



advania

Gender Pay Gap Statistics

April 2024

Report

At Advania, we are proud to be an employer committed to closing the pay gap. We take significant steps to ensure there is no pay disparity for equivalent roles, and we are pleased to report a meaningful reduction in our gender pay gap again this year.

Building on last year's initiatives, we have intensified our focus on promoting internal advancement and attracting female talent for mid to senior-level positions. We actively support our new Women's Network to enhance our diversity and inclusion strategy.

Furthermore, we have launched several early talent programmes with the ambitious goal of achieving over 60% female representation. Our dedication to fostering internal progression and hiring senior female talent has positively impacted pay equity. To reinforce this initiative, we continue to invest in the Women Rising programme, which provides over 20 female employees with a four-month gender-specific training course focussing on progression in the workplace.



The underrepresentation of women in the IT industry remains a challenge we are determined to address. We are committed to developing and attracting exceptional female talent, and our efforts are yielding significant results. Since our last pay gap report in April 2023, we have successfully reduced the average pay gap by an additional 5.8%, bringing it down from 17% to 11.2%.



Reflecting on our commitments from the previous report, we have accomplished the following:

- A target for female representation has been introduced as a key metric in the 2023 Executive bonus scheme, aiming to increase overall representation from 23% to 24.3% by the end of 2024.
- Set and exceeded female recruitment targets of 30%, implementing checks to ensure equitable conversion rates at each stage.
- Incorporated processes to challenge hiring leaders on the flexibility of roles to broaden our talent pool.
- Sponsored over 20 additional women to participate in the Women Rising leadership programme.
- Continued to drive awareness and update of our holiday buy scheme, supporting carer responsibilities. We saw uptake on this benefit increase by 50%. We also continue to support the Menopause Employee support group, 'Prime Time!'
- Established a Women in Advania employee resource group that meets regularly, invites speakers, and promotes positive change within the organisation.



Comparison of 2024 with 2023

Examining various factors contributing to the pay gap reveals the following annual changes:



5.8%

The average pay gap has decreased by 5.8 percentage points to 11.2% as of April 2024.



4%

The median pay gap has decreased by 4% year-on-year.



9%

As of April 2024, the average bonus pay gap has increased by 9% to 55.2% in favour of males.



33.3%

Among those who received bonus pay, for every £1 earned by the median man in 2024, the median woman earned £1, compared to £1.33 (or 33.3% more) in 2023.



1.1%

Female representation in the upper mid-quarter has increased by 3.2%, while there was a decrease of 2.1% in representation at the upper quarter.



0.6%

The percentage of relevant female employees receiving bonuses has risen by 0.6%, while relevant male employees experienced a slight decrease of 1.7%.



Year-on-year impact

Examining various factors contributing to the pay gap reveals the following annual changes:

	2024		2023		Difference	
	Median	Average	Median	Average	Median	Average
Gender pay gap	2.5%	11.2%	6.4%	17.0%	-3.9%	-5.8%
Bonus pay gap	0.0%	55.2%	-33.3%	46.3%	33.3%	8.9%

The median bonus payment gap is 0%, showing no difference between groups. However, there is a significant average gap of 55.2% favouring men. This may be due to differences in the frequency or size of bonuses across categories and lower proportion of women in the upper pay quarter.

	2024		2023		Difference	
	Women	Men	Women	Men	Women	Men
Relevant employees receiving a bonus	28.9%	32.5%	28.3%	34.2%	0.6%	-1.7%

This year, more female employees received bonuses compared to last year, with allocations for women increasing by 0.6% and those for men decreasing by 1.7%. This shift indicates progress towards a more equitable bonus distribution influenced by performance metrics and departmental achievements.

Bonuses encompass any pay awards beyond base pay, including commissions. Since our sales teams, which earn commissions, are over 85% male, there exists a 'representation penalty'. To close the bonus gap, we must increase female representation in those teams.

As we delve deeper into data to understand remaining pay discrepancies, we observe that the representation gap continues to be influenced by the number of females versus males at each business level, with disparities being greatest at senior levels. Although our efforts over the past year have yielded promising results, it is essential to achieve gender parity across all functions and seniority levels to further narrow the pay gap.



Year-on-year movement since the 2023 report

	2024		2023		Difference	
	Median	Average	Median	Average	Median	Average
	114	402	92	339	22	64
Upper quarter	14.6%	85.4%	16.7%	83.3%	-2.1%	2.1%
Upper mid quarter	25.4%	74.6%	22.2%	77.8%	3.2%	-3.2%
Lower mid quarter	24.6%	75.4%	20.4%	79.6%	4.2%	-4.2%
Lower quarter	24.6%	75.4%	26.9%	73.1%	-2.2%	2.2%

This year’s success is significantly driven by increased mobility and hiring of women within mid-pay quarters, welcoming 22 women compared to 64 men—a growth of 24% in female talent versus a 19% increase in male staff. Our median gender pay gap stands at 2.5%, reflecting a higher proportion of women in lower and mid-segments of our pay scale compared to the upper segment. Therefore, it is relevant to discuss “representation gaps.”

To tackle the gender pay gap, our goal is to achieve equal percentages of women in each pay half initially and ultimately in each pay quarter. At the point of reporting, women comprise 24.6% of our workforce in the lower pay quarter, declining to 14.6% in the upper quarter. Assuming we maintain an eligible workforce with 28% female representation or higher, our current ratio, our objective is for each pay quarter to reflect this percentage.



Continuous improvement plan

We will prioritise attracting and retaining senior female employees while increasing representation in underrepresented areas like sales and IT support, including variable pay components. In addition, we will enhance upward career mobility through proactive initiatives aimed at advancing our female talent.

New key initiatives

- **Inclusive company culture:**
We will launch a salary sacrifice workplace nursery scheme from day one to attract and retain talent, providing both support and encouragement to both female employees and female talent as they transition back to full-time work.
- **Flexible work arrangements:**
We will promote flexible working arrangements to support employees balancing family commitments.
- **Career development opportunities:**
We have initiated and will continue to establish clear pathways for progression, mentorship programmes, and professional development support.
- **Competitive compensation and benefits:**
We will ensure that our bonus and commission structures, as well as parental leave and pay, are competitive within the market.
- **Commitment to fostering inclusion:**
We will actively seek additional opportunities to enhance our family-friendly policies.
- **Strengthening communication:**
We will create a connection between the Women's Network and the Senior Leadership Team (SLT) to ensure that female voices are represented in decision-making processes.



Continuing previous commitment/initiatives

- **Senior stakeholder accountability:**
We will uphold senior leader targets on gender representation for 2025, ensuring there is no discrimination against male employees. This initiative will incorporate financial risk, influencing a broader leadership team of 60 participants.
- **Early talent programmes:**
We will continue our investment in the Early Talent programme in 2025, aiming for over 60% female representation.
- **Aspirational actions in recruitment:**
 - We have created appealing incentives and sourcing strategies specifically aimed at attracting female talent through focused acquisition campaigns.
 - We will continue to assess our conversion rates at each stage to ensure an equitable experience and implement adjustments wherever we observe female talent dropping out of the pipeline.
 - We will continue to challenge each role regarding opportunities for flexibility to reach a broader talent pool, showcasing examples of how flexible working options can effectively support our business.
- **Upward mobility:**
We will keep investing in the Women Rising Talent program, providing our female talent with the tools necessary to advance within the industry.
- **Driving inclusion in the workplace:**
 - We will continue our 'Let's Talk' series, addressing challenging topics head-on to strengthen our inclusion strategy.
 - We will continue to support leadership and all hiring managers in understanding female biases, how they manifest in the workplace, and how to build allyship to ensure a female-friendly environment.
 - We will continue to celebrate our remarkable female talent through various campaigns, such as International Women's Day, fostering a true sense of belonging.
 - We will amend multiple policies in line with evolving employment legislation in 2025, providing enhanced protection and support for our staff regarding issues such as sexual harassment.



“We are committed to minimising disparities through improved representation and ensuring no pay discrepancies exist for equivalent roles.

We believe that our established tools, processes, governance, and leadership will effectively support our efforts to further reduce disparities and achieve comprehensive pay equity across our diverse talent groups.”

Yours sincerely

**Geoff Kneen
CEO
Advania UK Ltd**

