

GREY ADVERTISING LTD

GENDER PAY REPORT 2019

As an equal opportunities employer, Grey London believes in the importance of diversity and equality within our workforce.

We're a transparent organisation and we're continuing to implement a number of initiatives to further create an inclusive and open working culture at Grey, but we realise there is much more to do.

We can confirm that the information within this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information Regulations 2017)

Anna Panczyk: CEO

WHAT IS GENDER PAY REPORTING?

Under UK law all companies with more than 250 employees must publish the gender pay gap within an organisation.

It measures the difference between the salaries of men and women, irrespective of roles or seniority.

The gender pay gap is the difference in hourly rate of pay between all men and women in an organisation.

The figures in this report do not reflect data linked to Equal pay, which is the legal requirement for people carrying out the same work to be paid equally, regardless of gender.

THE INFO

What information is required?

- The Mean and Median pay gap between men and women.
- The Mean and Median bonus pay gap between men and women.
- The proportion of men and women getting a bonus.
- The proportion of men and women in each quartile of the company.

NB: The **Median** figure is calculated by finding the number in the middle of the highest and lowest salaries.

The **Mean** figure is calculated by adding all the salaries together and dividing it by the number of people to give an average.

GREY LONDON 2019

Mean Gender Pay Gap (Difference)	Median Gender Pay Gap (Difference)	Mean Bonus Gender Pay Gap (Difference)	Median Bonus Gender Pay Gap (Difference)
27.2%	31.33%	40.3%	25.0%

Quartile 1 (Lower Quartile)		Quartile 2 (Lower Middle Quartile)		Quartile 3 (Upper Middle Quartile)		Quartile 4 (Top Quartile)	
Male	Female	Male	Female	Male	Female	Male	Female
40%	60%	35%	65%	49%	51%	61%	39%

% of men getting a bonus	% of women getting a bonus
49.24%	34.55%

OUR PROMISE

We're committed to closing the gap

We recognise that fixing the gender pay gap isn't something that can be achieved overnight, but we're dedicating resources to make sure we're putting in place initiatives and programmes that develop and support more women into leadership roles.

Within Grey London we're establishing a senior management and HR team whose responsibility will be to continually monitor and report on our progress. In addition, we're going to update the agency throughout the year and set KPIs so staff can hold us to account.

We're committed to making careers at Grey London, and within advertising, as inclusive as possible. We know that creativity thrives in environments that celebrate diversity and we're dedicated to ensuring our workplace reflects this.

FINDING TALENT

Talent Acquisition Partner

It's our commitment to hire a talent acquisition partner whose main responsibilities will be to drive our diversity agenda within the agency. They'll report to the Head of HR and the CEO, ensuring we are using best practice in recruitment to improve our gender pay gap.

Internships

Within the last year we've updated our internship recruitment to improve representation. We ran an insight day as a forum for entry level talent to learn about advertising and marketing and we specifically targeted people without prior knowledge of the industry. We hired 6 people from that pool. It's part of our programme to ensure at least 50% of our interns come from a diverse background in 2019.

Debut

We've partnered with Debut, an organisation that helps locate new and exciting talent from backgrounds who may feel advertising is inaccessible to them. The App modernises the way graduates access roles, allowing us to tap into new talent that might not have considered advertising as a profession.

NURTURING TALENT

We have a number of programmes within Grey and WPP to ensure we're developing the best female talent. Below is a snapshot of some of those initiatives:

Nurturing talent

WPP wide Stella Leadership Group: An initiative that aims to develop and accelerate the careers of future female leaders.

Shine: A Grey initiative which brings together women from across the network for a conference focusing on training and development.

Equal Opportunities

Enhanced maternity/paternity leave: Our package is designed to help parents share the responsibility of childcare.

Returning parents mentoring scheme: 'Talking talent' provides additional support for parents when they first go on parent leave and when they return to work.

Flexible working: Making work/life balance better for families.

OUR CULTURE

Role models

We have strong female leadership within the agency: currently our executive team is split 50/50 men and women. They are shaping our agency and helping to find the next generation of talented women, both internally and externally.

Diversity Taskforce

In 2017 we launched the Advertising Diversity Taskforce, a collective of progressive agencies from across the industry uniting around a shared ambition to improve diversity.

Last year we published the first ever 'Who Are We' report - compiled using data from a self-completion census from multiple agencies. The data helps us understand where the industry needs to take action, as well as helping to drive conversations. A significant part of the report focused on gender, which can be accessed below.

http://advertisingtf.co.uk/DiversityCensus_AW_2018.pdf