



Writing a good nomination for an employer

This guidance has been developed for anyone planning to nominate an employer for a Festival of Learning 2019 award. Each year we receive hundreds of nominations which makes the process very competitive. The following guidance aims to help you write a good nomination.

Before you begin

Before you begin your nomination for an employer make sure that:

- **You have permission from senior management (for example chief executive).** One of the aims of Festival of Learning Awards is to showcase the impacts of adult learning, and if selected as an award winner, their story is likely to attract interest from local, regional and sometimes national press and media. An information sheet for nominees is available on the [Festival of Learning website](#), answering some frequently asked questions.
- **The employer is eligible for an award.** Awards are open to employers based in England only. The employer must provide learning opportunities for adults who are aged 18 and over. Full eligibility information is included in the separate guidance notes document available from the [Festival of Learning website](#).

Preparing a nomination

- **Read the guidance notes carefully.** The guidance notes, available on the [Festival of Learning website](#), include full details about eligibility criteria, timescales, and the online nominations process for 2019.
- **Allow plenty of time to prepare and draft the nomination.** A copy of the nomination form questions is included in the guidance document to help you prepare and draft your nomination. The nomination form requires statements from the nominator as well as a statement from one (or more) of the learners, so make sure that you also give the learner/s enough time and notice to write their statement.
- **Allow enough time to submit the nomination using the online form.** The final deadline for nominations to be submitted online is 12pm on 12 February 2019. The online nomination form must be completed in one sitting – you cannot save a partially completed nomination and return to it later. Avoid leaving completion of the online form to the last minute – particularly if you are submitting multiple nominations.

- **If you have any queries, or any technical or accessibility issues, contact us** either at fol@learningandwork.org.uk or on 0116 204 4239 where you can leave a short message. We will respond to emails and telephone messages as soon as possible (usually within one working day).

Writing strong statements

- **Make sure you answer all the questions and provide all the information requested.**
- **Be succinct.** Make your points as clearly and concisely as you can. Word limits have been set but try to be succinct even within these.
- **Tell us about the workplace learning, training or development activity.** Learning is at the core of all our awards and is the essential part of all our winners' stories. We need to know about the workplace learning and about the learners. What are the aims of the workplace learning? Who are the learners – is it open to all staff or focused on certain job roles or certain areas of the business? What are the learning, training or staff development activities that take place?
- **Demonstrate how the workplace learning has made a difference – to the staff learners and to the business, and where relevant, to the local community.** Festival of Learning award winners' stories showcase the benefits of adult learning – on individuals, families, communities and workplaces. Tell us about *how* the workplace learning has made a difference to the staff (the learners) and to the business. (For example, did it lead to an increase in productivity or an increase in staff retention?) You should provide examples that illustrate your points, and concise evidence that backs up your claims. Briefly explain how the impact of the workplace learning is monitored and evaluated. However, remember – this is not a monitoring and evaluation report - it is an opportunity to convey the impact of the workplace learning, brought to life with powerful examples and backed up by relevant evidence. If there has been an impact on the local community make sure to tell us about this too.
- **Tell us why the employer stands out as exceptional for its workplace learning.** We are looking for employers that stand out from the crowd. How and why would this employer inspire others? How is what they are doing innovative? Could it be replicated by others? Tell us what makes the workplace learning activity within this employer special.
- **Include a strong learner testimony.** The learner statement provides an opportunity to bring to life the impact the workplace learning has had on the staff learners. A full statement from one learner that articulates the difference the learning has made to them, particularly in their job and at work, is far more powerful than lots of short quotes from multiple staff members saying little more than that the workplace learning is "great".