



DIGNITY
FUNERAL DIRECTORS

Gender Pay Gap Report

2024

Gender Pay Gap 2024

What is the Gender Pay Gap?

Gender Pay Gap measures the differences in rates of pay and bonus that women and men receive irrespective of their role or level within the company.

The gap is shown as the difference in women's and men's pay as a percentage of men's pay. This is different to equal pay which refers to the pay differential of men and women doing the same role.

Our Commitment

Our ambition is to be the most inspirational and rewarding employer. We believe that our colleagues are our strategic differentiator and we therefore commit to providing an environment where they are treated fairly and equitably.

We believe in nurturing talent from within and our aim is to provide all colleagues with the tools and support to reach their full potential.

Our Approach

As a business, we continually welcome new talent into the business. Every role is benchmarked prior to recruitment taking place to ensure that our pay is both competitive and reflective of the needs of the role.

In 2024 we continued our commitment to being a real living wage employer ensuring that everyone across the organisation, regardless of gender, were paid a wage reflective of the economic environment we find ourselves in.

Further work was undertaken in 2024 to introduce new minimum rates of pay and bring greater consistency across the most common roles within our operation.

Our Report

This report contains our 2024 Gender Pay Gap for colleagues employed by Dignity Funerals Limited and has been compiled in line with the regulations set out by the UK Government.

The pay gap relates to 4,007 colleagues. Of this cohort, 53% were men and 47% were women.

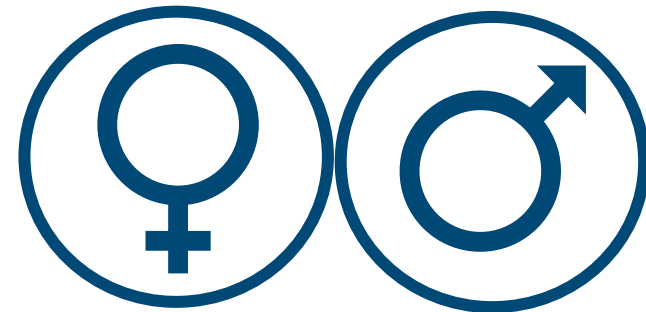
I confirm that the data provided is accurate and inline with the mandatory requirements.

Group Chief Executive Officer

Pay

Basic Hourly Rate

Our mean (average)
gender pay gap is
-1.9%



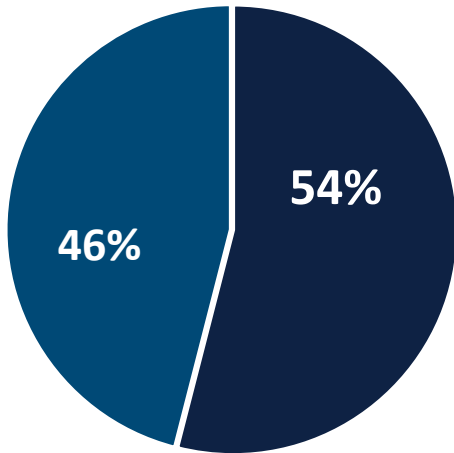
This is a **12.1% point improvement** on 2023 and better than the UK national average of 7.5% as reported in April 2024.

Our median (middle) gender pay gap is **-2.3%**.

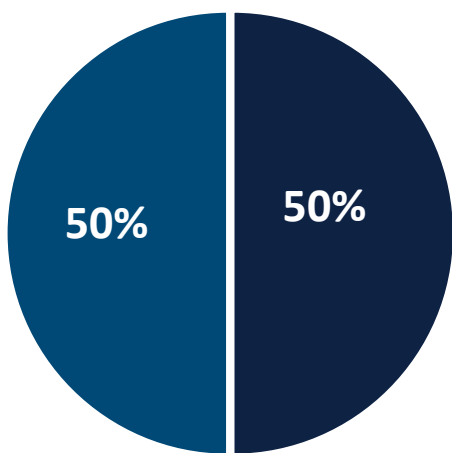
Gender Pay Gap 2024

Proportion of male and female colleagues by quartile:

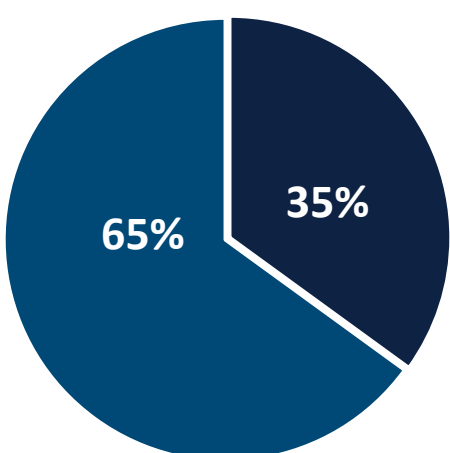
Upper (Highest Paid)



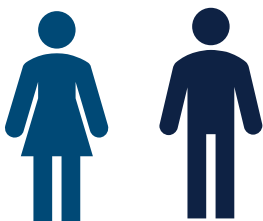
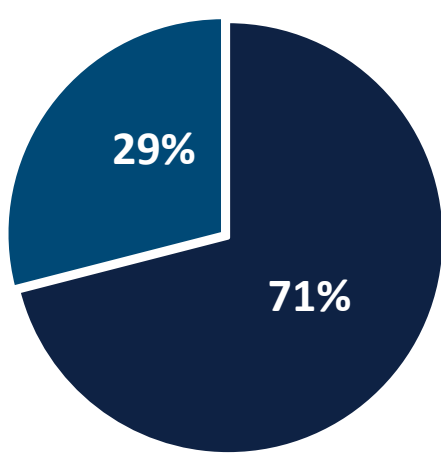
Upper Middle



Lower Middle



Lower (Lowest Paid)



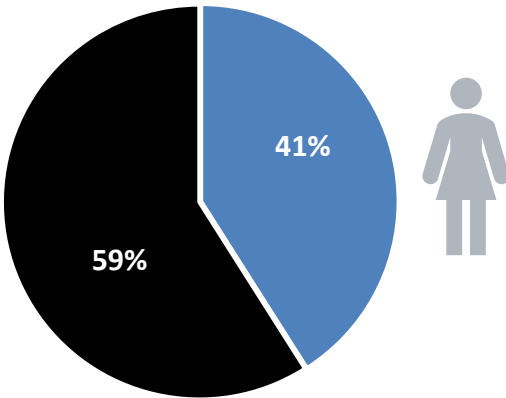
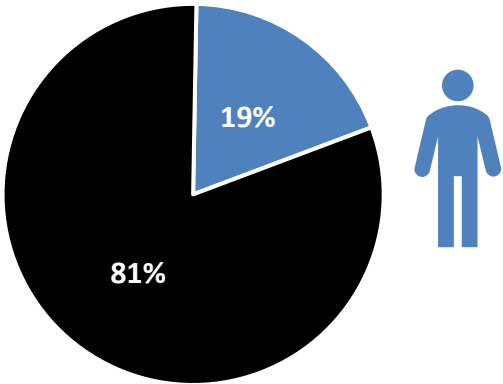
The total number of employees included in the calculation for April 2024 was 4,007 (a decrease from 4,083 in our 2023 report).

53% Men
47% Women

Bonus Gap 2024

Proportion of male and female colleagues receiving a bonus:

- Received a bonus %
- Did not receive a bonus %



Difference in Bonus

The difference between male and female colleague’s bonus:

- 11.1% Median down from a gap of 33.6% in 2023
- 15.5% Mean down from a gap of 35.5% in 2023

The bonus data for the reporting period was skewed in comparison to the prior year due to no company bonus payment being made in 2023.

For the reporting period, a higher proportion of females received regular bonus payments.

Addressing the Gap

We look forward to delivering a number of our colleague focused programmes that we believe will begin to have a material impact on our Gender Pay Gap.

Talent

- A full review of our hiring practices to ensure that we reach the most diverse funnel of talent.
- A review of our talent management initiatives to identify opportunities to increase diverse participation.
- The creation of a number of new apprenticeship programmes to drive new talent and skills into the business.

Reward

- The implementation of job architecture to ensure we stay true to our ambition to be the most rewarding and inspirational employer.

People

- An end-to-end review of our policies and procedures to ensure we offer an inclusive framework of management.

Equality, Diversity and Inclusion

- A focus on reviewing our wider people strategy through the lens of equality, diversity and inclusion.

