

FOCUSED ON WHAT'S BEST FOR RETAIL

BECOMING A RETAIL
MEMBER OF THE BRC



BRC

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“The BRC gives us an opportunity to benchmark and keep abreast with our Retail colleagues, provides easy access to government policy makers, and collates a ‘industry’ view, which can then have influence and impact.”

Marks & Spencers plc

SUPPORTING AND PROMOTING THE RETAIL INDUSTRY

As the go-to trade association for all UK retailers, our role unites everything we do under three key principles: safeguarding the bottom line, providing operational support, and offering brand protection.

We do this by engaging our members, promoting the story of retail, shaping debates and influencing the issues and opportunities that matter to the industry.

Retail is incredibly important to the UK. For consumer choice, product innovation and job creation. Retailers need a single voice to shape the debate around the issues and opportunities that matter. That voice is provided by the British Retail Consortium. **We want to add yours.**

FIND YOUR VOICE, JOIN THE BRC

Only by working closely together can we overcome the challenges the retail industry is facing, from business rates, EU reform, to pay and progression to create the right conditions required to support such a diverse and dynamic industry.

AN INTRODUCTION TO THE BRITISH RETAIL CONSORTIUM

In times of unprecedented change, when **challenges are shared by retailers large and small**, it's important that points of view are coordinated, ideas pooled and everyone joins together to ensure **their voice is heard**.

WE WORK DIRECTLY WITH YOU

Our own specialists are available to Retail Members, providing advice on complex technical matters and any legal implications. This ensures you can confidently act in accordance with any rules and regulations. Better still, there is no need to engage with expensive external consultants.

By joining our Member groups, you can influence our position and thinking on the issues that matter to you such as Payments, Food Strategy, Legal and Better Regulation, Business Taxation, and Responsible Sourcing.

Uniting behind a single voice is vital for those retailers wishing to maintain awareness and influence policy outcomes. While this is one of our principal responsibilities to our Retail Members, the conversation isn't one-way.



BRC

WHAT DOES YOUR MEMBERSHIP GIVE YOU?

When you sign up to the BRC, you're signing up to a fantastic package that includes:

INFLUENCE

Shape debates and influence outcomes that matter to your business.

1

INSIGHT

Benchmark your business and understand market trends.

2

INTERPRETATION

Access BRC advisors for help with existing or new legislation.

3

INSURANCE

Get crisis support as well as help in dealing with regulators and the media.

4

INTERACTION

Attend events on topical issues, with free access for executives and discounted rates for staff.

5

PROFIT FROM BEING A BRC MEMBER

While not every region, or even retailer, faces the exact same challenges, there are issues we all share as retailers. Becoming a member is the first step to **investing in positive change** that combats the local, national and global disruption, safeguards your bottom line, supports your operations and offers brand protection.

INCREASING SAVINGS, REDUCING COSTS

With business rates and pay high on the agenda of every business, it's UK retailers who are being hit hardest by increased overheads. We're taking your concerns and shared priorities to public opinion formers and the people who matter in government.

While our work has already delivered **savings of over £1 bn in the past year**, we'll continue to influence the opportunities for reform that protect your bottom line.

“

Public policy is impacting on the retail industry on many fronts - without BRC membership it would not be possible for us to maintain awareness and influence the outcome.

”

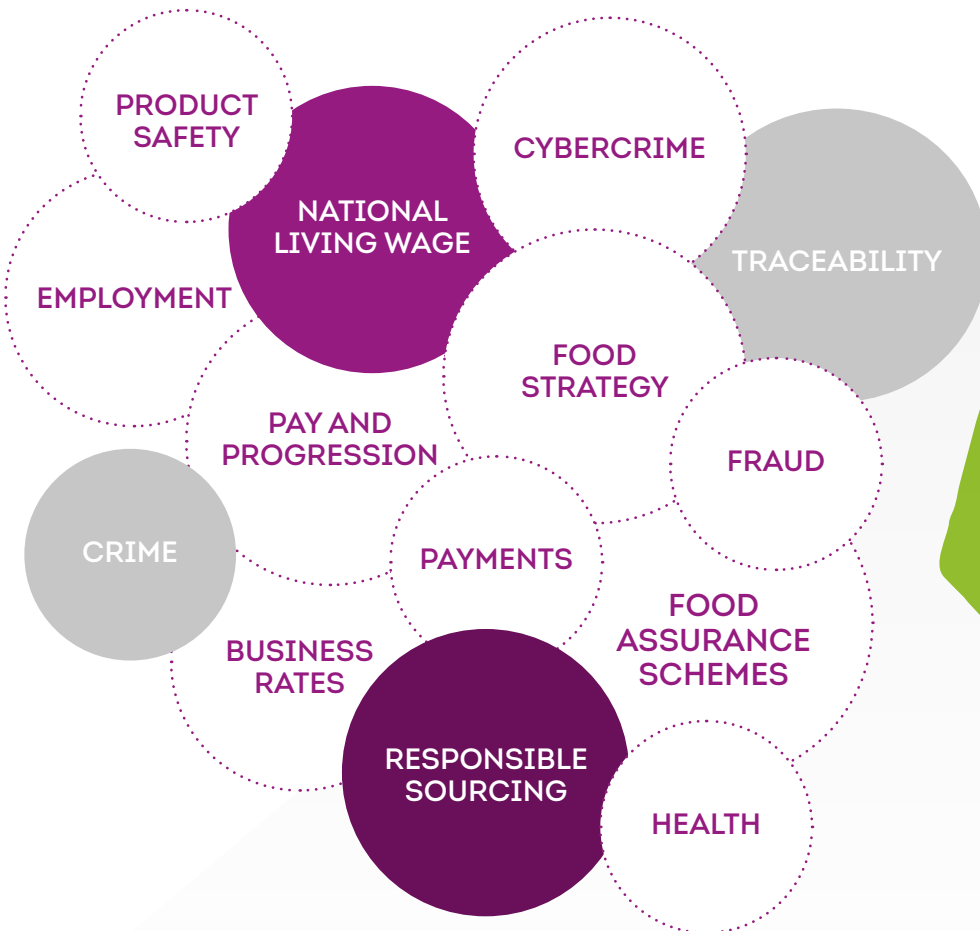
Boots UK



OPERATIONAL SUPPORT

The BRC works with the government to help shape debates and influence outcomes on issues that matter to your retail business. We have experts in many legislative areas, **helping to shape policy and reduce costs to the industry.**

As a member, your company can get involved in any number of thirty groups to directly influence our thinking and position on issues that matter to you. Below is a summary of the issues we have successfully addressed recently.



“

Even when we only have limited influence on legal/regulatory changes, the early warning of change and ongoing updates from the BRC mean that we are able to plan our response with the maximum possible window - this is really important when proposed changes will require us to fundamentally change elements of our operation.

”

Shop Direct Group

A BUFFER FOR YOUR BRAND

As the public has shifted its focus to matters of sustainability and CSR, and the recent Modern Slavery Act has shone a light on practices that have a bearing on the retail industry, **we have a duty to protect our members.**

We take action by providing industry experts who can speak for the industry as a whole, while advising members on how to mitigate the effect of being in the spotlight, whether for bad or good reasons.

“

The BRC is an important, collective shield and advocate in uncertain times.

BrightHouse

”

INSIGHT

OUR DATA FOLLOWS
ALL STAGES OF THE
CUSTOMER JOURNEY

DISCOVERY

BRC/Google Online Retail Monitor

Insights into how customers use searches to find retailers, and metrics on the devices they use.



1

ONLINE CONSUMER BEHAVIOUR

BRC/Hitwise Digital Retail Insights Monitor

Measuring traffic to UK retail websites unlocks knowledge on how digital is changing the customer journey.



2

PRICES

BRC/Nielsen Shop Price Index

Providing an accurate picture of price changes across the most popular locations across the UK.



3

DESTINATION

BRC/Springboard Footfall and Vacancies Monitor

A rich source of knowledge with insights into the retail hotspots, and vacancy rates, across the UK.



4

SALES

BRC/KPMG Retail Sales Monitor BRC/KPMG Online Retail Sales Monitor BRC/KPMG Scottish Retail Monitor

Detailed retail sales data – online and offline – with powerful analytics to develop reliable insights.



5

IMPACT

BRC Retail Employment Monitor

Tracking the trends from the retail labour market based on data taken from 1.3 million retail employees.

6

With over

90

retail reports published each year, your membership gives you access to exclusive knowledge and information that adds valuable insights unavailable elsewhere.

KEY CHALLENGES FACING YOUR BUSINESS

WHAT MATTERS TO YOU

Despite retail being the **largest private sector industry employing over 3m people, and delivering in excess of £340bn in sales**, we know resting on our laurels isn't an option.

In discussions with our members, and looking at the wider economic and legislative outlook, we have identified **three key challenges facing the industry** in 2016 and beyond.

1

TACKLING INCREASING BUSINESS RATES

Growth and investment are key to ensuring retail remains one of the UK's biggest success stories. However, business rates are no longer fit for purpose in the 21st century damaging the UK's productivity.

2

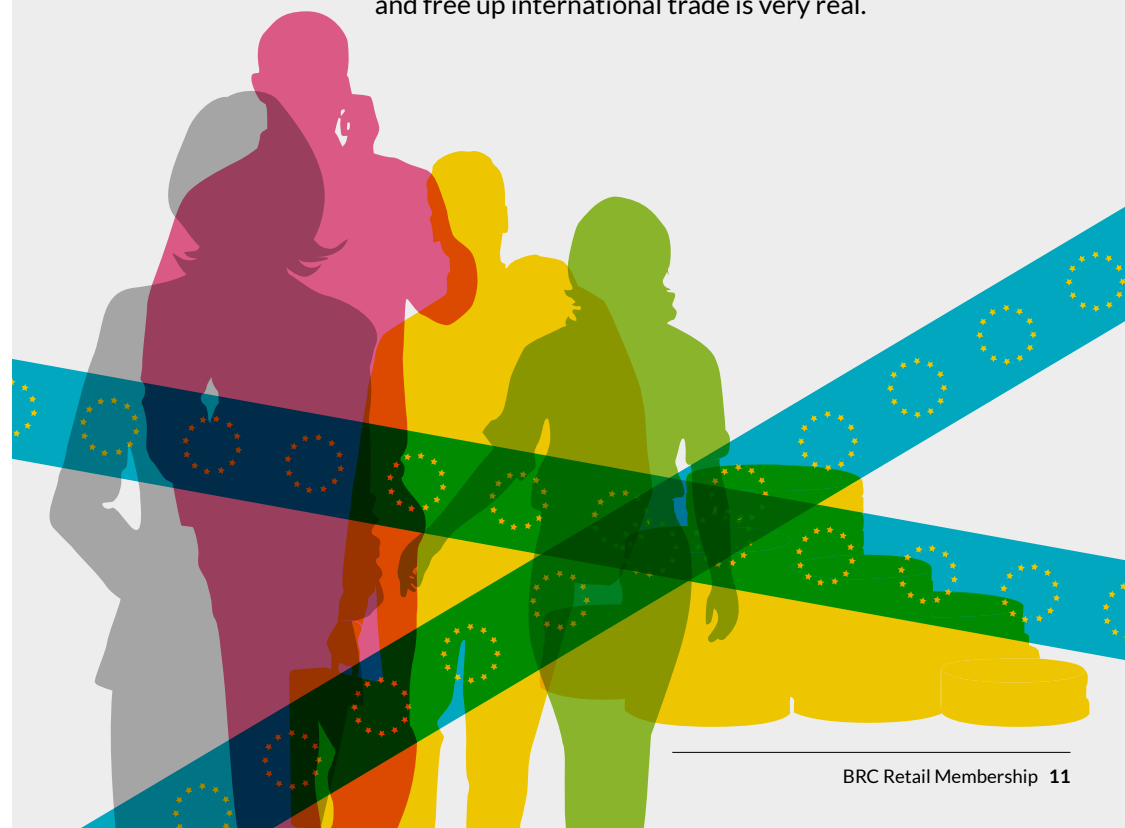
SHAPING THE DEBATE ON PAY E PROGRESSION

It's only by unpicking the complexities around low pay that we can develop solutions that address this industry-wide challenge. **PAY e progression is vital in attracting, developing and retaining the highly skilled workforce required to increase retail productivity in the UK.**

3

ENABLING INTERNATIONAL TRADE

In or out of the EU, the ease and cost of moving products across borders is critical to all retail businesses. The industry is a net importer but with ecommerce exports expected to grow significantly to £28bn by 2020, the need to remove barriers and free up international trade is very real.



OUR SUCCESSSES



CHANGES YOU'RE BENEFITING FROM

Success comes from the BRC acting with our Members' backing. **Our aim is to prevent or reduce any further operational costs and your voice is invaluable in this process.** It's helped us successfully lobby to reduce the cost of taking card payments.

Every time a customer pays with a credit or debit card, it costs retailers. This interchange fee, which is paid between banks for the acceptance of any card-based transaction, is passed on to retailers, cutting into margins and increasing overheads.

We've lobbied hard to reduce the caps on these fees, and after **15 years of fighting our industry's corner** we've seen success.

In September 2015, we were involved in supporting the case against MasterCard in the European Court of Justice (ECJ), which ruled in retailers' favour and confirmed that these **hidden costs to consumers violate the EU's antitrust rules.**

From December 2015, interchange fees have been capped at 0.2% of a transaction's value for consumer debit cards, and 0.3% for consumer credit cards. **This represents a cost saving in the region of £450m to the UK retail industry.**

**THE BRC HELPED
SAVE THE UK RETAIL
INDUSTRY £450M**

YOU'LL BE IN GOOD COMPANY

Our membership represents over

70%

of all retail sales.

BRC members represent the views and needs of over 70% of the UK retail industry. By joining the leading trade association for the retail industry, our Retail Members are able to add their voice to the issues and challenges affecting them and the industry as a whole.

Whether you're looking to get the latest insights, or keep updated on policy and legal matters, we're here to support you. Retail is one of the UK's biggest success stories and we want to ensure it remains so. Join the BRC today.

You'll be in good company.

Abercrombie & Fitch

ALDI

Arran Aromatics Ltd

Asda Stores Ltd

ASOS.com Ltd

Aurum Holdings

Bidvest Foodservice

Boots UK Ltd

BrightHouse

Burger King (United Kingdom) Ltd

C&J Clark International Ltd

Carpentryright plc

Celesio UK

Clas Ohlson

Costa Coffee Ltd

Costcutter Supermarkets Group Ltd

Crabtree & Evelyn

Damart

Debenhams plc

Deichmann Shoes UK Ltd

DFS Furniture Company Ltd

Dixons Carphone Group

Dreams Ltd

Evans Cycles Ltd

F Hinds Ltd

Fenwick Ltd

Findel plc

Freemans Grattan Holdings

Furniture Village Ltd

GPS (GB) Ltd (GAP)

Greggs plc

H&M Hennes & Mauritz UK Ltd

Historic Royal Palaces Enterprises Ltd

HobbyCraft Trading Ltd

Holland & Barrett Ltd

Home Retail Group

House of Fraser

Iceland Foods Ltd

Ikea Ltd

Isabella Oliver Ltd

J Sainsbury plc

John Lewis Partnership

KFC

Kingfisher plc

La Redoute

Laura Ashley Ltd

Liberty plc
Lidl UK
L'Occitane
Majestic Wine Warehouses Ltd
Mamas & Papas
Marks & Spencer plc
McDonald's Restaurants Ltd
Molton Brown Ltd
Mothercare UK Ltd
Multiyork Furniture Ltd
Musgrave Group
N Brown Group plc
National Gallery Company Ltd
National Trust (Enterprises) Ltd
New Look Retailers Ltd
Next plc
Ness Clothing
Ocado Ltd
Paperchase Products Ltd
Perry Ellis Europe Ltd
Poundland Ltd
Robert Dyas Group
Scottish Midland Co-operative Society Ltd

Shop Direct Group
Signet Group Ltd
Starbucks Coffee Company (UK) Ltd
Steinhoff UK Group
Subway
Superdrug
SuperGroup plc
Swarovski UK Ltd
T2
Tesco plc
The Body Shop International plc
The Co-operative Group
The Disney Store Ltd
The House of Bruar
The Orvis Company Inc
The Toy Store
Thorntons plc
Timpson Ltd
TK Maxx
Toys R Us
Whittard of Chelsea plc
Whole Foods Market
WHSmith plc
Wilko Retail Ltd
Winchester Cathedral Enterprises Ltd (WCEL)
Wm Morrison Supermarkets plc

Please note: Member list correct as of April 2016

Find out more about
our latest members at
www.brc.org.uk

JOIN THE BRC TODAY

Joining the BRC is an investment
in the future of retail and your business.

We base the cost of membership on
a number of financial metrics to ensure
we have a fair fee structure.



**SIGN-UP
ONLINE TODAY**

You can sign up as
a Retail Member via our
website at www.brc.org.uk

“

The BRC is a great sounding board,
and provides good representation
on key issues to us and other retailers.

Home Retail Group

”

TALK TO US FURTHER

Talk to us about the benefits of
becoming a BRC Retail member today.

BRITISH RETAIL CONSORTIUM

T 020 7854 8900

E membership@brc.org.uk

