



The Times Top 50 Employers (TT50) for Gender Equality 2025: FAQs

Find answers to common questions about the application process for the Times Top 50 Employers for Gender Equality.

Background

1. What is the TT50 for gender equality?

The Times Top 50 Employers for Gender Equality is an annual flagship award led by Business in the Community.

It recognises and celebrates organisations that champion greater gender equity at work and can demonstrate progress towards creating more fair and equitable workplaces.

2. Why is TT50 important?

- Workplace gender equity in the UK has got worse, not better. Someone's gender still has a profound effect on their experience at work impacting their pay, power, progression, even their very safety.
- Some women and other marginalised genders face greater disadvantage and barriers to workplace equality than others, with an intersectional approach to gender equity now needed more than ever.
- There is a legislative impetus to act with the Employment Rights Bill (2024) placing greater expectation on employers to support their people and create a fair and level playing field for all.

3. Why have we partnered with the Times?

We have partnered with The Times since the award's inception in 2006, as one of Britain's oldest and most influential newspapers. This partnership gives visibility to this issue of gender equity to the leaders of UK business.

Timelines

Date	Activity
20 November 2024	Applications open
12 December 2024	Empowering Equity: The Times Top 50 Employers for Gender Equality 2025 Launch Webinar
7 February 2025	Applications close
February to May 2025	Assessment of entries and notification of results
June 2025	The Times Top 50 Employers for Gender Equality list published in The Times
June 2025	Celebration Event
June 2025 onwards	Applicants able to receive individual feedback on their application

Eligibility and entry criteria

4. Who can apply for TT50?

- Any UK business from all sectors and sizes can apply for TT50.
- Organisations with subsidiaries can enter either as a group, or as a separate business, but it is not possible to submit an entry for both.

5. What are the eligibility criteria?

Information, data and activity provided must be relevant to the UK only.

Businesses must operate in line with ethical standards. Business in the Community reserves the right to disqualify submissions from employers who are found to be in breach of UK Equality legislation or who we judge are not adhering to the highest ethical standards.

Benefits of taking part

6. What are the benefits of applying for TT50?



- Applying gives you a unique opportunity to have your current policies and approach to gender equality reviewed by an independent expert and receive feedback on how to improve.
- The TT50 is considered the gold standard of gender equality awards in the UK due to the depth and relevance of the subject matter assessed, with the award's criteria annually reviewed and updated.
- Amplify your public profile and demonstrate your commitment to gender equity. Elevate your organisation's reputation and position yourself as a trailblazer.
- A chance to be featured on The Times and Sunday Times websites. Benefit from promotion across Business in the Community's extensive channels, including our website, newsletters, and social media platforms.
- Your participation can positively impact employee recruitment and retention, helping to attract a diverse pool of top talent.
- Public recognition can also foster a positive workplace culture that enhances employee satisfaction.
- Connect with like-minded organisations and leaders in the industry, creating valuable partnerships and collaborations.

Application process

7. How can I apply?

Register your interest

To begin the application process, businesses should register their interest through [our website](#). After registration, you will receive a unique application link from no-reply@surveys.bitc.org.uk.

Submit your entry

Entries are submitted through an online survey hosted on the Survey Monkey platform. You do not need a username or password to access the form.

One link per organisation

Only one person from your organisation should request the entry link. This helps ensure that your company is working on a single, unified entry form. You can share the link with colleagues if you'd like to collaborate, but only one person should be responsible for submitting the application.



Application progress

Survey Monkey automatically saves your progress as you complete the entry form. This means you can leave the form and return to it later, whether it's days or weeks later, without losing any work.

If you need to exit before finishing, be sure to click "Save and Next" on the last question you worked on to ensure your progress is saved.

Avoid multiple users

The platform does not support multiple users editing the form at the same time, which could cause issues with autosaving. To avoid this, we recommend working on a shared document offline and then having the designated person (the one who requested the entry link) upload and submit the final answers.

8. How many questions are there?

The form assesses an organisation's approach to addressing ten areas critical to driving progress on workplace gender equity.

9. Do I have to answer all the questions.

Yes. All questions must be answered.

10. Is there a word count?

Yes. There is a 500-word limit for each question. Any information supplied beyond the word count for each question will not be assessed.

11. Can I submit supporting documents with my application?

No. You are not required to upload supporting evidence, this includes hyperlinks. Any additional information supplied will not be considered.

12. How is the assessment conducted?

The assessment process anonymises applications to prevent any bias and is assessed using a double-blind method. The Top 50 looks to understand the impact of policies and programmes and importantly how this translates into the lived experience of employees. The assessment process focuses on four key areas:



- An organisation's overall approach to driving progress
- Specific policies around areas known to impact on gender equality at work (i.e. flexible working)
- Broader interrogation of organisational culture
- The impact of your activity

Please note that assessors will be given specific questions to judge, not whole entry forms, so it is important that each answer fully addresses each question when viewed independently from the rest of the form.

13. Who will assess the application?

The application is assessed by our expert specialist advisers within BITC's advisory team.

Costs

14. Is there a cost to apply?

No. It is free to apply.

15. If my business is successful, is there a listing fee?

Yes. The listing fee is £3,000 + VAT.

16. Are there any other costs involved?

If successful applicants wish to use the TT50 logo externally (on email signatures, websites, social media) there is an additional optional cost of £2,750 payable to The Times.

Organisations can also choose to obtain enhanced feedback on their application, the cost of which will vary depending on an applicant's member status with BITC and if this includes advisory support. Please see below (point 21.) for further details of this.

Confidentiality and anonymity

17. Is the application form confidential?

Yes. All personal information is confidential. Please note, we may share anonymised applicant answers with external bodies for the purpose of award review or to generate further insights.



If your organisation is not successful, this information will remain strictly confidential. BITC does not release details of who, or how many entries, are submitted.

18. Shall I include my organisations name in the application?

No. Do not include the name of your organisation in the application and avoid references that will reveal its identity, except where specifically asked for this information.

19. What is the privacy policy for the Times Top 50 Employers for Gender Equality?

The TT50 application process fully complies with our [privacy policy](#), ensuring that all data collected is handled with confidentiality. We are committed to protecting the privacy of your employees and organisation throughout the process.

Next steps

20. When will I be notified on whether my organisation has made the Top 50 list?

We will communicate the results of your application in May 2025 via email. You will be notified if you have been both successful or unsuccessful in making the list.

21. What feedback will organisations receive from their application?

All applicants, including those who do not make the Top 50 list, can get in touch with us to request individual feedback on your application, via a Trends Analysis Report.

Applicants are also able to receive enhanced feedback on their application which includes a feedback report and call with an expert Inclusion Advisor.

For BITC Gender and Inclusion Advisory Members, this can be taken as part of your package.

For BITC members without an inclusion package or non-members, there will be an additional cost of £945+ VAT.

Further information

If you have any further questions, please contact our Gender Equality team at

Timestop50@bitc.org.uk.