

# GENDER PAY GAP REPORT

2022





# Message from Sue Frogley

**It's my belief that great company culture is the foundation of great business, so my leadership team and I remain steadfast in our goal to create a truly inclusive culture that celebrates difference and supports the careers of everyone.**

In the UK, Publicis Media is made up of 1800 talented people across three media agencies. Each of our agencies' gender pay gap reports allows us to see where we stand and share details on our commitment to support the many talented women that work with us.

I'm pleased with the progress we have made in getting more women to senior positions, which is the main driver to reduce the gender pay gap. We have a 50:50 gender balanced board, have women leading two of our largest agencies as CEO, and over half of our agency leadership teams are made up of women.

However, as with much of our industry, there is still much more we need to do to drive more diverse representation across our business. This really matters to us and is why we continue to evolve and invest in various initiatives, such as those outlined in this report, and much more besides.

It takes time and continuous focus, but we remain committed to driving positive lasting change for all our people and our clients.

**Sue Frogley**

CEO of Publicis Media UK

# Message from Pete Edwards

**For the first time our agency has reached the required threshold for Gender Pay Gap reporting. This is so important for transparency both across the business and as an industry.**

At Spark Foundry, we're committed to ensuring our people are happy and motivated and that we continue to build an environment that supports everyone. Our gender pay gap reporting is critical to measuring our progress and identifying where we need to focus our efforts.

In our first report looking at the figures as of April 2022, I'm pleased to see that our median gender pay gap is 0%. After working hard to get to this point, we must continue our efforts to maintain and improve on the environment where everyone has the same opportunities, whatever their background or circumstances.

*Pete Edwards*

**Pete Edwards**

CEO of Spark Foundry UK



# The gender pay gap explanation and results.

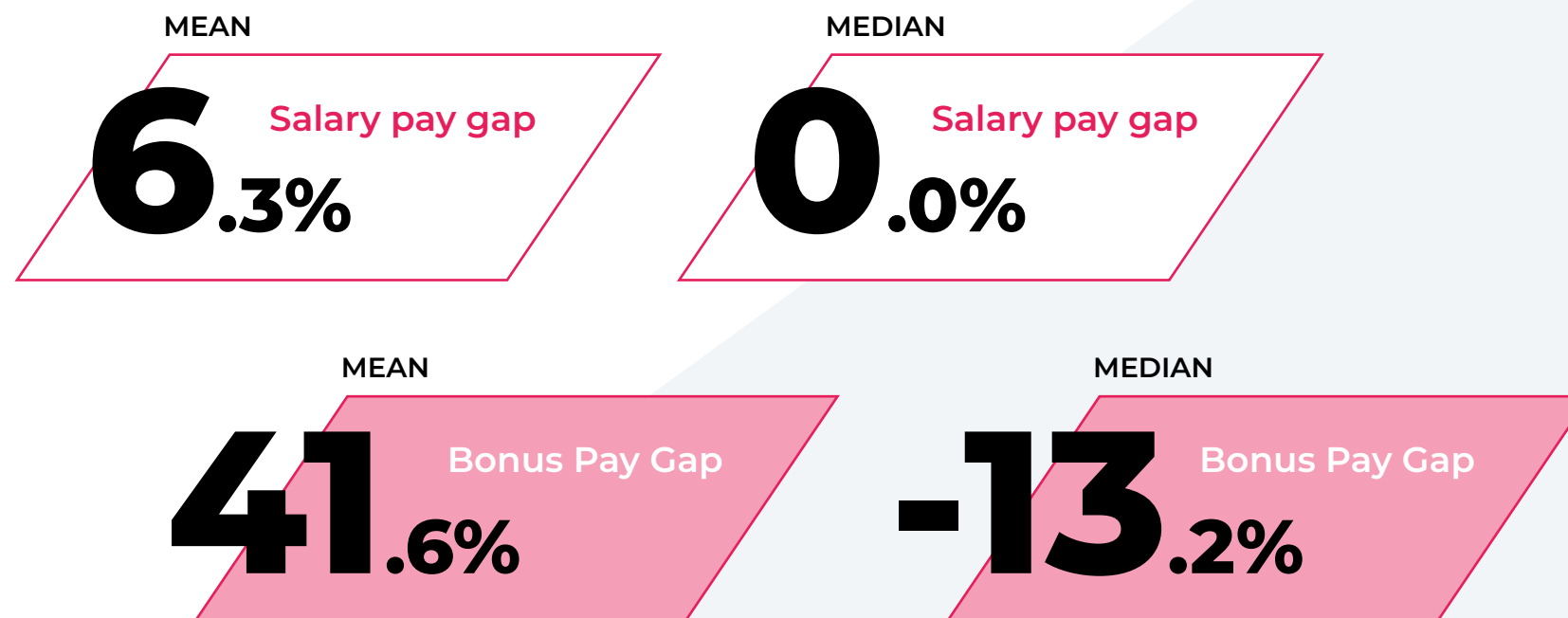
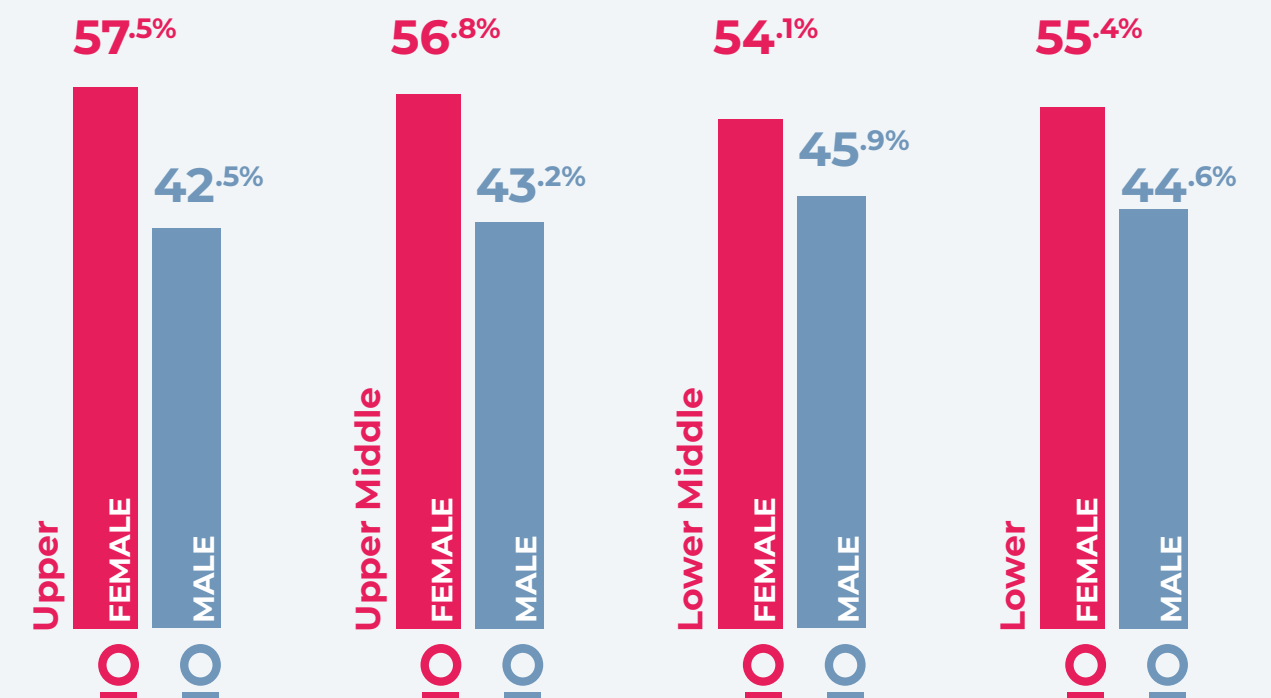
The gender pay gap is the difference in average pay between men and women in an organisation. Spark Foundry's median gender pay gap for 2022 is 0.0% and its mean gender pay gap is 6.3%.

The gender pay gap is different from equal pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work" (Equality Act, 2010). We are pleased to say that we

already have 'equal pay': the average pay for men and women across each of our agency-defined roles is the same.

Regarding our current gender pay gap, the following has been calculated using the Government guideline calculations.

Proportion of female and male employees by quartile.





# What does our data tell us?

**This report shows that we have made progress over the past year to close our gender pay gap across the agency. In the 12 months since we last tracked our figures, our median gender pay gap has reduced to 0.0% (2022).**

Our overall headcount continues to increase since we began reporting our gender pay gap, and this year is up over 42% on the back of some brilliant new business wins last year. In terms of growth, the number of females in our workforce has gone up another 2%, taking the figure to 56%.

We are pleased that the number of women in our top quartile has grown from 47.1% in 2021, to 57.5% in 2022, up 10.4%. This continued increase in women in more

senior roles has contributed to the positive progress in reducing our gender pay gap. We are very pleased to see that in the lower, lower middle and upper middle quartiles the median pay gaps are all 0% or below.

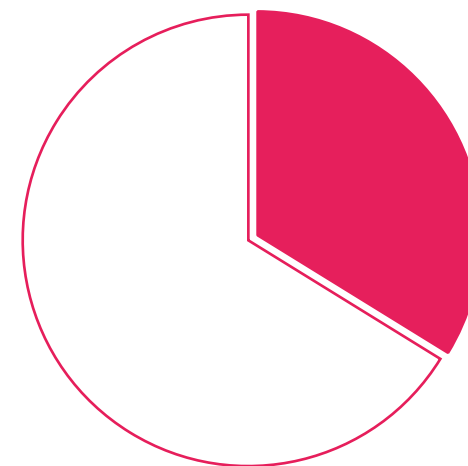
Our median bonus pay gap this year is -13.2% which signals that the middle ground amounts of bonuses paid was higher for females this year.

The difference in mean bonus pay gap is due to having a higher proportion of men making up the highest paid roles.

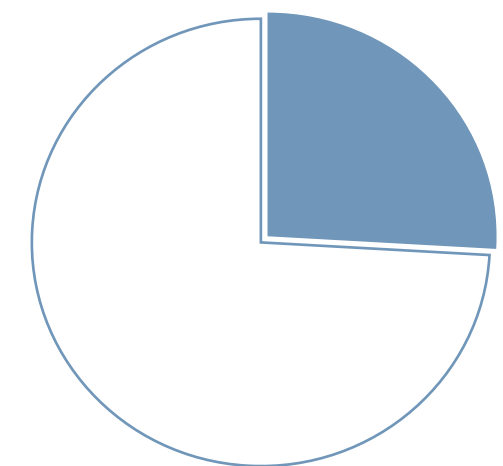
**33.8%** of women received a bonus in 2021

**25.9%** of men received a bonus in 2021

**FEMALE**



**MALE**





# Our commitment to close the gap.

In 2022 Publicis Groupe UK continued to develop its 'Life Stages' programme, launching new policies to provide the best support and experience for our people at work no matter the circumstance. This included introducing the following policies: domestic violence (which outlined the support available for anyone experiencing domestic violence and raising awareness about the issue across the Groupe), neonatal care (outlining the additional support available to anyone who is affected by a baby needing neonatal care), transitioning at work, carers, fertility and pregnancy loss policy.

We have improved our policies for pregnancy/maternity, adoption, shared parental, surrogacy and paternity/second parents. Employees are entitled to a phased return to work where they build back up to their normal working hours during the first month after a period of pregnancy/maternity, adoption, shared parental or surrogacy leave, but will be paid full pay for this month. We continue to educate and support our people on topics such as the menopause to ensure we are supporting colleagues as they go through different 'Life Stages'.

We've developed a Gender Equity strategy which focuses on our strategic aims, which are to better understand and address the challenges we face to be a representative and progressive employer. We also have strategic plans in place for our other strategic priorities which are disability inclusion, race equity and LGBTQ+ inclusion. These detail our principles, aims and commitments which will allow everyone to thrive and develop at work.

Our EAGs, in particular VivaWomen! and EMBRACE, are active in supporting women and their development and progress at work through events such as speed mentoring, career development and understanding and supporting the mental health and wellbeing of women of colour and black women at work.

**At Spark Foundry we are committed to our objective of establishing and sustaining an inclusive environment that fosters equality.**

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To achieve this, our DE&I team, known as 'The Collective', is dedicated to promoting and honouring our distinctive diversities. They strive to initiate constructive dialogues and learning opportunities centred on diversity and inclusion for all.

In 2022, The Collective hosted an event which was a brave space for women to attend and safely communicate any concerns they might have. Our internal next generation board, 'The Firestarters', also hold regular events and work continually towards generating ideas, initiatives, and educating our people to ensure we are a diverse and inclusive agency. They have also implemented reverse mentoring sessions, enabling our senior executives to learn from our diverse talent.

In addition to our work at an agency level, being part of Publicis Media, we are also committed to closing the gender pay gap by focussing on three core areas:



## Hire

- We have a number of processes in place to ensure that we are hiring from a diverse pool of talent and that candidates are treated equally and fairly.
- Our internal recruitment teams use a piece of software called **'Unbiasify'** which allows us to source candidates from LinkedIn without seeing people's faces or names, helping to block some key sources of unconscious bias. The software also helps us to review our job adverts to make sure they appeal to all.
  - Our recruitment and DEI team is also involved in training managers on **unconscious bias** and are helping create interview questions and practices that are equal for all.
  - Following industry research that male candidates are more likely to apply for positions where they do not meet every criteria, and women will often only apply for positions where they meet 100% of the requirements, we have actively worked with, and trained, our hiring managers to remove 'nice to have' skills from our job descriptions and to keep job requirements as simple as possible to ensure the application process is as inclusive as possible.
  - Finally, we are working hard to ensure that we have a **representative and diverse interview panel** wherever possible.

## Train

- In order to collectively develop our skills and foundational knowledge in diversity and inclusion, we offer a range of training including unconscious bias training which is mandatory for all our employees.
- We believe it is important to support parents as much as possible to enable a parent friendly working environment. As well as our well-established flexible working, we also have a **Parent Programme** which is a series of e-learning modules designed to support new or expectant parents and their line managers. These classes help answer common employee, manager, and team questions regarding planning for, going on, and returning from parental leave. It also covers a number of parenting scenarios including, IVF, twins and adoption.
- We also launched our **Baby First Aid** programme last year to help new parents learn essential skills.
- Our **Women in Tech** programme aims to inspire and educate future leaders in our company by placing a spotlight on successful women in tech, from within and outside the agency. The programme incorporates learning and development opportunities for women to benefit their day-to-day work, up-skill in the areas of technology, data and innovation, and promote the importance of diversity within these fields.

## Retain

- PMWOW is Publicis Media's **flexible working policy** which aims to improve productivity and enhance wellbeing by empowering employees to carry out their work in a way that suits them. We believe that this new way of working has helped all employees, but especially our female talent at all levels to better manage their workloads and lives. Since the pandemic has shown us the benefits of hybrid working, we've since evolved PMWOW so that our policy is to work from the office for a minimum of 2 days. This has definitely been a huge help for all staff in having a better work life balance and a definite retention strategy for us, particularly for working parents.
- **Enboarder** is our bespoke communications platform that guides and assists employees and managers through the parental leave journey, from notification of a pregnancy or adoption, through extended leave, and finally welcoming new parents back to work. Both employees and managers receive communications at specific milestones to help new parents feel connected, cared about and informed, during their time off and ahead of their return to work.
- **VivaWomen!** is an internal programme to help women achieve their potential across all parts of Publicis Groupe. It includes mentoring, events and training sessions for all employees, but designed with women in mind. Each year sessions focus on; how to negotiate with confidence; working parents; ways to build confidence and self-trust; career progression empowerment; and challenging conversation training.
- Our **Next Generation Board** is an immersive development programme designed to support mid-level employees for future leadership roles. Each year our cohort of board members helps shape and steer the future of our organisation and is made up of representatives from each agency within Publicis Media. Just over 60% of the board are aspiring female leaders, who alongside their talented male colleagues, all have real opportunity to influence change and develop their own careers.
- In 2021, we introduced a **Menopause Policy** to help mitigate the impact of the menopause on employees at work. The support offered includes flexible working arrangements, temperature control in the office, access to an occupational health advisor, a confidential employee helpline, mental health first aiders, and other resources such as yoga and meditation sessions. We have been building on this new policy throughout 2022, helping to normalise the conversation around Menopause.





# FAQ and definitions.

## What is the gender pay gap?

The gender pay gap is the difference in average and median hourly earnings between men and women. This is calculated by looking at all employees' salaries across an organisation, regardless of their job role or level. Gender pay gap reporting was introduced in April 2017 for organisations with more than 250 employees at the snapshot date (5 April each year).

## Does a gender pay gap mean an equal pay issue?

No. Gender pay is different to equal pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work". It is illegal to pay people differently for the same or equivalent work because of their gender and has been since the Equal Pay Act was introduced in 1970.

## Why do we have a gender pay gap?

A gender pay gap can be caused by a number of factors, such as having more men than women in high earning roles or more women working part-time.

## What is the reporting period?

The salary data is taken from a snapshot of payroll on 5 April 2022 and the bonus data covers the 12 months leading up to that date.

## Which employees are included in this report?

The figures cover all employees who have a permanent or fixed term contract (full or part time) and are paid through our payroll system. The data does not cover employees who are being paid a reduced rate or not being paid due to being on maternity, paternity, adoption, shared parental leave or an unpaid sabbatical for example).

## How have you calculated bonus payments?

Bonus calculations include performance incentives, commission payments and stock option payments.

## What is the median pay gap?

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint (the numbers that fall in the middle) for men with the midpoint for women. The difference between the two is the median pay gap, shown as a percentage.

## What is the mean pay gap?

This is calculated by adding up all employees' hourly pay and dividing it by the number of employees. The pay gap is the difference between the mean (average) figures for men and for women, which is reported as a percentage.

## What is the bonus gap?

The mean and median bonus gaps are the difference between the mean and median bonus pay received by male and female employees in the 12 months ending on 5 April 2022. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of male and female employees that receive a bonus in the year.

## What is a pay quartile?

Employers must sort their full pay employees into a list based on hourly pay, in highest to lowest order, and then split this list into four equal parts which shows how many men and women fall into each of the pay quartiles.