OUR VISION
To unleash the creative power of every employee.

OUR MISSION
To attain, grow and retain the best, most diverse talent.

OUR BELIEF
Diversity and Inclusion will always be fundamental to achieving our vision to become the #1 creatively-driven global marketing company. As a globally integrated community that influences and shapes culture, our talent must reflect the marketplace we serve; simultaneously, our agencies must foster inclusive environments that unleash the creative power of our people and our work. This requires the conscious effort of everyone to unearth and engage the unique perspectives of our co-workers: Conscious Inclusion.

COMMITTED TO DIVERSITY & EQUALITY

“As a key member of the world’s most creatively effective agency network, McCann Worldgroup UK is made up of a highly diverse portfolio of premier clients and brands. We view diversity as a business imperative that, when incorporated into all agency practices, becomes a competitive advantage, driving growth and organisational sustainability.

Conscious inclusion is the catalyst to creativity and innovation that cultivates an ethos of belonging, connection, and shared purpose.

In 2021 we focused on our pan-regional effort to equip our community with a wide spectrum of knowledge on DE&I. We built momentum around this business-critical area to all make conscious inclusion a reality and integrate this practice to play a meaningful role in the lives of our employees and create market-leading, game-changing solutions for our clients.

Closing the Gender Pay Gap is part of this commitment. We recognise we are on a journey with much still to do to achieve parity in this area. Our commitment to this is clear and we will continue to hold ourselves to account until we have achieved our goal.”

Karen Buchanan, Chair, Conscious Inclusion Council, Europe & UK
During 2021 the impact of the Pandemic continued to be felt and in the spirit of transparency, a year where we had to make redundancies which significantly impacted our pay and representation levels.

**CONTEXT FOR 2021 AND KEY MILESTONES**

We are committed to reducing the pay gap in our McCann UK agencies and have put many initiatives in place in 2021, and implemented the following actions to help us achieve this:

- Mentoring scheme with specific pathways for women leaders and growing our talent pipeline
- Actively ensuring gender balance in performance review and succession planning
- Launched menopause policy and awareness to create an inclusive environment where we retain senior women
- Tools to remove biases in our hiring process in trial
- Equipping new managers around bias, including in hiring and performance review
- Education programme on allyships for all colleagues.

In terms of an action plan for the future this is what we are committed to doing:

- Continue women into leadership programme
- Continue mentoring scheme with dedicated pathways for women and future leaders to support progression
- Ensuring succession planning are gender balanced
- Review our parental policies so that women are not leaving the industry because of benefits
- Conscious inclusion summit with our leaders to drive change
- Toolkit for colleagues on hybrid working and inclusion to ensure we maintain an inclusive environment for all in our new ways of working, especially for parents/carers.
“As we move into 2022 we are well-positioned to lead the way in DE&I practices for an industry that will need to be proactive, disruptive, and forward-thinking to shape a more inclusive and equitable culture for all. Conscious Inclusion will continue to serve as our unified position and clarion call for all of us to actively participate in the movement to drive consistent practices and deliberate actions that foster inclusion – for the benefit of ourselves, our teams, our communities, our clients, and society at large.”

Singleton Beato, EVP, Global Chief Diversity, Equity & Inclusion Officer, McCann Worldgroup

“At McCann our #1 strategic priority is Conscious Inclusion. We are taking meaningful and active steps to make this an everyday reality in everything we do. 2021 was a difficult year, where the impact of the pandemic affected our industry and our business but we continued to activate a number of initiatives to be on the right path to reduce our pay gaps across the UK – this included a mindful approach of gender representation in our succession planning, mentoring women to build a strong pipeline of female talents and incorporating tools to remove biases in our process. We have a lot more to do, but we are on a strong path for change in this business-critical area.”

Bertille Calinaud, Regional Director, Diversity, Equity & Inclusion, Europe & UK, McCann Worldgroup
In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017, businesses with over 250 employees must publish their gender pay gap information every year showing how large the pay gap is between men and women.

We are required to calculate the mean and median percentages across our male and female employees for both hourly rates of pay at the 5th April 2020 and for bonuses paid.

**Mean**
This is the sum of all the hourly rates combined, divided by the number of employees.

**Median**
This is worked out by putting all hourly rates in ascending order, then picking the midmost one.
**PAY DIFFERENCE OVERALL**

Mean 21.62%  |  Median 20.21%

**BONUS PAY DIFFERENCE**

Mean 37.67%  |  Median -8.65%

**Proportion of females and males in each quartile band**

- **UPPER**
  - Female: 39.78%
  - Male: 60.22%

- **UPPER MIDDLE**
  - Female: 57.32%
  - Male: 42.68%

- **LOWER MIDDLE**
  - Female: 64.12%
  - Male: 35.88%

- **LOWER**
  - Female: 71.39%
  - Male: 28.61%

**McCANN CENTRAL**

I confirm that the data contained in this report is accurate.
John Sanders, Chief Operating Officer, McCann Central

*Representing McCann Central, McCann Erickson Advertising, McCann Health Medical Communications and McCann Manchester*