

**Northwest Automotive Alliance Business Awards**

**2013**

**COMMUNITY OUTREACH AWARD**

The NAA is encouraging employers to engage with their local community to raise the profile of their business and the sector and to demonstrate that engineering/manufacturing can offer lots of opportunities for young people. In order to do this, it is important that employers not only work with young people but also raise awareness amongst educators, advisors and parents of students.

The NAA recently produced a leaflet “Grow Your Own Employees by Engaging with Schools” and wishes to continue along this vein by introducing an award for SME’s which engage in community outreach. The award will be given to an SME which can demonstrate that it takes its social responsibility seriously and is also that it is keen to work with young people; with a view to recruiting and developing them into our future engineers and leaders.

NAA will be looking for employers which demonstrate a commitment to working with its local community typical activities may include:

* Working with young people (e.g. through site tours, offering work experience)
* Working with educators and advisors
* Supporting and encouraging employees to participate in outreach activities (e.g. becoming school governors, STEMNET ambassadors)
* Sponsoring young people related events
* Running an apprenticeship programme
* Other community related activities

**APPLICATION FORM FOR COMMUNITY OUTREACH AWARD**

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| **COMPANY NAME**  ***(This is the name that will appear on the certificate)*** |  |
| **COMPANY ADDRESS** |  |
| **CONTACT NAME** |  |
| **CONTACT POSITION** |  |
| **CONTACT PHONE NUMBER** |  |
| **CONTACT EMAIL ADDRESS** |  |
| **NUMBER OF EMPLOYEES** |  |
| **SECTION 1: COMPANY.** Please provide a brief overview of your company  *Word limit:**100 words* | |
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| **SECTION 2: COMMUNITY OUTREACH INVOLVEMENT.**  Please describe how community outreach is integrated into your business, e.g. formal documentation /working groups /individual responsibilities.  *Word limit: 500 words* | |
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| **SECTION 3: ACHIEVEMENTS.**  Please describe your activities and achievements over the last 12 months. We require quantified answers, such as 10 school & college visits for tours of the facility, 5 people provided with a total of 8 weeks of work placement, 3 staff are STEM Ambassadors and have undertaken a total of 6 days activity, 2 school governors, participated in the re-decoration of a women’s refuge, cleaned a 1-mile stretch of the local canal, raised £350 on activities for Children-In-Need etc | |
|  | |
| **SECTION 4: FUTURE VISION.**  Please describe your community outreach plans for the next 12 months  *Word limit: 250 words* | |
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**CLOSING DATE:**

The closing date for all entries is Friday 27th September 2013 Completed forms should be submitted to Zoe Desoer via email [zoe@nwautoalliance.com](mailto:zoe@nwautoalliance.com)

**CONDITIONS OF ENTRY:**

* All entries must be submitted on the application form in electronic format
* All entries must represent activities within the last 12 months
* The closing date for receipt of completed applications is 27th September 2013.
* All awards except the Business Excellence project awards are open to all businesses who are paid members of NAA
* The Business Excellence awards are only open to members of Business Excellence who have undertaken a funded project.
* Applicants must address the criteria established for each category, against which the judges will make their decisions
* The judge’s decision is final
* You are prepared to provide pictures of your company or project to support the application, which will be used at the Awards Ceremony and in future publicity linked to the Awards.

**JUDGING:**

* NAA will appoint a panel of judges from sponsors and experts in the individual categories
* The judges will shortlist a minimum of 3 finalists in each category and the winners will be announced at the Awards ceremony on 6th November 2013.
* Applicants may be contacted for further information or matters of clarification

If you have any queries relating to any aspects of the competition, please contact Zoe Desoer-Green.