

# Gender Pay Gap Report 2024

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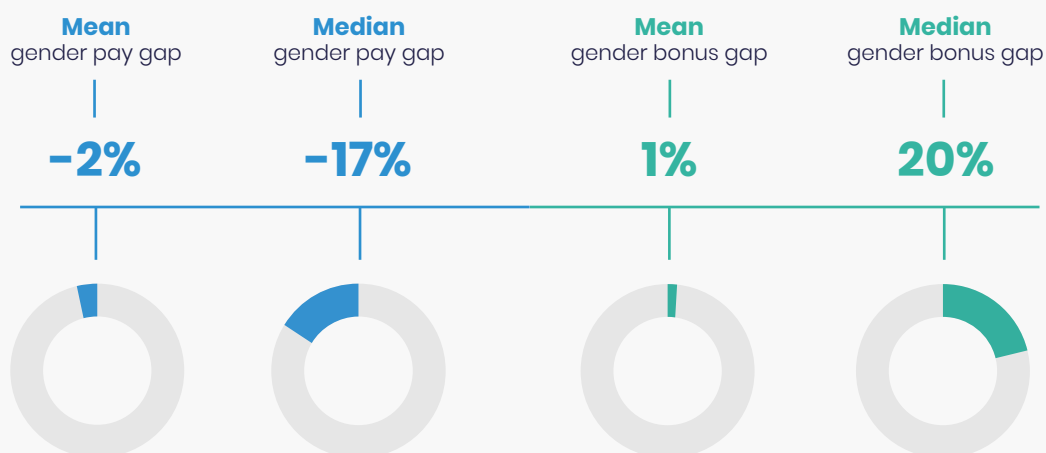
# Lansons and equality

**Throughout our 35-year history Lansons has been a champion of equality and inclusion. This includes gender equality; building and maintaining an environment where women excelling is the norm.**

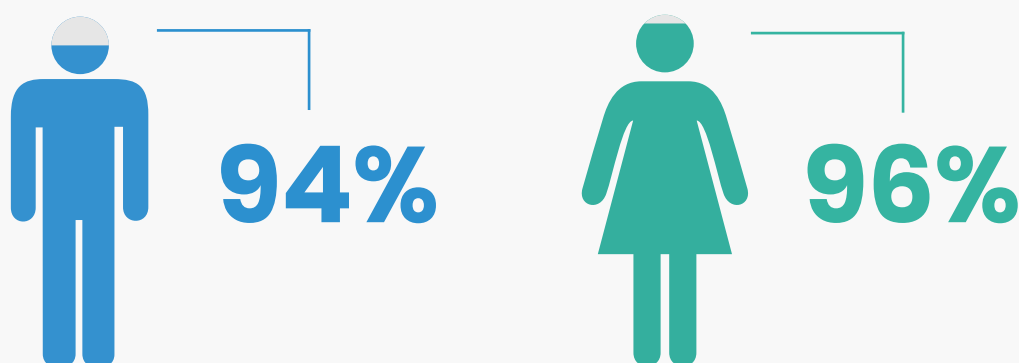
As part of this, we have committed to reporting our gender pay gap voluntarily for our London office, even though we're not legally required to. Our London office is made up of 58% women and 42% men and this gender split is, and always has been, broadly reflected throughout our business – including in our management board, (which currently has two men and five women) and executive committee (which currently has three men and three women).



## Gender pay and bonus gaps



## Proportion of men and women receiving a bonus



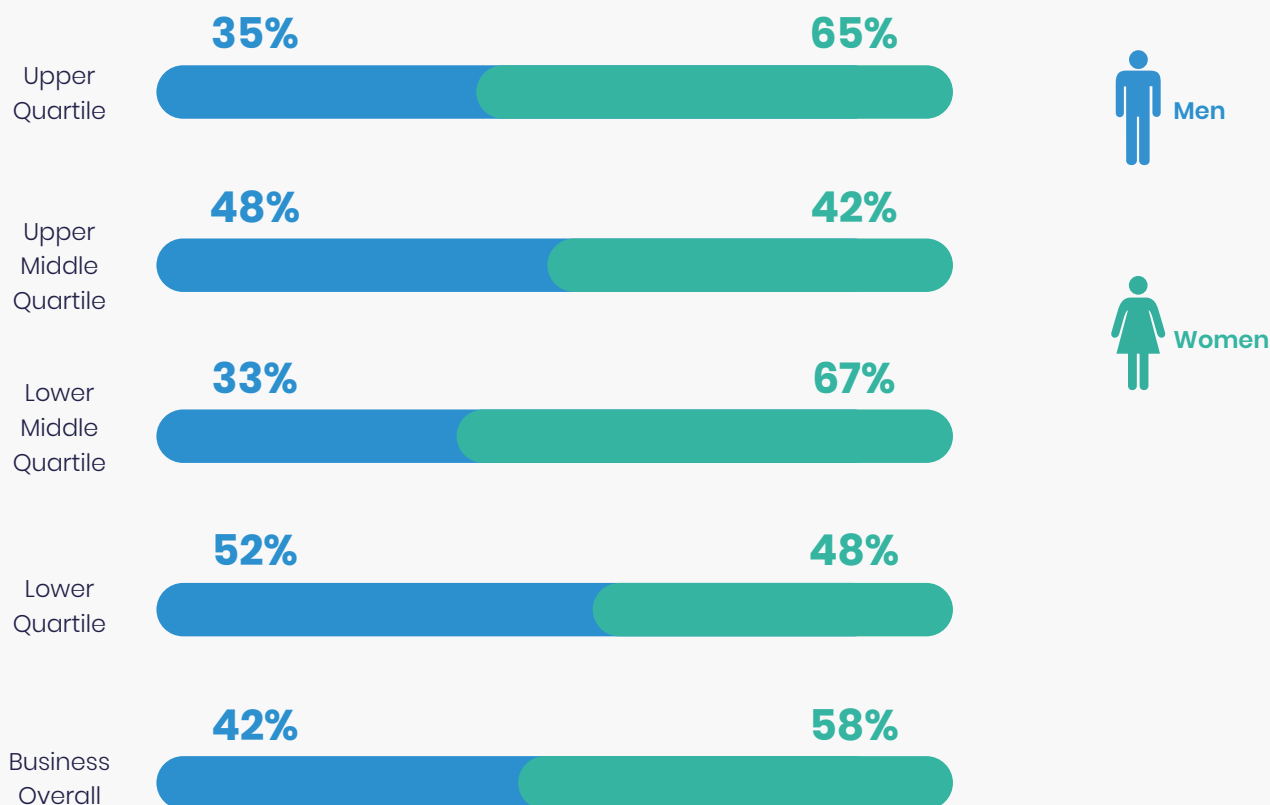
## Low gender pay gap

**We have seen a significant shift in our mean gender pay gap from +11% last year to -2% this year. We're pleased to have a gender pay gap much closer to zero than we had last year, and a figure more commensurate with the gender pay gaps we've seen since we began voluntarily reporting in 2018.**

We noted in last year's report that commission payments had an unusually high impact on 2023's gender pay gap, and that we didn't expect that to be the case this in 2024. This assessment held true, and the more balanced distribution of commission in the past year is partly responsible for the change in our mean gender pay gap.

We also saw more senior men leave the business than senior women, while our male new joiners were all junior. Finally, it was also a year in which we saw more women promoted to senior positions like associate director than men.

## Proportion of men and women in the pay quartiles



## The future

As a small to medium-sized business that sees men and women rise through the agency on merit, we will inevitably continue to see our gender pay gap fluctuate one way or the other each year.

It's for that reason we have a general target of keeping our mean gender pay gap between plus and minus 6%, even while our overriding objective is to maintain a gender pay gap as close to zero as possible.

We believe the best way to achieve this is by embedding gender equality in a company's decision making, and that gender equality – including in the pay comparison – follows from that.

We do this by having a senior leadership team whose gender split broadly reflects the rest of our business. This is something Lansons has always had since 1989, and we believe it means gender equality is 'baked in' to everything we do and decide.

**We are very proud to continue with a low gender pay gap and will continue to lead the way by publishing our pay gap voluntarily.**

LANSON'S | **TEAM  
FARNER**

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