



**2023**

# Gender pay gap

**BAYFIELDS**  
— OPTICIANS & AUDIOLOGISTS —

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# INTRODUCTION

**Here at Bayfields Opticians & Audiologists, we're a group of companies who provide optometry and audiology services to clients. Our ultimate goal is to deliver committed care to each and every one of our clients, and our team members are at the heart of this mission, making it happen.**

With thousands of clients and more than 300 team members, we hold an esteemed position in our market sector and take pride in being an exciting and equitable place to work. We lead by making our client the hero, and through living and breathing our family values.

Everyone here is paid for the role they play in their team and for their performance in that role, no other factors affect a team member's pay.

We're an Equal Pay employer, with men and women performing equal work receiving equal pay.

# SNAPSHOT DATA

Our gender pay data has been collected according to the relevant legal requirements. The table below shows our latest gender pay gap figures. The figures in this report are based on the snapshot date on 1 April 2023 to 30 April 2023.

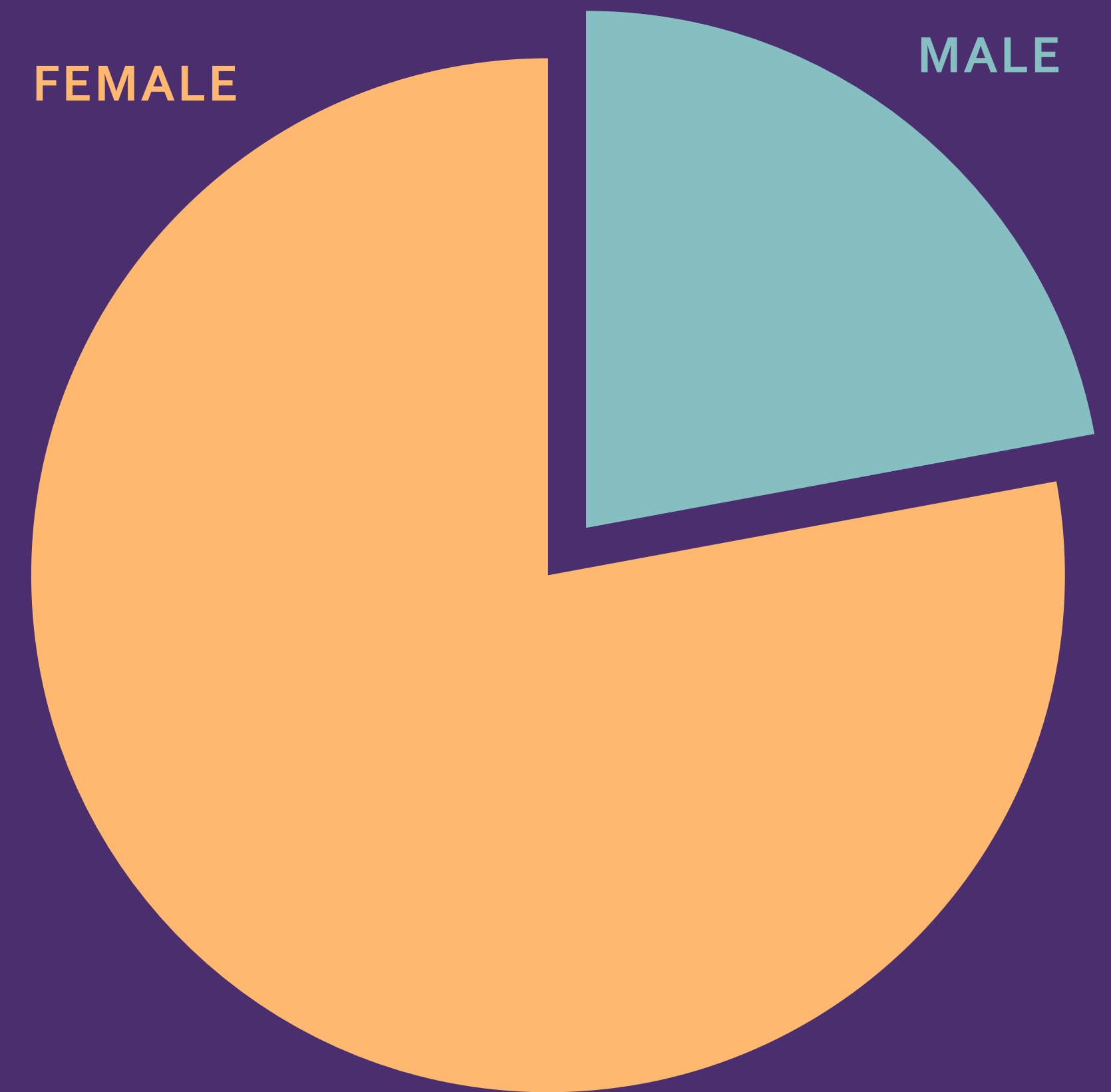
We had 321 relevant team members (staff) at the point of this snapshot. 64 team members were excluded from our snapshot, as they did not receive their ordinary pay at the point the data was taken. This is for a number of reasons, such as sickness, termination of employment, maternity, and any other applicable reasons.

This means that 200 female team members and 58 male team members are included in our snapshot as relevant full pay employees.

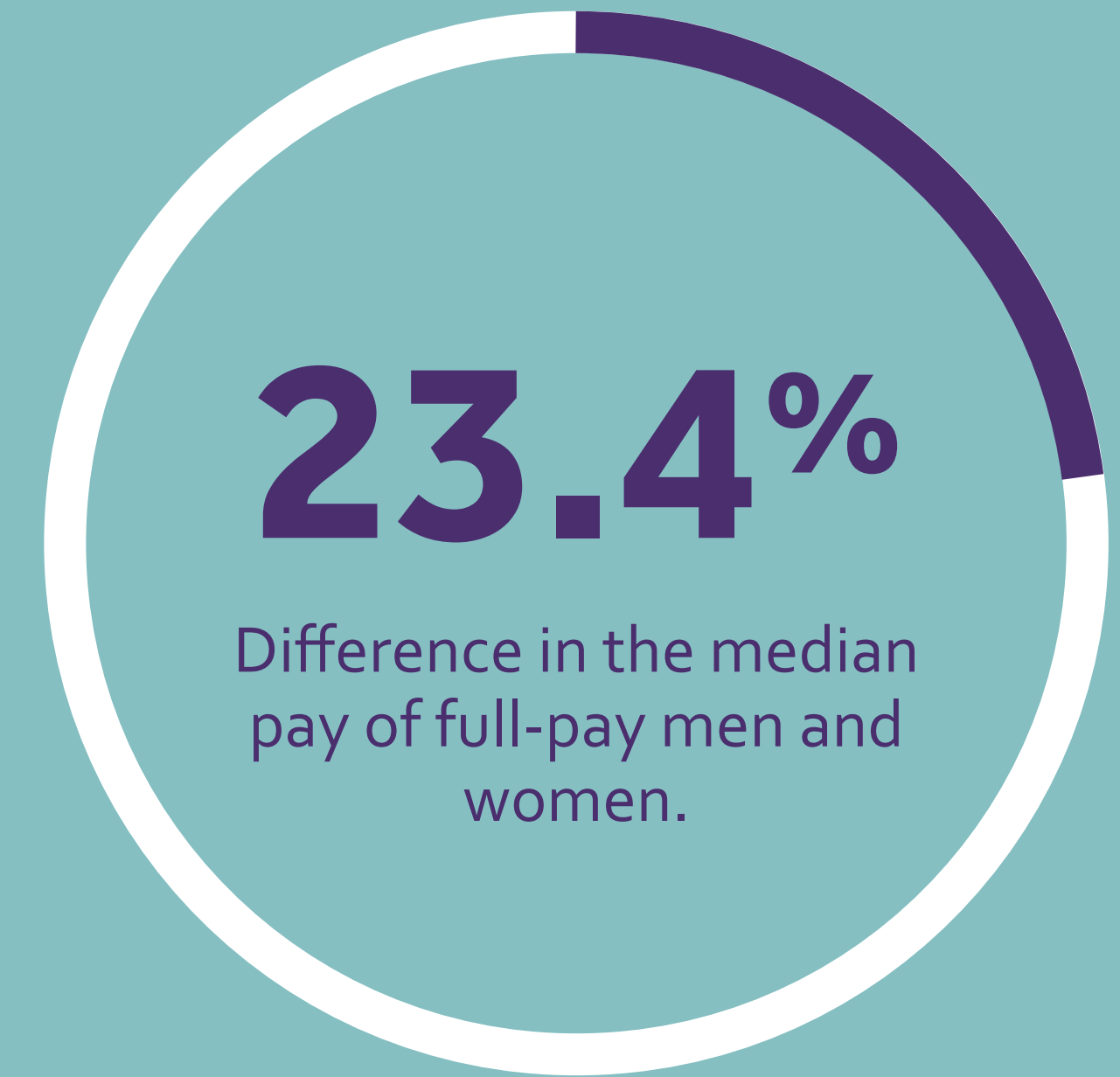
As our data suggests, we have a much larger number of female team members than male team members, which is reflected in the profession as a whole.

Our data shows that we do have a gender pay gap, but we don't have an equal pay issue. We've identified the reasons why we believe this is the case, detailed throughout this report, and any actions that we will take to reduce our gender pay gap.

## GENDER SPLIT ACROSS BAYFIELDS

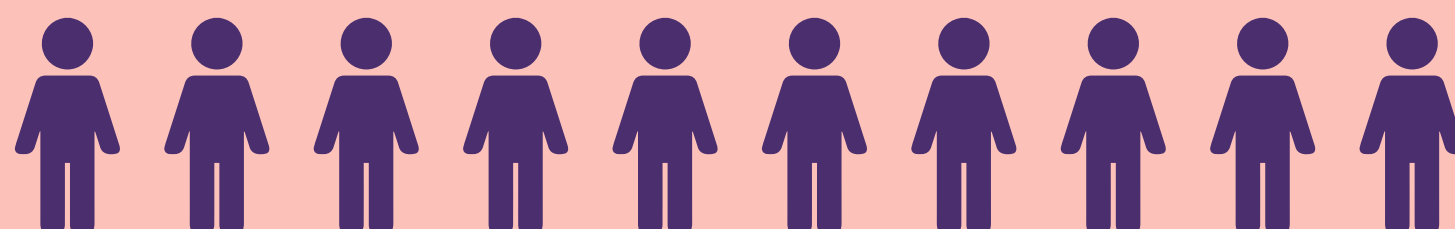


# OUR 2023 GENDER PAY FIGURES AT A GLANCE



**258**

Number of full-pay men and women in each quartile pay bands



**NOT APPLICABLE**

Contrasts in mean bonus pay of men and women.\*

Contrasts in median bonus pay of men and women.\*

Proportion of men and women who received bonus pay.\*

\*We have no bonus structure in place, and therefore have no data to report.

# GENDER PAY GAP – PAY QUARTILES



We've split the proportion of full-pay male and female employees into four quartile bands based on their hourly pay.

58 employees are in the **upper hourly pay quarter**. 15 are men and 43 are women. This means that 26% are men and 74% are women.

63 employees are in the **upper middle hourly pay quarter**. 18 are men and 45 are women. This means that 29% are men and 71% are women.

68 employees are in the **lower middle hourly pay quarter**. 18 are men and 50 are women. This means that 26% are men and 74% are women.

69 employees are in the **lower hourly pay quarter**. 7 are men and 62 are women. This means that 10% are men and 90% are women.



# GENDER PAY GAP – PAY QUARTILES

CONTINUED

**There is a commercial reason for the gap in our banding, as we have a lot more female team members, and this is seen across the industry. Additionally, we've acquired lots of businesses over the years, most of which already had female team members in their practices.**

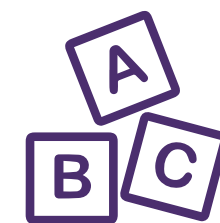
We believe that there are several reasons that our industry attracts and retains more female team members, for example:



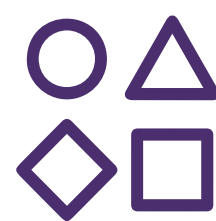
There are competitive pay packages available with a great part time equivalent, which allows for flexibility.



The line of work doesn't require unsociable hours, and we don't open on Sundays.



We recognise that often the cost of childcare accounts for a significant proportion of family expenditure, and that the high cost of childcare often has a great influence on whether parents, particularly mothers, choose to give up work or reduce their working hours. At Bayfields, we have some fantastic benefits available, such as childcare vouchers and family discounts, which we can presume actively leads towards successful retention of our team members, especially those that are female.



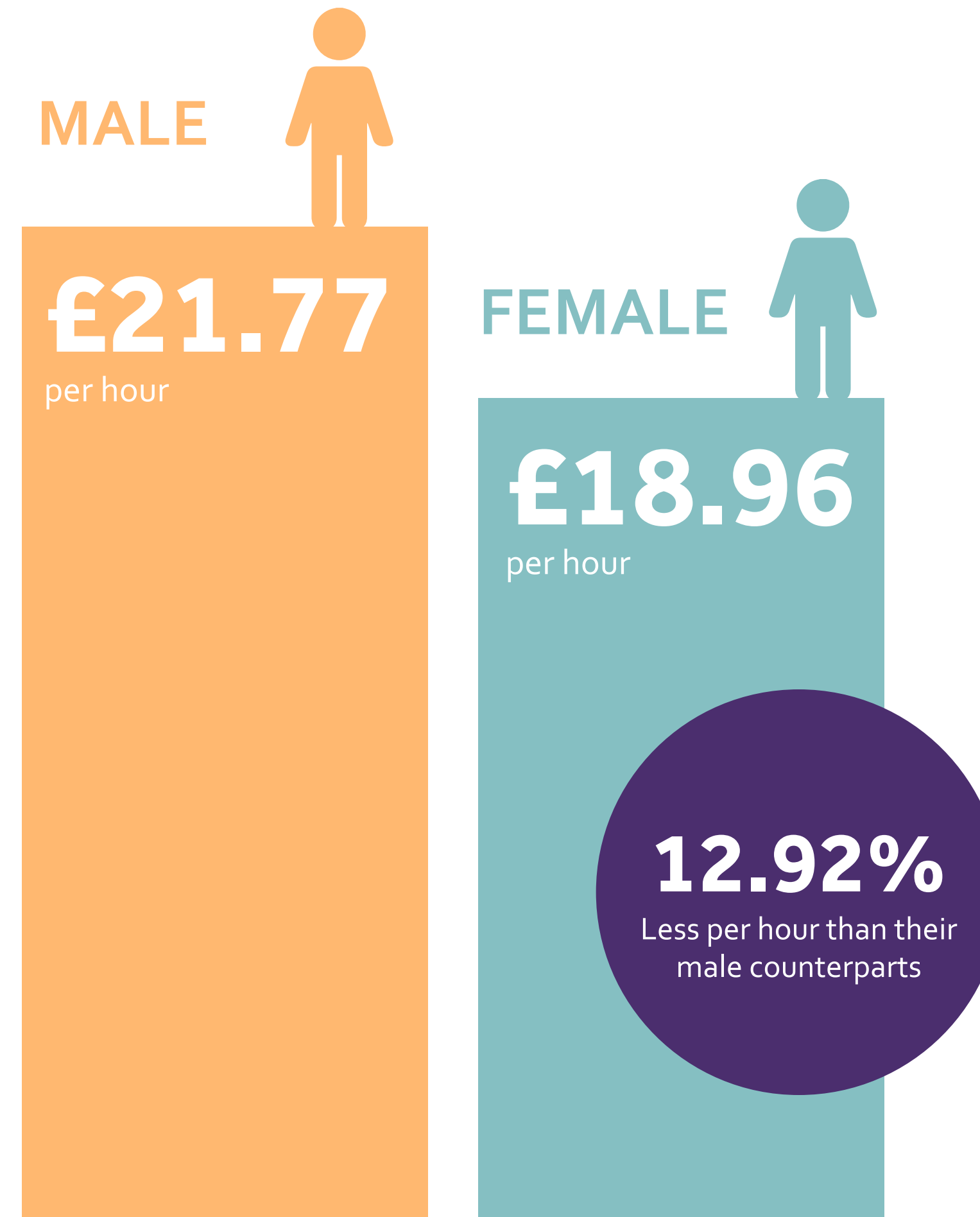
Whilst we do have a significantly larger amount of female team members, we do pride ourselves on our diverse teams throughout the company.



# MEAN (AVERAGE) GENDER PAY GAP

The mean (average) gender pay gap is the difference in mean pay of full-pay men and women.

Our data shows that, on average, our male team members earn £21.77 per hour, and our female team members earn £18.96 per hour. Our calculation indicates that, on average, women earn 12.92% less per hour than their male counterparts. This means for every £1 a man earns at Bayfields Opticians, a woman earns around 87p.



We've identified that there are several reasons for this, these are:

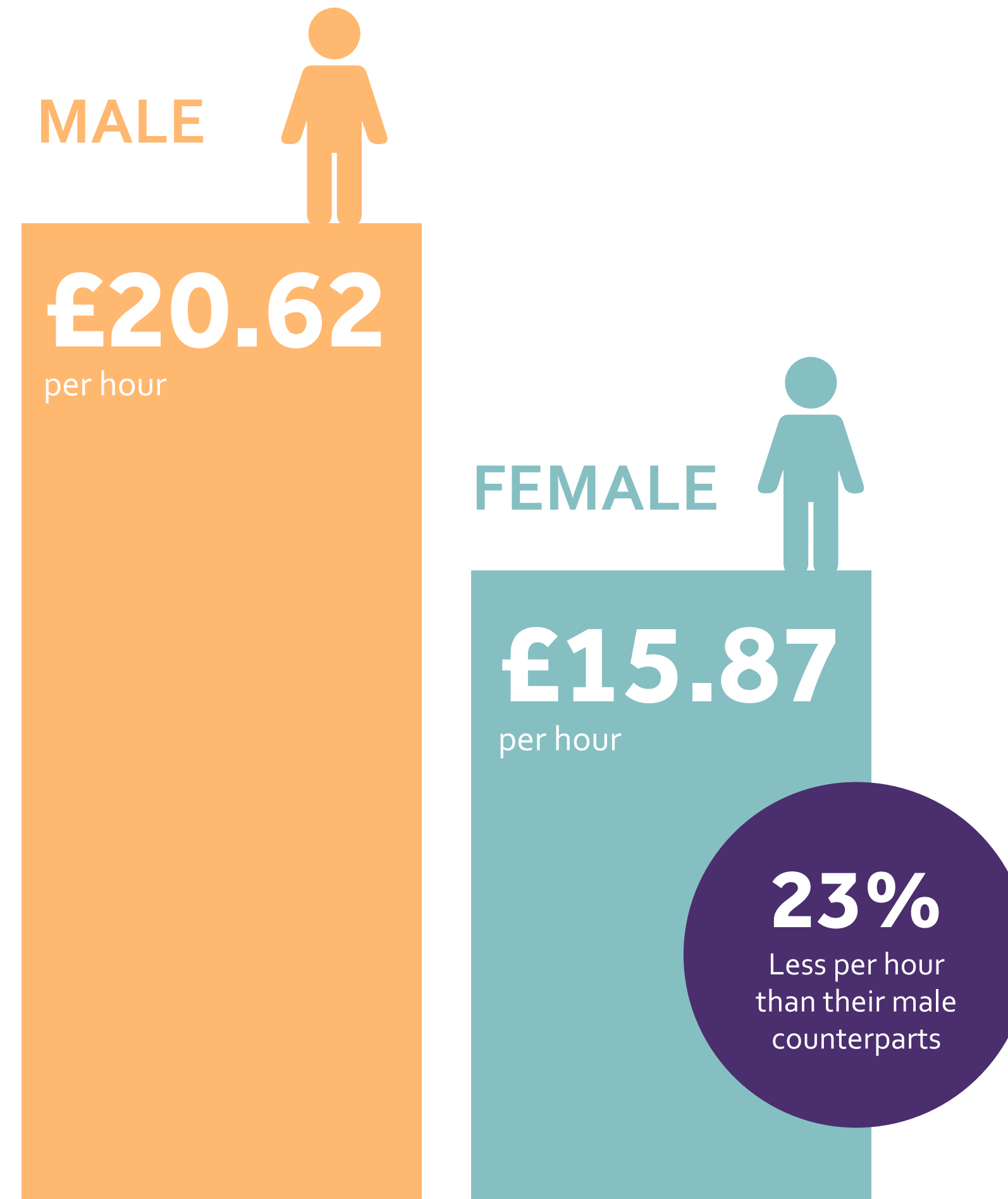
- Overall, there is a big percentage of our female workforce which take up our front of house roles. Front of house roles generally attract a lower salary than those of qualified Optometrists and Audiologists.
- On average, we have more part-time female team members than male team members.
- Our data shows that there appears to be an even split between female and male team members that form our Directors, Senior Management team, Optometrists, and Audiologists.



# MEDIAN GENDER PAY GAP

The median gender pay gap is the difference in median pay of full-pay men and women

The man in the middle earns £20.62 per hour, and the woman in the middle earns £15.87 per hour. This means that when using the median, women at Bayfields are paid 23% less than men. This means for every £1 a man earns at Bayfields, a woman earns 77p.



We've identified that there are likely a few reasons for this, these are:

- As mentioned previously, we have more female team members than male team members in front of house positions, which attract a lower salary. This is a pattern seen across the industry.
- We also have more part time female team members than male part-time team members.
- Looking at our data further, comparing job titles and examining what our female and male team members are paid for carrying out the same role, we are confident that we do not have an equal pay issue.

# CONCLUSION & ACTION PLAN

**In summary, we recognise that we do have a gender pay gap at Bayfields. However, we don't have an equal pay issue, as we pay equivalent salaries for both male and female team members carrying out the same role.**

We do accept that we have a higher percentage of females in our front of house roles, which attract a lower salary than those roles that require a qualification, such as an Optometrist and Audiologist.

Recognising this fact, we'll take the following actions to reduce our gender pay gap:

- Find a way to encourage more male team members into front of house roles.
- Continue to encourage female team members to go into qualified and senior management roles.
- Continue to provide development opportunities for female team members to take training and development activities to develop their skills and obtain relevant qualifications.





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