Gender pay report 2021

Everything we do at Good Energy is underpinned by the values of fairness and inclusion. We believe that a diverse workforce leads to a better business - one that is more in touch with our customers and better placed to fight climate change. As part of this our aim is to have a balance of men and women at all levels, paid fairly and equally for their contribution.

The regulations require businesses with 250 or more people to report annually on their gender pay gap. Good Energy is smaller than this, with only 241 people in April 2021, which is the snapshot in time when the regulations require the data to be taken from. However, we participate in the reporting on a voluntary basis, as we believe it's the right thing to do and fits with our values. This year the gap between the average pay received by men and women in Good Energy was 19%., and the average gap between bonus amounts received was 34%. Obviously, we are not happy these gaps exist. This report explains in a bit more detail why this is and our long-term commitments to closing the gap. At a headline level we pay men and women in like roles equally and fairly, but we have lower numbers of women in our most senior roles, especially those related to science, technology, engineering, and math's (STEM). This is what creates the gap in average salary. This year no company bonus was paid due to the pandemic, which left primarily only sales commission bonus in the calculation. Again, the fact we have more men than women in these sales roles leads to a higher average gap.

This report gives you more information on the pay and bonus gap, the actions we're taking to close the gap.
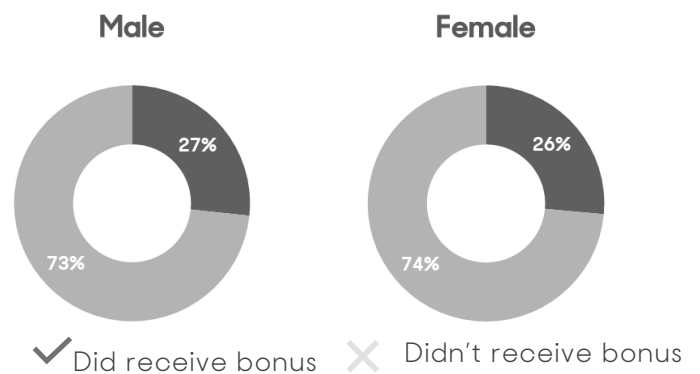
Our gender pay gap in numbers

Gender pay and bonus gap

Difference between men and women	Mean	Median
Gender pay gap	19%	26%
Gender bonus gap	34%	20%

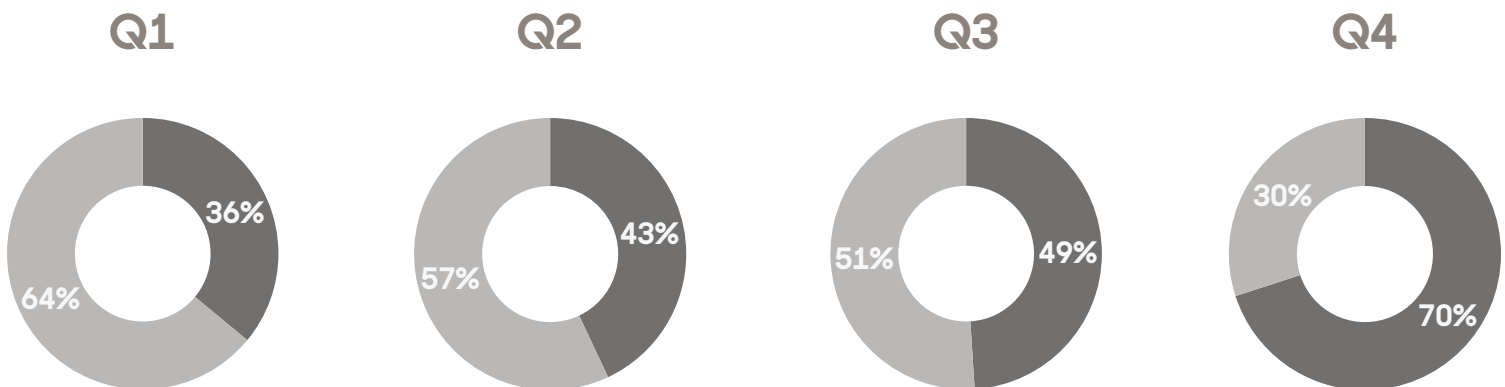### How do we calculate the mean and median?

The mean value is the sum of all salaries or bonuses, divided by the number of data points. This is often just called the average. The median value is the middle salary or bonus value if all salaries or bonuses are put in order from lowest to highest.

Proportion of employees receiving bonus

Male

27%
73%

Female

26%
74%

✓ Did receive bonus   ✗ Didn't receive bonus

Proportion of men and women in each pay quartile

● Men   ● Women

Q1

36%
64%

Q2

43%
57%

Q3

49%
51%

Q4

30%
70%

Lowest 25% of salaries ………………………………………………………………………………Highest 25% of salaries

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Why do we have a 19% mean and a 26% median pay gap?

Our data shows that we pay men and women equally. A man and a woman in similar size or scope of role, receives equal pay. We don't have enough women at our senior leader level, that's the level just under Executive This is reflected by the graphic showing 29% of women in our highest pay quartile.

And whilst at the time this report was compiled, we had equal numbers of men and women in our most senior Executive team roles, changes in the team later within the year, including our female CEO stepping down and moving into main Board Director role, and being replaced by a man, means the gender balance has reduced further. This means we are likely to see the pay gap increase again in 2022.

A number of our senior leadership roles require STEM (science, technology, engineering and math's) career experience. There are very few women at this level in the labour market, which makes it extremely hard to recruit a diverse team.

Why do we have a 34% mean and 20% median bonus gap?

This year, we didn't pay out our usual annual bonus in April due to the pandemic and the external economic uncertainty. This means the only bonuses included in the calculation are commission and smaller incentive schemes e.g., Refer a Friend and Long Service Awards. We also know that a large proportion of our commission-based roles attract men. A smaller data set makes it difficult to determine a true bonus pay gap.

When it comes to like for like roles, we pay equal bonus payments. With the smaller incentives, the criteria is the same across everyone and is dependent on who is referred and successful or who reaches a long service milestone.

We are developing our own female leaders of the future

Whilst hiring women directly into senior and technology roles, will continue to be a challenge due to the lack of women in the labor market, our strategy is to focus on developing our own female talent. We have made progress this last year with 40% of the top half of the highest paid roles across the whole business, being held by women and a pipeline of female talent who are on track to be promoted into our 'Head of' level roles in 2022, increasing the % from 10% in 2021 to over 30% in 2022.   As an organisation we invest a significant amount in personal development, with 55% of our women being promoted in 2021 (vs 45% of men). We have career development and coaching programs at both early career stages and later stages, which have provided strong results in moving our female talent through their careers. However, we recognize developing people takes time and as we further digitalize our business, this will require more technology roles. in a world where these roles are dominated by men, the size of the challenge ahead will only increase.

When it comes to attracting female talent to Good Energy, we position ourselves clearly as an inclusive employer, show casing the development opportunities for women in our recruitment materials. We aim for gender balanced shortlists for roles and have transparent bias free selection processes.

Board Level support for Women

Our Founder, former CEO Juliet Davenport and now main Board Director is an active champion for women both within Good Energy and within the broader energy industry, she invests time in the POWERful Women network and the Energy Leaders' Coalition. They both focus on increasing gender balance and broader diversity at work, at board and senior levels within the energy industry. Over 40% (3 out of 7) of our main Board is female, and along with myself at Executive team level, we are all passionate and committed to ensuring Good Energy continues to attract and develop female talent, which over the longer term will reduce inequality and the gender pay gap.

Francoise Woodward
Chief Operation Officer