

# THE GENDER PAY GAP REPORT 2025

SNAPSHOT DATE: 5<sup>TH</sup> APRIL 2025

*Weird Fish*



WEAR THE WEEKEND

## BACKGROUND

The UK government introduced a legal requirement under The Equality Act 2010 (Gender Pay Gap Information) regulations 2017, that from 2018 onwards, companies with over 250 employees were required to disclose their gender pay gap on an annual basis.

This report is based on a snapshot of employees and earnings data as of 5<sup>th</sup> April 2025. In this period our employee headcount was 274 employees, made up of 49 males and 225 females.

This is the first time Weird Fish have been required to report.

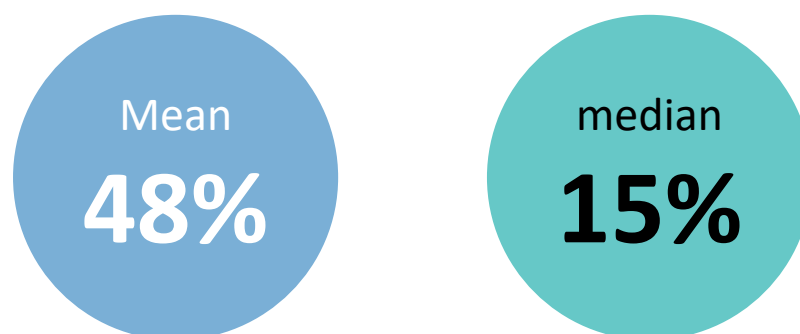
## OUR HISTORY

The story begins in 1993. After a bracing and inspiring walk along a coast path in Cornwall, Weird Fish was born with a simple mission: to produce well priced, well made and distinctive clothes that become instant feel-good favourites. Over 30 years later we are proud to still have the same founding values at our core, as this is what makes us Weird Fish.

## OUR PAY GAP

The mean pay gap is the difference between the average of men's and women's pay. The median pay gap is the difference between the mid points in the range of men's and women's pay. A negative percentage represents a pay gap in favour of women, a positive percentage represents a pay gap in favour of men and 0% represents no pay gap at all.

Our results demonstrate a pay gap in favour of men. Our Mean result of 48% is driven by a few higher paying roles in the business which are occupied by males. Our board consists of 3 male directors, 1 female director, 1 female Chair and a male CEO. The larger representation of males at board level has impacted this result.

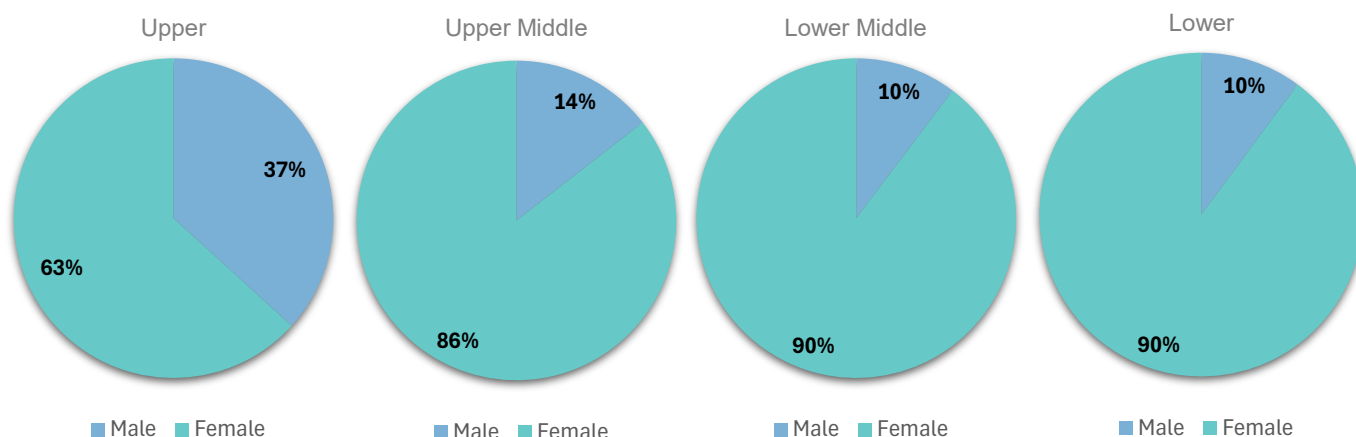


For this reason, as a business we feel that the median result of 15% is more of a key indicator of how pay is balanced for roles across the business. Without heavy reliance on outlier salaries. Although, we recognise that our median percentage is higher than the average median pay gap reported by the NOS for 2025, which represents a gender pay gap of 6.9%.



## PAY QUARTILES

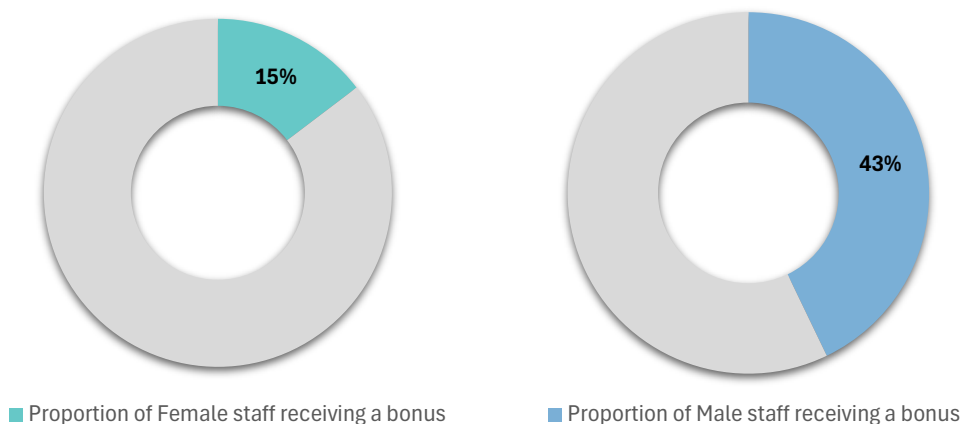
Overall, we have a higher percentage of females within the company, which is not uncommon in our fashion retail environment. We predominately have more females in our lower and lower middle quartiles in particular across our retail estate, with some stores having a full female team. Our hourly rate for colleagues in our Sales Advisor positions is consistent across both male and female employees, which supports our belief in equal pay for the same roles which we continue to prioritise.

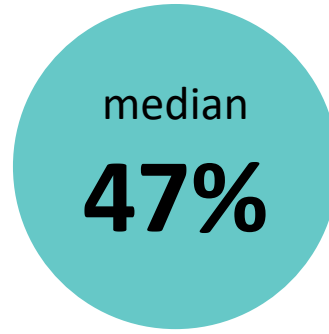
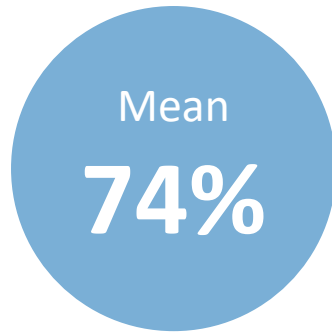


Even though women make up the vast majority of our population (including our Head Office), only 29% of our female population work in the higher paid Head Office roles, compared to 71% of the male population.

## OUR BONUS GAP

In addition to disclosing our pay gap, we are also required to disclose our bonus gap. Our mean and median bonus gap differences are 74% and 47% respectively





The only bonus scheme which paid out for colleagues within the reference period of 12 months prior to our snapshot date; was our Head Office scheme. As mentioned above, 71% of our senior leadership roles are occupied by males, which has accounted for a higher value of bonuses being paid out to these individuals. This has contributed to our results, as demonstrated in the above graph.

The payout of bonus is driven by the individual's salary, but the scheme T&Cs are applied equally to all individuals. The bonus scheme is only based on the companies overall financial performance, currently. So, the eligibility for the bonus pay out is also equally achieved by males and females.

## OUR COMMITMENTS

In 2025, we started some developmental training with our leadership team in the business. We looked at leadership styles, with a focus on connection and personal development goals for individuals. Growing confidence of key members of our team. 42% of participants, on this training were females, which we hope in the future will contribute to our internal succession for senior leadership positions within the company. We look to continue our development of our teams in 2026 with further training and launch of apprenticeship schemes.

We are currently working on initiating additional and revised company policies to support flexible working and family friendly practices in the workplace. Encouraging and training our managers to be open to different ways of workings; adapting the way we work to ensure we remain agile as a business and support individuals through all stages of their career. So that development and promotions, don't just favour individuals who work a standard full time working pattern.

In 2026, we see the introduction of our new HR and Payroll system, which will improve our HR analytics and understanding of the make up of our company. With our increased ability to track, monitor and report on our data. An increased understanding of our business and its people will enable us to look at more ways we can reduce the gender pay gap and look at what barriers contribute to women being less represented in our senior leadership roles.

I confirm that the data set out in this report is an accurate reflection of our gender pay gap on the snapshot date: 5th April 2025.

David Butler  
CEO

