



DementiaUK
Helping families face dementia

Gender pay gap report 2025

We are committed to creating a great place to work for our teams, empowering them to do their best work to improve the lives of families affected by dementia. Dementia UK has seen rapid growth in recent years to enable us to reach more people who need our help. In 2025 our headcount exceeded 250, making this the first year we are legally required to report our gender pay gap data.



Understanding the gender pay gap

A gender pay gap measures the difference in the average pay of all men and all women in an organisation, regardless of role. A gender pay gap is influenced primarily by workforce composition and the distribution of roles across an organisation.

It is different from equal pay, which compares pay for men and women performing the same or similar roles, or work of equal value.

The calculations are made in two ways:

The mean: this involves adding up all of the numbers and dividing the result by how many numbers were on the list. This places the same value on every number, so can be distorted by a small number of very low or high earners.

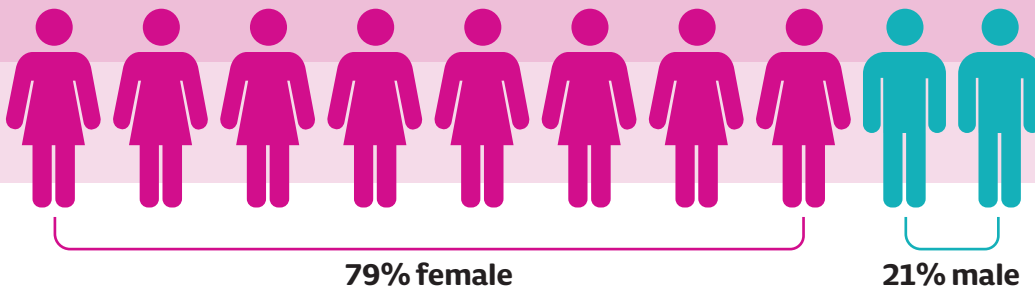
The median: this involves listing all of the numbers in numerical order and taking the middle number. This indicates what the 'typical' situation is, as outliers will not affect the median.

The gender pay gap report uses a data snapshot taken on 5th April 2025. The total number of employees on the snapshot date was 316. In line with legal requirements, four individuals were excluded from the report, as they were not in receipt of their normal pay on 5th April 2025 due to absence or maternity leave. The data includes sessional Admiral Nurses.



Our 2025 results

Our workforce composition ¹



Mean gender pay gap

5.08%

(favouring men)

Median gender pay gap

3.56%

(favouring men)

The gender pay gap calculations are based on basic annual salary only. Bonus payments are not paid to any staff member at Dementia UK, so a bonus gender pay gap is not included.

Although we were not required to report, in 2023 we completed a voluntary gender pay gap analysis. With a predominantly female population, we felt it was important to understand our position. The results of our 2023 internal report showed a mean pay gap of 4.15% and a median pay gap of 4.23%.

Given the scale of organisational growth during this period, some fluctuation was anticipated. We are encouraged by the reduction in the median gap, which reflects improved pay distribution across the charity.



¹ Gender pay gap reporting requires analysis based on sex assigned at birth, rather than gender identity. We recognise that some individuals may not identify with the male or female categories as used in the report.

The national picture

Our results are significantly below both the national mean and median figures as published by the Office for National Statistics.

Mean hourly rate

Office for National Statistics

13.9%

2022²

Dementia UK

5.08%

2025

Median hourly rate

Office for National Statistics

12.8%

2025

Dementia UK

3.56%

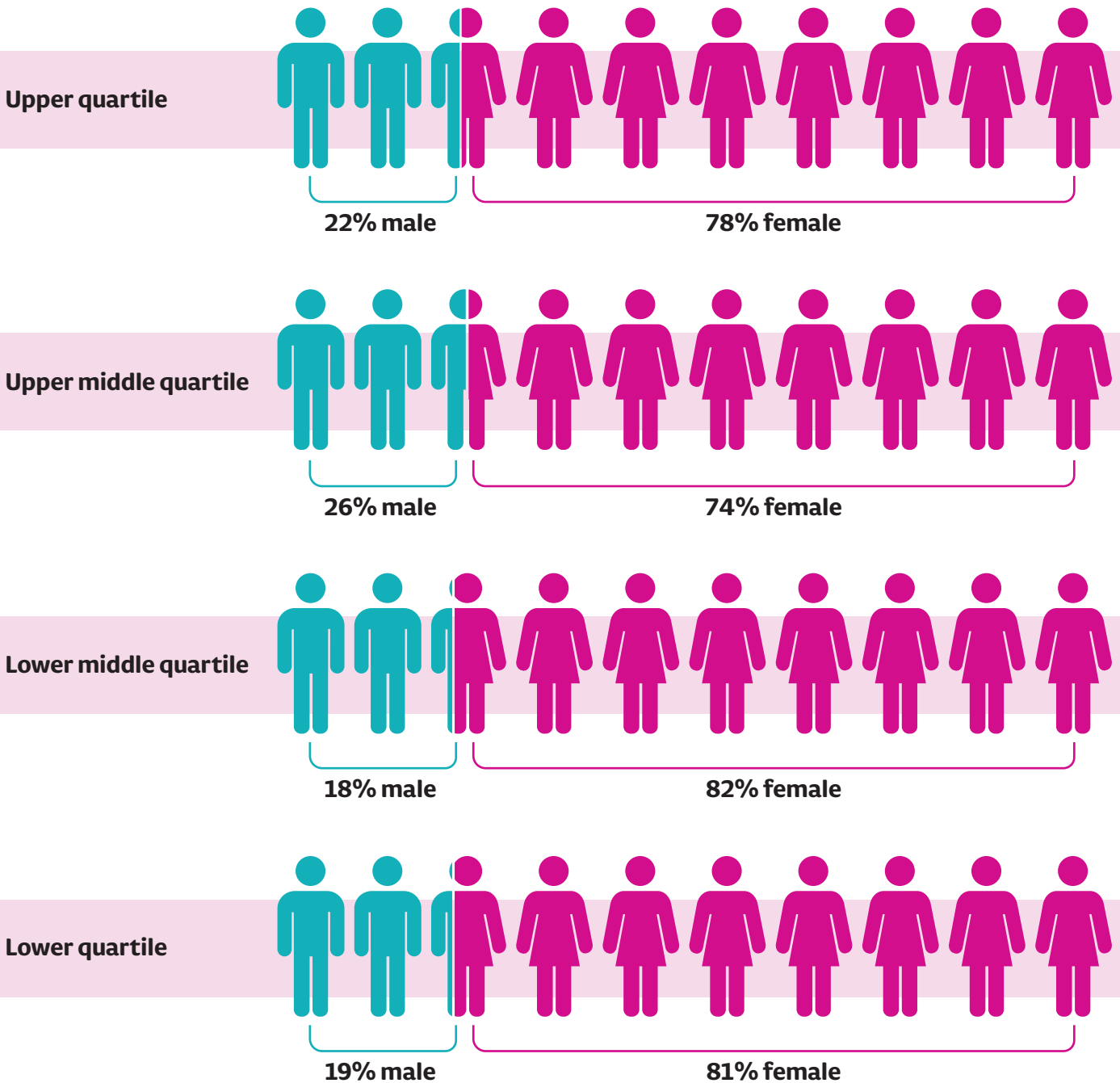
2025

² Most recent data reported by the Office for National Statistics.



Gender distribution by pay quartiles 2025

When reviewing the distribution of female and male employees within the quartiles, we can see from the chart below that female employees are very well represented across all pay quartiles, with the strongest representation found in the two lowest pay quartiles.



Setting pay

In April 2025, we introduced a pay and grading structure to provide clarity and transparency to our employees on how their pay is determined. This included:

- benchmarking all roles using external data
- applying a consistent job evaluation methodology for new roles
- formally re-evaluating roles that have substantially changed

This helps us to ensure pay decisions are objective, consistent and gender-neutral.

Our commitment

Although our gender pay gap is below the national average, we are committed to continuous improvement. Our priorities include:

- building a supportive culture where all our staff can thrive
- creating inclusive recruitment and promotion practices
- monitoring gender distribution across senior roles
- supporting career progression pathways
- maintaining transparent pay structures
- regularly reviewing pay equity data
- encouraging flexible working arrangements where possible, enabling career progression for those managing caring responsibilities
- completing our 2026 data analysis by October 2026, to allow the results to inform actions ahead of our 2027 annual salary review

Our 2025 results demonstrate a stable and comparatively low gender pay gap during a period of rapid organisational growth. We remain committed to ensuring fairness, transparency and opportunity for all colleagues.



**To speak to a dementia specialist Admiral Nurse
about any aspect of dementia:**

Contact our Helpline:

0800 888 6678 or helpline@dementiauk.org

Book a virtual appointment:

dementiauk.org/book



dementiauk.org • info@dementiauk.org

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Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC 047429)