INTRODUCTION

Welcome to The Perfume Shop’s 2019 Gender Pay Gap Report, where will we be updating you on what we’ve been up to since our previous report!

As one of the UK’s top trusted fragrance retailers we understand how important it is to ensure we provide the best possible experience for our employees, as well as our customers.

Our employees are fondly known to us as our Perfume People, this is because they embody our company values of being passionate, expert and caring about the fragrance service they provide to our customers, both on the high street and online. Without an engaged team of Perfume People we would not be able to provide the high level of knowledge and expertise to our customers day in, day out.

We celebrated another year of being The Experts at the industry recognised The Fragrance Foundation Awards, being awarded the sought-after title of Online Fragrance Retailer of the Year 2019, and we’ve just been announced as the 7th Best Retailer to work for by Indeed.com - the UK’s largest jobs board!

We totally understand how important it is that our Perfume People feel they work in an environment which is fair, inclusive and diverse and to which they can grow, develop and progress regardless of gender, background, culture and perspective. Which is why we continue to focus on “Growing Our Own” so everyone has equal opportunities within the business to become Experts!

For the purpose of this report we will be concentrating on our gender pay gap data and reporting this in line with the regulatory requirements, as well as showcasing some great examples of how we have ‘Grown Our Own’ to support diversity and equality throughout the business.

This is the third published Gender Pay Gap Report and whilst we are pleased that we can celebrate being a fair employer, we will continue to place a focus on ensuring equal opportunities within the business year on year.

Michelle Fellows
People & Development Director
March 2020
UNDERSTANDING THE GENDER PAY REPORT

In this report we have published both our mean and median gender pay gap - two methods of comparing the average rate of pay for our male employees against the average rate of pay for our female employees.

Gender pay gap figures show the difference in the average pay of men and women, regardless of the nature of their work, across a whole organisation. A gap can be driven by having an unequal number of men and women across different roles throughout the business.

Gender pay gap reporting regulations ask that companies report both the mean and median gender pay gaps.

Where there is a positive pay gap, this means that on average male employees are earning more than female employees. A negative pay gap would mean that on average female employees are paid more than male employees.

It is important to note that gender pay is not the same as equal pay for men and women. Equal pay comparisons involve a direct comparison between men and women doing the same, similar or equivalent work. Having a gender pay gap does not mean that an employer does not pay the same to both male and female employees, where they are working the same role.

HOW DO YOU CALCULATE THE MEDIAN GENDER PAY GAP?

Imagine if we asked all our male employees to stand in line in order of their pay, from the lowest hourly rate of pay to the highest. And then asked our female employees to do the same, in order of their hourly pay. The median gender pay gap is taken from identifying the male employee in the middle of his line, and the female employee in the middle of her line, and then looking at the difference in their hourly rate of pay.

HOW DO YOU CALCULATE THE MEAN GENDER PAY GAP?

The mean gender pay gap shows the difference in average hourly rates of pay between men and women. So simply taking an average across male or female employees regardless of their role and experience.

WHAT ARE PAY QUARTILES?

In addition to reporting the mean and median, we have also demonstrated the gender pay gap information in quartiles. These are calculated by listing the rates of hourly pay for each employee across the business from the lowest to the highest, and then splitting these into four equally sized groups, from the lowest paid quartile (Q1) to the highest paid quartile (Q4).
GENDER PAY GAP REPORT

At The Perfume Shop we employ around 2,200 employees, mostly based within our 231 stores but also including around 40 employees in our distribution centre and 150 employees at our head office.

We are pleased to report that our median gender pay gap improved significantly against 2018, demonstrating our commitment to gender pay at all levels in the business, as well as our dedication to equality in recruitment, development and promotions.

Our mean bonus gap for 2019 is 22% and our median bonus gap for 2019 is 20%.

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Within each of the quartiles the percentages of men and women represented has remained reasonably consistent with our 2018 results, with Senior Opportunities for women growing in our upper quartile (Q4).

This shows that our “Grow Our Own” approach is delivering on its objectives and that both male and female employees alike are being encouraged to progress and succeed, and are taking opportunities when they arise.

We are also pleased to note that the majority of our employees received a bonus, with 86% of male employees (2018: 84%) and 89% of female employees (2018: 86%) receiving a bonus in the relevant year (2019).
GROWING OUR OWN

PROFESSIONAL DEVELOPMENT

We appreciate how important it is to #GROWOUROWN, so we take learning and development very seriously at The Perfume Shop, whether that’s through our internal development programmes or external courses.

Each year we invite a number of our Perfume People to grow their skills knowledge and experience internally within the business by attending one of the three programme levels of Oxford Summer School (Foundation, Academy and Masters). These learning opportunities, which are run in conjunction with the British Retail Consortium, are renowned for delivering excellent retail leadership training programmes.

With this in mind, here’s what three of our talented Perfume People told us about their journey on the Foundation Level training in 2019...

Oana said, “The programme inspired me to build my confidence in becoming the best version of myself.”

Sarah said, “It has quite simply changed my life! It has motivated and inspired me to be the best I can be.”

Amy said, “I left with the courage to do what scares me and do it well!”

ONLINE LEARNING!

Early in 2019 we launched our new online training platform DISCOVER to facilitate learning opportunities to develop everyone in the business, at every level.

Our employee’s gender split...

See our employee’s gender split highlighted below!

#GROWOUROWN