



Our
**gender
pay gap**
report 2025



Insights from our gender pay gap

We're proud to report that Action for Children has achieved a median pay gap of 4.74% for 2025.

This figure remains within our gender pay gap target of 5% either side of neutral (0%), reflecting meaningful progress.

At Action for Children, we strive to create a working environment where everyone feels welcomed, included, valued and respected. Equality, diversity and inclusion are central to everything we do – from supporting children and families, to how we shape our workplace culture.



While we're encouraged by our gender pay gap results, we know that more work must be done to address the structural and systemic factors that mean women, on average, earn less. We'll continue to review and refine our gender pay action plans to drive and retain improvements.

Our gender pay gap data included in this report, and other more detailed reporting, gives us valuable insight - helping us look at our practices and find areas where we can keep improving.

To create the best possible working environment, we regularly survey our staff to get honest feedback about their experiences. That's alongside our senior leadership team collaborating with staff networks like our Gender Empowerment Network to make sure we're prioritising progress.

Creating a gender-equal world remains a core, ongoing commitment to which Action for Children is fully dedicated.

Mike Knight
Chief People Officer



About our gender pay gap report

What is the gender pay gap?

The gender pay gap measures the difference between the average earnings of women and men. We report it as a percentage of men's pay.

A positive figure means, on average, women earn less than men by that amount. A negative figure means, on average, women earn more than men by that amount.

The data in this report shows the median and mean average pay differences between male and female employees. But when we refer to the 'gender pay gap' in this report, we're talking about the median figure, unless stated otherwise.

You can read about the difference between the median and mean – and how they're calculated – on page 5.



Who are we talking about in this report?

We've prepared our report in accordance with UK government reporting requirements. This means we have to calculate our gender pay gap using the sex people were assigned at birth (male or female).

We recognise, though, that for many trans, non-binary and intersex people, this assigned sex may not reflect their current gender identity.

We've also calculated the gender pay gap for Action for Children and Action for Children Developments Ltd, as they are registered as separate companies.

When was our gender pay gap calculated?

It's a reporting requirement that the differences in pay between men and women are calculated across an organisation on a specific date. For this report, we used data captured on the 5 April 2025.

Our gender pay gap 2025 highlights

- ★ Action for Children **4.74%**
- ★ Action for Children Developments **0.19%**
- ★ UK Children's Services **0.57%** (0.14% improvement on 2024)
- ★ England Children's Services **0%**
- ★ Scotland Children's Services have kept a **0%** gap for the past four years.
- ★ Northern Ireland Children's Services **-2.90%** (1.65% improvement on 2024)
- ★ The percentage of male employees in our lowest pay quartile has increased from **11.7%** in 2023 to **17.6%** in 2025. This shows we're attracting more men to our frontline social care roles - meaning our workforce is more representative of the children and families we work with.



How we calculate our gender pay gap

To give us the clearest picture of our gender pay gap, we calculate the median and mean averages.

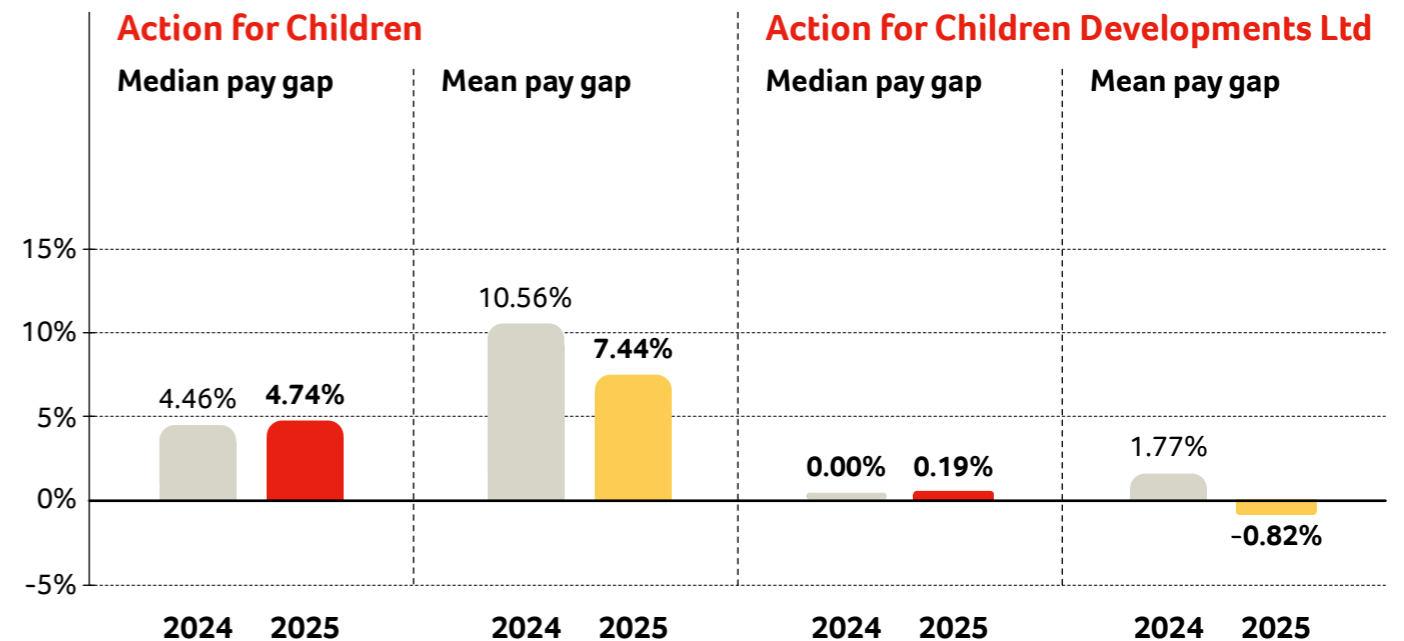
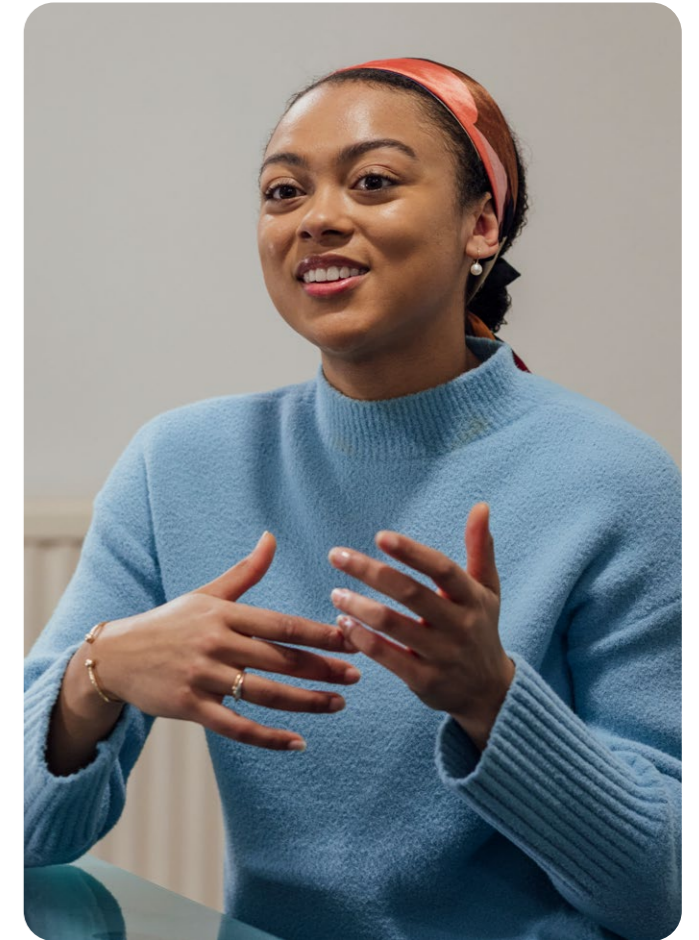
Our median (middle) pay gap

We list all our staff by their hourly pay. We then find the middle point between our highest and lowest paid man, and our highest and lowest paid woman. We compare these two salaries and work out the difference as a percentage. This is our median gender pay gap.

Our mean pay gap

We add together all the hourly pay rates that women receive and divide this figure by the number of women in our workforce. We repeat this calculation for men. We then compare the averages and work out the difference as a percentage. This is our mean gender pay gap.

The table below shows our mean and median pay gaps on 5 April 2025 and comparative figures from 2024.



Action for Children – employees and pay quartiles

We're also required to report the distribution of our male and female hourly pay, ranked lowest to highest and split by quartiles – lower to lower middle, lower middle to upper middle and upper middle to upper. This data shows the male to female headcount comparison according to which quartile their pay falls within.

Staff by gender

- Female **82.1%**
- Male **17.9%**



Pay quartiles for 2025 and 2024

The table below shows the percentage of male and female staff in each pay quartile.

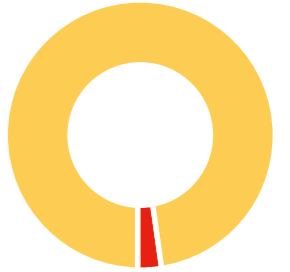
Quartile 1 – lowest paid	Quartile 2 – lower middle paid	Quartile 3 – upper middle paid	Quartile 4 – highest paid
2025			
Female: 82.4%	Female: 85.3%	Female: 82%	Female: 79%
Male: 17.6%	Male: 14.7%	Male: 18%	Male: 21%
2024			
Female: 84.9%	Female: 86.6%	Female: 83.7%	Female: 78.8%
Male: 15.1%	Male: 13.4%	Male: 16.3%	Male: 21.2%

Action for Children Developments Ltd – employees and pay quartiles

Data categorised by pay quartiles is also documented for our Action for Children Developments Ltd employees, as shown in the graphs on this page.

Staff by gender

- Female **97.8%**
- Male **2.2%**



Pay quartiles for 2025 and 2024

The table below shows the percentage of male and female staff in each pay quartile.

Quartile 1 – lowest paid	Quartile 2 – lower middle paid	Quartile 3 – upper middle paid	Quartile 4 – highest paid
2025			
Female: 97.9%	Female: 98.9%	Female: 95.2%	Female: 98.5%
Male: 2.1%	Male: 1.1%	Male: 4.8%	Male: 1.5%
2024			
Female: 94.9%	Female: 98.8%	Female: 96.7%	Female: 94.7%
Male: 5.1%	Male: 1.2%	Male: 3.3%	Male: 5.3%

Why does Action for Children have a gender pay gap?

Our gender pay gap exists because a large percentage (82%) of our workforce is female, and many of them are employed in lower-paid frontline roles. We also employ more men than women in our higher-paid roles.

At Action for Children, we're committed to doing everything in our power to change this situation. But it's important to note that gender pay gaps are common in social care and early years organisations like ours.

How we'll close our gender pay gap

We know there is no quick fix to closing our gender pay gap. That's why we're carrying out a range of initiatives to make a difference. These include:

- ★ Running our **Women's Development Programme**, which helps women from across the charity sector grow their confidence, visibility and leadership.
- ★ Reviewing our **family leave policy** as part of our overall benefits review.
- ★ Regularly **comparing our salaries** with similar organisations and refining how we **evaluate the value of our jobs**. This helps to make sure our roles are paid fairly and inclusive.
- ★ Developing **resources and working practices** that could help reduce career interruptions for women, support their career progression, and increase retention. Topics we'll cover include the menopause, period awareness, pregnancy, becoming a parent, and the loss of a baby.
- ★ Partnering with our **Gender Empowerment Network** to listen to employees and find the changes needed to close the gender pay gap. Alongside this, we collaborate with other staff networks to make sure **progress is always viewed through an intersectional lens** - like working with our Breakthrough Network to increase our representation of Black, Asian and minority ethnic women in our senior roles.
- ★ Developing '**gender pay action plans**' with departments that have a gender pay gap that's greater than our target.



Safe and happy childhood



Action for Children is driven by love. We take action so children don't miss out on a safe and happy childhood. We have thousands of people working on the ground, giving children and young people the protection and practical help they urgently need. And we campaign tirelessly for lasting change.

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Get in touch

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