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# Apprenticeship Employer of the Year Award

## Category planner

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### Who should enter?

The Apprenticeship Employer of the Year Award recognises employers who can demonstrate their commitment and contribution to apprenticeships, and the success that apprentices have brought to their organisation.

The categories acknowledge the different approaches taken to apprenticeships by organisations of different sizes:

- SME Employer of the Year  
(for organisations with 1 to 249 employees)
- Large Employer of the Year  
(for organisations with 250 to 4,999 employees)
- Macro Employer of the Year  
(for organisations with 5,000+ employees)

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### How to enter

Please read these guidance notes carefully before completing the online entry form. The closing date for entries is 25 May 2018. Entries received after this date will not be accepted.

Apply online at:

[appawards.co.uk](http://appawards.co.uk)

### Help with your entry

Take a look at the Awards Q&As on the application site for more information. You can also call the helpline on 0800 954 88 96 where our experienced team are on hand Monday to Friday 9:00am-5:00pm to answer your questions. Alternatively email us at [entries@appawards.co.uk](mailto:entries@appawards.co.uk).

### Completing the form

Judges are looking for exemplar employers who can demonstrate their ongoing commitment, contribution and the success that apprenticeships have brought to their organisation. Make sure you give the judges hard evidence to base their decisions on. Include examples of best practice which makes your organisation's apprenticeship programme better than the next.

Applications now allow you to attach photos and tables to help evidence the claims made in your responses. Please make use of this opportunity. Use a chart, table or graph to help demonstrate metrics such as statistics, quantifiable information and comparative data. Remember to provide a base line to show how your programme has progressed.

The judges recognise that apprenticeship programmes will be able to develop more tangible and measurable success indicators as they progress and mature. Use your responses to demonstrate your achievements to date, and provide the judges with as much tangible supporting evidence as possible.

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**Question 1**

**Please explain the strategy behind your apprenticeship programme. (Max 250 words)**

Judges are looking for a sound strategy behind your apprenticeship programme. They want to see a clear rationale for why you introduced apprenticeships into your organisation and what your objectives were.

A stand-out answer will include the following:

- An outline of your organisation and your apprenticeship programme.
- Why your organisation decided to invest in apprenticeships and how this investment fits into your organisation's overall strategy.
- The tangible measures your organisation uses to demonstrate the success of your apprenticeship programme and your investment in it.
- Your plans for developing and enhancing your apprenticeship programme.

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**Question 2**

**Please tell us why you think the delivery of your apprenticeship programme is exceptional. (Max 250 words)**

Explain to the judges what makes your apprenticeship programme exceptional. Provide clear and tangible evidence of how you perceive yourself to be an exemplary employer.

A robust answer will include the following:

- Why you believe the delivery of your apprenticeship programme is exceptional. Please make use of external validation/feedback if available.
- How you recruit a talented and diverse apprenticeship workforce.
- How you make your apprenticeships accessible to people from all backgrounds.
- Examples of how you are committed to promoting investment in skills and sharing best practice through ambassadorial activities.
- Why you are a role model for other employers.

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**Question 3**

Please describe the benefits that apprenticeships have brought to both your organisation and individual apprentices.  
(Max 350 words)

Judges are looking for evidence of the benefits your apprenticeship programme has brought to both your apprentices and your organisation.

A good answer will include the following:

- How you support your apprentices beyond the baseline requirements of the relevant apprenticeship framework(s) e.g. training, mentoring and ambassadorial activities.
- Ways in which apprentices have benefited from the opportunities presented by the apprenticeship programme. Include relevant quotes from apprentices.
- Evidence of progression/promotion/retention successes.
- Tangible organisational benefits that are a direct result of your investment in apprenticeships, linked back to the objectives you set for your apprenticeship programme.
- How your apprenticeship programme has helped to meet your organisation's skills needs.

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**Photo and Table Attachment (optional)**

Please attach a Word or PDF document, no more than six pages and 3MB in size.  
(Max 250 words)

You are able to attach a document to help evidence the claims made in your responses. Please note that you are strongly encouraged to do this. Use a chart, table or graph to help demonstrate metrics such as statistics, quantifiable information and comparative data. Remember to provide a base line to show how your programme has progressed. Also provide a baseline when using % figures.

Up to two photographs may be included if they help to evidence your answers. Text contained in charts, tables or graphs should be counted towards the final word count. Please make sure that all charts are clear and in black and white, as your entry will be photocopied for the judges.

The upload facility should not be utilised for items such as certificates, prospectus documents or training materials.

Do not include hyperlinks to websites, videos or other information in any part of your entry. Ensure you do not exceed the 250 word count for the supporting document as if over word count it will be removed from your entry.