

The CH&CO Apprenticeship Academy gains royal recognition

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[CH&CO](#) has announced that its Apprenticeship Academy has been awarded the prestigious [Princess Royal Training Award](#).

The honour, formally approved by HRH The Princess Royal, President of the City and Guilds of London Institute, recognises organisations that demonstrate outstanding commitment to learning and development and highlight the tangible impact of exceptional training on both businesses and individuals.

CH&CO has been recognised for developing an exceptional training programme that invests in talent through an inclusive apprenticeship academy. Relunched after covid to build workforce confidence and address recruitment challenges, it focuses on talent attraction, development and retention across its diverse brands, and demonstrates a clear commitment to career development and long-term growth.

The CH&CO Apprenticeship Academy programmes are tailored by brand, location and specific business needs and supported by a dedicated team of brand-aligned learning and development business partners.

Liam Hatcher, Head of People & Development for CH&CO, said: “Receiving the Princess Royal Training Award is a proud moment for everyone at CH&CO. It’s a powerful recognition and endorsement of the passion and dedication behind our Apprenticeship Academy, and a testament to how investing in people drives real, lasting impact across our business. In what is a milestone year for the Princess Royal Training Awards – celebrating both the Awards’ 10th anniversary and HRH The Princess Royal’s 75th birthday – we are especially proud to be part of a community that showcases the transformative impact of training on people, performance, and organisational success.”

Kirstie Donnelly MBE, Chief Executive of City & Guilds said: “For the last 10 years, the Princess Royal Training Awards have stood as a beacon of excellence in learning and development. This year’s recipients have presented innovative approaches to challenges within their organisations which are highly representative of wider challenges within UK business and society, tackling problems including skills gaps and attracting quality applicants.”