

Gender Pay Gap

2024 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 52 retail stores, located throughout the UK, as well as through its own website (www.anglingdirect.co.uk) and other third-party websites.

2024 is the seventh report produced by Angling Direct.

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-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Male	89.1%	85.2%	83.3%	83.9%	85.1%	83.5%	87.8%	N/A
Female	10.9%	14.8%	16.7%	16.1%	14.9%	16.5%	12.2%	N/A
Gender Pay Gap	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Mean	6.5%	2.0%	4.9%	-0.5%	0.8%	14.7%	24.2%	N/A
Median	-1.7%	-6.4%	-6.3%	-2.5%	0%	2.8%	-6.1%	N/A
Bonus Pay Gap	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Mean	33.1%	55.3%	50.1%	50.8%	53.8%	59.7%	7.2%	N/A
Median	17.4%	65.1%	62.2%	57.7%	4.9%	13.2%	32.4%	N/A
% Receiving a Bonus	Apr-24	Apr-23	Apr-22	Apr-21	Apr-20	Apr-19	Apr-18	Apr-17
Male	68.8%	93.1%	89.3%	97.2%	61.7%	70%	8.1%	N/A
Female	27.1%	93.3%	94.0%	90.3%	29.5%	26.9%	9.7%	N/A

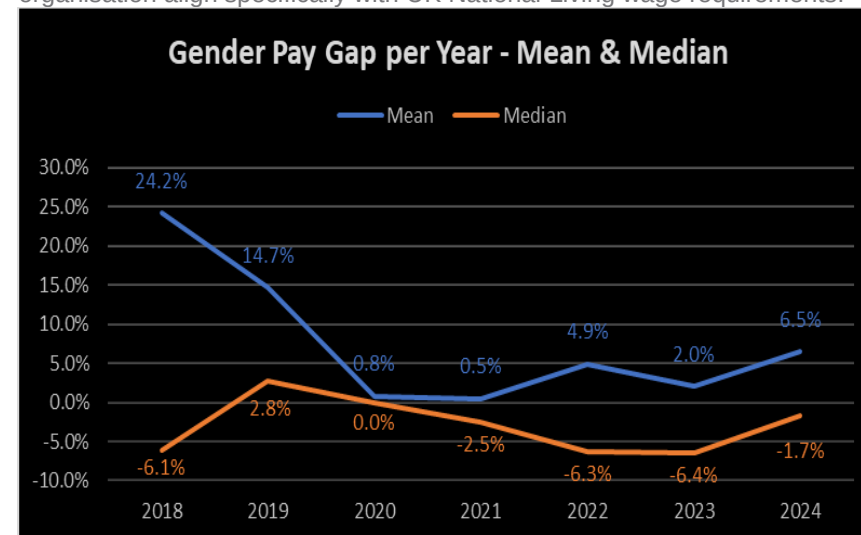
This report includes UK based colleagues only employed on the snapshot date of **5 April 2024**. Colleagues outside of the UK in the Netherlands and Germany are not included in this report.

The balance of the workforce, in line with the sector remains male dominated and has been for many years. Men also continue to dominate 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 ambition 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 has increased from reporting year 2023 to 2024, by 450bps to **6.5%**. The increase in the gender pay gap is largely attributed to structural changes within the company. In the past year, four senior roles occupied by female employees were removed or replaced, significantly impacting female representation at higher pay levels. Additionally, a decline in the number of female employees overall has further exacerbated the gap.

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.

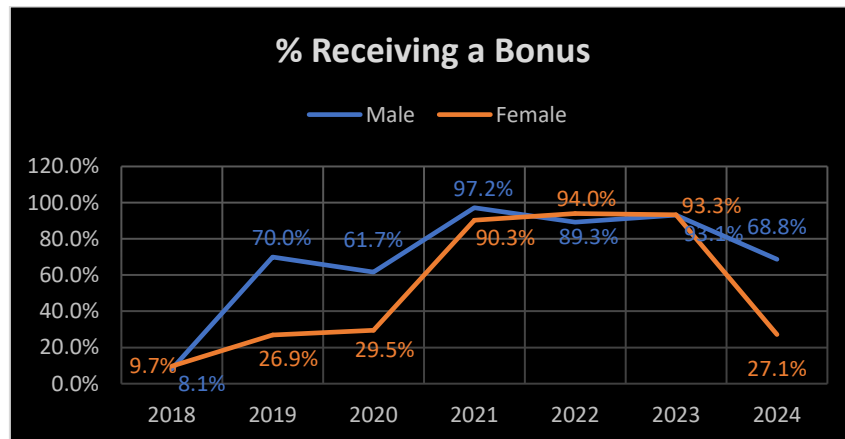
The 2024 median pay gap is **-1.7%**, which indicates that the median pay for females at AD is slightly **higher** than that for males. The narrowing of the gap is attributed to the fact that over 85% of females at AD are employed in head office roles, which typically command higher pay rates. There are fewer females to measure against and 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.

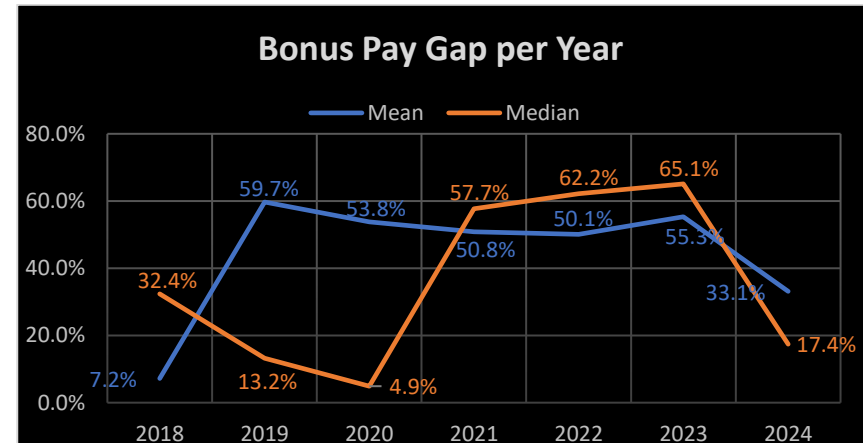
Bonus Pay

A notable factor contributing to the decline in both male and female employees receiving a bonus is the discontinuation of the annual Christmas bonus. Previously, this company-wide incentive provided additional earnings for all employees, regardless of role or department. However, with its removal, the only remaining bonus schemes eligible for payment in the reporting year were performance-based store incentives. Since a significantly lower proportion of female employees work in store-based roles, this shift has disproportionately impacted the number of women receiving a bonus.

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 2021, 2022 and 2023 figures, performance bonus payments remain structured in accordance with job role and specific deliverable criteria.



Actions

- ✓ We will continue to educate and raise awareness of the benefits of diverse teams predominately through our E-Learning platform CPL.
- ✓ We will remain focussed on developing and progressing our female colleagues to become current and future leaders through AD Connections.
- ✓ We will review our flexible working policies
- ✓ 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 2024 was 439.

10.9%
Female



48



89.1%
Male



391

The Mean Gender Pay Gap
The Median Gender Pay Gap

6.6%
-1.7%



Angling Direct

Getting everyone fishing



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