



GENDER PAY GAP REPORT 2017

ONE TEAM, ONE VISION

PARKDEAN RESORTS ARE COMMITTED TO PROMOTING AND ACHIEVING AN EQUAL, DIVERSE AND INCLUSIVE WORKFORCE.

In November 2015, Parkdean and Park Resorts merged to create the Parkdean Resorts Group. Over the last two and a half years the business has been through a major transformation, growing substantially, and as part of this process we have sought to further embed our one team, one vision ethos by supporting diversity through fair pay.

Together with our one team, one vision ethos and our commitment to transparency, Parkdean Resorts has undertaken to go beyond the statutory requirement and report and comment on the Parkdean Resorts Group as a whole.

Through the actions we have taken, we strive to create a positive, successful environment that fully respects and commits to equality and diversity within our workforce, with greater visibility to allow everyone to reach their full potential.



John Waterworth
John Waterworth
CEO



Maggie Pavlou
Maggie Pavlou
HR Director



WHAT IS THE GENDER PAY GAP?



The gender pay gap is the percentage difference between average hourly earnings for men and women. It is not a comparison of pay rates for men and women doing work of equal value.

Mean pay gap

The mean gender pay gap is the difference in the average hourly pay for women compared to men, within a company.

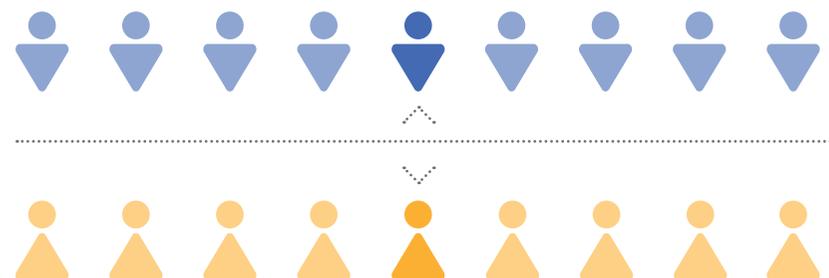


The national* gender pay gap is **18.1%**

* Source: www.ons.gov.uk

Median pay gap

The median represents the middle point of a population. If you separately lined up all the women in a company and all the men, the median pay gap is the difference between the hourly pay rate for the middle woman compared to that of the middle man.

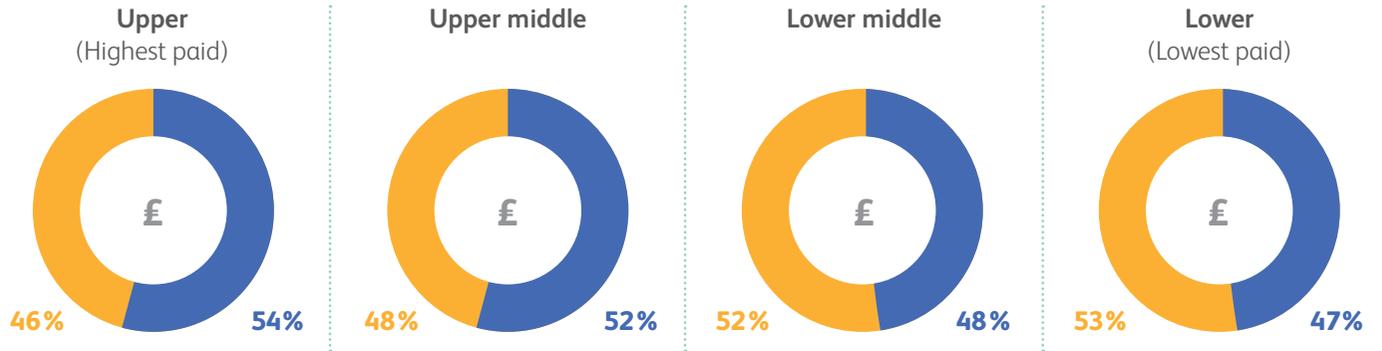


GENDER PAY GAP DATA



Proportion of men and women per earning quartile

Women Men



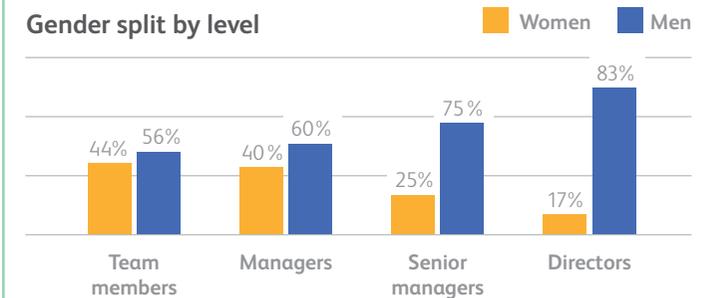
Proportion of people receiving a bonus



Additional information

(The following information is based on our established team only)

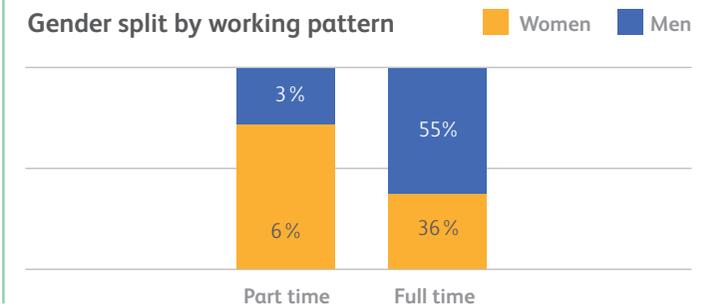
Gender split by level



Bonus pay gap



Gender split by working pattern



Note: The data provided is based on 1,750 established and 3,509 seasonal employees, as of April 2017, across the whole Parkdean Resorts Group.

OUR PLANS FOR THE FUTURE



We are confident that men and women who carry out similar roles are paid the same, and we recognise that many of our senior positions are filled by men, therefore creating a gap. We are addressing this issue with diverse recruitment programmes and internal professional development.

Recruitment

We aim to attract talent from the widest possible pool and we also recognise we have some work to do to encourage more women applicants. We have put systems in place to monitor promotions closely in order to address any potential bias. In addition to this we are currently creating and will implement Equality and Diversity Training for all line managers, with an emphasis on recruitment and selection. Furthermore, we will review all our job adverts and job descriptions to ensure the wording used is gender neutral and to ensure all our applicant lists are more diverse than they have been previously.

Development and retention

We are proud that our management programmes show fair selection and promotion practices. We will continue to run recruitment programmes fairly and equally, whilst ensuring we select the best of our employees on merit, skills and ability. We will focus on continuing to accelerate the careers of women within Parkdean Resorts by having proactive succession plans for our middle management teams whilst also providing coaching and mentoring schemes. Moreover we seek to encourage the further adoption and uptake in our family friendly schemes, such as flexible working, and provide appropriate benefits to encourage better work-life balance.

We will continue to run recruitment programmes fairly and equally, whilst ensuring we select the best of our employees on merit, skills and ability.



Statutory disclosures

In 2015 Parkdean and Park Resorts merged to create the Parkdean Resorts Group. At 5 April 2017, companies within the Parkdean Resorts Group who met the reporting threshold are displayed below.

	Mean pay gap	Median pay gap	Bonus mean pay gap	Bonus median pay gap	% of women receiving a bonus	% of men receiving a bonus
Parkdean Holiday Parks Limited	6.7%	2.6%	62.8%	60.1%	34%	36%

Parkdean Holiday Parks Limited	Upper	Upper middle	Lower middle	Lower
Women	50%	49%	53%	53%
Men	50%	51%	47%	47%

	Mean pay gap	Median pay gap	Bonus mean pay gap	Bonus median pay gap	% of women receiving a bonus	% of men receiving a bonus
South Lakeland Parks Limited	5.3%	0.8%	31.0%	52.2%	60%	70%

South Lakeland Parks Limited	Upper	Upper middle	Lower middle	Lower
Women	43%	56%	54%	53%
Men	57%	44%	46%	47%

	Mean pay gap	Median pay gap	Bonus mean pay gap	Bonus median pay gap	% of women receiving a bonus	% of men receiving a bonus
Park Resorts Limited	10.5%	3.3%	69.1%	65.5%	38%	34%

Park Resorts Limited	Upper	Upper middle	Lower middle	Lower
Women	43%	41%	54%	55%
Men	57%	59%	46%	45%

	Mean pay gap	Median pay gap	Bonus mean pay gap	Bonus median pay gap	% of women receiving a bonus	% of men receiving a bonus
Parkdean Resorts Group	9.5%	0.0%	64.8%	59.3%	37%	36%

Parkdean Resorts Group	Upper	Upper middle	Lower middle	Lower
Women	46%	48%	52%	53%
Men	54%	52%	48%	47%

Note: The data provided is based on 1,750 established and 3,509 seasonal employees, as of April 2017.

Declaration

We confirm that the information and data reported is accurate as of the snapshot date 5 April 2017.



John Waterworth
CEO



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HR Director

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**Parkdean
Resorts**
Creating Amazing Memories