



2025 Gender Pay Gap Report



Introduction and message from our CEO and HR Director



Established in London in 1986, Framestore has a proud history creating extraordinary images, working across film, advertising and content, and has collected every possible industry award along the way.

As at 5 April 2024, there were 1127 employees working at Framestore, London of these 66% were male and 34% were female. Comparing our data to previous years the proportion of women in the business has increased by over 25% between 2019 to 2024.

We are pleased that our mean Gender Pay Gap at the snapshot date has decreased by 2.5% to 18.78% compared to the previous year. We are proud that more than half of the senior leadership team of the company are female and 4 out of 5 of our Heads of Studio are female.

We continue to promote opportunities for women in our industry and this report highlights some of the initiatives we have introduced in the last 12 months.

A handwritten signature in black ink, appearing to read 'Mel Sullivan'.

Mel Sullivan
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Anne Murphy'.

Anne Murphy
Global HR Director



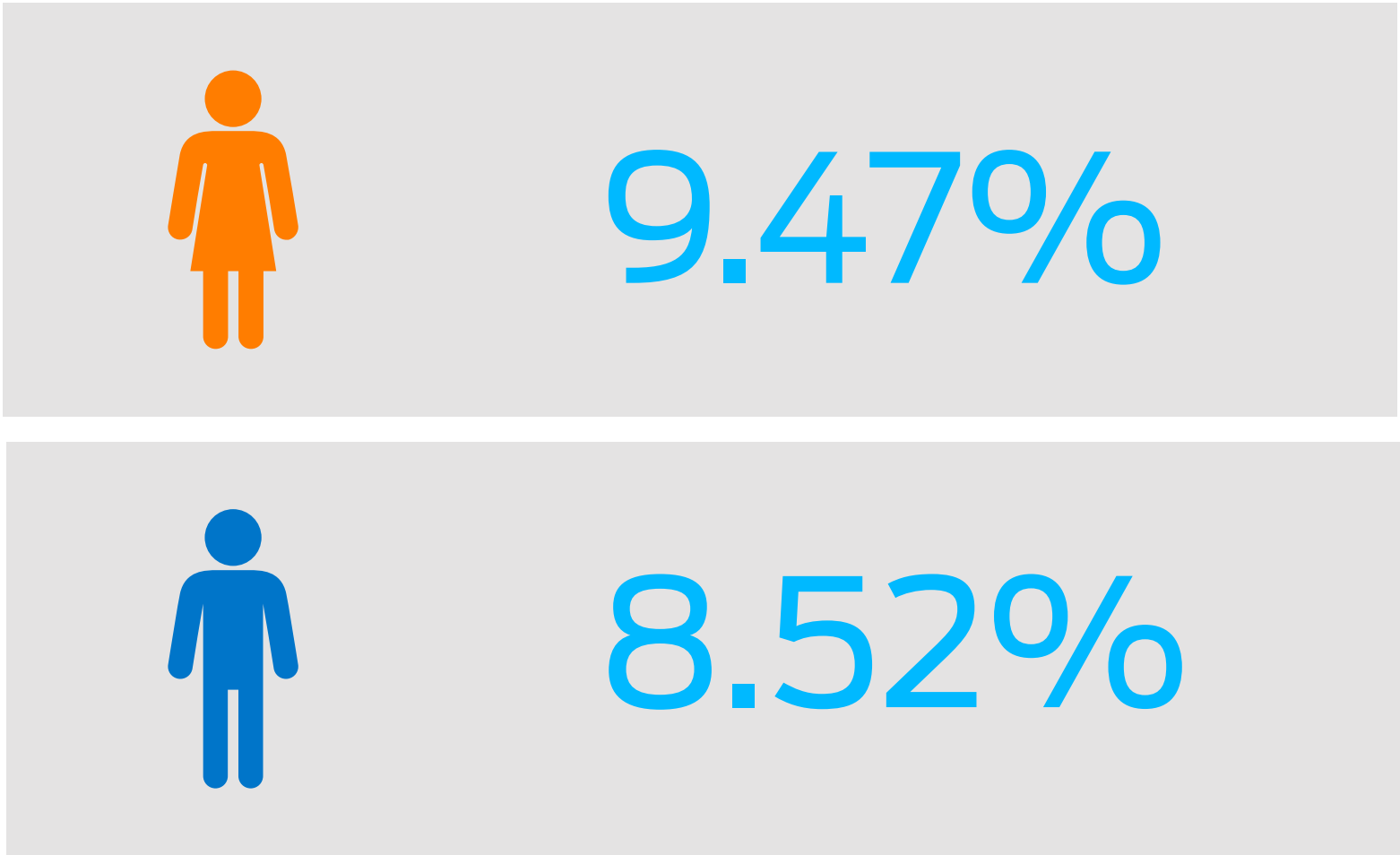
Gender Pay Report | Our Figures

(5 April 2024)

	Mean	Median
Gender Pay Gap	18.78%	29.27%
Gender Pay Bonus Gap	29.69%	40.59%

*Please refer to the appendix at end of this report for an explanation of terminology used

Proportion of employees who received bonus



Pay Quartile Analysis

Analysis of our pay quartiles shows us that our Lower Quartile pay gap has improved from 1.41 % to -1.46% (mean) and from 0% to -6.06% (median). Our focus on encouraging more women into entry level roles has had an impact in this pay quartile.

	Mean	Median
Lower Quartile	-1.46%	-6.06%
Lower Mid Quartile	3.38%	2.70%
Upper Mid Quartile	1.35%	1.96%
Upper Quartile	-2.89%	0.71%



*Please refer to the appendix at end of this report for an explanation of terminology used

Gender Pay Report | Our Figures

(5 April 2024)

The proportion of women in the upper quartile has increased by 53% when comparing data from 2019 to 2024

Lower Quartile



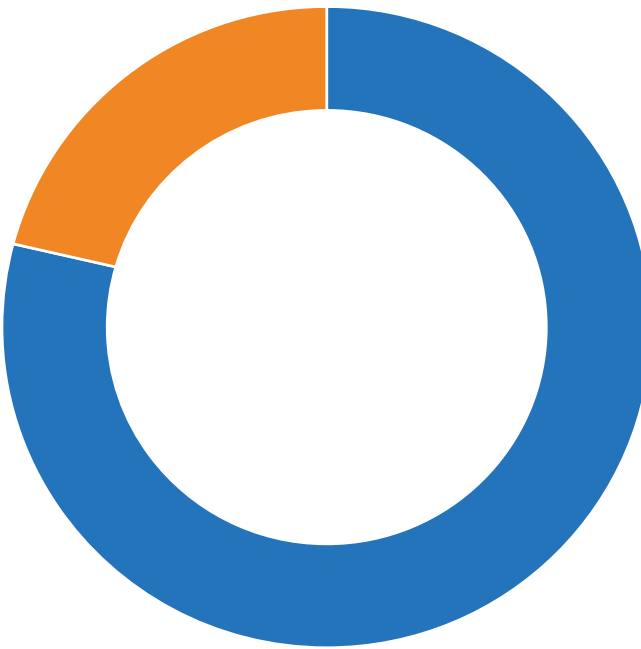
♀ Female 52%
♂ Male 48%

Lower Middle Quartile



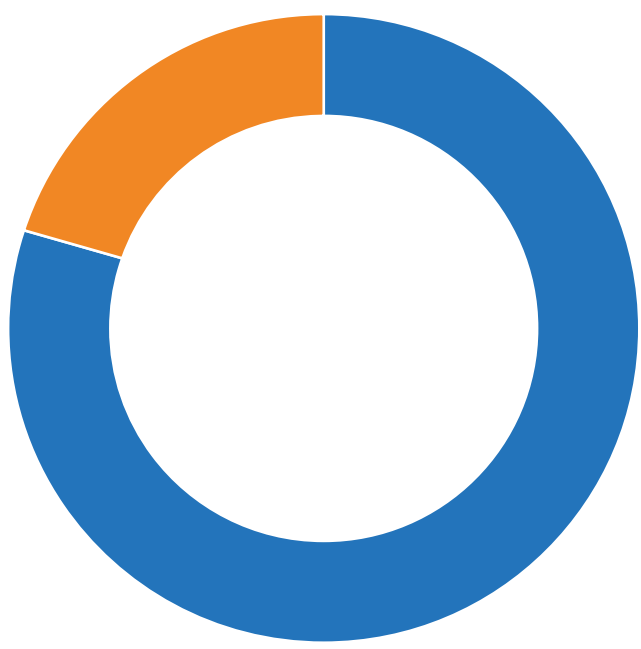
♀ Female 37%
♂ Male 63%

Upper Middle Quartile



♀ Female 23%
♂ Male 77%

Upper Quartile



♀ Female 23%
♂ Male 77%



What we have done

Mentored 10 entry-level women and non-binary individuals over a 12-week period through the Women in Animation mentorship circles.

Supported 23 female colleagues in embarking on Female Leadership apprenticeships, with 5 at Level 7 and 18 at Level 5.

Organized 4 work experience programs in the London office for 50 young people aged 14-18, with 30 participants (60%) identifying as female or non-binary.

Awarded a scholarship to a female student at a globally recognized VFX school.

Welcomed 19 out of 32 (60%) female or non-binary interns for our summer programme.

Hosted the Animated Women event, celebrating the contributions of women in animation.

Partnered with UpliftHER on an online webinar in honour of International Women's Day.

We continue to encourage flexible working practices and agile working across the organisation.



A woman with dark hair and gold hoop earrings is sitting in a field of pink and white flowers. She is holding a small, yellow, rectangular bottle with a floral pattern. In the background, there is a white building with large windows and a hillside with more flowers.

What we will do

We continue to review our pay and bonus policies to ensure they are fair and transparent.

Through our outreach and recruitment practices, we will continue to raise awareness and promote careers in visual effects to women and other groups who are currently under represented in the industry.

We will continue to highlight and feature the stories of our talented female colleagues internally and externally.

We continue to run, grow and evolve our internal global mentorship scheme, open to all levels. Our objective is to offer support, career guidance and opportunity for all through an open network of mentoring.

We continue to seek opportunities as a leader in our field to encourage entry-level applicants and females into a career in visual effects and retain them.





Appendix: Explanation of terms

What is a mean?

The average of a set of numbers.

What is a median?

This is an alternate average, whereby the numbers are listed in numerical order. If there is an odd number of results the median is the middle number. If there is an even number of results the two central values are added together and divided by two to get the median.

What does a positive (+) percentage figure represent?

A positive (+) percentage reveals that, typically, female employees have lower pay or bonuses than male employees.

What does a negative (-) percentage figure represent?

A negative (-) percentage reveals that, typically, male employees have lower pay or bonuses than female employees.

What is a quartile?

The total number of employees are divided into four equal parts by hourly rate, from lowest to highest. Each of these is a 'quartile', which gives a range of hourly rates and the gender division therein.