

# Gender Pay Gap Report 2024

Data Snapshot: 5 April 2024  
Report Published March 2025



# Summary



As an organisation who employs over 250 employees, we are legally required to publish a Gender Pay Gap Report annually

Bruce's Doggy Day Care is committed to the fair treatment and reward of all colleagues, addressing inequality and ensuring equality of opportunity for all colleagues.

In 2024 we found that our mean gender pay gap decreased from 13.32% to 11.86%, while our median pay gap decreased from 0.38% to 0%.

The purpose of publishing this report is to continue to focus on reducing any gap that exists. However, it is important to firstly understand how the representation of gender differs within the animal care sector to that of the working population of England. The UK workforce is made up of almost a 50/50 male to female split. This picture is not reflected in the doggy day care sector. Bruce's currently has 10 day care centres, and we have a workforce gender split of 73% female and 27% male.

## Notes

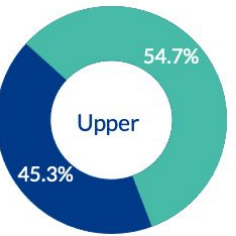
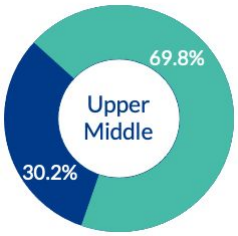
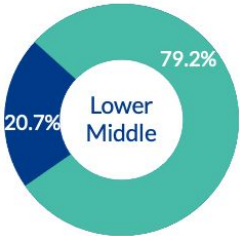
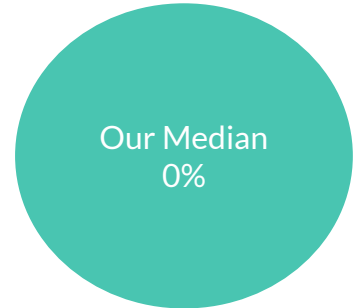
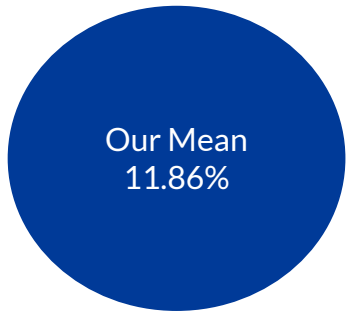
All data in this report is reflective of our workforce on the reporting date of 5th April 2024.

This report is based on legal gender categories, but we acknowledge that our people may identify differently.

The gender pay gap shows the difference in the average pay between all men and women in a workforce, regardless of role.

# Gender Pay Gap Report 2024

Proportion of female and males in each quartile and hourly pay



Male  
Female

A minus hourly pay gap indicates that the pay gap is in favour of females, a plus figure means the pay gap is in favour of males.

## Bonus Data

In terms of Gender Pay Reporting, Bonus pay is defined as any remuneration over and above base salary that is in the form of money including vouchers, productivity and performance recognition. Overtime pay is not counted as bonus pay.



% of female and male receiving a bonus



# Our Plans

## Culture

Bruce's ambition is to cultivate an inclusive workplace where everyone has a voice and can succeed. We have introduced a number of initiatives to help us achieve this:

- Female representation in senior leadership team
- Offering flexible working options
- Implemented performance reviews that focus on competencies and behaviours
- Succession planning to ensure equal opportunity for all

## Recruitment

Our goal is to attract and hire top talent, regardless of gender or socioeconomic background, fostering a diverse and inclusive workforce. To achieve this, we have implemented the following initiatives:

- We conduct unconscious bias training for our hiring managers which includes recruitment best practices.
- We ensure our recruitment content is reviewed to allow the creation of more accessible adverts, job descriptions and recruitment materials.
- Encourage gender-balanced representation in leadership and decision-making roles.



**59%** of Bruce's drivers  
are women

**63%** of Bruce's management  
team are women

**67%** of Bruce's senior  
leadership team are women