



# Mind the

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# gap

Gender pay – tell the story  
behind your numbers.



**Gender pay gap reporting is not about burying bad news; it is a positive opportunity to tell your company story. Every company is different and by shining a light on good practices, UK plcs can learn from one another.**

**Alison Baker**

Non-Executive Director, Board Advisor  
and member of Emperor's Strategic Advisory Board

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By 1 April 2018, all UK organisations must report on gender pay.

- Any organisation with over 250 employees (public sector, private businesses and charities)
- Based in the UK (England, Scotland, Wales)



**It's a great opportunity to develop your corporate communications, highlight key messages and delve into what really matters to your company.**

# What you must report

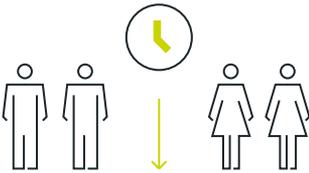
This must be published every year:



**1** Mean gender pay gap in hourly pay



**4** Median bonus gender pay gap



**2** Median gender pay gap in hourly pay



**5** Proportion of males and females receiving a bonus payment



**3** Mean bonus gender pay gap



**6** Proportion of males and females in each pay quartile

You need to register and report to HMRC's gender pay gap reporting service and publish your figures on your website.

# Make the most of it

Use your gender report as a **positive**. It can be a great opportunity.

## Why?

**Articulates your story** – part of your communication strategy and highlights your transparency.

**Builds reputation** – tells the world you support gender equality and boosts your brand.

**Stakeholder communication** – a key step in educating and engaging with employees, customers and partners on diversity.

**Puts you in control** – puts your data in context and the story behind the numbers.

**Engages your people** – it won't just raise staff morale, your stated commitment to equal pay will attract talent.



**Gender pay gaps are the outcome of economic, cultural, societal and educational factors.**



**What lies beneath the data and the narrative you present is how you are trying to attract and retain a diverse workforce and to develop an inclusive environment where all can succeed.**

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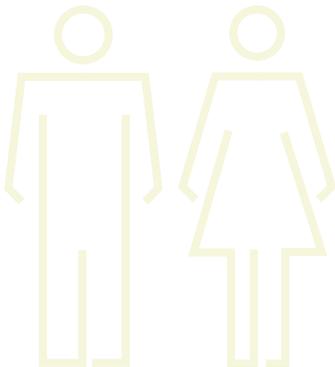
# How we can help

Emperor work with FTSE and AIM-listed companies as well as non-listed organisations on corporate reporting, digital, engagement and brand communications.

Our recent work includes the BBC's first gender pay report, Channel 4's diversity report and SSE's gender pay reporting.

We help UK companies from RB to Manchester Airport Group create interesting and relevant reports on gender pay.

Emperor can set your data in context, develop and articulate a clear story on diversity and gender pay, and can roll out your communications across your broader stakeholder base.



## Let us:



**Provide** guidance on what's required and how to comply with the legislation.



**Review** published reports and advice on evolving best practice.



**Develop** a strategic communications plan.



**Lead** on key messaging, channels, structure and content.



**Design** a bespoke report with creative infographics, linking in with your corporate brand.



**Advise** on how best to communicate your story to your key stakeholders, in particular your employee communications.



**Help** to incorporate your key messages into your annual report.

# What next?

Talk to us about your gender pay gap reporting  
– we'd love to explore how we can help.

**Rachel Crossley**  
Head of Consultancy

✉ [rachel.crossley@emperor.works](mailto:rachel.crossley@emperor.works)

## About us

We love what we do. Emperor is founded on a culture that has at its core the idea of creating great work and delivering a great experience for everyone involved in that work: that's our clients, our people and our partners. It's that simple.

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 [emperor.works](https://emperor.works)

### LONDON

Zetland House  
5–25 Scrutton Street  
London EC2A 4HJ  
+44 (0)20 7729 9090

### EDINBURGH

4th Floor  
Charlotte House  
2 South Charlotte Street  
Edinburgh EH2 4AW  
+44 (0)131 220 7990

### BIRMINGHAM

Crosby Court  
28 George Street  
Birmingham B3 1QG  
+44 (0)121 262 3830

### BICESTER

St Edburg's Hall  
Priory Road  
Bicester  
Oxfordshire OX26 6BL  
+44 (0)1869 324111

### MANCHESTER

Studio 47  
47 Newton Street  
Northern Quarter  
Manchester M1 1FT  
+44 (0)161 236 0013

### DUBAI

Office 1601, 48 Burj Gate  
Sheikh Zayed Road  
P.O. Box 127872  
Dubai, UAE  
+971 (0)56 150 8292

**emperor**