



THE7STARS

# GENDER PAY GAP REPORT 2025





# Overview

## What is the Gender Pay Gap?

Launched in 2017, the gender pay gap is the difference between the average pay of men and women across an organisation. All organisations with 250 or more employees are legally mandated to report their gender pay gap from the 'snapshot date', which for this report was 4th April 2024.

As an agency that has always had transparency and inclusion at the core of its values, we have continuously analysed our gender pay gap data and shared the results internally with our team, and outlining the actions that we are taking to address this gap. We will continue to be open about how we plan to continue being proactive in our journey to creating a more inclusive and equitable workplace for all of our employees.



## What will we be reporting on?

- Median gender pay gap at the snapshot date.
- Mean gender pay gap at the snapshot date.
- Breakdown of males and females into four groups (quartiles) ordered from lowest to highest pay at the snapshot date.
- Median bonus pay gap at the snapshot date.
- Mean bonus pay gap at the snapshot date.
- Proportion of males and females eligible to receive a bonus payment



# Gender Pay Gap

## What does all this mean?

The median gender pay gap shows the difference in the middle points of the ranges of hourly rates of pay for both men and women at the7stars by ordering the rates of pay by gender from lowest to highest, and then comparing the middle value.

The mean gender pay gap, however, is calculated by taking the hourly pay of men and women at the7stars and dividing this by the total number of each gender, then comparing the mean male pay against the mean female pay.

## Our Gender Pay Gap

Snapshot as of 4th April 2024:

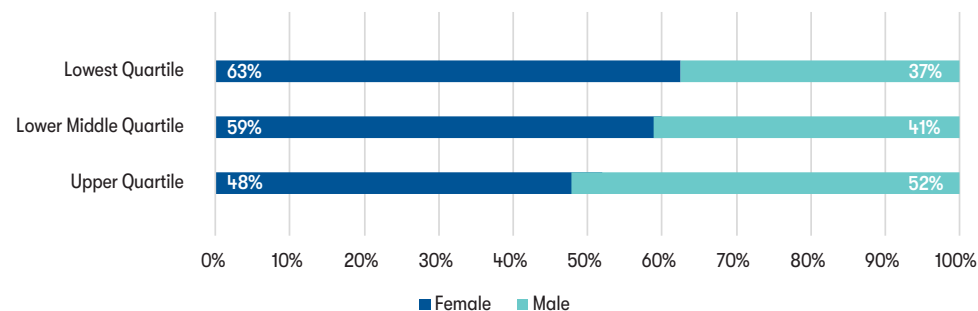


From 4th April 2024, the mean pay gap at the7stars was 19%, which is slightly increased from the 2023 figure of 13.82%.

The median pay gap has also seen an increase from 8.15% in 2023 to 16% in 2024.

We know this increase is largely due to our continuing trend of hiring more women into entry-level roles and hiring more men into senior positions during this period. That said, we understand there's still more work to do to create a more balanced and inclusive workplace for everyone.

## Quartile Analysis



When examining quartiles, the most junior quartiles (lower and lower middle) demonstrates a higher proportion of female employees (63% and 59% respectively) compared to male employees (37% and 41% respectively).

In contrast, the highest quartile (upper) has 48% female representation and 52% male representation. Whilst the upper quartile is close to a 50/50 split, it is the lower quartiles with higher female representation that has increased the gender pay gap. One of the key factors for this is that at the7stars, we continue to employ more females at entry level roles, due to their performance during assessment centres for our Graduate and Apprenticeship schemes. the7stars continues to foster an environment where talent regardless of characteristics such as gender is encouraged and supported to progress their career within the agency.





# Bonus Pay Gap

## What is included as a bonus?

We factor in our annual Christmas and Summer bonuses, as well as our New Business Bonus, Bump Bonus, and Return-To-Work bonus into our bonus pay gap reporting. Some senior level employees may also receive Shareholder bonuses, at the CEO and Finance Director's discretion. These discretionary bonuses include our annual Christmas bonuses given to all staff, as well as an equal profit share bonus (assuming financial targets are met) to all staff who meet the required tenure with the agency. We also implement bonus schemes throughout the year, including a New Business Scheme (given to staff who deliver new business opportunities for the agency), as well as our Bump Bonus scheme (offered to expectant birthing parents) and Return-To-Work Bonus (given to colleagues returning from long-term parental leave).



## Our Bonus Pay Gap

Snapshot as of 4th April 2024



As at 4th April 2024, almost everyone received bonuses, with 97% of women and 99% of men receiving bonuses in the previous 12 months. The small % of employees who didn't receive a bonus was due to them starting in the last quarter of the financial year and so they did not have the required length of service to qualify.

The median bonus pay gap is 0%.

The mean bonus pay gap stands at 50%, as a result of bonuses paid to shareholders in lieu of dividends.

the7stars has 7 shareholders within the business. Most of whom have been with the business since its inception. 3 shareholders are women (of which the CEO is one), and 4 shareholders are men. The CEO did not receive a bonus within the reporting period which has contributed to the mean average figure above.



# How We Are Closing the Gap

*Minimising the gender pay gap requires a comprehensive and sustained effort from businesses over an extended period of time. By taking a multi-faceted approach and implementing these strategies, we hope to make significant progress in minimising the gender pay gap and fostering an equitable workplace.*

## Fair Deal Charter

Our Fair Deal Charter involves benchmarking our team internally to ensure team members of the same level, in terms of skills and experience, are remunerated fairly with equal pay for equal work. We ensure that incoming talent doesn't get paid more than talent that has been with the business for years. We don't want to encourage the philosophy that our employees have to leave the7stars for a salary increase, so are committed to upholding the fair deal charter.

Every salary review is agreed with our Founder and Finance Director to ensure consistency and alignment.

## External Salary Benchmarking

We review all salaries annually across the business and benchmark against industry data to ensure the7stars is paying all employees an equitable salary.

## Flexible Working and Family Friendly Practices

We are continuing to offer flexible working arrangements to accommodate diverse needs, helping employees balance work and personal responsibilities. There is a big focus on this for mothers returning to work from maternity leave such as a standard period of phased return to work.

We are also continuing to review and improve our package and support of enhanced family leave for both birthing and non-birthing parents. the7stars is committed to supporting working parents, which includes return to work coaching, a buddy system, community groups, reading materials, financial advice, nursery benefits & bonus schemes.

We encourage shared parental responsibilities to minimise the impact on the onus falling on women to be required to take time out when having children and potentially having a detrimental impact on women's careers.

## Mentorship and Coaching Programmes

Establish internal mentorship programs to support the career development of everyone within the agency with a particular focus on ensuring women within the agency are encouraged to utilise these opportunities.

Access to coaching is available to all team members across the7stars – allowing everyone to unlock their potential with an external coach.

## Recruitment Practices

We encourage the hiring of women into leadership positions through equitable recruitment processes.

We also ensure opportunities for advancement of women into leadership positions with a renewed focus on offering internal opportunities for development and progression. We have seen the fruition of this approach in the last 12 months specifically.

We continue to ensure that recruitment processes are fair and free from biases, using structured interviews, training everyone involved in the hiring process on how to interview and using a psychometric tool as a filter for a successful fit against the role and company values.

## Employee Engagement and Feedback

We actively seek feedback from employees on workplace policies and practices including Your Voice survey and follow on focus groups with specific groups within the agency to gain richer feedback to inform any action taken.

We continue our "always on" approach to feedback from employees by using an open surveying tool to hear thoughts and feelings on business activities.

We continue to build upon the channels already in place for open communication to understand concerns and address them promptly.

We will create more opportunities to gather and action feedback from women across the agency to ensure we're addressing areas that are important to them.

## Review and Refresh of Career Progression

We provide training on equal opportunities and unconscious bias to eliminate stereotypes and preconceptions and family friendly training for managers to ensure they champion inclusive experiences for their teams.

We have frameworks for managers to fairly and objectively assess employees performance and access to development and progression within the agency.

We're exploring ways to provide clearer, more structured support for mothers and birthing partners as they transition back to work after extended family leave.

## Continuous Monitoring and Adjustment

We regularly monitor and analyse pay data throughout the year to identify and address emerging trends.

We will adjusting strategies based on the evolving needs of the workforce.



The gender pay gap has increased for this year and we acknowledge that further action is needed to address disparities. Our commitment to fostering a diverse and inclusive workplace remains unwavering, and we will continue to implement initiatives that support the career growth of women at all levels of the organisation.

This report reflects our dedication to transparency and accountability in achieving gender equality at the7stars. We will actively monitor and reassess our strategies to ensure continued progress in the years to come.

*Jenny Biggam*

Jenny Biggam  
CEO, the7stars UK LTD

