

phd



Gender Pay Gap Report



2020

Introduction

Under new legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap.

WHAT IS THE GENDER PAY GAP?

The Gender Pay Gap looks at the overall pay of men and women, not taking into account their roles or seniority. This means that the Gender Pay Gap does not provide any insight into Equal Pay, which is the requirement to pay men and women equally for work of equal value.

At PHD Media, as part of the Omnicom Media Group, we are continually looking at ensuring that all our staff are paid fairly for the work that they do.

PHD Media is required to carry out Gender Pay (Gender Pay Gap Information) Regulations 2017.

All data in this report is taken from the 12 months prior to 5th April 2020 and includes the employees of our London & Manchester offices as they form part of the same legal entity at the time of the snapshot. We believe that by analysing our data we will be able to identify actions to help us improve our position still further. We are committed to championing all employees in their careers at PHD Media Ltd. and we understand that inclusion and diversity leads to greater business success.

LEGISLATIVE REQUIREMENTS

- All UK companies with 250 or more employees on 5 April 2017 are required to publish specific gender pay information:
 - mean and median gender pay gap
 - mean and median gender bonus gap
 - proportion of males and females receiving a bonus
 - proportion of males and females by quartile pay
- Figures for each legal entity with at least 250 employees on the snapshot date must be calculated and reported separately
- The mean and median gender pay gap is based on hourly rates of pay as at 5 April 2020
- The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5 April 2020
- Pay quartiles look at the proportion of men and women in four pay bands when we divide our workforce into four equal parts

The maths

If – like most people – you can't remember the difference between mean and median calculations from your school days, here's a definition of each to make the numbers we are publishing more meaningful.

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 people in scope.

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.

Generally, the median figure is seen as the more representative figure. This is because the median is not skewed or affected by extreme values, such as very high or low-paid outliers.

The median figure is used by the Office of National Statistics and, if you've read any press coverage of other organisation's published figures, this is almost certainly the figure that will have been quoted.

Mean and median gender pay gap

Overall, our median gender pay gap for hourly pay is **0.1%**, so the median pay of men is higher than the median pay of women.



Median
Gender Pay Gap:
0.1%



Mean
Gender Pay Gap:
8.5%

PHD's mean gender pay gap is a difference of **8.5%** between mean pay for men and mean pay for women.

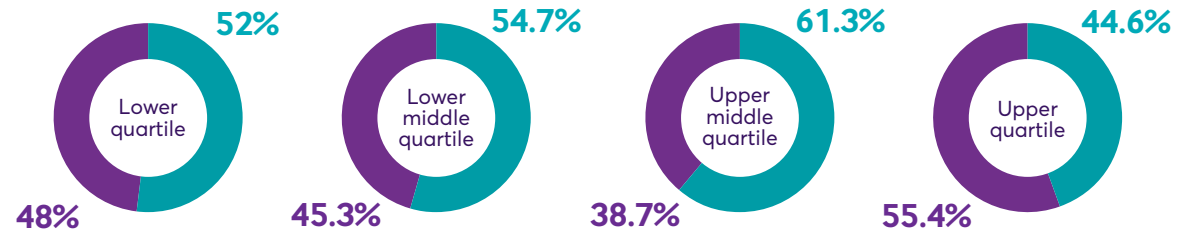
The UK average gender pay gap is **15.5%***

*From the Office of National Statistics



Proportion of males and females by pay quartile

This is the percentage of male and female employees in four quartile pay bands, (dividing our workforce into four equal parts).



Mean and median gender bonus gap



Median Bonus
Gender Pay Gap:

0%



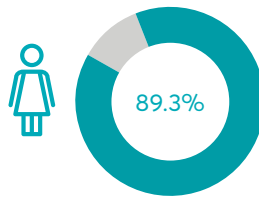
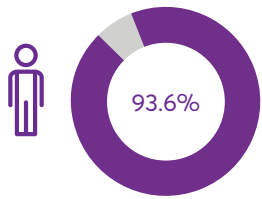
Mean Bonus
Gender Pay Gap:

40.8%

The bonus pay gap reported here is based on all bonuses paid in the 12 months before 5 April 2020.

We are happy to report that our median bonus pay gap is zero. As we mention, this is generally considered to be the most representative figure. However, we do appreciate that the mean bonus gap figure is higher, with men being paid higher bonuses than women.

PROPORTION OF BONUS BY GENDER:



To put this into context at PHD, bonuses are awarded on a discretionary basis to reward personal contribution and do not make up a significant part of remuneration packages. This means that a large percentage does not necessarily equate to a large monetary value.

Actions moving forwards



Attraction

We continue to hire from more diverse talent pools, through partnerships with new organisations and specialist recruitment agencies, working in partnership to reduce gender bias in selection through CV less recruitment and reviewing our hiring materials.



Inclusion

Supporting our staff by continually gathering insight via a listening programme including our quarterly survey OMG Voices. We are also delivering training in areas such as unconscious bias, managing for inclusion, valuing difference, and allyship.



Development

Supporting female representation at senior levels by removing barriers through mentoring, workplace wellbeing initiatives, and raising awareness of issues such as fertility challenges, miscarriage, menopause or supporting working parents or carers with open flexible working practices.

DECLARATION

I confirm that our data has been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

Hugh Cameron
Chairman

OMNIWOMEN + ALLIES

To underscore our commitment to a gender inclusive environment, we are part of the **Omniwomen + Allies initiative, which is now active in 8 countries.**

In the UK we have supported an Annual Summit since 2015, a forum where our future female leaders find inspiration and mentorship.

OMG Women are working across the group to improve gender balance at every level. Their priorities for 2021 are to provide coaching for women to progress into leadership and reverse mentoring to assist male colleagues in becoming allies in advocating for gender equality.

At PHD Media Ltd. we have been very successful at cultivating an environment where women can succeed and become leaders. Within our network, we have a female Global CEO and an incoming female CEO to PHD UK in 2021, who will join Omnicom UK Board, alongside female CEOs within our sister agencies OMD UK and Manning Gottlieb OMD.

We believe in programmes and initiatives that attract the best talent and foster a culture that gives our people the opportunity to succeed.



THE OMNICOM PEOPLE ENGAGEMENT NETWORK (OPEN)

The umbrella group for all official Omnicom ERGs and D&I activities. It's important to us that our people encompass diverse backgrounds, experiences and perspectives and so OPEN, and its respective groups, work to foster an inclusive and engaging work environment as well increase networking and business opportunities. Not only is this the right thing to do, but it encourages fresh ideas and thoughts that stimulate creativity and provide outstanding innovation. The Senior Leadership Team lead on our D&I strategy, collectively committing 25% of time to agency D&I initiatives.



OPEN DISABILITY UK + ALLIES.

OPEN Disability, founded in 2019, drives inclusion, visibility, and awareness of people with physical, cognitive, and learning disabilities or long-term illnesses. OPEN Disability works to promote understanding of the value of people with disabilities (both visible and invisible) and to drive community between and representation of people with disabilities within our workforce and outputs. Our UK chapter is the first global chapter.



OMNIWOMEN + ALLIES

Founded 2014, Omniwomen + Allies is dedicated to promoting networking and career opportunities for, and developing the skills of, Omnicom's future female leaders. There are chapters all over the world, including New York, China, the UK and Germany, to name a few!



OPEN PRIDE

Founded in 2016, promotes awareness, acceptance and advocacy by creating opportunities for leadership, visibility, community involvement, networking and business. Through its global chapters, OPEN Pride works to foster an inclusive and engaging work environment for Omnicom's LGBTQ+ community and its allies.



OMG MINDS.

OMG Minds exists as a point of contact and support for employees and managers. The group aims to promote wellbeing, through an open and collaborative work culture and encouraging people to talk about their mental fitness. Team members are working to create resources to arm all employees with the tools to help themselves and others. The team also includes several trained mental health first aiders.