

**Angling Direct**

Getting everyone fishing

# Gender Pay Gap

2022 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 46 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.

2022 is the fifth 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!





<b>Gender Split</b>	<b>Apr-22</b>	<b>Apr-21</b>	<b>Apr-20</b>	<b>Apr-19</b>	<b>Apr-18</b>	<b>Apr-17</b>
<b>Male</b>	83.3%	83.9%	85.1%	83.5%	87.8%	N/A
<b>Female</b>	16.7%	16.1%	14.9%	16.5%	12.2%	N/A
<b>Gender Pay Gap</b>	<b>Apr-22</b>	<b>Apr-21</b>	<b>Apr-20</b>	<b>Apr-19</b>	<b>Apr-18</b>	<b>Apr-17</b>
<b>Mean</b>	4.9%	-0.5%	0.8%	14.7%	24.2%	N/A
<b>Median</b>	-6.3%	-2.5%	0.0%	2.8%	-6.1%	N/A
<b>Bonus Pay Gap</b>	<b>Apr-22</b>	<b>Apr-21</b>	<b>Apr-20</b>	<b>Apr-19</b>	<b>Apr-18</b>	<b>Apr-17</b>
<b>Mean</b>	50.1%	50.8%	53.8%	59.7%	7.2%	N/A
<b>Median</b>	62.2%	57.7%	4.9%	13.2%	32.4%	N/A
<b>% Receiving a Bonus</b>	<b>Apr-22</b>	<b>Apr-21</b>	<b>Apr-20</b>	<b>Apr-19</b>	<b>Apr-18</b>	<b>Apr-17</b>
<b>Male</b>	89.3%	97.2%	61.7%	70.0%	8.1%	N/A
<b>Female</b>	94.0%	90.3%	29.5%	26.9%	9.7%	N/A

The snapshot date for the purpose of this report is 5<sup>th</sup> April 2022.

This report includes UK based colleagues employed on the snapshot date of 5 April 2022. 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. Recently, Angling Direct teamed up with Anglian Ruskin Professor; Lee Smith and Tackling Minds to research the relationship between recreational fishing and mental health in a sample of UK adults. The results from this study are now published with links now established between mental health improvements and the health benefits of fishing. Angling Direct continues to actively encourage and support diversity both in the industry and sport with the Company ambition 'Getting **Everyone** Fishing'.

Generally, at Angling Direct attrition rates remain low. This in turn means that in some areas of the business it may take more time to address any gender imbalance. The picture is slightly different in a few of our office/support/warehouse roles as these types of working environments are attracting both men and women equally.

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

Our 2022 **mean** pay gap is 4.9%, an increase of 5.4 since reporting in 2021. The slight increase is due to 4 higher grade roles being filled by men. Broadly the gender split remains static with a slight increase in females for the year 2022. The leadership team currently consists of 19 people of which 3 are female (15.79%)

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

Our 2022 **median** pay gap is -6.3% showing a slight increase towards females. This is largely driven by the ratio of males to females. 5:1

*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.*

Since 2021, and reflected in this years reporting also, the proportion of both males and females receiving bonus payments increased significantly due to the payment of a Christmas bonus being paid to all colleagues (excluding the senior management team) in December pay.

Performance bonus payments remain structured in accordance with job role and specific deliverable criteria. The two most senior roles in the business are filled by men and attract the highest level of performance bonus.

#### Actions

- ✓ We will continue to educate and raise awareness of the benefits of diverse teams.
- ✓ We will focus 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 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 will continue to analyse throughout the year any pay gaps across all roles and ensure that senior leaders and line managers are aware and make plans to address them.
- ✓ We have created an Equality and Diversity policy.

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**  
Getting everyone fishing



## Angling Direct plc.

The total number of employees employed on 5th April 2022 was 402.

**16.7%**  
Female



67



**83.3%**  
Male



335

**The Mean Gender Pay Gap**

**4.9%**

**The Median Gender Pay Gap**

**-6.3%**





For further information:  
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