



# 2022 GENDER PAY GAP REPORT

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# INTRODUCTION

Edelman is committed to a diverse and inclusive workforce where everyone is valued equally, and all employees feel respected. We have robust processes in place to ensure our approach to pay and reward is fair and that our people are treated consistently and rationally as between their peers. As a result, our assessments indicate we comply with equal pay legislation.

## THE GENDER PAY GAP

is the difference in average pay and bonuses between men and women irrespective of role.

## EQUAL PAY

is the legal right for men and women to be paid the same when doing the same or similar work or work of equal value.

We have identified a gender pay gap in our April 2022 figures when we compare the overall average pay and bonuses of our male and female staff. We remain committed to driving forward a range of actions and policies to address the business issues raised through the gender pay reporting regime. With all such initiatives, we will take steps to ensure that our policies and practices are fair and do not discriminate against any group and continue to promote training in all areas of diversity, equity and inclusion, to encourage increased understanding of this area.

The gender pay gap is measured by comparing remuneration of the total population of women at the firm with the remuneration for the total population of men at the firm, rather than looking at like-for-like roles. In our case, this entails comparing a significantly larger group of female employees with a smaller group of male employees. While this is true of many organisations, we recognise that the overall composition of our UK business is different from many other industries in the UK.

The PRCA state the demographic makeup of the PR industry is 64 percent female and 36 percent male, which is very close to our 65:35 split. At Edelman UK we

have achieved 50:50 gender balance at the top of the organisation, however, to align with the industry at large, we have made the commitment to achieve a 60:40 ratio across all levels of our organisation.

Over the past few years, we have rebooted our commitment to advance gender equality across our entire organisation. This included further investments in specific initiatives to address career progression and leadership development for those in middle and senior management roles. Examples of this include building out our informal and formal mentoring schemes for all employees, enhancing our recruitment practices and launching several new partnerships to support our equality commitments.

We strongly support the legislative requirement for organisations with 250 or more employees to publish data on their gender pay gap. We believe that reporting and transparency play an important role in holding businesses accountable, and for us as a firm, the figures are one of the measures that we use to understand how we are tracking against our commitments. While the metrics only tell part of the story, it is our view that the conversations they are promoting, both in our own firm and more broadly, are helpful.

# WE BELIEVE THIS IS A STEP IN THE RIGHT DIRECTION TOWARD MAKING THE UK A FAIRER SOCIETY.

## SIGNED

**Ruth Warder**

Co-Chief Executive Officer UK&I



We confirm that the information and data reported are accurate.

# WHAT ARE WE REQUIRED TO REPORT?

The government requires employers to report both the mean and median gender pay gaps and bonus gaps in their workforce, as well as information on the proportion of men and women awarded a bonus, and the proportion of men and women when divided into four groups (quartiles) from lowest to highest pay. Mean and median calculations were used when comparing bonuses for men and women from 6 April 2021-5 April 2022, in line with the government's reporting requirements.

The **median** is the figure that falls in the middle of a range when everyone's wages are lined up from smallest to largest. The median gap is the difference between the employee in the middle of the men's range of wages and the middle employee in the women's range of wages.

The **mean**, commonly known as the average, is calculated when you add up the wages of all employees and divide the figure by the number of employees. The mean gender pay gap is the difference between men's mean pay and women's mean pay.

## OUR NUMBERS

### PAY GAP

The table below shows our overall mean and median gender pay gap based on hourly rates of pay as of 30 April 2022 for employees employed at the snapshot date of 5th April 2022. We have a median gender pay gap of 15.86% (compared with 17.1% in 2021) and a mean gender pay gap of 16.76% (compared with 19.52% in 2021). The latest ONS national average (2021) median gender pay gap is 15.1% (compared to 14.9% in 2020).

#### GENDER PAY GAP

Difference between men and women's average hourly rate of pay

Median:	15.86%
Mean:	16.76%

### BONUS PAY

Of the 370 bonuses paid, 66% were paid out to women, whilst 34% were paid out to men. This is in close alignment to the gender ratio of the organisation. Bonuses were paid out across all levels of our organisation in the 12 months before the snapshot date, however we have a larger proportion of the female population at the junior/mid-level. Whereas proportionally, we have more males at the senior level. So, while roughly the same percentage of males and females received bonus pay in the 12 months before the snapshot date, we still had a median and mean gender bonus gap favourable towards men.

#### RECEIVED A BONUS

Percentage of men and women being paid a bonus in the twelve months before the snapshot date:

Female:	<b>68.07% (243)</b>
Male:	<b>66.15% (127)</b>

#### GENDER BONUS GAP

Difference between men and women's bonus pay:

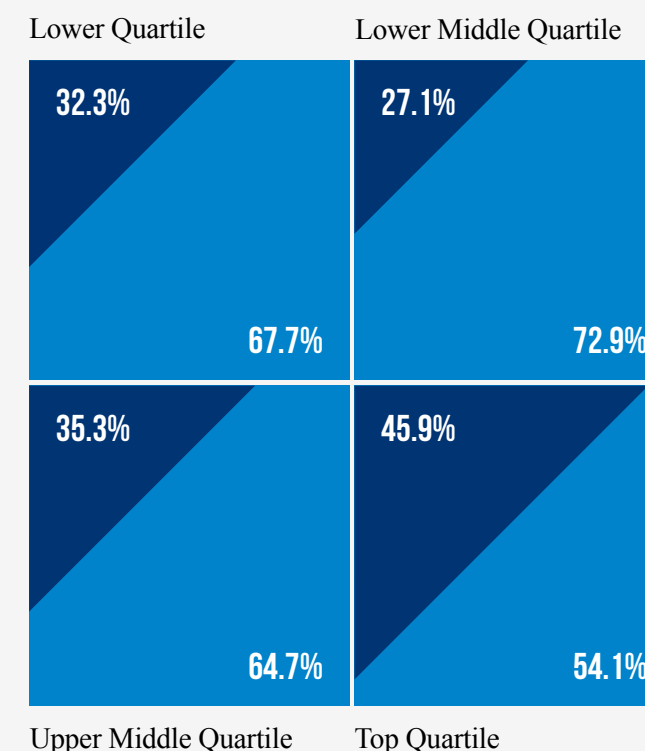
Median:	<b>47.79%</b>
Mean:	<b>60.47%</b>

### PAY QUARTILES

Edelman is made up of 65% women and 35% men. The total population of **532** was divided into the four pay groups. The data shows there are more women than men in every pay quartile.

Lower Quartile:	32.3% (43) male, 67.7% (90) female
Lower Middle:	27.1% (36) male, 72.9% (97) female
Upper Middle:	35.3% (47) male, 64.7% (86) female
Top Quartile:	45.9% (61) male, 54.1% (72) female

■ Male ■ Female



# OUR PROGRESS & COMMITMENTS

In accordance with the Equal Pay Act, we have robust processes in place to ensure all employees are paid equally, and that our approach to pay and reward is based on fairness and equality.

## EQUAL PAY

Equal pay has been a legal requirement since 1970. Equal pay ensures women and men are legally entitled to be paid at the same rate for like work, work rated as equivalent, and work of equal value.

## GENDER PAY GAP

The gender pay gap is an equality measure that shows the difference in average earnings between women and men within your workforce. It is only a requirement for large employers (of 250 employees or more) to publish Gender Pay Gap figures both on their own website and on the government site.

As identified earlier in this report, we have a gender pay gap when we compare the overall average pay and bonuses of our male and female staff. This gap is driven by the fact that women outnumber men 2:1 until higher grades at which the weighting becomes closer to 50:50. As a business we have set a vision and established workstreams to support not only our Gender Pay Gap commitments but ensuring we achieve equity for all. To achieve this, we focused our efforts around four core pillars:

1. Engaging employee community groups
2. Enhanced development programming for females
3. Data tracking and policy updates
4. Leadership & business actions

The actions set out in this report are aligned to these four pillars and address in further detail our progress against the commitments.

## LEADERSHIP & BUSINESS ACTIONS

The business continues to focus on recruitment practices, to ensure gender diversity exists at all stages within the recruitment process. This includes having gender balanced CV reviewers and interview panels as well as gender balanced shortlists across all levels. This runs alongside our robust performance management practices and compensation and promotion planning. We leverage a range of job boards with the intention of targeting diverse talent. Moreover, all roles are advertised internally, to support development and progression of existing talent through the firm.

## DATA TRACKING AND POLICY UPDATES

Data and an evidence-based approach is critical to our strategy development and decision-making processes. We continue to review and enhance our data and reporting, with each team having access to individual departmental plans which are used to inform team specific and company-wide commitments.

Aligned with this pillar, we continue to review and introduce new policies and partnerships to help advance equality, such as our miscarriage and menopause policy which are aimed at providing additional support and dedicated time off for any employee, or any employee with a partner, going through these experiences. The policies are designed to also help colleagues and line managers understand their role in helping employees to manage difficult or challenging personal circumstances whilst also aiming to normalise conversation openness and tackle perceptions that may be held in relation to these topics both internally and externally of our business.

To compliment the above policies, we have also introduced a new partnership with Hertility, who are revolutionizing reproductive healthcare and putting women front and centre of everything they do. Through this partnership, employees will be able to have reproductive health assessments, 1-2-1 calls with Fertility Advisors, pregnancy & postpartum calls, and join workshops.

## FEMALE LEADERSHIP DEVELOPMENT PROGRAMME

In support of our commitment to achieve a 60:40 gender ratio across all levels of our organisation, a female leadership development programme was created to support the professional growth of women progressing through higher levels within the organisation. The programme was created in partnership with female employees and included facilitated learning as well as a rotational scheme aimed at raising the external profile of females within the business, with elements of this programme continuing into the next fiscal year.

## EMPLOYEE COMMUNITY GROUPS

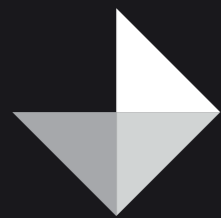
Our women's network, GWEN, has continued to make good progress having created over a dozen "Powered by GWEN" podcasts and speaker series, averaging over 100+ views each. The podcasts and speaker series bring together inspiring and thought-provoking speakers on the hottest topics across society, culture, and business. It's an opportunity to showcase the talent within the GWEN network as moderators of the conversation and acts as one of our external voices on the topic of gender equality in the industry more broadly.

In addition to this, GWEN continued to facilitate lean-in-circles which were open to all-employees. The circles allow for informal employee-driven conversation, creating a secure space for open discussion.

With a refreshed manifesto which aims to actively drive inclusion through the organisation, GWEN will continue to focus on the important role allyship plays, in engaging and advancing all genders within the organisation.

The actions outlined within this document are indicative of some of the activities we progressed as a business to address our gender pay gap and reflect the broader change we would like to see, as we work towards advancing equality for all.

**WE HAVE MADE THE COMMITMENT TO ACHIEVE A 60:40 RATIO ACROSS ALL LEVELS OF OUR ORGANISATION, WHICH IS REPRESENTATIVE OF THE GENDER MAKE-UP OF OUR INDUSTRY.**



**Edelman**