

FAQs - The Sunday Times Best Places to Work, powered by WorkL

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1. General information about the awards.

What are The Sunday Times Best Places to Work Awards, powered by WorkL?

The Sunday Times Best Places to Work Awards recognises organisations who have consistently high levels of employee experience and wellbeing in the UK. and has been running for over 20 years.

The Sunday Times has joined forces with leading employee experience platform WorkL to recognise and celebrate the very best organisations to work for in the UK with annual awards.

These prestigious awards are open to all organisations with more than 10 employees, and organisations can enter **from the 1st of April 2025 to the 31st of March 2026.**

By entering the awards, your organisation has the opportunity to showcase themselves as one of the UK's top organisations excelling in employee experience. The benefits include:

- **Build your Brand Awareness:** Receiving recognition by The Sunday Times as a 'Best Place to Work' will transform your brand image and help you to stand out as one of the top employers in the United Kingdom.
- **Power your Recruitment and Retention strategy:** Showcasing the employee experience you provide will help to recruit and retrain the best talent for your organisation.
- **Enhanced Data and Insight:** By entering the awards you will receive your data on a user-friendly dashboard that pinpoints your areas for celebration and improvement.
- **One entry, multiple opportunities:** With one entry in the awards you will be considered for all categories across size (relevant to yours), as well as other categories, including Best Places to Work for

Women, Disabled, Ethnic Minority, LGBTQ+, 16-34 year old & 55+ year old Employees and Best Places to Work for Employee Wellbeing.

- Receive **rolling digital subscriptions for The Times and The Sunday Times** offering:
 - Unrivalled coverage, with news, analysis and comment on UK and international markets
 - Briefing emails and access to the biggest business section across all UK newspapers every day

What Categories will be recognised?

All successful entrants will be listed in both print and digital.

There are 11 main categories:

Those who successfully make the Best Places to Work List are categorised by company size.

- Best Places to Work: Small Organisation (10-49 Employees)
- Best Places to Work: Medium Organisation (50-249 Employees)
- Best Places to Work: Big Organisation (250-1,999 Employees)
- Best Places to Work: Very Big Organisation (2,000+ Employees)

Additionally, the Sunday Times may recognise the Best Places to work in the following categories, this is to be confirmed for 2026.

- Best Places to Work for Women
- Best Places to Work for Disabled Employees
- Best Places to Work for Ethnic Minority Employees
- Best Places to Work for LGBTQ+ employees
- Best Places to Work for 16-34 year olds
- Best Places to Work for 55+ year olds
- Best Places to Work for Employee Wellbeing

You can be featured in **more than one category** from your singular entry.

Please note:

- All editorial decisions are made and managed by The Sunday Times and the above categories may change at a short notice.
- Communication about any changes will be managed by The Sunday Times.
- The Sunday Times may conduct background checks on all potential Award Winners and reserves the right to veto inclusion of certain organisations at their own discretion.

What are the entry criteria?

To enter the awards, your company must have a minimum of 10 employees, and meet a participation rate proportional to your organisation size. To gain an accurate representation, you should aim to have the following participation rate for the awards, with responses from all parts of the organisation:

- 60% for Small organisations
- 50% for Medium organisations
- 50% for Big organisations
- 40% for Very Big organisations

If your company does not meet this response rate, or if you do not submit your surveys on time, **your entry will not count.**

Need some help driving your response rate? We have a toolkit to guide you through this, with expert advice - click [here](#) to find out.

How do I enter?

You can enter your organisation by setting up and sending out an awards entry engagement survey on WorkL, more information can be found [here](#).

- Select the package based on the size of your organisation.
- Set up the survey/add an introduction to explain to your employees why they have been asked to complete the survey.

- Set up a start and end date: the longer you keep your survey open the better chance you have to qualify.
- Enter payment details or generate an invoice.
- Download your **Welcome Pack**, which includes details of the survey process, Slice and dice and supplementary information survey instructions.
- Go to the **Live Surveys Dashboard** and copy a link to the survey which you can then send to your employees.
- Once your survey finishes you will have access to your own individual results/dashboard.

When setting up your survey, you will be asked to include the actual number of employees that your organisation has. This will ensure that your response rate is accurate. You will be able to track your response rate live in the survey dashboard.

How much does it cost to enter my organisation (and how do I pay)?

To enter the awards, the cost will vary, based on the size of your organisation:

- Small Organisations (10-49 Employees): **£995 + VAT**
- Medium Organisations (50-249 Employees): **£1,950 + VAT**
- Big Organisations (250-1,999 Employees): **£3,900 + VAT**
- Very Big Organisations (2,000+ Employees): **£5,900 + VAT**

You can pay via debit or credit card, or you can generate an invoice.

Please note that if you choose to generate an invoice, the payment must be received within 14 days or the survey will no longer be able to continue and your entry to the awards will be cancelled.

If you have any difficulty with payment please contact us at stbestplacestowork@workl.com.

Please note that the payment is for entry into the awards. In the event that an organisation does not meet the qualifying criteria, we do **not** offer refunds. We strive to maintain transparency and clarity in all aspects of

our awards process and should you require clarification, please do not hesitate to reach out to our team for assistance.

How much does the logo licence cost?

Promote your success by purchasing the official Sunday Times Best Places to Work logo licence. The licence covers a 12 month period and covers use on internal company stationery, internal company reports and presentations, social media posts, email signatures, marketing emails, external company reports and presentations, company website and in all digital recruitment advertising.

Pricing

- Small Organisations (10-49 Employees): **£2,000 + VAT**
- Medium Organisations (50-249 Employees): **£3,000 + VAT**
- Big Organisations (250-1,999 Employees): **£4,150 + VAT**
- Very Big Organisations (2,000+ Employees): **£5,700 + VAT**

Can I add additional data?

To enhance your reporting and insight and help you really understand how your employees are feeling and what next steps you should take, you can add the Enhanced Data Package, also referred to as 'slice and dice'. You will not only get a detailed analysis of the results, but also action plans and resources to drive the change in your organisation:

Pricing

- Small Organisations (10-49 Employees): **£1,100 + VAT**
- Medium Organisations (50-249 Employees): **£2,200 + VAT**
- Big Organisations (250-1,999 Employees): **£3,300 + VAT**
- Very Big Organisations (2,000+ Employees): **£4,400 + VAT**

Please contact us on stbestplacetowork@workl.com or on **020 4576 1730** where a member of our team will take you through payment and activation of slice and dice.

Charities are eligible for a 10% discount on the Enhanced Data

Package.

Can I customise my survey?

For any changes to the survey, including introductory text, opening and closing dates please contact stbestplacestowork@workl.com.

If you require further customisation, such as adding additional filters, demographic questions or tailoring the survey to specific teams, regions, or job levels, you can **upgrade to a bespoke licence**. Please contact us at support@workl.com for more details. Please note that additional charges may apply for this upgrade.

9. Need more support beyond the survey?

We can help you drive post survey action planning, create a plan from your survey insights or upskill your Managers in improvement areas such as recognition.

Reach out to emma.james@workl.com, our Resident Expert, for more information.

2. Your entry surveys

1. Entry Survey

1. Where do I find and send out my survey after I paid?

Once you have created your account and completed your purchase, you can find your survey in the Awards section. To send out the survey, copy and share its unique link.

2. Are surveys anonymous?

Yes! Your survey is completely anonymous.

3. How long should my survey be open for?

We recommend keeping the survey open for as long as possible to get the highest response rate and increase your chances of qualifying. You can set the start and end dates yourself during the setup, but please contact us on stbestplacetowork@workl.com if you need to make any changes after the survey is already created.

4. How can I measure my response rate to check it meets the entry criteria?

You can view live survey response rates in the Surveys tab. You can also find your final results and dashboard in the Reports tab after the survey has closed.

5. What data do I receive?

When your survey closes, you will receive a comprehensive management dashboard upon completing the survey, which provides valuable insights into your organisation. These insights include **Overall Engagement Score, Confidence in Management, Flight Risk, Wellbeing Risk and Diversity and Inclusion indicators, Net Promoter Score**, and **how your data benchmarks against global and industry scores**. If you are looking for additional features, such as **Instant Action Planning, Action Plans, Heatmaps** etc., please contact us

2. Supplementary information Survey

Your organisation must also complete a short **supplementary information survey** by **March 31, 2026**. This survey is a chance to highlight what your organisation does for your employees and culture.

1. Where do I find the supplementary information survey?

You can find a link to the Supplementary Information Survey in slide 7 of the welcome pack.

2. Who needs to complete the survey?

Only one submission of the supplementary information survey is required per organisation. The information provided will be part of the vetting process and may be used by The Sunday Times for editorial purposes, should your organisation be successful. Therefore, please only submit what you are happy to have published. If you face any issues, please contact us on stbestplacestowork@workl.com for further assistance. Please note that failure to complete and submit the survey does **not** affect your company's overall results. However, it means that **no** information about your organisation will be published if you are successful.

3. Results announcement

1. When and how will the results be announced?

The results will be announced in May 2026, subject to review completed by the Sunday Times team. Details will follow nearer to publication.

2. How can I purchase the logo licence?

You will be contacted by the Sunday Times to discuss a purchase of the official Sunday Times Best Places to Work, powered by WorkL logo to use on internal company stationery, internal company reports and presentations, social media posts, email signatures, marketing emails, external company reports and presentations, company website and in all digital recruitment advertising, all forms of print advertising, marketing and the right to use on company merchandise (subject to creative approval).

3. Online company profile.

For the 2026 Sunday Times Awards announcement the print supplement will list all successful organisations. The top ten will be ranked, then all the other successful organisations will be listed alphabetically thereafter. This will be in a dedicated print supplement within the Sunday Times and online via the Times and Sunday Times websites.

Your online profile will be based on the information supplied by your

organisation via the Supplementary information survey. It is each organisation's responsibility to make sure this is factually correct and completed by the 31st of March.

Once published, your company's online profile will contain a hyperlink to your organisation's website, if this is supplied, which will provide users with a streamlined way to explore your recognised categories, mission, values, and achievements. It enhances user experience, offering a comprehensive view of your organisation.

For more information please contact stbestplacestowork@workl.com.