

Top tips

1. **Prepare** – allow sufficient time to prepare and submit your entry and familiarise yourself with the award criteria – the deadline for entries has been extended to 6pm on 8 May 2024.
2. **Keep it simple** – write in plain English. Be clear and concise, avoid jargon, keep sentences short (15 to 20 words is a good average) and break longer sentences up with commas. Avoid sweeping generalisations and make every sentence count.
3. **Keep to the word count limits** and provide enough information for the judges to become familiar with the specific challenges faced, actions taken, and results or goals met.
4. **Pay attention to grammar, spelling and punctuation** – the judges are more likely to trust the information you supply if there are no spelling mistakes or errors.
5. **Ensure results or statistics used in your entry have been verified.**
6. **Write your entry with partners** – employers and trade unions should work together to prepare your entry, and both should be content with the final version.
7. **Review your entry** – ask others to read your entry before you submit it. It can be helpful to ask someone who was not directly involved in the work. An independent reviewer will not have detailed knowledge of the initiative and may suggest ways to make your entry stronger.