The Times Top 50 Employers (TT50) for Gender Equality 2027:

FAQs

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

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 demonstrate progress towards creating fairer, more equitable workplaces.

2. Why is the TT50 important?

- Workplace gender equity in the UK remains a persistent and challenging issue. Someone's gender still has a profound effect on their experience at work, impacting their pay, power, progression and possibilities.
- 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.
- The Times Top 50 Employers for Gender Equality is a benchmark, evidence base and call to action. It helps employers assess their practice, understand what is working, identify gaps and learn from leading organisations.

3. Why have we partnered with the Times?

The Times has been the media partner for this award since its inception in 2006. As one of Britain's oldest and most influential newspapers, this partnership gives visibility to the issue of gender equality among UK business leaders.

Timelines:

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Date Activity

- 23rd November 2026: Applications open
- The Times Top 50 Gender Equality 2027: Information Event 09th December 2026 10:00
- 1st February 2027: Applications close
- February to May 2027: Assessment of entries
- May to June 2027: Notification of results

Eligibility and entry criteria

4. Who can apply for TT50?

We encourage any UK business, regardless of sector or size, to 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 featuring on the TT50 list?

- Applying gives you a unique opportunity to have your current policies and approach to gender equality assessed and receive feedback on how you perform against other applicants.
- 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.

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- Amplify your public profile and demonstrate your commitment to gender equality.
- Elevate your organisation's reputation and position yourself as a trailblazer.
- A chance to be listed on The Times Top 50 feature published on The Times website and The 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?

A) 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 noreply@surveys.bitc.org.uk.

B) Start your entry

Entries are submitted via an online survey hosted on SurveyMonkey. 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.

C) Application progress

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SurveyMonkey 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 save your progress.

D) Avoid multiple users

The platform does not support multiple users editing the form simultaneously, 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 and do I have to answer all of the questions?

The form assesses an organisation's approach to addressing ten areas critical to driving progress on workplace gender equity, and all questions must be answered.

9. Is there a word count?

Yes, there are word counts for questions, as detailed in the applicant question set. Any information supplied beyond the word count for each question will not be assessed.

10. 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.

11. How is the assessment conducted and who will assess the application?

The assessment process anonymises applications to prevent bias and uses a double-anonymised method. The Times Top 50 Employers for Gender Equality

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seeks to understand the impact of policies and programmes and, importantly, how this translates into employees' lived experience.

Costs

12. Is there a cost to apply?

No. It is free to apply.

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

Yes. The listing fee for 2027 is £3,500 + VAT for organisations in The Times Top 50 employers listing.

14. Are there any other costs involved?

All other costs are optional. If successful applicants wish to use the TT50 logo externally (on email signatures, websites, and social media), there is an optional additional cost of £3,000 payable directly to The Times.

Confidentiality and anonymity

15. Is the application form confidential?

Yes. All personal information is confidential. Please note that we may share anonymised applicant responses with external bodies for 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 which organisations entered, or how many entries are submitted.

16. Shall I include my organisation's name in the application?

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

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17. 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. More information can be found in the Terms and Conditions document.

Steps after submitting

18. What happens after I submit my organisation's entry?

We will only be in touch via email to share the results of your application before the public announcement. You will be notified whether you have been successful or unsuccessful in making the list. You can expect a confirmation email, but should also check your spam/junk folders.

You will have to confirm that you wish to take up your place on the list in writing within 10 working days of being notified.

19. What feedback will organisations receive from their application?

All applicants will receive a free trends analysis report sent via email.

We are reviewing our approach to offering enhanced feedback to applicants. More information will be shared about feedback options when you are notified of your outcome, after the assessment process.

Terminology

19. How is gender defined in the assessment criteria?

This award is grounded in a commitment to gender equality and inclusivity. We recognise that gender is not binary, and we affirm the diverse identities and expressions that exist across the gender spectrum. Gender equality means ensuring individuals of all gender identities have equal rights, opportunities, and recognition. For the purposes of this award, the term "women" is inclusive of all who identify as such, regardless of sex assigned at birth or gender expression, aligned with our values of equity, respect, and representation for all.

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We expect you to include examples of how you have included all marginalised genders in your approach.

20. Can we use AI in our responses?

AI may be used to assist with drafting or structuring application responses, but it must not compromise the accuracy, authenticity, or reliability of the information submitted. Applicants remain fully accountable for verifying all facts, figures, examples, and supporting evidence contained within their application.

Contacting us

If you are experiencing technical issues with submitting your application, please get in touch with us, or if you have any questions not covered in this FAQ document, by emailing TimesTop50@bitc.org.uk

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