

CPM

INSIGHT

INFLUENCE

SALES

GENDER
PAY GAP
REPORT



2018

For CPM Field Marketing

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?

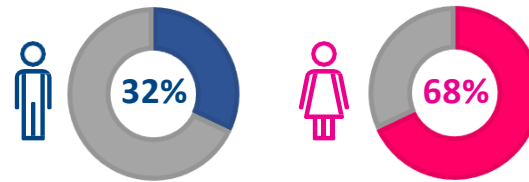
The Gender Pay Gap looks at the overall pay of men and women, without taking into account their roles or seniority. This means that the Gender Pay Gap does not provide any insight into Equal Pay, which is the requirement to pay men and women equally for work of equal value.

At CPM we are continually looking at ensuring that all our employees are paid fairly for the work that they do.

CPM is committed to championing the influence of women in leadership as we understand that inclusion and diversity leads to greater business success.

We are a business that encourages women into all roles and, as this report shows, we have a positive female to male ratio, which is helped by flexible working practices including a large portion of part-time roles. This is rare within the sales industry which is predominantly male dominated and we are proud to have bucked this trend.

Gender split of CPM employees:



As at April 2017

'Having a diverse workforce based on opportunity and meritocracy is something that is deeply important to me personally but also to CPM. As someone who has progressed through the business, I am passionate about creating opportunities and giving more women the confidence to progress their careers. We are proud to be involved in the 'Omniwomen' initiative which focuses on supporting women in leadership, amongst many other talent development programmes'.



Karen Jackson
Managing Director

Legislative requirements

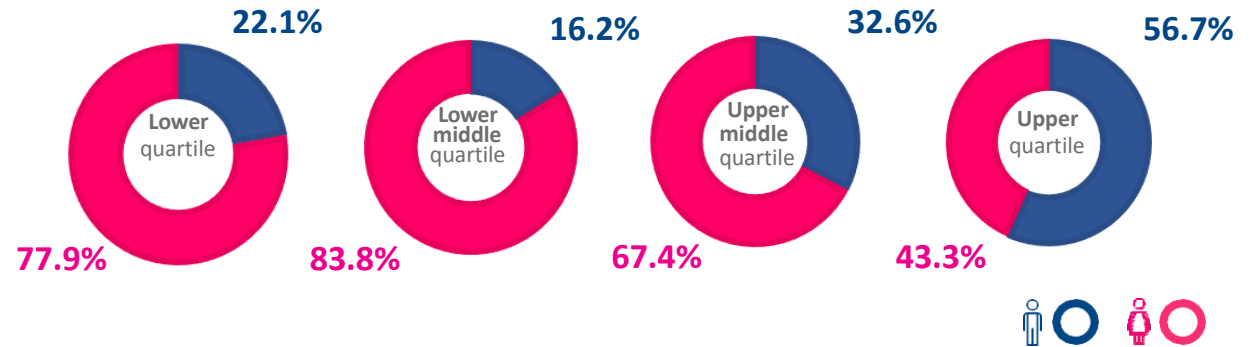
- All UK companies with 250 or more employees on 5 April 2017 are required to publish specific gender pay information:
 - Mean and median gender pay gap
 - Mean and median gender bonus gap
 - Proportion of males and females receiving a bonus
 - Proportion of males and females by quartile pay band
- Figures for each legal entity with at least 250 employees on 5 April 2017 must be calculated and reported separately
- The mean and median gender pay gap is based on hourly rates of pay as at 5 April 2017
- The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5 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

WHY ARE THERE DIFFERENCES?

- Whilst we recognise that our results are disappointing, we also recognise that this is driven by the nature of the roles we are able to offer in the field. In Field Marketing due to the nature of the industry, we have a significantly high proportion of part-time employees and a high population of tactical (casual) employees typically within more junior roles. Whilst this is a positive thing in terms of our ability to provide roles that offer employment flexibility, unfortunately these roles do tend to attract more women than men which is reflected in the pay gap figures .
- Whilst this relates to progression and the nature and hours of roles and not equal pay, our challenge and focus is to attract and recruit an equal number of men into these roles and address what is a fairly common trend for the types of roles we employ.
- The pay by quartile results show a healthy balance in the upper and middle pay bands which reflects our ongoing investment in developing our people and promoting from within, with strong representation of females in management positions.

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).



Looking at each quartile, the pay gap is as follows:

Lower quartile:	Lower middle quartile:	Upper middle quartile:	Upper quartile:
1.1%	0%	1.3%	0%
Median	Median	Median	Median

This shows that when breaking down our workforce into pay quartiles, we have a very small pay gap.

WHAT IS OUR GENDER PAY GAP AT CPM?

The UK average Gender Pay Gap is 18.1%* and at CPM Field Marketing our pay gap is 25.5%

*From the Office of National Statistics, 2016 data



Mean and median gender pay gap

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.

At CPM, our mean gender pay gap for hourly pay is 17.1% meaning that when taking into account all level of employees, the hourly rate is 17.1% higher for men.

The median gender pay gap for hourly pay is 25.5%.

Mean Gender Pay Gap: **17.1%**

Median Gender Pay Gap: **25.5%**

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.

We employ a significantly high proportion of part-time women and when calculating the bonus gap no allowance is made for part-time working.

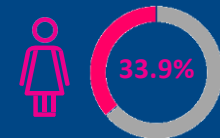
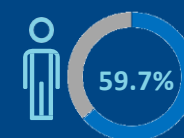
Our biggest contracts in the majority offer part-time roles which attracts more women and we employ up to 7 times more women than men.

We also employ a significant number of Tactical (casual) employees who choose the flexible nature of the hours they work. Within this group there are 4 times more women than men, yet only 20% of Tactical roles attract a bonus (which is commensurate with the industry). This helps explain the Bonus Gaps recorded and the proportion of males and females receiving bonus.

Mean Gender Bonus Gap: **30.5%**

Median Gender Bonus Gap: **60.4%**

Proportion of employees receiving a bonus:



OMNIWOMEN UK

To underscore our commitment to a gender inclusive environment, we are part of the **omniwomen** initiative.

In the UK we have supported an Annual Summit since 2015, a forum where our future female leaders find inspiration and mentorship.

Our goal with this event and its subsequent follow up sessions, known as basecamps, is to foster an environment where women feel they do not need to conform to “traditional” leadership stereotypes to be successful, but instead can be themselves, bringing their own leadership skills and attributes to our companies.



We believe in programmes and initiatives that attract the best talent and foster a culture that gives our people the opportunity to succeed.



The Omnicom People Engagement Network (OPEN)

The umbrella group for all official Omnicom ERGs and D&I activities. It's important to us that our people encompass diverse backgrounds, experiences and perspectives and so OPEN, and its respective groups, work to foster an inclusive and engaging work environment as well as increase networking and business opportunities. Not only is this the right thing to do, but it encourages fresh ideas and thoughts that stimulate creativity and provide outstanding innovation.



At CPM we are proud of our Talent initiatives and the focus we place on investing in our people, based on merit and equal opportunity. We support this through a range of internal development practices and programmes, including our award winning management and career development programmes. This is in addition to actively supporting people with different needs and preferences through casual and flexible working practices and part-time working.



Omniwomen

Founded 2014, is dedicated to promoting networking and career opportunities for, and developing the skills of, Omnicom's future female leaders. There are chapters all over the world, including New York, China, the UK and Germany, to name a few!



OPEN Pride

Founded in 2016, promotes awareness, acceptance and advocacy by creating opportunities for leadership, visibility, community involvement, networking and business. Through its global chapters, OPEN Pride works to foster an inclusive and engaging work environment for Omnicom's LGBTQ+ community and its allies.

CPM United Kingdom Ltd

ACTIONS MOVING FORWARD



Jane Cottrell
Talent Director

“At CPM we value diversity and are constantly striving to provide the best opportunities for all our people to reach their potential. We believe this reflects the changing nature of society and our client needs and this is fundamental to our values and strategy.”



Diversity and Flexible Working

As we move forward, particularly within a world of increasing diversity and a change in work expectations, we will continue to look at our diversity and flexible working practices. This extends to a review of our parental leave policy where we aim to provide men equal rights and opportunity, to encourage a more equal sharing of the responsibility for childcare.



Career Development

We will work with our female employees to understand the challenges they face in progressing their careers and balancing careers and families. Through mentoring and sponsorship programmes we will continue to encourage, develop confidence, and provide support and development for all.



Recruitment and Attraction

Our new Recruitment strategy is already under-way to ensure from the start of the journey, we are attracting and selecting a diverse and high calibre of employee. Our new systems, processes and training will ensure our recruitment and hiring practices are free from bias. We will also look at innovative approaches to attracting more men into part-time and tactical roles.