



# ROI Gender Pay Gap Report 2024

Poundland

Dealz

pepco®

# Executive Summary



At **Dealz** we value inclusivity, fairness, and equal opportunities for all colleagues, emphasising that its people are key, we therefore believe that attracting, retaining, and developing the best, most talented individuals, regardless of gender, is crucial to the future success of our business.

2024 is the third year of ROI reporting on its Gender Pay Gap (GPG). In 2024 **Dealz** highlights a consistent mean pay gap of **7%** and a median gap of **3%**, the same as 2023's figures. The challenge also remains the same, the underrepresentation of women in leadership roles.

Despite this, we are proud that **Dealz** is ahead of the reported national average, in which many Irish businesses have seen an increase in their gender pay gap year on year. Our pay gap is **7.3%** below what other Irish organisations have submitted on their overall mean pay gap of **14.3%**.

We have also made some great headway within specific areas of our business. Within our temporary roles we have decreased the gap by **24%** and within our full-time roles we have decreased the pay gap by **1.29%** meaning we have progressed more female colleagues into full time permanent positions in 2024.

Our Leadership Team remain committed to continually developing our action plan year on year to reduce the gender pay gap. This report once again specifies our results in detail and our action plan to address this again in 2025.



# Understanding the Gender Pay Gap



## WHAT IS THE GENDER PAY GAP?

The gender pay gap is the difference in the average hourly wage of men and women across a workforce. The Gender Pay Gap Information Act 2021 requires organisations to report on their hourly gender pay gap across a range of metrics. The Regulations which set out the detail on how these calculations will be made are published at the link below:

## WHAT IS INCLUDED WITHIN THE CALCULATIONS?

The calculations for the mean and median gender pay gap are based on data from **30th June 2024** only and include:

**Ordinary pay** – this includes basic pay as well as other types of pay such as allowances, pay for leave and shift premium pay. It does not include pay relating to overtime, redundancy or pay in lieu of annual leave.

The calculations for the mean and median bonus pay gap are based on data for the **12 months up to 30th June 2024** and include:

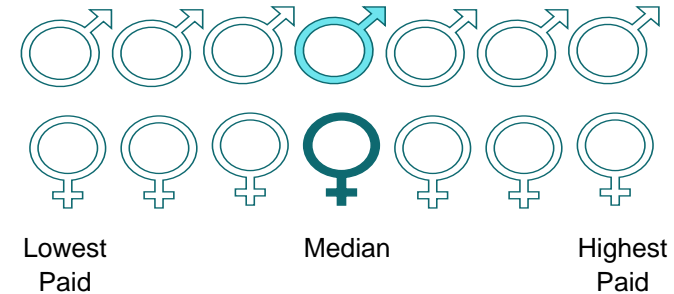
**Bonus pay** – this includes any pay that relates to profit sharing, productivity, performance, incentives and commission. It does not include pay relating to overtime, redundancy or pay in lieu of annual leave.

\* Source: [gov.ie](https://www.gov.ie) - [How to report on the Gender Pay Gap \(www.gov.ie\)](https://www.gov.ie)

## DIFFERENCE BETWEEN MEDIAN AND MEAN

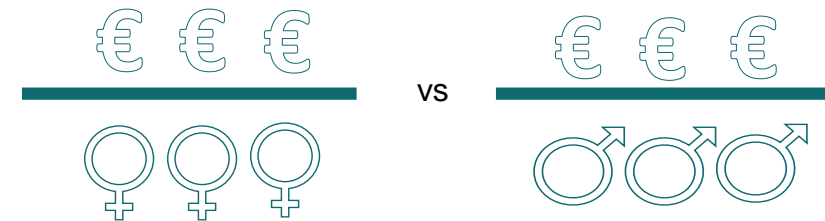
### Median

This is calculated by arranging females pay in order from lowest to highest and selecting the pay of the individual in the middle. This is then also completed for males pay.



### Mean

This is calculated by adding together the pay for all females and dividing by the total number of females. This is then also calculated for males.



### BIK

The percentage of all relevant employees of the male gender who received benefits in kind and the percentage of all relevant employees of the female gender who received such benefits.



# Our Results



## PAY GAP

The **MEDIAN figure** reflects the male population that are employed in higher paid salaried positions such as Store and Area Managers.

The **MEAN figure** reflects that 53% of the 1064 female population (**a 1% increase on the previous year**) are in lower paid roles whilst we see more males at management level with the reflective pay rates applied.

Dealz has established agreed rates for most roles within our operations which are applied regardless of gender.

	ALL	PART TIME	TEMP
MEDIAN	3%	2%	4%
MEAN	7%	2%	1%

We can also see that the part time pay gap increased slightly however we did see a decrease in the full time pay gap by **1.29%** meaning that this year more females progressed into full time positions.

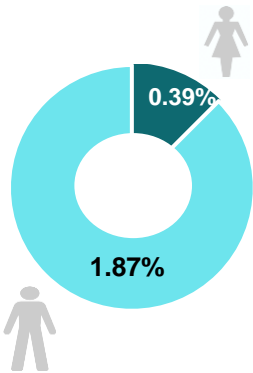
We are also pleased to record that our temporary median pay gap **reduced by 15.53%** and our mean temporary pay gap **reduced by 24%**. This is due to fewer salaried men hired as temporary colleagues.

## BENEFIT IN KIND

These charts show the percentage of men and women in receipt of Benefit in Kind. The following benefits in kind are offered:

- Provision of a company car
- Participation in health insurance
- Fuel benefit

Some benefits in kind reflect seniority, and men have higher levels of representation in higher banding roles, hence the existence of a gap. BIK has reduced for both females and males slightly since last year.

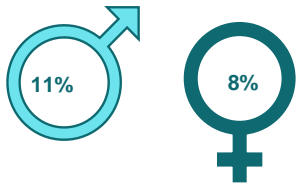


## BONUS PAY GAP

The mean bonus gap is a result of higher bonus opportunities available to full-time male colleagues. We can see there is a greater proportion of male colleagues in senior roles vs population compared to female colleagues.

Additionally, this means that for the proportion of men in senior roles the bonus opportunity is higher. Whilst a larger ratio of females received a bonus payment this year when comparing against the previous year (**2.3%**) increase, we can see that a larger male ratio received a bonus payment overall and the bonus payments they received were significantly higher thus explaining the increase in median and mean % from the previous year. **The Mean increased by 39% and the medium increased by 41%.**

The proportion of male and female colleagues receiving a bonus:

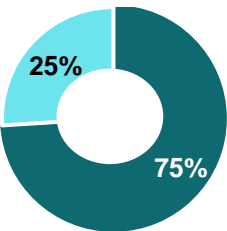


Bonus pay difference between men and women:

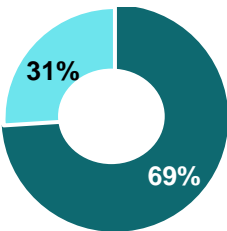
MEDIAN	61%
MEAN	46%

## PAY QUANTILES

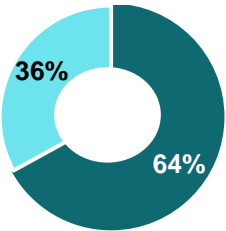
Quantiles are calculated by ranking pay for all colleagues from lowest to highest and then splitting into four equally sized groups, showing the percentage of men and women in each group. For June 2024, the percentage of men and women in each pay quartile was as follows:



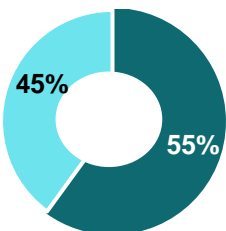
Lower Quartile



Lower Middle Quartile



Upper Middle Quartile



Upper Quartile

Females in the highest quartile reduced by 5% whilst Males increased by 5%.



Female= 1064 Male= 557

# Our Action Plan 2024



Our diversity is part of who we are, and in **Dealz** we are committed to building a workforce of talented people with different skills, insights, expertise, and experiences.

We remain authentic in our belief that having a diverse pool of talent will amongst other benefits increase representation of women across the organisation, and in turn with the right focus we are confident this will reduce the gender pay gap furthermore including the bonus pay gap.

Although there is continued progress, as we look to the future, we know that we need to find additional ways to develop and embed a culture and environment where everyone regardless of gender feels part of Poundland and Dealz.

Below is a clear action plan on how we plan to close the gender pay gap further, I look forward to seeing next year's analysis based on these targeted actions.



Simon Wells  
People Director

## ACTIONS WE ARE TAKING TO SUPPORT THIS STRATEGY:

### ➤ Inclusion Training

Continuing the work we have done on training all hiring managers and recruitment teams (new recruitment license) to recognise and mitigate unconscious biases during the hiring process. This training helps ensure that decisions are based solely on qualifications and merit rather than gender or other irrelevant factors.

### ➤ Flexible Work Arrangements

We currently offer flexible work arrangements, such as remote working options and flexible hours to individuals with caregiving responsibilities or other commitments outside of work. We will therefore raise awareness of the arrangements we can make to our workforce whilst still meeting the business needs within our broader EDI agenda.

### ➤ Talent Programmes

We currently offer various talent programmes, most recently introducing “Evolve” a course specifically designed for our Supervisor population that gives the opportunity for these colleagues to progress into senior positions. This population is predominately female therefore courses like this have significant impact on females in leadership. We are also looking to develop further initiatives specifically focused on this in the coming year, with feedback from our internal colleague engagement survey. An example of this is our “People Fundamentals” training for retail teams which has been well received in creating greater understanding on leading teams in today's ever challenging environment.

### ➤ Employee Value Proposition (Eight Promises)

We have recently launched our new EVP, this includes a series of promises (see below) to create a diverse and inclusive environment where all colleagues can thrive. Embedding the action plan behind these promises remain a pivotal element of making a further step change in our gender pay gap results.

## Our **Promises** to our Colleagues:

WE PUT  
WELLBEING  
FIRST

WE ARE  
DIVERSE AND  
INCLUSIVE

WE'LL UNLEASH  
**YOUR**  
POTENTIAL

WE BRING  
CULTURE AND  
COMMUNITY  
TOGETHER

WE GIVE  
**BACK**

WE'RE HELPING TO  
**PROTECT**  
THE FUTURE

YOU'RE A KEY PART  
**OF OUR**  
SUCCESS

WE OFFER  
**REWARDS**  
THAT GO BEYOND  
THE PAYSHEET



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People Director

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