

Kids

Disabled children
say we can

Gender Pay Gap Report

April 2025



Key Highlights



Hourly Pay Gap (2025)

0.28% Women were paid slightly more than men on average in 2025, compared to a **7.63%** gap in favour of men in 2024.

Median hourly pay is equal for men and women.



Bonus Pay Gap

32% (mean) in favour of men. While more women received bonuses overall, the average bonus value for men was higher. This was influenced by recognition bonus distribution and the introduction of retrospective Long Service Awards in 2024.



Commitment to Gender Equality

Kids continues to monitor and act on our gender pay gap, reflecting on workforce structure, pay, and progression opportunities to ensure fairness for all colleagues.



Career Progression & Development

We are launching a Management Development Programme and Competency Framework, alongside Workplace Passports, to support career growth, recognise contributions, and remove barriers to progression.



Wellbeing & Support

Colleagues have access to our Employee Assistance Programme (EAP) and Wellbeing Hub, providing 24/7 support, resources, and guidance to help everyone thrive.



Digital Accessibility

Through our Digital Accessibility Hub, colleagues can access guidance and resources alongside device software with built-in Accessibility features, enabling a tailored digital experience. Our in-house Accessibility Champion is also on hand to provide expert support, ensuring inclusion and flexibility for everyone.



Inclusive Workplace Culture

Our Code of Conduct sets clear expectations for a safe, respectful, and inclusive workplace, supporting diversity and helping remove barriers that can contribute to pay gaps.



Diversity, Equity & Inclusion

Our DEI and Colleague Voice groups, with Onvero, guide our actions to create fair opportunities, including Workplace Passports, initiatives to better understand colleagues, and allyship groups to share experiences and shape DEI priorities.

Welcome to Kids' Gender Pay Gap Report – Our mission and Commitment

At Kids, we are on a mission to ensure that every child and young person has the opportunities they need to flourish. From early years to adulthood, we provide a wide range of life-changing support, from learning and development, play schemes, adventure playgrounds and youth groups, to parent support, mediation, and initiatives that nurture social connections and emotional wellbeing.

Supporting children and young people with special educational needs and disabilities goes hand in hand with challenging the barriers they face.

We work alongside families, communities, partners, and policymakers to provide practical support, influence policy, and create lasting change, ensuring that every child and young person can access the opportunities they deserve.

Our people make this crucial work possible. Their lived experience, skills, creativity and commitment sit at the heart of everything we do, from frontline delivery to influencing change at a national level.

That's why we're committed to creating a workplace where everyone feels valued, supported and able to thrive.

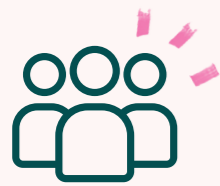
This Gender Pay Gap Report forms part of that commitment.

It helps us to be transparent and accountable, reflect on where we are, and understand where we need to improve as we continue to build a fair, inclusive and supportive organisation for our people.



Our Values, Behaviours and How We Work

Our values guide not only what we do, but how we do it. They continue to underpin our culture, our decision-making, and our approach to equality, diversity, and inclusion:



Celebrate Individuality

Recognising that everyone is brilliantly unique and tailoring our approach to individual needs.



Think Creatively

Combining expertise with imagination to create life-changing opportunities.



Work Together

Putting kindness into action and striving to make a positive difference, together.



Speak Up

Amplifying the voices of children, young people, and colleagues to achieve positive social change.

Building on these values, we have now introduced the Kids Code of Conduct – our commitment to a safe, respectful and inclusive workplace which sets out our shared responsibility to promote equality, celebrate diversity, and create an environment where every colleague

feels respected and heard. By guiding behaviours, encouraging open communication, and holding everyone accountable, the code supports gender equality and helps remove the cultural and structural barriers that can contribute to pay gaps over time.

What is the gender pay gap?

The gender pay gap measures the difference in average hourly pay between men and women across an organisation. It is not the same as equal pay, which relates to men and women being paid the same for the same or similar roles.

Understanding our gender pay gap helps us to reflect on how our workforce is structured, how opportunities are accessed, and how we can continue to improve fairness, progression, and inclusion across Kids.

National Gender Pay Gap Data and Analysis

Nationally, women continue to earn less than men, although the gap has been slowly declining over time. According to the Office for National Statistics (ONS), in April 2025:

The median hourly pay for full-time women in the UK was **£18.87**, compared with **£20.27** for men, representing a **6.9%** gender pay gap.

Across all employees (full- and part-time), the overall gender pay gap was **13.1%**, reflecting factors such as part-time working and occupational distribution.

These figures illustrate the broader structural and societal factors that contribute to pay gaps nationally, providing a benchmark against which we can assess our own performance and progress.



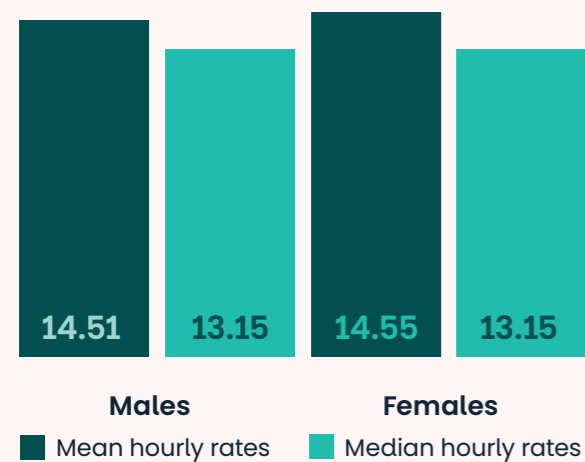
Gender Pay Gap at Kids

Our current hourly pay figures show a slight negative gender pay gap, with women paid marginally more than men on average.

Although these results are encouraging, pay gaps can vary year to year in a small organisation, and we will continue to monitor progress.

Hourly Pay

2025



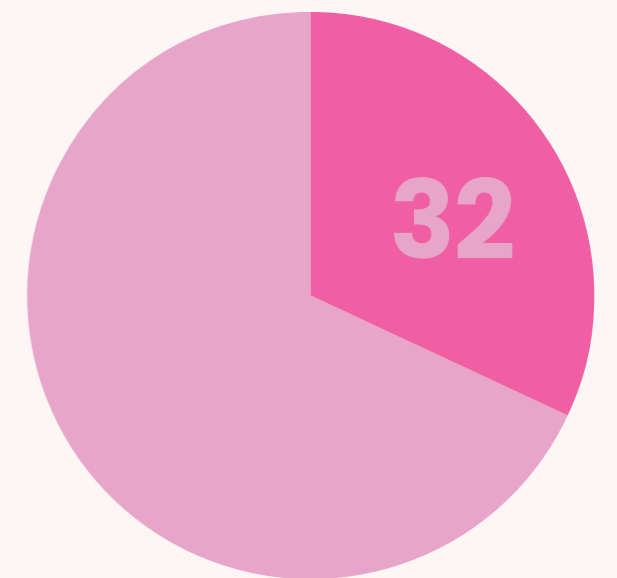
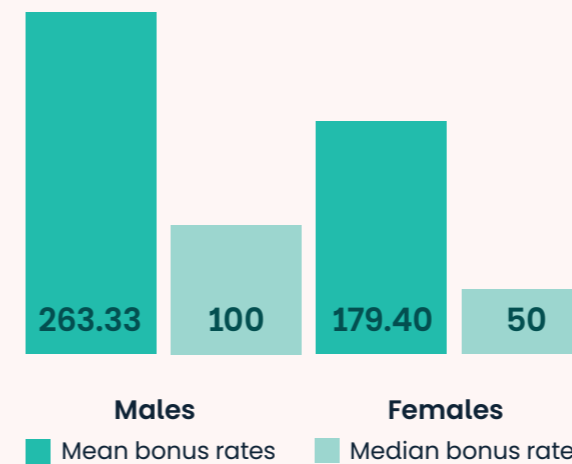
£0.04

Men were paid on average **£0.04** per hour less than women, resulting in a gender pay gap of **-0.28%** compared to **7.63%** the previous year.

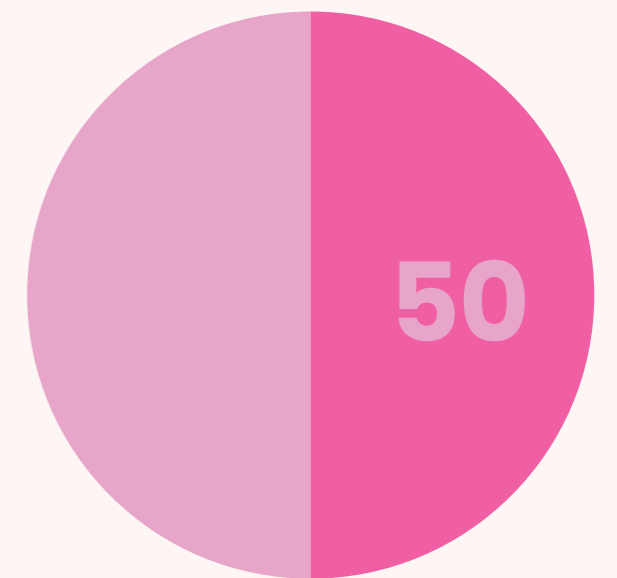


Bonus Pay

We have introduced Long Service Awards and while a higher proportion of women received a bonus than men, the average value of bonuses awarded to men was higher. This is due to distribution differences during the first year.



Mean gender pay gap:
32% (men received more than women)



Median gender pay gap:
50% in favour of men

£83.93

Average bonus pay difference:
Men received £83.93 more than women on average



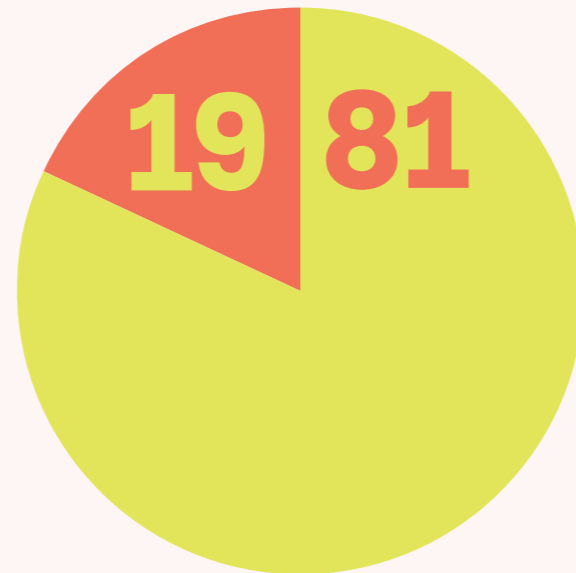
Gender Pay Gap at Kids (Cont.)

Workforce Composition

As of April 2025, **81%** of Kids workforce are women.

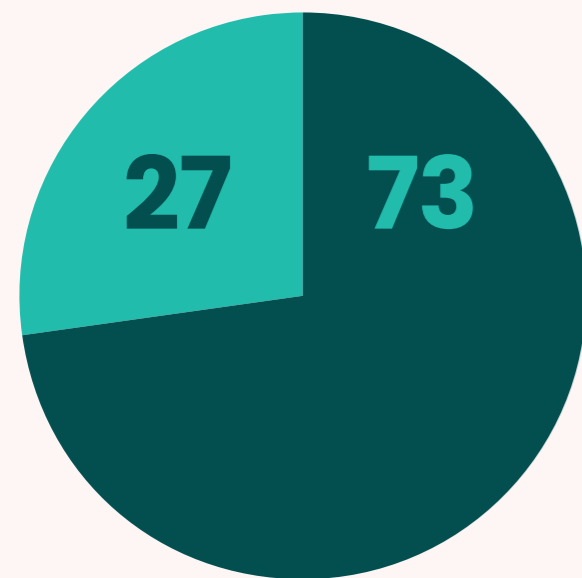
On 5 April 2025 (snapshot date), there were **4 fewer** men in higher pay quartiles compared to the previous year, contributing to shifts in representation.

Statistically, small population sizes mean that individual employees joining or leaving can significantly affect percentages.



% of Kids workforce in April 2025

Leadership and Executive Representation (Feb 2026):



% of Females vs Male in Leadership Team



% of Females in Executive Team

These figures will be published on [gov.uk](https://www.gov.uk) by 4 April 2026 and on the Kids website alongside our action plan. Progress will be monitored through the Diversity, Equity and Inclusion (DEI) working group.

Pay Quartiles

The representation of women across pay quartiles is broadly similar, reflecting our predominantly female workforce.

Notably, women are well represented in the upper and upper-middle quartiles, demonstrating positive progress in career advancement and opportunity across the organisation.

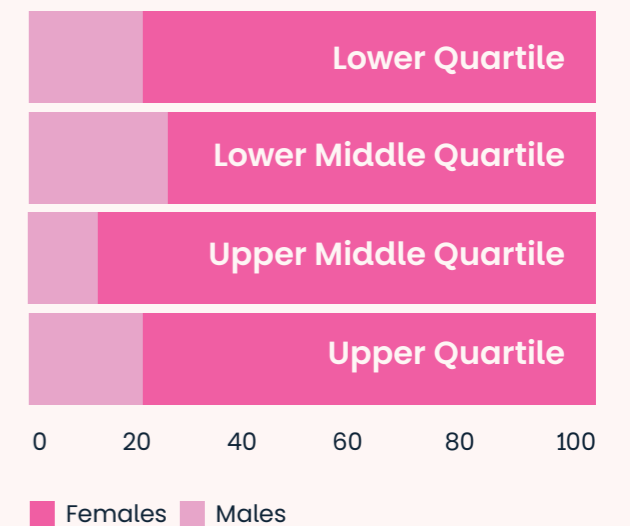
- Hourly pay gap: **-0.28%** (women slightly higher than men)
- Bonus pay gap: **32%** in favour of men

These figures highlight both areas of progress and those where further action is needed, particularly around bonus pay distribution.

Kids remains committed to transparency, accountability, and continuous improvement in gender equality, supported by our

DEI initiatives, career development programmes, and workplace policies that foster inclusion and fairness.

% Gender Split across the quartiles 2025



What we already do to improve gender equality

At Kids, with 81% of colleagues identifying as female and a 100% female Executive Leadership team, supporting gender equality goes beyond pay.

We focus on creating the right conditions for colleagues to thrive, including wellbeing, flexibility, accessibility, and inclusion.

Our Empower benefits package helps colleagues balance work, life, and caring responsibilities. This includes enhanced maternity and paternity pay, additional carers leave, company sick pay from day one, and the option to buy extra annual leave, helping remove barriers that can disproportionately affect women.

We continue to invest in wellbeing and support, with our Employee Assistance Programme offering 24/7 confidential guidance, an intranet-based Wellbeing Hub, and trained Mental Health First Aiders across the organisation to provide peer support and signpost professional help.

Our onboarding and induction process ensures all new colleagues receive a clear introduction to Kids' values, policies, systems, and wellbeing support.

Accessible resources and training help remove barriers, promote fairness, and enable colleagues to start their journey with confidence.

Through our DEI initiatives, including internal steering groups and benchmarking with Onvero (formerly ENEI), we actively listen to colleagues and identify priorities for improvement.

We've also made significant progress in digital accessibility, launching a Digital Accessibility Hub, installing accessibility software across all devices, and appointing a Digital Accessibility Champion to provide specialist support.

These steps support inclusion, flexibility, and equity, while our membership in the Digital Services Consortium (DSC) helps us extend learning internally and support families externally.

Our Commitments and Next Steps

Our commitment to equality, inclusion, and fairness is rooted in our mission and values.

While workforce demographics and size can lead to fluctuations in our gender pay gap year to year, we remain committed to understanding the drivers behind our data and taking meaningful action to address them.

We are proud of the steps taken so far and continue to listen to our people, learn from their experiences, and use these insights to shape a workplace where everyone can be their best selves.

Recognising that leaders play a key role in fostering an inclusive culture, we will be launching a new management programme, supported by external experts, alongside a new competency framework and refreshed review process.

These provide clear guidance, consistent support, and recognition of contributions, helping colleagues to progress and lead inclusively.

To support colleagues in working effectively and safely, we are introducing Workplace Passports, enabling confidential sharing of strengths, working preferences, and reasonable adjustments. Integrated into induction, they ensure new colleagues receive support from day one while promoting inclusion and psychological safety.

Building on this, we will focus on understanding our people and what they need to thrive.

Allyship groups will provide safe spaces for colleagues to share experiences, helping us use these insights to strengthen policies, practices, and accessibility.

We are also introducing a menopause policy as part of our broader commitment to wellbeing, retention, and career progression.

Combined with ongoing external benchmarking, these actions help us identify gaps, embed best practice, and inform DEI initiatives that support a fair, inclusive, and empowering workplace for all colleagues.






This report is authorised by

A handwritten signature in dark teal ink, appearing to read "Helen".

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