

Yell Gender Pay Gap Report – 2019/20

We are reporting key pay and bonus statistics by gender¹ for Yell Sales Limited ('YSL') as at 5 April 2020. Gender Pay Gap ('GPG') reporting is not a comparison of how much we pay men and women in the same or similar roles and is therefore not a report on equal pay.

Our approach

Our aim is to recruit, train and promote the best person for the job, to make full use of the talents and resources of all our people and to create a working environment free from discrimination, victimisation and harassment in which all individuals are treated with dignity and respect. We have robust systems in place to review, benchmark and moderate our salaries and bonuses to ensure we pay our people fairly for the work they do.

Our Gender Pay Gap statistics

1. Hourly pay rates

Median	15.4%
Mean	9.2%

At 5 April 2020, YSL employed people in Sales roles (both telesales and face-to-face/field sales) and a range of Corporate and Service functions including customer services, finance and HR, of whom 449 are in scope for this year's GPG reporting. The mean gender pay gap of 9.2%, improved from 12.0% in the previous report, is below the national mean gender pay gap of 15.5%² and significantly below when Corporate/Service employees are considered in their peer group, at **0.7%**. Similarly, the median gap for Sales employees is only **4.4%**.

2. Bonus payments

Median	32.4%
Mean	30.6%

We are pleased to report smaller gaps than previously. When considering bonus statistics, the GPG methodology does not reflect that those working part time will tend to earn lower bonuses in absolute terms compared with their peers working full time. It is relevant also to consider the extent to which females and males are achieving their on-target bonus figure, which reflects their individual contracted work pattern. In this calculation the mean bonus achievement gender pay gap is greatly reduced, to **2.6%** mean and **0.6%** median.

3. Receipt of bonus

Female	Male
95.0%	91.5%

All YSL employees are eligible to earn a bonus, and this is reflected in the high percentages of employees receiving bonus pay in 2019/20.

4. Pay quartiles

For these statistics we have listed all employees in scope for GPG reporting from highest to lowest paid and divided the list into four equal portions or 'quartiles'. We then identify the proportions of males and females in each quartile as shown in this table:

	Female	Male
Upper quartile	46%	54%
Upper middle quartile	40%	60%
Lower middle quartile	53%	47%
Lower quartile	50%	50%

Females make up 47% of the employees in scope for GPG reporting, compared with 40% in our previous report. We are pleased to report a positive rebalancing in the upper quartiles, meaning females are broadly proportionally represented in each quartile. Yell is continuing to encourage women to develop their careers and move into more senior and higher-paid roles.

¹ In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017

² Office for National Statistics – *Gender pay gap in the UK: 2020* – 3 November 2020

Our actions

Our Recruitment team continues to publicise our opportunities for flexible and part-time working internally and externally, which include working patterns that can fit around school hours.

Although recruitment activity was limited in the first half of 2020 as we focused on a rapid adaption to the challenges of the pandemic for our existing workforce, by the end of 2020 we were delighted to have welcomed new employees from Dundee, Norwich, Plymouth, Cardiff and Belfast and more than 70 other locations across the UK. The experiences of the first lockdown have enabled us to embrace remote/home/hybrid working as options for almost every role, giving our people even more flexibility to manage their careers in balance with their personal lives.

We continue to encourage our leaders to improve diversity within their teams and our expectation is that candidate short-lists include at least one female candidate.

Our commitment is to continue to review our policies and initiatives to encourage our people to reach their full potential, regardless of gender, age, disability or ethnicity.

Our statement

I confirm on behalf of Yell Sales Ltd that the data in this report is accurate.
Claire Miles, Chief Executive Officer