

# Gender Pay Gap

2023 Report



# Gender Pay Gap Report

From April 2017, all large UK companies employing 250 people, or more are required to report the following gender pay gap figures:

- Gender pay gap (mean and median figures) as at the 'snapshot' date.
- Gender bonus gap (mean and median figures) for the 12-month period preceding the snapshot date.
- Proportion of men and women in each quartile of equal employee numbers across the organisation as at the snapshot date.
- Proportion of men and women receiving bonuses in the 12-month period preceding the snapshot date.

The gender pay gap is not the same as equal pay. Equal pay ensures that men and women receive the same pay for carrying out the same or equivalent work. The gender pay gap is an average figure for all employees regardless of their role or seniority.

Angling Direct is the largest specialist fishing tackle retailer in the UK, selling fishing tackle products and related equipment through its network of 47 retail stores, located throughout the UK, as well as through its own website ([www.anglingdirect.co.uk](http://www.anglingdirect.co.uk)) and other third-party websites.

2023 is the sixth report produced by Angling Direct. Continued focus on our diversity and inclusion agenda will further drive our long-term commitments

People are fundamental to our success, and our strategy within Angling Direct is to encourage people from all backgrounds to join and be part of our innovative and progressive organisation, inspiring everyone to get fishing!



Gender Split	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Male	85.2%	83.3%	83.9%	85.1%	83.5%	87.8%	N/A
Female	14.8%	16.7%	16.1%	14.9%	16.5%	12.2%	N/A
Gender Pay Gap	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Mean	2.0%	4.9%	-0.5%	0.8%	14.7%	24.2%	N/A
Median	-6.4%	-6.3%	-2.5%	0%	2.8%	-6.1%	N/A
Bonus Pay Gap	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Mean	55.3%	50.1%	50.8%	53.8%	59.7%	7.2%	N/A
Median	65.1%	62.2%	57.7%	4.9%	13.2%	32.4%	N/A
% Receiving a Bonus	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Male	93.1%	89.3%	97.2%	61.7%	70%	8.1%	N/A
Female	93.3%	94.0%	90.3%	29.5%	26.9%	9.7%	N/A

This report includes UK based colleagues employed on the snapshot date of **5 April 2023**. Colleagues outside of the UK in the Netherlands and Germany are not included in this report.

The balance of the workforce, in line with the sector remains male dominated and has been for many years. Historically men have also dominated the sport of fishing although, with the wider benefits now being recognised, the sport continues to become more diverse. Angling Direct remains committed to actively promoting and fostering diversity within both the industry and the sport through its overarching goal of 'Getting Everyone Fishing'.

### Mean and Median pay

It is worth noting that a large proportion of the job roles within the organisation align specifically with UK National Living wage requirements.

The mean pay gap at AD decreased slightly from reporting year 2022 to 2023, dropping by 290bps to **2%**. This decrease can be attributed to the fact that there were more male relevant only employees in 2023 compared to previous years. Despite this change, the pay gap remained broadly flat year on year, indicating a relatively stable trend in the gender pay dynamics.

The mean calculation (commonly known as the average) is calculated when you add the basic pay of each gender and divide this figure by the number of employees in each group. The gap is the difference between mean male basic pay and mean female basic pay.

The 2023 median pay gap is **-6.4%**, which indicates that the median pay for females at AD is **higher** than that for males. There is little movement (10bps) than the previous year.

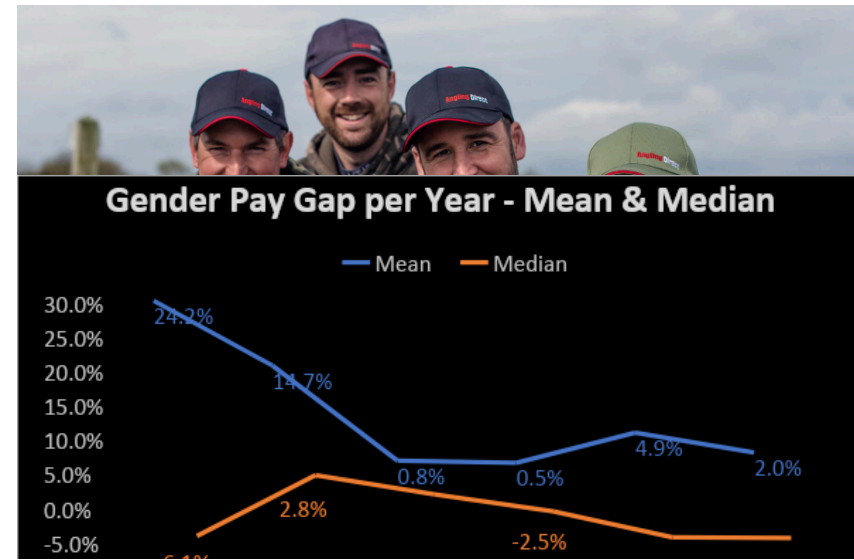
The reason for this trend is attributed to the fact that over 83% of females at AD are employed in head office roles, which typically command higher pay rates. Consequently, the median pay for females is higher than that for males, resulting in a negative pay gap.

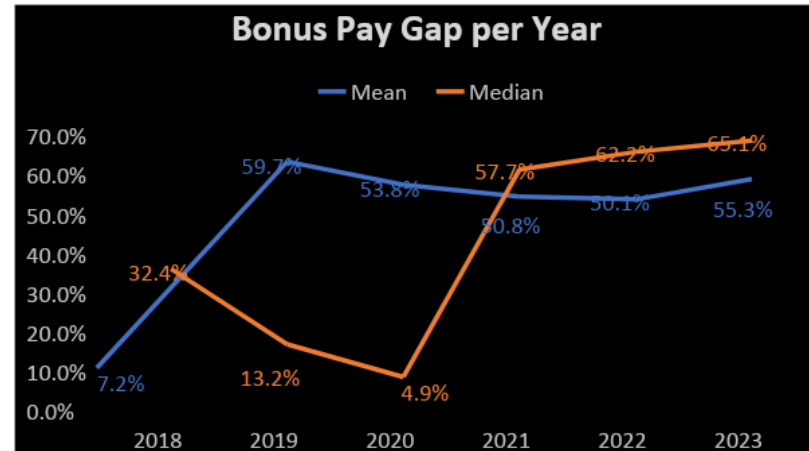
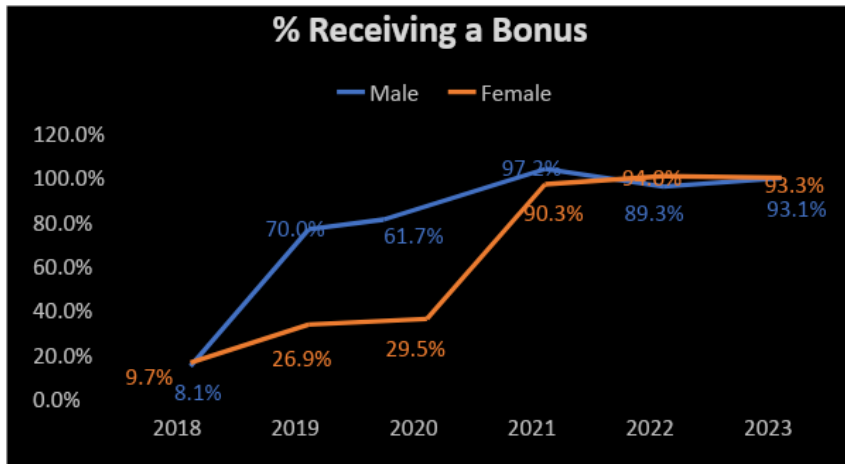
The median is the figure that falls in the middle of a range when all basic pay is arranged from highest to lowest. The gap is the difference between the employee in the middle of the range of males and the middle of the range of females basic pay.

### Bonus Pay

From 2021, and continuing into the current reporting year, there has been a notable increase in the proportion of both males and females receiving bonus payments. This increase is due to the payment of a Christmas bonus to all colleagues (excluding the senior management team) as part of their December pay. The proportion of both male and female employees receiving a bonus is just above 93% of the organisation.

The method for calculating bonus pay is to deduct the mean bonus pay of all female relevant employees who were paid bonus pay during the 12-month period ending with the snapshot date from the mean bonus pay of all male relevant employees who were paid bonus pay during the 12-month period ending with the snapshot date.





Whilst the Christmas bonus was the largest influence in the 2023 figures, performance bonus payments remain structured in accordance with job role and specific deliverable criteria. The gap between male and female bonus pay (at both the Mean and Median level) at AD is due to the higher proportion of male store managers receiving a sales focussed bonus. Additionally, other sales and commission bonuses extending to store colleagues are predominately paid to a higher percentage of male colleagues.

## Actions

- ✓ We will continue to educate and raise awareness of the benefits of diverse teams.
- ✓ We will remain focussed on developing and progressing our female colleagues to become current and future leaders through AD Connections.
- ✓ We will build awareness of new career paths and development opportunities through AD Connections to ensure talent pipelines are filled internally where possible.
- ✓ We will encourage our female colleagues to act as role models for future talent, sharing their insights and experiences.
- ✓ We review our Equality, Diversity and Inclusion policy on an annual basis.

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.





# Angling Direct plc.

The total number of employees employed on 5th April 2023 was 406.

**14.8%**  
Female



60



**85.2%**  
Male



346

**The Mean Gender Pay Gap**  
**The Median Gender Pay Gap**

**2.0%**  
**-6.4%**





For further information:  
[shona.wright@anglingdirect.co.uk](mailto:shona.wright@anglingdirect.co.uk)