



GENDER PAY GAP REPORT

2024

ABOUT THE GROUP

We are a not-for-profit organisation providing Housing, Care and Support services to people across Wales. We are the largest registered social landlord in Wales, and we are regulated by Welsh Government. Our Group operates in a variety of sectors and markets, and our team of colleagues deliver a wide range of roles in the communities we serve.

We are proud of our diversity and actively seek opportunities to ensure our team reflects a range of backgrounds and perspectives. Given the nature of the organisation's service provision, the highest volume of our colleagues work within the Care and Support sectors, which are traditionally female-dominated.

On 1 April 2024, Pobl

Group merged with Linc Cymru, a Housing and Care provider operating in Wales, further strengthening our position in these sectors. Our gender pay gap reporting data for 2024 includes our colleagues in Linc Cymru.

This report explores the reasons for the existence of our gender pay gap and outlines some of the ways we are actively addressing it.

What are mean and median gender pay gaps?

We are reporting two measures of our gender pay gap, the mean and median gender pay gap.

The **mean gender pay gap** is calculated by adding up all the hourly pay rates and dividing the result by the number of employees. The mean average for both men's and women's hourly pay are calculated and the difference is reported.

The **median gender pay gap** is calculated by listing all the hourly pay rates in numerical order. The median is the middle amount. The median for both men's and women's hourly pay is calculated and the percentage difference is reported. The median gender pay gap removes influence of very high and very low pay outliers.

OUR GENDER PAY GAP

Mean gender pay gap

2023
13.12%



2024
13.79%



There has been an increase in the mean gender pay gap difference of 0.67% between 2023 and 2024.

Median gender pay gap

2023
11.32%



2024
9.1%



There has been an decrease in the median gender pay gap difference of 2.22% between 2023 and 2024.

We have calculated our gender pay gap by using the difference between the average hourly pay received by men and women across Pobl Group on the reference snapshot dates of April 5, 2023, and April 5 2024.

We recognise that some colleagues may prefer to self-describe, but for the purposes of gender pay gap reporting we are required to use the male and female genders in our calculations.

PAY DISTRIBUTION

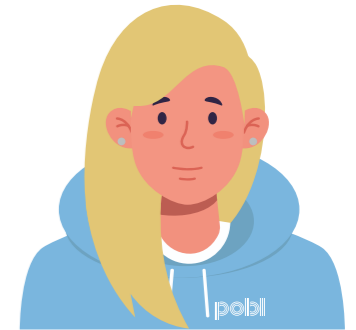
The distribution of men and women is shown in pay quartiles which are calculated by splitting the whole workforce into equal-sized bands based on hourly pay, from highest to lowest.

The lower quartile figure reflects the very high number of women working in our front-line Care & Support roles, which is reflective of these sectors across the UK.

While women outnumber men across all pay quartiles, men remain disproportionately represented in

the upper quartile relative to their overall share of the workforce. Women are disproportionately represented in the lower quartile relative to their overall share of the workforce.

Male colleagues currently represent 28.46% of the 'full pay relevant employees' but make up 39.64% of those in the upper quartile, although there was a reduction of the proportion of men in the upper and upper middle quartiles in 2024 — 0.4% and 2.51% respectively — indicating a slightly higher female population in these groupings.



PAY QUARTILES

UPPER

39.64%
40.04%

2024
2023

60.36%
59.96%

UPPER MIDDLE

27.57%
30.08%

2024
2023

72.43%
69.92%

LOWER MIDDLE

22.8%
19.59%

2024
2023

77.2%
80.41%

LOWER

23.85%
25.56%

2024
2023

76.15%
74.44%

Bonus Pay



Within the Group, bonus pay is traditionally linked to property sales by our Sales Negotiators, which are mainly occupied by female colleagues. The negative figure reported this indicates that women received more than men. However, in 2023-2024 some additional payments were made to colleagues within other roles, notably within Technology, Data & Programmes, Finance and Customer & Community.

WHAT CAUSES OUR GENDER PAY GAP?



The Pobl Group operates a pay framework which ensures equal pay for each job role, regardless of gender. However, each of these sectors has different rates of market pay and typically the percentage of each

gender in each sector varies significantly. Our gender pay gap exists as a result of the dominance of each gender in the different sectors we operate in. A good example of

how this impacts our gender pay gap is by looking at two teams within the Group that work in different sectors, Property & Investment and Customer & Communities. Property & Investment

typically has higher rates of market pay than Customer & Communities. However, despite only making up 21% of the overall workforce, 57.6% of colleagues in the Property & Investment team are male. On the other hand, the Customer & Communities team is 73.65% female. This demonstrates that it is the difference in pay between the sectors and the gender breakdown

within each team which drives the organisation pay gap, rather than how individual colleagues within each team are being paid. Since June 2022, the Group has paid above the Real Living Wage for front-line Care and Support roles. Although this has had a positive impact in closing the gender pay gap, it is not enough to overcome the

pay disparity between particular sectors. The merger between Pobl Group and Linc Cymru has also had an impact. Following the merger in 2024, a new CEO was appointed. This was a change from a female CEO to a male CEO. However, this was mitigated by the appointment of two females into Executive Director roles.

Trends

The slight increase in mean gender pay gap between 2023 and 2024 can be attributed to the merger with Linc Cymru, and the reduction of the total number of employees within the Group. There has also been a change from a female CEO to a male CEO, and a number of male colleagues were appointed into other senior roles in the Group.

Our median gap decreased significantly by 5.13% in 2023, and by a further 2.20% in 2024. This is partially due to the rise in Real Living Wage, addressing the balance, as a greater number of lower-paid female employees gained from an increase, raising their wages more significantly, and thus narrowing the gap between male and female median pay

Our gender pay gap is directly affected by the impact of underfunding in Social Care. Real living wage has had a positive impact, but funding levels of frontline Care and Support work drives gender pay inequality given the predominance of a female workforce in this sector.

GENDER PAY GAP BY TEAM

Team	Mean Gender Pay Gap	Median Gender Pay Gap
Customer & Communities	7.27%	3.23%
Finance & Governance	6.78%	-2.71%
People & Organisational Development	34.37%	18.59%
Property & Investment	14.81%	12.01%
Technology, Data & Programmes	-17.25%	2.21%
Linc Cymru	14.56%	3.9%

In the table above, we have calculated the mean and median gender pay gap for each team within the Pobl Group. This is the most accurate representation of the gender pay gap in the Group as a whole.

2024 saw a change in our team structure to include Finance & Governance, and the movement of Strategic

Programmes from People & Organisational Development to the Technology & Data team.

As a result of these changes, the Technology, Data & Programmes team is now reporting a negative mean gender pay gap, which indicates that the pay of female colleagues

is higher than male colleagues. This is traditionally a male-dominated sector; within the Group's Technology, Data & Programmes team, 71% of colleagues are male. However, the team has both a female Director and Executive Director which skews the overall gender pay gap towards females.

Our higher mean

gender pay gap within Property & Investment tells us that the gender pay gap among higher earners is larger than in the Customer & Communities team, where the gap is more balanced in line with the UK average.

The UK average mean gender pay gap is 7.0%, whilst our lower paid employees within Care and Support roles sit in the Customer & Communities team, this is also where our Multi-Skilled Repairs team sit. As these two teams are dominated by each gender, this brings the overall gender pay gap within the Customer & Communities team closer to the UK average mean gender pay gap.

Our People & Organisational Development team is recording the highest mean gender pay gap, and whilst only 17.54%



of colleagues in this team are male, more than 41% sit within the upper median and upper quartile pay bands, including the male CEO.

As a result of our merger, Linc Cymru has been included in the 2024 Pay Gap Report. Linc's pay gap sits near the industry average for

housing associations. The workforce comprises of 71.54% female and 28.46% are male.

However, similar to the wider Group, the gender pay gap is being driven by the different rates of market pay for specific sectors and the gender breakdown within each of these sectors.

HOW WE WILL ADDRESS OUR GENDER PAY GAP

Like many large UK employers, the Group works across many sectors. Each sector has different proportions of each gender and market rates of pay which have an influence on our gender pay gap, and as shown by this report trend toward having a higher proportion of either gender. However, we remain committed to ensuring equity for all and are working hard to face these challenges head on and continue in our proactive commitment to supporting women across the organisation to advance their careers, as can be seen in senior leadership appointments in 2024.

The pandemic highlighted the crucial importance to society of frontline 'key' care and support workers. We know our highly professional, dedicated and largely female Care &

Support team are amongst the lowest paid in society. We are proud to pay more than the real Living Wage rate of pay to our frontline Care and Support colleagues.

We continue to press for change, campaigning alongside sector partners, for better funding of Care and Support services and higher minimum pay levels, and we remain confident that our benefits package for frontline Care and Support roles exceeds industry norms.

We are continuing initiatives we have implemented across the Group to ensure our workplace remains a positive environment where everyone can thrive, and their talents are valued.

The Group is committed to the principles of Fairness

Respect Equality Diversity Inclusion and Engagement — internally these are known as our 'FREDIE principles' and they are a key part of our ongoing commitment to Inclusion. We take every opportunity to promote equity, embrace diversity and challenge discrimination and all of our decisions and policies are subject to equality impact assessments. We have also invested in a new role - Strategic Equality, Diversity & Inclusion Lead to dedicate more resource to this area. We were the first Welsh-registered social landlord to receive the Investors in Diversity accreditation, and we are proud to have retained this again for 2024 - 2025.

[To find out more about how the Group demonstrates its commitment to equality, visit our website.](#)

