



Department
for Education

★ RATEMY
APPRENTICESHIP

BECOME A TOP APPRENTICESHIP EMPLOYER

Tips and Advice



Apprentice
Building Surveyor
Savills

"I thoroughly enjoy my programme. I get along really well with everyone in my team and in the wider company; there is so much opportunity for growth!"



2024
Winner
DJH

"Proud to be named the #1 Top SME Apprenticeship Employer in 2024. We would recommend all apprenticeship employers to nominate themselves for the upcoming 2025 rankings".

We are excited to announce a new partnership between the **Department for Education** and **RateMyApprenticeship**. Both organisations are collaborating to launch the Top Apprenticeship Employers rankings.

The Top Apprenticeship Employers is a unified rankings system that celebrates England's outstanding apprenticeship employers in 2025.

This pack will provide you with everything you need to support your entry.

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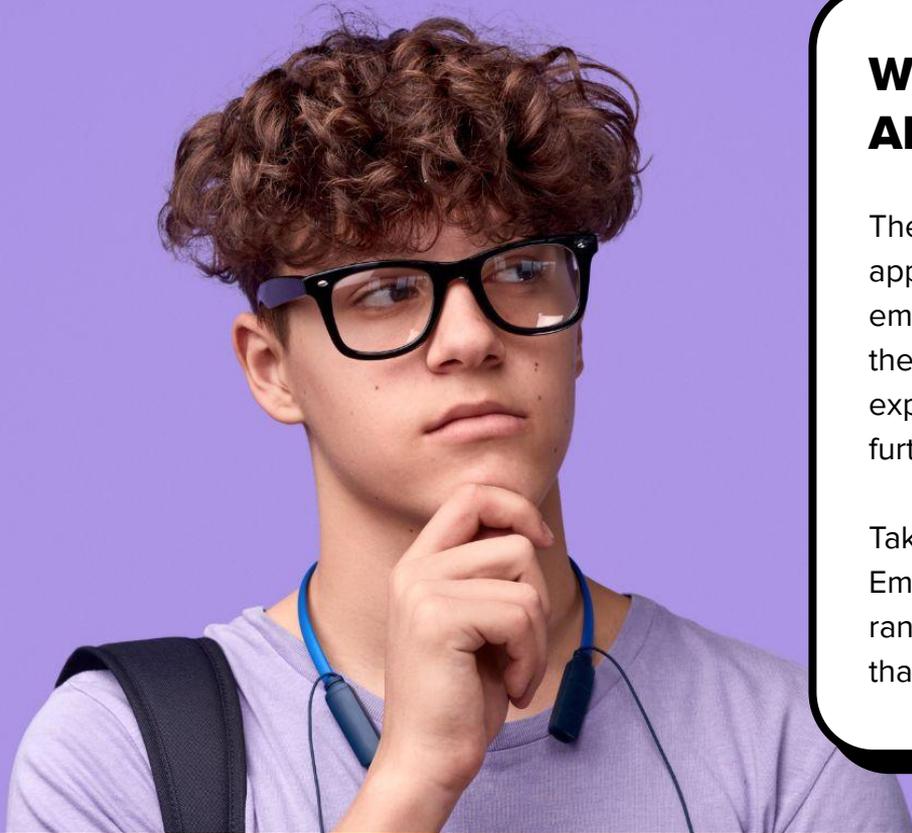
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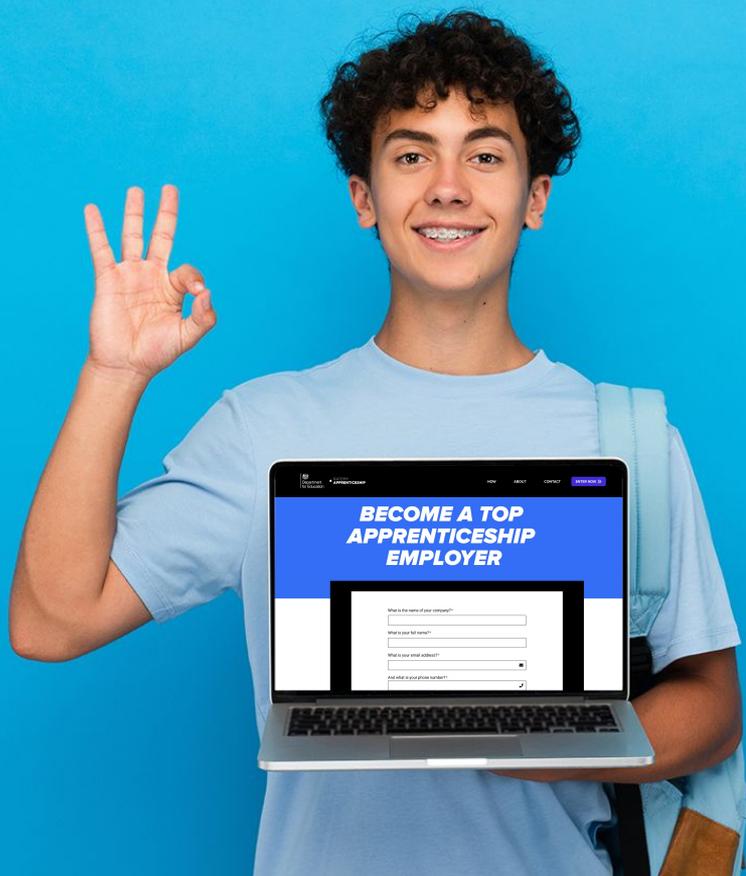
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WHAT MAKES A TOP APPRENTICESHIP EMPLOYER?

The new rankings recognise England's leading apprenticeship employers for their overall commitment to employing apprentices, their creation of new apprenticeships, the diversity of their new apprentices, the apprentices' experience and the progression of their apprentices onto further employment.

Taking these factors into account, the Top 100 Apprenticeship Employers and Top 50 SME Apprenticeship Employers rankings will be calculated based on a weighted algorithm that has been determined by the partner organisations.

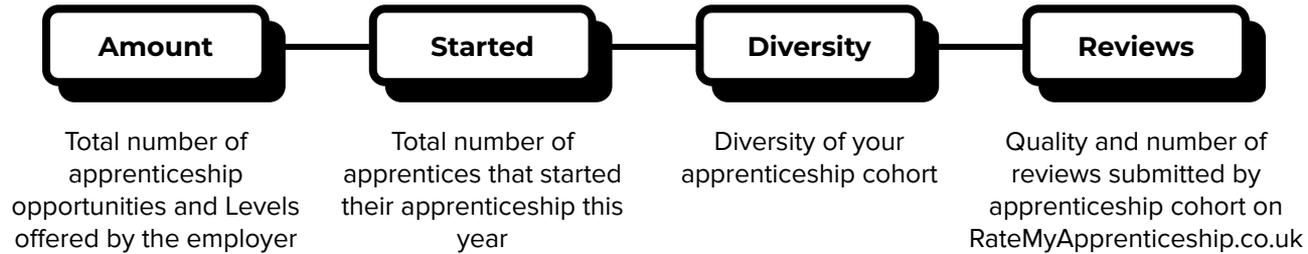


HOW DO I ENTER?

You can nominate your company to become a Top Apprenticeship Employer via the [entry form](#).

- **Read through the questions in advance.** We recommend that you collate the required information in a separate document before submitting it via this form.
- **Assemble the necessary information** and make sure you meet the [eligibility criteria](#).
- **Time to get started!** There are four ranking factors in total. The deadline for completing the Entry Form is 30th April 2025.

RANKING FACTORS



For more info on eligibility criteria visit:
www.top-apprenticeshipemployers.co.uk/how

RANKING FACTORS

Amount

Total number of employees currently on an apprenticeship (in England).

Top Tips

Make sure you meet the minimum number of apprentices (as outlined in the [Eligibility Criteria](#)).

Started

How many apprentices have started (or will start) an apprenticeship with your organisation between 1st April 2024 and 31st March 2025 (in England)

Top Tips

Your HR team is likely to have this data.

RANKING FACTORS

Diversity

Diversity of the apprentices that started (or will start) an apprenticeship with your organisation between 1st April 2024 and 31st March 2025 (in England).

Top Tips

Your HR team is likely to have this data.

FAQ: Why does diversity of apprentices affect my rank?

The Top Apprenticeship Employers aims to provide a well-rounded and dynamic picture of the apprenticeship landscape, showcasing employers who foster inclusive environments and provide opportunities for a wider range of talent.

By considering the diversity of your apprenticeship cohort, we ensure that the rankings reflect employers who are committed to offering equal opportunities to individuals from all backgrounds.

This approach ultimately strengthens the overall value and fairness of the rankings.



WHY SHOULD YOU ENCOURAGE APPRENTICE REVIEWS?

- **Raise awareness** of your brand among 16-24 year olds across England.
- **Gain valuable insights** into your schemes from the people who really matter.
- **Reduce the risk of renege offers** by encouraging applications from like-minded apprentices who will make more informed decisions before applying.
- **Be rewarded** for being one of the top apprentice employers in England.

I'VE NEVER HAD TO GET APPRENTICE REVIEWS ON RATEMYAPPRENTICESHIP BEFORE...

WHAT DO I DO?

1. **Guide your apprentices** – Direct your apprentices to the RateMyApprenticeship website, where they can create a free account and [complete a review](#). No need for you to create a company profile - the creation of a review will automatically generate a profile if you don't already have one.
2. **Encourage participation** – Explain why reviews are important, remind them their feedback is anonymous, and consider using incentives or dedicated review sessions.
3. **Don't miss the deadline** - Remember that the deadline for your apprentices to leave reviews on RateMyApprenticeship.co.uk is **30th April 2025**.

WHO CAN LEAVE APPRENTICE REVIEWS?

- All apprentices (currently enrolled on an apprenticeship programme)
- Full-time employees who are on a continuous development programme
- Must be based in England.

Your cohort can be in any year of their scheme and can re-review for each year of their scheme.

So if they submitted a review last year, **they can submit a new review this year.**



HINTS & TIPS FOR ENCOURAGING REVIEWS

Start Early

Reach out to apprentices right away, and set your cohort a deadline to complete their review by.

You can start encouraging as soon as they've completed at least six months of their programme. Remember that the April 30th deadline will come quickly!

Incentives

Why not offer an incentive! Some companies offer vouchers or run a prize draw for anyone who has submitted a review.

RateMyApprenticeship will also [plant a tree for every review submitted.](#)

REVIEW ENCOURAGEMENT ADVICE FROM EMPLOYERS

Create dedicated time

Consider creating a dedicated time and space for reviews in the office, such as a “Rate and Cake” session.

You can even make reviews a standard step in your end-of-programme process, ensuring a consistent and reliable mixture of responses.

Share the responsibility

Share the workload by dividing outreach among the team and involving managers to follow up with those individual apprentices who haven’t submitted a review yet.

HINTS & TIPS FOR ENCOURAGING REVIEWS

Submit early

Submit your entry form early - that way our team can keep track of how close you are to reaching 100% of your cohort leaving a review.

The RateMyApprenticeship team can send you regular updates about how you are getting on.

Send reminders

On average, people need to be asked **three times** before they submit a review.

By starting to encourage reviews early, you'll be able to send 2-3 reminder comms asking your cohort to review without sounding naggy!

EMAIL TEMPLATE

Feel free to use this copy
and share it with your
Apprentices in order to
boost those review numbers!



Subject line:

Share your experience and submit a review on RateMyApprenticeship!

We hope you are enjoying your time with us. **We value your feedback** and would really appreciate if you could rate and review your experiences with us on **RateMyApprenticeship**.

Writing your review couldn't be easier - you'll find some useful tips along the way to help you. It should only take you a few minutes!

Your anonymous review will be published on **RateMyApprenticeship** and will provide young people following in your footsteps with a unique insight into your role, giving you the chance to provide open and honest feedback, and you can shout about the fact that you have worked for a **Top Apprentice Employer!**

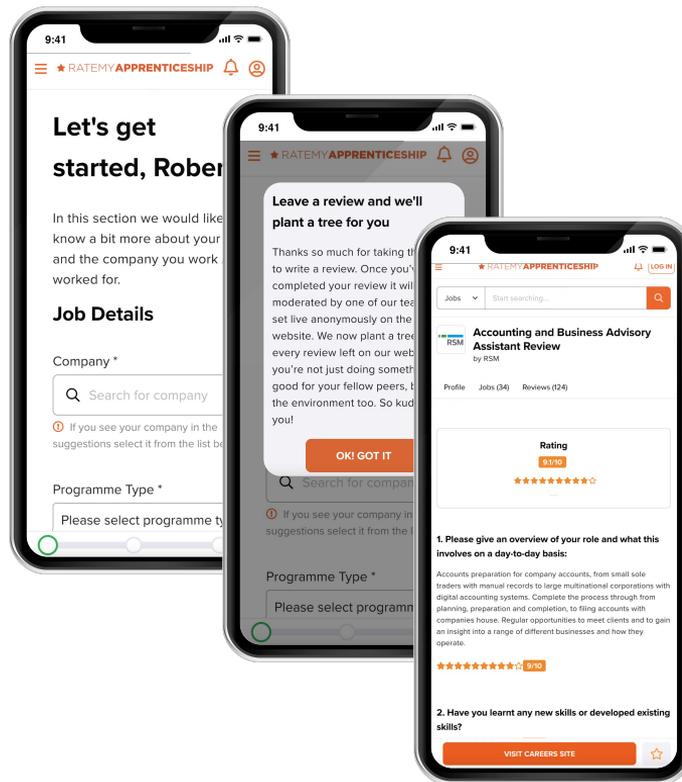
[GET STARTED >>](#)

HERE'S HOW THE REVIEWS LOOK ON RATEMYAPPRENTICESHIP.CO.UK

Reviewers answer 10 questions in total

A great resource for genuine peer-to-peer feedback!

Each review is moderated before going live



HEAR FROM PREVIOUS TOP APPRENTICESHIP EMPLOYER WINNERS



Savills, Ranked #1

RateMyApprenticeship.co.uk
Best Apprenticeship
Employers Table
2023/24 and 2022/23

“We’ve been fortunate to win several awards over the years, but earning first place in the RMA Top 100 Employers is truly special. This recognition means so much because it reflects the voices of our apprentices and the outstanding experiences they have on the Savills Apprenticeship Programme. Winning this honour for two consecutive years is simply amazing!”

We strongly encourage employees to nominate themselves and invite honest feedback from their apprentices. This not only gives apprentices a platform to share their genuine experiences but also inspires future generations by showcasing the incredible opportunities within their businesses. Let’s continue shaping the next wave of future talent!”



KEY DATES

- **24th Feb 2025:** Entry form is opened
- **30th April 2025:** Entry form closes at 23:59
- **30th April 2025:** Deadline for apprentice reviews on RateMyApprenticeship.co.uk
- **May 2025:** Entry form is now closed. Ranking is determined using the weighting criteria.
- **Summer 2025:** Results are announced for The Top 100 Apprenticeship Employers and The Top 50 SME Apprenticeship Employers.
- **September 2025:** Celebration event for the Top 100 Apprenticeship Employers and Top 50 SME Apprenticeship Employers.

TIMELINE

Feb

Celebrate National Apprenticeship Week by encouraging your apprentices to complete their reviews!

Mar

Continue to encourage reviews and prepare your entry form details.

Apr

April 30th
Deadline for reviews.
Deadline for entry form.

May

Entries are now closed. Rankings are calculated.

Summer

The Top Apprenticeship Employers are announced.

Sep

Celebration event for The Top Apprenticeship Employers.

GOT ANY QUESTIONS?

Visit the FAQs page on our website:

www.top-apprenticeshipemployers.co.uk/faqs

If you still have any outstanding queries, get in touch with us at:

www.top-apprenticeshipemployers.co.uk/contact-us

