



# GENDER PAY GAP REPORT

Snapshot date: 5 April 2023  
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# INTRODUCTION



At Activate Accident Repair we're committed to creating a fair and inclusive workplace where people of all genders and backgrounds can achieve their career ambitions.

Like many businesses in the automotive industry, our gender pay gap highlights the high proportion of men in the business, particularly working in managerial and technician roles.

We're actively addressing this disparity by opening the doors to a diverse range of talented people through our apprenticeship programme and supporting career development of women within the business.

Change will take time, and we know there is a lot more to do. We're committed to providing equal opportunities for all team members, regardless of gender, to thrive at Activate Accident Repair and across Activate Group.



Hannah Wilcox,  
CEO, Activate  
Group

# ABOUT THIS REPORT

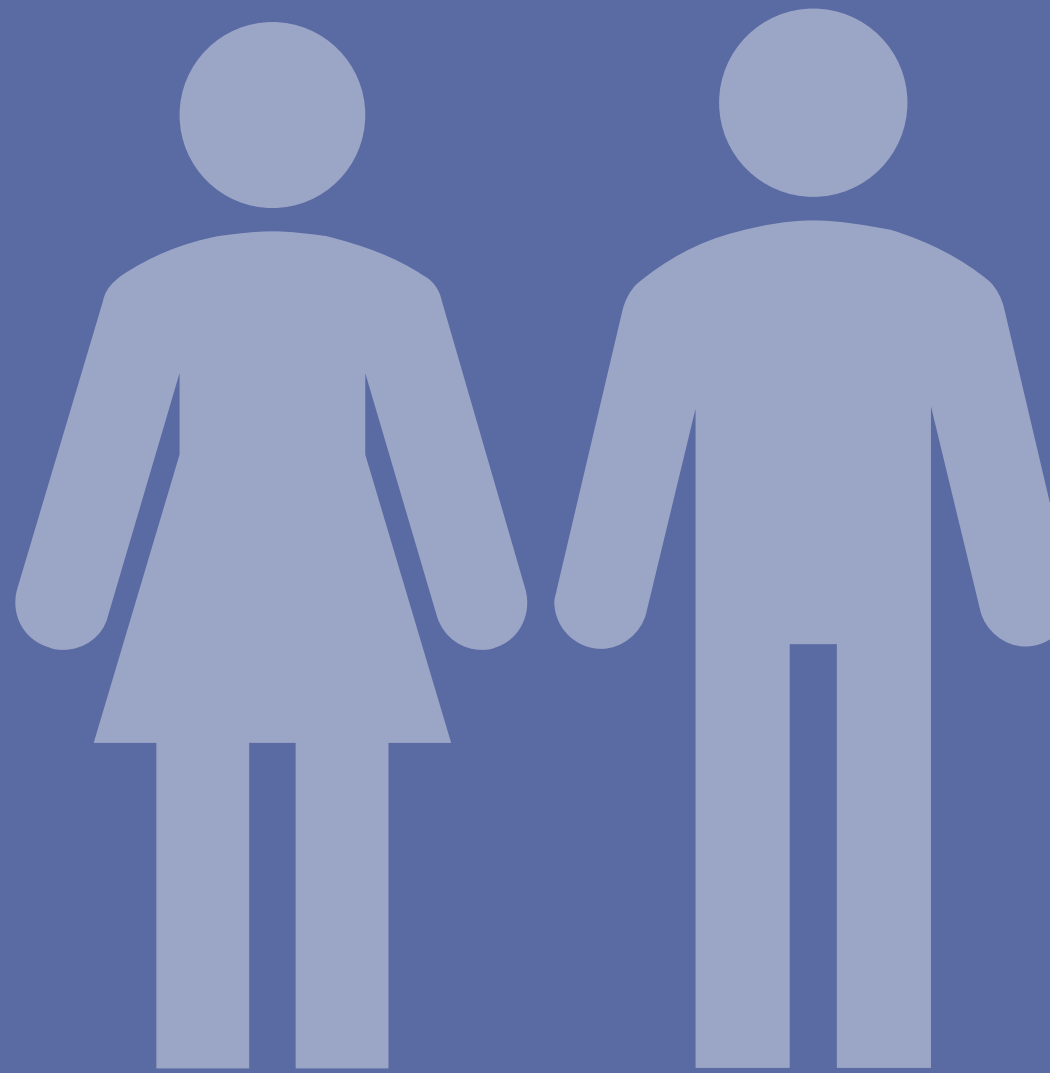
Welcome to the Gender Pay Gap Report for Activate Accident Repair, covering the 12 months up to the snapshot date of 5 April 2023. This report examines the differences in pay and bonuses between men and women in our company.

## What is the Gender Pay Gap?

The Gender Pay Gap Regulations apply to UK employers with over 250 team members.

They aim to highlight the average hourly earnings gap between men and women across a business. It's important to distinguish this from equal pay, which concerns whether individuals in similar roles receive the same pay.

At Activate Accident Repair, we ensure equal pay for equal work and regularly review our pay structures to ensure they are fair and equitable. Our gender pay gap reflects the predominance of men in our workforce, particularly in technical and operational roles.



# GENDER PAY GAP 2023

## Overview of Mean and Medium Pay

**Mean** pay represents the average hourly rate of pay across all team members. It is calculated by summing up the total pay for all employees and dividing it by the total number of employees.

**Median** pay signifies the midpoint of the pay distribution within the company. It is determined by arranging all employees' hourly pay rates in ascending order and identifying the value that falls exactly in the middle.

## Gender pay gap 2023

Mean	Median
22.9%	34.7%

This means that on the snapshot date the mean hourly pay rate for females was 22.9% lower than males, and the median hourly pay rate for females was 34.7% lower than males.

## Explaining the gender pay gap

The vehicle repair industry has traditionally attracted more men than women, and this is reflected in the demographics we see across Activate Accident Repair.

This report includes team members from Activate Accident Repair only. As part of Activate Group, Activate Accident Repair is supported by the Executive team and core departments including HR, Finance, IT and Marketing. These teams represent a more even gender balance but are paid by a separate business and are therefore not included in this report.

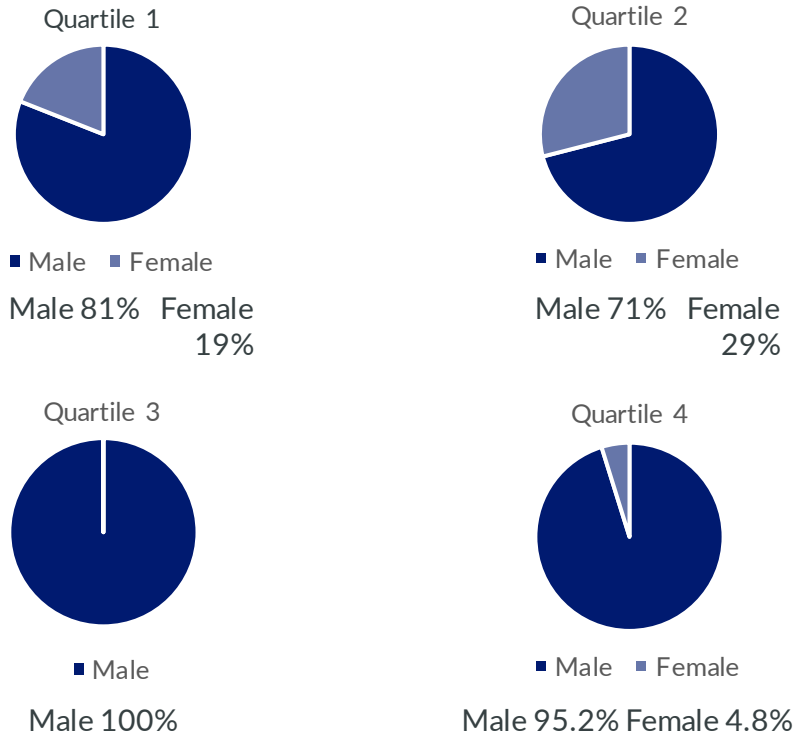
Across our operational structure, men account for the vast majority of Bodyshop manager and technician roles, which attract higher salaries and bonuses.

We are successfully encouraging more women to take up careers within our operational teams through our apprenticeship programme, but it will take time for this change to be reflected in our gender pay gap reporting.

## Pay quartiles

The graph below shows the breakdown of our workforce split between male and female employees across four equally-sized pay quartiles. The data reveals a significantly higher percentage of male employees across all pay quartiles.

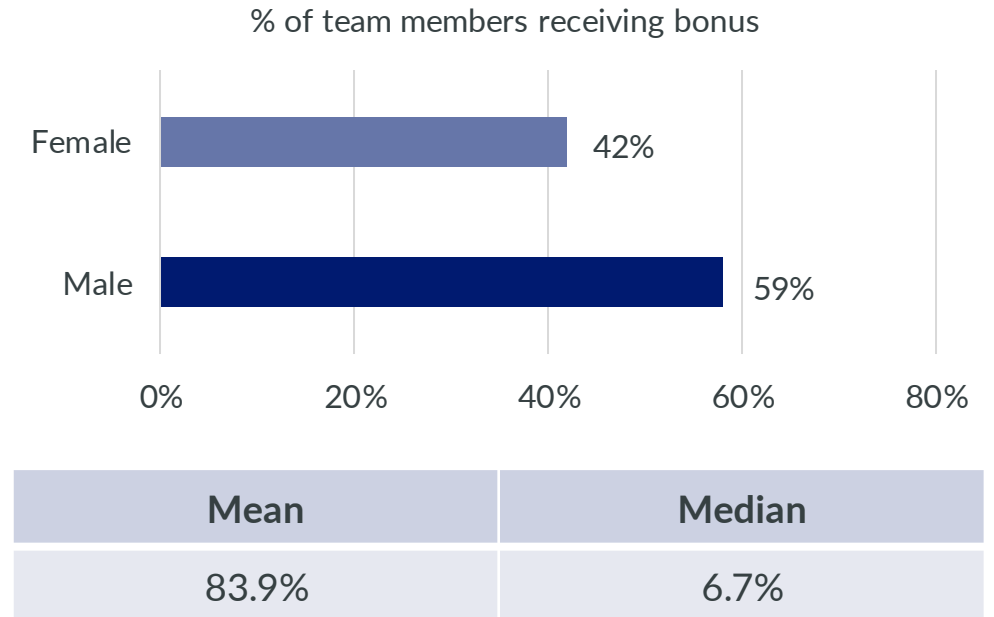
Quartile 1 includes those team members on the lowest hourly pay, and quartile 4 shows those on the highest hourly pay.



## Gender bonus gap analysis

The following figures illustrate the percentage of male and female employees who received a bonus payment over the 12-month period, along with the disparity in bonus amounts.

A greater proportion of men received bonuses, and on average, their bonus payments were substantially higher. This can be largely attributed to the composition of our workforce, particularly in roles such as technicians, which are predominantly occupied by males and typically offer higher incomes. Technicians often have greater on-target bonus potential linked to productivity metrics.



This means that on the snapshot date the mean bonus pay for females was 83.9% lower than males, and the median bonus pay for females was 6.7% lower than males.

# ACTIONS

Gender equality and representation continue to be significant hurdles for the automotive industry, and our first gender pay gap report sheds light on the challenges within Activate Accident Repair.

Team member diversity forms a key part of our environment, social and governance strategy.

We want Activate Accident Repair to be a leader in promoting diversity within the automotive industry and will take proactive steps to achieve this goal.

## **1** Highlighting Successful Female Careers

We will showcase the achievements of successful women within Activate Accident Repair, inspiring our female team members to pursue leadership roles, and encouraging more women to consider a career in automotive.

## **2** Encouraging Female Applicants

We will actively encourage more female applicants to join our apprenticeship scheme, providing them with opportunities to embark on rewarding careers in the automotive industry.

## **3** Supporting Career Progression

We are committed to supporting the career advancement of our existing female team members by providing mentoring, training, and development opportunities that equip them for leadership positions within the business.

## **4** Cultivating an Inclusive Culture

We will foster an inclusive culture at Activate Accident Repair by implementing training and educational programs on equality and diversity for our business leaders. By raising awareness and promoting understanding, we aim to create an environment where everyone feels valued and respected, regardless of gender or background.