

Powered by



2026

NITAS

INNOVATION IN
TRAINING

GUIDE *for* ENTRANTS

NATIONAL INNOVATION IN TRAINING AWARDS HIGHLIGHTS

Watch our video from last year's event here



ABOUT NITAs

The National Innovation in Training Awards from the BII have always recognised the best of the best when it comes to training and development in the licensed trade.

The purpose of these awards are to showcase excellence in the training, development and care of teams and cultures within the pub sector and the wider hospitality industry.

How does it work?

Entrants choose from our variety of categories, with the option to apply for more than one award. All successful finalists will present to judges online, and the winners are announced at our awards evening on 19th November 2026.



Hear from our winners last year

THE COMPETITION PROCESS

Step 1

Choose your category (you can apply for more than one!)

Step 2

Enter via application form. These are sent over to you via email

Step 3

Entry forms assessed and finalists announced

Step 4

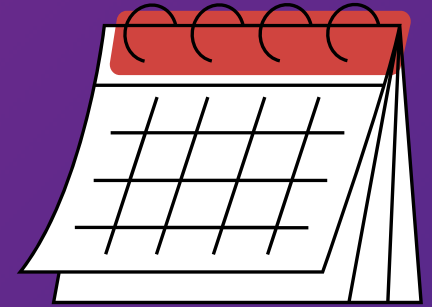
Online presentations & panel interviews with our expert judges

Step 5

Winners crowned at our awards ceremony 19th November 2026



KEY DATES



Entry form submission:
21st September 2026

Online judging process:
W/C 19th October 2026

Celebratory event & awards:
19th November 2026



**ENTER
TODAY**

4 REASONS TO ENTER NITAs



Provides great networking opportunities within the industry



Boosting the recognition of your training programs



Involvement in industry awards catered towards development



Showcasing your business to a wider audience



**ENTER
TODAY**

CATEGORIES



**ENTER
TODAY**

We have 11 categories to choose from, aimed at everyone from single site operators to those leading large scale training programmes.



**Best Training Programmes:
Managed Partnerships**



Pathway to Success Award



**Best Training Programmes:
Managed Companies**



**Hospitality Apprentice
of the Year**



**Best Training Programmes:
Leased & Tenanted**



Wellbeing Award



**Best Training Programmes:
Individual Operator**



Sustainability Award



**Best Training Programmes:
Apprenticeships**



Rising Star Award



**Professional Trainer
of the Year**

BEST TRAINING PROGRAMMES: MANAGED PARTNERSHIPS

This category is open to companies running managed partnerships in the licensed retail sector.

Judges will look for:



Commitment to supporting partners through structured, accessible and flexible training.



Innovative and effective use of resources to achieve measurable results.



Demonstrate the benefits of training by measuring the impact on company, outlet, partnership performance.



**ENTER
TODAY**

BEST TRAINING PROGRAMMES: MANAGED COMPANIES

This category is open to companies operating in the managed licensed retail sector.

Judges will look for:



Commitment to supporting employees through structured, accessible and flexible training.



Innovative and effective use of resources to achieve measurable results.



Demonstrate the benefits of training by measuring the impact on company, outlet, employees or licensees performance.



Innovation and excellence in licensee or operational area management development programmes.



**ENTER
TODAY**

BEST TRAINING PROGRAMMES: LEASED & TENANTED

This category is open to hospitality companies operating leased and tenanted estates within licensed retail.

Judges will look for:



Commitment to supporting lessees/tenants through structured, accessible and flexible training.



Innovative and effective use of resources to achieve measurable results.



Demonstrate the benefits of training by measuring the impact on company, outlet, lessees/tenants performance.



**ENTER
TODAY**

BEST TRAINING PROGRAMMES: INDIVIDUAL OPERATOR

This category is for individual operators or managers responsible for training in a single licensed retail outlet or small pub groups with five sites or less, whether individually owned, leased, tenanted or managed as part of a group.

Judges will look for:



Demonstration of being involved in the identification of training needs, programme content and delivery.



How candidates measure the effectiveness of their training programmes with employees.



Approach to training, motivation and development of their team (both formal and informal) on a day to day basis.



**ENTER
TODAY**

BEST TRAINING PROGRAMMES: APPRENTICESHIPS

This category is for companies or individuals who are investing in their Apprenticeship training; in it's development of skills, talent and career progression in our industry.

Judges will look for:



Investment in training for the development of skills, talent and career progression in our industry.



Examples of new thinking and innovation in training methods, the platforms used and delivery.



How the learning is designed to appeal to this group of apprentices, and flexibility in approach.



**ENTER
TODAY**

PROFESSIONAL TRAINER OF THE YEAR

This award is open to entries from independent individual trainers or from trainers working in-house for a company.

Judges will look for:



Innovation in their approach to training and their skills in developing and delivering dynamic training.



A creative and personal style in coaching and motivation.



Demonstration on involvement in training needs identification, programme content, delivery & measuring the effectiveness of training.



**ENTER
TODAY**

PATHWAY TO SUCCESS AWARD

This award recognises the importance of a cohesive approach to recruitment, induction and onboarding strategies. The award is open to pubs and hospitality businesses across the sector and both multi-site businesses or individual operators/sites can apply

Judges will look for:



Applicants spotlights the importance of a joined-up approach to recruitment, induction and onboarding strategies.



Applicants with internal strategies only or can include detail on any partnerships they have as part of the programme – including, but not limited to, external recruitment, training and strategy partners.



Evidence of a sustained campaign, activity or strategy, including support for employees during and after the recruitment process.



**ENTER
TODAY**

HOSPITALITY APPRENTICE OF THE YEAR

Apprentices can nominate themselves, but can also be nominated by any trainers or operators who want to celebrate the excellence from their apprentices. If you are a company entering an apprentice, you can put forward multiple candidates for the award.

Judges will look for:



An individual who has completed at least 6 months in their chosen course from Level 2 and above, and/or those who have completed an apprenticeship in the last 18 months.



How an individual has grown, not only in terms of their knowledge, but also their confidence in the workplace & as an individual.



An individual who has shown clear improvement, progression and development in their apprenticeship.



**ENTER
TODAY**

WELLBEING AWARD



In partnership with the LTC this award is open to entries from independent individual trainers or from trainers working in-house for a company.

Judges will look for:



Entrants who have gone above and beyond to look after their teams, and also customers and communities.



Innovative approaches to ensuring everyone's individual needs are considered, as well as excellent communication of any programmes they have in place.



Businesses that prioritise the mental, physical, and emotional wellbeing of their employees and customers, creating a positive and healthy working environment.



**ENTER
TODAY**

SUSTAINABILITY AWARD

This category is businesses who have shown leadership and innovation when it comes to creating a more sustainable future for their company.

Judges will look for:



Demonstration of leadership and innovation when it comes to creating a more sustainable future for their company.



Evidence of programmes that allow companies to effectively communicate their vision with their teams, colleagues and customers.



Evidence of real results in terms of change.



**ENTER
TODAY**

RISING STAR AWARD

This award is open to any individual in a pub, hospitality business or supplier who has shown inspirational progression and professional passion, making great efforts to succeed within their role and prove the sky is the limit.

Judges will look for:



An individual's efforts to go above and beyond professionally, whether that's through training, innovative approaches



An individual showing passion by taking initiative in their role



Evidence of how the individual has grown, not only in terms of their knowledge, but also their confidence, both in the workplace and as an individual.



**ENTER
TODAY**

Join us at PEOPLE CONFERENCE

The BII People Conference brings together leading voices from across the hospitality industry to share best practice and innovation, as well as challenging our thinking around helping our teams thrive.



LEARN
MORE



Taking place on 19th November 2026 at Porchester Hall, London, we're looking forward to a day of inspiration, learning, challenge and collaboration as we explore the fantastic training, development and career opportunities in our sector.

Still have any questions?

Get in touch and let us help!



VISIT OUR WEBSITE



01276 684 449



NITAS@BII.ORG



**ENTER
TODAY**





Follow
us!



@BIIandBIIAB



@BIIandBIIAB



@BritishInstitute
ofInnkeeping



@BritishInstitute
ofInnkeeping



www.bii.org