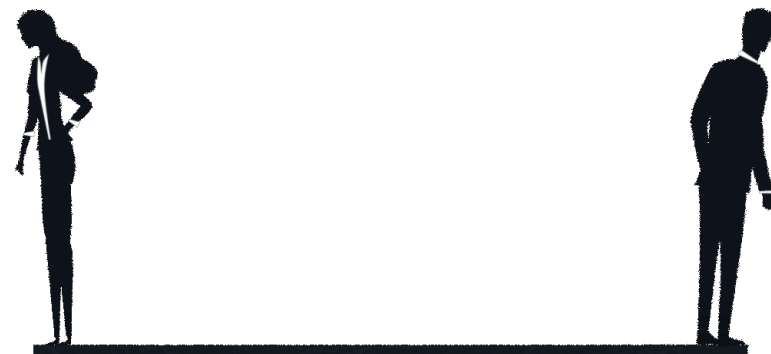




ecotricity

Gender Pay Gap Report

2024



Gender Pay Gap

Every year we are required to report our pay gap data. This report covers 2024 and uses a snapshot of our payroll in April last year.

Before we get into the numbers – it's helpful to understand a few points:

What is Gender Pay Gap?

The Gender Pay Gap is the difference between the average earnings of men and women across a workforce. It is measured using two metrics – mean and median average. Employers with more than 250 colleagues are required to report any pay gap by law. It is a useful measure for businesses to understand the size and causes of the gap they have so that action can be taken to close it.

All relevant businesses are required to report by gender, provide the breakdown of general pay along with any bonus payments awarded in that year.

Whilst we appreciate that pay gap metrics are important for people to see, and they do help us develop targeted action plans, it is important to recognise the supporting narrative too. There is always context to the picture created by the data, so it is important that the results are reviewed alongside the internal and external factors we have identified that impact the results.

What does mean and median average mean?

The median average is the mid-point of everyone's pay (lowest to highest) for both men and women. The gap reported is the percentage difference between the two mid points.

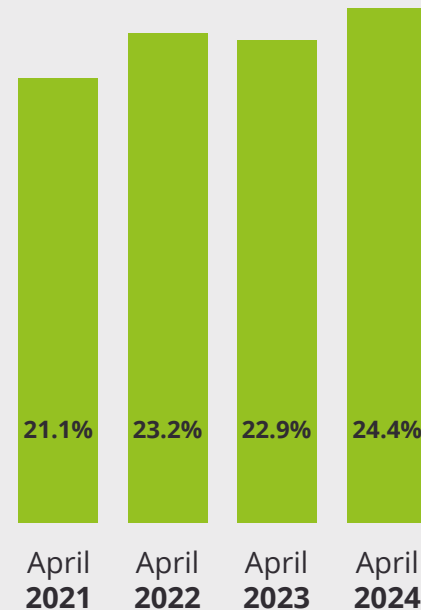
Mean average is the difference between the average pay of every man and woman regardless of role or level in an organisation.

Most businesses consider the median measure to be the most useful comparison measure. The mean average can be heavily skewed by a few highly paid people.

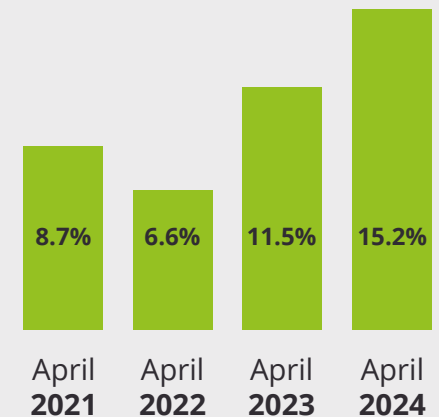
So...what are our results this year?

Average Gender Pay Gap - 2021 to 2024

Mean

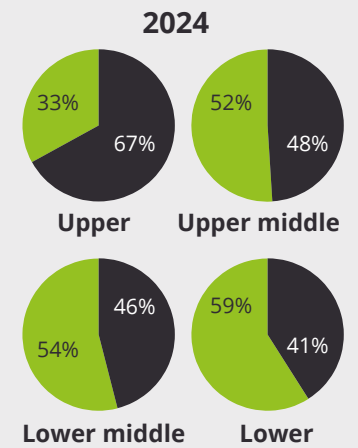
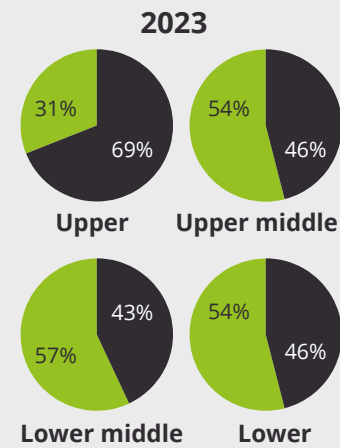
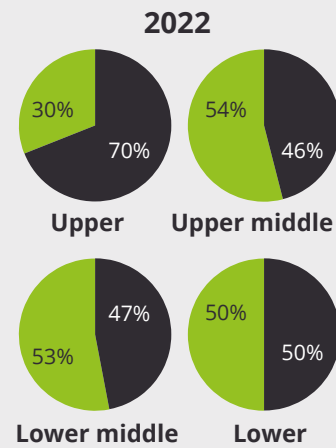
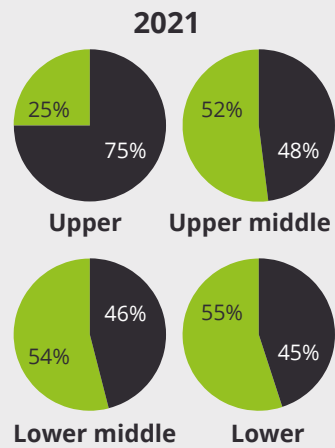


Median

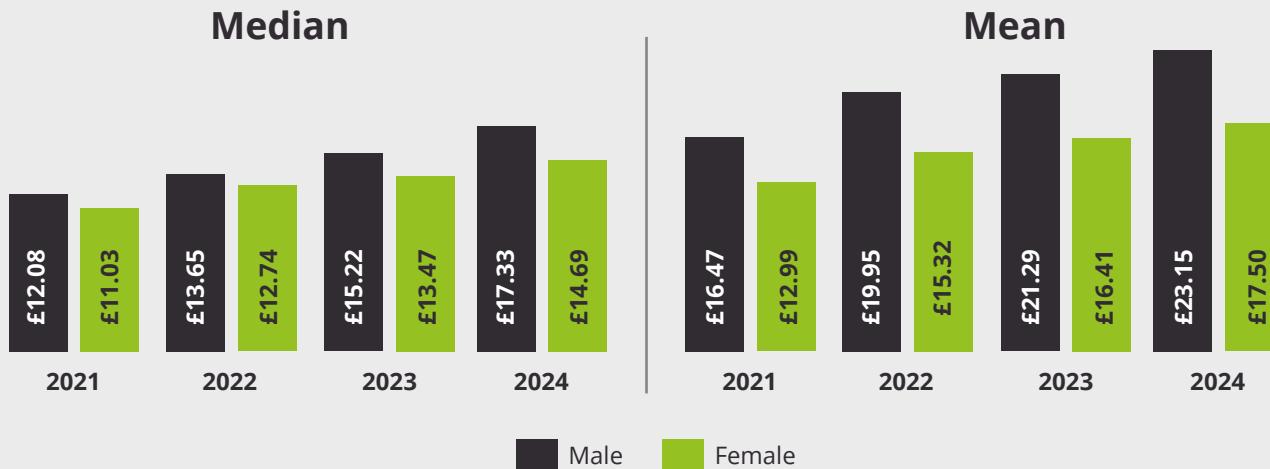


Male Female

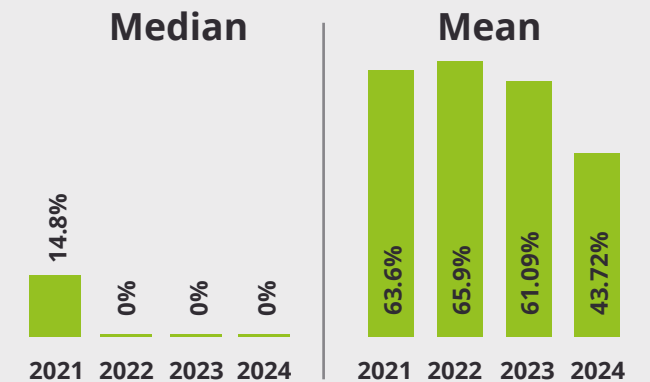
Quartiles by Gender



Hourly Rate by Gender



Average Bonus Pay Gap



What does our data say?

As you can see from our data set, we recorded drops in our pay gap in 2021 and 2022. But regrettably for the second year running, we have seen a slight increase in the gap so this year, we are again reporting an increase in the pay gap at Ecotricity in 2024.

We recognise the importance of closing the gender pay gap in our business and we have taken steps over the years to address the gap – it is worth noting we are still below the published gap in 2020 but it is fair to say that our interventions have not delivered the level of outcome we had hoped for.

Our 2024 results show a slight increase in both our mean and median pay gaps. Our mean gap is up from 22.9% to 24.4% (a difference of 1.5%). Our median gap has increased by 3.7% to 15.2%. Not where we want to be.

In 2023 78% of UK businesses reported a pay gap. Nationally the average median pay gap was reported to be 9.1% in 2023, so our gap is wider than average. That is something we will work on going forwards.

Over the past few years, we have made great progress as a business around the embedding of flexible working practices (it is one of the things our colleagues really value about working with us!) and our hybrid working policy, which gives a balance of working in the office and from home, is well established. Work-life balance is important to us as it is important to our people! This has really helped us open up opportunities to colleagues with caring responsibilities (which still seems to fall to women more than men – that is a societal challenge). The impacts of these positive changes are clear - we now have more women in our lower, lower middle and upper middle quartiles. We are proud of that. And of course, hybrid working also aligns with our mission to reduce the impact car journeys have on the environment.

For the second year in a row, we have seen an increase in female representation in our upper quartile. This is clearly a positive outcome, but the pace of change is slower than we would like to see and whilst we now have more higher earning women, the gap has increased further.

As in previous years, the reason for the gap widening is that the highest earners in our business are men. Our Exec Board has a 25% female representation, and our senior leadership split is now a 71% and 29% female – which is a slight drop against last year. As with many UK businesses, many of our Sales, Technical, Engineering and Senior Leadership roles are held by men. Women make up a higher proportion of our service and administration roles – again, another similarity with other UK businesses. This is the same for our bonus pay gap, it is driven by the bonus's paid to our colleagues in the upper quartile. That said – we are proud that our median bonus gap is still 0%.

But we are not like other businesses. We are disruptors in our market, and we do things differently, so we really want to do something about this. Change will happen but it will not happen overnight.

What will we be focussing on in 2025?

We need to double down on our efforts to provide women with opportunities to grow their careers with us, paying particular attention to opening up career pathways for women to move into niche or leadership roles.

In 2024 we launched our externally accredited Growing our Green Leaders programme designed to support colleagues to develop a career in leadership with us. Access to the programme was via an application process and we are proud of the fact we have a 46% female representation on this programme. The first cohort will graduate at the end of this year, and we have just opened up the application window for the 2025/26 programme. With several of the cohort already securing promotions, we are excited to see what happens next for this group.

We feel strongly that colleagues should earn a fair salary for the role they do here at Ecotricity and as such we are now accredited as a Real Living Wage employer.

And to help us look at our pay and benefits more holistically, we introduced a Pay Committee in 2024 who meet monthly to oversee pay movements across the business, make recommendations to the Board and to

ensure that pay is looked at in the round at a senior level. We will see the impact of Pay Co over the coming months.

Our senior female colleagues will continue to act as mentors and provide guidance and support for those seeking to develop their career with us. And our Employee Forum representatives will continue to feedback what women need from us to support career growth.

Our business structure reflects the structure of many businesses and also reflects the societal position where women experience job segregation – with many women in the UK working in Caring, Service or Administration role. We recognise the need to influence decisions made by young girls and women at the start of their careers, so we will continue to grow our relationships with local schools, colleges, and universities to share the many possibilities of green career choices. Hopefully inspiring the next generation! In 2024 50% of our work experience placements were taken by young girls or women – and we have many planned in for 2025. We are practicing what we preach.

Ecotricity has its mission and values at its core, so it is disappointing to be publishing the results we are. But we know why we have the gaps we do, and we won't shy away from them. Getting to a position of no gap is a real challenge in the UK and much would need to change – most of which we do not have any control over. But where we can affect change, we will. We will keep going and keep listening to the women we engage with inside and outside of our business and support them to grow with us. Providing women with opportunity is the key!



Asif Rehmanwala
Chief Executive Officer