

EqualPayPortal



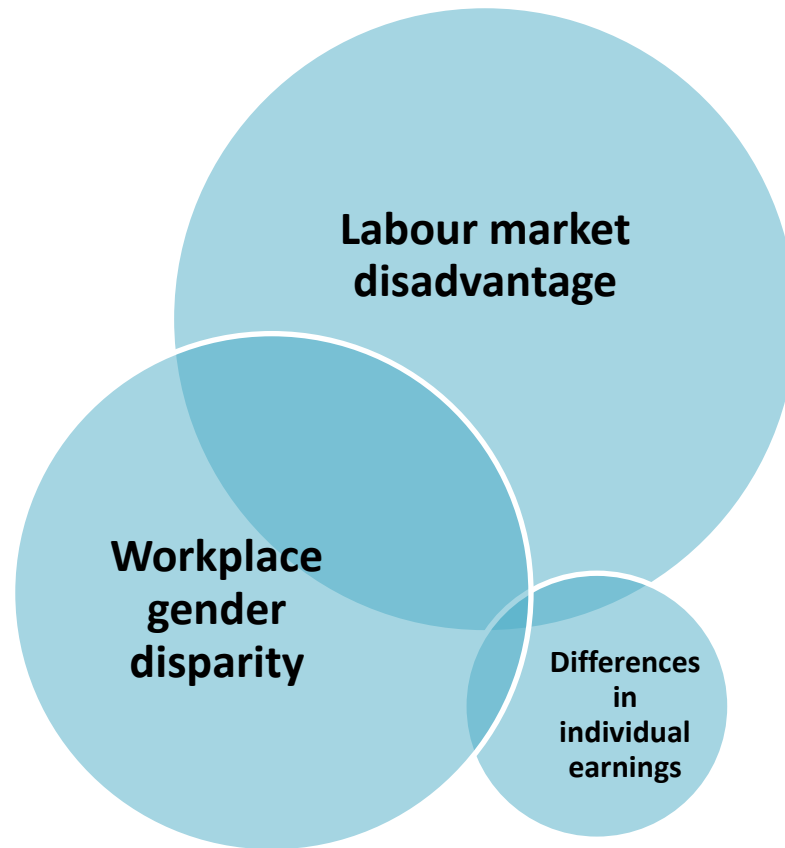
Talking about your gender pay gap

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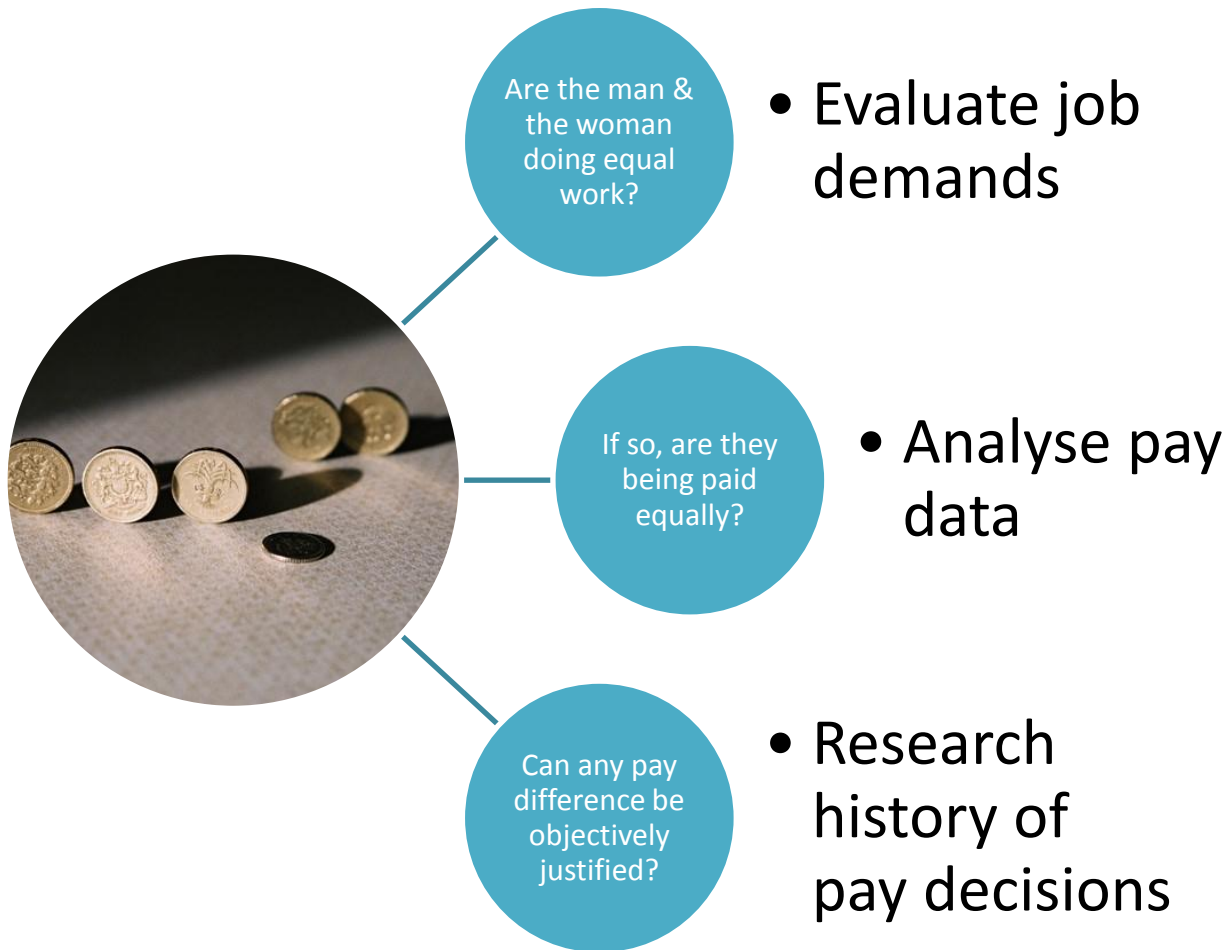
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<http://www.equalpayportal.co.uk/>

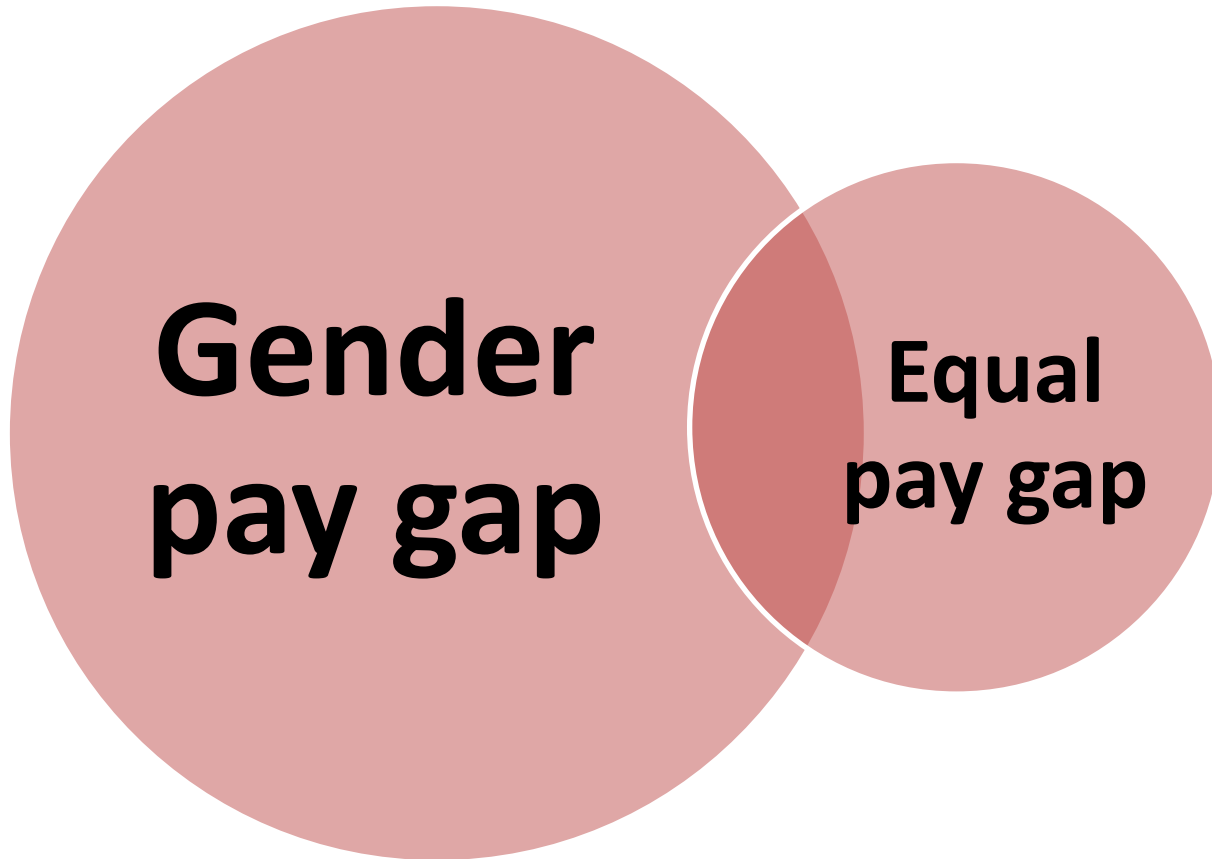
The gender pay gap



Equal pay



The overlap



Pay transparency

- **Transparency of reward** is seen as a way of getting organisations to self-regulate against problems such as excessively high salaries, or, in this instance, the gender pay gap
- **Transparency of the gender pay gap.** This is a relatively new concept and is what the gender pay gap reporting regulations are designed to achieve
- **Transparency of gender pay equality within payment systems.** This requirement dates back to the 1980s and since 1997 has been enshrined in the statutory code of practice on equal pay. It means that:
 - organisations should be open about how total pay is made up, and,
 - employees should be able to understand how each element of their pay is determined. This includes being able to understand the rationale for pay increases and pay levels.
- **Developing an understanding of gender pay equality within your own workplace is crucial to your communications about your gender pay gap**

Gender pay transparency

- You are being asked to:
 - Measure your gender pay gap in six different ways
 - Publish the figures on your own website and on a government website:
<https://www.gov.uk/report-gender-pay-gap-data>
- But, simply making the numbers available will not satisfy the desire for transparency;
- Your key audiences will want some context – why are you doing this, is your gender pay gap narrowing or is it widening?
- Your most important audience is **your existing employees** and people who might be thinking about coming to work for you
- You do not have to provide an accompanying narrative – but, why wouldn't you do so? People are going to ask you what your figures mean, and, good, bad, or indifferent, you have a story to tell. How are you going to tell it, and who is going to tell it for you?
- About a third of those who have already reported have included a narrative:
<https://www.gov.uk/government/news/view-gender-pay-gap-information>

Your key audiences

- Your board and shareholders
- Your managers - your first point of communication with your employees
- Your employees. They have a direct interest in this information
- Trade unions or other employee representatives
- Future recruits
- The general public. Some may be clients or customers and they may judge your business by what information you share
- Competitors. They will pick up on the information whether you want them to or not
- The press
- All of these audiences will be able to access your report at <https://www.gov.uk/government/news/view-gender-pay-gap-information>

What to tell your audiences

- While the core information is the content of your published report on gender pay, your key audiences might also want to know:
 - Why you are doing this – compliance or a genuine wish to achieve gender equality?
 - The likely reasons for any gender pay gaps?
 - What action you are going to take next?
 - How do you compare to other employers in your sector?
- And you might want to tell them about:
 - Any structural changes that have affected your figures
 - The challenges you face in closing the gender pay gap.

<http://www.bankofengland.co.uk/publications/Pages/foi/2016/disc120916.aspx>

Your communications plan

- **Your goal** might be to limit the reputational damage arising out of poor figures. Or, more ambitiously, you might want to use your report to convey positive messages about your organisation and its approach to pay and people management:
 - <http://www.tsb.co.uk/straightforward-money/tsb-gender-pay-gap-report-2017/>
 - [http://www.waterfields-bakers.co.uk/uploads/Waterfields Gender Pay Gap Report and Supporting Statement.pdf](http://www.waterfields-bakers.co.uk/uploads/Waterfields_Gender_Pay_Gap_Report_and_Supporting_Statement.pdf)
- **Sequencing** is important. You don't want the press hearing about your headline figures before your employees do. What you say needs to be prepared well in advance of your gender pay gap figures going public.
- It's for you to decide on the timing and sequencing of what you say, but it will probably go something like this:
 - Board/senior managers
 - External spokespeople
 - Employees/employee representatives
 - The press
 - The general public

Mitigating the risks

- Develop a communications strategy
- What, when, how, and who?
 - Decide what you want to tell people about your gender pay gap
 - Review your existing corporate communications with a view to finding the best fit for gender pay reporting
 - Review what you are already saying about gender equality and the gender pay gap, and where you are saying it
 - Find a good spokesperson who understands the issues
 - Identify your weak spots and decide what to do about them
 - Brief those who need to be briefed
 - Prioritise internal communications.