



# 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	<a href="#">Empowering Equity: The Times Top 50 Employers for Gender Equality 2025 Launch Webinar</a>
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.



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. 

### 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](mailto:reply@surveys.bitc.org.uk).

nBTy 0.0196 0.388 0.757 rg36 296.09 155.45 0.24005 ref\*EMC \$pan #MCID 276y0ie10 595.336 242 1



## 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



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



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