



GENDER PAY GAP REPORT 2024

Snapshot 5th April 2024



Introduction

At Whittard of Chelsea, we believe that a diverse workforce is essential to our success. We are committed to fostering an inclusive workplace where everyone is valued, respected, and given equal opportunities to thrive.

We are also deeply committed to pay equality, ensuring that our people are rewarded fairly for their work, experience, and contributions, regardless of gender, ethnicity, nationality, disability, age, religion or belief, sexual orientation, or any other factor unrelated to their ability in delivering to the highest standards.

It's important to note that having a gender pay gap does not necessarily indicate unequal pay for equal work. Gender pay gap figures reflect the overall distribution of roles across the organisation rather than direct comparisons of pay for similar positions. At Whittard of Chelsea we have a long-standing commitment to paying equally for equal roles.

This gender pay gap data shows that a gap exists within our organisation. The primary driver of this gap is the overrepresentation of women in Sales Advisor roles, which form a significant portion of our workforce. While we are proud of the opportunities we provide, we recognise the need to focus more on gender representation within our Head Office roles and in our senior management group.

We remain committed to ensuring that our pay and bonus structures are fair, transparent, and equitable for all colleagues.

People are at the heart of our brand, and we are dedicated to fostering a workplace culture that embraces and celebrates differences at every level.

I confirm that the information presented in this gender pay gap statement is accurate as of 5 April 2024.

Jayne Park
Head of HR



Gender Pay Explained - Overview

The gender pay gap shows the difference in the average hourly earnings of men and women across an organisation regardless of their roles. The statistics can be affected by a range of factors, including the different number of men and women across all roles at all levels.

The gender pay gap is different from equal pay which ensures men and women doing the same or similar jobs receive the same pay.

We acknowledge that gender is a complex and evolving concept, with many individuals identifying outside of the categories of male and female. While we celebrate diversity and respect individual identities, this report follows specific reporting regulations that require us to compare pay between male and female employees. At Whittard of Chelsea, we are confident that all our employees are paid fairly and consistently for the same roles.

Gender Pay how it is calculated

To ensure consistency and fairness the regulations are clear on how to present the data.

Under the regulations there are two ways for an organisation calculate the pay gap, the median and the mean. This applies to pay and bonus

The Median Pay Gap

If you lined up all the men in order of their hourly pay rate and circle the rate in the middle and then lined up all the women in order of their hourly pay rate and circle the rate in the middle the difference in those two rates is the median pay gap.

The Mean Pay Gap

If you add up the hourly pay rates of all the females who work for Whittard of Chelsea and divide by the total number of females and do the same for the males, the difference between the two figures is the mean pay gap.

The Median bonus Gap

This is the same as with the median pay gap, but using the bonus payments that employees received in the 12months up to this snapshot, rather than their pay

The Mean Bonus Gap

This is the same as with the Mean pay gap, but using the bonus payments that employees received in the 12 months up to this snapshot, rather than their pay



Gender Pay Gap Overview

The below is the snapshot as of the 5th April 2024.

The below shows the figures calculated as instructed by the regulations. Based on 251 employees.

The median and mean average differences in ordinary pay for all female and male employees

	2024
Mean Pay gap	31.54%
Median Pay gap	10.66%

Splits by pay group Quartiles – the proportion of male and female employees in each quartile

Quartile	Male Percentage	Female Percentage
Upper Quartile (highest paid)	56.45%	43.55%
Upper middle Quartile	19.05%	80.95%
Lower middle Quartile	25.40%	74.60%
Lower Quartile (lowest paid)	23.81%	76.19%

Reviewing our pay gaps, we have a higher number of men in senior positions in the business within a smaller number of men across the business. Whilst we have a high percentage of women in senior roles (28%) there is even higher at non-management level (72%), which drives the gap further.

Gender Bonus Gap Overview

As required by the regulations we have shown our median and mean bonus gap

	2024
Mean bonus gap	29.67%
Median bonus gap	34.95%

Most of our employees are within our Retail non-management group where we do not operate a bonus scheme. However, we offer non-financial incentives throughout the year, recognition programmes and long service for all employees.



In this snapshot the roles that did receive bonuses are our retail management teams, and Head office roles which have a larger proportion of men in the most senior roles within in this area, hence driving the Bonus Gap.

Our future focus

At Whittard of Chelsea, we remain committed to ensuring that all employees are rewarded fairly for their work, experience, and contributions, regardless of gender, ethnicity, nationality, disability, age, religion or belief, sexual orientation, or any other characteristic unrelated to their ability to delivering a great job to our customers.

Attracting Talent and Developing Our People

We continuously review and refine our talent acquisition practices to ensure fairness and inclusivity.

In 2025, we are enhancing our recruitment policies and interview practices, supported by a new applicant tracking system that enables a more equitable hiring process, including anonymous CV screening.

Additionally, we are reviewing our Employee Value Proposition to ensure it authentically represents our people, communities, and customers. A key focus area is increasing female representation in underrepresented business areas, particularly in management roles across our head office.

Strengthening our succession planning processes will further support career progression, ensuring a high proportion of female leaders are included in our talent pipeline.

Policy Committee

We have undertaken a review of our Family-Friendly Policies, enhancing provisions such as paid parental leave, flexible working arrangements, and remote work options. These initiatives aim to reduce career interruptions often faced by women due to caregiving responsibilities, supporting their professional growth and financial independence.

To further assist mothers returning from maternity leave, we are implementing one-on-one coaching, structured induction plans, and increased workplace flexibility to ease their transition back to work.

In 2025, we are launching the "Women at Whittard" initiative to provide targeted support during key life and health events, including parenthood, menopause, cancer, and mental health challenges.

Our wellbeing champions have started a Men's health group also, covering similar but relevant topics.



Going forward we will form other community groups.

These will be complemented by line manager training, equipping leaders with the knowledge and resources to support their teams effectively. We will also continue to collaborate with the Retail Trust to enhance employee access to support services.

Continue to celebrate our people in our business.

Support from Our Leadership

This report is presented to our Leadership team to ensure they remain informed and actively engaged in fostering an inclusive workplace. Their awareness of gender pay insights enables them to champion diversity, inclusion, and equal pay, leading by example in shaping our company culture.

Through these ongoing commitments, we strive to create a workplace where all employees regardless of gender can thrive, progress, and be fairly rewarded for their contributions.