![Business in the Community — The Prince's Responsible Business Network logo]

THE TIMES TOP 50 EMPLOYERS FOR WOMEN 2021

Information and Guidance for Entry 2021

This document provides information and guidance for organisations who wish to be recognised as a top employer for women.

- ***The Times Top 50 Employers for Women list***
  In partnership with Business in the Community

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About Business in the Community's Gender Equality Campaign

Business in the Community is The Prince's Responsible Business Network and exists to create healthy communities with successful business at their heart.

The Gender Equality Campaign at Business in the Community is committed to enabling employers to promote gender equality in the workplace. We work directly with our members to provide cutting edge advice and guidance, run challenging campaigns, and shape the wider operating environment such that women of all walks of life can flourish at work – and UK PLC can benefit from the substantial talents women have to offer. Contact Gender Equality Campaign Director Charlotte Woodworth for more information: charlotte.woodworth@bitc.org.uk.

Entry Criteria and Eligibility

Any employer with a presence and activity in the UK is eligible to submit an entry. 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. Entries from all sectors are welcome.

Eligibility

As the list recognises employers in the UK, please ensure that the information you provide is particularly relevant to activity and achievements within this region.

We appreciate that some programmes / initiatives will have a broader more global reach and it will be appropriate to talk about this in the entry. However, please include examples of **UK data** when providing evidence of impact and focus predominantly on **activity in the UK**. If the information does not include UK examples, or it is not clear which region the information is relevant to, it may affect your score

Business in the Community reserves the right to disqualify submissions from employers found to be in breach of UK Equality legislation.

Cost associated with the project
It is free to enter *The Times Top 50 Employers for Women*.

Following assessment and once the highest scoring entries have been identified we will charge organisations that make the list a **promotion fee of £1,250 + VAT.**

The promotion fee includes the following profile benefits:

✓ Listing as a *Times Top 50 Employer for Women* in the Times, across multi-channel platforms. In April 2021

✓ Alongside featuring in *The Times* organisations will have the opportunity to appear at a number of events showcasing best practice, feature as 'case studies' in the accompanying 'insights report', and take part in a multi-channel marketing campaign highlighting those that appear in the Top 50.

✓ Eligibility to **internally** display *The Times Top 50 Employers for Women* logo for the following year, as per terms of the Internal Licensing Package from The Times

Submission schedule

The entry process is open from 12 October to 18.00 on 27 November 2020.
Entries will not be accepted after the deadline.

12 Oct 2020	**Open for applications**
19 Oct 2020	**The Times Top 50 Employers for Women 2021 - Webinar**
27 Nov 2020, 18.00	**Deadline for entries**
Nov 2020 - Jan 2021	**Expert review of entries**
Mar 2021	**Entrants notified of results**
Apr 2021	***The Times Top 50 Employers for Women 2021 list published in The Times***

We intend to hold a large-scale celebration event to run alongside revealing the list, subject to government guidance around social distancing - details to be confirmed.

Gender equality in 2020 - and changes to this year's cycle

This year's awards come at a pivotal time for gender equality at work. COVID-19 and ongoing economic challenges threaten much of the progress made in recent years, while the largescale switch to remote working could see a much-needed shift in attitudes toward flexible working, a key enabler of more inclusive workplaces.

2020 has also seen a welcome spotlight on race equality; efforts to support gender equality at work and elsewhere must recognise that women are not one homogenous group. For example, BITC research has found women of Pakistani, black African and Caribbean heritage are significantly more likely to have experienced bullying and harassment at work than white women.

For this awards cycle, we are especially interested to learn about how organisations have ensured gender equality does not go backwards during this period, and what employers have done to ensure their efforts

consider women of all identities – for example, women of colour typically experience a much larger pay gap than white women.

For those of you that have applied previously, you will see some changes to the questions reflecting this, most notably the case study question asks for information about how you as an employer have championed gender equality during this turbulent time.

Submission structure

You can view the structure and the questions at the end of this document.

End of survey – your logo and checklist

At the end of the survey you are required to upload your organisation logo. The logo must be high resolution. Accepted file formats are **.eps, .ai and/or .svg.** The file size must not exceed 100mb.

Your logo must be supplied for your entry to be complete. Incomplete entries will not be considered for inclusion in The Times Top 50 Employers for Women list.

Before submitting your entry, review the entry checklist in the entry form.

When you are satisfied with your entry, please go ahead and submit.

After submitting your entry, you will receive an email confirming that we have received it. The email will contain a copy of the entry and a link to download a PDF file of your entry. We recommend downloading and saving your entry for future reference.

A note on confidentiality

Sections 1 and 2: organisation description, gender metrics and question set

Information included in sections 1 and 2 will be used for the purposes of assessment and will not be reproduced, either in part or in its entirety, in the public domain. The single exception is the 50-word descriptor you provide in section 1 that is used in publicity around the list with The Times.

On occasion, content from entry forms may be shared with The Times editorial team to provide background information in the development of content. You will be contacted in advance should Business in the Community in collaboration with The Times wish to develop a case study of your organisation for publication.

Sections 3: Case study

Content submitted in this section should be approved for publication as it may be published in part or in its entirety. Business in the Community reserves the right to edit your case study without prior approval for the purposes of word count and consistency.

Entry guidance

The following information is intended to help you answer the questions in the entry form. If you have any questions at any stage, then please feel free to get in touch by emailing TimesTop50@bitc.org.uk.

General guidance

- Section 2 (Entry questions) will be 75% of the final score and Section 3 (Case study) will be 25% of the final score.
- **All questions must be answered**. The questions are designed to be challenging. Each entrant will have areas in which they perform better than in others. Don't let a tough question put you off!
- Be clear and concise in your answers. Use plain English. Avoid jargon and acronyms or language that is specific to your organisation.
- Explain the obvious. Remember that the assessors will not be familiar with your policies and practices.
- Be sure to include evidence of any impacts and in particular quantitative impact, where relevant. As with the first point, we are not expecting everyone to have an impact against every question.
- Remember that the entry should be anonymous (see below).

How to enter

Entries are submitted through an online survey via the Qualtrics survey platform.

Qualtrics is an easy-to-use web-based survey tool used by businesses and researchers around the world. Qualtrics meets industry best standards. More information is available in Qualtrics Security Statement.

A link to the entry form will be emailed directly to you. Your entry link is unique to you. You do not require a username or password to access your entry form. You can share your entry link with colleagues – for example, you may wish to collaborate on your entry. Only one person from your organisation should request an entry link. This will help ensure your organisation is working on a single-entry form.

Qualtrics automatically records your work as you progress through the entry form. That way you can leave the entry form and return days or weeks later to pick up where you left off. If you are leaving the entry form before you have completed your entry, be sure to click save and next in the

last question on which you worked before exiting. Avoid multiple people working at the same time on different parts of the entry form as this may cause problems with the entry autosave.

You may find that colleagues in other functions / departments can provide useful information regarding activity focussing on women / gender which would strengthen your entry. You may find it helpful to consult with colleagues in: Human Resources, Talent Management, Women's / Employee Networks, Recruitment and Graduate / Schools Outreach, Training, Procurement, PR and Communications, CSR, IT, or Facilities.

Anonymity

Please ensure that you <u>do not</u> include the name of your organisation in the submission and avoid references that will reveal its identity, except where specifically asked for this information. In particular, avoid:

- Names of individual employees – particularly if they are senior / high profile
- Association with high profile awards and campaigns – as winners or key sponsors
- Programme / initiative names if they are well known or have been widely publicised externally or in the press.

It may be relevant to reference any of the above in your entry but think about what is most useful for assessors to understand in relation to the answer. Does the assessor really need the name of the work or activity to understand the point? For example, if your organisation won a Working Families award for an initiative that those involved in the diversity field would recognise, an alternative way of framing this could be:

> *'The organisation won a prestigious diversity award in 2019 for its maternity returners programme.'*

Similarly, in the description section, we are looking for information that gives the assessors an understanding of the context, sector and scale of your organisation and any challenges that come with your territory. If your organisation is unique, focus on these broad headings (i.e. sector, scale, particular challenges etc.) rather than the detail of your day-to-day business which may confirm its identity.

If your entry is not sufficiently anonymous it will be returned to you for editing or will be edited by the entry processing team before the submission can be accepted.

Please bear in mind that the final deadline for acceptance of entries is **18.00 on Friday 27 November 2020.**

Word count

The word count is listed by each question. The entry platform will not let you exceed the word count and will flag when you have reached your limit.

Bullet points may help you to present information clearly and concisely.

Please note that assessors may 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.

Supporting materials

Please note that you are not required to upload supporting evidence, and additional information supplied will not be taken into account. Please **do not include hyperlinks** to other information or send additional materials. These will not be reviewed or considered.

Help and support

Read a copy of the 'insights report' from the 2019/20 cycle which includes case studies of employers who performed well against particular questions.

Read our key recommendations for employers during COVID-19 regarding gender equality.

If you have a query at any stage of your entry, please contact Adriana Lopez at Timestop50@bitc.org.uk.

Checklist

Before you submit your entry, ensure that you have:

X	Completed all mandatory sections of the entry form including the gender metrics section
X	Completed the contact details form
X	Provided your organisation name as you would want it to appear in promotions around the top 50 list with *The Times*
X	Checked that your answers are anonymous - do not include your organisation's name or references that would easily identify it

Frequently Asked Questions

Q: *What happens if my organisation enters but is not successful?*
A: This information will remain strictly confidential. Business in the Community will not release details of who, or how many entries, are submitted. You will be notified of results in March 2021.

Q: *How strict is the deadline?*
A: The deadline is strict, and entries need to be submitted by 18.00 Friday 27 November 2020. This is to ensure fairness and to manage the assessment schedule.

Q: *Can I include information that I submitted in my entry in 2020?*
A: Yes. Although the question set has been reviewed and updated so it is recommended that you revisit the guidance for each question, and we would expect to see progress against the previous year's work. However, competition is fierce, and standards are only likely to continue to improve year on year, so we recommend that you review your answers and update your progress as much as possible.

Q: *How do I access the online entry form?*
A: This requires a unique link. Contact Adriana Lopez to receive your unique link at Timestop50@bitc.org.uk.

You can also share the link with other colleagues contributing to the submission.

The form and the questions

Entry is via an online platform. However, you can see the questions below before applying. Please note this is not the application - it is for you to look at in advance of applying. **To apply you must email TimesTop50@bitc.org.uk to request your unique weblink to your online entry form.**

Do you agree to take part in this survey sent to you by Business in the Community? The data collected will be used to assess your organisation's entry to The Times Top 50 Employers for Women list published in April 2021.

○ I am happy to take part in this survey sent to me by Business in the Community

○ I do not want to take part in this survey

You must accept the Terms and Conditions to proceed with this entry.
The information you provide must relate to the UK portion of your business only.

○ I agree to the terms and condition

Tell us the name of your organisation as you would like it to appear printed in The Times Top 50 Employers for Women list.

Who is the entry contact for this entry?

○ Entry contact name _____

○ Entry contact job title _____

○ Entry contact telephone _____

○ Entry contact email _____

○ Confirm entry contact email _____

Who is the senior contact who has approved this entry?

○ Senior contact name _____

○ Senior contact job Title _____

○ Senior contact telephone _____

○ Senior contact email _____

○ Confirm senior contact email _____

Who is the press contact?

○ Press contact Name _____

○ Press contact telephone _____

○ Press contact Email _____

○ Confirm press contact email _____

Who is the invoice contact ?

○ Invoice contact name _____

○ Invoice contact telephone _____

○ Invoice contact email _____

○ Confirm invoice contact email _____

Does your organisation operate a purchase order system?

○ No

○ Yes

Section one: organisation description and gender metrics

This will help the assessors to understand the context and profile of your organisation. The gender profile data will remain strictly confidential to Business in the Community. It will not be scored directly although it will be referred to during assessment.

Description of your organisation (200 words)
Please provide headline information on the nature of your business, in order to set the context for your activities. **Your submission should be anonymous. Please do not refer to your organisation's name and avoid references that would reveal its identity (e.g. names of high-profile individuals, names of high-profile programmes/initiatives or high-profile awards success)**. We reserve the right to return the submission to be edited or to remove or edit submission content ourselves if we feel it necessary to ensure anonymity.

_____

_____

_____

Please provide 50 words descriptor of what you are most proud of in relation to gender equality in your organisation. Please avoid using your organisation's name. This will be used in promotional work with the Times should you appear in the top 50.

_____

_____

Gender profile
This section is mandatory

Please provide the following information on the gender profile of the organisation in the UK. (This information provides assessors with context. It does not contribute to your score.
Please indicate the reporting period for your entry.

	Month	Year
start of period (1)	▼ January (1 ... December (12)	▼ 2017 (1 ... 2020 (4)
end of period (2)	▼ January (1 ... December (12)	▼ 2017 (1 ... 2020 (4)

In the following questions, the following definitions are used.

Board refers to the entity with legal responsibility for the governance of your organisation that is accountable to either itself or voting members (e.g. shareholders). Organisations with other governance structures (e.g. partnerships, charities, alternative business structures) should report on the senior management body that is the closest to a corporate board of directors in responsibilities.

For global organisations, please report on your highest governing body in the UK. If this is not applicable, and the UK employees are under a governance structure where the highest governing body is based in another country, please report on this body. For global organisations, please report on your highest governing body in the UK. If this is not applicable, and the UK employees

are under a governance structure where the highest governing body is based in another country, please report on this body.

Senior managers means senior employees who are responsible for planning, directing or controlling the activities of the organisation, or a strategically significant part of the organisation. Examples are Division Heads, Regional Directors, Heads of Department, Executive Committee members.

Managers means employees below senior level who are responsible for managing people or processes. Examples are line managers or operational supervisors.

Other employees means employees who do not have management responsibility of people or processes.

If your sector is accounting & management consultants, civil service, higher education, investment banking and financial services, legal, or armed forces, look at this chart to map seniority in your organisation.

How many people does your organisation employ in the UK?
_____ employees (1)

What is the gender profile of your organisation for the following seniority groups?

	Women (%) (1)	Men (%) (2)	Non-binary (%)	Validation
Senior managers (1)				Women + men + Non-binary = 100% Senior managers
Managers (2)				Women + men + Non-binary = 100% Managers
Other employees (3)				Women + men + Non-binary = 100% Other employees

What is the gender profile of your board members (executive and non-executive directors)?

	Men (%) (1)	Women (%) (2)	Non-binary (%)	Validation
Executive directors (1)				Women + men + Non-binary = 100% EDs
Non-executive directors (2)				Women + men+ Non-binary = 100% NEDs

Section two: entry questions

Part 1 - Strategy and accountability

1. Strategy and objectives

In this question, tell us about your current strategy, targets and objectives with regard to gender equality. How do you ensure that these are embedded/integrated throughout the organisation? (220 word limit)

- *Are the objectives part of a diversity and inclusion strategy and action plan?*
- *Can you demonstrate how they align with wider organisational strategy/business objectives?*
- *Do the objectives include targets and time frames?*
- *Does your strategy outline who is responsible for each element/objective?*
- *Does the strategy have senior management buy in and encourage business heads to promote policy development?*
- *Do you profile internal examples of the business benefits of a gender balanced workforce?*
- *Do you appoint diversity managers and/or diversity task forces who monitor talent management processes and diversity within the organisation?*
- *How does your strategy support different groups of women?*

2. Senior leaders

In this question, tell us what role do senior leaders (board, senior executives and senior managers) play in promoting gender equality in your organisation? What kind of activities are they involved in and how are they held accountable? (220 word limit)

- *Are senior leaders responsible for driving the gender equality agenda in your organisation?*
- *How does your organisation ensure that senior leaders are engaged and take ownership?*

3. Line managers

In this question, we would like to understand if/how line managers are responsible for driving the

gender equality agenda in your organisation. What kind of activities are they involved in and how are they held accountable? (220 word limit)

- *How does your organisation ensure that line managers are engaged and take ownership?*
- *What kinds of activities are they involved in/ have ownership of?*
- *How are they made accountable?*
- *Do you provide or mandate training / support? How do you measure their success?*

Part 2 – Data monitoring and transparency

4. Data monitoring and measurement

*Data is critical for monitoring progress on gender equality and identifying areas of challenge .In this question, tell us **what** type of gender-related data you are capturing to understand the experiences of your workforce (including quantitative and where appropriate qualitative data, including but not restricted to gender pay gap information), **how** this information is used including whether targets, particularly time bound, are set (to inform strategy for example) and whether it is made **public** (internally and / or externally). We are especially interested to hear what the impact of data gathering has been.*

Examples of data to collect include: rates of return after parental leave, flexible working requests and acceptances, bullying and harassment incidents, examples of low level 'non inclusive' behaviour as might be shared via listening circles or similar safe spaces, staff turnover gender pay gap by ethnicity, pay gaps by working patterns, proportion of men and women working part-time/full-time, engagement in stretch or leadership programmes.
.

a) What type of gender-related data are you capturing to understand the experiences of your workforce, how is this information used – and what difference has it made? (360 word limit)

b) *Employers with 250 or more employees are normally required to publish their gender pay gap on the government portal on an annual basis. This year the legal requirement was lifted, but organisations were encouraged to report in any event.* If you are normally obliged to report, did you publish your gender pay gap for the year including the snapshot date of 31st March 2019 (public sector organisations) / April 5th 2019 (businesses and charities)? Y/N

Part 3 - Policies and processes

5. Pay and Rewards

In this question, tell us (a) how do you ensure gender equality/fairness and transparency in your pay and reward processes? (b) Do you monitor the effectiveness and impact, and how? Please

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provide evidence that your activity has had an impact. (280 word limit)

Gender pay gaps are different from unequal pay, but unequal pay issues can contribute to the overall gender pay gap. Do you conduct equal / gender pay audits? Apart from equal pay audits, tell us what other activities you engage with. How do you ensure that pay and reward systems are transparent and free from bias? Examples include: encouraging salary negotiation by showing salary ranges, not asking about an applicant's salary and compensation history. What kind of evaluation / analysis do you undertake and how often? How are the results used to inform your policies/processes/initiatives? What kind of evaluation/analysis do you undertake and how often?

6. Recruitment and selection

In this question, tell us (a) What are you doing to recruit a gender diverse workforce? (b) Do you monitor the effectiveness and impact of your activities, and how do you monitor the impact? Please provide evidence that your activity has had an impact. (280 word limit)

This is relevant to all levels from the entry point to senior levels and may include addressing occupational segregation where relevant.

In this context, occupational segregation could refer to: targeting particular levels, departments or job roles / functions in which there is an under- or over-representation of women, scrutinising job design or internal recruitment processes to remove bias (such as using structured interviews and/or skill-based assessment tasks in recruitment interviews), exerting influence on external agencies or suppliers.

If you don't have a specific activity in this area because you have gender balance throughout and across the organisation, please flag that here and explain what you are doing to sustain this balance in the long term.

In this question, specify any activities that you are engaged in to ensure fair and equal recruitment processes and to promote gender balance in your organisation, e.g. job ads that are free from gender bias, advertising, specific recruitment initiatives / programmes; working with external organisations / agencies; internal monitoring, training programmes.

7. Progression and promotion

In this question, tell us (a) How do your progression and promotion processes, policies and activities support and facilitate a gender diverse workforce? (b) Do you monitor the effectiveness and impact, and how? Please provide evidence that your activity has had an impact. (280 word limit)

This is relevant to all levels from the entry point to senior levels and may include addressing occupational segregation where relevant. For example, ensuring managers conduct regular career

conversations, training and development programmes / initiatives; mentoring; networks, or talent tracking and promotion processes; job design and flexibility.

We are particularly interested in activities that take a more systemic approach, with the aim of making progression accessible to all as opposed to a 'fix the women' approach.

In this context, occupational segregation could refer to: targeting particular levels, departments or job roles / functions in which there is an under- or over representation of women, scrutinising job design, work allocation or internal performance review / development / pipeline processes to remove bias.

8. Women in leadership

In this question, tell us (a) How do you support women into leadership at the top and what are you doing to develop a strong female pipeline? (b) Do you monitor the effectiveness and impact, and how is this monitored? Please provide evidence that your activity has had an impact. (280 word limit)

Data that you provided in section 1 will be referenced for this question.
- *How has representation at these levels changed in the last three years?*
- *What activities, processes and interventions is your organisation involved in to increase the number of women at all levels and ensure a strong female talent pipeline, e.g. have aspirational and/or public targets / SMART goals been set.*
- *Is there activity with regard to recruitment e.g. nomination committees / executive search firms; and development e.g. talent and pipeline development etc.*
- *If your activity is minimal because you have parity or a high percentage of women at these levels, please flag that here and explain what you are doing to sustain this balance in the long term.*

Part 4 – Inclusive cultures, internally and externally

9. Policies and initiatives

In this question, tell us what policies and initiatives do you have in place for different groups of women in your workforce? (220 word limit)

Women are not a homogenous group. Tell us about your policies and initiatives addressing women's multiple identities, such as gender identities (LGBTIQ+), neurodiversity and disability, age, race, ethnicity, religion, caring responsibilities, language.

- *Do you ensure that women from all backgrounds are represented in / attracted to / supported to progress in your workplace?*
- *Do you break down data for different groups of women? If so, how do you use the information to better support diverse groups of women in your workforce?*

You may find it useful to consult with / refer to HR / engagement colleagues and / or relevant employee networks when responding to this question.

We are especially interested to hear about any initiatives you have in place specifically for black women*.*

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10. Flexible working

In this question, tell us (a) are you promoting flexible/agile working in your organisation? (b) How do you ensure flexible/agile working is accessible to all employees? Do you monitor the effectiveness and impact, and how? Please provide evidence that your activity has had an impact. (280 word limit)

- *Are flexibility and agile working important to your organisation and if so, how do you embed / communicate this to your employees?*
- *Do the organisation's infrastructure and culture support flexibility?*
- *How are leaders and managers involved, held accountable and supported?*
- *Which departments / functions are responsible for creating a flexible work environment (e.g. diversity / HR / facilities)?*
- *How do you monitor flexible working uptake and its benefits? How do you use the results?*
- *What else are you doing to encourage flexible/agile working?*

11. Family-friendly policies

In this question, tell us (a) What support and leave provision do you provide to employees who are mothers, parents and / or carers? (b) Do you monitor the effectiveness and impact, and how? Please provide evidence that your activity has had an impact. (280 word limit)

Our research around Equal Lives found that both men and women would be encouraged to take up family-friendly policies if this did not impact their careers.

- *What provisions are made for parents and/or carers and what support do you provide?*
- *What is the take-up for Shared Parental Leave (SPL) in your organisation?*
- *Do your maternity, paternity and SPL packages go beyond statutory requirements?*
- *Are there mechanisms / initiatives in place which provide support to employees returning from parental/carers leave?*
- *How do you ensure that all employees are aware of and understand your policies?*
- *Do managers receive any support/guidance/training on supporting parents and/or carers?*
- *Are you showcasing role models throughout the organisation?*

12. Bullying and harassment

What are you doing to prevent and tackle inappropriate behaviour (such as 'low level' banter or other micro aggressions) and sexual harassment? (220 word limit)

Everyday experience at work impacts employee engagement, performance, wellbeing and retention. However, BITC research found employees regularly face seemingly low level 'non inclusive' behaviours with women among the most likely to experience this. Recent surveys have suggested that more than half of women in the UK have experienced sexual harassment at work.

- *How do you prevent and tackle inappropriate behaviour and sexual harassment?*
- *Do you have an anti-harassment policy and/or codes of conduct stating expected standards of behaviours? If so, does the policy outline the steps to follow if someone is being harassed?*
- *How is this policy/code of conduct implemented / how is it communicated and through which channels (e.g. through induction and training)?*
- *What incidences do you monitor and how often? How do you monitor the effectiveness of your policies/codes of conduct (e.g. through staff surveys and focus groups)?*
- *What are you doing to ensure workplace cultures are free from poor behaviours that make employees feel uncomfortable, excluded and/or unsafe?*
- *What are you doing to ensure that employees feel free to report/ talk about poor behaviour (e.g. providing anonymous reporting tools, procedures to protect people reporting from victimisation)?*
- *Do you provide any training to leaders/ senior managers/ line managers and/or employees?*
- *How do you protect your employees working with clients/third parties from poor behaviours/ sexual harassment?*

Or if you are not doing much in this area please provide a rationale.

13. External engagement

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What are you doing to promote gender equality outside your organisation? (220 word limit)

How does the organisation ensure that its values and ethos with regard to equality for diverse women / different groups of women at work are reflected in how it engages with external stakeholders such as clients / customers / service users / suppliers / communities? For activity relevant to recruitment see Q6.3.

- *Do you share best practice across your sector or beyond - if so, how?*
- *Do you use opportunities to influence stakeholders such as clients / customers or suppliers - if so, how?*
- *Are you engaged in activities which benefit women's empowerment and/or the participation and progression of women in the workforce who are not your direct employees (e.g. activities that engage with or upskill girls/women in education, women in business, women consumers, women in marginalised or vulnerable groups)?*
- *How are the organisation and/or its employees involved in the support or delivery of the activity?*
- *If you have subsidiaries/ offices/ factories overseas, how do you ensure that your gender-related policies and initiatives benefit your local staff?*

Section three: case study

How have you championed gender equality and / or responded to the increased challenges facing women in the context of COVID-19?
(1000 word limit)

COVID-19 and ongoing economic challenges are having a profound impact on all of our working lives, and women have been particularly affected: more mothers than fathers were furloughed, women are more likely to have picked up the additional caring demands created, have been most affected by the rise in domestic abuse and survey data suggests women are more likely to report feeling increased levels of stress and anxiety. Different groups of women have been affected in different ways, for example polling in June found BAME women were more likely to be struggling with all the different demands on their time (at 45.4%) compared to white women at 34.6%. [1]

We want to know about how your organisation has addressed these challenges. Please consider:

- *the **aims** of any actions you took / are taking e.g. 'to support employees coping with reduced support to meet their caring responsibilities'*
- *the **specific steps** you took / are taking to meet these, any changes to policies & processes (temporary or permanent) e.g. extending paid carers' leave*
- *how you have / continue to **engage** with your wider workforce around the development and delivery of these plans e.g. seeking insight from parents' networks*
- ***implementation** was there any staff training or other support to embed these steps e.g. dedicated support for those leading teams with mixed working patterns*

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[1] https://www.fawcettsociety.org.uk/Handlers/Download.ashx?IDMF=cae4917f-1df3-4ab8-94e7-550c23bdc9cf

- ***ownership*** - *which departments or individuals are driving the activity/initiative*

You may refer to one initiative in detail or share information about a range of activities. Although covered in previous questions, please include any amendments to flexible working and family friendly policies as relevant to what you want to say in this section.

We recognize this is a live and changing situation but where possible please outline the impact of the steps you have taken – for example, have you seen wide take up of changed leave policies.

Please note that we require evidence of substantial activity/participation in the UK and evidence of progress/impact specific to UK if the activity has a more global reach.

Similarly, if the activity focuses on engaging with individuals who are not in your workforce, please ensure that you include information on how your employees and your organisational culture and/or business performance is benefitting.

Please note that the content submitted in this case study may be published in part or in its entirety. Business in the Community reserves the right to edit the case study for the purposes of word count and consistency without prior approval.

Is the activity in your case study UK specific?
- Yes (1)
- No (please provide details of which countries / regions are involved. Please ensure there is clear evidence of substantial activity/participation and evidence of progress/impact specific to UK) (2) _____

Case study title

Please provide a short title of no more than 10 words for your case study.

| |
| |

Case study: How have you championed gender equality and / or responded to the increased challenges facing women in the context of COVID 19? (1000 word limit**)**

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You have reached the end of the entry form. Click "yes" below and the "next" button to submit your entry.

Check that you have you completed your entry:
- Have you answered all questions in the entry form including the gender metrics section?
- Have you provided details for entry contact, senior contact, invoice contact and press contact?
- Have you provided your organisation name as you want it to appear in promotions around the top 50 list with The Times?
- Have you checked that your answers are anonymous and do not include your organisation's name or references that would easily identify it?

After you submit your answers, you will be emailed a confirmation acknowledging that we have received your entry. The confirmation receipt will include a link to download a PDF copy of your entry for your records. Please check your junk or spam folders in your inbox if you have not received the confirmation receipt.

Do you want to submit your entry to The Times Top 50 Employers for Women?

○ Yes