

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

### 1. What are The Sunday Times Best Places to Work, powered by WorkL?

The Sunday Times and WorkL have joined forces to recognise and celebrate the very best organisations with consistently high levels of positive employee experience in the UK today.

### 2. What are the benefits to my organisation entering?

- Get recognition by The Sunday Times and WorkL for the employee experience you provide
- Retain existing employees
- Attract and recruit new talent
- Build your brand as one of The Sunday Times Best Places to Work
- Receive digital subscriptions for The Times and The Sunday Times offering:
  - Unrivalled business 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

By entering the awards, your organisation has the opportunity to showcase themselves as one of the UK's top organisations excelling in employee experience. This allows you to stand out amongst competitors in your industry, improving your overall brand image.

### 3. How do I enter my organisation?

You can enter your organisation by setting up and sending out an engagement survey on WorkL. The survey can be set up and run anytime from the 18th March 2023 to 31st March 2024. More information can be found [here](#). You will need to enter by 17th March 2024 the latest.

## 4. How much does it cost to enter my organisation?

- Small Organisations (10-49 Employees): £750 + VAT
- Medium Organisations (50-249+ Employees): £1,500 + VAT
- Big Organisations (250-1,999 Employees): £3,000 + VAT
- Very Big Organisations (2,000+ Employees): £4,500 + VAT

Please note that entry does not guarantee that you will be recognised by the Sunday Times Best Places To Work. Your organisation will need to meet minimum entry requirements and go through a vetting process which includes completion of a Supplementary Information survey.

## 5. What is the Supplementary Information Survey?

Each organisation that enters the awards is asked to complete a short supplementary information survey that will need to be completed by 31st March 2024. The survey gives you an opportunity to showcase what you have achieved in regards to employee engagement and creates a space for you to highlight anything specific that you have done for your employees/organisation culture. The survey information is included in the **Welcome pack** that can be downloaded from the survey set up/payment successful page.

Submissions are one per organisation and the survey will be a part of the vetting process. Please note that the information in the survey will be used for editorial purposes if your organisation is successful. Only submit what you would be happy to have published.

Failure to submit the supplementary information survey can result in no information against your organisation if you are successful. Please note that once information has been published no changes will be accepted.

If you have not been able to download the **Welcome pack** or have any more questions about the supplementary information survey please contact [stbestplacestowork@workl.com](mailto:stbestplacestowork@workl.com)

## 6. What Categories will be recognised?

There are 12 main categories:

- Best Places to Work: Alphabetised list of all successful entrants (digital only)

- 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)
- 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 a winner in more than one category.

Please note that 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.

## **7. What ways can I pay to enter?**

You can pay via a credit/debit card or 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.

## **8. Will I be able to use the Sunday Times Best Places to Work, powered by WorkL, logo if I win?**

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). Please note that logo purchases are separate to the survey entry price and are managed solely by the Sunday Times. Prices start from £3,000 + VAT.

## 9. How many of our employees should I aim to take the survey?

In order to gain an accurate representation of your organisation and fair entry into the awards, you should aim to have the following participation rate for the awards:

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

You should aim for an even split of responses from all parts of the organisation if possible.

## 10. How can I share the survey and encourage my employees to take part?

You will be able to invite your employees to take part in the survey by using a shareable link that will be made available to you once the survey is live.

If you have any queries or issues when setting up or sending out your survey please email [stbestplacestowork@workl.com](mailto:stbestplacestowork@workl.com)

## 11. What data do I get back?

You will receive topline information that includes Data highlights, Net Promoter score, Industry benchmarking and survey questions breakdown.

To enhance your reporting and insight, however, to help you really understand how your employees are feeling and what next steps you should take, you can add a granular data analysis package, '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.

### Slice and Dice Pricing

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

Please contact us on [stbestplacestowork@workl.com](mailto:stbestplacestowork@workl.com) or on 020 4576 1730 where a member of our team will take you through payment and activation of slice and dice.

## 12. Are the surveys anonymous?

Yes, the surveys are completely anonymous

## 13. What are the survey questions?

The survey questions are centred about employee wellbeing at the workplace. If you need more information about the specific questions please contact us on [stbestplacestowork@workl.com](mailto:stbestplacestowork@workl.com).

## 14. When do entries open and close?

The entries are now live and close on 17th March 2024. All surveys will have to close on 31st March 2024 the latest.

## 15. How can I measure my response rate?

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.

## 16. How long should my survey be open for?

We recommend that you keep the survey open as long as possible to allow for as many employees as possible to take it and increase your chances of qualifying. The survey must close on or before 31st March 2024.

## 17. What is the entry process/what is required from my organisation?

- 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 to better chance you have to qualify
- Enter payment details or generate an invoice
- Download your **Welcome Pack** that includes details of the survey process, Slice and dice and supplementary information survey instructions.
- Go to **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 an access to your own individual results/dashboard

## **18. How can I share the survey with my employees?**

Once you have set up your survey, the system generates an unique shareable link that is available from the live surveys dashboard and can be forwarded to individuals. You can create a QR code for anyone who does not have an email address by entering the survey link into one of many available free QR code generators available online.

## **19. Is there a data security risk when I forward the shareable link?**

Anyone who has the unique link can complete the survey; the survey link will automatically stop working once the survey submission has reached the number of employees in your organisation. Whoever has the link however can only complete the survey. They do not have access to the results, dashboard or any other information associated with the link therefore there is no risk of data security breach when sharing the link with your employees.

## **20. When will results be announced?**

May/June 2024 subject to review completed by the Sunday Times team.

## **21. How are the Sunday Times Best Places to Work promoted?**

Results will be published by The Sunday Times in May 2024 - details will follow nearer to publication.

## **22. What are The Sunday Times?**

The Sunday Times is a British newspaper whose circulation makes it the largest in Britain's quality press market category. It was founded in 1821 as The New Observer. It is published by Times Media Ltd., a subsidiary of News UK, which is owned by News Corp. Times Media also publishes The Times.

## **23. What is WorkL for Business?**

WorkL for Business are experts in employee experience. We partner with organisations to help measure, track and improve employee experience, culture and performance.

# WorkL

We cater for the full employee lifecycle, covering new starters, annual engagement, pulse, wellbeing, diversity & inclusion and exit surveys. Our proprietary Instant Action Software that enables organisations to make data driven decisions to improve performance.

We can support with training and consultancy to help address any areas for improvement using the collective 300+ years experience of our L&D and HR in-house experts to effect real change and build strategy. This helps to turn insight into positive and practical outcomes for organisations and their employees.