



Our Pay Gap Statistics for April 2023

Report

Advania UK, the new name for Content+Cloud, is an equal pay employer, and we are committed to continuing our mission to close the pay gap.

We have been working hard to ensure that, on a like for like role basis, no pay disparity exists and are encouraged by the significant reduction in our pay gap this year.

A distinct focus on internal mobility and senior female hiring has positively impacted pay equity but low representation of females in the IT industry continues to be a challenge. We committed to both growing and hiring great female talent to increase the female representation, and hence reduce the pay gap, and that focus made a key difference. Since our last pay gap report in April 2022, we reduced by a further 5.8% on average pay and moved the pay gap from 18.8% to 13.0%.



If we reflect on our commitments made in the last pay report, we fulfilled the following actions:

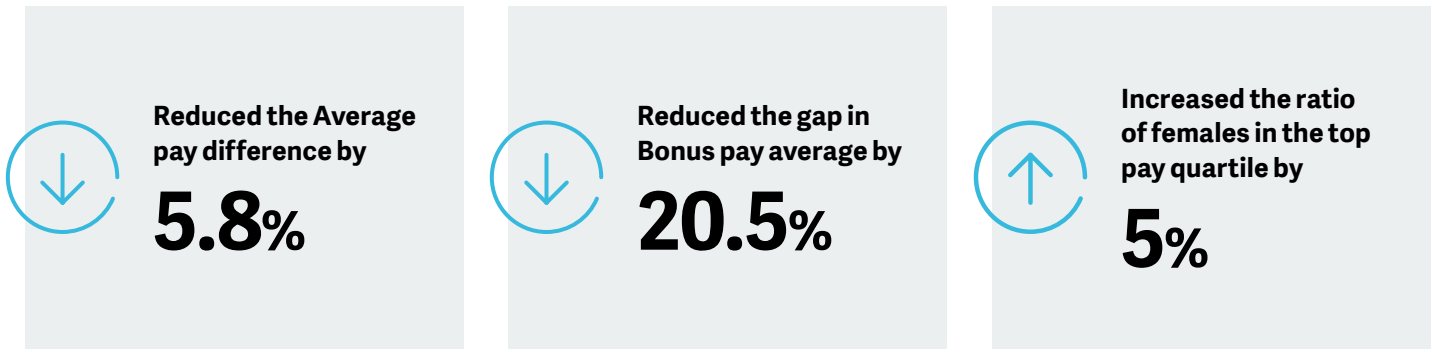
- Introduced a target for female representation as one of the key criteria in the 2023 Executive bonus scheme. We grew overall representation by 1.5% from 22.6% to 24.1% from the previous calendar year.
- We set and overachieved on female recruitment targets set at 30% and put checks in place to ensure conversion rates at each stage were equitable.
- We built in process steps to challenge all hiring leaders as to the flexibility in the roles to reach a broader talent base.
- We sponsored a further 20 females to participate in the Women Rising leadership programme.
- We introduced a new holiday buy scheme to support childcare responsibilities with over 15% of employees participating in the scheme, and an active Menopause Employee support group, 'Prime Time'!

The goals that rolled over to this year:

- The Early talent programme with an emphasis on female talent will now launch in May 2024.
- The leadership bias training was launched Company-wide in January 2024, after trialling across a select cohort in 2023.



Let's now take a look at the various components that make up the pay gap and the year-on-year variance:



ending our position as of April 2023 at 13.0% Average pay gap.

ending our position as of April 2023 at 46.3% average bonus pay gap in favour of males. Whilst there is a positive shift, we acknowledge the gap remains significant. This is explained further later in the report.

moving the position from 9.8% to 13.8% and the number of females in the top half of salary brackets by 7.5%



on pay and 92.5% on bonus pay.

respectively, showing a marginally favoured position for males.



Year on Year Impact

	2023		2022		Difference	
	Median	Average	Median	Average	Median	Average
Gender Pay Gap	7.7%	13.0%	14.4%	18.8%	-6.7%	-5.8%
Bonus Pay Gap	-33.3%	46.3%	59.2%	66.8%	-92.5%	-20.5%



Bonus Variance

When we look more closely at the bonus allocations, we see that more employees, on both males and females have received a bonus this year compared to the year before.

The number of allocations has been marginally more favourable for males with a 10.9% increase versus a 7.8% increase for females. A summary position on this shift is below.

	2023		2022		Difference	
	Women	Men	Women	Men	Women	Men
Relevant employees receiving a bonus	28.3%	34.2%	20.5%	23.3%	7.8%	10.9%

If we look at the shift in Bonus payments in totality, in terms of the amounts allocated there is a 33.3% median gap and a 46.3% average gap on bonuses, which have reduced significantly over the last year by 92.5% and 20.5% respectively. These bonus pay gaps are still clearly significant, which we will try to explain through the 'representation penalty'.

Bonuses includes any pay awards that are in addition to base pay and therefore will also include both shift allowances and commission. Shift/on-call allowances

are payable to our IT support engineers, a team which is made up of over 90% males, reflective of the talent supply in the market. Our commission schemes are specific to our sales teams, which are currently made up of over 85% males. In short, the 'representation penalty' is created by virtue of the fact that roles which attract variable pay are predominantly male dominated roles. We therefore need to focus on bringing more females into those teams to reduce and eradicate the bonus gap.





The Representation Gap

As we get further behind the data to understand why and where pay discrepancy still exists, we see that the representation gap and therefore penalty is still impacted by the number of females vs males at each level of the business and this disparity remains greatest at the most senior level.

The efforts made over the last year and the subsequent results have been encouraging but until we reach equal number of females and males in each function and seniority of the business, it will continue to impact the pay gap.

Let's take a look at the movement year on year since the 2022 report:

	2023		2022		Difference	
	Women	Men	Women	Men	Women	Men
	92	339	83	322	9	17
Upper Quartile	14.8%	85.2%	9.8%	90.2%	5.0%	-5.0%
Upper Mid Quartile	23.1%	76.9%	20.6%	79.4%	2.5%	-2.5%
Lower Mid Quartile	20.4%	79.6%	23.5%	76.5%	-3.1%	3.1%
Lower Quartile	26.9%	73.1%	28.4%	71.6%	-1.5%	1.5%

Success has been achieved this year by the relative higher mobility and hiring of females in the upper pay quartiles. We have grown by 9 females and 17 males but as a percentage, that is 11% female talent growth against 5% growth of male staff.

Our median gender pay gap of 7.7%, is the result of there being more women in the lower half of our pay scale as a percentage compared to the upper half of our pay scale. It is more helpful therefore to talk about "representation gaps".

Fundamentally, to eliminate the gender "pay gap", we need to drive towards the same percentage of women in each pay half to begin with and then eventually the same percentage of women in each pay quarter. Currently, 26.9% of our employees in the lower pay quarter are women which falls to 14.8% in the upper pay quarter. Assuming for now that we continue to have an eligible workforce, which is 27% female, this means our goal should be for each pay quarter to have 27% women.



Continuous improvement plan

Our continued focus will be around hiring and promoting senior females and driving representation in underrepresented skills areas like Sales and IT support where they also attract variable pay. We will also continue efforts to enable upwards career mobility with affirmative action towards our female talent.

Key Initiatives:

● Senior Stakeholder Accountability

We will introduce new senior leader targets on gender representation for 2024 to include financial risk. This will influence a broader leadership team of 60 participants.

● Upwards mobility

We will continue to invest in the Women Rising Talent programme, equipping our female talent with the tools to move up in industry.

● Early Talent Programmes

We are set to launch the first Early Talent programme in Q2, with targets of over 60% female representation.

● Driving Inclusion in the workplace

We will continue with our 'Let's Talk' series where we take a difficult topic and face it head on to build on our Inclusion strategy.

We will train leadership and all hiring managers on understanding female biases, how they play out in the workplace and how to build on that allyship to ensure a female friendly environment.

We will continue to celebrate our incredible female talent through various campaigns such as International Women's Day ensuring a true sense of belonging,

We will be updating several policies in line with changing employment legislation in 2024, giving further protection and support to our staff.

● Affirmative action in recruitment

We have set female specific recruitment targets, incentives, attraction campaigns and sourcing strategies to amplify our female talent campaigning.

We will review our conversion rates at each step to ensure an equitable experience, or look to make adaptations where we see female talent fall off the pipeline.

We will continue to challenge each role in terms opportunity for flexibility to reach a broader talent pool and showcase examples of where flexible working options can effectively support our business.

We're committed to our focus to reduce the gap by increasing representation, and to continuing to ensure that there is no pay disparity on a role for role basis.

We believe the tools, processes, governance, and leadership we have put in place will put us in the best position to further reduce the gap and ensure pay equity more broadly across our diverse talent groups.

Yours sincerely,

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with people at heart

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