

# **Gender Pay Gap Report 2022**

## AMV BBDO Gender Pay Gap Report 2022



Our people and culture are what makes AMV a great place to work. We believe that diversity, equity, equality and inclusion isn't just the right thing to do, it what makes our work great.

Whilst we recognise we're haven't yet reached a stage where we can significantly reduce our Gender Pay Gap, it remains one of our top priorities.

At the end of last year we launched our wholistic Life Changes benefits programme, that whilst inclusive, has a number of initiatives such as 100% maternity pay and a £500 a month child care subsidy that will help us maintain and develop our pipe line of future female talent.

It's important to recognise that whilst we have introduced these benefits, we won't begin to see the impact until we report on our 2023/4 figures.

So, whilst we have a long way to go, I look forward to sharing our success as we approach a more innovative way of managing our people.

I confirm the figures contained in this report are accurate and have been calculated in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

**Sam Hawkey** CEO

## The Gender Pay Gap Explained

In 2017 the Government introduced new regulations that required organisations with 250 people or more to measure and publish their gender pay gap.

Our report will provide a recap of the definitions referred to within the legislation, as well as a comparison of the mean and median gender and bonus pay gaps for April 2021 through to April 2022, so you can track our progress.

### What is the gender pay gap?

The gender pay gap is a statistical measure comparing averages across an entire organisation. It does not take into account differences in roles.

### How does the Gender Pay Gap differ from Equal Pay?

It is important to note that the gender pay gap is not the same as equal pay. Since the Equal Pay Act 1970, it has been a legal requirement to pay men and women equally for doing the same or similar role. At AMV BBDO we carry out extensive salary benchmarking and ensure that everyone, regardless of whether they identify as a specific gender, receives equal pay.

### The Mean & Median Gender Pay Gap

The mean pay gap shows the difference between the mean hourly pay of men and women as of 5 April 2022. The median pay gap shows the difference between the midpoint in the ranges of hourly pay of men and women on that same date.

### The Mean & Median Bonus Pay Gap

The Mean bonus gap shows the difference between the mean bonus paid to men and women in the 12 months to 5 April 2022. The Median bonus gap is the difference between the midpoints in the ranges of bonuses paid to men and women within that same period.

### Pay Quartiles

Pay quartiles involve putting all full pay employees in order of hourly rates of pay, then dividing into four equally sized groups and calculating the proportion of men and women in each group.

## Our Gender Pay Gap at a Glance

	April 2021	April 2022	% +/- percentage points
Mean Gender Pay Gap	25.3%	26.4.%	+1.1%
Median Gender Pay Gap	24.7%	26.2%	+1.5%

This year we saw a slight increase in both our mean and median, which were impacted largely due to the restructuring of our Project Management function which was almost 100% female, the transferring of more female talent due to TUPE, and the change from a female CEO to a male CEO.

Over the last 12 months whilst we have continued to push initiatives to ensure that we keep our female pipeline of talent, there are situations that occur that impact the Gender Pay Gap that are beyond our control, such as the above situations. That said we remain committed to working towards closing the gap.

## Our Gender Pay Gap at a Glance

	April 2021	April 2022	% +/- percentage points
Mean Bonus Pay Gap	3.1%	-10.4%	-13.5%
Median Bonus Pay Gap	0%	-30.5%	-30.5%

Our bonus gaps are in favour of women. This is largely due to the fact that we offer a variety of bonuses such as referral bonus, spot bonus, return to work bonus and service awards.

This year the payment of the return to work bonus to women, has been the main cause of our Bonus Pay Gap being in favour of females.

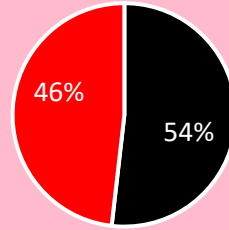
## Our Bonus Proportions at a glance

	April 2021	April 2022	% +/- percentage points
Proportion of men receiving a bonus	99.2%	34.7%	-64.5%
Proportion of women receiving a bonus	96.1%	42.8%	-53.3%

## Our data at a glance

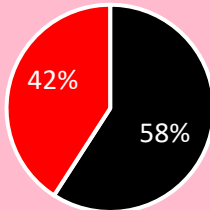
% Proportion of men and women  
in the agency as of April 2022

Female Male



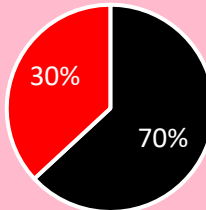
Lower

Female Male



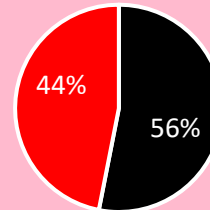
Mid Lower

Female Male



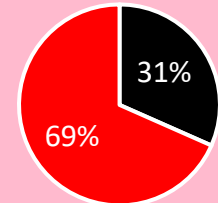
Mid Upper

Female Male



Upper

Female Male



Pay Quartiles

## **Our ongoing commitment to closing the gap**

### **AMV Life Changes**

This is a programme we launched in December 2022 to help our staff navigate through the highs and lows of life. Whilst the programme is wholistic and inclusive, we believe the improvement to our maternity pay and broadening of child care support scheme will help towards closing the gap. Whilst we are unlikely to see the impact of these actions for our 2023 report, we expect to start seeing the impact in our 2024 report.

### **Diversity Champions**

Diversity and inclusion is integral to our talent strategy, our panel of champions who drive DE&I initiatives across the agency. They form relationships with external companies who help us to drive our DE&I programme as well as running numerous events across the year such as panel discussions for International Woman's Day. The champions are self-appointed so all have a passion for DE&I. The team represent people from a range of different backgrounds and different departments within the agency.

### **Maternity/Paternity coaching**

We offer coaching to all of our returning parents to help them adjust back to working life. This has received great reviews and helps the agency retain women and men returning from leave.

### **Partnership with schools and colleges**

For the fourth year running we participated in the IPA's event 'Advertising Unlocked'. The programme is aimed at encouraging women and men to think about a career in advertising from an early age. We also run our own summer school event for the same purpose.