

# Park Holidays UK Ltd

## Gender Pay Gap Report, Snapshot Date 5<sup>th</sup> April 2023

### Introduction

As an organisation we value our team members as highly as we value our guests, and we seek to reflect the diversity of our customers within our own employee population. It is our employees that provide our customers with outstanding service and strive to provide them with the best holiday experience. We want each team member to have an equally outstanding experience as an employee of Park Holidays. We value all our employees equally, regardless of gender, age, ethnicity and seniority.

### Gender Pay Gap

As of the 5<sup>th</sup> April 2023 snapshot date, our mean gender pay gap stood at 35.7%, down from 47.1% in 2022 with our median gender pay gap at 1.7% (compared to a national median of 14.3%), both of which are favouring males. In 2021 our mean gender pay gap was 38.6%, and the median was 10.2%. We continue to be encouraged by our progress and favourable position compared to the national average, noting that the median is a better measure of central tendency than the mean, and less skewed by significantly high or low figures.

The improvement in our mean gender pay gap is a result of our continued focus on the development of our female colleagues into management and leadership roles. Since our last report we have appointed senior female leaders including our Data Protection Officer, Head of Reward and Senior Finance Manager.

Our Park General Manager role continues to have strong female representation with around one third of General Managers being female.

We continue to focus on developing existing female talent with a wide range of development programmes and courses with a strong female presence. This includes the Inspire Retail Management programme for aspiring and current Retail Managers, our Talent Academy Programme for aspiring General Managers and apprenticeship training covering level 3-5 schemes.

### Pay Quartiles

The proportion of men and women in each quartile of our payroll has changed since 2022, with 42% of colleagues in the Top Quartile being female, compared to 29.2% last year. The Upper Middle Quartile has changed slightly year on year with 45% being female compared to 47.7% last year. Overall, in the top two quartiles combined there are c10% more female employees than last year, which is an encouraging shift towards improved female representation in more senior roles.

**Top Quartile**

% Male 58%

% Female 42%

**Upper Middle Quartile**

% Male 55%

% Female 45%

**Lower Middle Quartile**

% Male 86%

% Female 14%

**Lower Quartile**

% Male 45%

% Female 55%

**Bonus Payments and Participation**

Around 22% of female colleagues were eligible for a bonus during the year, compared to 28% of males. Our median bonus gap has reduced from 82.8% last year to 63.4% in 2023, whilst the mean stands at 75.8%.

We recognise that 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 continue to actively address this with the ongoing appointment of females to senior positions (as noted in the quartile analysis), and a continued consistent and fair approach to bonus eligibility and calculation.

**People Strategy, Policies and Practices**

In order to continue to deliver the best service to our customers, we recognise that we need to recruit, retain and develop a diverse workforce. Our 3-year People Plan sets out our priorities for key people policies and practices, with a strong focus on talent management, leadership development, reward and recognition. We offer a range of work schedules which provide flexibility not just to our female colleagues, but across the organisation.

During 2023 we implemented an HRIS which represents a significant step forward in our ability to access reliable data to support decision making in all areas of our People agenda. During the next 12 months we will be implementing further modules including a Compensation module to support fair and equitable compensation, and an Application Tracking module to underpin our recruitment and onboarding process to ensure it supports the development of a diverse workforce.



Chris Ling  
Chief Financial Officer  
Park Holidays UK Ltd