



In association with



**INVESTORS  
IN PEOPLE**

---

# National Training Awards 2011 – Introduction

---

The National Training Awards (NTA) recognise and celebrate Investors in People accredited organisations that have delivered outstanding organisational benefits by directly linking the training needs of their people to the business needs of their organisation.

By aligning with Investors in People, the National Training Awards is building on an established benchmark, creating a stronger focus on organisational benefit and raising standards in workplace learning.

Entering the Awards offers Investors in People accredited organisations the opportunity to continually build on their successful training programmes, gaining public recognition for achieving success through developing their people year on year. Entrants will compete to be named the ‘best of the best’ on a regional and national level.

Competing for an Award in itself offers organisations the opportunity to improve their business operations. All entrants receive a detailed evaluation report of their submission which can be used to inform their existing and future organisational strategy.

Winning a National Training Award can directly impact on an organisation’s bottom line. One in five recent winners said they had seen an increase in the number of contracts secured following their Award win, whilst one in three stated their organisation had become more efficient.

The NTA Annual Ceremony will this year form part of the world’s largest international skills competition – WorldSkills London 2011 – where young people from across the globe will compete to become the ‘best of the best’ in more than 40 skills. This unique event will enable NTA Winners to celebrate their success on an international platform, demonstrating their commitment to developing skills and raising standards in workplace learning.

---

## Contents

<b>Introduction</b>	01
<b>Awards categories overview</b>	02
<b>Learning Framework- Putting your entry together</b>	03
<b>The assessment and judging process</b>	13
<b>Entry rules and guidelines</b>	14
<b>Further help and advice</b>	15

---

---

## Award categories overview

---

To enter the Awards in 2011 organisations **must** have been accredited or reaccredited with Investors in People since 31 October 2008. Organisations with 20 or less employees are not required to be Investors in People accredited to enter the Awards.

There are four Award categories in the National Training Awards as outlined below. The categories seek to recognise and celebrate specific learning and development initiatives that have resulted in remarkable and outstanding benefits to an organisation.

Entrants are encouraged to submit more than one entry if the training initiatives resulted in different organisational benefits. However, two entries that concern the same specific piece of training will not be accepted.

---

### 1 Small Employer category

(up to 49 employees)

---

### 2 Medium Employer category

(50-249 employees)

---

### 3 Large Employer category

(250-999 employees)

---

### 4 Macro Employer category

(1000+ employees)

---

These four categories are aimed at varying sizes of organisation where the entry concerns the development of the organisation's own staff (or their volunteers), in order to deliver an overarching organisational strategy.

If you worked alongside a partner, who was involved in the design and delivery of the initiative, NTA will continue to acknowledge this contribution (even though there is not a specific partnership category). The entry must be submitted by the client organisation, which must also hold current Investors in People accreditation.

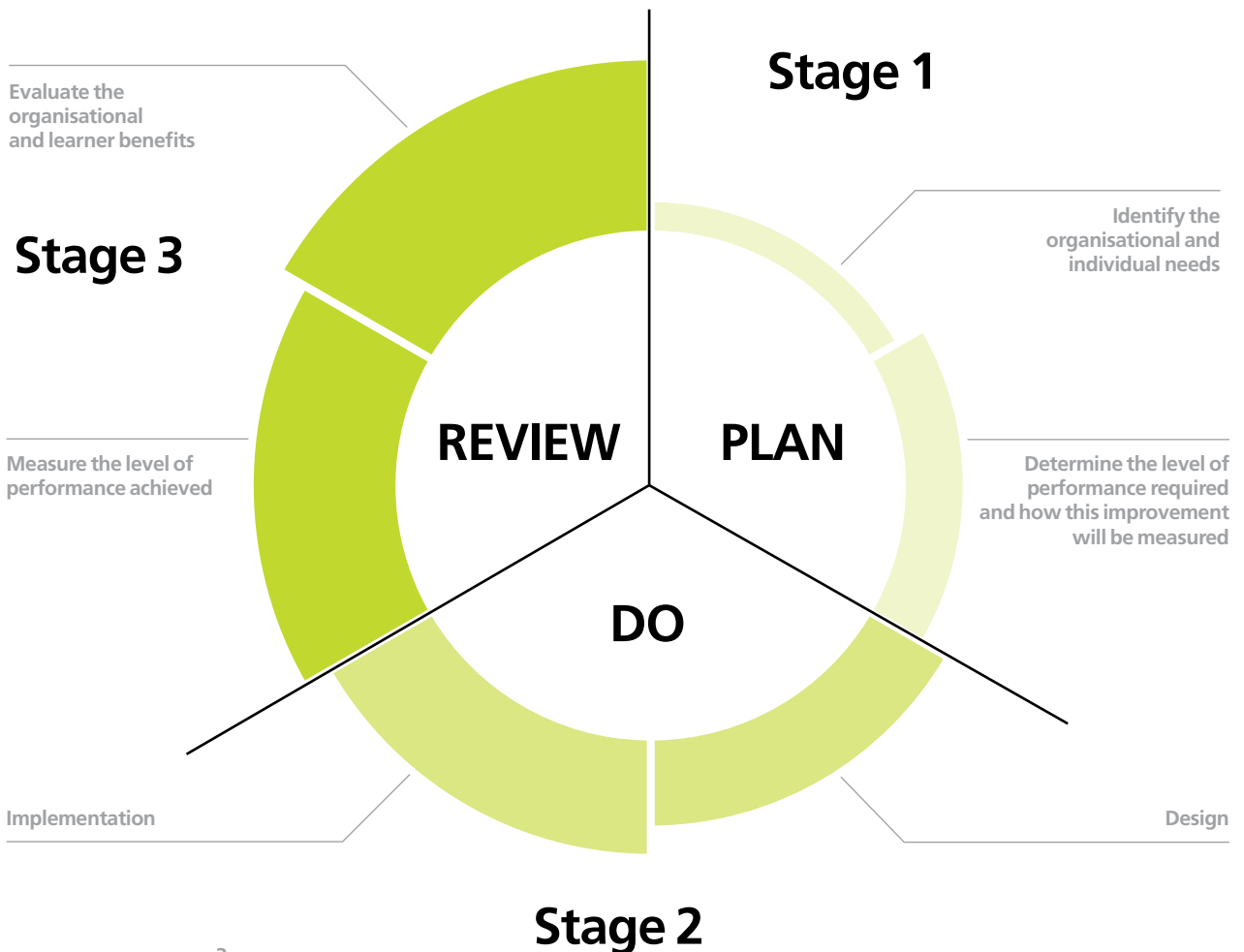
Colleges, schools and other training providers can enter the Awards, if the training described is for their own staff.

# Learning Framework

The revised NTA Learning Framework Model has been updated to incorporate key elements of the Investors in People Framework and will continue to offer organisations a powerful evaluation tool. The framework is based on widespread experience of excellent training and the processes that surround it, from the initial business need and skills required, through design and implementation to the ultimate impact on the individuals and organisation.

You will find it helpful to consider this model when completing your entry as it relates directly to the questions on the entry form and the criteria by which you will be judged. Many past entrants have incorporated the framework into their longer term evaluation strategies as a result!

By aligning the two frameworks, organisations that have gained Investors in People recognition will see a natural progression on to the National Training Awards for specific learning and development initiatives!



---

## Putting your entry together

---

**Please ensure that you fill out  
all sections of the entry form:**

---

### **Section A**

About your organisation

---

### **Section B**

Description of your organisation

---

### **Section C**

Your training story

**Question 1**

**Question 2**

**Question 3**

---

### **Section D**

Endorsement

---

---

You can download the entry forms  
and/or apply online at the NTA website:  
[nationaltrainingawards.com](http://nationaltrainingawards.com)

If you have any questions about  
putting together your entry please  
contact the NTA helpline:

**T** 0800 0191 475

**E** [info@nationaltrainingawards.com](mailto:info@nationaltrainingawards.com)

---

## Choosing your training story

---

The Judges are looking for you to tell them an inspiring story about a piece of training that has made a real difference to both the individuals and your organisation. Wherever possible, your entry should focus on a specific learning and development initiative which can clearly be attributed to the resulting impact on the organisation.

The first thing to do is to define which training story you want to tell. When choosing, look for the story you feel most enthusiastic about and for which you have real evidence of the difference the training has made.

The best entries are those which avoid jargon and provide the key facts in an accessible and inspirational way.

---

## What kind of training can be entered?

---

The NTAs celebrate learning in the widest sense, through both formal and informal ways of developing people's skills. The term 'trainee' is used throughout this entry guidance booklet to broadly describe anyone who is undertaking this development.

---

### The need for evidence

To be considered for an Award, you will need to be able to put forward tangible and clear evidence of your success. The sort of evidence the Judges are looking for includes:

- Statistical evidence (for example profit, cost savings, reduction in staff turnover etc).
- Quotations from the learners and other beneficiaries illustrating performance changes, qualifications and awards gained.
- Survey evidence.
- Brief, relevant case studies as appropriate.

---

### Check that your entry

- Describes results that you are proud of.
- Has clear organisational/community benefits that have been measured.
- Has evidence to support the achievements you have included in the entry.

The most important thing to remember when completing the entry form is to make sure you provide enough information in each section. This needs to support any claims you make about the benefits of the learning. Judges will be looking for clear links between the learning undertaken and the benefits to the organisation, in the fulfilment of organisational strategy.

# The Form:

## Section A

### About your organisation

In this section, you must give the Judges some specific information about your organisation and allocate a title for your entry (in no more than 15 words). This should summarise in one sentence the focus and context of your entry for the Judges, e.g. "Leadership development in the construction industry".

Your NTA entry will be judged, on a regional basis. The region is allocated based on the postcode you provide on the front page of the entry form. If you would like your entry to be judged and celebrated in a different region you will need to select this on the entry form. The judging region should be where the impact of the training is mostly felt. It is also the region where you will have to attend an Entry Review Panel if you successfully pass the first stage of the process.

The words you use in this section are not subject to a word count (except for the entry title), unlike sections B, C and D.

**Please note: all information provided in the NTA entry form is confidential**

## Section B

### Description of your organisation

(Up to 200 words)

When describing your organisation, please tell the Judges about the nature of your business and the sector you operate in. Describe the organisation's aims and if the learning initiative you are describing applies to just one team or department. Explain how the initiative fits within the organisation as a whole.

In circumstances where a partner was used in the design and delivery of the initiative, organisations should include brief information on them and their contribution.

## Section C

### Your training story

The questions in this section relate to the NTA Learning Framework Model on page 3 and are designed to allow you to fully evaluate your training and successfully tell the Judges your story. Previous entrants have found this model to be an essential tool to assist their evaluation on an ongoing basis. You will find it helpful to work through this when you prepare your entry.

## Section C

### Question 1

**Explain your organisation's need for the learning and development programme (up to 400 words).**

This question relates to Stage 1 of the Learning Framework



#### You must include

**1. The organisational need for the initiative and the position before the training:**

- Consider and evidence the internal and external drivers for the learning and development. For example, a need to improve your organisation's performance in response to a changing marketplace.
- Please give performance figures as relevant to the need identified above, e.g. turnover, market share, staff retention etc. It is important for Judges to accurately understand your starting point in order to evaluate the success the training has had in moving the organisation forward.

**2. What you planned to achieve as an organisation (and how this linked to overall organisational strategy), the targets set for improvement and how you planned to measure success:**

- Consider what you wanted to change or improve in the organisation in response to the needs identified above and how this linked specifically to helping achieve the organisational strategic goals. What were the objectives of the initiative and what measures of success would demonstrate you had achieved them? Measures of organisational success could be things like an increase in productivity or profit and/or an improvement in staff morale or turnover.

**3. A description of the target groups/individuals benefitting from the learning and development programme**

- Consider who the trainees were and how they performed/behaved prior to their learning.
- Why was this group of people selected? For example, was there a training needs analysis, if so what were the results?

**4. The specific targets set for learner performance and how you planned to measure their achievement.**

- Compare the 'before' picture with what you planned for people to do differently after the learning and how you planned to measure the improvements. How would this change in performance/behaviour help you to meet the objectives you outlined above and therefore meet the ultimate business needs?

## Section C

### Question 2

**Explain how you designed and implemented the learning and development programme (up to 400 words).**

This question relates to Stage 2 of the Learning Framework



#### You must include

- 1. The programme content, design, the learning approaches chosen and why these were selected:**
  - Consider what needed to be learned to improve performance as described in question 1.
  - Describe the learning activities that you chose (for example, workshops, coaching, mentoring, videos, role plays, project work).
- 2. How this design was tailored to meet the specific learning and development needs of the participants and their involvement in the development of the programme:**
  - Judges are keen to see how you designed the learning to best meet the learners' and organisation's needs and to what extent the learners were involved in the design and development.
- 3. How the programme was delivered, by whom, to how many trainees and in what timeframe:**
  - Consider what actually happened. How many people took part in the learning and when?  
How did you manage the programme? Was delivery internal or external and who were the staff involved in managing it.
  - How did the actual delivery match the plans you outlined above in the design stage? Were there any unforeseen challenges and if so how did you deal with these?
- 4. Success/non-completion rates of the programme and their cause(s):**
  - Include the number of learners that started in comparison to those that successfully completed. Describe any flexibility/assistance given to those that struggled to complete.
- 5. The organisational investment of time, money and other resources:**
  - Include information on the costs of training materials, venues, delivery staff (fees or salaries), cost of taking trainees away from the workplace and any funding or external support received. This is essential information for the Judges to determine the cost effectiveness offered by the programme.
  - How this compares to the planned costs and all the other resources you allocated.

**NB. All information provided in the entry form is kept confidential.**

## Section C

### Question 3

**Explain the direct benefits of the learning initiative for your organisation, and its impact on the participants' performance (up to 500 words).**

This question relates to Stage 3 of the Learning Framework



#### You must include

- 1. Quantification of how the programme has improved the performance of the organisation, how successfully it has met the initial targets of the learning and development programme and achieved the organisation's strategic goals.**
  - Consider the factual evidence you can provide to show how the organisation has benefited. Include statistics, examples, quotes, observations or survey results. Give evidence for any benefits you did not expect. Consider how the organisational benefits can be linked clearly to the training and the extent to which the organisational needs (as outlined in question 1) have been met.
  - Has the performance of the participants in the initiative contributed significantly to the achievement of the organisation's strategic goals?
- 2. Specific examples of how participant performance or behaviour has changed as a direct result of the learning and development programme.**
  - Consider how the trainees have directly applied their learning and how it has impacted on their performance. Provide evidence which supports your description of how trainees behaviour and performance have changed. This could be statistics, examples, quotes, observations or survey results.
  - Have performance outcomes matched or gone beyond your aims for trainees' performance as set out in question 1? If not, why?
- 3. Detailed evaluation of the learning and development programme, (including cost effectiveness) and how this evaluation will assist in the development of future programmes.**
  - Consider the benefits you outlined above against the costs associated with the programme (as outlined in question 2). On balance, did it represent outstanding cost effectiveness?
  - Consider how you will use the evaluation of this initiative in the development of future programmes.
- 4. How the positive impact of the initiative will be maintained for the organisation, how it is currently embedded in the organisation and how it supports the organisational strategy.**
  - Consider the structures in place to maintain trainee performance, e.g. performance reviews, plans for ongoing development etc.
  - Consider how this programme is currently embedded in the organisation and how it fits with the organisational strategy, e.g. are there plans for future programmes or was this a one-off? Will this programme be rolled out to a wider internal or external audience?

## Section D

# Endorsement

---

**Please describe how this learning and development programme has directly impacted upon your organisation and how this links back to the overarching organisational strategy (up to 300 words).**

---

All entries require an endorsement. For all entries, the endorser needs to be a member of the organisation's senior management team. The Endorser is asked to provide a statement describing the learning and development impact and to endorse its success, whilst describing clear links between the initiative and the organisational strategy.

# The assessment and judging process

The National Training Awards are highly respected and valued because of the rigorous and objective three stage judging process.

## Stage 1 – Assessment

Entries are scored against the criteria. The highest scoring entries following assessment are automatically eligible to attend a Regional Entry Review Panel.

## Stage 2 – Regional judging (including Entry Review Panel)

All entries that pass stage 1 (assessment) will progress directly onto having their entry reviewed and validated. Entrants will be required to attend an Entry Review Panel within their region where they will appear in front of a panel of Judges, who will use the timeslot (approximately 1 hour) to clarify the information within the entry and ask questions arising as a result.

Specific evidence may be needed to be seen by the Judges at this panel and this will be communicated to you beforehand. Judges will expect to see a training manager, a member of the senior management and one of the individuals who undertook the learning and development initiative. Entrants will find out by Tuesday 14 June, if they are eligible for their Regional Entry Review Panel.

The dates of the Regional Entry Review Panels are as follows:

East of England	Wednesday 6 July
East Midlands	Tuesday 5 July
Greater London	Thursday 21 July
North East	Tuesday 12 July
Northern Ireland	Wednesday 20 July
North West	Wednesday 13 July
South East	Tuesday 19 July
South West	Wednesday 20 July
Wales	Thursday 21 July
West Midlands	Wednesday 6 July
Yorkshire and The Humber	Wednesday 13 July

Please make sure you are available on the date of your Regional Entry Review Panels, as you will be required to attend if you pass stage 1 of the process.

Following the Regional Entry Review Panels, the Judges will meet to debate and discuss each entry and will make awards as detailed below:

## Awards made at Regional judging: National Training Awards

(The very best in the region)

Maximum of one award per category in each region.

---

## The assessment and judging process

---

### Stage 3 – Winner of the Year judging

An overall National Training Award Winner of the Year is chosen in each category.

Please visit the website, [nationaltrainingawards.com](http://nationaltrainingawards.com) for an NTA timetable for full breakdown of the judging and assessment process.

Please note that all NTA judging and assessment decisions are final. All entrants will receive written feedback on their entry but no discussion will be entered into around the final result unless there are associated legal implications

---

### Who are the NTA Judges?

The Judges are volunteers who have considerable experience and expertise in the world of learning and development and have excellent knowledge of the National Training Awards.

The Judges come from a variety of sectors and backgrounds – which is one of the reasons you need to avoid using sector specific jargon.

---

## Entry rules and guidelines

---

### Eligibility

- To have been accredited or reaccredited with Investors in People since 31 October 2008. Organisations with 20 or less employees are not required to be Investors in People accredited to enter the Awards.
- To be eligible for the Awards, the main benefits from the learning must be seen in the UK, Channel Islands or Isle of Man.
- Vocational training for young people under the age of 18 is only eligible if significant employer impact can be demonstrated as a result of the training.
- Your entry will not be eligible if it goes over the word count in any section.

---

### Resubmission

As part of the changes to the structure of the Awards in 2011, resubmissions from previous years (in-line with the exceptions below) will be accepted but will be treated solely as new entries.

- Resubmissions are invited from previous Regional Training Award winners and non winners.
- UK National Training Award winners and Winners of the Year from within the last two years cannot resubmit the same entry within this time period.

**NB. All entrants must comply with the entry requirements regarding Investors in People accreditation as detailed earlier in this guidance booklet.**

---

### Documents

If you need more space when completing the entry form, please insert additional A4 sheets as necessary, but do not go over the word count. Please make sure that all charts are clear and in black and white, as your entry will be photocopied for the Judges. Photographs should not be included in the entry. If you are not submitting your entry online or by email, your hard copy entry should be loose pages, not bound, stapled or laminated, and should be typed if possible. If you write your entry by hand, it should be clearly written in black ink and in block capitals. Entries that are submitted by email or online must not exceed 3MB in size. Please check this before submitting as entries over this size will be automatically rejected.

---

### Word count

The word count applies to text used in sections B, C and D, each question of the entry form has a specific word count which must be adhered to and cannot be transferred to other sections of the form. Any text used in charts, tables or graphs will also be counted towards the word count for that question. Consider using abbreviated formats such as tables, bullet points and graphs for conveying facts and statistics. Please check your word count carefully. Be aware that Microsoft Word includes bullets and paragraph numbers as part of the word count but NTA does not.

---

## Further help and advice

---

### NTA on the web

Further advice and guidance on how to prepare your entry can be found at [www.nationaltrainingawards.com](http://www.nationaltrainingawards.com). You will see a range of tools such as a frequently asked questions and testimonials from past winners. You can also download the entry form and this guidance booklet from the site and submit your entry online.

---

### NTA Seminars

These are short free sessions which offer an overview of the Awards with guidance on how to prepare an entry. They will also give you the opportunity to meet other entrants and talk to past winners about their experience. Check the website for dates and locations.

---

### NTA Helpline

This is a free-phone number for all potential entrants to answer your questions and provide information on putting together your entry. To book a place at an NTA Seminar or for any other help and information call the NTA Helpline on 0800 0191 475, open from Monday to Friday 9am to 5pm.

---

### Detailed feedback

All entrants are provided with detailed written feedback to make sure the process of entering is really valuable to you. Many of our past entrants have used this feedback to improve their ongoing learning and evaluation processes and to shape future resubmissions to the Awards.

---

### Press and PR for winners

Each year, a publicity campaign is run to promote the success of NTA winners to local, regional, national, sector and business media. Your entry may be referred to in press releases that are issued to the media unless you request otherwise. As part of these campaigns, case studies are also produced for each Award winning entry that is sent to the media. Investors in People may also want to feature these case studies on their website.

If you become a winner, you will be asked to approve a case study about your entry before it is issued to the media.

As with any publicity campaign, it cannot be guaranteed how much publicity you will get. Some winners like to increase their chances of getting publicity by contacting their local, regional and trade media directly. NTA can provide you with template press releases, media lists and PR advice.

---

### Training Databank

[nationaltrainingawards.com/databank](http://nationaltrainingawards.com/databank)

The National Training Awards Case Study Bank contains a wide variety of case studies from winning organisations, illustrating how well-planned training can be used to deliver first rate results.

The case studies provide a clear, succinct description of what these award winning organisations wanted to do and how they achieved it, together with an analysis of the key factors of success. These case studies are therefore a digest of proven good practice.







---

# Sending in your entry

---

**The closing date for entries is  
Friday 27 May, 5pm**

---

**You can enter the Awards  
in the following ways**

---

**Online** nationaltrainingawards.com  
**Email** entries@nationaltrainingawards.com  
**Post** National Training Awards  
Blaenige  
Blaen-y-Coed Road  
Carmarthen  
Wales  
SA33 6EL

---

Entries cannot be submitted by fax.

---

It is your responsibility to check that your entry has been received. If you have not received a confirmation email by Friday 3rd June, call the helpline (Monday to Friday, 9am to 5pm).  
**T** 0800 0191 475

**Skills  
Funding  
Agency** | **Department for Business  
Innovation & Skills**

---

Supported by

**City &  
Guilts**

**EDI** Supporting learning  
and performance

**PEARSON**

**unionlearn**