

essencēmediacom

2022

GENDER PAY  
GAP REPORT



# As an equal opportunities employer, we recognise the benefits of a **diverse and gender balanced workforce**

The government requires all employers with over 250 employees on the snapshot date (5 April each year) to publish their gender pay gap data. The employer is the legal entity under which an employee is engaged. Within EssenceMediacom in the UK we have two legal entities which meet the 250 employee criteria – EssenceMediacom Holdings for our employees based primarily in London and EssenceMediacom North for our employees based in three locations across the north of England. The statutory data by legal entity can be found at the end of this document.

We are committed to fairly rewarding all EssenceMediacom employees, regardless of gender, age, disability, ethnicity and sexual orientation. This report focuses on gender pay as required by UK legislation.

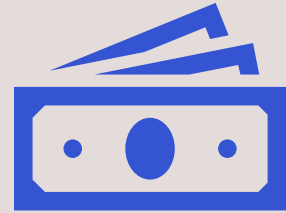
**F 54%\***  
vs 55% in 2021

**M 46%\***  
vs 45% in 2021

# Gender pay gap vs equal pay

## EQUAL PAY

We ensure equal pay across our organisation, with bands that are specific to the role performed and the experience of employees and prospective candidates.



It is a legal requirement. It means being paid the same salary for carrying out the same or similar work, regardless of gender.

## F | M

This report is about the gender pay gap, which is the difference in hourly pay between men and women in a workforce. This is not the same as equal pay.



A gender pay gap is the result of gender imbalance. i.e. Having more of one gender in junior or senior roles compared to the other. This means gender pay gaps are likely to persist until organisations have a fair representation of men and women at every level.

# What gender pay gap information are we required to publish?

## **Pay Gap**

Percentage difference (mean and median) in hourly rate of pay at 5 April (snapshot date) between male and female employees.

## **Bonus Gap**

Percentage difference (mean and median) in total bonus payments received by male and female employees in the 12 months preceding the snapshot date.

## **Quartiles**

Total percentage of employees in order from lowest hourly rate of pay to highest hourly rate of pay, split into four equal groups.

## **Percent Received Bonus**

Percent of all males and females who received a bonus in the 12 months preceding the snapshot date.

# The difference between the mean and the median gap

## The Median Pay Gap

The median is the middle. To explain this, imagine that all employees were lined up in a female line and a male line from lowest to highest in terms of rate of pay. The female and male in the middle of each line are compared, this is what gives us the median gender pay gap.



## The Mean Pay Gap

The mean is the average. The mean pay gap is the difference in the average hourly rate of pay between all men and all women.



## Our results: EssenceMediacom Holdings and EssenceMediacom North combined

### EssenceMediacom Median Pay Gap 2022

9.5%\*  
vs 4.0% in 2021

### UK National Average 2022

14.9%\*\*\*  
vs 15.4% in 2021

A gender imbalance at certain levels in the organisation is again a contributing factor to our 2022 results. In the 5th April 2022 snapshot period we had a higher % of females in our entry level/junior roles and a higher % of males in our most senior management roles. Combined this leads to a lower female hourly rate on average and thus a gap is created.

We are continuing to focus on achieving a gender balance across all of our senior roles and have seen progress since we started reporting on pay gap in 2017. From a starting point of 39% in 2017, in April 2022 women represented 42% of employees in the Upper Pay Quartile.

In order to ensure a level playing field and hire the best candidate, we interview a candidate shortlist of at least 50:50 male/female when hiring at senior level.

## Mean Pay Gap

2022

2021

**22.7%**

**31.4%**

vs 24.7% 2020

**24.6%**

**35.0%**

vs 26.4% 2020

**21.5%**

**10.0%**

vs 16.5% 2020

COMBINED

HOLDINGS

NORTH

## Our results: EssenceMediacom Holdings and EssenceMediacom North combined (continued)

We have made good progress overall and our mean pay gap has decreased by 10% - which is a good sign.

Developing a diverse and inclusive organisation remains a key priority for us. We will continue to focus our energy on ensuring that we reflect the gender diversity in the markets that we work in, because an inclusive culture is good for business, our clients and our people.

In addition to our initiatives and policies outlined in this report, we will be developing a set of clear action plans, which you can see at the back of this document, and we look forward to sharing progress next year.

There has been an increase in the mean North numbers. This is driven by the significant change in male/female ratios both at the lower and upper middle quartiles. Our focus will be on retaining women at the upper/middle quartiles and ensuring 50/50 shortlists lists for all senior roles.

In April '22 our UK London agency\* had **c673 employees** (over 49% of our total UK workforce).

The pay gap results for London are as follows:

### Gender Balance

	2022	2021
<b>F</b>	<b>56%</b>	<b>57%</b>
<b>M</b>	<b>44%</b>	<b>43%</b>

### 2022 Quartiles

	Lower	Lower Middle	Upper Middle	Upper
<b>F</b>	<b>53%</b>	<b>56%</b>	<b>56%</b>	<b>52%</b>
<b>M</b>	<b>47%</b>	<b>44%</b>	<b>44%</b>	<b>48%</b>

### 2021 Quartiles

<b>F</b>	<b>56%</b>	<b>56%</b>	<b>59%</b>	<b>53%</b>
<b>M</b>	<b>44%</b>	<b>44%</b>	<b>41%</b>	<b>47%</b>

### % of Bonus Received UK





# Our UK London Agency

## Pay Gap

	2022	2021
MEAN	3.1%	3.0%
		vs 19.0% 2020 vs 11.1% 2019
MEDIAN	0.4%	-0.9%
		vs -2.9% 2020 vs 3.7% 2019

## Bonus Gap

	2022	2021
MEAN	-37.3%	-17.1%
		vs 24.7% 2020 vs 24.7% 2019
MEDIAN	0%	0%
		vs 24.7% 2020 vs 24.7% 2019

In April '22  
 EssenceMediacom  
 North had **c239**  
**employees** (over 17% of our  
 total UK workforce).

The pay gap results for North  
 are as follows:

### Gender Balance

	2022	2021
<b>F</b>	<b>46%</b>	<b>48%</b>
<b>M</b>	<b>54%</b>	<b>52%</b>

### 2022 Quartiles

	Lower	Lower Middle	Upper Middle	Upper
<b>F</b>	<b>62%</b>	<b>53%</b>	<b>38%</b>	<b>31%</b>
<b>M</b>	<b>38%</b>	<b>47%</b>	<b>62%</b>	<b>69%</b>

### 2021 Quartiles

<b>F</b>	<b>40%</b>	<b>55%</b>	<b>60%</b>	<b>34%</b>
<b>M</b>	<b>60%</b>	<b>45%</b>	<b>40%</b>	<b>66%</b>

### % of Bonus Received UK

	2022	2021
<b>F</b>	<b>85%</b>	<b>95%</b>
<b>M</b>	<b>95%</b>	<b>93%</b>

# EssenceMediacom North

## Pay Gap

	2022	2021
MEAN	21.5%	10.0%
MEDIAN	13.8%	0.54%

## Bonus Gap

	2022	2021
MEAN	21.9%	-4.7%
MEDIAN	0%	0%

# Reducing the Gap

## Allyship

### Active Allyship

All staff are now trained in understanding microaggressions and how to address them through allyship – this training is also part of our onboarding process for all new starters.

### Fearless Futures retrospectives the next steps

We have continued our focus on learning to be an active ally. Developing a company-wide campaign to showcase honest and open conversations around allyship, highlighting when we have got it wrong, and how we can lean in to continued learning without blame.



# Reducing the Gap

## Community and Support

### Menopause

We have educated all management, irrespective of gender or age, to be able to have empathetic and informed conversations about the menopause. We are also actively supporting women who are experiencing peri menopausal and menopausal symptoms by providing performance coaching for our senior women to ensure they do not drop out of the workplace due to symptoms.

### Elevate

We have introduced a Leadership Development and Sponsorship Experience for Black Women. This has the goal of providing personal and professional development to support and strengthen leadership capabilities.

### Fast Forward Accelerate

This is a three-part training programme designed to help female leaders accomplish more of what is important to them, improve relationships and enhance resilience. With sessions focussed on what is important in work and personal life, the programme addresses the unique challenges underrepresented groups face and gives participants the tools to thrive and lead in the face of any challenge.

### Walk the Talk

This programme supports women at the point where we start to see a reduction in female representation in the industry. The sessions are designed to enable women to share their experiences from self-limiting beliefs to work and family blend. This enables them to create a network and seek advice, support and guidance to thrive at EssenceMediacom.

Throughout lockdown, we continued with our 'Walk the Talk' sessions and have also provided access to the above specialist leadership training, Fast Forward Accelerate.

### Safe Spaces

We hold regular community spaces to provide an environment for open discussion on a range of subjects, giving staff a chance to connect with each other on their experiences, offer advice, insights, or just a friendly and listening ear. We have run community spaces for working parents, SEN and neurodivergent parents, children's mental health, and Walk the Talk sessions where women from around the agency come together to talk about something they have overcome, and how they've gone on to do bigger and better things as a result. All spaces are an opportunity to join a community which are an ongoing support network.

# Reducing the Gap

## Systemic

### Family friendly policy

We have always offered enhanced pay and policies to support maternity and shared parental leave to all eligible employees and partner (paternity/second carer) leave. However, to further support women returning to work following any form of parental leave, we have recently increased our paid time off for parents. We also have policies for surrogacy, fertility, carers, premature birth and neonatal care, breastfeeding support, pregnancy loss and parental bereavement leave.

### Gender balanced hiring opportunities

All senior positions require male and female candidates to be put forward for interview.

For senior interviews we have a 50:50 candidates list.

### Parental leave and Progression

We have a policy of sharing vacancies and opportunities with those on parental leave. Historically in the workplace, women particularly have felt that parental leave has led them to fall behind and we will now be sharing opportunities and encouraging people to apply for relevant opportunities.

Our promotion process ensures we showcase all opportunities to everyone, including those on parental leave and we have actively promoted women on maternity leave.

### Returners programme

In 2021, we pioneered, alongside the WPP network, a returners programme for mid-life women. The aim of this initiative is to ensure better representation of mid-life and experienced women, who are either entirely new to the industry or wishing to return after a long-term break.

# 2022 Statutory information: EssenceMediacom Holdings and North Group

## Pay Gap 2022: Holdings

Mean	Median
24.6%	9.9%
*35.0%	*7.8%

## % Received Bonus

Male	Female
86.9%	87.7%
*92.5%	*90.9%

## Bonus Gap

Mean	Median
58.2%	0%
*88.6%	*0%

\* the comparative 2021 figure

## Pay Gap 2022: North

Mean	Median
21.4%	13.8%
*10%	*0.6%

## % Received Bonus

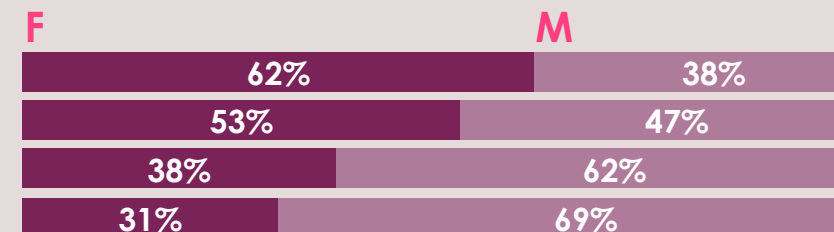
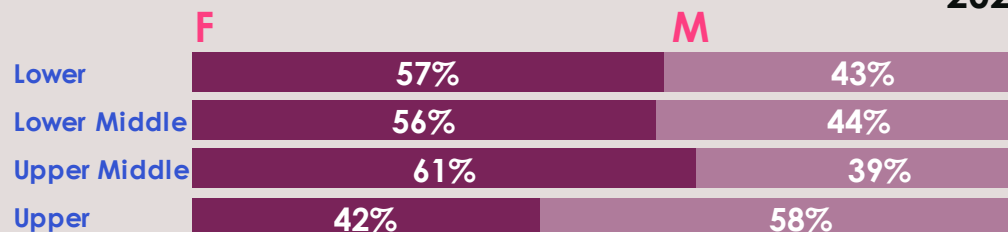
Male	Female
94.5%	84.7%
*93.7%	*94.7%

## Bonus Gap

Mean	Median
21.8%	0%
*-4.8%	*0%

\* the comparative 2021 figure

## 2022 Quartiles



*Nick Lawson*

**Nick Lawson**  
Worldwide Chairman & CEO

*Claire Camara*

**Claire Camara**  
Global Chief People Officer



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