

Stormfront

Gender pay
gap report

2017/18

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 275 employees, we provide an exceptional experience from purchasing your Apple product, ongoing training and support, repairs and a fantastic customer experience.

OUR COMMITMENT TO GENDER PAY EQUALITY

At Stormfront we set pay levels regardless of gender. Where possible we promote from inside the company by looking for talent across our whole workforce.

The statutory gender pay reporting for the period to April 2018 is detailed in this document.

OUR GENDER PAY GAP DATA

For the year to April 2018 the data shows that we have a mean gender pay gap, with our female employees on average earning 11.6% less per hour than men. This is despite our pay rates for men & women in the same roles being equal.

Our gender pay gap of 11.6% is lower than the UK average (17.1%) as shown in the ASHE Survey 2018 (provisional).

In the year 2017/18 approximately 20% of our employees were female. This percentage split may be partly because in the UK as a whole, women tend to be less attracted to jobs in technology-based retail operations (in April 2018 34.3% of job applicants at Stormfront were female).

The differences in our mean average pay between men and women are largely because in our company males occupy the most senior positions. In the 2018 reporting period the 4 directors and 10 of the 12 highest-paid staff were male.

In the 2018 reporting period 15 out of the 69 people in our top quartile of pay were women. At 22%, female staff were better represented in our top quartile of pay than their proportion in the overall workforce. These included 7 of the 23 store managers, and 8 women in specialist roles in our head office functions.

However women are also represented in the bottom quartile of pay. We have a team of casual staff working flexible hours. This group contains a higher percentage of women (at 26%) than the average of the whole workforce (20%).

Median

0.0%

Gender pay gap

Mean

11.6%

Gender pay gap

Median

0.0%

Gender bonus pay gap

Mean

86%

Gender bonus pay gap

Bonus proportion



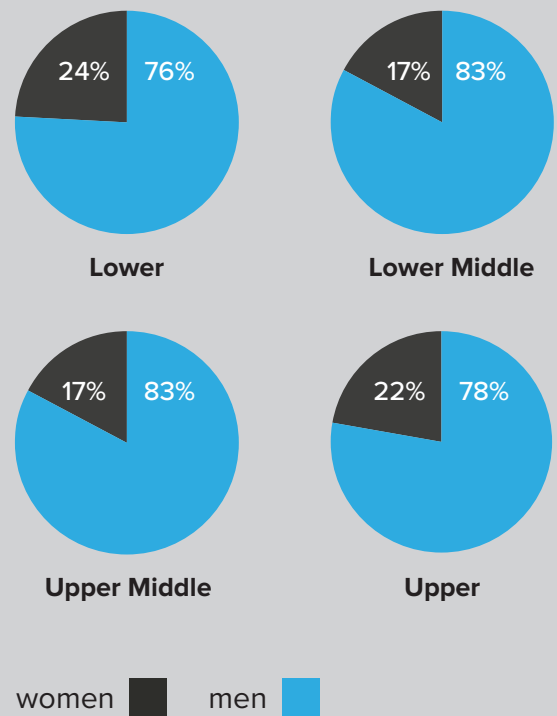
Women
10% were
paid a bonus



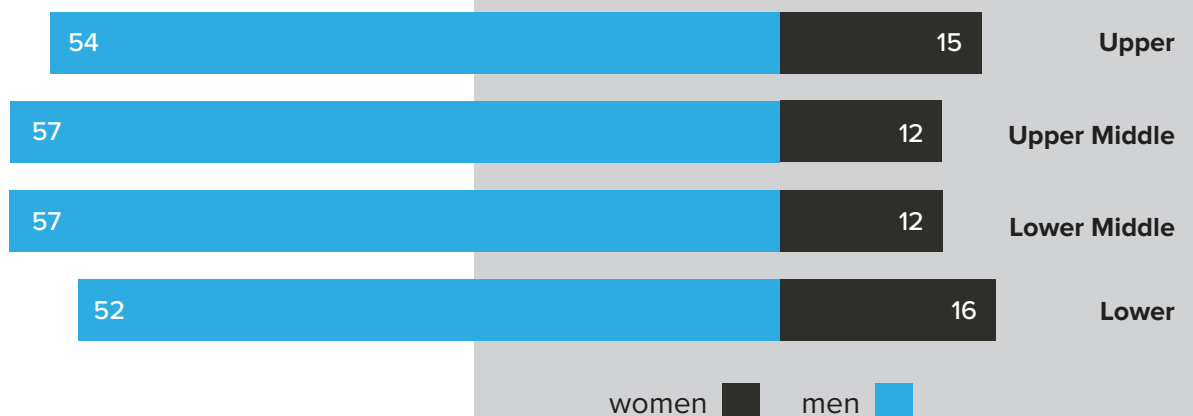
Men
9% were
paid a bonus

In the year 2017/18, bonus payments were made to 10% of female and 9% of male employees. However, the bonuses to female staff were lower on average – with a mean gender gap in bonus pay of 86%. This is partly because the staff working in non-retail sales roles and in regional store management, where bonus and commission earning are higher, were all male. When these staff are removed from the analysis, the mean gender bonus gap drops to minus 16%.

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. However, we want to make a difference by attracting and retaining the best female talent who want to work in consumer electronics retail. We will do this by making sure our employment terms offer flexibility around working hours and that our succession planning provides for internal development.

In conclusion, we are pleased that our mean and median average gender pay gaps are low and significantly below the national 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 17/18.



Dan Evans
Finance Director
April 2019

Stormfront

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