activate accident repair

GENDER PAY GAP REPORT

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INTRODUCTION

"At Activate Accident Repair, we remain committed to building a fair and inclusive workplace where everyone – regardless of background or gender - can reach their full potential.

This year, our gender pay gap has reduced, which is encouraging. However, our results continue to reflect a male-dominated industry where men hold the majority of technical and managerial roles, as well as a bonus structure closely tied to repair volumes.

I am pleased that we are beginning to see the impact of our actions to encourage more women into the sector. We now have more female technicians and more women progressing into leadership roles across the business.

There is still work to do, but we're moving in the right direction, and we remain fully committed to driving further progress."

Hannah Wilcox,
CEO, Activate Group

ABOUT THIS REPORT

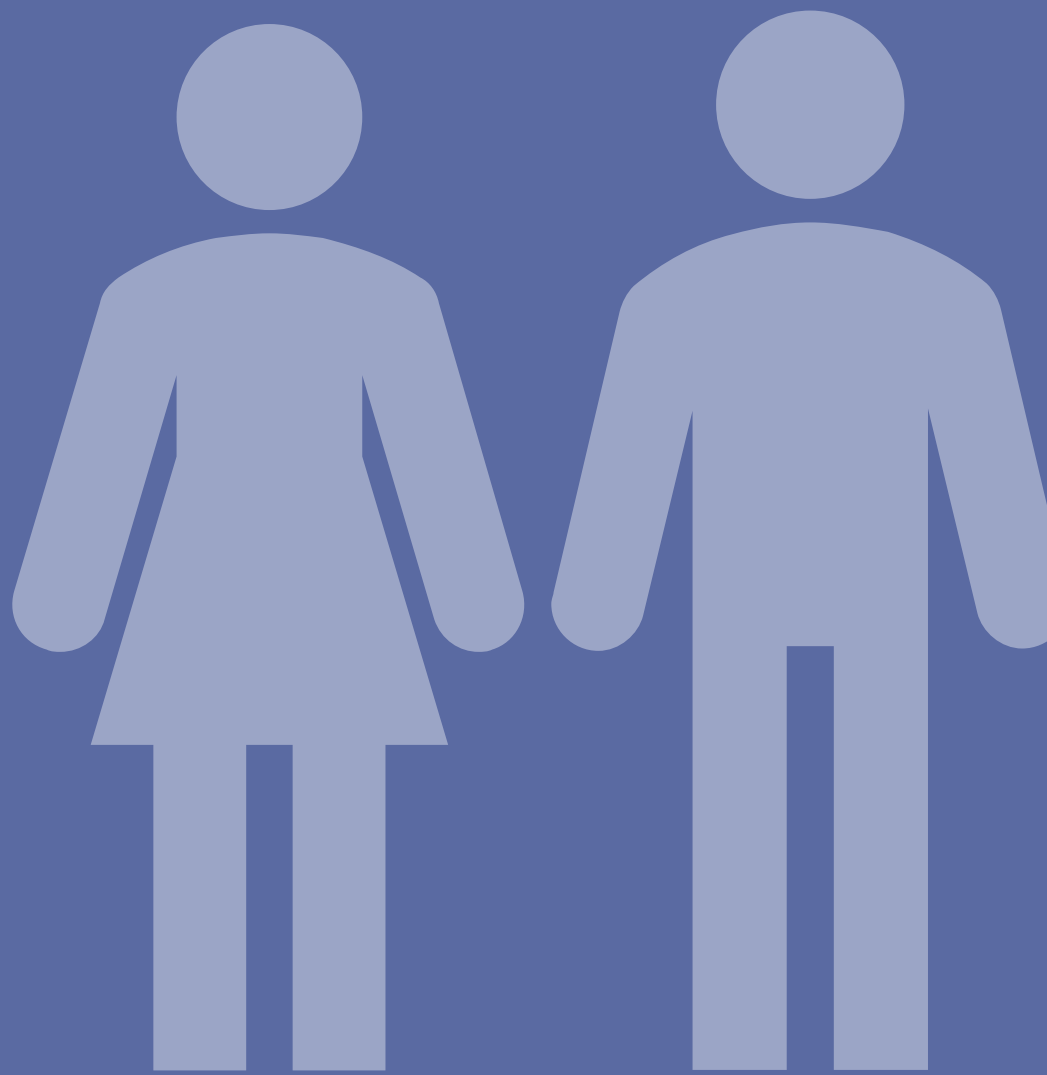
Welcome to the Gender Pay Gap Report for Activate Accident Repair, covering the 12 months up to the snapshot date of 5 April 2025. This report examines the differences in pay and bonuses between men and women in our company.

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 make certain they are fair and equitable. Our gender pay gap reflects the predominance of men in our workforce, particularly in technical and managerial roles.



GENDER PAY GAP 2025

Overview of Mean and Median 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 male and female team members' hourly pay rates in ascending order and identifying the value that falls exactly in the middle.

Gender pay gap 2025

Mean	Median
18.6%	28.7%

Explaining the gender pay gap

This year we are pleased to report an improvement in our gender pay gap. While this is an encouraging step, the results continue to be influenced by fluctuations in repair volumes, which affect production-related bonuses across our operational teams.

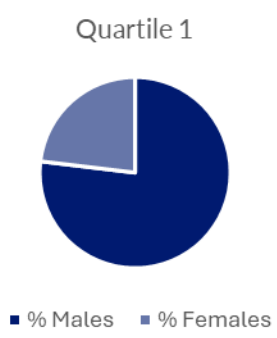
The vehicle repair industry traditionally attracts more men than women, and this is reflected in the workforce at Activate Accident Repair. Men hold the majority of bodyshop management and technician roles, which typically include higher salaries and bonuses linked directly to operational output. As is common across the sector, this means pay can vary with market conditions and demand.

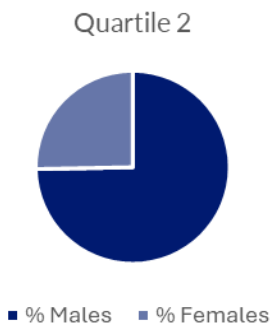
We continue to encourage more women into technical and operational careers through our apprenticeship programme. Although the shift in representation will take time to impact our gender pay gap figures, these early signs of progress are positive.

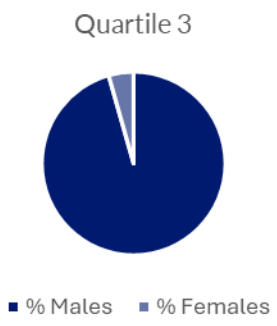
Pay quartiles

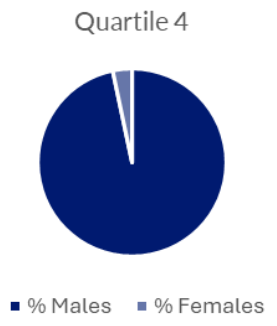
The graph below shows the breakdown of our workforce split between male and female employees across four equally-sized pay quartiles. The data reveals a significantly higher percentage of male employees across all pay quartiles.

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





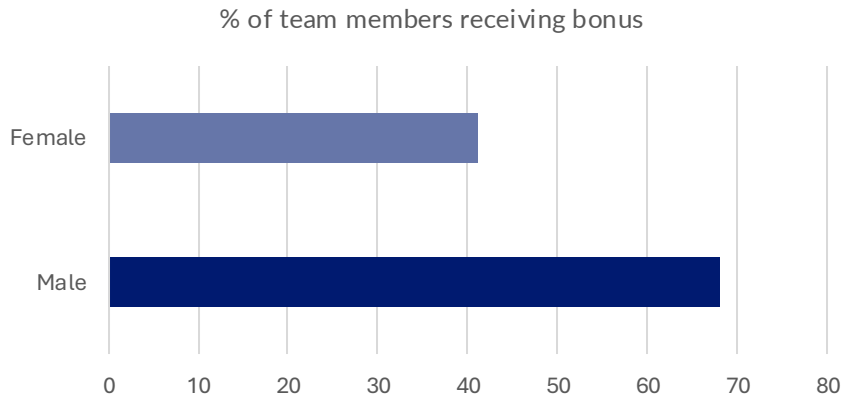




Gender bonus gap analysis

The following figures illustrate the percentage of male and female team members that received a bonus payment over the 12-month period, along with the mean and median difference in bonus amounts.

The proportion of men receiving a bonus was higher that the proportion of women, and average bonuses for male team members were significantly 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.



Mean	Median
66%	15%

ACTIONS

Gender equality and representation continue to be significant hurdles for the automotive industry, and our gender pay gap report sheds light on these challenges as they apply to 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 Structured Development

We're introducing formal skills frameworks to support progression in every role, helping colleagues understand the capabilities needed to reach the next stage of their career, and supporting them with their personal development.

2 Benchmarking Pay Rates

We are strengthening our approach to pay by carrying out regular, detailed benchmarking across all roles. This ensures our salaries remain competitive within the wider industry and that colleagues are paid appropriately for the skills and responsibilities their roles require.

3 Apprenticeships

We continue to invest in our award-winning apprenticeship programme, encouraging more women to apply and showcasing real success stories from across the business.

4 Cultivating an Inclusive Culture

We're strengthening our inclusive culture through training and education on equality and diversity for our business leaders - promoting awareness, understanding and a workplace where everyone feels valued and respected.