

Introduction

Under new legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their Gender Pay Gap

What is the Gender Pay Gap?

The Gender Pay Gap looks at the overall pay of men and women, without taking into account their roles or seniority. This means that the Gender Pay Gap does not provide any insight into Equal Pay, which is the requirement to pay men and women equally for work of equal value.

Logobrand reviews this continually to ensure that all our employees are paid fairly for the work they do.

We encourage women to fulfil their potential in all roles and areas of the business, and the detail displayed in this report shows, we have a positive female to male ratio.

We support flexible working contracts and part-time roles, which opens up the opportunity to work for all. We enable our staff to plan their work around their personal commitments, rather than the norm of vice versa which normally prevents those with other responsibilities, such as children or elderly relatives, from fulfilling their career objectives.

The level of freedom that we are able to offer our workforce is extremely rare in a professional sales environment. This means that we are able to attract some great talent - those who are unable to commit to full time roles, but have the desire and drive to really make a difference for our clients.

We support our workforce to realise and achieve their goals – whether that is personal or professional and each member of the team has equal opportunities regardless of race, background, ethnicity and gender.

Our strapline is 'Do it Better' and that is the common aim of our staff and our business regardless of characteristics.

I am pleased to report our Gender Pay Gap. It is extremely positive (despite it actually being negative!). We are proud to have an equal ratio of male and females representing the Senior Leadership team and this equality is reflected throughout the business.

Sally Davis
Managing Director



Legislative requirements:

- ❖ All UK companies with 250 or more on 5th April 2017 are required to publish specific gender pay information:
 - Mean and median gender pay gap
 - Mean and median gender bonus gap
 - Proportion of males and females receiving a bonus
 - Proportion of males and females by quartile pay band
- ❖ Figures for each legal entity with at least 250 employees on 5th April 2017 must be calculated and reported separately
- ❖ The mean and median gender pay gap is based on hourly rates of pay at 5th April 2017
- ❖ The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5th April 2017
- ❖ Pay quartiles look at the proportion of men and women in four pay bands when we divide our workforce into four equal parts



What is our Gender Pay Gap at Logobrand?

The mean gender pay gap is the difference in average hourly rates of pay that male and female employees receive. This gives an overall indication of the gender pay gap by taking all hourly rates of pay and dividing by the total number of people in scope.

The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay from lowest to highest and comparing the middle value.

The UK average Gender Pay Gap is 17.9%* and at Logobrand Field Marketing our pay gap is -1.4%

At Logobrand, our mean gender pay gap for hourly pay is -7.6%
The median gender pay gap for hourly pay is -1.4%.

Mean Gender Pay Gap:	Median Gender Pay Gap:
-7.6%	-1.4%

Mean and median gender bonus gap

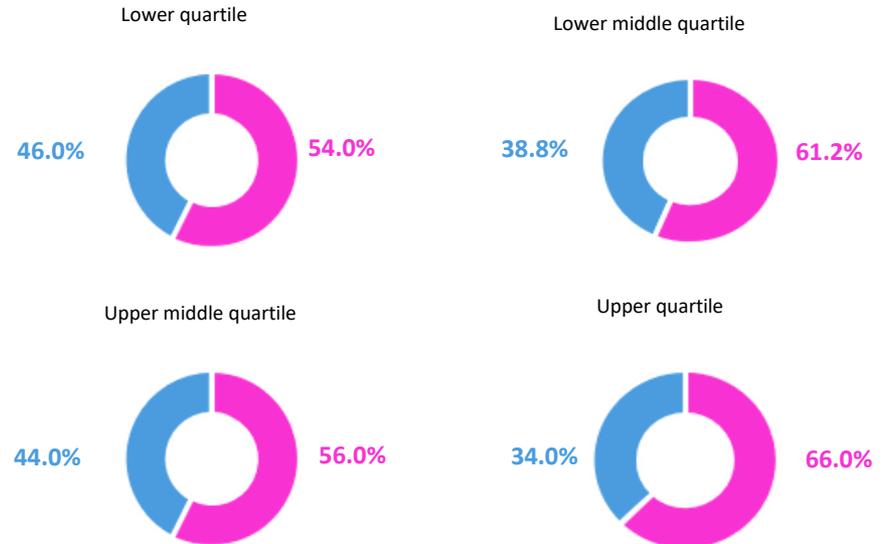
The mean gender bonus gap is the difference in average bonus pay that male and female employees receive. The median gender bonus gap shows the difference in the midpoints of the ranges of bonus pay received by men and women.

Bonuses paid tend to be linked to area of work and the amount of hours worked and not gender relevant.

On average men work more hours than the women which is reflected in the bonus paid. When calculating the bonus pay gap no allowance is made for this.

Proportion of males and females by pay quartile

This is the percentage of male and female employees in four quartile pay bands, (dividing our workforce into four equal parts).



Mean Gender Bonus Gap:	Median Gender Bonus Gap:
-14.4%	43.2%

Proportion of employees receiving a bonus:

