

PHd

Gender Pay Gap Report

2023

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 2023 covered 346 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 2023, at both PHD's offices in London and PHD Manchester.

WHAT'S A SNAPSHOT DATE?

It is the date when our payroll data is captured and analysed, on 5th April 2023.

Next year's reporting snapshot date will be 5th April 2024.

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 2023 ie: 6th April 2022 to 5th April 2023.

For example, next year's reported bonus gender pay gap will be calculated over the 12 months running up to 5th April 2024 ie: 6th April 2023 to 5th April 2024.

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 14.3%** according to 2023 ONS. (7.7% for fulltime and -3.3% for part time employees).

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 2023 median gender pay gap is 0%.**

This means there is no gap between the Median average hourly rates of pay between men and women.

Median Gender Pay Gap

0%

WHY HAS THIS DECREASED?

The Median Gender Pay Gap in 2022 was 3.6% in favour of men and in 2023, this has decreased to 0%. The most significant driver of the decrease is that the gender distribution within each quartile is more evenly balanced, compared to last year's reported figures.

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 -1.4%**, a decrease from 2022's figure of **7.7%**.

Mean Gender Pay Gap



-1.4%

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

Our workforce quartiles are gender balanced contributing to a 0% median gap.

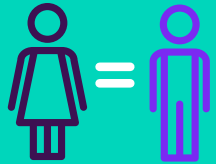
However, mean pay gaps can be distorted by a few high earners. 2023's snapshot date shows a greater proportion of women across all quartiles.

Gender split by quartile

		
Upper quartile	51.2%	48.8%
Upper middle quartile	56.3%	43.7%
Lower middle quartile	53.5%	46.5%
Lower quartile	52.9%	47.1%

WHAT IS INCLUDED IN A BONUS?

Anything that is a payroll related bonus, such as a recruitment referral bonus, Return to Work 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:

7%

Proportion of bonus by gender:



83.2%



80.7%

What are we doing to address the Gaps?

- PHD UK is led by a senior leadership team with a 50:50 female/male gender split and, as a diverse and inclusive employer, we are committed to appointing the right person for the role, regardless of their gender or other factors. This includes understanding and valuing our candidate's life experiences and how this enriches their ability to do the role.
- We provide monthly workshops for hiring line managers, focusing on how to run an inclusive interview process. Sessions encourage active participation on topics including writing inclusive job adverts, hiring for disability & neurodiversity and inclusive interview skills as well as identifying and overcoming different types of bias and decoding language.
- 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) our OMG UK People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.
- Omniwomen, an Omnicom-wide employee resource group, serves as a catalyst for increasing the influence and number of women leaders throughout the Omnicom network. In the UK, one of the key initiatives every year is the Omniwomen + Allies event aimed at supporting and inspiring our future leaders.

- We give additional benefits for new parents through enhanced Maternity, Adoption, Surrogacy, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options. We have also created Reboot: Return to Work – a structured return to work programme for those returning from maternity, adoption, surrogacy or shared parental leave.
- We continue to evolve our policies to reflect our employee's needs. Policies include Fertility & Trying to Conceive, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependants.
- PHD UK has been fully agile since 2017 and we continue to explore smarter ways of working, whether this is core hours, 50:50 hybrid work/office working, or working at our clients' business or with partners at their offices.
- We continue to actively support the industry's All In Actions designed to increase belonging and create a more inclusive industry, and we were one of the first agency groups to be awarded All In Champion status.

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.



Ali Reed,
CEO PHD MEDIA UK LTD

Date: 3rd April 2024

Any further questions should be sent to:

PHD UK's Chief Brand and Experience Officer
Euan.Hudghton@phdmedia.com