

Gender Pay Gap

Report 2025

**Empowering People
is our purpose**



About us

Magenta Living is proud to be Wirral's largest social landlord, at the heart of our communities. We were born here, and we'll always be Wirral first, but our impact reaches further, because the places and people we serve beyond Wirral matter just as much to us.

We provide quality, affordable homes and support people to live independently, but our role is bigger than bricks and mortar. We work alongside partners, invest in neighbourhoods, and share ideas to help customers, colleagues and communities thrive.

Our Gender Pay Gap Report reflects that commitment - championing transparency, equality and **doing the right thing** for our colleagues and the communities we serve.

Our purpose is to empower people, and as an anchor organisation, we're aiming high, dreaming big and aspiring to achieve great things for our communities.



Our results

Total number of colleagues

563

Total number of men employed

323

Total number of women employed

240

Our mean hourly gender pay gap is

-1.34%

Our median hourly gender pay gap is

-3.16%

In 2024 our mean gap was -0.60% and our median gap was -6.41%

What is the Gender Pay Gap?

The Gender Pay Gap is a legal obligation for UK companies with 250 employees or more to report their gender pay gap each year.

The gender pay gap is the difference between the average pay for males and females across the same organisation. A gender pay gap does not equate to equal pay which relates to males and females being paid equally for equal work, or work of equal value.

Our calculations are performed in line with the prescribed methodology, gender pay gap reporting uses 6 key sets of data, however, as Magenta Living do not pay bonuses, there is no data to report for 2 of the 6 data requirements. It is also important to note that under the methodology certain colleagues are excluded and certain

elements of remuneration are not counted therefore, quartile figures will not equal our actual headcount. The data that has driven this report takes a snapshot as at the 5th April 2025.

If the results show a positive percentage gap this means that males are paid more than females, if there is a negative percentage gap this means females are paid more than males. If there is zero percentage gap this means no gap exists.

What does this mean?

Our 2025 gender pay gap results show women are, on average, paid slightly more than men in Magenta. This is a positive position, and it shows progress towards greater equity.

Our median gap has reduced from -6.41% to -3.16%, signalling a significant step towards a more balanced workplace. The national median gender pay gap was 7% in 2024. Magenta's results sit closer to zero and remain in favour of women.

Although our results are encouraging, we are committed to continuing to close the gap.

At the time of the report, 42.63% of colleagues were women, up from 41.04% in 2024 and 57.37% were men, down from 58.96% in 2024. The Property Services division has a higher number of male employees, which is consistent with trends in the wider sector. It continues to be a focus for Magenta Living to encourage more females to pursue careers in this type of industry.



Our Commitments for 2026

We will continue to focus on the following areas:

Gender Led Apprenticeship Programmes

Most of our colleagues work in Property Services, which is a heavily male dominated sector.

We want to create more opportunities for women to enter trades and technical roles.

Our plans to support this include the following actions:

- Strengthening partnerships with colleges across Wirral and the wider region
- Building a diverse talent pipeline
- Exploring community-based initiatives to encourage women into trades
- Looking at options beyond traditional apprenticeship routes
- Developing a “Women into Construction and Assets” initiative, with flexible working at its core

Our aim is to attract more women into Property Services and Assets roles by removing barriers and creating clear pathways.

Positive Action Leadership Pathways

Our new Talent and Succession Programme, launched in 2025, gives us a clear picture of gender representation across Magenta. This helps us focus on balancing the upper quartile, where we currently see fewer women represented.

Our next steps include:

Embed & Launch

Use learning from the programme to create clear, fair and transparent leadership pathways

Develop & Support

Offer leadership development, mentoring and stretch opportunities to support colleagues aiming for senior roles

Measure & Sustain

Run the programme each year to monitor progress and build a stronger, more diverse leadership pipelines



Unlocking Our Potential and Modernising Working Life

We know our colleagues have huge potential. We want to support this by modernising how we work, and by recognising that people's needs change throughout their lives.

This includes:

Supporting life events such as parenthood, caring responsibilities and flexible retirement

Reviewing our working patterns across the organisation

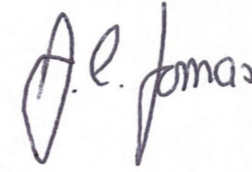
Making sure colleagues can progress into senior roles without compromising work-life balance

Using flexibility to support greater representation of women in Property Services and Assets

This approach aligns strongly with our leadership pathway work. It shows colleagues that senior roles can be flexible and achievable, and that progression does not have to come at the cost of personal commitments.

Declaration

We confirm Magenta Living has presented gender pay gap calculations that are accurate and that meet the requirements of the regulations.

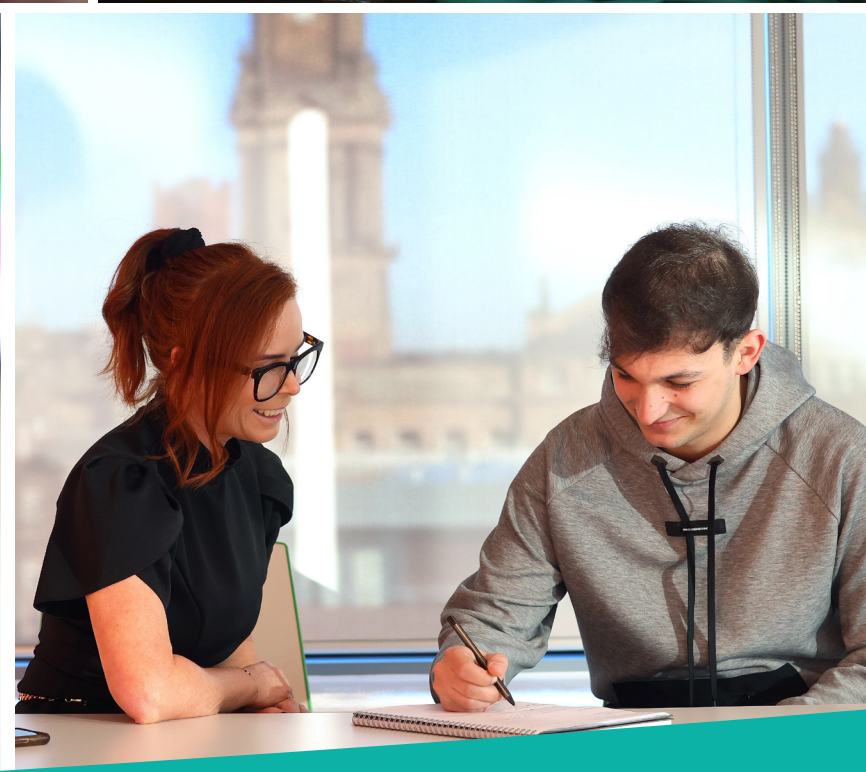


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