

SUPPORTING SCOTLAND'S COMMUNITIES

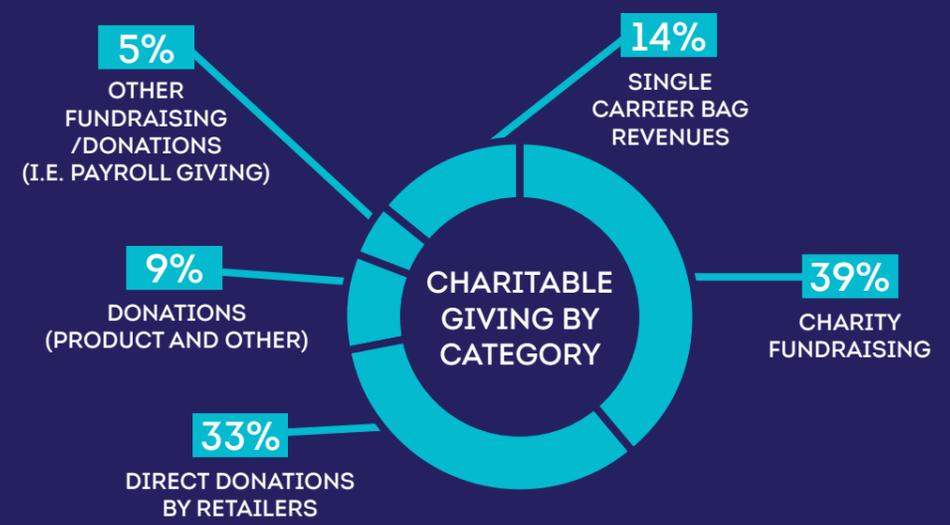
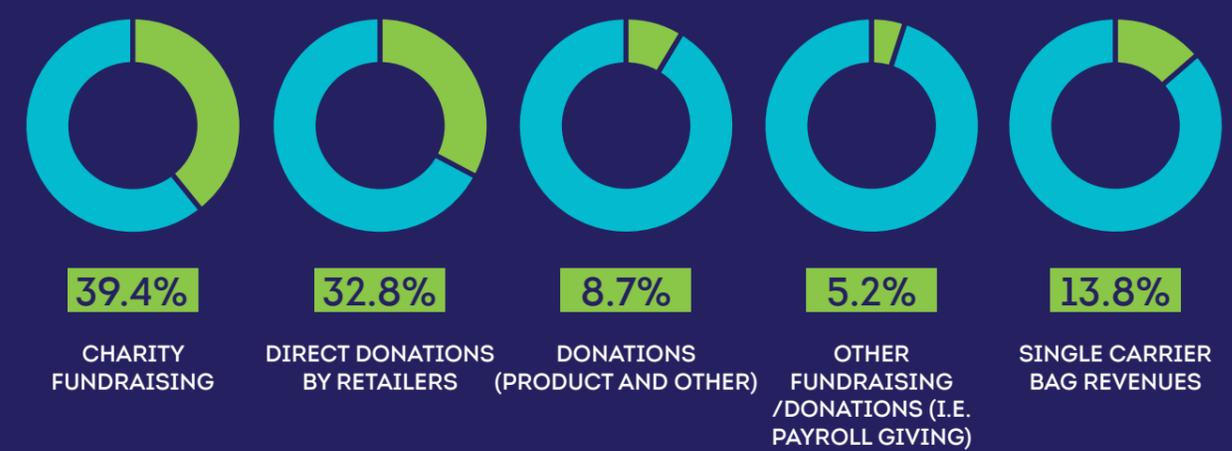
2019 REPORT INTO CHARITABLE
GIVING AND COMMUNITY SUPPORT
BY THE SCOTTISH RETAIL INDUSTRY



CONTENTS

INTRODUCTION	5
METHODOLOGY	6
KEY FINDINGS	8
FUNDRAISING AND CHARITY PARTNERSHIPS	9
CORPORATE DONATIONS	10
VOLUNTEERING AND COMMUNITY WORK	11
CHARITIES SUPPORTED BY THE INDUSTRY	12
ENVIRONMENTAL AND SUSTAINABILITY INITIATIVES	16
ABOUT THE SRC	19

GIVING IN NUMBERS:



CONTRIBUTORS

Twenty nine SRC Members have supplied us with information on their charitable giving, fundraising, and support for good causes in 2019.

JOHN LEWIS
& PARTNERS

PRIMARK®

ORVIS®

ASDA
Save money. Live better.

BY APPOINTMENT
TO HER MAJESTY THE QUEEN
SILVERSMITHS AND CLOCK SPECIALISTS
HAMILTON & INCHES LIMITED
EDINBURGH SINCE 1866



M&S
EST. 1884



Scotmid
coop

HOMEBASE



LloydsPharmacy

CJ LANG
AND SON LIMITED

STERLING
FURNITURE

Dobbies
GARDEN CENTRES

Boots
Since 1849

Sainsbury's



SCREWFIX

amazon.co.uk



THE HOUSE OF
BRUAR

WAITROSE
& PARTNERS

Iceland

LIVINGSTON
DESIGNER OUTLET



GREGGS

Whittard
CHELSEA 1886



Morrisons
Since 1899

INTRODUCTION

This is the fourth SRC report into charitable giving and community work in Scotland. The report, based on interviews and data from Members of the Scottish Retail Consortium, allows us to shine a light on the incredible contribution made by retailers to communities across Scotland.

This year even more brands than before have supported this work. Thirty one retailers, including department stores, coffee shops, food to go, and grocers, have provided us with the details of their community work. Those businesses have donated a record sum of over £18 million to Scottish good causes in the last year. That brings the cumulative total since the SRC started this work to £59 million.

This work is of course vital. However, it's also a very practical example of the work the Retail Industry, through the SRC/BRC Better Retail Better World initiative, is doing to support the UN Sustainable Development Goals. In particular, the recording of the charitable and community work done by Members is a clear example of how the industry is supporting SDG 11 on Sustainable Cities and Communities – although the work our industry does is in every community across Scotland.



Those donations are only part of the story. Retailers are involved in an enormous number of projects to help support communities. Employing refugees, supporting schools in Scotland and across the world, providing crucial capital funding to charities, developing sustainable projects, and supporting Government campaigns. Retailers make financial donations, but just as importantly donate staff time, food, and other supplies, often helping people in desperate need. It's an immense amount to contribute, especially in challenging retail times, but for these businesses it's just part of being a responsible retailer.

Of course, charity fundraising is a huge part of this. Everyone in Scotland visits a shop during the year, and the generosity of Scottish consumers is astonishing bearing in mind we know those customers are facing a range of costs. Despite those pressures we've consistently seen a rise in charitable giving on a 'like-for-like' basis, with a 13% increase on last year's figures when comparing the same retailers.

In many ways the direct support to charities is the thin edge of the wedge. For the first time this year we've investigated the work retailers do to support the local community, assist Government and public sector campaigns, and the work done to improve healthy eating and operate in a more sustainable and environmental manner.

What this does do is provide a snapshot of some of the ways the Scottish retail industry makes a real and tangible difference to Scotland's charities, communities, and people.

METHODOLOGY

Members of the Scottish Retail Consortium were approached and asked a series of questions regarding their community and charitable activity.

All Members of the SRC were given the opportunity to reply. The following retailers provided information for this report: Aldi, Amazon, Asda, B&Q, Boots, CJ Lang & Son, The Co-Op, Dobbies Garden Centre, Debenhams, Greggs, Hamilton and Inches, Homebase, The House of Bruar, Iceland, IKEA, John Lewis & Partners, Lidl, Livingston Designer Outlet, Lloyds Pharmacy, Marks & Spencer, McDonalds, Morrisons, Orvis, The Paint Shed, Primark, Sainsbury's, Scotmid Co-operative, Screwfix, Specsavers, Sterling Furniture, Waitrose, Whittard of Chelsea.

The SRC was clear the questions were not exclusionary, nor necessarily would capture all the different work done by Members. The retail industry engages in community work in a vast number of ways, and there is quite rightly no single way to approach this. We were also clear it was unlikely each member would be able to answer each question – the aim was to try to encourage as wide reporting as possible.

On a practical level, we were clear this report is meant to include all work supporting 'good causes' in Scotland. That was deliberately to ensure support given to local community groups, who may not be OSCR registered but nonetheless play a crucial local role, were included in this.

Members were also promised all individual submissions would be treated in confidence, and only aggregated figures would be published. Members were also encouraged to submit specific case studies for inclusion which would be published unedited and in full.

In a small number of cases Members were unable to provide a Scottish specific figure. In those instances, the SRC has modelled a Scottish figure based on population share, market share, and on data from retailers who provide both Scottish and UK data.

However, whilst we estimate volunteering is worth £ 3 million to good causes in Scotland, we have not included that as a financial contribution as it's an in-kind donation. We have similarly not estimated the financial value of food redistribution donations.

CASE STUDY

WAITROSE
& PARTNERS

WAITROSE & FARESHARE - SCOTLAND

Waitrose & Partners has a longstanding relationship with FareShare, a charity dedicated to fighting hunger and reducing food waste. Our shops scan surplus stock and upload products available using the FareShare app. The food can then be collected by local charities to feed people in need.

Through our work with FareShare we have donated 34,195 meals in Scotland. FareShare estimates these meals have saved 45,958kg of Co2 since 2018.

Our Morningside shop donates items daily including fruit and vegetables and store cupboard staples. The food goes to several local charities including The Eric Liddle Centre and the Bruntsfield Evangelical Church.

Engaging local charities is a priority for the team at Waitrose & Partners Morningside. Last year, they invited local charities for tea and mince pies as an opportunity for them and our Partners (employees) to get to know each other.

Fareshare Go is live at our shops in Stirling, Newton Mearns, Helensburgh, Milngavie, Comley Bank, Byres Road and Morningside.

Our Community Matters scheme has also seen us donate £987,000 to nearly 3,000 charities in Scotland.



KEY FINDINGS

SRC Members reported a rise in contributions to good causes, with the total figure increasing to £18.1 million. That's a significant rise, which is due to increased number of Members supporting the fieldwork, and more detailed survey to generate information.

However, even when those factors are stripped out it appears there is a rise in charitable giving – this is likely a consequence of more effective fundraising from retailers as well as increased generosity from Scottish consumers.

Charity fundraising was the largest category this year with 39.4 percent of the funds raised through that approach, a seven percent increase. That translates to a £2 million increase. The value of donated products fell very slightly but was offset by a higher financial donation figure from retailers.

We note the amount raised because of the single use carrier bag charge is higher this year, but that's predominantly due to some new retailers included in the survey rather than any significant insight into how the charge is used. One thing we would note is recent years have seen an increase in the number of retailers selling 'bags for life' – they tend to donate those revenues to charity partners – hence why we have seen a shift from single use bag revenues to direct charitable donations.

This year's survey also benefits from a higher number of retailers providing data. If we strip out new retailers and just look at the data provided by retailers over multiple years, we overall saw a 13 percent increase on 2018.

The largest contribution was through direct donations to charities from retailers, which totalled over £7.2 million. That was followed by fundraising for charity partnerships which raised £4.7 million. The last main donation category was fundraising for specific events, with £945,000 raised for Poppy Scotland, Comic Relief, and Children in Need, in line with what was raised last year.

We also asked about retailer's community programmes and volunteering. Taken together we estimate Scottish retailers donated over 300,000 hours towards volunteering or community work in 2019 – which is worth over £3.5 million. Please note as this is a calculation it isn't included in the headline fundraising figures.

Alongside their direct work, we also asked Members for details on public sector campaigns they'd supported; which included providing space, marketing, time, or collateral for Scottish Government, Police Scotland, NHS Scotland, Food Standards Scotland, and Zero Waste Scotland Campaigns.

FUNDRAISING AND CHARITY PARTNERSHIPS

The largest single category of fundraising and donations to good causes comes from charity partnership work between a lead charity and a retailer. The total value of those donations was over £7 million, reflecting the enormous commitment from retailers, colleagues, and those charities.

These partnerships, which commonly run for multiple years, are an opportunity for retailers to collaborate and learn from their partners, both on how to support community work but also how to more effectively fundraise. For those charities' retailers provide a welcome and necessary source of revenue, but just as importantly provide a platform to engage with thousands, or even millions, of Scottish shoppers.

It would be far too lengthy to list all the charities involved in these partnerships, but some of the main charities involved are: Shelter Scotland, Clic Sargent, Marie Curie Cancer, and Macmillan Cancer Support.

Retailers also put significant effort into supporting some of the major annual fundraising campaigns, including raising over £945,000 for Poppy Scotland, Children in Need, and the STV Children's Appeal.

CASE STUDY



GREGGS

In 2018 in Scotland our staff and customers raised £109,339 to help fund local charities chosen by Greggs staff on our Local Charity Committees. They also raised an additional £23,844.32 to help fund our Breakfast Clubs.

In Scotland in 2018 the Greggs Foundation awarded community grants to 68 charities totalling £96,021. They also awarded 35 environmental grants totalling £65,303 to support local projects. Staff on our Local Charity Committee chose these organisations that were supported.

In 2018 we also supported 41 Breakfast Clubs in primary schools in Scotland.

CORPORATE DONATIONS

Overall Corporate donations were worth over £7.5 million to Scottish charities in 2019. That included £5.9 million in direct donations and £1.5 million in products.

Direct donations refer to a myriad of different ways in which retailers directly support good causes. It includes direct donations to national charities and funds provided to individual stores to support local good causes. It also includes other mechanisms where retailers partner with charities, such as selling specific branded products with the profits going to charities. It also includes schemes where a portion of customer purchases are donated to a charity of the retailer or consumer's choice. It also includes the approach taken by several retailers where parking fine revenues are also donated to charities.

Product donations refers to items which the retailers donate which have an attributable financial value. This includes clothing, furniture, and food and drink products. These are often used to support charities in their own operations or fundraising. In 2019 these were worth £1.59 million.

Our fieldwork found there were hundreds of Scottish and national charities who were supported in this way. Health Charities did well, but also those working in sport and education, as well as local good causes all benefitted from these donations.

DONATIONS WERE WORTH
OVER £7.5 MILLION TO
SCOTTISH CHARITIES IN 2019



CASE STUDY

LIDL

One in four children and young people live in poverty in Scotland, affecting over 220,000 people. For some, the issue is so acute that some families have to make the heart-breaking decision each day as to whether it is more important to heat their house or sit down to eat. Our Scottish region supports the STV Children's Appeal, a local charity that raises funds to address the challenges of child poverty in Scotland by providing practical help like food and warm clothes; creating opportunities for training and employability; and enabling social and emotional support.

Since 2011, our Scottish region has supported the appeal through a variety of fundraising activities throughout the year in store, at the RDC or external events such as the Royal Highland Show. As well as fundraising, we provide gift in kind by supplying Lidl products for events organised by the Appeal team. To date, since 2011 we have raised £451,808.32 for the STV Children's appeal. The staff get behind this because all the money raised in Scotland stays in Scotland and the appeal gives back to the communities that we serve and because staff see first-hand the impact of some of the projects run in their communities.



VOLUNTEERING AND COMMUNITY WORK

SRC Members also contributed over 300,000 hours of volunteering – worth around £3.5 million of time given over to good causes. That figure is significantly higher than previous years as we choose to include retail community programmes within this area.

Those programmes involve retailers giving a member of staff specified hours each week to work with the local community. The community worker receives training, support from the store management team, and a small budget which allows them to help charities small and large. Some of this is to coordinate access to the store for groups to fundraise, bag-pack, or raise awareness of an issue.

Alongside this, retailers also provide staff with the opportunity to support local projects, or even to give up time to support other charities. This is on top of the number of charitable foundations which large retailers run to support their charity work.

One final benefit of this is that retailer's community work provides an enormous contribution to public information campaigns run by the UK and Scottish Government and other agencies. In 2019 this included supporting WRAP and Zero Waste Scotland in their work on food waste, Food Standards Scotland work on Eat Better Feel Better, and their food safety campaigns. Support was given in store to Police Scotland and NHS Screening Services. Retailers also continue to support alcohol awareness charities, including Drinkaware and Community Alcohol Partnerships.

Alongside this, retailers also campaigned to support awareness raising around issues as diverse as period poverty, sepsis, loneliness, and modern slavery. It's also worth noting several retailers have provided direct support for the campaign to bring forward tougher penalties for those who assault shopworkers.

300,000 VOLUNTEER HOURS
WERE DONATED TO CHARITY
OR COMMUNITY WORK BY
SCOTTISH RETAILERS IN 2019



ENVIRONMENTAL AND SUSTAINABILITY INITIATIVES

Retailers have made significant efforts in recent years to improve their work supporting the circular economy, driving improvements in sustainability, and reducing carbon emissions. Scotland is often at the forefront of these efforts.

A much fuller account of the work being done in this area can be found through the BRC's Better Retail Better World Project which commits signatories to taking action in line with the UN Sustainable Development Goals. Nonetheless, it would be negligent not to reference some of the crucial work being done in this area.

Plastics have of course been at the centre of this debate. Our Members have worked hard to reduce their overall plastic use, one retailer alone has removed more than 6,500 tonnes of plastic packaging, but they have also focused on wherever possible removing non-recyclable plastics (such as black plastic trays) from their operations. Others have moved towards making receipts optional and developing compostable carrier bags. This is on top of the trials many retailers are already conducting to prepare for the new deposit return scheme for plastic drinks containers – which have already collected millions of plastic bottles.

Carbon reduction is also a crucial component of retail sustainability work. Many of our Members are already carbon neutral – all our members continue to reduce their emissions. We also see a continued effort to source from renewable energy. We also see retailers continuing to invest in more efficient heating, switching to LED lighting, and refrigeration technology, they take every effort to optimise store energy usage, and optimise their logistics fleets.

Our food members continue to focus on reducing food waste. That starts in the supply chain with optimised and efficient buying chains to ensure there is no unnecessary product purchased. In store, rotation and discounting are used to minimise any retail food waste – indeed retail food waste accounts for only 2 percent of the total. Where food can't be sold, most food retailers operate food redistribution schemes and, in many cases, have provided financial and logistical support to charities such as the Trussell Trust and Fareshare to improve their operations. We estimate SRC Members donated over 1000 tonnes of food for redistribution – the equivalent of 2.4 million meals.

Donations resulting from the sale of single use carrier bags were higher overall in 2019, due predominantly to the higher number of members reporting, rather than any significant insight into how the charge is used. One thing we would note is recent years have seen an increase in the number of retailers selling 'bags for life' – they tend to donate those revenues to charity partners – hence why we have seen a shift from single use bag revenues to direct charitable donations.

CASE STUDY



BOOTS UK'S AWARD-WINNING CHARITY PARTNERSHIPS ACROSS THE UK

Boots UK has partnered with Macmillan Cancer Support for ten years to improve access to cancer support and information on the high street. Over 2,000 Boots Macmillan Information Pharmacists have been specially trained and there are more than 1,000 Boots Macmillan Beauty Advisors in Boots stores. Boots colleagues and customers across the UK have also raised over £18 million to support Macmillan's life-changing services.

This builds on the Boots commitment to support the charity's "A Million and Me" programme with now over 20,000 Boots colleagues trained to bring this to life in stores.

In addition, Boots UK has partnered with The Prince's Trust and WE, and has at least one Dementia Friend colleague in every store across Scotland.

These examples contributed to Business in the Community choosing Boots UK, now celebrating its 170th anniversary, as its "Responsible Business of the Year 2019-2020".

The company has also completed its 16th year of fundraising in the UK for BBC Children in Need, raising a total of £13.8m over the years. The £1.1m raised for the charity this year (November 2019 appeal) will specifically help fund projects that champion mental wellbeing.



CASE STUDY



SCOTMID

Scotmid continues to support charities and good cause groups in local communities across all our trading areas through a variety of different ways.

Last year, around 1,200 community groups benefitted from funding provided by Scotmid's popular Community Grant programme – ranging from sports clubs needing equipment to small organisations requiring support. Launched in May 2017, Community Connect awards 18 good cause groups every year a share of £150,000 in order to bring worthwhile projects to life. The amount – up to £15,000 – is determined by members' votes recorded either in-store or at the member meetings.

Scotmid's members, colleagues and customers raised £325,000 during 2018/19 for our Charity of the Year, Scottish SPCA, RSPCA and USPCA. Funds raised will help fund the education of primary schoolchildren about animal welfare. Scotmid has now raised over £2m for our last six charity partners.



CASE STUDY



JOHN LEWIS POPPY CHALLENGE

Last November John Lewis & Partners Edinburgh branch asked their customers to knit poppies to mark the 100th anniversary of the end of World War I. The response to the Poppy Challenge was incredible with the store receiving over 5,400 handmade poppies.

Partners, customers, local community groups, schools and prisons all helped, with hand knitted poppies arriving from the local area, across the UK and as far as Canada and Dubai!

The poppies were used to make displays around the store, including an 800-plus poppy waterfall opposite the main entrance and offered to customers for donations. In total the store raised £9,187.60 for Poppy Scotland.



ENCOURAGING HEALTHY CHOICES IN FOOD AND DRINK

For the first time we also asked SRC Members what actions they are taking to help encourage consumers to make healthier choices when shopping. As already acknowledged, retailers work with Government and agencies to support national campaigns – but that’s only a small element of their contribution.

Most prominently from grocery retailers was an investment in making fruit and vegetables cheaper. Whilst 2019 has broadly seen food prices rise, that hasn’t been true to the same extent in those categories as retailers invest in keeping those products as cheap as possible. That’s sometimes not apparent because few promotions are run on those items – it’s all about keeping the cost of staple goods down. We also see retailers, especially in convenience, allocating more space in store to fresh products.

Retailers continue to improve their product range, reducing thousands of tonnes of fat and sugar from products and making own-brand products healthier by removing billions of calories.

In food to go we see continued work being done to improve customer information by providing calorie and allergen information as well as improving the range and priority of healthy alternatives.

Our Members also provide very significant support to help customers who want to make healthier choices – not least those of our members who run pharmacy services which provide weight and healthy lifestyle advice.

CASE STUDY



ASDA'S FIGHT HUNGER, CREATE CHANGE PROGRAMME

Through our award-winning Fight Hunger, Create Change programme, Asda is investing more than £20 million over three years to support leading charities the Trussell Trust and FareShare to help tackle the growing issue of poverty in the UK.

We’re investing in FareShare’s four Scottish depots, in Aberdeen, Dundee, Glasgow and Edinburgh, to help them expand their services and support more people in need. We also donate all our surplus food from our depots and back-of-store.

Through the Trussell Trust, we’re funding the provision of vital user support services, such as debt counselling and benefits advice, in food banks across Scotland, to help break the cycle of poverty for good. We’re providing new storage and transportation facilities to allow the food banks to provide fresh food.

Asda has also supported the Trussell Trust to deliver a ground breaking three-year study on the causes and experience of hunger in the UK, delivered by researchers from Heriott-Watt University.

Working with our charity partners means we can tackle the structural causes of poverty, while also ensuring food banks can offer as much support as possible until we reach a future where that help isn’t needed.



CASE STUDY



SPAR SCOTLAND MARKS CENTENARY WITH CHARITY GIVEAWAY

To mark the 100th anniversary of the company, C J Lang, the SPAR wholesaler for Scotland, donated £1,000 to charities in the vicinity of every single one of their company-owned stores – all 111 of them.

Nominations were received from all parts of Scotland from a wide and varied number of charities, the vast majority operating within local communities. Speaking to the lucky charity winners it was all too clear just what £1,000 means to them. C J Lang continues to tour Scotland presenting local charities with their £1,000. A large scale party was held at the depot where all winning charities were invited along to share their stories about how the money has been put to good use.

In addition to this significant donation of £100,000, C J Lang continues to support community groups and organisations across Scotland as well as supporting their national charity partner Marie Curie.



ABOUT THE SRC

The SRC's purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future. Retail is an exciting, dynamic and diverse industry which is going through a period of profound change. Technology is transforming how people shop; costs are increasing; and growth in consumer spending is slow.

The SRC is committed to ensuring the industry thrives through this period of transformation. We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit. Our membership here in Scotland and across the UK comprises businesses delivering £180bn of retail sales and employing over one and half million employees.

In addition to publishing leading indicators on Scottish retail sales, footfall and shop vacancies, our policy positions are informed by our membership and determined by the SRC's Board.

TO FIND OUT MORE ABOUT THE SRC'S WORK, PLEASE CONTACT:

EWAN MACDONALD-RUSSELL
HEAD OF POLICY
07880 039 743
Ewan.MacDonald-Russell@brc.org.uk

ABOUT THE SRC

The SRC's purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is an exciting, dynamic and diverse industry which is going through a period of profound change. Technology is transforming how people shop; costs are increasing; and growth in consumer spending is slow.

The SRC is committed to ensuring the industry thrives through this period of transformation.

We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit. Our membership comprises businesses delivering £180bn of retail sales and employing over one and half million employees.



SCOTTISH RETAIL CONSORTIUM

Box 112, 12 Southbridge, Edinburgh, EH1 1DD
07880 039 743 | info@brc.org.uk | brc.org.uk/src

Scottish Retail Consortium - a company limited by guarantee
Registered in England and Wales No. 405720