

A woman with her hair in a bun, wearing a dark Cera Care Group uniform and a lanyard with a badge, stands in a hallway. The background is a blurred hallway with a wooden floor and a brick wall. The entire image has a purple overlay.

Cera⁺

Cera Care Group

Gender Pay Gap Report 2025

Introduction

Gender Pay Gap Reporting is an essential component of Cera's commitment to fostering an equitable and inclusive workplace – creating equal opportunities regardless of gender, race, disability or background.

The below provides an overview of the gender pay gap across the Cera Care Group in 2025, highlighting key data to ensure transparency in our compensation practices.

Understanding terms used in this report

- The **median gender pay gap** is the difference between the midpoint hourly earnings of men and women, showing what the "typical" pay difference is within an organisation.
- The **mean gender pay gap** is the difference between the average hourly earnings of men and women, calculated by dividing the total pay of each group by the number of employees.
- The **median is considered more representative** than the mean because it is less affected by extremely high or low salaries, giving a **better indication of the typical pay gap**.

Snapshot date

The data in this report is from a **snapshot taken on 5th April 2025**.

Overview

The **Cera Care Group** is made up of two employing entities: **Cera Care Carers Ltd.** and **Cera Care Central Ltd.** Across these two entities, as of 5th April 2025, our workforce was **82.74% female** and **17.26% male**, meaning women made up the largest proportion of the workforce

Key statistics: hourly pay

Cera Care Carers Ltd. made up by far the largest population in the group, accounting for **76.6% of all employees**. Within Cera Care Carers Ltd, we had a **negative median hourly gender pay gap of -2.26% in favour of women, meaning women earned more than men for every hour they worked.**

At the overall group level, Cera had a **median gender pay gap of 2.58% in favour of men**, meaning women earned approximately **£0.97 for every £1** earned by men.

Colleagues previously employed by Cera Technology Ltd transferred into **Cera Care Central Ltd.** ahead of the 2025 snapshot date. Using a comparable demographic to the 2024 report, **the median pay gap across Cera Care Group would be -1.76% meaning women get paid £1.02 for every £1** earned by men and in **Cera Care Central Ltd the median pay gap would be 3.82%, meaning women get paid £0.96 for every £1** earned by men. As Cera Technology Ltd had a more male-weighted workforce, this has significantly influenced the gender balance and overall pay distribution within Cera Care Central Ltd for this reporting period. Within Cera Care Central Ltd, we had a median hourly gender pay gap of 33.06%. The number of employees contributing to this discrepancy accounted for just 3.15% of all employees across the group.

Hourly Pay Gap

Population	Male %	Female %	Mean Hourly Pay Gap	Median Hourly Pay Gap
Cera Care Group	17.26%	82.74%	19.68%	2.58%
Cera Care Group (Excluding Management and Cera Tech Ltd)	15.82%	84.18%	13.29%	-1.76%
Cera Care Carers Ltd	15.54%	84.46%	14.73%	-2.26%
Cera Care Central Ltd	21.01%	78.99%	38.00%	33.06%
Cera Care Central Ltd (Excluding Management and Cera Tech Ltd)	14.42%	85.58%	15.61%	3.82%

Bonus Pay Gap

Population	% Males Receiving Bonus	% Females Receiving Bonus	Mean Bonus Pay Gap	Median Bonus Pay Gap
Cera Care Group	8.95%	1.84%	45.46%	50.00%
Cera Care Carers Ltd	0%	0%	0%	0%
Cera Care Central Ltd	32.20%	6.31%	45.46%	50.00%
Cera Care Central Ltd (Excluding Management and Cera Tech Ltd)	21.19%	6.48%	27.67%	0%

Our commitment to advancing women's careers

Cera invests continuously in **learning and development** and **equal opportunities** to support women – empowering them to **progress into more senior roles, flourish through all stages of their careers**, and **create equity** for women across all departments. **53% of Cera's management team are women**. In 2025 alone, women at Cera received over **176,000 hours of training**, reflecting our commitment to helping women advance in their careers.

Our dedicated employee resource group, **Cera Women, empowers women with financial autonomy and equal career opportunities** – regardless of ethnicity, age or background – **supporting them through the various transitions they may face** in their careers. **Cera Women encourages female colleagues to advocate for themselves and advance into more senior roles**, offering enhanced guidance on how to progress through **Cera's Career Pathways**, benefit from Cera's dedicated **Lead to Succeed and Well Led training** (fully endorsed by Skills for Care) for managers and leaders, and more.

In 2025, **Cera became the first home care provider in the UK to achieve Menopause Friendly Accreditation** – awarded to employers who demonstrate a clear commitment to improving the lived experience of menopause at work. This **underscored our commitment to building a sector where women can thrive through every stage of life. Menopause is a major overlooked factor in economic inactivity, which stops 60,000 UK women from working at any given time, at a cost of £1.5 billion a year to the economy**. This affects gender equality at work and at home. Cera offers **guidance, expert resources, enhanced flexibility and peer support** – **so women going through menopause can remain in the workforce**.

Cera's Menopause schemes reflect our overall commitment to getting Britain Back to Work. Following the launch of a **cross-sector Back to Work coalition in 2024** to combat poverty and create jobs for the unemployed and economically inactive, **2025 saw 34% of new Cera employees joining from unemployment**, with **16% coming from long-term economic inactivity**, and **more than twice the industry average** live with a disability which makes work harder. Cera offers a comprehensive package of **practical and emotional support to make coming back to work easier** for these recruits – aiming to tackle deep-rooted socioeconomic inequalities, **improve quality of life and establish financial autonomy for marginalised individuals and communities**.

To build on this, **Cera is expanding its Back to Work coalition** in the coming year, **with a 'Second Chapter' initiative to support over-50s to re-enter the workforce through a career in care**, as well as a **'Better Start' scheme that will create new opportunities for young people not in education, employment, or training (NEETs)** – reflecting our commitment to creating jobs and rebuilding lives.

Conclusion

Overall, the 2025 data for Cera Care Group demonstrates our commitment to equal opportunities and pay for women.

With a **negative median hourly gender pay gap of -2.26% in favour of women across our largest population, and Cera's median hourly gender pay gap of 2.58% across the group well below the national average of 12.8% in health & social care**, we are pleased that the statistics in this report speak to **our values of financial autonomy, equity and opportunity for women**.

However, there is always further to go, and we will continue to work, both on **creating and promoting opportunities for career progression for women** across the group, as well as **continuing to create jobs and provide support for women in STEM** (science, technology, engineering and mathematics).

Annabel Taylor

Annabel Taylor
Chief People Officer
For and on behalf of Cera Care Group