



YOUR ANNUAL VALUE STATEMENT

2016/2017

JUNE 2017



THE HEADLINES

BRC MEMBERSHIP PROVIDES YOU WITH:



YOUR BRC PACKAGE INCLUDES:

INFLUENCE

Opportunity to shape and influence issues that matter to your business and to benefit from our influence.

1

INSIGHT

Ability to benchmark your business performance and understand market trends.

2

3

INTERPRETATION

Access to BRC advisors for help with existing or new legislation.

4

INSURANCE

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

5

INTERACTION

Forums, workshops and events on topical issues helping you run your business better.

HELPING YOU BENCHMARK:

- Sales
- Prices
- Employee engagement & satisfaction
- Pay & benefits
- Crime & loss costs
- Cash & card cost

STRETCHING YOUR THINKING ON:

- Future workforce
- Flexible working
- Diversity and inclusion
- Animal welfare
- Textile sourcing
- Ethical labour

HELPING YOU PREPARE FOR:

- Brexit
- Apprenticeship Levy
- Data Protection Regulations
- Changes to Primary Authorities
- Business rates revaluation
- Non-financial reporting
- REACH
- New notes and coins

SHIELDING YOU FROM INTRUSIVE MEDIA ON:

- Illegal labour
- Fair treatment of suppliers
- Pricing
- Prompt payments
- Acid attacks
- Environmental issues
- Sustainable sourcing

100+ NETWORKING OPPORTUNITIES

- Annual Retail Industry Dinner
- Future Retail Leaders Lecture
- Quarterly members meetings
- Cross UK meetings in the devolved nations

PRIORITY CAMPAIGNS



A FAIR BREXIT FOR CONSUMERS



RETAIL 2020 - BUILDING MOMENTUM ON THE JOURNEY TO BETTER JOBS



ENSURING FUNDAMENTAL REFORM OF BUSINESS RATES



1570 Media articles

PLUS DIRECT MONETARY WINS ON

BUSINESS RATES

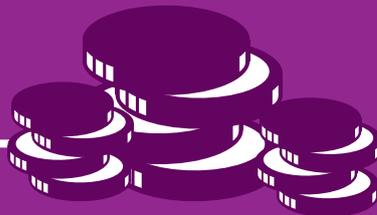


£1.8BN savings announced in 2016

£35M additional transitional relief

£300M local discretionary relief fund

↓ £2M lower Scottish levy



APPRENTICESHIP LEVY

24 MONTHS, instead of 18 months to spend funds

£10M Scottish workforce fund

CHECKLIST TO ENSURE YOU'RE GETTING MAXIMUM VALUE:

- Have you registered on the website to get exclusive access to the members' area?
- Are the right people connected to the right groups?
- Do you contribute to the sales monitor and use the new analytics dashboard?
- Do you make the most of your unlimited access to monthly and quarterly data summaries?
- Do you contact our advisors if you have a question?
- Do you keep an eye out for and attend upcoming events and workshops?
- Do you read Director's Cut and ask for help if you need it?

AS A MEMBER YOU CAN COLLABORATE WITH YOUR PEERS VIA OUR MEMBER GROUP STRUCTURE:



If you would like to discuss your engagement please contact:

Caroline Bishop on caroline.bishop@brc.org.uk
or call 07557 231991.

A FAIR BREXIT FOR CONSUMERS



775

Media articles/
Interviews













7

Consultation responses

27

Member briefings/
workshops

94

Political & influencer engagements

IN THE LAST YEAR YOU HAVE BENEFITED FROM...

- Unique insights into Brexit enabling you to understand the impacts.
- Changed perspectives of Government and pressure groups of your need for certainty for EU colleagues.
- £ • The ability to assess and quantify your company's tariff risk following analysis of extensive cross-industry data collection.
- Continued high profile landing of 'no new tariffs' messaging.
- B • A regular press drumbeat of pressures on prices in the pipeline, helping you manage expectations.
- Access to tools (data and expertise) to help you assess how sourcing costs might be affected.
- Exclusive roundtables to help you understand impacts and provide opportunities for you to collaborate with others to discover emerging solutions.

OUR FUTURE FOCUS...

- Regular updates and unique insights on the potential impacts.
- Influencing frictionless borders.
- Defining a vision of a world class customs service and the steps Government should take to realise it.
- Collaborative work with you and others in the supply chain on the implications of restrictions on free movement.
- Giving you access to BRC experts/forums as you consider the implications of EU legislation moving to the UK.

KEY £ Profit Protection B Brand Protection ⚙️ Operational Support

RETAIL 2020

- BUILDING MOMENTUM ON THE JOURNEY TO BETTER JOBS



IN THE LAST YEAR YOU HAVE BENEFITED FROM...

- £** • The ability to benchmark your employee engagement and satisfaction against industry data to drive improvement.
- B** • Improved understanding from pressure groups on the changing retail landscape.
- B** • Awareness raising of the changing face and structure of retail in the media and in our ITN film, a vital backdrop to your business performance.
- B** • Assessment of the industry momentum towards the vision of Better Jobs through the Retail 2020 Dashboard.
- OS** • The opportunity to be one of forty retailers sharing the Retail 2020 vision to inform your future workforce strategy.
- OS** • Attendance at our new flagship Retail 2020 conference for industry best practice and innovation to support your productivity improvement.
- OS** • Exclusive workshops on digital skills and flexible working.
- OS** • Access for your aspiring leaders to our Future Retail Leaders Lecture and networking evening.

OUR FUTURE FOCUS...

- Consideration of demand and feasibility of enhancing professional leadership training in retail.
- Assessing how to address digital literacy issues in segments of the workforce.
- Potential expansion of training to align better with apprenticeships for specialist digital roles.
- An even bigger and better Retail 2020 conference next year.
- Building momentum on the Government's retail campaign.
- Shaping the Government's careers strategy.
- Workshops on what's next for the apprenticeship levy.

KEY **£** Profit Protection **B** Brand Protection **OS** Operational Support

ENSURING FUNDAMENTAL REFORM OF BUSINESS RATES



579
Media articles/
Interviews



4
Select Committees

9
Consultation responses

83
Political & influencer engagements

IN THE LAST YEAR YOU HAVE BENEFITED FROM...

- The £1.8bn retail savings announced in the 2016 Budget.
- A commitment from Government to move to CPI indexation from 2020, reducing your bills.
- Plans for more frequent valuations to reduce volatility.
- Possible access to the £300m local discretionary relief fund.
- Being shielded from even more costs as the £435m 2017 budget relief package was paid from central funds, not existing ratepayers.
- A share of the £35m retail benefit of better than foreseen year 1 valuation transitional arrangements
- A greater chance of success in any appeals thanks to significant changes to draft regulations.
- Plans for Local Enterprise Partnerships to approve local infrastructure levies aborted.
- Fewer of your Scottish stores (2,000 in retail, saving £2m pa) will be subject to the large firms supplement.
- A commitment to review business rates in all main parties' manifestos.
- Workshops to help you prepare for the 2017 revaluation and transitional arrangements.

OUR FUTURE FOCUS...

- Ensuring more frequent valuations work for retail including independent valuations.
- Bringing forward the switch to CPI to 2018, to prevent loss of investment.
- Continuing to agitate for fundamental reform and reducing the burden for all businesses, whether large or small, online or offline.
- Influencing the Welsh Finance Secretary to commit to a formal review.
- Shaping the NI Government "Rates Rethink" agenda.
- Ensuring the retail voice is heard in Scotland by responding to the Barclay Review recommendations.

KEY  Profit Protection  Brand Protection  Operational Support

We care about the careers of people who work in our industry, the communities retail touches and competitiveness as a fundamental principle of the industry's success – our 3 Cs. Beyond our three priority campaigns, we are also working on over 40 topics across the 3 Cs aiming to influence the issues that matter to our members.



CAREERS
COMMUNITIES
COMPETITIVENESS

CAREERS

A campaign that builds momentum on the journey to better jobs.

- This is one of our priority campaigns, see page 6.

Our work on a flexible pay framework that works for employers has provided you with:

- The ability to benchmark your pay and staff benefits to assess competitiveness.
- £ Opportunities to engage with the Low Pay Commission.
- The Low Pay Commission recommendation for the 2017 increases being more restrained than initially indicated.

Our work on a balanced and clear employment regulation landscape has provided you with:

- Exclusive roundtables with Government experts, assisting you to understand and prepare for the Apprenticeship Levy.
- £ The opportunity to influence local use of Apprenticeship Levy funds given the Welsh Assembly inquiry.
- 24 months, instead of 18, to spend your Apprenticeship Levy funds.
- A commitment to enable you to spend your funds with supply chain partners from 2018.
- A Scottish £10m flexible workforce fund for you to take advantage of.
- Help preparing for Gender Pay Gap reporting.

COMMUNITIES

Our work on partnership working across the UK has provided you with:

- Help navigating the complex and rapidly changing work of powerful local and combined authorities with a Local Engagement Guide.
- Workshops on changing local retail, property and place, helping you understand current and further developments.
- A better understanding by BIDs of retail needs to ensure you are getting better value for money.
- B** • The ability to showcase local success stories in Great British High Streets competition.

Our work on product safety, which protects consumers and works for retailers, has provided you with:

- Help preparing for REACH implementation.
- A Government review into furniture flammability regulations to reflect the cost to retail.
- £** • New Codes of Practice and guidance on areas like the flammability of children's dress-up clothing and oven gloves, improving safety and saving you testing costs.
- A more effective and better resourced Government approach on product recalls.
- B** • Greater enforcement certainty for those selling knives given Home Office commitment to extend the Primary Authority scheme.

Our work on a resilient and transparent supply chain has provided you with:

- High profile demonstration of the progress made in tackling marine plastics pollution with pressure groups and water companies.
- B** • High profile recognition of retail commitment to ethical labour through the Modern Slavery Act implementation.
- Positive media coverage of retail's priorities on microplastics.
- Promotion as the first industry to source 100 per cent certified sustainable palm oil.
- £** • Workshops on understanding challenges of animal welfare and horizon scanning of textile sourcing risks.



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PUBLIC POLICY IMPACTING ON THE INDUSTRY ON MANY FRONTS -
WITHOUT BRC MEMBERSHIP IT WOULD NOT BE POSSIBLE FOR US TO
MAINTAIN AWARENESS AND INFLUENCE THE OUTCOME. - BOOTS UK

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COMPETITIVENESS

A fair Brexit for consumers and fundamental reform of business rates.

- These are two of our priority campaigns, see pages 5 and 7.

Our work on improved security and reduced risk has provided you with:

- B** • Improved intelligence sharing and protection for your business with more companies using the Cyber Security Information Sharing Partnership (CiSP).
- £** • Funding of over £1m for a new National Business Crime Hub helping ensure a better police response to your business crime incidents.
- The ability to benchmark your costs of crime to reduce cost.
- OS** • The first dedicated retail Cyber Security Toolkit to help you plan to prevent, prepare, respond and recover from attacks.
- Improved knowledge of cyber threats through a series of exclusive member roundtables and related events.

Our work on better regulation and enforcement has provided you with:

- £** • Acceptable changes to Pricing Practices Guidance and deferral in implementation to ensure you are ready.
- The platform to influence future card issues as the Payments Strategy Forum confirmed retail stays in its strategy.
- £** • The ability to benchmark your cash handling and card costs.
- Forthcoming geoblocking regulations which don't force you to sell and deliver to everywhere in Europe.
- Light touch, rather than onerous, prompt payment requirements.
- A commitment from the Information Commissioner and Government to ensure retail's voice is heard as Data Protection Regulations implemented.
- OS** • Help preparing for the Data Protection Regulations.
- Workshops and advice to minimise disruption of Autumn's Primary Authority scheme changes.
- Help preparing for non-financial reporting.
- Help preparing for the introduction of new bank notes and coins.



SHOP
DIRECT

THE BRC GIVE US A GUARANTEED VOICE IN NATIONAL DISCUSSIONS
AND PROVIDE A GREAT FORUM FOR EXCHANGING PEER VIEWS ON
RELEVANT ISSUES. - SHOP DIRECT



KEY **£** Profit Protection **B** Brand Protection **OS** Operational Support

Do ensure you're taking advantage of BRC data and analysis to help you track your performance...

INTERNET SEARCH

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

ONLINE CONSUMER BEHAVIOUR

Measuring traffic to UK websites and unlocking knowledge on how digital is changing the customer journey.

PRICES

Monthly data on shop price changes, based on 500 goods commonly found in the UK's shops.

SALES

Sales data by category and channel, covering 60% of the UK market.



FOOTFALL & VACANCIES

Footfall and vacancy data by UK region and type of shopping location.

EMPLOYMENT

Covering approximately 1/3 of the retail workforce.

ECONOMICS

Insights into the economics factors influencing consumers and the broader retail sector.

WE'VE CERTAINLY BEEN OUT IN THE MEDIA TELLING THE STORY OF RETAIL

TRENDS

Providing an overview of the trends and variables influencing the industry.

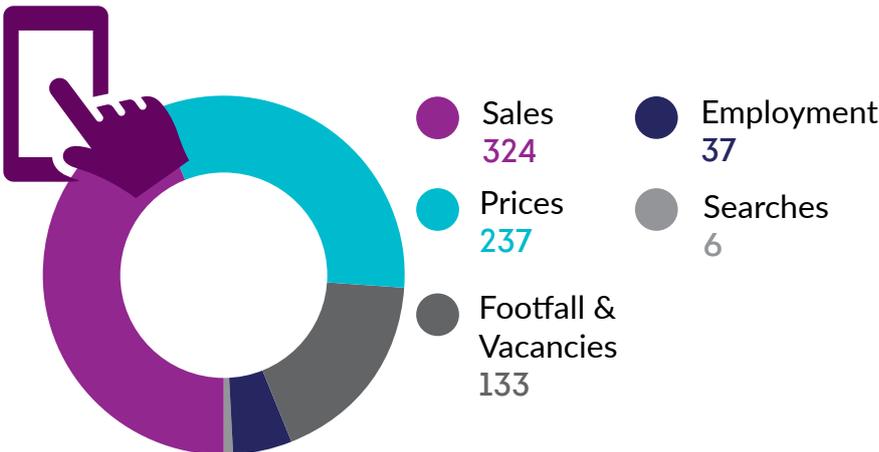
MAINSTREAM COVERAGE

APRIL 2016 - APRIL 2017



BANK OF ENGLAND

A quarterly meeting for members to feed into the Bank and help inform decisions on monetary policy.



THE BRITISH RETAIL CONSORTIUM

Retail in an exciting, diverse and dynamic industry undergoing transformational change. The BRC is at the forefront – enhancing, assisting, informing, and shaping. Our broad range of stakeholders demonstrates how retailing touches almost every aspect of our culture.

The BRC leads the industry and works with our members to tell the story of retail, shape debates and influence issues and opportunities which will help make that positive difference. We care about the careers of people who work in our industry, the communities retail touches and competitiveness as a fundamental principle of the industry's success – our 3 Cs.



BRITISH RETAIL CONSORTIUM

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