

# Gender Pay Gap.

2024






The gender pay gap regulations place a legal requirement on all businesses with 250 or more employees to report their gender pay gap on a particular date each year: 5th April 2024.

The gender pay gap is the percentage difference between average hourly earnings for women compared with men, irrespective of their role or experience. It is important to note that the gender pay gap is not the same as pay equality. Equal pay requires that men and women are paid the same for performing the same (or similar) work.

## **The legislation requires us to report:**

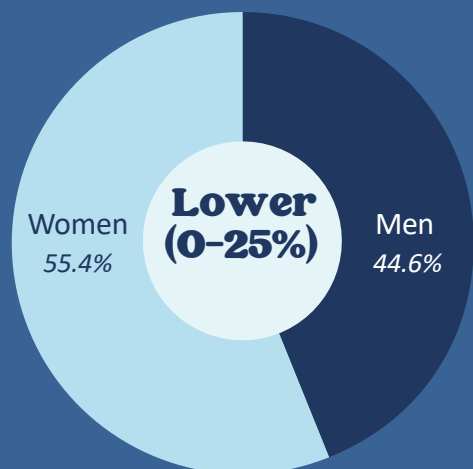
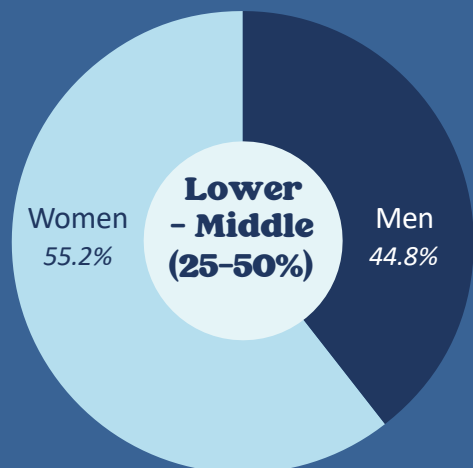
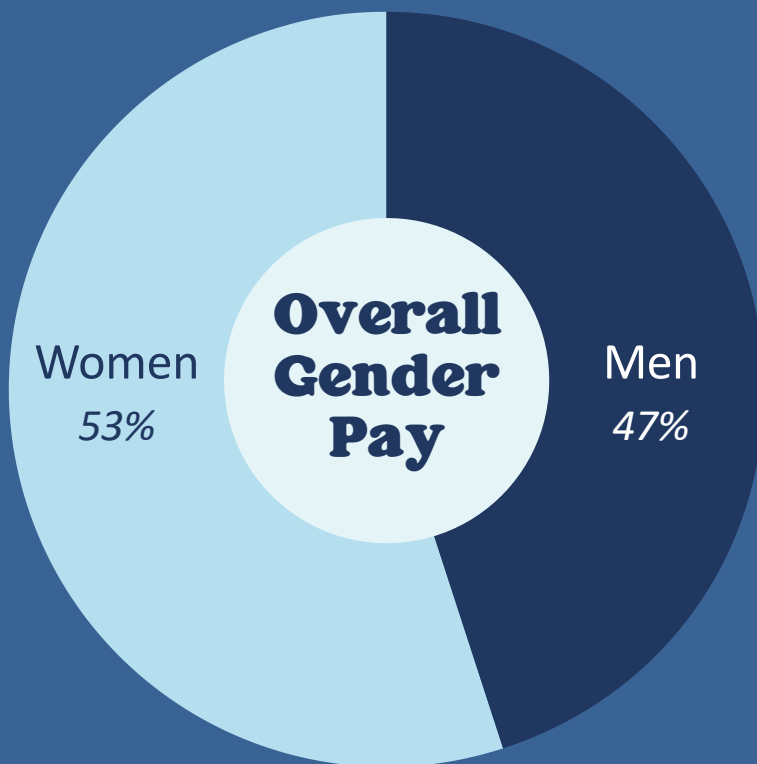
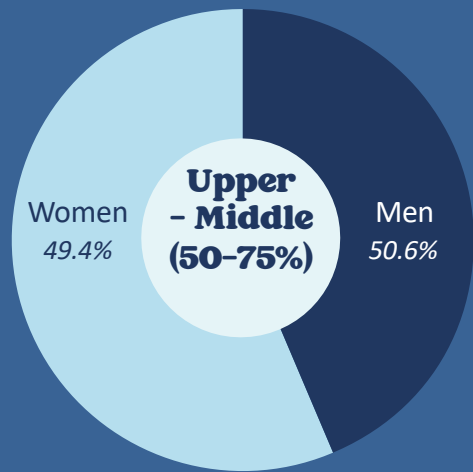
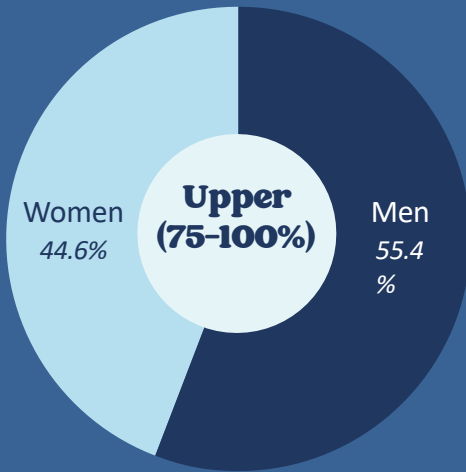
- The percentage of males and females in each quartile pay band.
  - Our mean and median gender pay gap.
  - The percentage of male and female employees who received a bonus payment.
  - Mean and median gender bonus pay gap.
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- A decorative graphic in the bottom right corner consisting of several overlapping, flowing, wavy lines in shades of blue and white, creating a sense of motion and modernity.

# A message from Simon.



At the heart of Away Resorts are our Holiday Heroes, whether they work on one of our locations or as part of our Central Support team, day in day out, they deliver delight for our guests. We value them, we celebrate them, and it is our priority to do the best for them. Committed to Embracing Everyone and being an inclusive employer of a diverse team, every individual has the opportunity to thrive regardless of ethnic background, sexual orientation, gender or age. With 53% of our Holiday Heroes being female, gender balance is really important to us. I welcome the opportunity to reflect on our gender pay gap results, to encourage the open conversations the results will generate and to plan the actions that we will take to ensure we close the gap where we can.

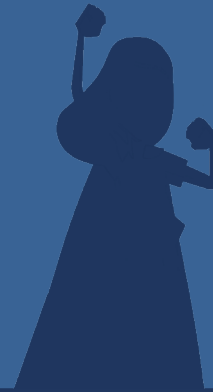
**Simon Jones CEO, Away Resorts**



# Our Gender Pay Gap Comparison.



**Mean Gender  
Pay gap = 9.2%**



**Mean Gender  
Pay gap =  
0.3%**

Our gender pay report is based on 2110 full and part time employees on the snapshot date of 5 April 2024.

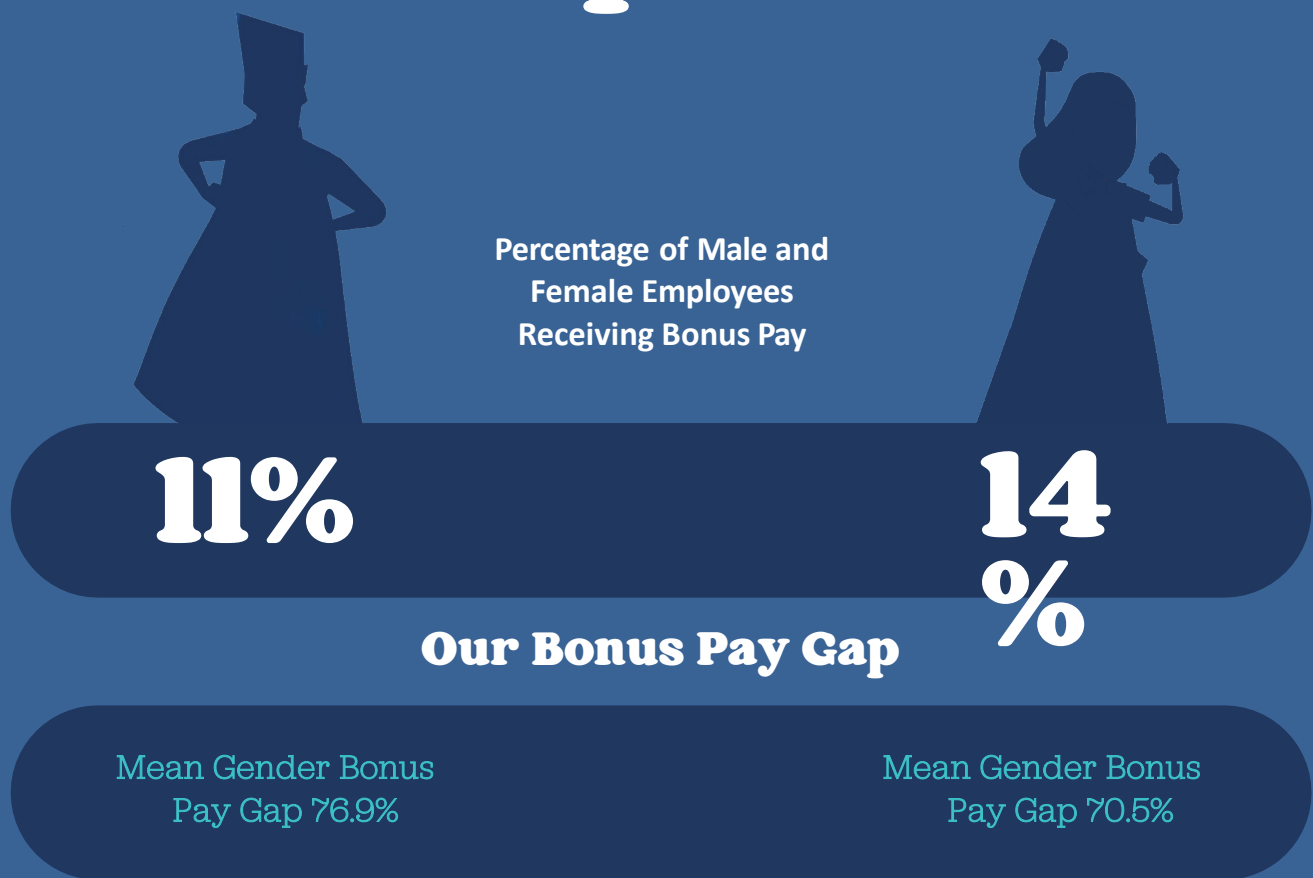
The median gender pay gap is the difference between the hourly average rate of pay for men and women. The mean gender pay gap is the difference between the hourly rate of the “middle” earner for each gender.

As you can see in the graph above our mean gender pay gap is 9.2%, which means that overall men were paid more than women.

However, there is a marginal difference between men and women in the Away Resorts median hourly pay rate. A gender pay gap may occur even if women and men are paid the same amount for similar roles, if the majority of higher earning and senior positions are occupied primarily by one gender. In our case there are more men occupying more highly paid positions than there are women, in particular in sales and in management and leadership positions.

The nature of our business is such that we employ many more people on our parks to look after our guests than we do in central support roles. We are able to offer part time, flexible roles that are attractive to students, people with caring responsibilities and others looking for flexible working opportunities. This accounts for a significant part of our gender pay gap.

# Our Bonus Pay Compared.



We are proud that all roles at Away Resorts are gender neutral and considerable success has been enjoyed by both men and women. However, our bonus pay gap data illustrates that, at the snapshot date (5 April 2024), there were substantially more men than women in both senior park leadership positions and in caravan sales positions. These typically attract performance related bonuses and incentives.

Strides have been made to increase the accessibility to bonus and incentives for a wider population of employees and both our mean and median gender bonus pay gaps have reduced over the last couple of years since 2019.

# Our Gender Pay Commitment.

## Closing the Gap

We will actively consider our gender pay gap in all new and existing initiatives including, recruitment, retention and development of our Holiday Heroes. While we encourage all team members across all disciplines, parks and types of roles to progress in their careers with Away Resorts; we will monitor the engagement of women in our apprenticeship and management development programmes to ensure that these provide a necessary springboard to success and with it a narrowing of the gender pay and bonus gaps. In 2022 we launched our DE&I commitments, policy and working groups to further drive our commitment and will continue to develop our practices inline with these commitments.

## Flexible Working

We are committed to offering all team members flexibility to achieve the work- life balance that fits around their individual circumstances. We are committed to breaking free from the norm and exploring how sales and more senior roles may appeal to more women and to making necessary changes to the traditional working patterns.

