

Digital Platform Target Accreditation Template (initial accreditation)

This template is designed to help you develop your targets for submission and review on the Digital Platform. Ensure you refer to the Diversity Mark Accreditation Guidance Notes throughout the process.

Target 1 Diversity Category		
Gender		
What is the specific Outcome you aim to achieve?		
<i>Please provide a short summary of your Objective (max. 35 words)</i>		
Target value		
Why have you chosen this target? (please use bullet points)		
<i>Please include any internal analyses carried out, referencing any relevant internal data for example gender demographics, recruitment statistics, employee engagement feedback/metrics, or employee exit data. Additionally, you may wish to consider integrating relevant sector-specific external data (max. 400 words)</i>		
Short and Long-Term Impact - Who will benefit?		
<i>Who will benefit once this target is achieved? In the long term, who will be better off - for example which group of employees and/or customers and how will they benefit? How might this contribute to achieving your long-term strategic ambitions? (max. 400 words)</i>		
Date to be achieved		
<i>This date should be at least a year from now.</i>		
How will you measure success and evidence progress?		
<i>Please provide relevant baseline data for this target and describe your ambitious/aspirational improvement goals, including specific percentage or numerical increases. (max. 400 words)</i>		
SMART Action plan *MINIMUM OF 4 ACTIONS REQUIRED* (Actions / When / Responsible Person)		
<i>Please ensure that the actions here are specific to this target and they provide a clear timeline from beginning work on this target until the target completion date. SMART actions are specific, measurable, achievable, relevant, and time-bound to facilitate clear and attainable goal setting. Minimum of 4, maximum of 8 actions.</i>		
Action	By When?	Who is responsible?
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		

Target 2 Diversity Category

Gender
What is the specific Outcome you aim to achieve?
Please provide a short summary of your Objective (max. 35 words)
Target value
Why have you chosen this target? (please use bullet points)

*Please include any internal analyses carried out, referencing any **relevant internal data** for example gender demographics, recruitment statistics, employee engagement feedback/metrics, or employee exit data. Additionally, you may wish to consider integrating **relevant sector-specific external data** (max. 400 words)*
Short and Long-Term Impact - Who will benefit?
*Who will benefit once this target is achieved? In the long term, **who will be better off** - for example which group of employees and/or customers and how will they benefit? How might this contribute to achieving your long-term strategic ambitions? (max. 400 words)*
Date to be achieved
This date should be at least a year from now.
How will you measure success and evidence progress?
*Please provide **relevant baseline data** for this target and describe your ambitious/aspirational improvement goals, including specific percentage or numerical increases. (max. 400 words)*
SMART Action plan *MINIMUM OF 4 ACTIONS REQUIRED* (Actions / When / Responsible Person)
*Please ensure that the actions here are **specific to this target** and they provide a clear timeline from beginning work on this target until the target completion date. **SMART actions are specific, measurable, achievable, relevant, and time-bound** to facilitate clear and attainable goal setting.*
Minimum of 4, maximum of 8 actions.

Action	By When?	Who is responsible?
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		

Target 3 Diversity Category

Gender
What is the specific Outcome you aim to achieve?
Please provide a short summary of your Objective (max. 35 words)
Target value
Why have you chosen this target? (please use bullet points)

*Please include any internal analyses carried out, referencing any **relevant internal data** for example gender demographics, recruitment statistics, employee engagement feedback/metrics, or employee exit data. Additionally, you may wish to consider integrating **relevant sector-specific external data** (max. 400 words)*
Short and Long-Term Impact - Who will benefit?
*Who will benefit once this target is achieved? In the long term, **who will be better off** - for example which group of employees and/or customers and how will they benefit? How might this contribute to achieving your long-term strategic ambitions? (max. 400 words)*
Date to be achieved
This date should be at least a year from now.
How will you measure success and evidence progress?
*Please provide **relevant baseline data** for this target and describe your ambitious/aspirational improvement goals, including specific percentage or numerical increases. (max. 400 words)*
SMART Action plan (Actions / When / Responsible Person)
*Please ensure that the actions here are **specific to this target** and they provide a clear timeline from beginning work on this target until the target completion date. **SMART actions are specific, measurable, achievable, relevant, and time-bound** to facilitate clear and attainable goal setting.*
Minimum of 4, maximum of 8 actions.

Action	By When?	Who is responsible?
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		