



BIG YELLOW SELF STORAGE



INCLUSIVITY AND DIVERSITY REPORT 2024

A WORD FROM THE CEO

FOR THE YEAR ENDING 5TH APRIL 2024



Our people have always been at the heart of Big Yellow which is why we remain committed to being a fair, diverse and inclusive employer that not only attracts the best talent within the industry but also truly represents the communities in which we live and work. We aim to create a workplace where our people can flourish and truly be themselves, regardless of gender or background. In bringing people together from diverse backgrounds, we ensure that the Company has a truly inclusive culture where employees are able to share unique skills and perspectives to drive innovation and deliver a customer experience that is second to none.

During 2023, we were delighted to partner with two new Foundation charities, Working Chance, the UK's only employment charity solely for women with convictions and Supporting Wounded Veterans who help medically discharged veterans back into meaningful life and employment. We also reached a significant milestone in July 2023, when we raised £1M for the Big Yellow Foundation, since it was formed in 2018.

I am once again delighted with the work of our Inclusivity and Diversity Committee throughout the course of the year. A significant amount of work has been undertaken towards supporting employment opportunities for people with convictions through the introduction of Recruiting People with Convictions and Work Placements for People with Convictions Policies and a series of workshops for our hiring managers. We have also had nine work placements within our stores and Head Office and our Managers have delivered Interview Skills training for those seeking employment via our Foundation charity partners. In addition, we have focused on the development of Foundation volunteering and fundraising opportunities which we have promoted via our Steering Committee, Company blog and our newly introduced Foundation Intranet sub-site.

We have re-trained our Wellbeing Experts and introduced a new Employee Assistance Programme. We also introduced a weekly “anchor day” within our Head Office where all team members are present on a regular day each week, with the aim of promoting communication, collaboration and involvement.

Whilst we continue to be very proud of the progress that we have made, we recognise that there is still a lot to do. We will continue to drive change via our Inclusivity and Diversity Committee and through listening to feedback from our people.

Our future initiatives include developing a strategy to provide employment opportunities for people with disabilities, further developing our Interview Skills training for our Foundation partners and training our team members as mentors to support people with convictions during their placement or return to work. We will also be looking at establishing sub-committees to concentrate on specific areas of inclusion and diversity in more detail, including people with disabilities and the LGBTQ+ community.

I remain committed to continuing our work to achieve our goal of all colleagues in the business feeling a true sense of belonging and inclusion.

A handwritten signature in black ink, appearing to read 'Jim Gibson'. The signature is fluid and cursive, with a long horizontal stroke at the end.

JIM GIBSON

CEO

OUR PROGRESS THIS YEAR

In July 2023, we were delighted to have raised **£1M** for the **Big Yellow Foundation**, since its formation in 2018.

In line with our strategy of improving our **brand awareness and recognition** as an employer of different diverse groups, we have continued to include posts on Facebook and LinkedIn throughout the year relating to our culture, religious festivals / celebrations, LGBTQ+, gender and mental health.

We improved the communication and awareness of the work we are doing in relation to Inclusion and Diversity and Wellbeing throughout the Company through our new **Company Intranet** which has specific **Inclusion and Diversity and Wellbeing sub-sites**.

We launched two new policies, **Recruiting People with Convictions**, to support people with convictions to return to work and **Work Placements for People with Convictions**, to support the rehabilitation of people who are serving a conviction.

During the course of the year we worked with four of our Foundation charities (Downs Syndrome Association, Breaking Barriers, Back Up Trust and Street League) to offer nine **work placements** within our Finance Department and our stores.

We re-trained our **Wellbeing Experts with Mental Health First Aid England**, to ensure that they maintain their knowledge and skills to provide support to team members as required.

We financially supported Battersea Ironside's Rugby Club to send disadvantaged children on its annual rugby club tour.

Our four existing **Inclusion and Diversity Champions** were trained / received refresher training.

We ran a series of **Recruiting People with Convictions Workshops** via Working Chance, one of our Foundation Charity Partners, which just under 150 of our managers attended.

Our **Neurodiversity Workplace Assessor** has attended additional dyslexia and dyscalculia training to enable them to provide further support to our neurodiverse team members.

We introduced a new **Employee Assistance Programme** to provide counselling and advice and support on a range of issues including health, relationships, caring responsibilities, and work related matters.

We launched a new **Foundation sub-site** on our Intranet to promote the work of the Foundation, its charity partners and fundraising and volunteering opportunities for our team members.



OUR PROGRESS IN NUMBERS



37.5%

of our Board Directors are women.

(37.5% in 2023)

(1)

45.5%

of our senior leadership team are women.

(45.5% in 2023)

(2)

£297,585

Funds Received by the Big Yellow Foundation to March 2024.

(£203,778 in 2023)

Funds paid by the Big Yellow Foundation **£255,700.**

(£192,500 in 2023)

75%

of team members participating in our Assistant Store Manager development programme were women.

(64% for the scheme ending in 2023)

(3)

(1) Board of Directors includes Executive Directors and Non-Executive Directors
(2) Senior leadership team is Key Department Heads
(3) Data represents women within our Stores



OUR PROGRESS IN NUMBERS

93%

of team members believe that senior managers positively drive inclusivity and diversity within the business according to our 2023 Employee Engagement Survey

(91% for our 2021 Engagement Survey)

19%

of our team members within the Company are over 50.

(15% in 2023)

53%

of team members participating in our development programmes are women.

(41% for the Programmes ending in 2023.

⁽⁴⁾

104%

increase in training hours completed by part time team members for the year ending March 2024 compared to March 2023.

⁽⁵⁾

⁽⁴⁾ Data represents women across the business as a whole
⁽⁵⁾ Data relates to part time team members in Stores

OUR PROGRESS IN NUMBERS



65%

of women in a store management role have been promoted internally.

⁽⁶⁾

48%

of team members currently completing an Apprenticeship within the Company are 40 years or older.

£796,123

of free space was donated for community or charity use for the year April 2023 to March 2024.

(£754,132 of free space was donated for the year April 2022 to March 2023)

34%

of our Store Managers are women.

(32% in 2023)

⁶⁾ Store Management roles include Assistant Managers, Deputy Managers and Store Managers

WHAT OUR PEOPLE SAY

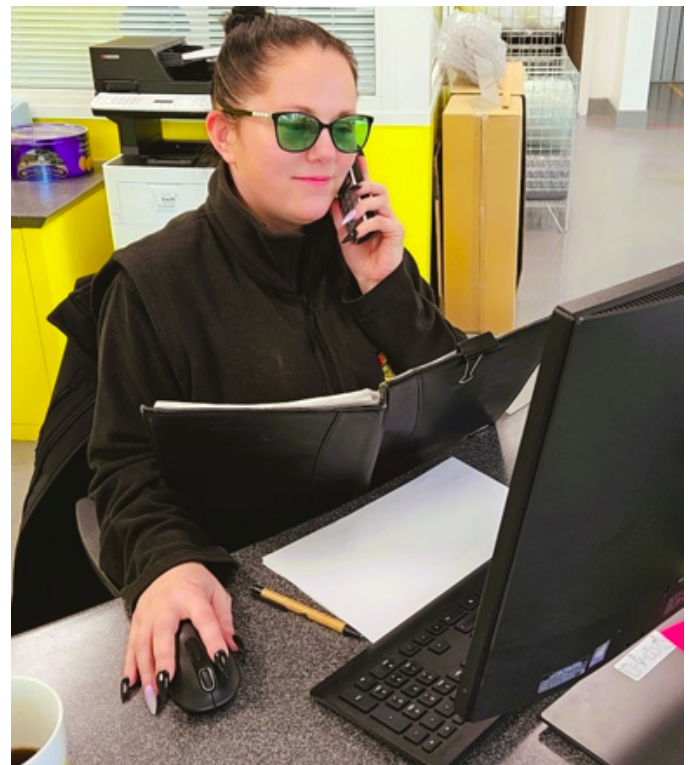
“I originally joined the Inclusivity and Diversity Committee as I felt there was a lack of exposure of the Big Yellow brand within ethnic minority communities, which was also reflective in the diversity of my store team. I now have a much better insight regarding the work done within Big Yellow to increase Inclusivity and Diversity across all areas.

My personal passion is around sharing my knowledge and giving insight into the different cultures that we have working and storing within Big Yellow.

During my time on the Committee, I have seen more members join who all bring something new and exciting from their personal experience that has given the current members a new and fresh perspective on matters they may not be fully engaged or exposed to.

Moving forward, I would like to continue to highlight the work done by the Company to improve diversity within both the store and Head Office teams”.

**Inclusivity and Diversity Committee Member
Jagdeep Bhamber**



“Since I have become a Dyslexia Mentor, I have supported our Learning and Development Advisor to understand the daily struggles of having Dyslexia, through highlighting the challenging tasks that people face in their day-to-day life at Big Yellow.

My role consists of reaching out to a colleague who may have already had a dyslexia assessment, to discuss how they found the assessment and their results. I offer an understanding of what support is available, discuss their daily struggles with them and help by providing different solutions as to how they can break through the obstacles that they face. I also provide support for Managers and techniques to best help them if they have a team member with Dyslexia.

We should be celebrating people with Dyslexia as they have many amazing advantages that once identified can be used to accomplish so many great things”.

**Dyslexia Mentor
Sam Lidyard**

WHAT OUR PEOPLE SAY

NGAGE BRAND AMBASSADOR

“Being part of the Inclusivity and Diversity team makes me very proud to share the knowledge I have through living as part of the LGBTQIA+ community.

Working in a store where 2/3 of the team are part of the community is inspiring and to see the Company I have been a part of for the last 18 years encouraging diversity in the workplace is wonderful.

My primary focus is being a pillar of support for any of my colleagues, passing on my knowledge of the community, supporting anyone who may be struggling to process their own or a friend/family member’s identity or sexuality.

I currently work with an internet-based radio station and I am an ambassador. I help support DJ’s, presenters and listeners understand the community and answer any questions they may have”.

Inclusivity and Diversity Expert
Karl Webb



WHAT OUR PEOPLE SAY

“Working with Street League last year delivering our Interviewing Skills Workshop was a fantastic experience.

Hearing the stories, challenges and goals shared from the young people who attended made for an eye-opening and inspirational day.

I was thoroughly impressed by their attentiveness, willingness to open up as the day progressed and their strong level of questioning.

Many who attended had very clear aspirations for their future and I believe that it is very important that such drive is encouraged and nurtured.

We discussed CV’s, cover letters, interviewing both virtually and in person and some tips on how to make sure you are as prepared as possible for the day itself.

Hopefully we were able to assist with this workshop and I hope that all who attended took at least something away that can positively impact their futures and careers”.

**Interview Skills Workshop Trainer
Gavin Niven**



“Big Yellow is a fantastic company to work for and I was absolutely delighted to join the Inclusivity and Diversity Committee to contribute to something I am passionate about and make a positive impact.

Expressing the importance of diversity is crucial in creating an inclusive workplace where everyone feels valued and respected. Diversity brings a wide range of perspectives, experiences, and ideas to the table, fostering innovation and creativity. I believe this will help in building a stronger and more resilient workforce that can better understand and serve its diverse customer base.

It's important to continually promote diversity and inclusion through various initiatives, policies and practices. This can include implementing diverse hiring practices, providing training on unconscious bias and cultural competency, offering mentorship and support programs for underrepresented groups, and creating an environment where all voices are heard and respected.

Consistently demonstrating my commitment to the Committee, I will establish myself as the go-to person for inclusivity and diversity within Big Yellow and play a pivotal role in driving positive change”.

**Inclusivity and Diversity Committee Member
Rahima Miah**



WHAT OUR WORK PLACEMENTS SAY

BOANERGE

“I have enjoyed my time at Big Yellow Beckenham. It has allowed me to gain valuable work and life experiences.

I have worked closely with the entire team; daily I would be tasked with a list of jobs which although challenging at first, I am now confident doing unaided.

I have assisted the team in carrying out audits, also selling packing materials and face-to-face interaction with the customers, where I have built up my communication skills.

I have learned Big Yellow computer systems and have inputted data on them.

The best part of the job is working in a team and meeting people.

The worst part of the job is cleaning but it must be done!”



**STREET
LEAGUE**

WHAT OUR WORK PLACEMENTS SAY

RICHARD

“I sustained an incomplete spinal cord injury 2 ½ years ago which left me unable to return to my self-employed job, which I had been doing for over 20 years. I had not worked in an office for a very long time, so my office skills were very rusty.

I value the insight that my placement at Big Yellow has given me into how a modern-day business operates, the processes and routines involved. Also, the chance to engage with people again and not be talking about medical, legal and rehab matters all the time. It has also helped me find out my working limits, learning first-hand what I am now able and unable to do.

The work placement has been conveniently local for me. I get fatigued easily, so I am not arriving at work already tired from a long drive. The staff have been very flexible with the hours I work, as I need to keep attending my rehab sessions.

I hope many more get this chance to try and find a way back into the world of work after sustaining life changing injuries.”



A WORD FROM BIG YELLOW FOUNDATION PARTNER WORKING CHANCE



“Working Chance's partnership with Big Yellow has created value across a number of fronts and is a great example of a multi-faceted corporate / charity partnership. The funding to support our work in placing women with convictions into employment is of course incredibly welcome and we have been particularly impressed by Big Yellow's commitment to truly understanding how they can make their workforce more diverse by tapping into this overlooked talent pool. It's part of our mission as a charity to help create a more inclusive employment landscape where employers don't automatically rule out an applicant because they have a conviction, and Big Yellow have really embraced this.

I presented to managers at their annual conference about why this issue matters so much and we created and delivered a series of training webinars for hiring managers to raise awareness of why and how to employ people with convictions. We are currently planning a day's face-to-face training for Big Yellow mentors and Big Yellow's People and Talent team are designing workshops for our clients to help them with interview techniques.

In addition, we work with Big Yellow to promote work experience placements in their stores to our clients and to showcase permanent, paid opportunities as well.”

NATASHA FINLAYSON OBE

CHIEF EXECUTIVE



A WORD FROM BIG YELLOW FOUNDATION PARTNER ST GILES TRUST

“Over the last six years, our partnership with Big Yellow has been exceptional, helping us to support thousands of people with employment, food poverty, housing, mental health, criminal exploitation and much more. Big Yellow have not only helped through donations but have supported our mission through volunteering at our Pantries, storage space whilst we were moving offices, taking part in our mentoring programme and offering employment to our clients.

We have been grateful to receive additional funding from Big Yellow to go towards the Client Fund in our Learning Disabilities Employment Team in Southwark. The Client Fund provided financial support to enable our clients to access vital resources whilst working with us to find employment. Without this Fund, many of our clients would simply not be able to engage in the service. During the cost-of-living crisis, this funding was a vital lifeline, allowing our caseworkers to help clients travel to job interviews, buy books for their training and access work appropriate clothing and equipment. Together, St Giles and Big Yellow were able to empower over 30 people to reach their employment goals through this funding.

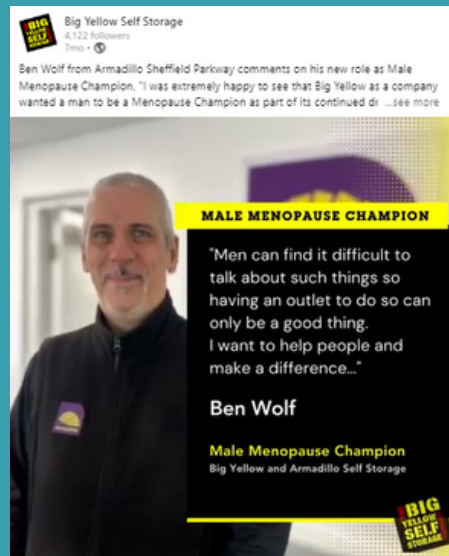
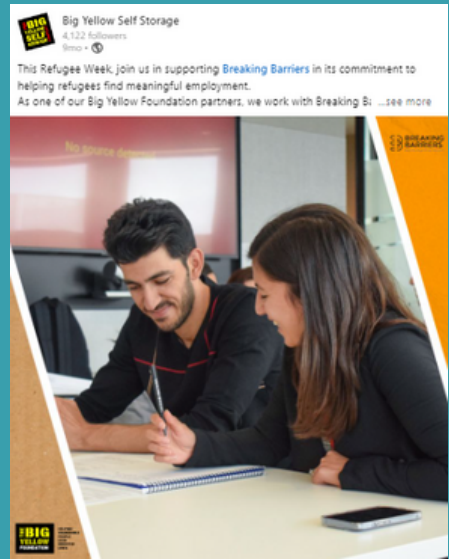
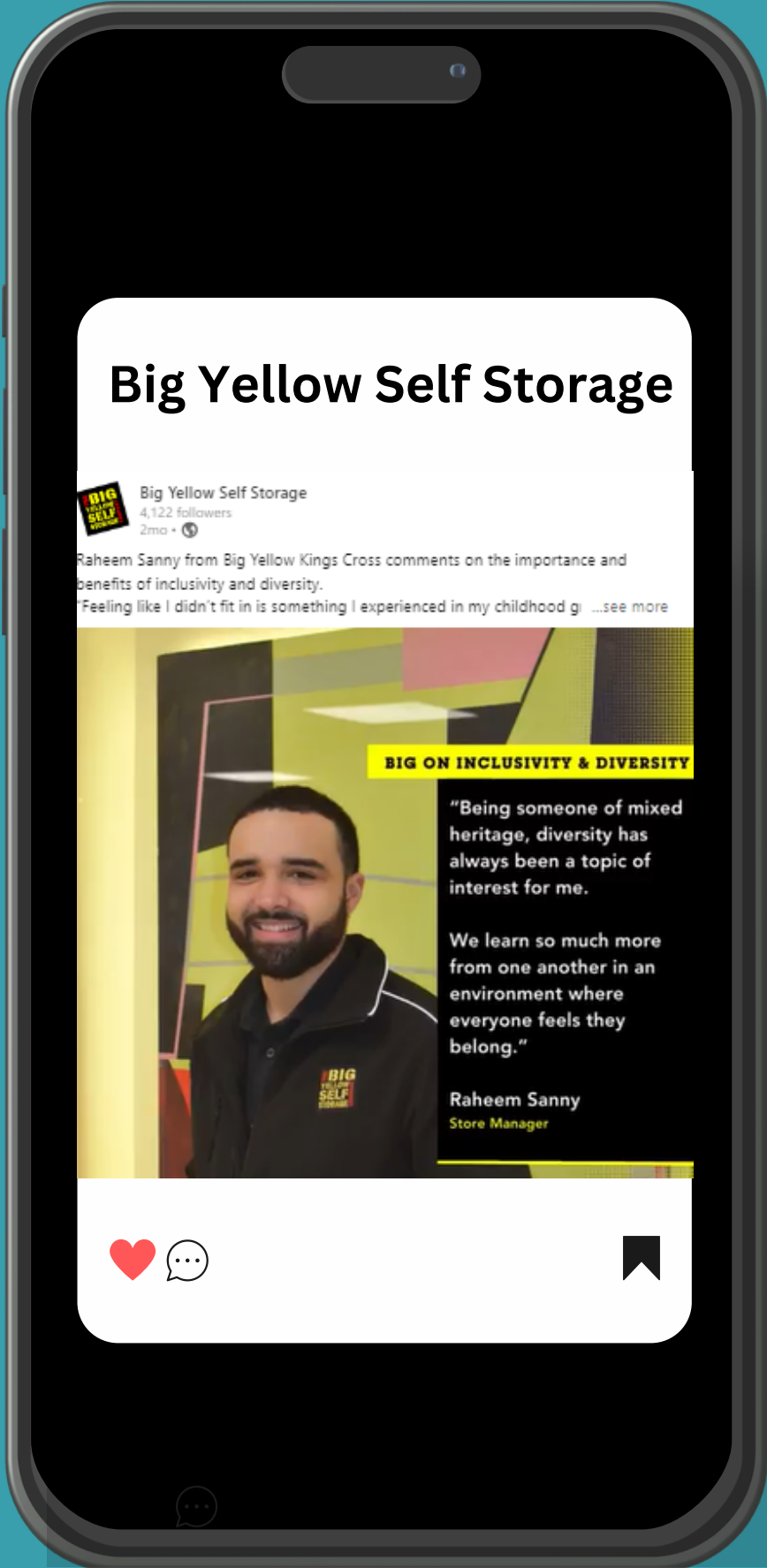
We are only able to provide these vital services through the kindness and generosity of Big Yellow. On behalf of the people we support, volunteers and staff, our most sincere gratitude for your continued belief in St Giles”.

ESHANI GHEEWALA

SENIOR CORPORATE PARTNERSHIPS OFFICER



OUR SOCIAL MEDIA



OUR GENDER AND ETHNICITY PAY GAP 2024

WHAT IS THE PAY GAP ?

The pay gap shows the difference in average earnings between groups of colleagues across our business. Our report shows the differences in pay between men and women as well as our ethnically diverse and white colleagues.

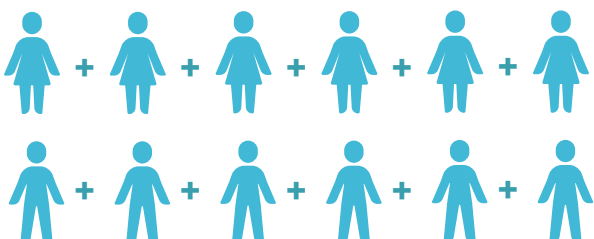
Equal pay is not the same as the pay gap figures which we are reporting here. Equal pay is about how much our colleagues are paid for doing the same or a similar job which is considered to be of equal value. An example of this is that we pay individuals according to their role, irrespective of their gender or ethnicity.



MEDIAN



MEAN



HOW DO WE CALCULATE OUR PAY GAP ?

Imagine our colleagues (both men and women) lined up in a row from the lowest to the highest paid. The pay of the colleague in the middle is the Median.

The Median Pay Gap is the difference between the middle colleague who is a man and the middle colleague who is a woman and the middle ethnically diverse colleague and the middle white colleague.

To calculate the Mean Pay Gap we take the average pay of all of our colleagues who are men and compare this to the average pay of all of our colleagues who are women and the same for our ethnically diverse colleagues compared to our white colleagues.

OUR GENDER PAY GAP 2024

The data below is based on hourly rates of pay as at the snapshot of 5th April 2024 and bonuses paid in the year to 5th April 2024.

MEAN AND MEDIAN GENDER PAY GAP

DIFFERENCE BETWEEN HOURLY EARNINGS FOR MEN AND WOMEN

ALL TEAM MEMBERS

SNAPSHOT DATE	MEAN	MEDIAN
05-APR-24	20%	4%
05-APR-23	24%	3%
05-APR-22	24%	6%
05-APR-21	25%	7%
05-APR-20	26%	10%

DIFFERENCE BETWEEN HOURLY EARNINGS FOR MEN AND WOMEN

EXCLUDING DIRECTORS

SNAPSHOT DATE	MEAN	MEDIAN
05-APR-24	9%	4%
05-APR-23	10%	3%
05-APR-22	13%	6%
05-APR-21	9%	5%
05-APR-20	10%	8%

Our Mean Gender Pay Gap for 2024 was 20% (2023: 24%). This is due to a net gain of 2 women and a net loss of 5 men, both within the Upper Quartile, one of whom was a Director.

This is also reflected within the representation of women in the Upper Quartile which has increased (35% in April 2024 compared to 31% in April 2023), as a result of recruiting a greater number of women into this Quartile, compared to men.

Over the same period, the Median Gap has increased from 3% to 4% due to a greater proportion of men than women having been promoted within the Upper and Upper Middle Quartiles.

Our Gender Pay Gap as at April 2024, is still impacted by women holding fewer senior positions within the organisation than men – whilst women made up 43% of our workforce in April 2024 (April 2023: 44%) all of our Executive Directors are men.

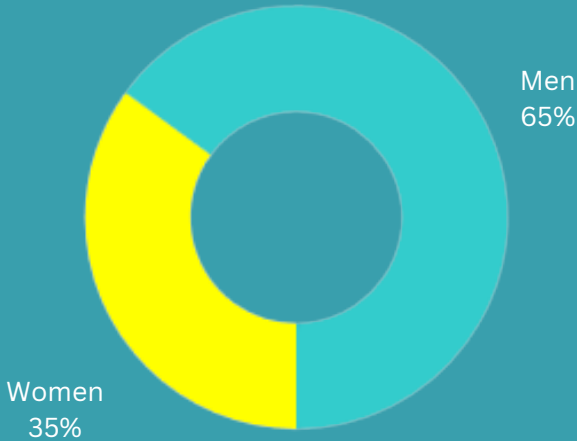
In addition, our Gender Pay Gap is significantly affected by the fact that two of our three Executive Directors have held their positions since the Company was founded in September 1998, with no other executive recruitment having taken place, other than for a Chief Financial Officer in 2007.

Our Mean Pay Gap excluding Directors is 9% (April 2023: 10%).

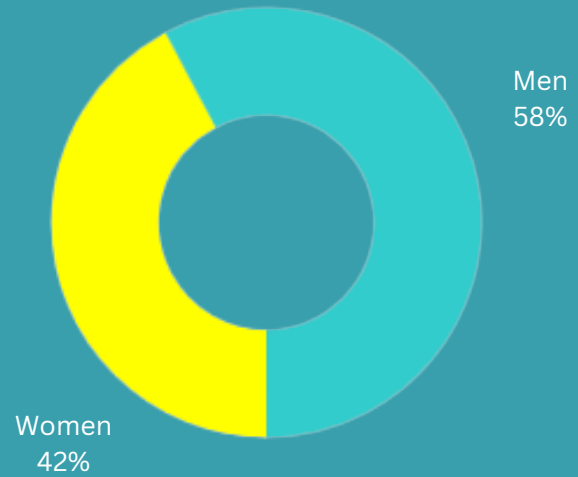
We are pleased to be able to report that 37.5% of our Board Directors are women, (April 2023: 37.5%).

MEDIAN GENDER PAY BY QUARTILE

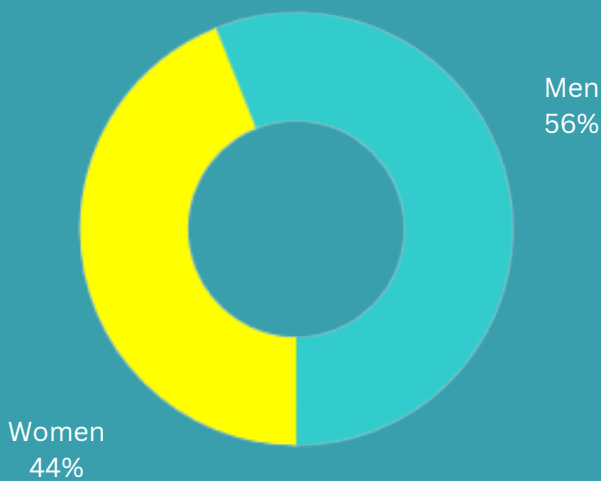
Upper Quartile 6%



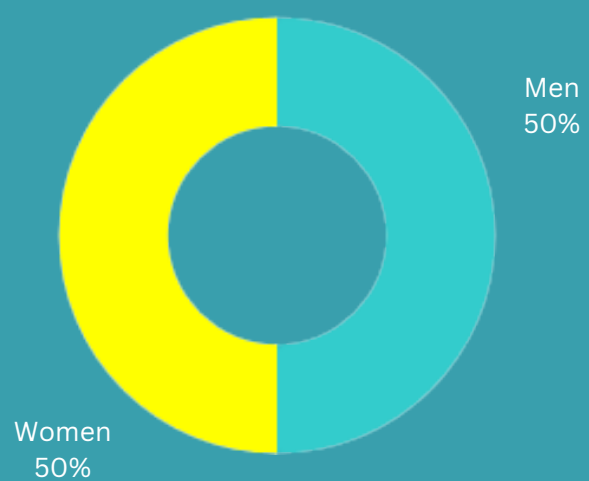
Upper Middle Quartile 0%



Lower Middle Quartile -1%



Lower Quartile 0%



Our Gender Pay by Quartile shows a higher representation of team members who are women within the Upper Pay Quartile, with a four percentage point increase in the representation of women within the Upper Quartile compared to 2023. The representation of women within the Lower Middle and Lower Quartiles have each fallen by two percentage points when compared to 2023.

The salaries of our Store and Customer Support team members have always been paid in accordance with set pay bands meaning that the salaries for team members who are women within the Lower and Lower Middle Quartiles are 100% equivalent to those who are men.

BONUS PAY DATA

DIFFERENCE BETWEEN BONUS PAID TO MEN AND WOMEN

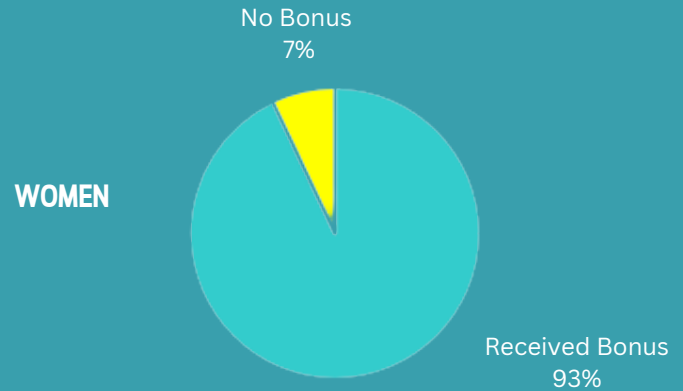
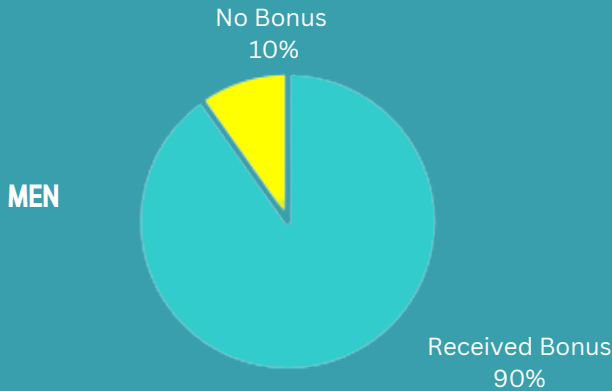
ALL TEAM MEMBERS

SNAPSHOT DATE	MEAN	MEDIAN
05-APR-24	42%	13%
05-APR-23	34%	14%
05-APR-22	56%	36%
05-APR-21	52%	26%
05-APR-20	66%	30%

DIFFERENCE BETWEEN BONUS PAID TO MEN AND WOMEN

EXCLUDING DIRECTORS AND PART TIME WORKERS

SNAPSHOT DATE	MEAN	MEDIAN
05-APR-24	15%	20%
05-APR-23	26%	12%
05-APR-22	39%	26%
05-APR-21	17%	21%
05-APR-20	29%	20%



All of our employees are in a performance related bonus scheme, which is paid as a percentage of salary. Our Bonus Pay Gap for 2024 has increased to 42% (2023: 34%). This is due to one of our Executive Directors exercising his deferred bonus and share options, on leaving the Company. Excluding this Director, our Mean Bonus Pay Gap would have been 28%.

If we exclude all Executive Directors and part time team members from our calculations, our Mean Bonus Pay Gap falls to 15% (2023: 26%). Furthermore, excluding all share options, this falls to a Mean of 9% (2023: 17%).

Our Mean Bonus Pay Gap is also affected by the fact that only 41% of our full-time team members are women (2023: 42%).

In relation to those team members who did not receive a bonus payment, if we were to adjust for team members who were not employed during the period to which the bonus related, 98% of women and 98% of men who were eligible to receive a bonus did in fact receive one.

OUR ETHNICITY PAY GAP 2024

The data below is based on hourly rates of pay as at the snapshot of 5th April 2024.

MEAN AND MEDIAN ETHNICITY PAY GAP

DIFFERENCE BETWEEN HOURLY EARNINGS FOR ETHNIC MINORITY AND WHITE EMPLOYEES

ALL TEAM MEMBERS

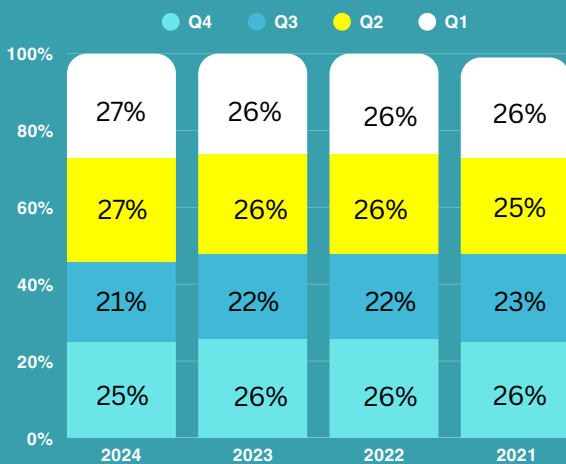
SNAPSHOT DATE	MEAN	MEDIAN
05-APR-24	5%	7%
05-APR-23	6%	4%
05-APR-22	0%	5%
05-APR-21	1%	4%
05-APR-20	6%	9%

Our Mean Ethnicity Pay Gap for all employees has decreased to 5% in April 2024 from 6% in April 2023.

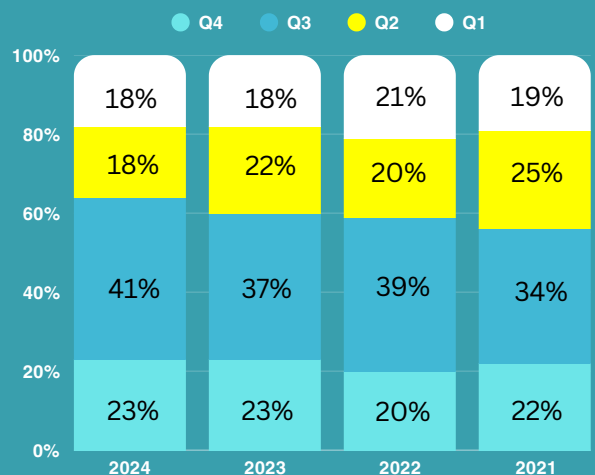
Our Median Ethnicity Pay Gap has increased as we have recruited fewer new employees for the year 2024, compared to 2023.

DISTRIBUTION OF ETHNIC MINORITY AND WHITE EMPLOYEES BY QUARTILE

Representation of white employees in the quartile

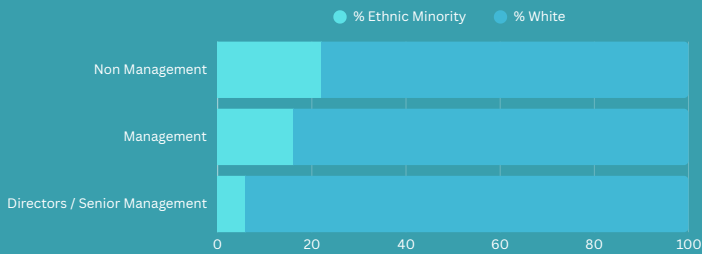


Representation of ethnic minority employees in the quartile

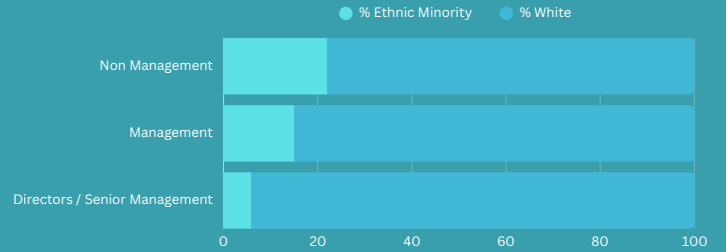


ETHNIC MINORITY AND WHITE EMPLOYEES BY POSITION

Analysis by Position April 2024



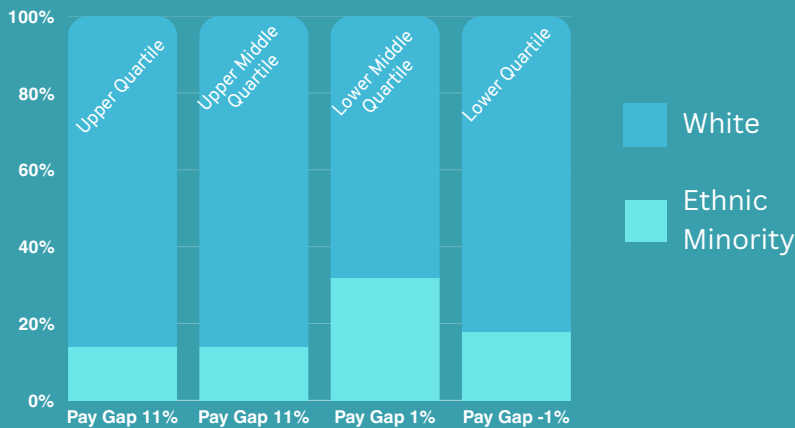
Analysis by Position April 2023



The number of management positions occupied by ethnic minority employees has increased to 16% from 2023.

ETHNIC MINORITY AND WHITE EMPLOYEES PAY / PAY GAP BY QUARTILE

Median Ethnicity Pay by Quartile April 2024



Median Ethnicity Pay by Quartile April 2023

