



ALEXANDER  
DENNIS

# Gender Pay Gap Report 2024

# Alexander Dennis remains committed to driving diversity and inclusion. We recognise that every member of the team has a part to play in this.

**As a leading UK bus manufacturer, it is our duty to lead by example. We understand that key to success is ensuring we are laying the foundations to foster a diverse and inclusive working environment.**

We are pleased to report overall progress in representation, we have increased the number of women in our business to 9.8%, an increase of 0.9% from the 2023 figures (8.9%).

Our percentage of women in leadership has remained at similar levels to 2023 coming in at 14.9%, and in senior leadership positions women make up 16.7%.

We have actively been working towards recruiting the best female talent across our business. We are seeing a positive trend through more women joining our business this year (25.3%) compared to the overall population of women in our workplace. It is our hope that this trend continues.

Alexander Dennis will be launching the AD Women's Network in 2025, to show our continued commitment to progressive and positive working.

We are committed to an inclusive and welcoming workplace that values the contributions of all team members, ensuring protected characteristics including gender do not factor into remuneration.



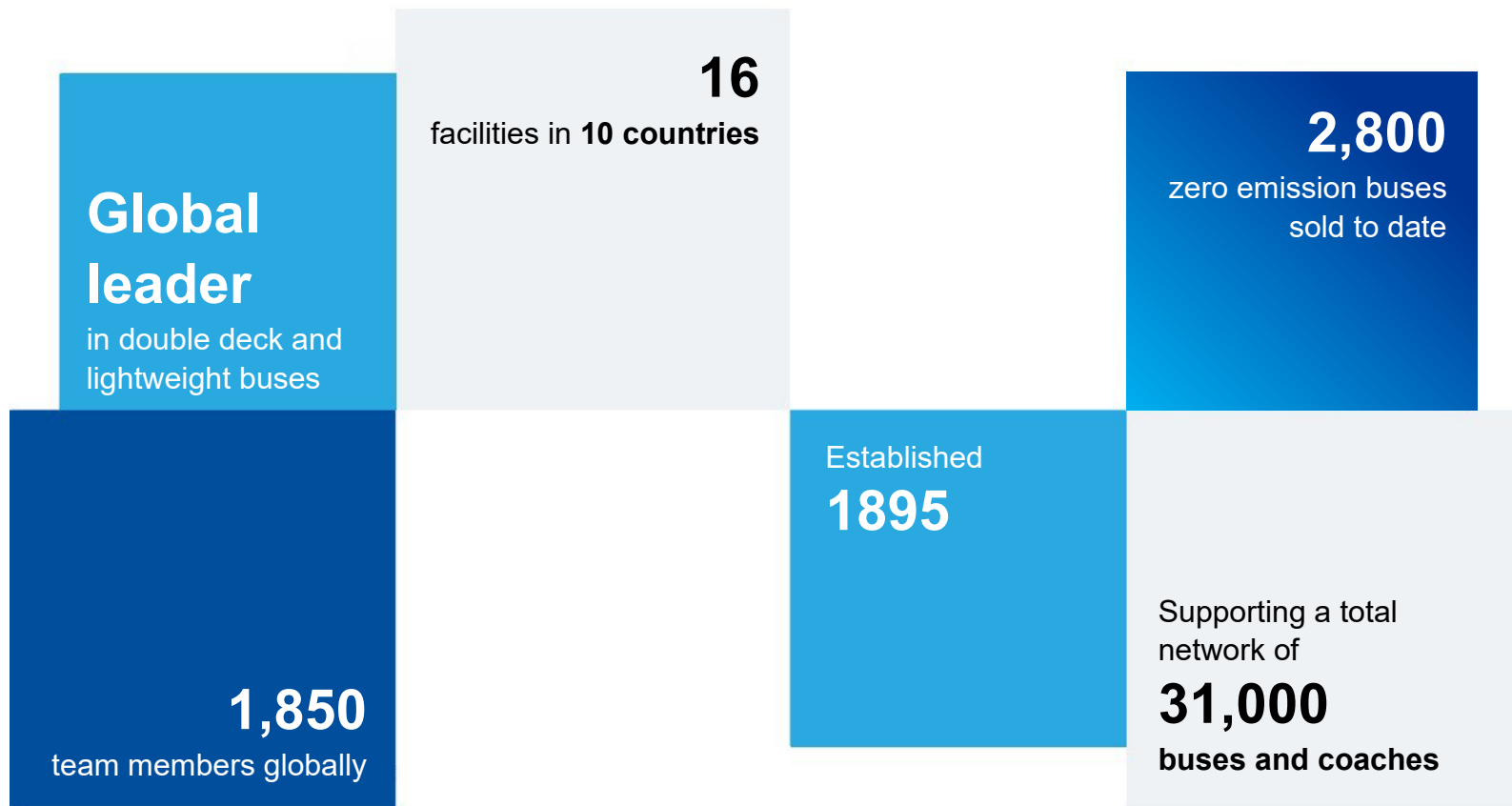
**Jane Murphy,**  
Group HR Director



**Paul Davies,**  
President and Managing Director

# Who are we

Alexander Dennis has been part of leading global bus manufacturer NFI Group since 2019. Alexander Dennis is a global leader in the design and manufacture of double deck buses and is a leading UK bus and coach manufacturer. As a pioneer in embracing the latest technology, Alexander Dennis continues to bring the widest range of low and zero emission buses to the market and we pride ourselves on our increasingly diverse workforce.



## Our Vision

To lead the evolution of sustainable on-road mass transportation and mobility.

## Our Mission

To design, deliver, and support market-leading bus and coach solutions that are safe, accessible, efficient, and reliable.

## Our Culture

We do our very best for each other and for the future success of Alexander Dennis.

## Our Values



Safety



Quality



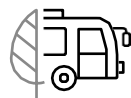
Integrity



Accountability



Teamwork



Sustainability





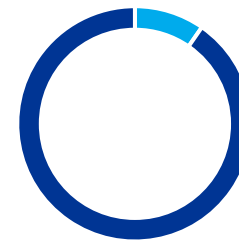
# The Gender Pay Gap Report

Gender Pay Gap Reporting Regulations expect that all employers with 250 or more employees based in the UK report their gender pay gap.

Teamwork is one of our company's six core values. We strive to recruit and employ diverse and talented individuals with the right attitude and mind-set to underpin our inclusive growth agenda and make a difference to our successful business.

Despite a female employment rate of 71.8% in the UK, women remain underrepresented in the manufacturing sector, accounting for only 10% of workers<sup>1</sup>.

Female representation at Alexander Dennis is reflective of the challenge faced by many other companies within the manufacturing industry, with women representing 9.8% of our workforce, an increase on 2023's 8.9% representation.



**9.8%** Female

**90.2%** Male

Gender representation at Alexander Dennis

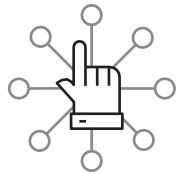
# Alexander Dennis at a glance



Our electric buses have now covered over 195 million zero-emission miles, preventing 275,000 tonnes of CO2 emissions.



Alexander Dennis is the market leader in the UK and Hong Kong, with a growing presence in North America, Singapore, New Zealand and Europe.



Alexander Dennis offers the widest range of low and zero-emission solutions in the market.



In partnership with our customers, we have developed class-leading passenger-centric specifications, designed to increase ridership by delivering a premium travel experience.



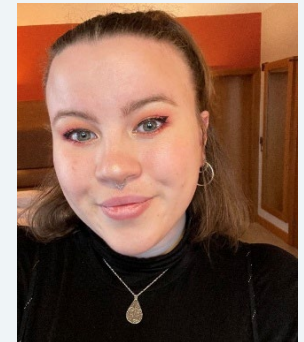
# Women at Alexander Dennis



I joined Alexander Dennis in September 2023 as a Logistics Team Leader, during the last 18 months the entire Logistics department has gone through some major changes including the introduction of our new offsite facility. I was asked to relocate to Grice House early on and given the opportunity to utilise my previous logistics experience. During my time here, I have been supported and given many opportunities including Team Leader training and one to one mentoring. I feel privileged to be part of such an inclusive and innovative team here at Alexander Dennis.

**Hayley Evans**  
Logistics Team Leader

I began my career at Alexander Dennis in November 2022 as a Graduate Homologation Engineer. This was my first job after graduating from university in July 2022. Since then, I have progressed from a Homologation Engineer in February 2024 to my Lead Homologation Engineer promotion in January 2025. In my role, I am responsible for managing type approval updates for the Enviro400 platform as a result of requested changes, as well as supporting the design team to ensure product compliance. I am Lead Homologation Engineer for the Enviro500EV project for North America, where I have learnt about and use an entirely different vehicle certification system. Throughout my progression in the business, I have worked collaboratively with cross-functional engineering teams to ensure vehicles are compliant and in line with the Vehicle Certification Agency's standards. I am the AD coordinator for Primary Engineer's 'If you were an engineer, what would you do?' competition and have taken part in this myself, which has involved giving presentations to classes of children about Alexander Dennis, my role, and how I got here. As a member of AD's Pride Network, I have recently attended an industry LGBTQ+ workshop to see how we could improve as a network and gain ideas from other automotive companies.



**Joanna Averill**  
Lead Engineer – Homologation



I joined the Alexander Dennis HR Team as Learning and Development (L&D) Manager in September 2023. With extensive experience in L&D across diverse industries such as travel, finance, and energy, this role has allowed me to support the growth and development of AD colleagues in both the UK and overseas. My position offers a great deal of variety. In the first six months, I concentrated on training, coaching, and developing our line managers to ensure they are equipped with the skills necessary to support and nurture our teams. Since then, I've expanded my focus to areas such as culture and values, mentoring, and performance management. The diverse challenges of this role, along with the opportunity to collaborate with a great group of talented colleagues, make the experience even more rewarding.

**Carol McCrossan**  
Learning and Development Manager

I work as a Paint Sprayer in the paint department. I joined Alexander Dennis in 2023 having worked as a paint sprayer for 15+ years and really love my job. I really enjoy working here as the product itself is much easier than I have worked with before, with very little repairs required. This speaks volumes about the other individuals who work here and subsequently makes our job that much easier. I get on so well with all my work colleagues and feel grateful to work with such enthusiastic and passionate people on a daily basis.

**Lorell Dufton-Stewart**  
Paint Sprayer



I started with Alexander Dennis in 2019 as a Materials Controller. This was a fast-paced role and really helped me develop my planning and problem-solving skills. In April 2023, my knowledge of the business and materials allowed me to transition into the newly created Logistics Team Leader role where I was given the responsibility for the efficient and accurate delivery of parts to the Alexander Dennis HLA department. At this point, I was given the opportunity to participate in an external Team Leader training course covering a wide range of topics including managing people, project management, operational management, and communication. In early 2024, this training along with the experience gained in previous roles has given me the opportunity to develop into a new role within Logistics as the Material Lead for Business Unit 1 at our Scarborough site. I am a proud member of the Alexander Dennis team and proud to work alongside a team with such enthusiasm.

**Coleen Tindall**  
Materials Lead



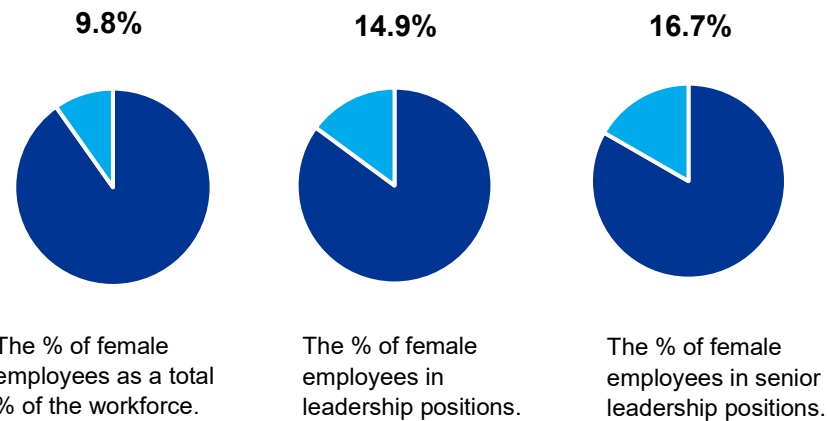
# Our measurements

All data for 3 April 2024 unless otherwise stated.

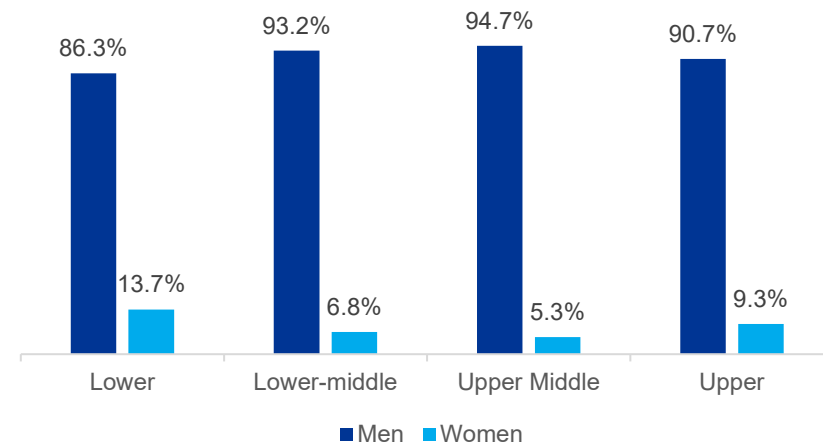
<b>Mean Pay Gap</b>	<b>Median Pay Gap</b>	<b>Mean Bonus Gap</b>	<b>Median Bonus Gap</b>
<b>1.9%</b>	<b>4.4%</b>	<b>42.6%</b>	<b>45.5%</b>

Proportion of male employees receiving a bonus payment is 86.5%.  
 Proportion of female employees receiving a bonus payment is 62%.

## Percentage of male and female employees



## Pay quartiles



Average male employee base salary is £38,683.47 and the average female employee base salary is £39,451.21.

# Our measurements

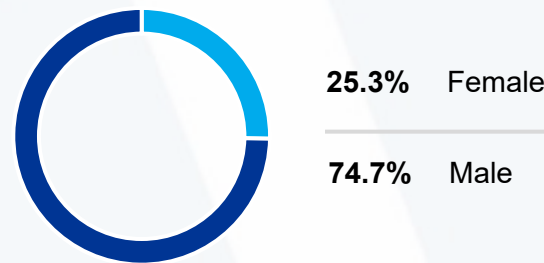
**2024 shows the highest percentage of women in our business since the advent of gender pay gap reporting, representing at 9.8%.**

We recognise there has been a widening of the gender pay gap this reporting period, particularly where bonuses are concerned.

The main underlying reason for the increase in the gender pay gap data is due to the difference in variable pay items and timing of collectively bargained pay awards. Late settlement of 2023 collectively bargained pay awards are fully absorbed into the April 2024 gender pay gap figures and have had a negative impact on the final gender pay gap.

**A positive trend in 2024 is the high percentage of women joining our business (25.3%), compared to the overall population of women in our workforce (9.8%). This is a trend we will work hard to continue in the years ahead.**

Salaries of female new hires in the year to April 2025 were higher than male new hires in the same period. The ratio of female new hires to male new hires continues to grow in excess of the overall male to female ratio of the Alexander Dennis workplace.



New hires in 2024

# Working in partnership with and for the industry



Alexander Dennis is a proud member of **Women in Transport**. At Women in Transport the main focus is on the employment, career advancement and retention of women within the transport industry.

Through the **Diversity and Inclusion Bus Group** we actively participate in projects such as a joint industry initiative focused on making the driver's cab a more inclusive environment for women, which will be transformational for female bus drivers. A number of women in AD have gone through their LEAD programme which is designed to evolve and grow the leadership capability and confidence of women who are already in, or are aspiring to, significant leadership roles in the transport sector.



Alexander Dennis is delighted to support **Women in Bus and Coach** which launched in 2023 and has since held a number of successful events in the bus industry to shine a light on the issues specifically facing women in the industry.

The Women in Bus and Coach initiative aims to create a national network to encourage, represent, support and retain women in the bus and coach profession. As a corporate member of Women in Bus and Coach, we work with others in the industry to challenge and eliminate barriers currently faced by women in the profession. The initiatives we work on will help to make sure that women have equal access to careers in the industry and a workplace designed around their needs.

# Closing the Gender Pay Gap

## Alexander Dennis Women's Network

Alexander Dennis will be launching the **AD Women's Network** in 2025, to show our continued commitment to progressive and positive working. The network will create an effective channel and platform that facilitates important discussion on issues key to the women of AD, with a view to finding solutions to current challenges. When launched, the network will relaunch **the inspirational roundtable events** with external speakers, to foster networking across the industry and allow sharing of best practice in tackling key barriers for women.

## Developing female talent in early careers

We are continuing to develop our **STEM ambassador programme**, where we are actively working with more primary schools to encourage female talent at an early age to consider a rewarding career in the transport industry. Joanna Averill and Nneka Onubogu, who are working in the Homologation Engineering team, have been active promoters of the Alexander Dennis STEM programme through Primary Engineer's 'If you were an engineer, what would you do?' competition. As part of this initiative, they proactively visit local primary schools where they promote engineering careers and share their experience in breaking down the barriers about women in engineering roles.





[alexander-dennis.com](https://www.alexander-dennis.com)

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