

GENDER PAY GAP REPORT 2024



OVERVIEW

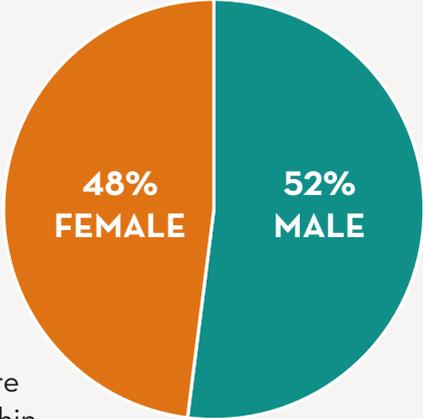
This is the second Gender Pay Gap report produced by Butlin's Skyline Limited and represents a snapshot taken on 5 April 2024 of 3,614 team members.

OUR TEAM

The vast majority of our team (approx 3,300) work across our three Butlin's Resorts (Bognor Regis, Minehead and Skegness).

The majority of these are in guest facing roles within restaurants, bars, accommodation, security, environments and entertainment.

A further 300 team work within our Hemel Support team in a mixture of management, operational support and contact centre roles.

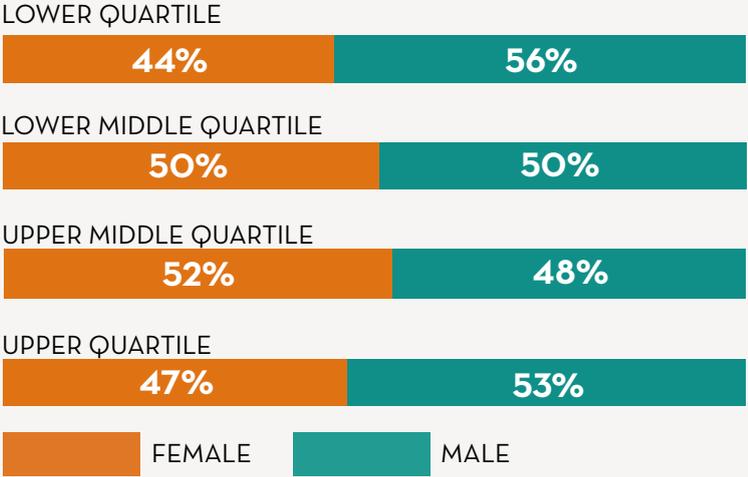


I confirm the data reported here is accurate



Liz Lloyd, Butlin's People Director

PAY QUARTILE RESULTS

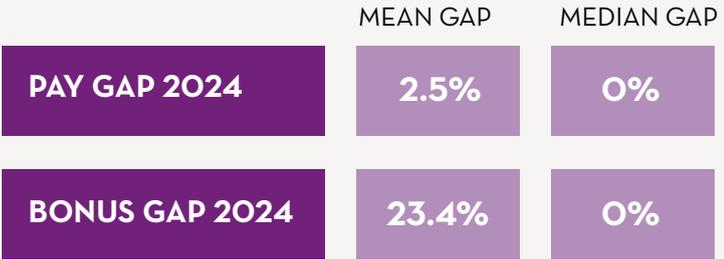


The table shows the proportion of females and males within each of our pay quartiles. The quartiles represent the pay split across four pay bands whereby the upper pay quartile represents the 25% highest earners and the lower quartile represents the 25% lowest earners.

There is an even split of females and males in our median pay quartile with females then making a slightly higher proportion of team in our upper middle quartile.

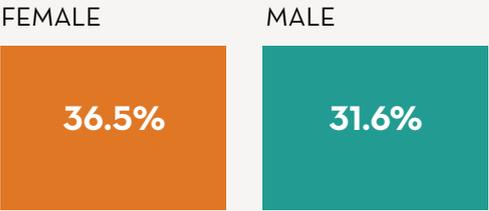
Male team members make up a higher proportion of our team in the lower and upper quartiles.

PAY AND BONUS GAP



We have a small positive mean pay gap indicating women on average earned slightly less than males at Butlin's in 2024. We had a much larger mean bonus gap indicating males earned a higher bonus than females at Butlin's. This figure has significantly decreased from 2023 where the mean bonus gap was 59.3%, representing the improvements made over the last 12 months. Our median gap for both pay and bonus in 2024 was 0%.

% TEAM RECEIVING BONUS



OUR FOCUS

Over the last few years, we've carried out extensive research to benchmark pay rates across the vast majority of roles within our business. This has and will ensure a more consistent pay rate per job role/responsibility across Butlin's. This work will continue in 2025.

We're also committed to increasing the opportunities for our team to learn more skills and earn more pay and our multi-skilled roles known as 'Team Member Plus' have allowed us to develop the skills within our team and move more team away from national minimum wage. These Team Member Plus roles receive a rate of pay regardless of any other criteria such as age and length of service. Through initiatives such as Team Member Plus we have been able to close the gap in our lower to upper middle quartiles.

Our biggest gap remains within our upper quartile. We're proud of the internal progression opportunities we provide and training initiatives such as our Women In Leadership Programme, focussed on upskilling team to move into more senior leadership roles, will support us in closing the gap in the future.

In 2023/2024 we also increased the number of team eligible for a bonus. This led to 36.5% of women and 31.6% of men receiving at least one bonus award in 2024 vs 26.6% and 20.7% in 2023.

Alongside pay and bonus we continue to review our family friendly policies and aim to work closely with our newly established Women's Network to identify any barriers to gender equality across Butlin's.



We're committed to making Butlin's a place for all, not only is this one of our core Leadership Behaviours it's supported with a host of activity driven and created by our B Inclusive (I&D) Board. Over the last 12 months we've created our own LGBTQ+ network - taking team from across our business to a series of local Pride events. We've created education campaigns covering topics including neurodiversity, menopause and Black History Month where we were joined by England's Women's Rugby World Cup winning captain, Maggie Alphonsi for an inspiring speech as part of our celebrations. Alongside this our first cohort of team completed their Women In Leadership Apprenticeship.

This work continues in 2025 where we will be creating our Butlin's Women's Network - helping us better understand and remove barriers to progression within the business, we're focussed on improving accessibility for our team and guests and we'll continue to increase our involvement within the LGBTQ+ community.