

CPM

INSIGHT

INFLUENCE

SALES

GENDER
PAY GAP
REPORT



2018

For CPM Field Marketing

INTRODUCTION

What is the gender pay gap?

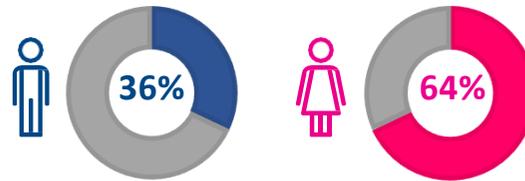
Under new legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their Gender Pay Gap.

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.

Below: CPM supporting International Women's Day in March 2019



Gender split of CPM employees:



'We're a people business so having great people practices and a diverse workforce we know is key to our success. We are proud to be able to offer a wide variety of roles with varying flexible working patterns for both males and females and we are immensely proud of our balanced gender workforce which is extremely rare within the sales industry. It is hugely important to us to provide all our employees with the opportunity to balance work with other aspects of their lives. For me personally, I am passionate about championing women in leadership and taking an active part in fostering a culture that encourages, nurtures and develops females in senior roles.'

Karen Jackson
Managing Director



Legislative requirements

- All UK companies with 250 or more employees on 5 April 2018 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 2018 must be calculated and reported separately
- The mean and median gender pay gap is based on hourly rates of pay as at 5 April 2018
- The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5 April 2018
- 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 CPM?

We have seen an improvement in our mean and median pay gap figures which reflects a move in the right direction and a greater balance within our business.

*From the Office of National Statistics, 2018 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 13.9% meaning that when taking into account all level of employees, the hourly rate is 13.9% lower for women.

The median gender pay gap for hourly pay is 24.8%.

Mean Gender Pay Gap: **13.9%**

Median Gender Pay Gap: **24.8%**

Our overall Gender Pay Gap figure is predominantly driven by the fact that we have the highest number of women in our flexible and part-time workforce, where the roles attract comparatively lower pay.

Mean and median gender bonus gap

The mean gender bonus gap is the difference in mean bonus pay that male and female employees receive.

The median bonus gap shows the difference in bonus pay received by the middle woman compared to the middle man.

The bonus gap is calculated only from actual bonuses paid. It makes no account for part time workers and, if someone received no bonus, they are not considered in either the mean or median figures. We have more women than men working part-time .

Whilst the median bonus gap % appears high in favour of women when looking at the difference in actual payments made the variance is less than £200. The mean bonus gap is influenced by the fact that we have disproportionately more men in full-time roles. This pushes the mean male bonus higher and so leads to a small positive gap.

Mean Gender Bonus Gap: **21.8%**

Median Gender Bonus Gap: **-97.4%**

Proportion of employees receiving a bonus:

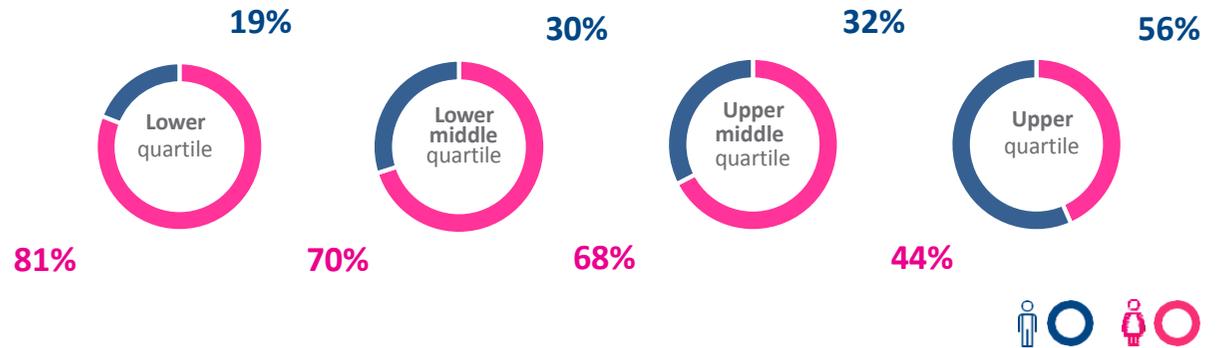


WHY ARE THERE DIFFERENCES?

- Whilst we recognise that in 3 quartiles the gap is higher than we would like, 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. The reason that these roles are attractive to women is because they offer the most flexibility and so women can balance it around childcare commitments. Until we have a society where more men do more of the child raising, this is unlikely to change any time in the future. As many of our large client accounts offer flexible working and part-time, this affects our overall gender split for the field being more female dominated.

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:
0.0%	8.3%	28.5%	9.5%
Median	Median	Median	Median

The pay by quartile results at the upper middle quartile still includes some junior roles which are overrepresented by females, together with more senior or specialist roles held by males which explains the gap. Despite this we continue to have strong representation of females in management positions with a 50/50 split.

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.



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.



Hester, Alexa Follow – March 8 at 09:25 AM

Happy International Women's Day! Jackson, Karen has written an article about this years theme 'Balance for Better' - take a look here...

<https://www.uk.cpm-int.com/blog/post/balance-for-better/>

cc: Jackson, Karen



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CPM United Kingdom Ltd

ACTIONS MOVING FORWARD



Diversity and Flexible Working

As we move forward, particularly within a world of increasing diversity and a change in work expectations, we are committed to embracing diversity and will continue to promote flexible working wherever possible at CPM. We will be taking part in the Omnicom-wide diversity census so that we can better understand our people and ensure we can deliver targeted change to our workplace.



Career Development

We will work hard to understand the challenges that our women face in their careers, including balancing successful careers with family commitments. Our mentoring programme is already helping support women to progress their careers. We are supporting University based research into Resilience and Women in Leadership so that we can have the best practice and insight into developing more female senior leaders in the future.



Recruitment and Attraction

Our new Recruitment strategy is well established now and ensures from the start of the journey, we are attracting and selecting a diverse and high calibre of employee. This includes ensuring our advertising and selection processes are free from gender bias which is giving us 42% more applicants on average. We will also be introducing unconscious bias training for all hiring managers.