



# CREATIVE ASSEMBLY STATUTORY GENDER PAY REPORT

3 APRIL 2020

Creative Assembly's ambition is to support our diverse workforce, nurturing a culture of inclusion that reflects the global society for which we create games. This is embodied in our internal Diversity and Inclusion Strategy which is formed of three core pillars: attract, access and advance. We want to attract more diversity into the industry and give everyone the tools, training and opportunities to have successful long-term careers.

In 2018-19 we saw expected fluctuations in the gender pay data, reflective of our changing staff demographic and focus on career progression. Our median and mean gender pay data sees slight changes year on year (both increases and decreases) as we increase the overall number of employees and especially women in trainee and other entry level roles. At the time of reporting (March 2020), 19.2% of Creative Assembly's workforce identify as female, this continues to rise year on year.

All our staff receive bonuses, the variance in data is due to new starters joining outside of the reporting year's bonus period who do not yet qualify, or their bonus is pro-rated. We are confident there isn't a pay issue – there is equal treatment for work of equal or similar value.

The next phase of our Diversity and Inclusion work focuses on inclusive behaviours and additional training for our staff, this is being achieved in consultation with external specialists, Voice at the Table. Alongside this, The [CA Legacy Project](#) remains a core pillar of this, working with partners like BAFTA, Ukie, Digital Schoolhouse and the East London Academy of Music and Arts, to encourage more young people from diverse backgrounds to consider a career in games.

## APRIL 2018 - APRIL 2019 DATA

Mean - gender pay gap	23.08%	
Median - gender pay gap	22.92%	
Mean - bonus gender pay gap	33.77%	
Median - bonus gender pay gap	18.62%	
Proportion of males receiving a bonus payment	81.20%	
Proportion of females receiving a bonus payment	69.77%	
	Female	Male
Proportion in the lower quartile pay band	16.81%	83.19%
Proportion in the lower middle quartile pay band	29.41%	70.59%
Proportion in the upper middle quartile pay band	14.29%	85.71%
Proportion in the upper quartile pay band	6.72%	93.28%

I confirm that the figures and content above are accurate to the best of our knowledge.

John Ward  
Director and Chief Financial Officer  
The Creative Assembly Limited



# CREATIVE ASSEMBLY STATUTORY GENDER PAY REPORT

3 APRIL 2019

Creative Assembly actively promotes the benefits of diverse teams. We look for the greatest talent out there and treat everyone equally regardless of age, disability, gender, race, religion or belief, sex and sexual orientation or any other personal characteristic.

In 2018 we had a mean gender pay gap of 19.7%, a decrease of 0.6% compared to the previous data period. However, we saw a 0.2% increase in our median gender pay gap.

The data show a narrowing in all pay band quartiles with 1.0% and 3.2% increases in women in the upper and upper middle pay bands respectively. However, we need to continue to progress more women into senior roles and while more women are joining Creative Assembly, the growth in entry-level positions may show an initial widening of the pay gap. We are confident there isn't a pay issue – there is equal treatment for work of equal or similar value.

There is no quick fix and our work is focused on sustainable longer-term shifts through education into industry. Our ambition is to support our diverse workforce, nurturing a culture of inclusion that reflects the global society for which we create games. To achieve this, we are actively working on several initiatives internally and externally, having recently launched our Diversity and Inclusion Strategy. The [CA Legacy Project](#) remains a core pillar of this, working with partners like BAFTA, Ukie, Digital Schoolhouse and the East London Academy of Music and Arts, to encourage more young people from diverse backgrounds to consider a career in games.

## APRIL 2017 - APRIL 2018 DATA

Mean - gender pay gap	19.7%	
Median - gender pay gap	23.5%	
Mean - bonus gender pay gap	37.5%	
Median - bonus gender pay gap	19.5%	
Proportion of males receiving a bonus payment	88.4%	
Proportion of females receiving a bonus payment	82.9%	
	Female	Male
% of the total workforce	18.47%	81.53%
Proportion in the lower quartile pay band	16.5%	83.5%
Proportion in the lower middle quartile pay band	28.2%	71.8%
Proportion in the upper middle quartile pay band	22%	78%
Proportion in the upper quartile pay band	4.5%	95.5%

I confirm that the figures and content above are accurate to the best of our knowledge.

John Ward  
Director and Chief Financial Officer  
The Creative Assembly Limited



# CREATIVE ASSEMBLY STATUTORY GENDER PAY REPORT

3 APRIL 2018

Creative Assembly actively promotes the benefits of a diverse team. We look for the greatest talent out there and are committed to treating everyone equally regardless of age, disability, gender, race, religion or belief, sex and sexual orientation or any other personal characteristic.

We are committed to the fair treatment and reward of all staff irrespective of gender. We aim to nurture a diverse games development community within the studio as part of our focused Career Development Pathways but also within the wider industry, through our education work as part of the Legacy Project. We have a mean gender pay gap of 20.3%. We are confident there isn't a pay issue – there is equal treatment for work of equal or similar value. However, we recognise that we need to support more women into the industry, especially into more senior roles. Currently 17% of the Creative Assembly workforce is female.

The games industry still has a very male dominated environment and there is a disproportionate representation of men due to the technical and engineering skills required and the lower proportions of female students in STEM (science, technology, engineering and math) subjects leading into those careers. In fact, only 8% of the UK's engineering workforce are women – the lowest number across the whole of Europe.

We work with partners including BAFTA, Ukie, Digital Schoolhouse and the East London Academy of Music and Arts to encourage more young people from diverse backgrounds to consider a career in games. We recently wrote about this work in detail [HERE](#).

## APRIL 2016 - APRIL 2017 DATA

Mean - gender pay gap	20.3%	
Median - gender pay gap	23.3%	
Mean - bonus gender pay gap	38.2%	
Median - bonus gender pay gap	25.3%	
Proportion of males receiving a bonus payment	78.6%	
Proportion of females receiving a bonus payment	71.6%	
	Female	Male
% of the total workforce	17%	83%
Proportion of males and females in the lower quartile pay band	14.7%	85.3%
Proportion of males and females in the lower middle quartile pay band	24.8%	75.2%
Proportion of males and females in the upper middle quartile pay band	18.8%	81.2%
Proportion of males and females in the upper quartile pay band	3.5%	96.5%

I confirm that the figures and content above are accurate to the best of our knowledge.

John Ward  
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