

Yell Gender Pay Gap Report – 2017/18

We are reporting key pay and bonus statistics by gender¹ for each of our two UK entities with 250 employees or more, Yell Sales Limited and Yell Limited (referred to collectively as 'Yell'). Each company's statistics are set out separately in this report. Gender Pay Gap ('GPG') reporting is not a comparison of how much we pay men and women in the same or similar roles and is therefore not a report on equal pay.

Our approach

Our aim is to recruit, train and promote the best person for the job, to make full use of the talents and resources of all our people and to create a working environment free from discrimination, victimisation and harassment in which all individuals are treated with dignity and respect. We have robust systems in place to review, benchmark and moderate our salaries and bonuses to ensure we pay our people fairly for the work they do.

Our Gender Pay Gap statistics

1. Hourly pay rates

Hourly rate pay gap	Yell Sales Ltd
Median	17.0%
Mean	13.4%

At 5 April 2018, Yell Sales Ltd employed people in Sales roles (both telesales and face-to-face/field sales) and a range of Corporate functions including customer operations, finance and HR, of whom around 870 are in scope for GPG reporting. The gender pay gap at an entity level of 13.4% is below the national mean gender pay gap of 17.9%² and significantly below when employees are considered in their Corporate or Sales peer groups, at **7.7%** and **5.2%** respectively.

At 5 April 2018, Yell Ltd employed around 255 people across all Corporate functions including technology and legal.

Hourly rate pay gap	Yell Ltd
Median	23.1%
Mean	54.6%

2. Bonus payments

Bonus pay gap	Yell Sales Ltd – total bonus payments
Median	53.5%
Mean	42.7%

When considering bonus statistics, the GPG methodology does not reflect that those working part time will tend to earn lower bonuses in absolute terms compared with their peers working full time. As 27% of Yell Sales Limited female employees work part time compared with 5% of male employees, this contributes significantly to this entity's bonus pay gender gap. It is relevant also to consider the extent to which females and males are achieving their on-target bonus figure, which reflects their individual contracted work pattern. On this calculation basis the median bonus gender pay gap is greatly reduced, to **3.5%**.

For Yell Ltd, which employs Yell's senior executives, the impact of part-time working is also evident; 17% of females work part time compared with zero males. Comparing actual payments with individuals' on-target bonus values shows a small gap in favour of females (**-1.2%**) on a median calculation basis.

Bonus pay gap	Yell Ltd – total bonus payments
Median	14.1%
Mean	95.6%

¹ In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017

² Office for National Statistics – *Gender pay gap in the UK: 2018* – 25 October 2018

3. Receipt of bonus

% of who received a bonus	Yell Sales Ltd	
	Female	Male
	71.2%	75.3%
	Yell Ltd	
Female	Male	
94.4%	92.7%	

All Yell employees are eligible to earn a bonus, and this is reflected in the high percentages of employees actually receiving bonus pay in 2017/18. The Yell Sales Ltd figures reflect that around 150 employees moved to Yell Sales Limited on 1 April 2018 from a sister company and therefore their bonus payments during 2017/18 could not be included for the Yell Sales Ltd calculations. Within this group around 87% of both females and males received bonus pay during 2017/18, taking the percentage receiving a bonus to 87.3% of females and 88.0% of males employed by Yell Sales Ltd on the snapshot date of 5 April 2018.

4. Pay quartiles

For these statistics we have listed all employees in each entity from highest to lowest paid and divided the list into four equal portions or 'quartiles'. We then identify the proportions of males and females in each quartile as shown in this table:

	Yell Sales Ltd		Yell Ltd	
	Female	Male	Female	Male
Upper quartile	31%	69%	31%	69%
Upper middle quartile	38%	62%	23%	77%
Lower middle quartile	44%	56%	39%	61%
Lower quartile	45%	55%	43%	57%

Females make up around 40% of the employees in scope for GPG reporting for Yell Sales Ltd, and around 34% of Yell Ltd. Overall females are broadly proportionally represented in each quartile, but their lowest representation in Yell Sales Ltd is in the upper quartile and in Yell Ltd in the upper middle quartile. Yell is continuing to encourage women to develop their careers and move into more senior and higher-paid roles.

Our actions

Our Talent Acquisition and Development teams continue to work hard to improve our recruitment, induction and training processes and actively seek feedback from candidates and employees to identify and eliminate any barriers to the best people joining and growing with us.

Yell offers a range of flexible working options including part-time working, job sharing and flexible attendance patterns. These flexible working options are designed to support employees in achieving an appropriate balance between work and all other aspects of their lives. Homeworking is available for some roles and in March 2019 we were delighted to welcome starters living in the Manchester and Glasgow areas through a project to expand telesales homeworking by relaxing the need to live within an hour's commute of one of our offices.

During 2018 we have strengthened our mentoring programme and the online careers portal launched last year continues to develop, receiving over 2,300 'hits' on features including the ability to register interest in roles and sign up for job alerts when vacancies become available and a career development module to help people identify their career goals and create a practical plan to achieve them.

March 2019 also saw a Careers Week event to help all our employees develop themselves through mentoring, networking and a formal qualification framework. Complementary events are planned for the future including a celebration of 'Women at Yell' in May 2019.

Our commitment is to continue to review our policies and initiatives to encourage our people to reach their full potential, regardless of gender, age, disability or ethnicity.

Our statement

I confirm on behalf of Yell Sales Ltd and Yell Ltd that the data in this report is accurate.
David Sharman, Group Chief Executive Officer