

Statement from Paul Hutchison, CEO Wavemaker UK Limited

Introduction

As CEO of Wavemaker UK Limited, I believe that transparency in Gender Pay Gap reporting is important. We can support our female employees better, identify skill gaps, improve company performance and increase productivity by identifying and tackling our gender pay gap.

The Gender Pay Gap reporting regulations introduced last year are an opportunity for positive action in businesses.

The Gender Pay Gap results for Wavemaker UK Limited are published in the attached WPP Gender Pay Gap Report 2018 and reflect the pay data as required at the snapshot date of 5 April 2018. This involves carrying out six calculations that show the difference between the average earnings of men and women in our organisation.

In April 2018, Wavemaker UK was still in its infancy after only forming 3 months prior on 9 January. We have a lot to shout about – and have since gone on to be nominated as one of the Top 50 Places to Work in London in the Sunday Times Best Companies list – but equally there is still much more work to do.

Definitions - the difference between Gender Pay Gap and Equal Pay

It's important that we understand the difference between equal pay and the gender pay gap before we analyse this report, which looks at the gender pay gap. Equal pay means men and women being paid the same salary for carrying out the same or similar work, for which there is a legal requirement. The gender pay gap is the difference in average hourly pay between all men and all women in a workforce. A gender pay gap is the result of a gender imbalance in the workforce, for example having more men than women in senior roles.

Pay gap

The difference (mean and median) in hourly rate of pay between all men and all women in an organisation, expressed as a percentage of men's earnings – at the snapshot date of 5 April 2018.

Mean pay gap

The mean is the average. The mean pay gap is the difference in the average hourly rate of men's and women's pay.

Median pay gap

The median is the middle. The median pay gap is the difference between the midpoints in the ranges of men's and women's pay.

Bonus gap

Percentage difference (mean and median) in total bonus payments received by men and women in the 12 months preceding the snapshot date.

Proportion receiving bonus

Percentage of men and women who received a bonus in the 12 months preceding the snapshot date.

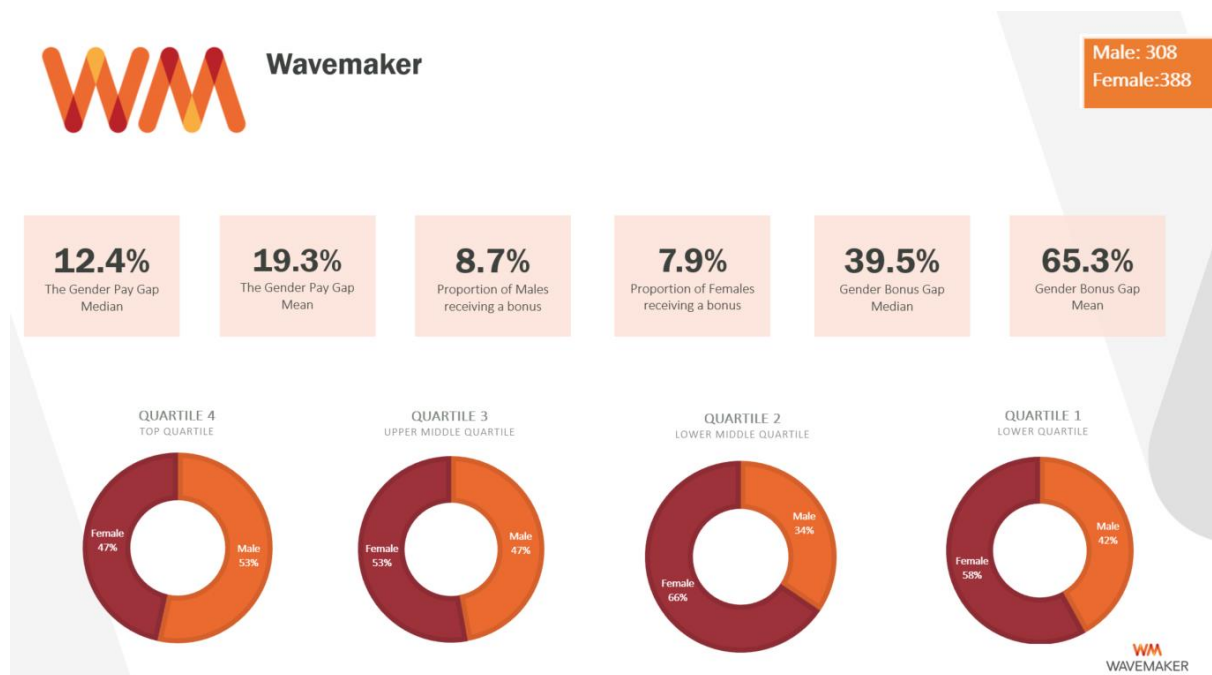
Pay quartiles

Shows the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quartiles).

Gender pay gap reporting – Statutory Disclosure

Wavemaker UK Limited employs more than 250 employees. We are therefore legally required to publish our Gender Pay Gap data.

Wavemaker UK Gender Pay Gap



Data observations on our statutory disclosure

Looking back at April 2018, we maintained a broadly gender balanced workforce of 56% women and 44% men. Our pay quartiles show how our headcount is split according to pay bands. Wavemaker UK

reported a median (middle) gender pay gap of 12.4%. Any gap is of course something we would want to address, but it is encouraging that the pay gap is lower than the current national average of 17.9%.

When it comes to bonuses the most prominent figure is the 65.3% average bonus pay gap between men and women.

Tackling the gender gap

How we create opportunities at all levels has been a focus since our first report was published last year.

In 2016 we signed up to the IPA MakeTheLeap pledge and one commitment was to achieve 40% female representation in senior positions by 2020 – this has been surpassed with the Wavemaker UK figure now at 41%.

We still maintain our bespoke and comprehensive Ebb and Flow wellbeing programme which includes generous platinum standard policies for all Wavemaker UK parents such as our enhanced Shared Parental Leave and support for those with elderly care responsibilities.

Women@Wavemaker had a brilliant year hosting events across the year with the aim of shining a light on senior women within our industry, sharing their stories and expertise to encourage all women to pursue growth within the business. In 2018 Women@Wavemaker hosted 4 inspirational breakfasts with 16 motivational speakers, an inspiring coaching session, 2 exhibitions, 1 new gallery and sent 30 women to relevant external events. Women@Wavemaker operate under three pillars of activity: to inspire, to educate and to mentor. 2018 survey results found that our female net promoter score was 67 when it came to recommending Wavemaker as an organisation that champions gender equality to female associates. We are committed to continuing this fantastic initiative throughout the year.

Alongside Women@Wavemaker we also introduced Unconscious Bias Training open to all staff in Wavemaker UK.

One of our newest initiatives that I personally am excited to see is our Returnship programme, Make your Creative Comeback. This is all about how we get people back in to work. Often, an extended period out can be a very difficult recruitment barrier. Many times, this is due to changes in care commitments, but we are committed to supporting individuals with placements here at Wavemaker.

We have a long way to go in tackling this complex issue, but I am confident that as we embed inclusion initiatives as a part of our identity, our growth in this area will be reflected in future reports.

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



Paul Hutchison
CEO