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Croner Reward

British Association for Shooting and Conservation

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As the largest sporting shooting association in the UK, with 125 specialist staff spread across many country and regional centres, it was always going to be a challenge to benchmark pay and benefits.

The British Association for Shooting and Conservation (BASC) has 150,000 members and is the leader in its field, employing a wide range of specialist job roles.

The association last ran an extensive job-evaluation process eight years ago, but more recently has relied upon annual salary increases to determine pay and benefits.

To help bring packages up to date, BASC has been working with Croner Reward to evaluate all job descriptions and roles to create an accurate salary structure.

Tania Pennill, BASC's head of HR, said: "We have some fairly unique job roles to enable us to give effective advice to members.

"We rely on providing hands-on, regionalised support to our membership and that means a good number of our staff work away from the head office. They run major events around the UK, such as game fairs, but are also the experts that members turn to for advice on issues around deer management, for example, or game shooting and wildfowling.

"We have scientists, policy developers, and teams which are providing quality membership benefits. So during this process we have been evaluating a wide range of roles."

BASC last ran a job evaluation exercise in 2009 but decided a fresh update was needed to ensure the best talent was recruited and retained.

Tania added: "We want to ensure that we are much more objective by looking at the different regions and getting parity for roles.

"It is quite easy to benchmark some of the more usual roles, but we needed Croner Reward's help for some of the unique roles we have.

"When the exercise is complete we are confident that we will have a robust structure in place which senior managers will feel they have contributed to.

"But the process also needed to be rigorous so that those members who sit on our council, the equivalent of a board of directors, could be confident that we are providing value for money.

"We had a Croner Reward consultant on-site for a set number of days who was able to support us until we were happy that the right salary and benchmarking structure is in place.

"Croner Reward has provided a thoroughly professional service, with a consultant who has been robust and challenging."

BASC is also seeking to define their gender pay gap, which is forward-thinking as currently only employers in the private and voluntary sectors with over 250 employees are legally required to report their gender pay gap by April, 2018.

Tania said: "We want to ensure equal pay best practice from an ethical perspective, so are running an equal-pay audit."

To find out more about BASC's work or to become a member visit www.basc.org.uk or call 01244 573 000.

Croner Reward run a wide range of salary and benefit benchmarking services, including SalarySearch, printed reports, and expert consultancy. To find out more contact **0808 145 3386**.