FOCUSED ON WHAT’S BEST FOR RETAIL

BECOMING A RETAIL MEMBER OF THE BRC
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
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

SUPPORTING AND PROMOTING THE RETAIL INDUSTRY

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.

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.
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.

**Insight**
Benchmark your business and understand market trends.

**Interpretation**
Access BRC advisors for help with existing or new legislation.

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

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

**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 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

1. DISCOVERY
BRC/Google
Online Retail Monitor
Insights into how customers use searches to find retailers, and metrics on the devices they use.

2. 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.

3. PRICES
BRC/Nielsen Shop Price Index
Providing an accurate picture of price changes across the most popular locations across the UK.

4. DESTINATION
BRC/Springboard
Footfall and Vacancies Monitor
A rich source of knowledge with insights into the retail hotspots, and vacancy rates, across the UK.

5. 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.

6. IMPACT
BRC Retail Employment Monitor
Tracking the trends from the retail labour market based on data taken from 1.3 million retail employees.

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 boarders 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 SUCCESSES

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
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.
<table>
<thead>
<tr>
<th>Liberty plc</th>
<th>Shop Direct Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lidl UK</td>
<td>Signet Group Ltd</td>
</tr>
<tr>
<td>L’Occitane</td>
<td>Starbucks Coffee Company (UK) Ltd</td>
</tr>
<tr>
<td>Majestic Wine Warehouses Ltd</td>
<td>Steinhoff UK Group</td>
</tr>
<tr>
<td>Mamas &amp; Papas</td>
<td>Subway</td>
</tr>
<tr>
<td>Marks &amp; Spencer plc</td>
<td>Superdrug</td>
</tr>
<tr>
<td>McDonald’s Restaurants Ltd</td>
<td>SuperGroup plc</td>
</tr>
<tr>
<td>Molton Brown Ltd</td>
<td>Swarovski UK Ltd</td>
</tr>
<tr>
<td>Mothercare UK Ltd</td>
<td>T2</td>
</tr>
<tr>
<td>Multiyork Furniture Ltd</td>
<td>Tesco plc</td>
</tr>
<tr>
<td>Musgrave Group</td>
<td>The Body Shop International plc</td>
</tr>
<tr>
<td>N Brown Group plc</td>
<td>The Co-operative Group</td>
</tr>
<tr>
<td>National Gallery Company Ltd</td>
<td>The Disney Store Ltd</td>
</tr>
<tr>
<td>National Trust (Enterprises) Ltd</td>
<td>The House of Bruar</td>
</tr>
<tr>
<td>New Look Retailers Ltd</td>
<td>The Orvis Company Inc</td>
</tr>
<tr>
<td>Next plc</td>
<td>The Toy Store</td>
</tr>
<tr>
<td>Ness Clothing</td>
<td>Thorntons plc</td>
</tr>
<tr>
<td>Ocado Ltd</td>
<td>Timpson Ltd</td>
</tr>
<tr>
<td>Paperchase Products Ltd</td>
<td>TK Maxx</td>
</tr>
<tr>
<td>Perry Ellis Europe Ltd</td>
<td>Toys R Us</td>
</tr>
<tr>
<td>Poundland Ltd</td>
<td>Whittard of Chelsea plc</td>
</tr>
<tr>
<td>Robert Dyas Group</td>
<td>Whole Foods Market</td>
</tr>
<tr>
<td>Scottish Midland Co-operative Society Ltd</td>
<td>WHSmith plc</td>
</tr>
<tr>
<td></td>
<td>Wilko Retail Ltd</td>
</tr>
<tr>
<td></td>
<td>Winchester Cathedral Enterprises Ltd (WCEL)</td>
</tr>
</tbody>
</table>

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

Please note: Member list correct as of April 2016

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