

# Park Holidays UK Ltd

## Gender Pay Gap Report, Snapshot Date 5<sup>th</sup> April 2022

### Introduction

As an organisation we aim to provide outstanding customer service to our guests and owners. We recognise that our people are our greatest asset and want to ensure that we can attract and retain a diverse and inclusive workforce.

In April 2022 we were proud to retain the Investors in People Silver Award, which reflects our commitment to our employees and how we value their well-being and success.

### Gender Pay Gap

As of the 5<sup>th</sup> April 2022 payroll, our mean gender pay gap stood at 46.1% (compared to a national mean of 3.6%), with our median gender pay gap at 0.7% (compared to a national median of 12.5%), both of which are favouring males. In 2021 our mean gender pay gap was 38.6%, and the median was 10.2%. We are encouraged by the improvement in our median hourly pay gap, noting that the median is a better measure of central tendency than the mean and less skewed by significantly high or low figures.

We understand the reason behind the mean hourly pay gap which is predominantly due to the higher proportion of males in very senior higher paid roles, as evidenced by the data below relating to Pay Quartiles. We are pleased to report that we are continuing our commitment to build a diverse and inclusive organisation, and since April 2022 we have appointed a number of senior female leaders in the business including our Legal Counsel; Group Head of Financial Planning and Analysis; Head of Design; Regional Manager – North; Head of People Shared Services, Head of Logistics and After Sales; and Head of Internal Audit and Risk. In addition, more than one third of our parks now have a female General Manager in post, whilst in our 13 parks which have Assistant General Manager positions, 9 have female colleagues in the role.

We are also focused on developing existing female talent and have a strong female presence on development courses including the CMI Level 5 Leadership and Management Programme, as well as on apprenticeship training covering level 3-5 schemes.

### Pay Quartiles

The proportion of men and women in each quartile of our payroll, ordered from lowest to highest pay, shows us that, as at 5<sup>th</sup> April 2022, female employees were significantly under-represented in the highest and lowest pay quartiles, with more gender balance in the middle quartiles. We are encouraged by the higher percentage of women in the upper middle quartile compared to last year (47.7% compared to 36.4% in 2021) which includes many of our middle management and senior professional roles.

<b>Top Quartile</b>		
% Male		70.8%
% Female		29.2%
<b>Upper Middle Quartile</b>		
% Male		52.3%
% Female		47.7%
<b>Lower Middle Quartile</b>		
% Male		56.5%
% Female		43.5%
<b>Lower Quartile</b>		
% Male		63.9%
% Female		36.1%

## **Bonus Payments and Participation**

We are pleased to report that 44.1% of female colleagues were eligible for a bonus or incentive, with the figure for males being broadly comparable at 44.6%. Our mean bonus gap in April 2022 was 69.6% (compared to 49.7% in 2021), with our median bonus gap at 82.8% (compared to -64.2% in 2021) both favouring males.

As well as other bonus schemes and incentives which were in place, during the calculation period we also had an 18-month Covid business recovery bonus which was paid to our senior management team. We recognise that at the time of our gender pay calculations, the higher proportion and number of males in the most senior, higher paid roles resulted in the bonus gap favouring males both at the mean and median, however we have taken steps over the past year to address this with the appointment of several females to senior positions, and a continued consistent and fair approach to bonus eligibility and calculation.

## **People Strategy, Policies and Practices**

We aim to recruit and retain the best possible candidates for all roles, both permanent and seasonal, regardless of gender, to enable us to deliver the best service to our customers, whilst enabling our employees to reach their full potential. With a new Head of Recruitment, Learning and Development we are adopting a more proactive recruitment approach and are ensuring that all recruitment conversations promote our inclusive workplace culture.

We continue to review and develop our benefits' offering and working arrangements to ensure that we can offer flexibility to our current female colleagues, whilst also offering an attractive proposition to female candidates.

Our People policies are regularly reviewed to ensure they continue to support the needs and ongoing development of a diverse and inclusive workforce, and our compensation practices are monitored to ensure our pay is fair and equitable.

A handwritten signature in black ink, appearing to read 'CL' with a flourish extending to the right.

Chris Ling  
CFO  
Park Holidays UK Limited