



# Gender pay gap report 2021

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RAPP 

We are disappointed that our gaps have increased since we last reported in 2020. This follows a merger which significantly changed our workforce composition and size.

Notwithstanding this, we remain committed to taking the long-term action needed to reduce the gender pay gap, including changing the structures of our merged business where needed. We are also steadfast in our commitment to helping to do our bit to drive industry change.

In our 2020 report we recognised that some of the reduction in our gap at that time was due to the impact of Covid-19 where the methodology set out by the legislation required furloughed workers to be excluded from the pay gap calculations.

Without the impact of furlough, our mean pay gap would have been 21.8% and median pay gap 19.4% at April 2020. Despite the disappointing result for 2021, the longer-term trend in our gaps continue to be downward – progress that we believe will continue.

The pivot to mass homeworking has proved that most of our roles can be done remotely and we are enacting flexible and supportive working arrangements to enable all our staff to better accommodate family and work life and ensure that talent can remain in the business. We are also reviewing our benefits package to ensure we have the best chance of retaining female talent in the workplace for the long term.

However, talent scarcities, especially in the technical sectors, remain a serious concern.

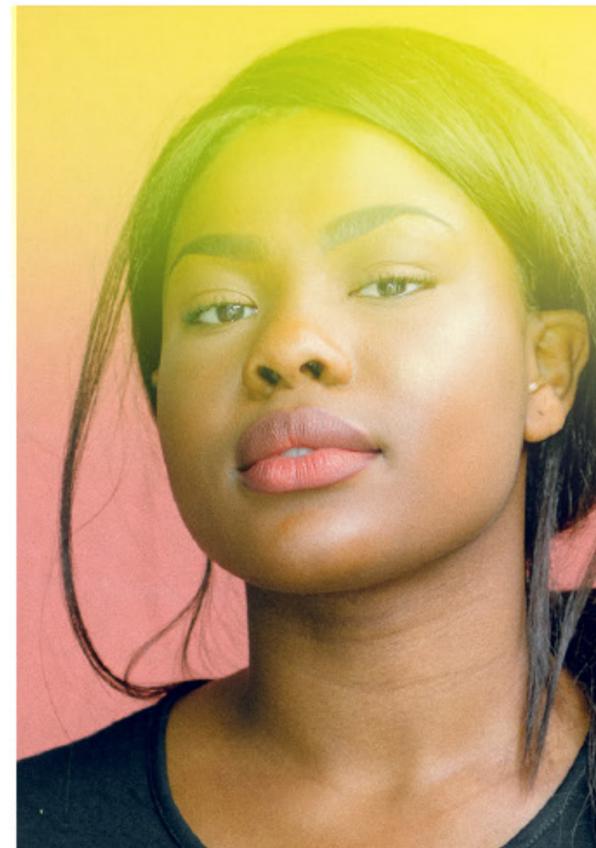


The gender pay gap for the RAPP Group (encompassing RAPP and Code in the UK)

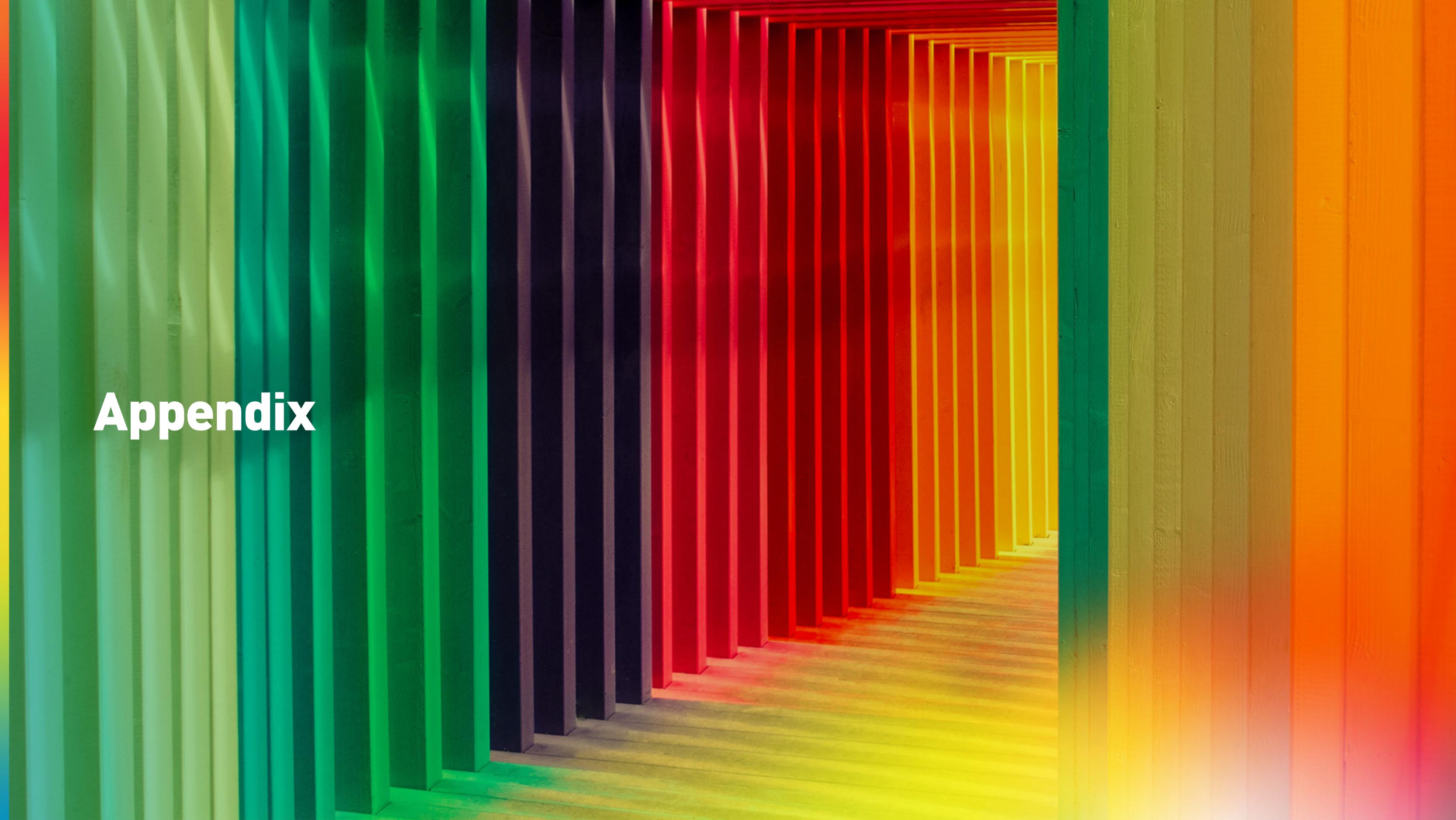


While our gap has increased for this reporting period, I am confident from reviewing ongoing data that the trend continues to be downward. The increase is especially in the face of business transformation, post-covid workforce shifts and a highly competitive recruitment environment.

In particular, our creative and tech teams continue to account for a significant proportion of staff at RAPP and these are areas that tend to be more male dominated in all agencies in our industry. We will persist in our efforts to actively promote and support a range of industry change initiatives such as Omniwomen UK + Allies, and Women in Tech.



# Appendix



# Full reported gender pay gap data for RAPP Group

I confirm that the information contained in this report is accurate  
Chris Freeland, RAPP Executive Chairman UK

## Overall gender pay gap:

Mean 24.2%  
Median 20.6%

## % receiving a bonus:

Men 11.3%  
Women 8.6%

## Bonus gap:

Mean 82.6%  
Median 67.9%

## Pay quartiles (% women)

Lower 60.3%  
Lower mid 60.3%  
Upper mid 40.8%  
Upper 41.3%