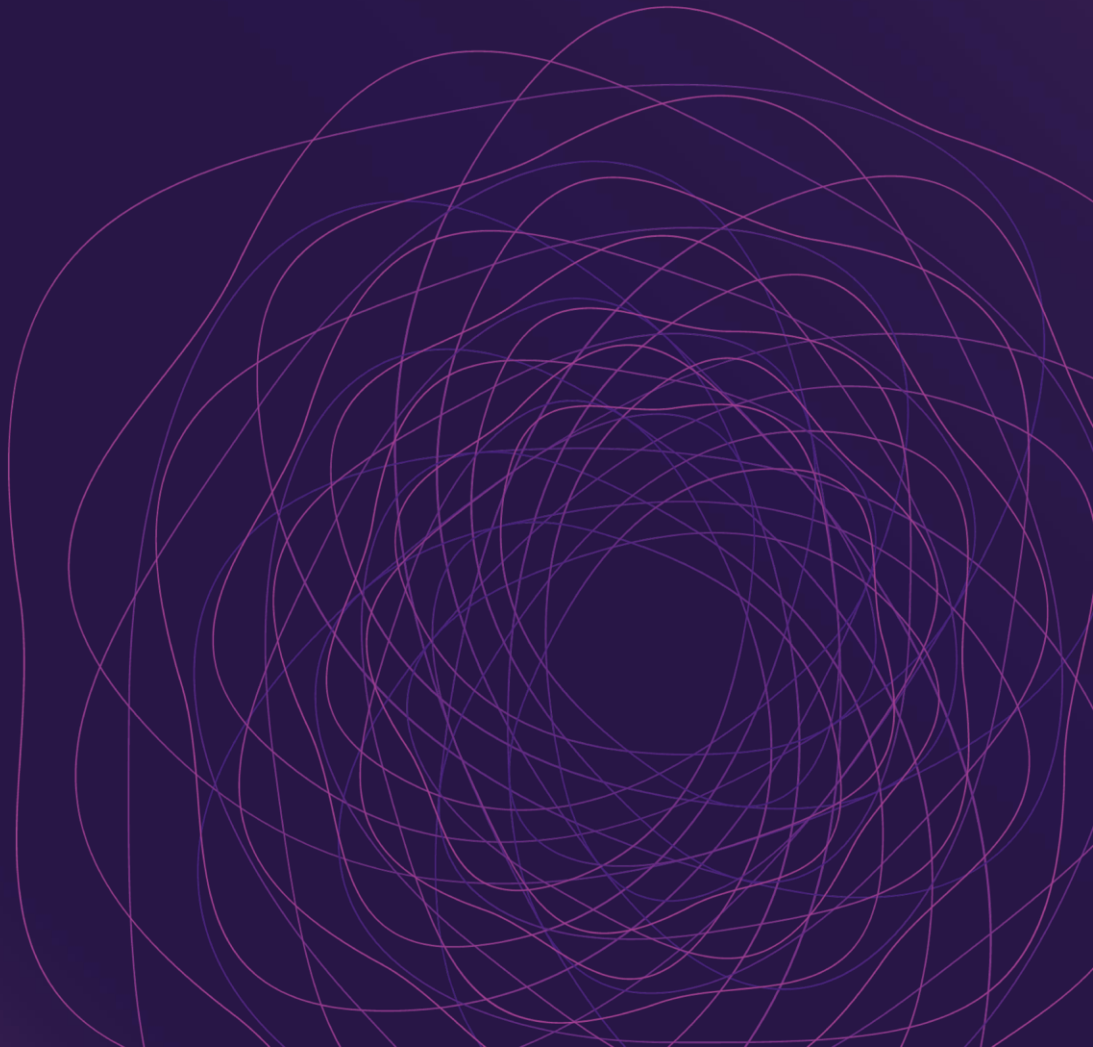




Diversity Mark

Gold Diversity Mark Guidance Notes





The Standard for Gold

Organisations can apply for the Gold Diversity Mark accreditation after maintaining the Silver Diversity Mark accreditation for a **minimum** of 2 years along with clear evidence of **significant measurable progress** demonstrated in ED&I.

At Gold level, the assessment panel anticipates significant, measurable progress in Gender Diversity and wider Diversity.

The assessment panel will expect you to clearly demonstrate how you have been champions of Diversity and Inclusion in your sector and the wider community.

They will expect you to take a robust and evidence-based approach using measurables to paint a picture of your baseline (when you joined Diversity Mark) and the transformation since then.

- ✓ There must be clear and tangible evidence detailed within your application that the culture has dramatically shifted.
- ✓ Our Assessors must believe that you are a shining light with regard to ED&I within your sector and the wider community.

Targets will be more challenging, and expectations will be much higher again at Gold, compared to the Silver accreditation, and intersectionality will be a key metric.

- The Gold application requires 7 Targets across a minimum of 5 Diversity Areas, a minimum of one should be Gender.
- Targets should demonstrate how you will continue to evolve and push the dial of culture change with complex challenges and sustainability.
- When you choose to prioritise a new area of diversity, it's crucial to clearly articulate the rationale and motivations behind your decision, ensuring alignment with organisational objectives.

Target 1	Target 2	Target 3	Target 4	Target 5	Target 6	Target 7
Gender Target	Diversity Area 1	Diversity Area 2	Diversity Area 3	Diversity Area 4	Can be used to maintain existing Gender objectives or continue with, or introduce new Diversity or intersectional targets	
Gender + 4 Diversity Areas						





Gold Diversity Mark

When an organisation selects a new diversity area, they should focus on one area within each target, not a combination of more than 1 area, for example, not LGBTQ+ and Neurodiversity within 1 target.

Target supporting actions can then be relevant to the area of focus whilst considering intersectionality to support other targets. For example, ERG events themes may be across LGBTQ+ and Neurodiversity.

Some suggested new ED&I Areas include:

- Economic Inactivity
- Race / Ethnicity
- Age
- Social Mobility
- Disability
- Religion
- Cognitive Diversity
- Carers
- Neurodiversity
- LGBTQ+
- Veterans

The 4 diversity areas must be in different areas of diversity i.e., 4 targets related to disabilities would not be acceptable. We encourage all signatories to consider INTERSECTIONALITY at every stage of your ED&I journey.

Within the Gold application we require you to list your employment policies – we provide a list of required policies which we consider as a minimum to be best practice.

If you reach the independent audit stage, the auditor will require access to the policies you list within the application to assess their uptake and effectiveness.

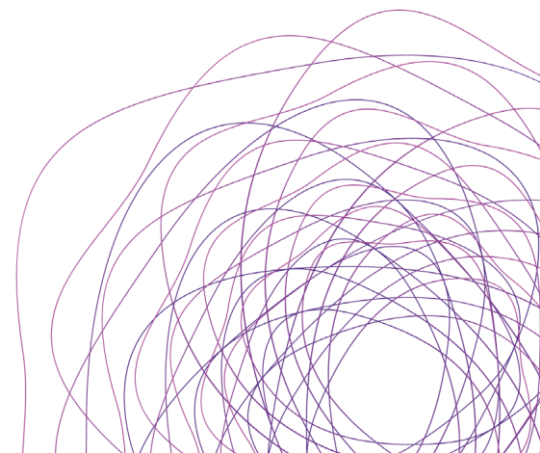
- Whilst support will be offered to assist in preparing for the assessment, assessors reserve the right to judge that an application does not meet the standard for the Gold accreditation and any application fees will not be refunded.

Your submission will include an expanded data requirement beyond the requirements for initial accreditation re Gender and Age by role. The enhanced data requirement is mandatory and consists of:

- Recruitment over the reporting period
- Attrition over the reporting period
- Sickness absence over the reporting period
- Flexible Working Requests Made
- Flexible Working Requests Approved
- Tenure by Age
- All of the above data points to be recorded by Gender and Grade, thus giving an intersectional view of your workforce

After making it through the initial application stage, organisations will go through an independent internal audit & there will be a board level interview with the Diversity Mark Independent Assessment panel.

The panel must believe that the organisation is a shining light and an exemplar of Diversity and Inclusion.





Timeline to Gold

Before applying for the Gold Diversity Mark accreditation please read these instructions/guidance notes carefully and please ensure the following:

1. You have maintained the Silver Diversity Mark accreditation for a minimum of 2 years.
2. You have met with the Diversity Mark team for a connection call
3. You are using the most recent version of the application form and gender table

The Diversity Mark team are available to answer queries at any stage of the application process.

Please note that the Gold Accreditation is awarded for 3 years with annual reports submitted to demonstrate continued progress.

Step One - Initial meeting with the Diversity Mark team to talk through the process, accreditation standard and cost. You can then consider all aspects and take time to consider if you are ready to apply for this accreditation.

- Some organisations may decide, after this meeting, to wait until they are further along on their journey to apply for Gold
- Some organisations may equally decide after this meeting that retaining the Silver accreditation presents sufficient challenge for the foreseeable future

Step Two - Gold accreditation application completed and submitted for independent assessment* application feedback review will take place.

Step Three - If your organisation passes the initial assessment stage, we will coordinate with you to perform an employee survey relating to Diversity and Inclusion. There is a Gold Supplement Fee which is payable at this stage at a cost of £3,000.

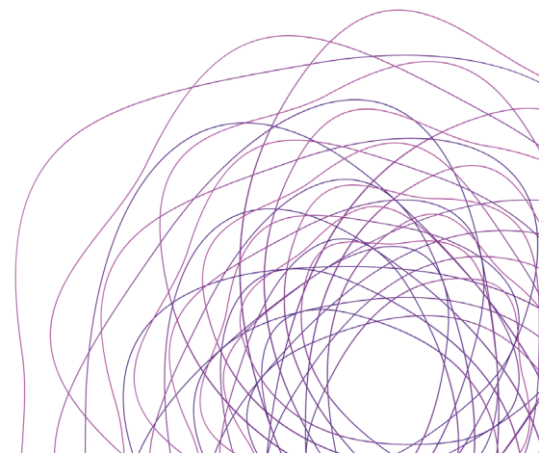
Step Four - Upon successful completion of Steps One to Three, an independent audit will be arranged. An output from this process will be the Gold Accreditation Scoring Matrix.

Please [CLICK HERE](#) to review the Gold audit scoring Matrix.

Step Five - Upon satisfactory results from the independent audit, a final board level interview with your CEO/Chair and Diversity Mark representative will be held

Step Six - The Audit process will be concluded, and decision communicated.

* If you do not pass the initial assessment, the panel will provide you with detailed written feedback with suggestions and recommended actions to maintain the Silver Diversity Mark and a suggested timescale for being able to apply for the Gold accreditation again in the future.





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