Times Top 50 (TT50) Pre-Submission Guidance

The Times Top 50 Employers for Gender Equality 2027

Submission Preparation Checklist

Use this checklist to help you prepare a clear, evidence-based submission. Strong submissions demonstrate not only what your organisation has done but also the impact of those actions on women, other marginalised genders, and employees with intersecting identities.

Before You Begin

☐ Read all questions and guidance carefully.
☐ Break each question down into the information, evidence and data being requested.

Gather The Right People

☐ Identify colleagues who can contribute relevant information and evidence.
Potential contributors may include:

- HR and People teams
- DEI/EDI teams
- Recruitment and Talent teams
- Employee Network leads
- Senior sponsors and leaders
- Learning and Development teams
- Internal communications teams

☐ Share the relevant questions with contributors so they understand what information is being requested.
☐ Ensure sufficient time is allocated for contributions to be drafted and submitted, and for a final quality check to be completed before submission.

Collect Relevant Evidence

☐ Gather both quantitative and qualitative evidence.

Examples may include:

- Workforce representation data
- Recruitment and progression data
- Employee survey results
- Retention and attrition data
- Employee feedback and testimonials
- Case studies and examples of impact

☐ Focus on evidence that demonstrates outcomes and impact, not just activity.

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☐ Where possible, show change over time using data, particularly over the last 2 years.
☐ Consider how your work supports women with different lived experiences and intersecting identities, as well as other marginalised genders.

Build Strong Responses
☐ Ensure each response directly answers the question being asked. Clearly explain:

- What action was taken
- Why it was taken
- Who it impacted
- What changed as a result

☐ Include examples where they strengthen your response.
☐ Ensure your response addresses the bullet points listed for the relevant question: *'In answering this question we would like to understand….'*
☐ Remove information that does not directly support your answer.
☐ Ensure the evidence you have selected is clearly relevant to the question.

Write Clearly and Consistently
☐ Use plain English.
☐ Avoid internal acronyms, technical language and organisation-specific jargon.
☐ Explain specialist terms where necessary.
☐ Assume the reader has no prior knowledge of your organisation.
☐ Ensure that the answer to each question is complete. Each question response is assessed independently of your other answers, therefore ensure you do not refer across to other answers or rely on data and examples provided elsewhere in your submission.
☐ Use a consistent style and tone throughout the submission.
☐ Ensure numerical data is accurate and easy to understand.
☐ Do not refer to your organisation's name and avoid references that would reveal its identity.

Final Quality Check
Before submitting, ask yourself:
☐ Have all questions been fully answered?
☐ Is every claim supported by evidence?
☐ Have we demonstrated impact, not just activity?
☐ Is the submission easy to understand for someone outside our organisation?
☐ Have we included our strongest examples?

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☐ Is the submission consistent in language, style and terminology?
☐ Has a final reviewer checked the submission for clarity, accuracy and completeness?

AI-Assisted Content
AI tools may be used to support drafting and editing responses.
However:
☐ All information, data and evidence submitted must be accurate and verifiable.
☐ Applicants remain responsible for checking all AI-assisted content before submission.
☐ AI-generated content must reflect genuine organisational activity, outcomes and experiences.
☐ Submissions containing inaccurate, misleading or unverified information may be assessed accordingly.

Top Tip
The strongest submissions clearly connect actions to outcomes. Wherever possible, explain not only what your organisation did, but the difference it made for women and how you know it made that difference.

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What Good Looks Like (example responses)

Example of action question response

Our gender equity strategy is designed to help women join, develop, progress and thrive throughout their careers. We recognise that experiences at work are influenced by factors such as ethnicity, age and caring responsibilities, so our approach considers the different barriers that people may face. We have set long-term targets to increase representation of women in leadership and regularly review progress against these goals. These targets are informed by workforce data, succession planning and our understanding of the external talent market.

Senior leaders are accountable for delivering progress.

The strategy is reviewed regularly by leadership groups, and inclusion objectives form part of leadership expectations and performance discussions. Leaders are expected to review workforce data, identify barriers to progression and take action to improve outcomes for women and other underrepresented groups. We monitor recruitment, promotion, retention and employee experience data to understand how different groups experience the workplace. Analysing this information helps us identify gaps and take action early.

We also support managers through inclusive recruitment training, leadership development programmes and practical resources that help them create inclusive teams and support career progression. Employee feedback is central to our approach. Through surveys, focus groups and employee networks, we gather insight into colleague experiences and use this information to shape future priorities. This has helped inform initiatives such as menopause support, policy improvements and career development opportunities. As a result, we have seen improvements in female representation at senior levels and continue to strengthen our approach through regular monitoring, leadership accountability and ongoing employee feedback.

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Example with impact response

We are committed to creating a workplace where everyone is treated with dignity and respect. Sexual harassment is not tolerated and is addressed through our Code of Conduct, workplace policies and mandatory training. All employees are expected to understand what constitutes unacceptable behaviour and their responsibility to contribute to a safe and respectful working environment.
All employees complete training on recognising, preventing and reporting sexual harassment. This includes guidance on identifying inappropriate behaviour, responding to concerns and understanding available support. Managers receive additional training on their responsibilities, including how to prevent harassment, respond to concerns appropriately and create psychologically safe team environments.

Employees can raise concerns through a range of confidential channels, including Human Resources, formal grievance procedures and an anonymous reporting hotline. Clear reporting processes are communicated regularly, and employees are protected from retaliation when reporting concerns in good faith. All reports are investigated confidentially and fairly.
We regularly review employee feedback, training completion data and case information to identify trends and strengthen our approach. Findings are used to update policies, communications and training content. Where risks are identified, targeted communications and preventative guidance are introduced to address specific issues.

Impact
Our employee surveys show that colleagues feel confident raising concerns and challenging inappropriate behaviour. Recent results found that 85% of employees feel safe speaking up when they witness inappropriate conduct and 93% trust managers to take appropriate action. Measures of psychological safety and inclusion consistently exceed external benchmarks, indicating that employees feel able to raise concerns without fear of negative consequences.

Regular reviews of reporting data and employee feedback have helped us identify areas for improvement and strengthen our prevention efforts. This continuous approach has supported a workplace culture where expectations are clear, employees understand reporting processes and leaders are held accountable for maintaining a safe, respectful and inclusive environment.

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