

**ASCENTIAL**

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# Gender pay gap report

Published April 2023

Reporting on data from April 2021 - March 2022  
following the UK Government guidelines.

# UK gender pay gap reporting methodology

- In the UK, from 2017, any organisation that has 250 or more employees in the UK must publish and report specific figures about their potential gender pay gap.
- This report follows the methodology and report guidelines that are set out by the UK Government on how to work out the potential pay gap and the way in which this information must be displayed.
- Since 2017 we have published our UK pay gap and this report contains comparisons to the two previous reporting years. The new data reported was collected in April 2022 and is from April 2021 - March 2022. The dates for data collection and publication are in line with guidance from the UK Government.

## UK Government methodology for reporting on Gender pay gap:

The UK Gender pay gap reporting constitutes six measurement metrics which are defined below.

- **Mean Gender pay gap:** The difference between the mean hourly rate of male full-pay employees and that of female full-pay employees.\*
- **Median Gender pay gap:** The difference between the median hourly rate of male full-pay employees and that of female full-pay employees.\*\*
- **Mean Bonus pay gap:** The difference between the mean bonus pay paid to male employees and that paid to female employees.
- **Median Bonus gap:** The difference between the median bonus pay paid to male employees and that paid to female employees.
- **Bonus Proportions:** The proportions of male and female relevant employees who were paid bonus pay during the year.
- **Quartile pay bands:** The organisation is split into four groups based on their salaries, these groups are called lower, lower middle, upper middle and upper quartile. The proportion of men and women in each quartile/group is calculated.

\*Mean: also known as the average, the sum of salaries is divided by the number of employees – this is undertaken for both men and women.

\*\*Median: Also known as the mid-point, salaries are sorted by value so the middle value can be taken – this is useful for skewed datasets or those with outliers.



# Calculating the Gender Pay Gap

## What is the Gender Pay Gap?

The Gender Pay Gap is the difference between the average hourly pay of men and women across the organisation, reported relative to men's earnings.

Pay parity analysis is a separate reporting activity which is done throughout the year to ensure that individuals are paid the same for the same job.

## How is the hourly pay calculated?

Hourly pay includes salary, allowances and salary sacrifice deductions (including pension or employee-selected childcare) for each person. These numbers are for the period April 2021 to March 2022, as required.

We also report on bonus pay which includes all variable pay such as annual bonuses, one-off bonuses, commissions and long-term incentives paid in this 12-month period.

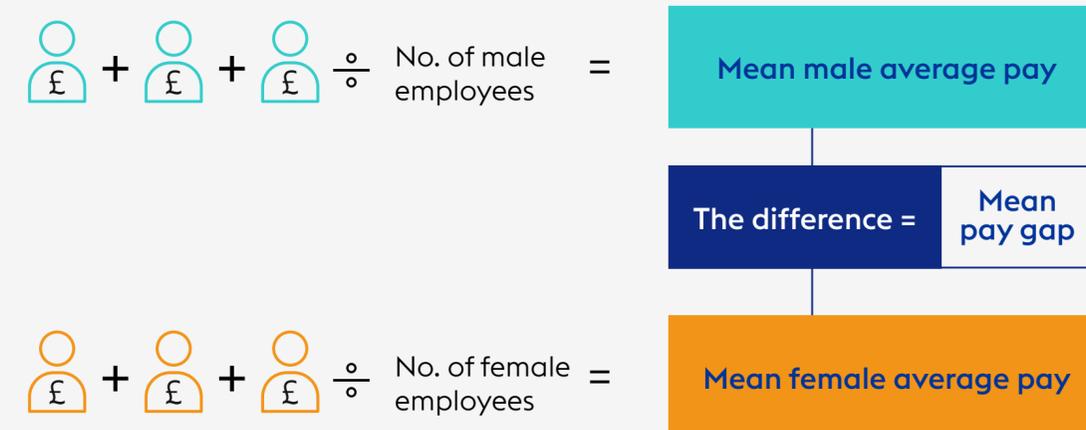
## How are the mean and median calculated?

The gender pay gap can be calculated in two ways:

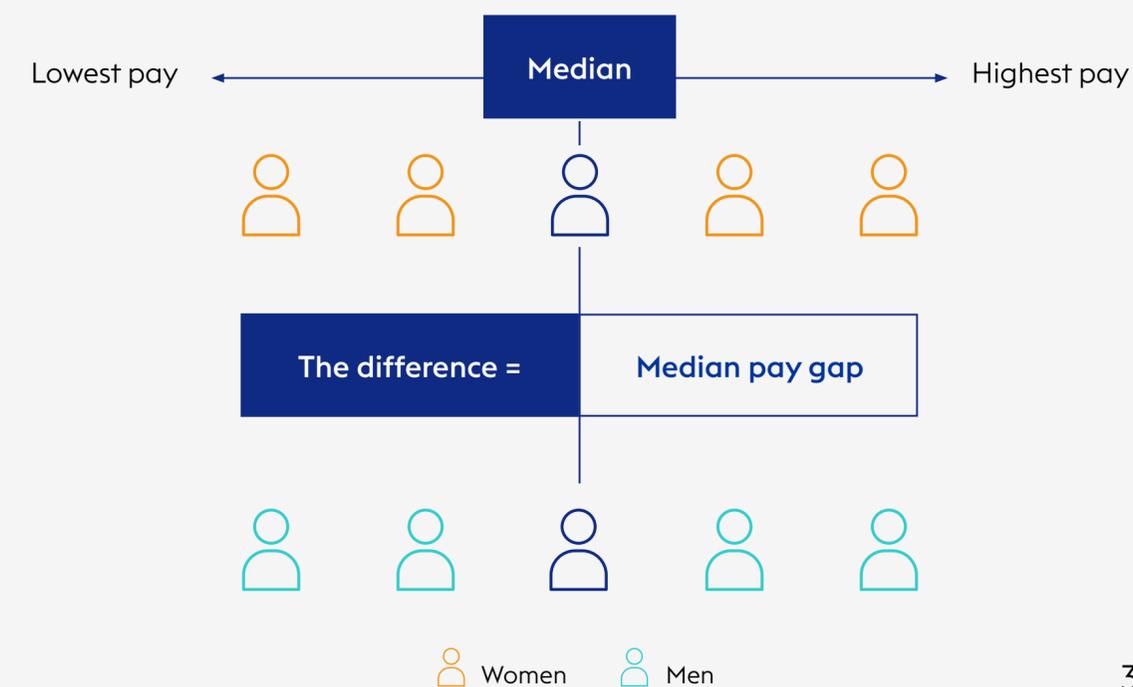
The mean gender pay gap is calculated by adding together the hourly pay for all men and dividing by the number of men, doing the same for all women, then calculating the difference.

The median gender pay gap is calculated by listing all salaries from lowest to the highest and comparing the salaries at the midpoint. The median figure is usually a more representative figure as the mean can be skewed by a handful of salaries at each end of the scale.

## Mean difference:



## Median difference:



# 2022 UK data

As recorded in April 2022 and compared to two previous years



## Gender pay gap:

### Analysis:

- This year we have seen an increase in women in the upper middle and upper quartiles, with the biggest increase being 6% more women in the upper middle quartile.
- Both our mean and median pay gap have reduced this year, due in part to this increase in women representation in the upper quartiles.
- The largest pay gap occurs in the most highly-paid of the upper quartile, which continues to contribute to the overall pay gap as the compensation amounts tended to be larger in this group, emphasising the gap.

# Calculating the Bonus Pay Gap

## How is the bonus pay gap calculated?

Bonus pay includes all variable pay such as annual bonuses, one-off bonuses, commissions and long-term incentives paid in this 12-month period.

We include the following calculations for the bonus pay gap data on the next page:

- The percentage of people in the UK overall who received bonus pay in the 12 month reporting period.
- The percentage of the UK male population who received a bonus.
- The percentage of the UK female population who received a bonus.
- The mean bonus pay gap which is the difference between the sum of all bonuses paid to women divided by the number of women receiving a bonus, and the sum of all bonuses paid to men divided by the number of men receiving a bonus. It's the % difference between the average bonus paid to women and men.
- The median bonus gap is the midpoint value when all employees who received a bonus are sorted by the value of the bonus they received.

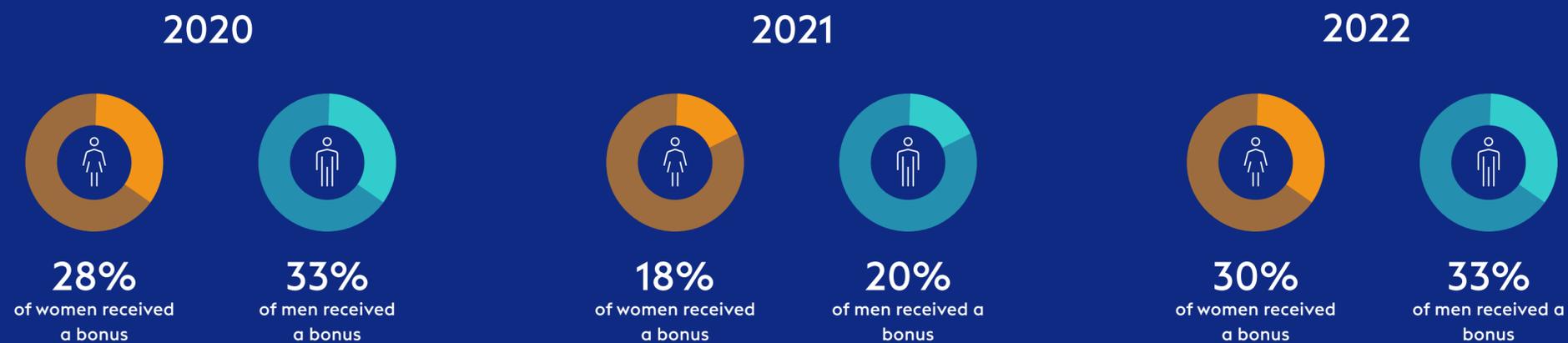


# 2022 Bonus data

As recorded in April 2022 and compared to two previous years

2020 Total UK population 828			2021 Total UK population 763			2022 Total UK population 995		
% of UK population receiving a bonus: 32%			% of UK population receiving a bonus: 21%			% of UK population receiving a bonus: 30%		
Ascential UK	Mean	Median	Ascential UK	Mean	Median	Ascential UK	Mean	Median
Gender bonus gap	36% ▲	20% ▲	Gender bonus gap	60% ▲	30% ▲	Gender bonus gap	30% ▼	14% ▼

The percentage of the UK male and female populations which received a bonus:



## Bonus pay gap:

### Analysis & definitions:

- The Covid pandemic which started in 2020 resulted in less bonuses being paid in the 20/21 financial year as part of our cost saving and business resilience initiatives. As the business has bounced back in 21/22 this has resulted in an increase in the number of bonuses paid.
- The mean bonus pay value appears large due to outliers from executive bonuses, please refer to the median gap which is more reflective of Ascential's non-executive staff bonuses.

# Gender pay gap: action plan

We are pleased that our commitments and action plan is starting to see the results we're aiming for: an increase in women representation in our senior leadership levels and a reduction in our pay gap. We will therefore continue delivering against these actions in order to maintain momentum.

The actions we are taking fall into four main areas of work.



## **Inclusive Recruitment: to remove any unintended bias or barriers to women entering our company:**

- Inclusive Recruitment toolkit used throughout the organisation to remove any potential biases from our recruitment processes.
- Focus on the process for hiring senior vacancies to ensure equitable opportunity for all.



## **Focus on succession planning:**

- We will continue to create specific and measurable succession and development plans for the top 20% of roles. Where the demographics don't match the diversity of society we will course correct where needed to diversify the Senior Leadership population.



## **Policies and programmes which enhance women's careers:**

- Continue to ensure our policies remain relevant for the changing demands of the workplace and beneficial for all genders. With a focus on flexible working and shared parental leave.
- Continue to promote our self-serve mentoring platform enabling women across the organisation to receive mentoring and sponsorship.
- Support and promote EmPower: Ascential women's network. Their aim is to empower, inspire, and connect at all levels of the organisation. They seek to achieve this by promoting equity, facilitating opportunities for learning and development, influencing company policies and celebrating achievements. They are committed to helping women achieve their potential, no matter what their background or goals.



## **Enhance the data available for decision making:**

- The reporting we conduct under UK legislation is a starting point for the overarching objectives we have around understanding possible pay disparity. In 2021 we started to collect and analyse both ethnicity and gender data on our HR system and we will continue to encourage colleagues to share this data. Once we have representative datasets we will be able to look at the intersectional insights needed to inform any specific areas where corrective action may be required.
- We will continue to publish action plans focused on closing our gender pay gap in the UK and commit to measuring and assessing any possible gender and ethnicity pay gaps where representative data is available to do so.



# ASCENTIAL

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To find out more about DEI at Ascential visit the Corporate Responsibility section of the Intranet.

Any questions please email:

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