



# **PUBLICIS HEALTH**

**PUBLICIS HEALTH UK  
GENDER PAY GAP**

2023

## A MESSAGE FROM VICTORIA WRIGHT, CEO, PUBLICIS HEALTH UK



I strongly believe that Publicis Health UK offers a supportive environment where everyone can progress in their careers, and in the last year we have seen an increase in the number of women in our most senior roles. However we must do more to close the gender pay gap and address gender diversity across our business.

This is something that is incredibly important to me and as such I will be listening, learning and driving our gender pay gap action plan forward.

## THE GENDER PAY GAP EXPLANATION AND RESULTS

The gender pay gap is the difference in average pay between men and women in an organisation. Publicis Healthcare Communications Group mean gender pay gap for 2023 is 25.2%. The pay gap is different from Equal Pay which is defined as “the right for men and women to be paid the same when doing the same, or equivalent, work” (Equality Act, 2010). The following has been calculated using the Government guideline calculations to determine our Gender Pay Gap for 2023.

	Salary Pay Gap	Bonus Pay Gap
Mean	25.2%	62.8%
Median	19.6%	27.4%

%M/F	Men	Women
Upper	43.2%	56.8%
Upper Middle	33.3%	66.7%
Lower Middle	24.7%	75.3%
Lower	19.5%	80.5%

Bonus	Men	Women
% Received	68.4%	62.6%

## FAQ AND DEFINITIONS

### **What is the gender pay gap?**

The gender pay gap is the difference in average and median hourly earnings between men and women. This is calculated by looking at all employees' salaries across an organisation, regardless of their job role or level. Gender pay gap reporting was introduced in April 2017 for organisations with more than 250 employees at the snapshot date (5 April each year).

### **Does a gender pay gap mean an equal pay issue?**

No. Gender pay is different to equal pay which is defined as “the right for men and women to be paid the same when doing the same, or equivalent, work”. It is illegal to pay people differently for the same or equivalent work because of their gender and has been since the Equal Pay Act was introduced in 1970.

### **Why do we have a gender pay gap?**

A gender pay gap can be caused by a number of factors such as having more men than women in high earning roles or more women working part-time.

### **What is the reporting period?**

The salary data is taken from a snapshot of payroll on 5 April 2023 and the bonus data covers the 12 months leading up to that date.

### **Which employees are included in this report?**

The figures cover all employees who have a permanent or fixed term contract (full or part time) and are paid through our payroll system. The data does not cover employees who are being paid a reduced rate or not being paid due to being on maternity, paternity, adoption, shared parental leave or an unpaid sabbatical for example.

### **How have you calculated bonus payments?**

Bonus calculations include performance incentives, commission payments and stock option payments.

### **What is the median pay gap?**

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint (the numbers that fall in the middle) for men with the midpoint for women. The difference between the two is the median pay gap, shown as a percentage.

### **What is the mean pay gap?**

This is calculated by adding up all employees' hourly pay and dividing it by the number of employees. The pay gap is the difference between the mean (average) figures for men and for women, which is reported as a percentage.

## What is the bonus gap?

The mean and median bonus gaps are the difference between the mean and median bonus pay received by men and women in the 12 months ending on 5 April 2023. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of men and women that receive a bonus in the year.

## What is a pay quartile?

Employers must sort their full pay employees into a list based on hourly pay, in highest to lowest order, and then split this list into four equal parts which shows how many men and women fall into each of the pay quartiles.

## WHAT DOES OUR GENDER PAY GAP DATA TELL US?

- We have seen an improvement in our median pay gap of -4.7% but our mean pay gap has increased by 1%. We still have progress to make on all reported data points.
- When reviewing our quartile data against our business demographics (70% women, 30% men), we continue to have a more women than men in all pay quartiles. However, in the lower, lower middle and upper middle we have significantly more women than men which has contributed to our pay gap.
- The percentage of both men and women receiving bonuses has increased significantly due to two Publicis Groupe one week salary bonus awards which were given to eligible employees in May 2022 and November 2022. This also impacted the mean and median bonus figure year-on-year comparisons.
- The uptake of our enhanced Life Stage Policies remains strong, in particular our enhanced pregnancy/maternity leave offering. As any employees who were not paid their usual full basic pay on the snapshot pay date are excluded from the data, 16 women, including senior leaders, were excluded from our data this year.

## PROGRESS AND OUR PLAN TO CLOSE THE GAP:

- Across Publicis Groupe UK, we evolved our 'Life Stages' programme improving our maternity/pregnancy, paternity/second parent/adoption and shared parental leave so employees are now eligible for the enhanced policy after six months with the agency (previously a year).
- We continue to educate and support our people on topics such as the menopause, supporting working parents and wellbeing and mental health with menopause awareness sessions and workshops, and a webinar with & Beyond. We set up a working caregivers working group to look at what support measures and programming we can put in place to support our colleagues. We will continue this work throughout 2024 and beyond.
- Our employee action groups, VivaWomen! and EMBRACE, were very active this year in supporting women and their development through events such as speed mentoring and

workshops on career development, and understanding and supporting the mental health and wellbeing of women of colour and Black women at work.

- Working with our partners at Catalyst, we introduced new MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

At Publicis Health UK, we focus on the pillars of transparency, flexibility and education. Since our last report we have taken the following action:

## TRANSPARENCY

- **Early Careers:** We continued to embed and evolve our Early Careers Programme which aims to increase gender diversity across our early career talent, increasing our entry level salaries and implementing a tailored reward approach which is openly communicated to all individuals. We are pleased to see a number of our early career talent progressing in their careers having recently been promoted.
- **Recruitment:** We have a dedicated Talent Acquisition committee focused on DEI in Talent Acquisition. We are building on our inclusive hiring practices to address and eradicate bias, and introducing a consistent and equitable experience for all candidates. We have created an internal handbook on inclusive recruitment practices and developed and delivered comprehensive inclusivity training for all hiring managers. We also pipeline people from diverse backgrounds with external partnerships and use tools to identify suitable talent on role based merits.

## FLEXIBILITY

- **Flexible Working:** We support and enable employees to balance their own personal commitments including childcare, caring responsibilities and further education alongside work. We currently have 38 part-time working arrangements in place across our population (11%).

## EDUCATION

- We delivered a number of training sessions to build understanding in key areas which link to the gender pay gap and gender equity:
  - **Gender Pay Gap awareness sessions:** To ensure every individual in Publicis Health UK is aware of our gender pay gap data, our journey and the actions we are taking to reduce the gap.
  - **Family Leave training for People Managers:** To promote understanding of our enhanced Life Stage Policies to ensure a consistent, positive experience and support for individuals taking leave, and a wider understanding of different types of leave available to individuals.
  - Our internal DEI group delivered a 'half day of reflection' to celebrate International Women's Day, with an external speaker from the charity Wellbeing of Women. This raised understanding on gender equity/inequity in health, education and work, and encouraged individuals to embed learnings in their work and lives, building a more informed workforce.
- We have been investing in executive coaching for women in senior roles, supporting their development and long-term career progression within our business.

We will continue to focus on:

- Embedding our Early Careers Programme which aims to attract and support Early Careers Talent and encourage gender diversity to address the imbalanced lower quartile splits.
- Elevating our People Manager Family Leave training to be 'on-demand' via our Learning Management System, as well as offering classroom sessions.
- Delivering Reward training to the whole employee population (previously delivered to People Managers), in order that all employees understand the Publicis Groupe reward strategy and they are clear about how they can progress, develop and grow at Publicis Health UK.
- Refining our Gender Pay Gap strategy for 2025 to ensure a robust five-year plan with clear measurement and targets