

# MEMBER VALUE STATEMENT

2023

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Our mission is to make a positive difference to the retail industry and the customers it serves, today and in the future. Here's how we have done just that in the last year.





## POLICY WINS

*Throughout the year, the strength of our leadership and the effectiveness of our relationships with Governments in the UK and Devolved Nations have driven or influenced a wealth of policy wins that help retailers to trade legally, safely, sustainably, ethically and profitably. These have benefitted retailers from across the industry.*



## BUSINESS AND REGULATION



On **Business Rates**, we secured the abolition of downwards phasing of Transitional Relief and the central funding of the upwards scheme. In addition the planned increase for 2023/24 was cancelled. Taken together with other related measures, the total benefit to retail is estimated to be in the region of £1.5bn.



We secured a freeze to **business rates** in Scotland, which will 'save' shops £64.5 million in 2023-24. We achieved a rates freeze in Wales and the regional rate was frozen in Northern Ireland too.



We played a leading role in successfully pressing the **Payments Systems Regulator** to commence market reviews on Scheme and Processing Fees and Cross Border Interchange Fees.



We ensured that retailers aren't the focus of **Buy Now Pay Later** regulation.



We hosted the retail industry's first ever **Open Banking** event, enabling conversations between retailers, the industry and the regulators.



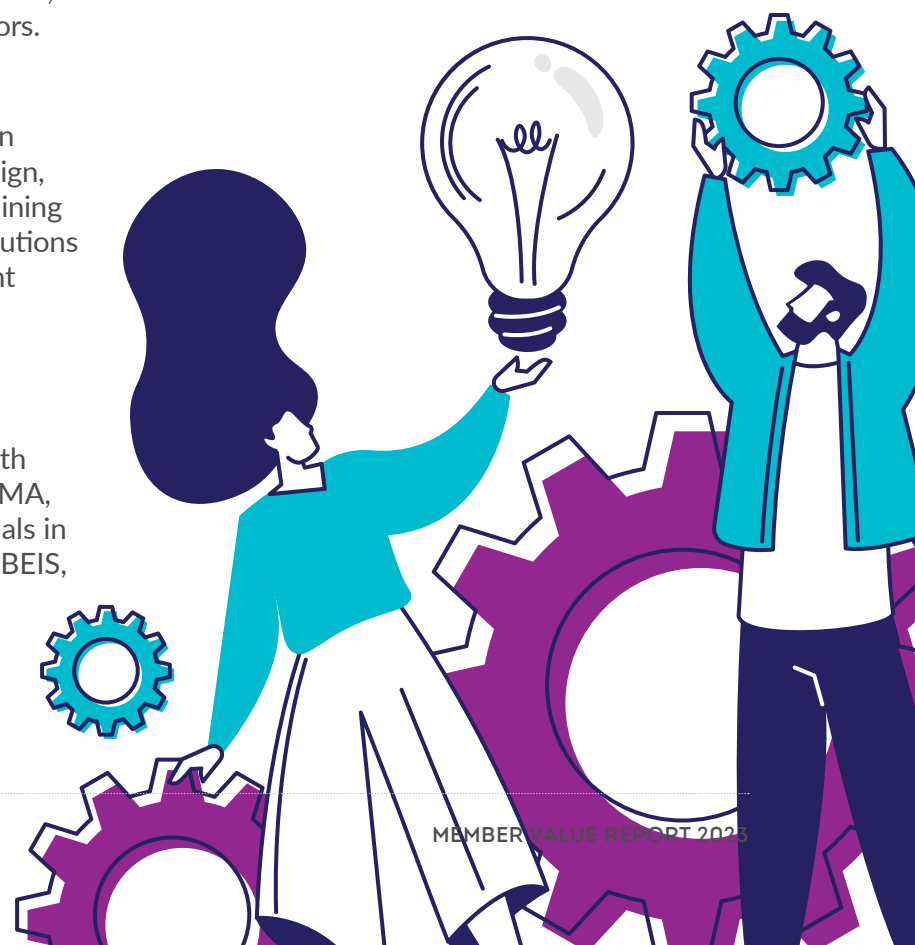
We played a leading role in the **Axe the Card Tax** campaign, publishing a joint report outlining the issues and proposing solutions for the Treasury and Payment Systems Regulator.



We provided opportunities for member engagement with **regulators** including ASA, CMA, OPSS, ICO, NCSC and officials in key **Departments** including BEIS, Home Office, DCMS.



We published insight and secured media coverage on Payments, **Retail Crime** and **Workforce** issues.



## OPERATIONS, PEOPLE, TALENT AND DIVERSITY & INCLUSION



We delivered an extensive programme of expert advice, engagement and data/insight, through our **Diversity and Inclusion Change Programme**.



We developed a strong partnership with the DWP, providing members with access to tailored support and regular engagement through the **Retail Strategic Forum**.



We secured changes to **Offensive Weapons Act** so online sales of most articles including cutlery could continue with acceptable restrictions.



We facilitated sharing on impact of and approach to **HR issues** like turnover, head office pay awards, commission/gainshare schemes, flexible working hours, and cost of living support.



Need for better tailored ICO advice recognised by new **Information Commissioner**.



We secured changes to arrangements for **Duty to Protect** making it more practical and proportionate.



We provided clarity on arrangements for the **funeral of the Queen** and the **King's Coronation**, facilitating member engagement and sharing of insight.



We co-chaired **National Retail Crime Steering Group** with Home Office Policing Minister to provide awareness of retail crime issues including violence, abuse and shop theft.



We developed and offered market leading **Leadership Development** programmes.





## SUSTAINABILITY AND CLIMATE ACTION



We provided practical guidance on how to save energy, cut emissions in your supply chain and improve final mile deliveries through our **Climate Action Roadmap Change Programme**.



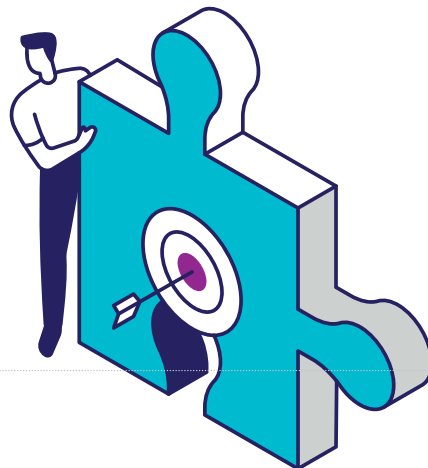
We led the campaign to pause, review and improve the current proposals for **Extended Producer Responsibility** on packaging.



We detailed briefings and exchanges with regulators on how to ensure compliance on **green claims**.



We finally secured CMA acceptance of potential for free 'assured' advice on an area of **competition law** (sustainability) previously claimed impossible, after sustained engagement.



## DIGITAL TRANSFORMATION



We provided deep dives on topical issues including **cyber insurance, legacy software, cloud security and ransomware**, through our Digital Transformation Change Programme.



We campaigned for **digital age estimation** for age sales of alcohol leading to successful pilots.



We successfully limited the impact of **Online Safety Bill** for most retailers' ecommerce websites.



We secured more practical retail requirements in new **Internet of Things** rules for consumer connected products than in the original proposal.



We successfully limited the impact for most retailers of digital markets requirements in changes to competition law in new **Digital Markets Competition and Consumer Bill**.



## FOOD AND TRADE



Delayed **Scottish DRS**, and gave food retailers more clarity over operational guidance, increased compensation, and managed the retail industry's reputation on this controversial issue.



Published guidance to ensure retailers could comply with new location restrictions on **promotions**.



Ensured Defra's **Food Data Transparency Partnership** focus on the key issue of calculating and representing scope 3 emissions.



Played a key role in ensuring retail views were represented in the **Windsor Framework**, which should deliver a sustainable solution for NI stores and improve our relationship with the EU.



Led the review of the **seasonal agricultural workers scheme**, addressing ethical supply chain issues.



Co-ordinated the response to a major meat fraud incident and review of practices with the **FSA**



## GOVERNMENT AND MEDIA RELATIONS



Established regular dialogue and member engagement opportunities with **UK government ministers** across the breadth of retail policy issues, and with most of the **Shadow Cabinet**.



Developed a strong network of **supportive backbench MPs**.



Represented the industry on numerous occasions to **Parliamentary committees and APPGs**, covering themes from labour market challenges to food supply chains and business rates.



Delivered a wealth of engagement across **Scotland, Wales, and Northern Ireland**, including two meetings with Scotland's new First Minister, presenting to the Welsh First Minister and Cabinet, participation in a roundtable with the Secretary of State for Northern Ireland. Held member roundtables with numerous Scottish Ministers and leaders of the main Opposition parties.







## A POWERFUL **VOICE**

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*Our media work highlights the importance of the industry and its employees to the economy and society, while providing support for individual member press offices.*







**4,500**

pieces of Tier 1  
national media  
coverage,  
providing a voice  
for members



**3,000**

calls from  
journalists asking  
for insight and  
evidence



**350**

referrals from  
member press  
offices, protecting  
individual brand  
reputations



**12**

Monthly Reputation  
Risk Registers,  
identifying risks  
and mitigating  
their impact



**WEEKLY**

Comms calls to  
support align  
member messaging



A HOME  
**FOR RETAIL**

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*We've moved into the Form Rooms,  
our new offices in Covent Garden.*

THE  
**FORM  
ROOMS**

*This beautifully restored Victorian school is a place for members to collaborate, learn and network– at our events or at those run by industry colleagues like Retail Week and Retail Trust. Members are increasingly taking advantage of their 25% member discount on meeting and events spaces. More here: [\*\*formrooms.co.uk\*\*](https://formrooms.co.uk)*





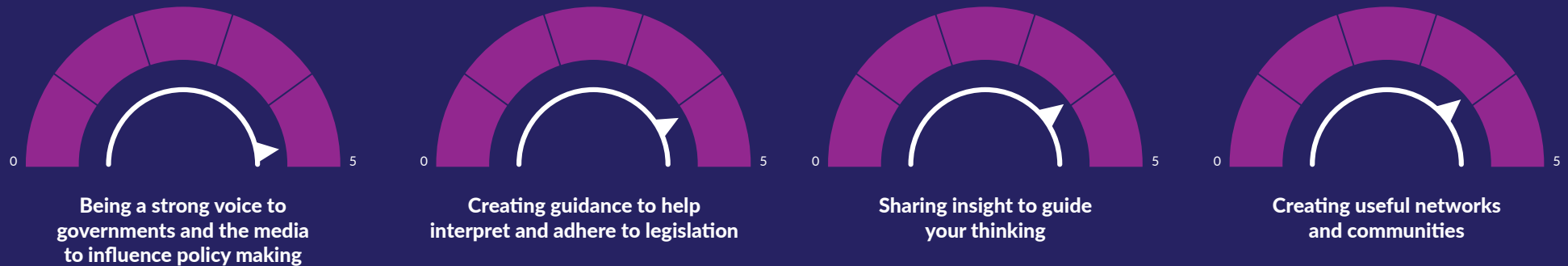
# MEMBER FEEDBACK

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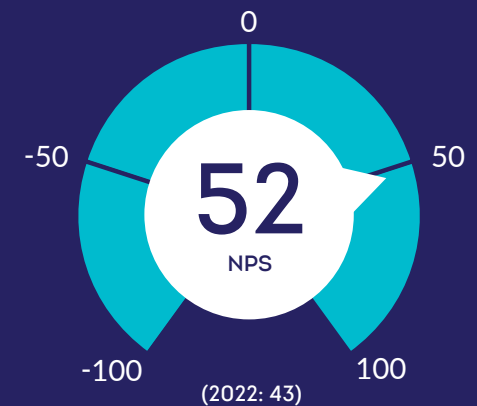
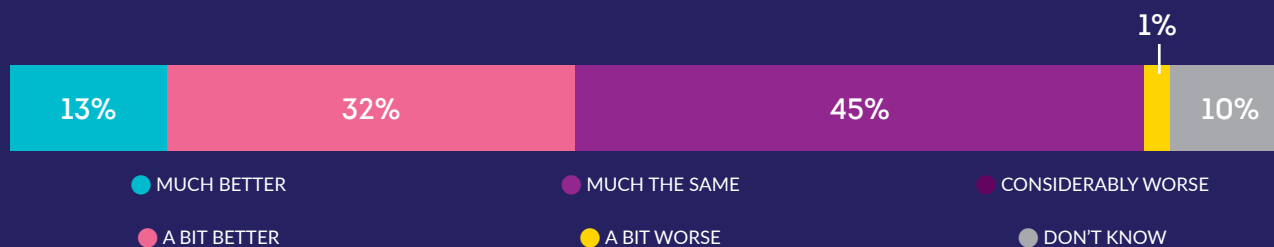
*Source: Survey of Member CEOs*



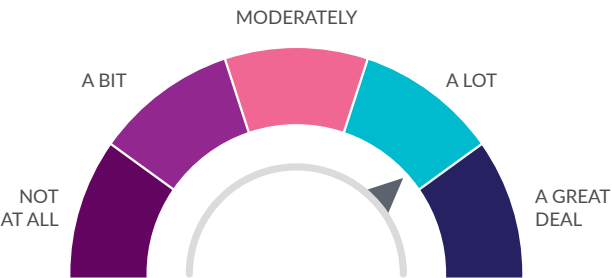
## To what extent does the BRC support your business by



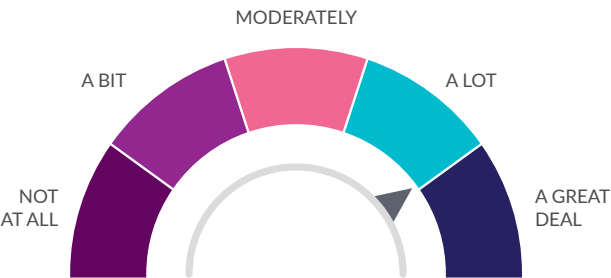
## How has the impact and value BRC offers your business changed over the last few years?



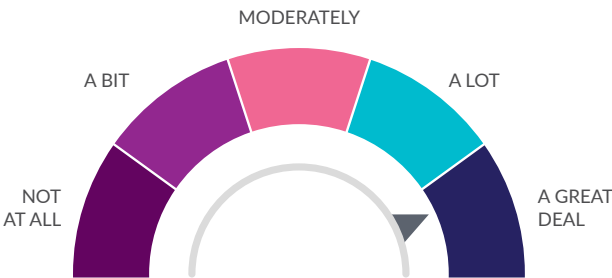
# How useful do you find the following touchpoints?



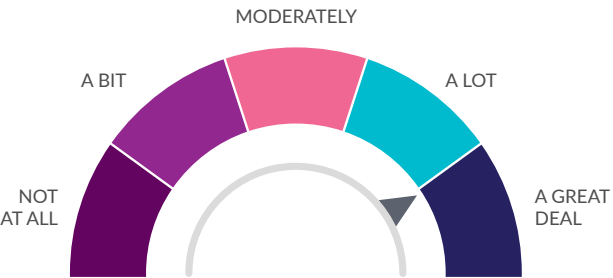
Fortnightly CEO calls



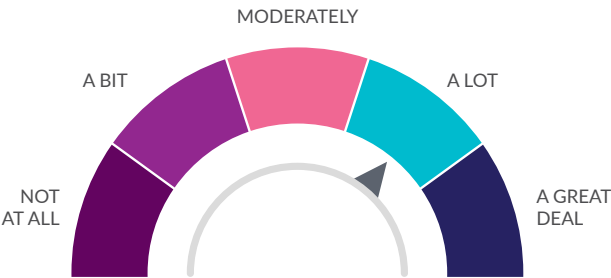
Monday morning  
"Weekly Update"



Access to Helen and  
the BRC team



Forums & roundtables with  
ministers, guests etc



Other newsletters and updates





## LOOKING **AHEAD...**

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*Together with our members, we have achieved a great deal. However, much remains to be done as we face into the continued cost-of-living crisis, inflation, DRS, extended producer responsibility, labour shortages, colleague safety issues, and a potential change of government.*

We'll continue to use our high profile in the media and with government to ensure there is broad awareness and understanding of our 'Today Agenda'; issues like those above that affect members here and now.

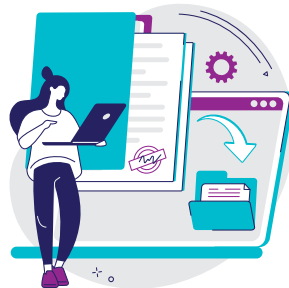
We will also be working with members on our three collaborative 'Change Programmes' to help drive change across the industry faster than members could achieve on their own.



The **D&I Charter** now has nearly 100 signatories, all accessing exclusive expertise and insight, and sharing best practice with peers.



Our **Climate Action Roadmap** is also approaching 100 signatories, working together to reach net zero carbon emissions by 2040. We have a strong pipeline of action across each of its five pathways, including work on data, Scope 3 emissions and commitments to prevent deforestation in the supply chain.

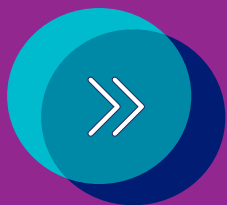


Our **Digital Transformation Change Programme** is helping members go further and faster to maximise the opportunities enabled by technology, while mitigating risks to members and their customers. The four workstreams covers talent & skills, leadership & culture, technology & infrastructure, and customer experience.

**87%**  
of CEOs say we are helping improve diversity & inclusion in their business

**86%**  
of CEOs say we are helping on their journey to net zero

**73%**  
of CEOs say we are helping drive digital transformation in their business



# THE LAST WORD...

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*Don't just take our word for it...*







Trusted, professional advice  
of the highest standard.

**Debbie Robinson, CEO**

The **co-operative**  
Central England Co-operative



Pragmatic, intelligent and honest

**Nick Wilkinson, CEO**

**Dunelm**



A great support via focusing on key  
retail topics, providing accessible  
BRC experts, networking &  
colleague advice amongst the  
membership.

**Beth Butterwick, CEO**

**J I G S A W**



The BRC offers brilliant guidance  
and support during times when  
we need it most as a business.  
The BRC networking events  
are a brilliant value add and we  
thoroughly enjoy our membership.

**Damian McGloughlin, CEO**

**HOMEBASE**



It is great to share views with  
other businesses, particularly  
as partnership and shared goals  
around government legislation,  
climate change and D&I strategy  
become increasingly important  
for a united industry to make true  
change happen.

**Sarah Welsh, Retail CEO**

**N BROWN  
GROUP PLC**



The BRC helps us to gather  
useful and timely intelligence  
on the issues that will affect our  
business. It has a voice that is  
influential and respected in policy  
making circles and can therefore  
be an effective advocate to  
Government on our behalf.

**Giles Hurley, CEO**

**ALDI**



A superb reference point for  
a broad range of needs. As a  
relatively small retail business we  
don't have the depth of subject  
matter expertise so BRC provides  
a very strong alternative to having  
in-house specialisms.

**Nigel Murray, COO**

**BOOTH'S**  
FOOD, WINE AND GROCERY



Very helpful to know about wider  
economic impact and legislation  
changes. Retail benchmarking  
context very helpful with  
positioning and understanding  
the complex landscape.

**Debbie Bond, CCO**

**Lovehoney**



It is extremely useful to have both the contacts, support and views of the many retailers, and the BRC team, when trying to navigate or debate certain Retail issues.

**Mary Homer, CEO**

THE WHITE COMPANY  
LONDON



The BRC is the best trade body and sets an example for others. A resource to help, a mirror to hold up to the industry so we can be better, a voice on the things we agree on and perspective on those things we don't. Makes the retail voice louder in the country.

**Darcy Willson-Rymer, CEO**

**cardfactory**



BRC market data is incredibly valuable to determine relative performance and share movements. Surfacing hot topics around legislative changes is very enlightening, and there is no spin or other agenda attached with the narrative.

**Jonathan Hirst, CEO**

**Dreams**



## Member engagement checklist

✓ **Right people connected to the right communities?**

→ [constance.venn@brc.org.uk](mailto:constance.venn@brc.org.uk)

✓ **Registered for member-only content on the BRC website?**

→ [brc.org.uk/portal/member/signup](https://brc.org.uk/portal/member/signup)

✓ **Signed up to the Climate Action Roadmap?**

→ [andrew.opie@brc.org.uk](mailto:andrew.opie@brc.org.uk)

✓ **Signed up to our D&I Charter?**

→ [tom.ironside@brc.org.uk](mailto:tom.ironside@brc.org.uk)

✓ **Submitting and receiving weekly sales benchmarks?**

→ [kris.hamer@brc.org.uk](mailto:kris.hamer@brc.org.uk)

✓ **Up to speed with the Devolved Nations?**

→ [david.lonsdale@brc.org.uk](mailto:david.lonsdale@brc.org.uk)

✓ **Maximising your people development with our courses?**

→ [vicki.young@brc.org.uk](mailto:vicki.young@brc.org.uk)



BRITISH RETAIL CONSORTIUM

The Form Rooms, 22 Tower Street, London WC2H 9NS  
+44 (0)20 7854 8900 | [info@brc.org.uk](mailto:info@brc.org.uk) | [brc.org.uk](https://brc.org.uk)

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

registered office: The Form Rooms, 22 Tower Street, London WC2H 9NS