



KCOM

Gender Pay Gap Report **2024**

Our 2024 Gender Pay Gap Report

KCOM is an equal opportunities employer committed to creating and encouraging an environment where individuals of all genders, ethnicities, orientations and backgrounds can succeed. Our journey towards closing the Gender Pay Gap is ongoing and we are continually moving towards achieving a more balanced and fairly paid workforce.

Statutory Reporting Figures

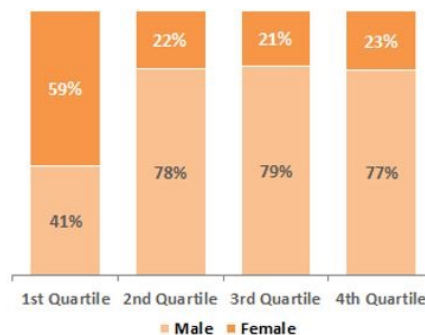
Gender Pay Gap Measures

Reference Date: 5th April 2024



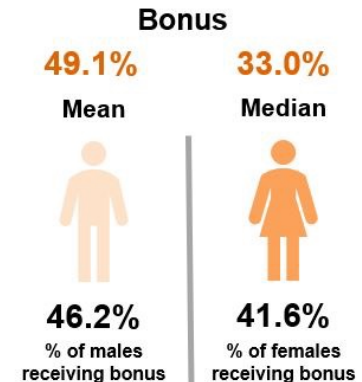
Pay Quartiles

The quartiles are divided into equal employee numbers. Quartile one has the lowest paid and quartile four has the highest paid employees.



Gender Bonus Gap Measures

6th April 2022 to 5th April 2024



- **Snapshot, quartiles and dimensions reporting:** The total employee population is 728 with a Male / Female split of 69.0% / 31.0%.
- **Bonus reporting:** The total eligible employee population is 326 with a Male / Female split of 71.2% / 28.2%.

Gender Pay & Bonus Gap Figures: Historical Comparison

	April 2024		April 2023		April 2022		April 2021		April 2020		April 2019		April 2018		April 2017	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Pay Gap	12.2%	21.5%	17.6%	25.4%	22.4%	29.0%	29.3%	37.7%	29.3%	39.3%	29.8%	36.8%	30.6%	35.2%	29.0%	38.1%
Bonus Gap	49.1%	33.0%	42.6%	90.9%	53.7%	33.1%	42.6%	0.0%	12.6%	0.0%	41.9%	35.3%	53.9%	80.2%	62.7%	40.4%
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
% of employees receiving bonus	46.2%	41.6%	72.1%	74.7%	90.9%	97.3%	72.2%	68.8%	61.0%	52.6%	82.6%	85.9%	10.9%	12.6%	83.6%	86.4%
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
% of employees in each Pay quartile																
Q4	77%	23%	78%	22%	81%	19%	85%	15%	85%	15%	83%	17%	85%	15%	86%	14%
Q3	79%	21%	80%	20%	78%	22%	77%	23%	77%	23%	77%	24%	76%	24%	78%	22%
Q2	78%	22%	75%	25%	75%	25%	77%	23%	75%	25%	70%	30%	71%	29%	62%	38%
Q1	41%	59%	45%	55%	43%	57%	43%	57%	42%	58%	46%	55%	48%	52%	50%	50%

The figures: their meaning and our commitment



In the year to April 2024, KCOM's gender pay gap has narrowed once again.

The mean gender pay gap in our 2024 figures is 12.2%, some 5.4% lower than in the previous reporting period. The median gap is also 3.9% lower. This is consistent with an ongoing annual trend for a reduction in the pay gap.

Taken over the two years to April 2024, the figures show a 10.2% reduction in mean pay gap and 7.5% reduction in median gap. In terms of bonus, 41.6% of female employees received a bonus payment in this year as opposed to 46.2% of male employees.

This is lower than in previous years for both males and female employees due to a change in our bonus scheme.

However, the figures highlight that issues remain to bring greater balance to our organisation in terms of roles carried out by male and female employees

In certain areas of operation, such as engineering roles, KCOM remains a male dominated environment. This historical structural issue is one underlying cause of the pay gap. While males and females are paid consistently for the same roles, females are over-represented in lower paid roles.

This is exacerbated by the under representation of females in higher salaried positions. This serves to reduce each measure of mean and median pay for females working within the business. However, we remain committed to achieving a balance in male/female representation across the business. Our initiatives for achieving gender pay balance are focussed on our belief that the current pay gap is principally driven by the ratio of male to female employees within specific areas of our business.

These areas – which include traditionally male-dominated technical and engineering roles – are parts of our organisation where we are placing significant focus on encouraging more diverse participation by women through recruitment and also encouraging a pipeline of future female talent into this part of the industry.

Recognising female talent

Unsia embraces KCOM opportunities

Since completing her MSc in AI and Data Science at the University of Hull in December 2023 Unsia Hameed has joined KCOM as a Commercial Analyst within KCOM's Enterprise Product and Commercial team.

Her role focusses on optimising profitability through price modelling, product development, and data-driven decision-making. At KCOM, Unsia has embraced opportunities to grow professionally by taking on new challenges – part of KCOM's approach to fostering female talent.

She said: "KCOM has provided a platform to apply my expertise in data analysis and commercial strategy to real-world business challenges.

"The exposure to senior leadership and strategic decision-making has been instrumental in shaping my growth. KCOM's commitment to diversity and inclusivity stands out, fostering a culture where individuals are encouraged to showcase their strengths and are recognised for their contributions. As an ACCA Gold Employer, KCOM supports my continuous professional development by enabling me to meet CPD requirements through business activities."

Unsia believes that KCOM actively supports women in the workplace with her personal journey since joining the company reflecting this. Among the activities Unisa has contributed to was International Women's Day, where she was invited to mentor young women taking part in a KCOM-hosted event.

"KCOM is making meaningful strides in supporting women in the workplace," she said.

"Personally, I've been encouraged to take on new challenges, and my contributions have been recognised at various levels.

"KCOM has provided numerous opportunities for my professional and personal growth. I've contributed to strategic business discussions and worked on projects that drive strategic decision-making. More recently, I had the chance to present at a Town Hall, a company-wide forum. This experience has helped refine my communication skills, strengthened my strategic thinking and boosted my confidence. Being selected to mentor young girls for International Women's Day also highlights the company's commitment to empowering female talent."

While KCOM is making clear progress, Unsia believes expanding mentorship and leadership programs at KCOM will further support women and help close the gender pay gap. Increasing female representation in STEM roles through targeted upskilling and career progression pathways will create a more diverse and equitable workforce.

"I'm grateful for the opportunities I've had at KCOM and look forward to contributing further," she said. "I hope to continue inspiring women to pursue careers in data science and drive meaningful change, helping to build a more inclusive and dynamic future in the tech industry."



Leading the way with International Women's Day

KCOM continues to use its position as the region's leading broadband provider to promote careers and opportunities in the tech sector to young women.

KCOM now hosts an annual event for International Women's Day looking to inspire female students to consider roles within the industry.

KCOM Enterprise MD Jan Collins, who was a keynote speaker at both the 2024 and 2025 events, said it was vital that companies such as KCOM lead on issues such as female representation in the tech sector.

She said: "This is about giving you as young women the tools to show how they can really fulfil their potential. I'm privileged to work for an organisation like KCOM that fosters an environment where women are able to flourish."



Event attendee Clare Chaffe, Assistant Principal at Hull College, said: "Today, I had the privilege of joining some of our students Hull College at the KCOM International Women's Day event. It was an inspiring day filled with powerful stories from women in a variety of roles - each sharing their journeys, the challenges they've faced, and how they've navigated their paths to success.

"Events like this are vital in empowering the next generation, giving them the confidence to own their ambitions and redefine what's possible. I'm proud to work in a sector that champions these conversations and encourages young women to be bold, take risks, and carve their own paths."



KCOM and WiME - Inspiring more women into engineering

Achieving pay parity across historically male dominated areas such as engineers requires generational change.

To help achieve this, KCOM has been working with Hull's Newland School for Girls as part of the WiME (Women into Manufacturing and Engineering) Raising Aspirations Programme.

As part of the programme, KCOM has teamed up with companies including Siemens Gamesa, Associated British Ports, RWE, Ørsted and Balfour Beatty to run events highlighting opportunities in tech and engineering.

Kristian Klasena, KCOM talent acquisition specialist and event organiser, said: "At KCOM, we're passionate about breaking down barriers and creating opportunities for everyone - especially in industries where diversity has traditionally been lacking. That's why we're proud to be involved with WiME (Women into Manufacturing and Engineering), an initiative designed to encourage more women and girls to explore careers in engineering, manufacturing, and technology.



"As a technology-driven business, we know how important it is to have diverse talent shaping the future of our industry. Engineering and tech roles aren't just about hard hats and circuit boards - they're about problem-solving, innovation, and making a real impact on the way people live and work. By supporting WiME, we're helping to challenge outdated stereotypes and show that engineering and tech careers are for everyone.

"A number of our fantastic team members play an active role in WiME, attending events, sharing their career journeys, and mentoring young women interested in STEM. From our engineers and network specialists to our product managers and customer experience teams, we're proud to have KCOM colleagues leading the way in inspiring the next generation."

Another year of progress



The figures for the year ending April 2024 show that the gender pay gap continues to shrink within our organisation – although more work needs to be done to reduce it further.

The discrepancy within male and female pay is largely driven by the historical imbalance within the tech sector where higher paid roles, such as in engineering and IT, tend to be more male dominated. We have dedicated considerable time and resources through outreach and mentoring schemes to help change this by encouraging more women to consider roles within our sector.

We're pleased to be seeing more women actively consider careers in these areas.

Our Inclusion Team, which aims to represent all areas of the KCOM community and has been running for several years, continues to have a major impact on the company's culture creating events and training opportunities for women within the business. Our Women in Tech Employee Resource Group continues to build equality for women at KCOM by sharing information, supporting peers and amplifying women's voices within the business.

We remain committed to identifying any opportunities or barriers to achieving a true gender balance within our business and are proactively working towards achieving this.

Tim Shaw
Chief Executive Officer
April 2025