

Stormfront

Gender pay
gap report

2016/17

WHO ARE STORMFRONT?

Stormfront Retail Ltd is an Apple Premium Reseller and one of the leading independent retailers of Apple products in the UK. With 23 stores, from Inverness to Truro, and over 300 employees, we provide an exceptional experience from purchasing your Apple product, ongoing training and support, repairs and fantastic product excellence.

OUR COMMITMENT TO GENDER PAY EQUALITY

At Stormfront Retail Ltd, our commitment to gender pay equality is based on fairness and consistency.

We are an employer whose workforce has various structures which suits the differing needs of the individual. From a student looking to fit hours and availability around their course to those seeking to develop their career in a premium technical retail sector.

The statutory gender pay reporting for the period to April 2017 is detailed in this document.

OUR GENDER PAY GAP DATA

For the year to April 2017, the data shows that we do have a mean average gender pay gap, with our female employees on average earning 6.7% less per hour than men. This is despite our pay rates for men and women in the same roles being equal.

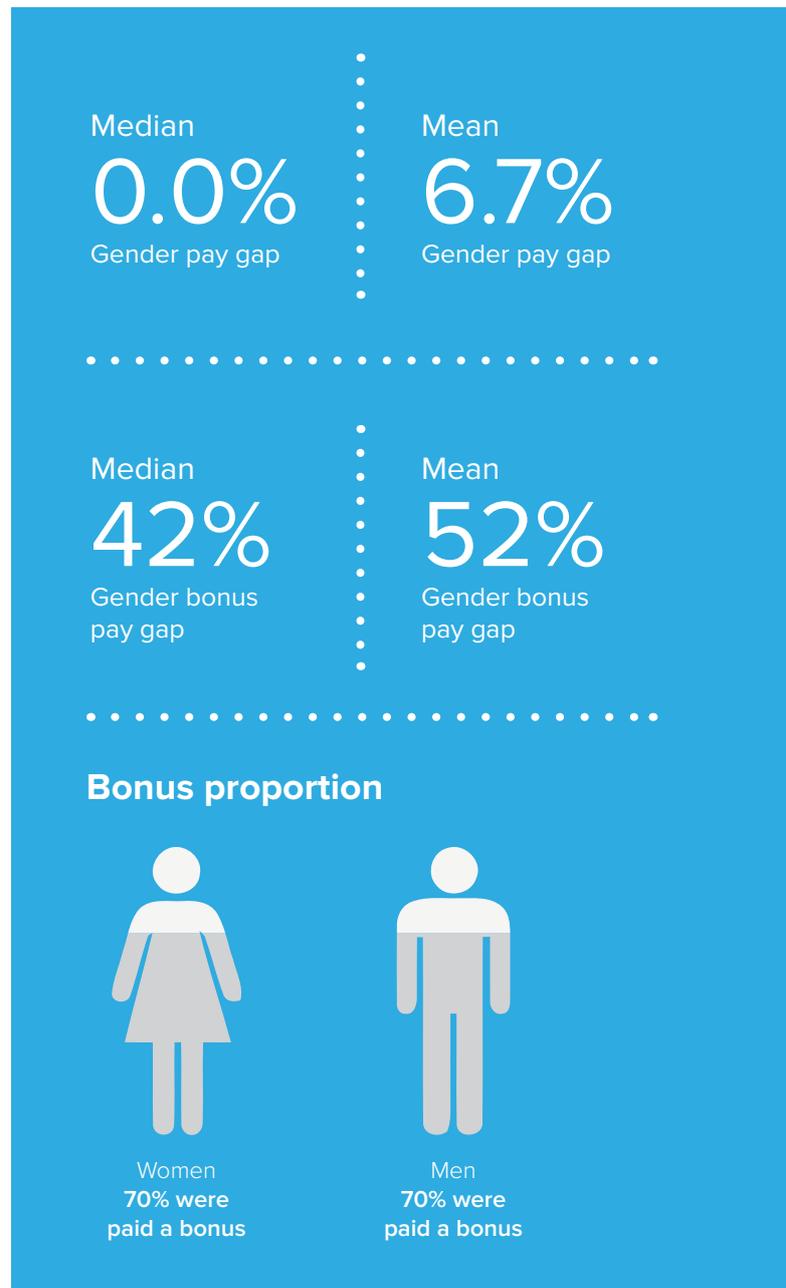
Our mean gender pay gap of 6.7% is lower than the UK average (17.4%) and lower than the retail sector in general (16.4%) as shown in the ASHE Survey 2017.

We are a technology-based retail company, employing over 250 people across our 23 retail locations and supported by a team of 60 from our head office covering service, Business sales and Retail logistics divisions.

In the year 2016/17, 20% of our employees were female. This percentage split may reflect the UK's demographic interest in technology as it mirrors the trend of customers who visit our website (according to our analytical data from Google). We also analyse data from job applicants and in April 2017 between 30%, and 35% of people applying were female.

The differences in our mean average pay between men and women are due to males occupying the most senior positions. In the 2017 reporting period, the four directors and eight of the ten highest-paid employees were males.

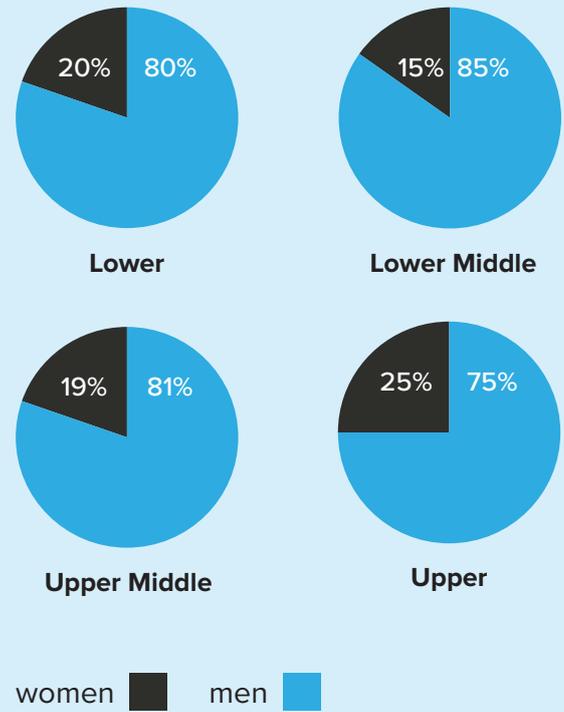
We also have a team of casual staff working flexible hours, whose earnings are lower, and contain a higher percentage of women (at 26%) than the average of the whole workforce (20%).



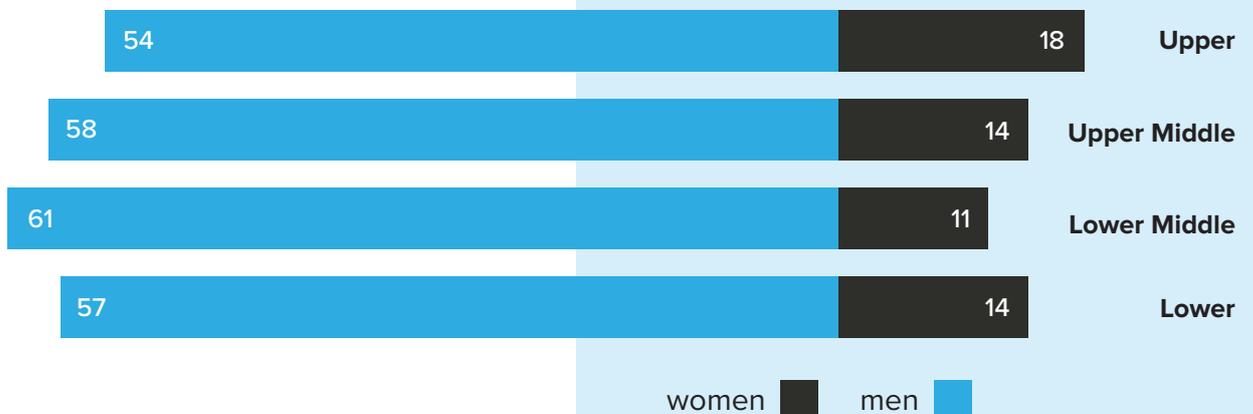
In the year 2016/17, bonus payments were made to 70% of female and 70% of male employees. However, the bonuses to female employees were lower on average – with a mean gender gap in bonus pay of 42%. This is partly because positions in non-retail sales roles that had higher bonus and commission plans were all male. When these employees are removed from the analysis, the mean gender bonus gap drops to 35%. Commission for employees working in our retail stores were higher for full-time employees, a high proportion of whom was male. In general, female employees who work in our stores tended to work fewer hours per week.

In the 2017 reporting period, 18 out of the 72 people in our top quartile of pay were women. These included six of the 23 store managers and nine women in our head office functions.

Proportion of men and women in each pay quartile (%)



Number of men and women in each pay quartile



MOVING FORWARD

We want to be a Company which appeals equally to both males and females. Our sector is one where fewer women are employed in general. To balance this in Stormfront, it comes down to the equal opportunities we can express to show the type of employer we are, the flexibility we can offer around hours and to ensure that our employees can work around a position that suits them, their career choices and include any succession planning on our part.

In conclusion, we are pleased that our mean and median average gender pay gaps are low and significantly below the retail average. However, we recognise that we could work to narrow that gap further by improving the representation of female staff in senior management and sales positions.

I confirm that this information is an accurate reflection of our Gender Pay analysis for the period April 16/17.



Dan Evans
Finance Director
April 2018

Stormfront

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