

Yell Gender Pay Gap Report – 2021/22

We are reporting key pay and bonus statistics by gender¹ for Yell Sales Limited ('YSL') as at 5 April 2022. 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
17.9%
Mean
7.7%

At 5 April 2022, 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 643 are in scope for this period's GPG reporting. The mean gender pay gap of 7.7% has improved from 8.7% in the previous report and represents the fourth consecutive year of our mean gender pay gap narrowing. Although the headline median gap has widened slightly, when Corporate/Service and Sales employees are considered in their peer groups, there is a much smaller and female-positive gap of around **-1.6%** in each area.

2. Bonus payments

Median
15.0%
Mean
13.5%

We are pleased to report that the median bonus pay gap has reduced for the fourth consecutive year. 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. Part-time workers make up 22% of females in scope for this reporting period, compared with 5% of males. When considering the extent to which females and males are achieving their on-target bonus figure, which reflects their individual contracted work pattern, we see a mean female-positive gap of around **-11%** in both Corporate/Service and Sales areas.

3. Receipt of bonus

Female	Male
88.5%	87.5%

All YSL employees are eligible to earn a bonus, and achievement levels remain high.

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	38%	62%
Upper middle quartile	37%	63%
Lower middle quartile	48%	52%
Lower quartile	48%	52%

Females make up 43% of the employees in scope for this period's GPG reporting, compared with 41% in our previous report. Females are slightly under-represented in the upper two quartiles but relatively evenly represented in the lower two quartiles. 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

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. In 2022 we are trialling specific recruitment campaigns for part-time roles in our Sales and Service functions and assessing the impact.

We have continued 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. In this reporting period, 92% of our starters were home or field-based as we welcomed new employees from Aberdeen to Truro into our teams.

We continue to analyse our recruitment and selection processes and outcomes to identify and remove any barriers to the best candidates succeeding, including testing our advertisting language choices for gender neutrality.

We have been delighted by the positive response to the implementation of our Menopause Policy, manager training and the introduction of Menopause Champions, a network of volunteers providing a safe and supportive environment for anyone to share experiences and seek support from their colleagues. This has been complemented by a broader programme of health and wellbeing communications and events to enhance our employee experience and support our values, including a Company-wide mandatory training initiative on Diversity and Inclusion.

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.
Mark Clisby and Luke Taylor, Co-Chief Executive Officers