

Please see below the detailed criteria for each of our Apprenticeship Award categories, which are designed to help you structure your entry. Click the **NOMINATE** button to create an account and access the online entry portal where you can submit your nomination.

### **Criteria for the 9 Apprentice of the Year Award Categories**

To be eligible for apprentice award categories, applicants must live, work or train within the region and have been enrolled on their apprenticeship programme for at least 12 months prior to the event date. Entries may be submitted by the apprentice, employer or training provider. All submissions are assessed against clear judging criteria, and applicants are encouraged to address each directive in full to support a strong and competitive entry.

To support a **strong** and **competitive** submission, we recommend that each point within the Criteria Directives is clearly addressed. The judging panel will be reviewing and scoring entries based on these criteria, and strong responses to each area will help determine the shortlist.

#### **Overview of the apprenticeship programme**

Provide as much detail for each point shown below:

- Describe why the apprentice chose an apprenticeship as their career route, detailing their role within the organisation and how it contributes to the team or business.
- Detail their key achievements so far (both individually and as part of a team if applicable).
- Provide details of the apprentices personal aspirations and career development plans, and how the apprenticeship aligns with and supports the wider objectives of your organisation.

#### **Skill Development and Organisational Impact**

Provide as much detail for each point shown below:

- Describe how the apprentice has developed and applied new skills through their apprenticeship, highlighting specific performance achievements.
- Explain how their contributions have benefited your organisation and the positive impact they have had on its success. Have they been a role model to others either within your organisation and or externally?

#### **Demonstrate excellence**

- Show how the apprentice stands out

#### **Presentation of your nomination.**

- To strengthen your entry, we recommend including testimonials from colleagues, apprentices, and training providers showcasing your impact and their achievements (up to 3 A4 sides allowed).

### **Criteria for Mentor of the Year**

This category is for an individual who has encouraged and inspired apprentices throughout their training programme. Mentors can be the line manager, a training provider or someone that the apprentice works with who has greatly contributed to the individual's development. Entries should be completed by either the apprentice or an individual that has witnessed the impact that the mentor has had on the individual.

To support a strong and competitive submission, we recommend that each point within the Criteria Directives is clearly addressed. The judging panel will be reviewing and scoring entries based on these criteria, and strong responses to each area will help determine the shortlist.

#### **Mentor's Role and Day-to-Day Support**

- Describe the mentor's role in relation to the apprentice, including their position and relationship to the apprentice.
- Explain how the mentor provides day-to-day support in the development of the apprentice, highlighting specific actions or strategies they use to aid progress.

#### **Going Above and Beyond to Encourage Success**

- Detail how the mentor has gone above and beyond their basic duties to encourage the apprentice to succeed, including any exceptional actions, advice, or encouragement they have provided.
- Describe the impact of the mentor's support on the apprentice's development and achievements throughout the apprenticeship programme.

#### **Presentation of your nomination.**

- To strengthen your entry, we recommend including testimonials from colleagues, apprentices, and training providers showcasing your impact and their achievements (up to 3 A4 sides allowed).

## **SME and Large Employer of the Year Criteria**

SME - Open to businesses, with up to 249 employees, which offer an apprenticeship programme.

Large - Open to businesses, with 250+ employees, which offer an apprenticeship programme.

To support a strong and competitive submission, we recommend that each point within the Criteria Directives is clearly addressed. The judging panel will be reviewing and scoring entries based on these criteria, and strong responses to each area will help determine the shortlist.

### **Overview and Impact of Apprenticeship Programme**

- Provide an overview of your apprenticeship programme, including the number of apprentices employed, the training pathways they follow, and how the programme fits into the broader strategy of your organisation.
- Detail the specific benefits the apprenticeships have brought to your business, and explain how apprentices have benefited from your training programme.

### **Excellence, Future Vision, and Recognition**

- Describe what makes your apprenticeship programme best in class and why it stands out in comparison to others.
- Provide a case study of an individual apprentice who has excelled in your programme and explain how the apprenticeship programme has supported their growth.
- Share any external or internal promotion you have received regarding your apprenticeship programme and outline your future plans for its continuation or expansion.

## **Training Provider / Programme**

Open to colleges, organisations, or businesses that provide the training element of one or more apprenticeship programmes. Nominations can be made either for a specific apprenticeship programme or a provider that offers multiple programmes.

To support a strong and competitive submission, we recommend that each point within the Criteria Directives is clearly addressed. The judging panel will be reviewing and scoring entries based on these criteria, and strong responses to each area will help determine the shortlist.

### **Overview and Impact of Training Programmes**

- Provide an overview of the apprenticeship training programme(s) you offer, including the types of programmes, the number of apprentices currently enrolled, and the range of organisations you collaborate with.  
Please also include **where your organisation is based**, the **number of learners in that immediate location**, and—if applicable - an overview of your **regional or national delivery reach**.
- Detail how your organisation works effectively with employers, supported by testimonials.
- Explain how apprentices have benefited from your training programme, citing specific examples

### **Future Vision and Recognition**

- Describe your future plans for continuing or expanding your apprenticeship training programme.
- Provide a case study of an apprentice who has excelled as a result of your training programme, illustrating their journey and achievements.
- Highlight any internal or external recognition your apprenticeship programme has received, such as awards, certifications, or media coverage.

### **Demonstrate excellence**

- Ensure to detail how your organisation or programme stands out

### **Presentation of your nomination.**

- To strengthen your entry, we recommend including testimonials from colleagues, apprentices, and training providers showcasing your impact and their achievements (up to 3 A4 sides allowed).

## **Apprentice Ambassador of the Year**

This award celebrates individuals that have been outstanding advocates for apprenticeships, raising awareness and championing opportunities for young talent. The entry should be completed by the individual.

To support a strong and competitive submission, we recommend that each point within the Criteria Directives is clearly addressed. The judging panel will be reviewing and scoring entries based on these criteria, and strong responses to each area will help determine the shortlist.

### **Advocacy and Impact of Apprenticeship Promotion**

- Provide specific examples of actions you have taken to raise awareness about apprenticeships, such as speaking at events, engaging with educational institutions, or using media platforms.
- Explain how your advocacy efforts have influenced an increase in apprenticeship participation or applications within your organisation, community, or industry.

### **Mentorship, Support, and Partnerships**

- Detail the ways in which you have mentored or supported apprentices, including creating a positive environment that encourages skill development, confidence, and career growth.
- Highlight any partnerships or collaborations with other organisations that have expanded the reach and impact of apprenticeship programmes.

### **Presentation of your nomination.**

- To strengthen your entry, we recommend including testimonials from colleagues, apprentices, and training providers showcasing your impact and their achievements (up to 3 A4 sides allowed).