

Gender Pay Gap Statement 2025

Covering period ending March 2024

A decorative graphic consisting of two overlapping, curved, light blue shapes that sweep across the bottom right portion of the page.

Background

Housing 21 is a leading not-for-profit organisation that provides housing with care and support for older people of modest means. We are proud to be an employer that values our employees with an Investors in People Platinum standard accreditation that is awarded to less than two percent of organisations assessed. More recently, we were also named in the top three Best Places to Work UK 2024 list by Glassdoor based on the anonymous reviews of current and former employees.

We are deeply committed to being a truly inclusive organisation, so naturally, one of our priorities is to monitor and reduce the Gender Pay Gap to as low a figure as possible.

About our Gender Pay Gap

We are committed to fostering a fair and inclusive workplace, and we continue to take meaningful steps to reduce our gender pay gap. This year's analysis shows a positive trend, with a reduction in both our mean and median gender pay gaps.

- The **mean gender pay gap** has decreased from **31.5 percent to 29 percent** compared to the previous 12 months, reflecting progress in addressing disparities in average earnings between male and female employees.
- The **median gender pay gap** has reduced from **24.8 percent to 19.5 percent** compared to the previous 12 months, demonstrating an improvement in pay equity at the midpoint of our workforce.



The Gender Pay Gap remains an important measure to compare the pay levels between male and female employees across the whole organisation, at a point in time. It does not signify that men and women are paid differently for doing work of the same value, and our robust role evaluation process ensures this remains the case. It does however, highlight the distribution of gender throughout the whole workforce.

Our report is based on the pay data captured in April 2024 and shows that the Gender Pay Gap has improved from the previous year. This is to be expected due to the makeup of our workforce profile which has remained mostly unchanged in respect of gender make up (89 percent female and 11 percent male) and the vertical apportionment of the positioning of gender within roles.

In April 2024 the annual pay review was influenced by the government increase to the National Living Wage and our commitment to pay care and ancillary workers a proportional percentage above this.

The Median female would have been impacted with a basic pay award in April 2024 that was influenced by the government National Living Wage and our commitment to pay Care Workers 10 percent above this. The increase in National Living Wage was a 9.8 percent increase from £10.42 to £11.44. The standard increase for individuals in managerial roles was five percent. This is the overriding explanation for our headline reduction.

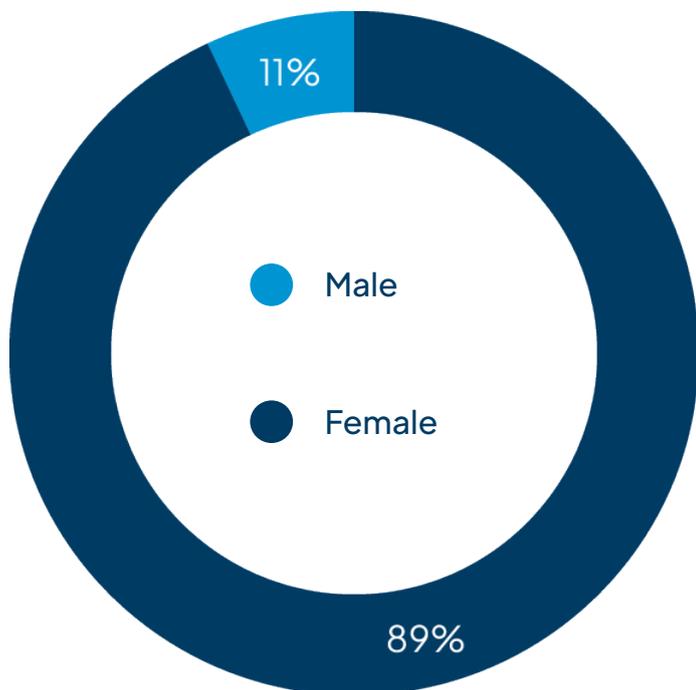
Housing 21's Gender Pay Gap remains wider than the 2024 UK average which is 13.1 percent. Our workforce role profile is predominantly care and ancillary roles and whilst progression has been made to attract more males to these posts, they do remain predominantly occupied by female employees. We continue to promote gender equality, including initiatives to support career progression for women, targeted recruitment strategies, and a commitment to fair and transparent pay structures. Whilst we recognise there is still work to be done, we remain dedicated to further narrowing the gap.

We will continue to monitor our pay data closely, enhance our policies, and implement initiatives that drive lasting change in gender pay equality across Housing 21.



Pay Gap Data

Workforce representation



Gender Pay Gap

	Percentage Gap
Mean	29%
Median	19.5%

Bonus Paid

The percentage of employees to receive a bonus

Gender	Total Percentage
Female	2.39%
Male	1.12%
Total	2.25%

Bonus Pay Gap

	Percentage Gap
Mean	-49%
Median	-50%

NOTE: a minus gap figure denotes a gap in favour of females

Pay Quartile Totals

Quartile Totals	Female Count	Male Count	Female Percentage	Male Percentage
Lower (0-25% of full pay employees)	919	60	94%	6%
Lower Middle (25-50% of full pay employees)	922	57	94%	6%
Upper Middle (50-75% of full pay employees)	880	100	90%	10%
Upper (75-100% of full pay employees)	750	230	77%	23%
Total	3,471	447		

Our approach to closing the gap

At Housing 21 we continue to undertake actions within our operational activities to ensure that practices are fair and, wherever possible, disproportionate representation is addressed. This flows through key areas including attraction, recruitment, promotion, retention and recognition.

We are proud to have a Respect and Inclusion Charter and action plan to support progression towards becoming truly inclusive not only through our demographic makeup, but more importantly, through our cultural awareness.

Our sector and workforce roles mean that our overall workforce gender profile is likely to continue to be predominantly female. However, we have commenced activities at a secondary school level to breakdown social stigmas attached to roles, and indeed to the housing and care sector.

The progression towards achieving a more equal balance of gender profile in care and ancillary roles would require a greater societal shift that will only balance out over a prolonged period. However, this starts with new recruitment and we are delighted to see an increase in the volume of male applications being received for care roles. This has been achieved through many activities including reviewing job profiles for gender bias, video campaigning and support for recruiting managers. Ensuring our workforce profile is “fit for the future” also involves ensuring proportionate representation in respect of ethnicity and age.

Specific current and future activities include:

- Gender neutralisation of job advertisements to avoid gender bias.
- Achievement of 15 percent male target for new recruits in care and ancillary roles.
- Development of data monitoring suite of recruitment activities to inform interventions.
- Recruitment job board microsites highlighting the organisational culture and inclusive practices.
- Use of Recruitment and Talent Team to shape recruitment campaigns to target specific audiences.
- Refreshed training for hiring managers to include a focus on recognising and removing bias, panel diversity and ensuring recruitment outcomes are based upon skills and behaviours.
- Capture of employee testimonials to promote gender representation in underrepresented roles.
- Development programmes and career pathways to develop females through to leadership roles and allow entry roles for males.

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