

PHd

Gender  
Pay Gap  
Report

2022

# What's the Gender Pay Gap?

Under legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap. PHD's eligible payroll headcount at snapshot of 5th April 2022 covered 352 employees.

## IS IT THE SAME AS EQUAL PAY?

No, Equal Pay is a legal requirement since 1970s to pay men and women equally for work of equal value whilst the Gender Pay Gap looks at the differences in overall pay of men and women, not taking into account their roles or seniority.

## WHAT IS REPORTED?

- average gender pay gap as a mean average at the snapshot date
- average gender pay gap as a median average at the snapshot date
- average bonus gender pay gap as a mean average
- average bonus gender pay gap as a median average
- proportion of male and female employees receiving a bonus payment
- proportion of males and females when divided into four groups ordered from lowest to highest pay (quartiles) at snapshot date

## WHO IS INCLUDED IN THIS?

All employees and workers on payroll as of 5th April 2022, at PHD London & PHD Manchester.

## WHAT'S A SNAPSHOT DATE?

It is the date when our payroll data is captured and analysed, which was 5th April 2022.

Next year's reporting snapshot date will be 5th April 2023.

## WHAT PERIOD ARE THE BONUS GAPS CALCULATED OVER?

The bonus gap is calculated across the 12 months leading up to the snapshot date, 5th April 2022 ie: 5th April 2021 to 4th April 2022. For example, next year's reported bonus gender pay gap will be calculated over the 12 months running up to 5th April 2023 ie: 5th April 2022 to 4th April 2023.

## THERE'S LOTS OF MATHS: WHICH FIGURE IS MOST COMMONLY USED AND QUOTED?

Generally, the median figure is the more representative figure, and this is the figure used by the Office of National Statistics. This is because the median is not skewed or affected by extreme values, such as high executive levels.

The UK median gender pay gap is **14.9%** according to 2022 ONS.

### WHAT IS THE MEDIAN?

The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay by gender from lowest to highest and comparing the middle value. **PHD 2022 median gender pay gap is 3.6%.**

#### Median Gender Pay Gap

3.6%

### WHY HAS THIS INCREASED?

When the previous year's snapshot was taken, the Median Gender Pay Gap was -1.7% (meaning the pay gap was 1.7% in favour of women). In this year's reported data, this Median has now moved to 3.6% (meaning the pay gap is 3.6% in favour of men). The reason for this shift is that - as our headcount grew over this period (from 292 to 352) - the proportion of women in lower and mid-level roles increased, while the proportion of men in more senior roles has increased slightly, which contributed to the increase in our median pay gap.

### WHAT IS THE MEAN?

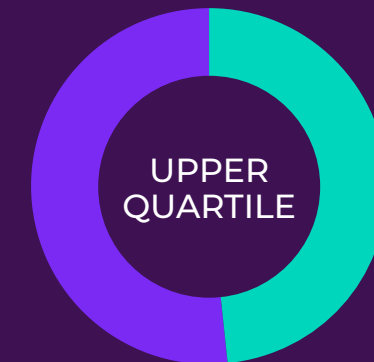
The mean is calculated by adding all the hourly rates of pay earned by gender and dividing this total by the total number of each gender in scope, then comparing mean female pay against mean male pay. **PHD's mean gender pay gap is 7.7%.**

#### Mean Gender Pay Gap

7.7%

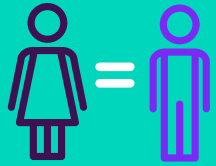
## WHY IS THERE A DIFFERENCE BETWEEN MEAN AND MEDIAN GENDER PAY GAP FIGURES?

Our workforce is well gender balanced and that is why our median gap is low. However, mean pay gaps are distorted by a few high earners. Since we tend to have slightly more men than women among our highest earners (our highest paid quartile is 55% men and 45% women), this pushes the mean gap up slightly.



## WHAT IS INCLUDED IN AS BONUS?

Anything that is a payroll related bonus, such as a recruitment referral bonus, Return to Work and Baby Bonus, Employee of the Month Awards and even Christmas John Lewis vouchers. Some senior level employees may at times be granted a performance related bonus, at the CEO's discretion.



**Median Bonus**  
Gender Pay Gap:

0%



**Mean Bonus**  
Gender Pay Gap:

-4.9%

## Proportion of bonus by gender:



85.7%



84.8%

## What are we doing to address the Gaps?

- As an equal opportunities' employer, we firmly believe in appointing the best candidate for the role, regardless of their gender or other factors.
- We are committed to continue to look at how we can attract more senior women into our organisation to create gender equity at every level at PHD.
- PHD's EXCO team is 50% Female/Male.
- Although the Gender Pay Gap does not provide any insight into Equal Pay (the legal obligation to pay men and women equally for work of equal value) the OMG Talent Team, Payroll and our People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.
- We ensure that unconscious bias training supports Line Managers so that our recruitment and hiring practices are free from bias.
- We actively promote opportunity for senior employees of all genders to attend Omniwomen + Allies: an annual event aimed at supporting and inspiring future leaders.
- We give additional benefits for new parents through enhanced Maternity, Shared Parental Leave and Paternity financial packages, including return to work bonus.
- The Agency is fully Agile since 2017. In line with OMG UK we continue to explore smarter ways of working, whether this is core hours or 50:50 hybrid work/office working or working at our clients' business or with partners at their offices.
- We pledge to keep a quarterly track of our Gender Pay Gap to see how we are doing.

I confirm that the statistics reported are accurate and have been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

A handwritten signature in black ink, appearing to read 'Ali Reed', with a horizontal line underneath it.

Ali Reed,  
CEO PHD MEDIA UK LTD

**Date:** 30 March 2023

**Any further questions should be sent to:**

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