



# Gender Pay Gap 2020

Awin London



# Definitions

- Mean gender pay gap in hourly pay – This is the average of a data set which is found by adding all numbers together and then dividing them by the number of values in the set.
- Median gender pay gap in hourly pay – This is the middle value when a data set is ordered from least to greatest.
- Quartiles – This is a listing of the hourly pay rates starting from highest to lowest. The list is then divided into four equal sections.

# Gender Pay Gap Explained

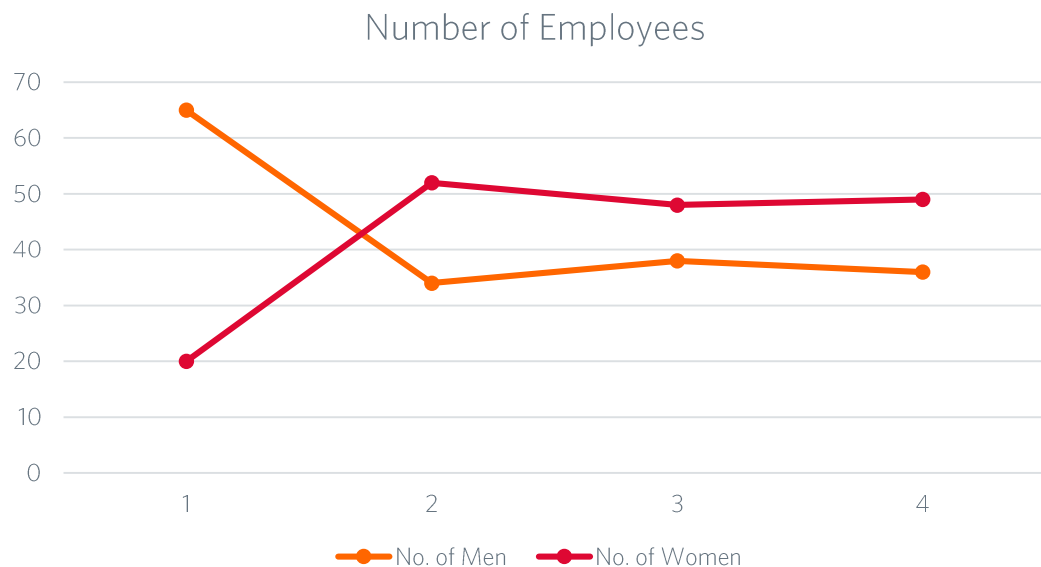
At AWIN Ltd (“Awin”), we know and recognise the importance of equality to our business and to our employees, and are therefore committed to ensuring that all elements of our business strive to achieve this. Therefore, Awin publishes details to show the findings of our gender pay gap and we have therefore taken time to analyse the pay differences between our male and female employees, shown in the analysis of the data below. The below also provides recommendations for how Awin can progress with these findings to ensure we are striving for equality and equal pay in all elements of our business.

## What is the Gender Pay Gap (GPG)?

The GPG shows the average hourly rate of pay between women and men in an organisation, expressed as a percentage of the average male earnings.

GPG is not the same as equal pay, which is the legal requirement to pay men and women the same for equal work.

# Approach



At Awin we strive for equality amongst all staff and our results to calculate the differences in gender pay have shown that this is generally achieved. As of 28<sup>th</sup> February 2020, we had a total of 342 members of staff, of whom 173 were male and 169 female. Of the employees at Awin, 9 are non-full-time. Of those working part-time, 80% were female. Due to the small sample, we may not have seen the same differences that other companies may have found with regards to a gap in pay associated with females working part-time in comparison with male colleagues working full-time.

Before taking a deeper look at the percentage differences in hourly pay for staff at Awin, it is worth noting the mix of roles across the quartiles (defined on page 9), particularly in the first quartile. The first quartile includes two thirds of our global Executive board, our local Country Manager, and our most senior Engineering and more Technology leadership roles. As most of roles are currently filled by males, this has a pronounced impact on our overall gender pay results.

Awin has been striving to combat this separately by encouraging Women in Tech events which have been hosted in the London office in the hope that more females may take an interest in the Technology element of our business, and therefore, making the gap even more equal. Furthermore, our Executive Team now includes our first female Board member.

# Conclusions

The overall headline figure indicated we have regressed slightly when compared to 2019 with a median gender pay gap of 16% and a mean pay gap of 28% in favour of males (compared to 14% and 20% for 2019). The reason for this increase will be discussed in this report. We view this important assessment from two related but different questions:

Do we have a good distribution of men and women at all levels and functions within the business?

Do we pay men and women the same relative to their experience and performance?

The analysis suggests that we are making progress in a number of areas given by the fact that we have no appreciable pay gap across 50% of our employee population. There is a minor gap in quartiles 1 (3%) and 3 (7%) which indicates that we still have work to do when it comes to specifically recruiting more women in very senior and more technical roles.

The data also helps to confirm that we pay equally for men and women performing the same role within the business with only minor variations in mean hourly pay which are a function of population size and experience.

# Results – Awin London

The median (difference between the 'middle' ranking male and middle ranking female) pay gap across all roles in the UK is 16% (a 2% increase from last year)

The mean pay gap (average pay difference between men and women) across all roles in the UK is 28% (8% increase from last year).

The main issue behind the 'gap' in each calculation relates to quartile 1, where there is 12% mean pay gap and 3% median pay gap. Across quartiles 2, 3, and 4 where 75% of our population are, there is no appreciable pay gap with insignificant deviations on a mean or median basis.

- Quartile 2: 5% (mean), 0% (median)
- Quartile 3: 0%, 7%
- Quartile 4: 0%, 0%

For the UK Business Unit (excluding central/group functions), the results are as follows:

- 0% mean pay gap
- -7% median pay gap (more favourable to females)

It is useful to understand and compare how these results look against the wider picture. According to the ONS figures from 2019, for the economy, the median gender pay gap 17.3%. When comparing this to Awin, the median is smaller at 16%.

# YOY Comparison

This year we've seen an overall increase in the overall GPG from last year.

2020	All	Q1	Q2	Q3	Q4	UK	Central	R&D	Tech	Management
% mean difference	28%	12%	5%	0%	0%	0%	25%	14%	-	21%
% median difference	16%	3%	0%	7%	0%	-7%	5%	6%	-	27%

2019	All	Q1	Q2	Q3	Q4	UK	Central	R&D	Tech	Management
% mean difference	20%	10%	0%	2%	1%	3%	10%	2%	-	11%
% median difference	14%	2%	0%	0%	0%	0%	1%	8%	-	13%

However, the increase in this years mean, and median is also as a result of Awin losing female employees within our R&D division. Additionally several of the positions filled by females were junior roles, who by default would have been on lower salaries compared to their male counterparts due to working for a shorter period.

It's clear the loss of females within the R&D Division has significantly impacted our findings as when calculating the mean and median without this division, the results are as follows:

**18% mean pay gap**

**0% median pay gap**

# Gender balance aims and actions

Awin is devoted to a fair policy ensuring that people are rewarded based on their capabilities, experience, and tenure regardless of sex, race, religion, etc. This can be evidenced through the following example where we look at mean pay for given roles.

	Campaign Assistant	Account Executive	Account Manager
Male	0%	0%	0%
Female	0%	0%	0%



# Ambition and Targets for 2021

- We are partnering with Marketing and our Social Committee to devise ways of attract more females into our Product & Technology departments this year
- Management training on unconscious bias
- Ensuring, where possible, that we have female and male candidates for open positions and promotions, particularly within senior management
- We will be reviewing the potential to set-up a female mentorship programme to help more females develop and enter positions in management
- To create a referral program that specifically targets woman in leadership if possible
- To potentially advertise senior roles as part time or job share options if possible
- Supporting a UK speaker diversity initiative to train and encourage a more diverse group of confident speakers
- To increase flexible working options to attract more woman in leadership roles
- We will be reviewing the potential to set-up a Women's working group
- Set-up of a global D&I Task Force
- Increasing awareness about D&I topics