

Category Breakdown

Applicants who entered and won an award in 2025 are not permitted to enter the same award category in 2026. The awards are open to both members and non-members who work within the Greater Birmingham region including Birmingham, Burton, Cannock Chase, Lichfield, Tamworth, Solihull and Sutton Coldfield postcode areas.

Greater Birmingham Apprentice of the Year – This category is applicable to apprentices across all industries who have demonstrated exceptional skill development, dedication, gone above and beyond their role and impact within their organisation.

GBYPY - Creative Industries and Culture – This category is applicable to professionals working in creative fields such as design, media, performing arts, and cultural initiatives who contribute to the region’s creative and cultural sector.

GBYPY - Digital, Tech & Innovation – This category is applicable to individuals working in digital, technology, and innovation-focused roles, including software development, cybersecurity, AI, and emerging technologies.

GBYPY - Sustainability and ESG – This category is applicable to professionals involved in environmental, social, and governance (ESG) initiatives, sustainability projects, and responsible business practices.

GBYPY - Events and Hospitality – This category is applicable to individuals working in the events, hospitality, and customer service industries who play a key role in delivering high-quality experiences.

GBYPY - Finance – This category is applicable to professionals in financial roles, including accountants, analysts, bankers, and financial advisors contributing to the finance sector.

GBYPY - Legal – This category is applicable to legal professionals, such as solicitors, barristers, legal executives, and in-house counsel, who demonstrate excellence in the legal field.

GBYPY - Built Environment and Engineering – This category is applicable to professionals working in architecture, construction, property development, and engineering disciplines.

GBYPY - People and Wellbeing – This category is applicable to individuals working in HR, diversity and inclusion, employee wellbeing, and workplace culture.

GBYPY - Marketing, Sales, and Communications – This category is applicable to professionals in marketing, sales, PR, advertising, and corporate communications who drive brand awareness and business growth.

GBYPY - Start-ups and Entrepreneurship – This category is applicable to entrepreneurs and start-up founders who have launched and grown innovative businesses.

GBYPY - Charity and Social Impact – This category is applicable to professionals working in the charity sector, social enterprises, or community-focused initiatives who drive positive social change.

GBYPY - Training and Education – This category is applicable to individuals involved in education, training, and professional development within schools, universities, or workplace learning environments.

Please direct any queries to GBYPYAwards@birmingham-chamber.com