





# IMPACT

WHERE IT MATTERS

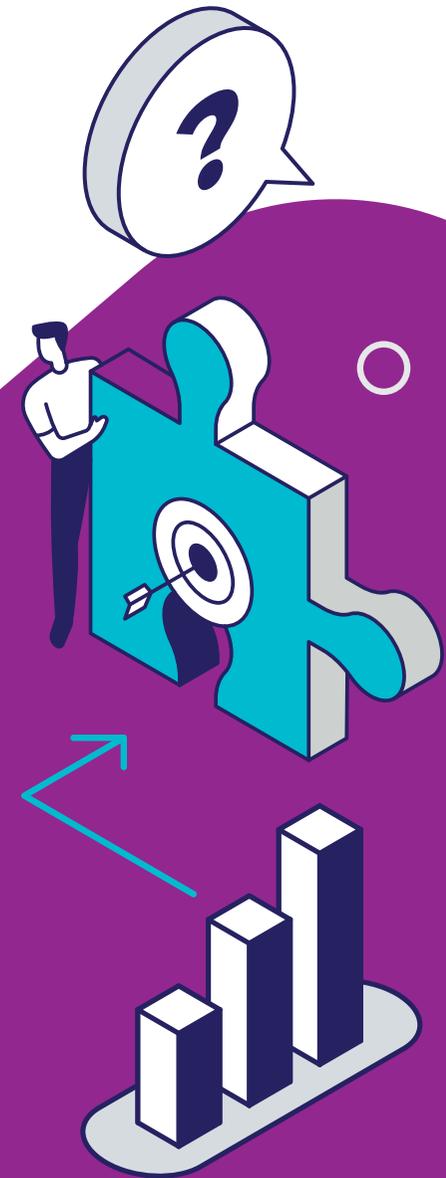
*Throughout the pandemic, our lobbying has resulted in government policies that have mitigated the impact of reduced footfall and allowed members to respond positively to changes in demand.*



Undertaken a wealth of reputational work to ensure **shopping is - and is seen to be - safe**, including our Social Distancing in Stores and Warehouse and Distribution guidelines, ministerial endorsements, media work including our Considerate Shopper campaigns and correcting misinformed conjecture.



Ensured retail was **prioritised for re-opening** after the most recent lockdown in Scotland; secured reopening earlier than planned after the Scottish local lockdowns; won readmittance to the 'essential' designation and thus earlier re-opening for homeware and furniture stores in the recent lockdown.





Influenced and secured the **12-month business rates holiday** and subsequent extension, worth £10bn to the industry, available to all retailers including those who had remained open.



Ensured that manufacturers, not retailers, have responsibility for the security of **Connected Consumer Products (IoT)**.



Influenced and secured the **increase of the State Aid threshold** for 2021 grant support to £10.935m for businesses satisfying eligibility criteria.



Influenced the government such that **online delivery** has been available throughout the pandemic, and click & collect for all bar the first two months. We successfully blunted attempts in Scotland to shut click & collect during the most recent lockdown.



Secured the **lease forfeiture moratoria** and its series of extensions and ban on evictions across the four Nations of the UK.



Influenced and shaped the **development and implementation of the Trade Credit Reinsurance Scheme** making sure it achieves its objectives and extending the coverage to at least the end of June 2021.



Secured **retail supportive amendments and extension to availability** and coverage of the Coronavirus Job Retention Scheme.



Secured the **relaxation of key regulatory requirements**, such as drivers hours, HGV MOTs, relaxation of delivery times, opening hours enforcement and GDPR, temporary derogation on the carrier bag levy for home grocery deliveries, delays to DRS and Scottish coffee cup levy.



Secured the extension of **funding for workplace testing** to the end of June 2021 and the availability of home based testing for employers .



Secured improvements and extensions in the **various grant and loan schemes**, including the removal of the eligibility cap on firms with multiple premises in Scotland.



Ensured the police, not retailers, are **responsible for enforcement of customer face covering** requirements in store.

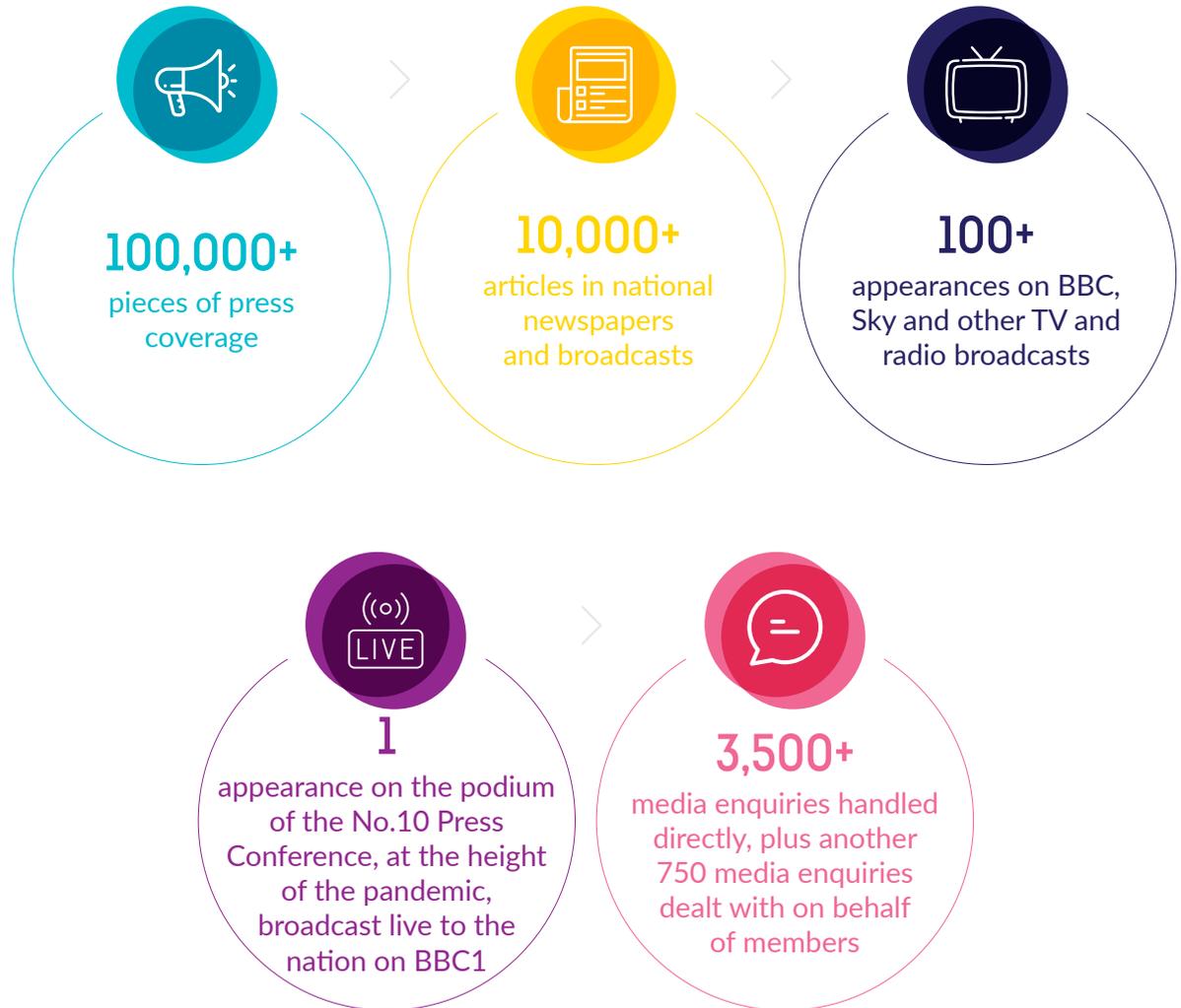


Secured higher limits for **contactless payment**.

# 2

## A POWERFUL VOICE

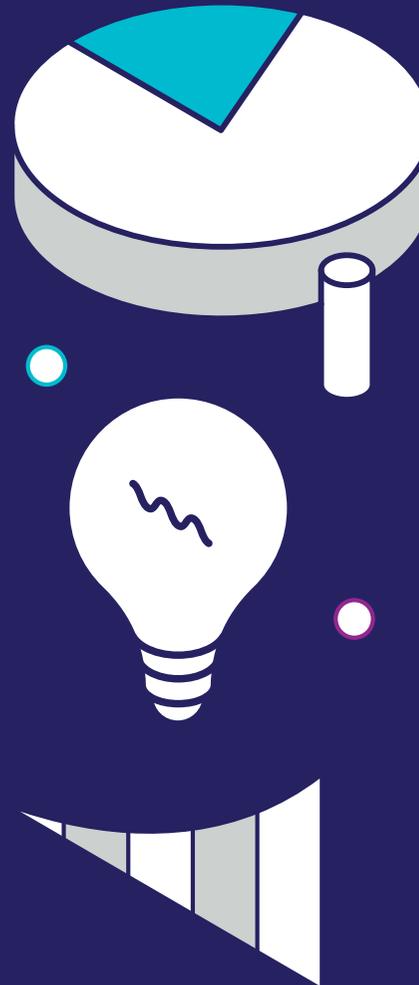
*Our media work highlighted the importance of the industry and its employees to the economy and society, as well as providing support for individual member press offices. Since the pandemic began, we have secured:*



## 3

SUPPORT AND  
INSIGHT

*Our member comms ensured that members were always aware of ever-changing regulations, official guidance and government thinking across the four home nations:*



▶ Providing operational help, with over 1000 pieces of guidance, support and updates for our 12 member communities shared via our Coronavirus Hub, including up-to-the-minute information of tier and level structures, lockdowns, re-openings, and guidance

▶ Convening weekly CEO calls with guests from No.10, the Business Department, the Cabinet Office, the Opposition, and others

▶ Hosting regular community calls, supporting your team in a fast-changing retail landscape

▶ Sharing daily, then twice-weekly and now weekly email bulletins with links to key updates

## 4

## A SEAT AT THE TOP TABLE

*Our government engagement has kept members' interests front of mind across all key government departments.*

*Recent and/or recurring 1-2-1 meetings and member roundtables include:*



- The Business Secretary, Environment Secretary, International Trade Secretary, Chancellor of the Duchy of Lancaster, the Scottish, Welsh and NI Secretaries, and the Chief Secretary to the Treasury
- Ministers in Treasury, BEIS, MHCLG, DEFRA, Home Office, Department of Health, Department for International Trade, Cabinet Office
- The First Ministers in Scotland, Wales and Northern Ireland
- The Leader of the Opposition, the Shadow Chancellor and Shadow Business Secretary
- Dido Harding on Covid testing
- The Downing Street business unit
- BEIS and Treasury officials
- The CEO and Chairman of the CMA
- The ICO
- The Payments Systems Regulator
- The Financial Conduct Authority
- ACAS



## 5

BUSINESS AS  
USUAL

*While the pandemic was our primary focus, we have continued to be active with and for members on other key issues for the retail industry.*



## SUSTAINABILITY

Launched our **Climate Action Roadmap**, supported by over 70 retailers to create industry alignment around an ambition to **net zero by 2040** creating practical pathways and milestones to deliver.

Led debate on **Amazon deforestation** – both through debates on the Environment Bill and opposing new legislation in Brazil.

Ensured equal retail representation on the Board overseeing delivery of **Scottish DRS**.

DIVERSITY AND  
INCLUSION

Worked in partnership with MBS and PwC to research, analyse and publish **unique reports** establishing retail industry Diversity and Inclusion performance.

Launched our pledges on **Diversity and Inclusion**, signed by over 50 retailers, to drive industry change.

Set out a clear forward programme to **support retailers** as they look to tackle key Diversity and Inclusion challenges.



## VIOLENCE AND ABUSE

Led industry engagement with the government to take forward key initiatives following the government's **Call for Evidence** on retail violence and abuse, and backed the passing of Scottish legislation on protecting shopworkers.

Working in partnership with the Suzy Lamplugh Trust, developed a **de-escalation training animation** for use across the retail workforce.

Gathered and analysed key data, published in our **Retail Crime Survey**, providing an up-to-date picture of incidents impacting the workforce.



## BREXIT

Secured a pragmatic approach to the **movement of goods from GB to NI** avoiding disruption to stores and customers through e-commerce until workable solutions are agreed.

Alerted government to the challenges for e-commerce retailers arising from the **EU trade deal** and advising members on short and long-term solutions to the changes on VAT.

Ensured UK Border Check postponement until the UK and European suppliers are ready, **preventing disruption** to your supply chains.



## ETHICAL SOURCING

Led the debate on **ethical sourcing for fashion retailers**, being clear on how government needs to support us on **Xinjiang** and sourcing from China while pushing for licensing of factories in Leicester to address labour abuses.

Provided **positive responses in the media** to numerous challenges in the supply chain.

Put ethical considerations on the agenda for future **UK trade deals** through our work on the Trade and Agriculture Commission.

Co-ordinated **horizon scanning** calls with NGOs to help members identify and plan for risks in the supply chain.



## LEARNING AND DEVELOPMENT

Created a suite of **digital-first learning** (both levy and non-levy funded), aligned to some of the biggest themes impacting retail such as Data Literacy, Sustainability, Inclusion and Leadership, available to members at a discount.

Delivered **free support and learning** to the retail workforce throughout the pandemic, whether working or furloughed.

Continuing **engagement** with our members, to ensure we create the learning content they want and need.



## INSIGHT

Powerful **weekly benchmarking** across 36 categories, online and in store sales series. Multi year comparisons possible in addition to year on year trend. Dashboard tool available for complex analysis and competitor ranking.

Data partnerships offering monthly series for numerous **retail KPIs** including prices, footfall, and consumer sentiment.

In-house economists providing **digestible analysis** of macro-economic influences to retail.



## DEVOLVED NATIONS

In **Scotland**, secured a commitment in the First Minister's legislative programme to the development of a **Retail Strategy**, which is now underway.

In **Wales**, Ministers have written to us to say they wish to take up our offer to work with them on co-producing a **Retail Strategy**.

**Outlined the consequences** of introducing a ban on shops trading on New Year's Day in Scotland, and the shortcomings of proposed new devolved levies and rates supplements on retail warehouses, on retailers who sell online, and on the profits of food retailers.



## BUSINESS RATES

Maintained pressure on government to continue to prioritise **Fundamental Review** beyond the Covid crisis.

Led the industry's responses to the two phases of the **Call for Evidence**, identifying clear industry priorities.

**Engaged widely** with senior officials and Parliamentarians to build support.





# CEO FEEDBACK

*Our March 2021 survey of member CEO's resulted in a Net Promotor Score of 54 and an average 'recommendation' score of 8.5/10.*

 Provides a united voice for a sector that is used to only competing with peer retailers”.

**Nick Wilkinson, CEO, Dunelm**

 The BRC is a valuable information gathering service which enables the business to identify issues in advance of them developing. The BRC is an authoritative voice which is respected and listened to by government thus enabling us to feed in to government policies”.

**Giles Hurley, CEO (UK & Ireland), Aldi**

 BRC provides a platform to raise issues with government and influence decisions being made both individually and when it more appropriate collectively. It offers good opportunities for networking and gaining/sharing insights. It is an excellent source of information and advice. Its timely updates on numerous issues related to the devolved nations are very valuable”.

**Paul Marchant, CEO, Primark**

 The BRC provides us with a like-minded community that not only acts together to influence government, but also allows us to distil best-practice in facing the "hot-topic" issues for retailers today”.

**Tim Stacey, CEO, DFS Furniture plc**

 The BRC has its finger on the pulse on all micro and macros issues that impact retail. It is an extremely responsive and 'user-friendly' organisation”.

**Henry Birch, The Very Group**

 The BRC gives us great insight, a forum to debate in a safe space and a strong collective position with government and key stakeholder groups. Helen and her team have step changed the approach and have added real tangible value over the last 12 months”.

**Paul Pomroy, CEO, McDonald's**

---

The BRC'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 BRC 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 over 5,000 businesses delivering £180bn of retail sales and employing over one and half million employees.

---



BRITISH RETAIL CONSORTIUM

Suite 60, 4 Spring Bridge Road, Ealing, W5 2AA.  
+44 (0)20 7854 8900 | [info@brc.org.uk](mailto:info@brc.org.uk) | [brc.org.uk](http://brc.org.uk)

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

registered office: 100 Avebury Boulevard, Central Milton Keynes, MK9 1FH