

# Gender Pay Gap report

2023

CreateFuture



## Foreword

As CEO of CreateFuture, I am proud to introduce our first Gender Pay Gap report for the year 2023. This marks a significant milestone in our journey towards achieving a more equitable and balanced workplace. At CreateFuture, we believe in the power of investment in our people. Every employee is a vital part of what makes us unique. Our Creatrs talents, dedication, and contributions are the essence of our success and growth.

In crafting this report, we've delved into the myriad of factors influencing our gender pay gap. From our rapid growth and recruitment strategies to the more nuanced aspects of attrition and the locations in which we operate from, we recognise the complexity of the gender pay gap issue. Moreover, we understand that broader societal biases and job segregation play a substantial role in shaping the landscape we operate within.

Our current organisational structure, with a higher percentage of males in senior positions, reflects the historical underrepresentation of women in the tech industry. However, this landscape is evolving, and so are we.

We are committed to fostering a workplace that prioritises fairness and equity in pay, rewards, and opportunities for growth. This commitment extends across all levels of CreateFuture and is supported by our executive team. It is a continuous effort, deeply intertwined with the core values that define our organisation.

Our journey towards closing the gender pay gap is ongoing. We are aware of the challenges ahead but remain dedicated to investing in our people and in initiatives that support our belief in balanced and equitable pay for all. Together, we can make a difference, continuing to build on the progress we've made and shaping a more inclusive future for CreateFuture.



**Euan Andrews**  
**CEO CreateFuture**



# How we report

Our Gender Pay Gap report gives a breakdown of pay within CreateFuture, showing a measure of what women are paid relative to men across the organisation. It is not the difference in pay between men and women for doing the same job of equal value.

We have produced our Gender Pay Gap report based on the snapshot date of 5 April 2023. This is our first time reporting on our gender pay gap.

We understand that gender is not binary. The data used for the calculations comes from HMRC records and therefore does not take into account gender identities outside of female and male. As part of our commitment to creating an inclusive environment, we encourage employees to update their employee demographic data with their self-identified gender. In the future we aim to use self-identified gender information for reporting.

## GENDER PAY GAP

A measure of the difference between men's and women's average earnings across CreateFuture.

## EQUAL PAY

Pay between men and women for doing comparable work. Under the Equality Act 2010 it has been illegal in the UK to pay a man and a woman different amounts for performing equal work or work of equal value (unless there is a relevant and significant reason why).





# Gender Pay Gap at CreateFuture

One of the contributing factors to the gender pay gap is the underrepresentation of females in technical roles, particularly in leadership positions. This is largely a reflection of the tech industry and we are working to increase this.

We also aim to achieve gender balance in our emerging talent. We are actively reviewing data and practices to address any gender-based barriers to recruitment and progression.

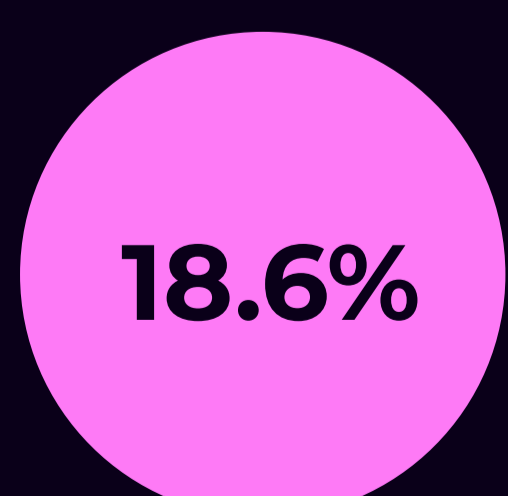
We regularly promote careers in tech through our STEM Ambassador Community and other outreach initiatives, with a focus on gender minorities and those who may not have exposure to careers in tech.

PAY QUANTILES	MALE %	FEMALE %
<b>Upper</b> Highest paid employees	<b>83%</b>	<b>17%</b>
<b>Upper middle</b>	<b>77%</b>	<b>23%</b>
<b>Lower middle</b>	<b>71%</b>	<b>29%</b>
<b>Lower</b> Lowest paid employees	<b>55%</b>	<b>45%</b>

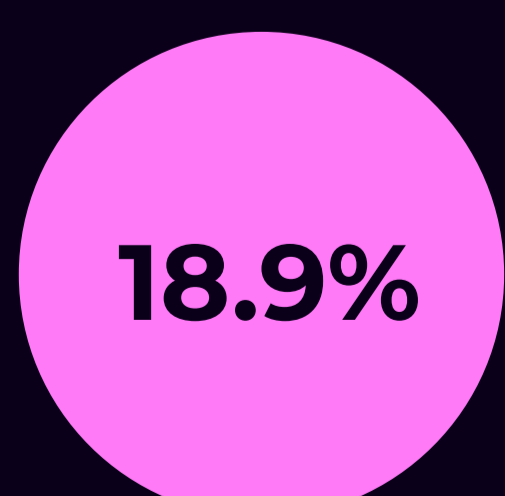
This shows our workforce divided into four equal-sized groups based on hourly pay rate.

## MEAN & MEDIAN

On the snapshot date of 5th April, compared to males, females earn 18.9% (median hourly rate) less at CreateFuture overall.



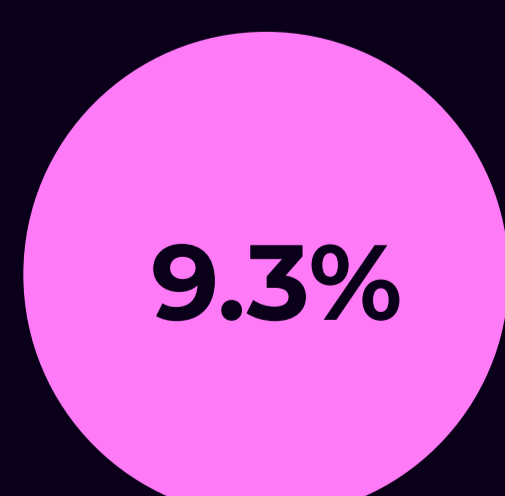
Mean hourly rate



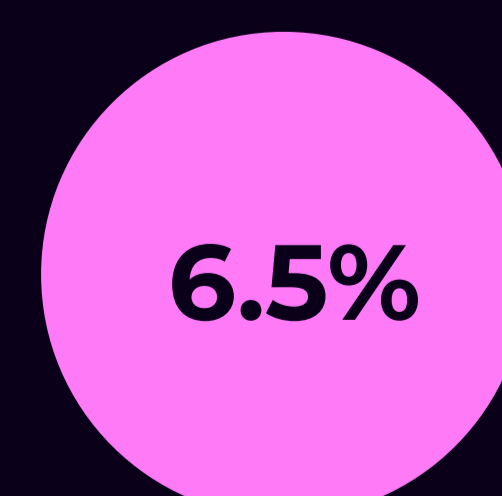
Median hourly rate

## BONUS PAY

Bonuses are not currently part of our operating model. The majority of these figures are recruitment referral bonuses.



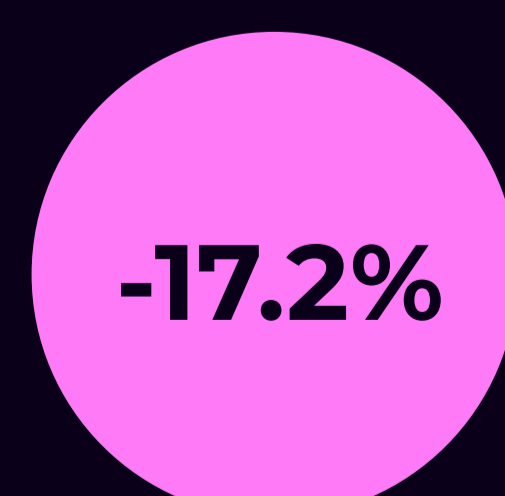
Bonus total Male



Bonus total Female



Bonus median pay gap



Bonus mean pay gap



# Our commitment

“We have made significant strides in creating an inclusive, equitable, and diverse workplace, though we acknowledge that there is still work to be done.

So, what are we doing about it?

Firstly, we’re prioritising transparency. We believe that clarity around practices is crucial in our journey towards gender pay equity.

Secondly, we’re investing in learning and empowerment. We recognise that self-advocacy is critical in closing the gender pay gap.

Thirdly, we’re fostering a culture of inclusion and belonging. We know that when employees feel valued and respected, they’re more likely to contribute their best work.

Lastly, we’re holding ourselves accountable. This isn’t a one-time effort; it’s an ongoing commitment to continuous improvement.”



**Ciji Duncan**  
**Chief People Officer**



## Progress

We have taken the following steps to promote gender diversity and inclusivity:



### Data

Data-based audit across CreateFuture which look at areas such as representation, disclosure, engagement, pay and reward, feedback mechanisms and job roles.



### Policy

Inclusive policies: Menopause, Equal Opportunities and Diversity, Workplace Adjustment, Fertility, Gender Expression and Transition.



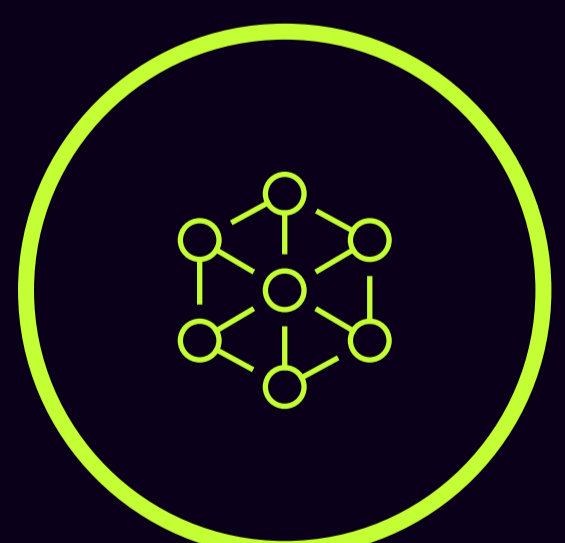
### Flexibility

Having a flexible working culture across CreateFuture.



### DEIB

Diversity, equity, inclusion and belonging (DEIB) Ambassadors and DEIB Steering Group to formally support our strategy.



### Community

Creation of strategic communities and networks across CreateFuture including: LGBTQ+ Community, Neurodiversity Community, Parents and Caregivers Community, STEM Ambassador Community, Women in Engineering Network and Women in Engineering Community.



## Next steps

01

Monitoring and tracking our gender pay gap and progress to narrowing it using data, surveys and other engagement methods.

02

Creating an internal DEIB Transparency Report annually as a snapshot of where we are on our journey.


03

Creating opportunities for learning around biases and gender-based barriers.

04

Reviewing parental leave and all flexible working policies and practices.



 We declare that, to the best of our knowledge, this data has been calculated according to the requirements of The Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

**Scott Robertson, Chief Financial Officer**





**CreateFuture**