



Community Engagement Report

2016/17

Making a Significant Positive Contribution to the Community

May 2016 – April 2017

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Foreword

Our annual community engagement report illustrates the headline statistics relating to the Blakemore in the Community programme.

This is the sixth year that we have published an annual set of figures for our community activity and once again the company has achieved record breaking levels of engagement through employee volunteering and donations made via the Blakemore Foundation.

Some of the key statistics to be found in this report include:

- **1,237** colleagues have been involved in community events in 2016/17 (Vs **1,058** in 2015/16).
- Our volunteering activity has helped support **64,389** members of the community (Vs **56,489** in 2015/16).
- While the average staff turnover level across the group is **37%** the turnover of volunteers is **3%**.
- The Blakemore Foundation has made **4,765** donations (Vs. **3,448** in 2015/16).
- While Blakemore Foundation donations total **£351,300** feedback from recipients shows that this has helped leverage at least a further **£730,690** for local good causes.

Our annual community targets for 2017/18 are also listed within the document and these can only be achieved through the continued support from colleagues at all levels across the whole company.

The final section of the report showcases the numerous press cuttings that the company has achieved through its community programme. These illustrate both the wide range of activity that has taken place along with ways in which such activity is raising the company's profile.

Overall this combined report provides further proof of how company lives the Blakemore Way and its specific value to *"making a significant positive contribution to the community"*.

Paul Cowley
Director of Corporate Affairs
July 2017

INPUTS

“The elements which a company ‘puts in’ to a community project or activity. These elements include employee time and in-kind resources such as equipment or products.”

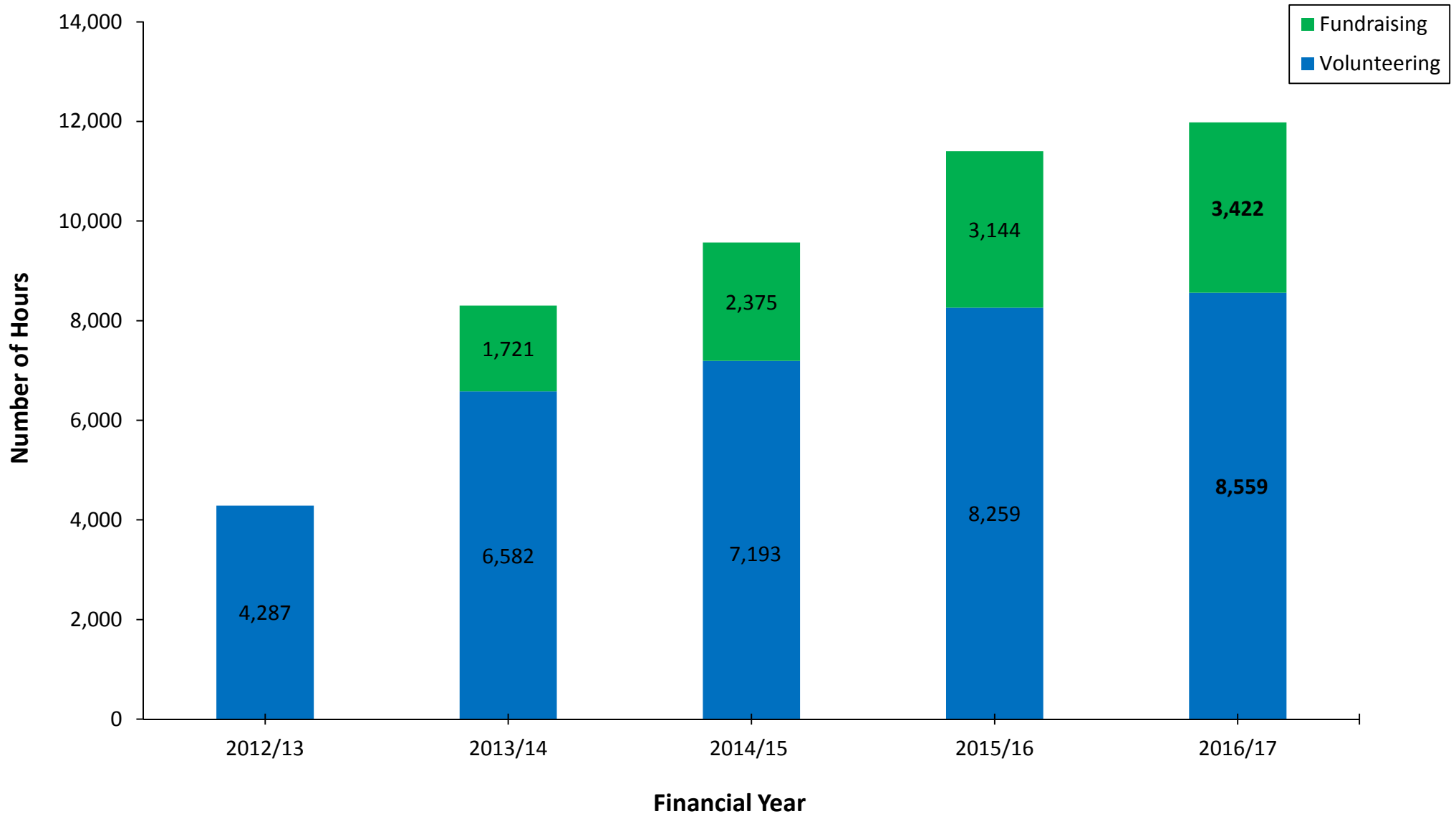
In This Section:

- **Community Volunteering Hours**
 - 2012-2017 Annual Comparison
 - 2015/16 Vs 2016/17 Community Volunteering Hours Comparison By Division

- **Number Of Community Volunteers**
 - 2012-2017 Annual Comparison
 - 2016/17 Breakdown

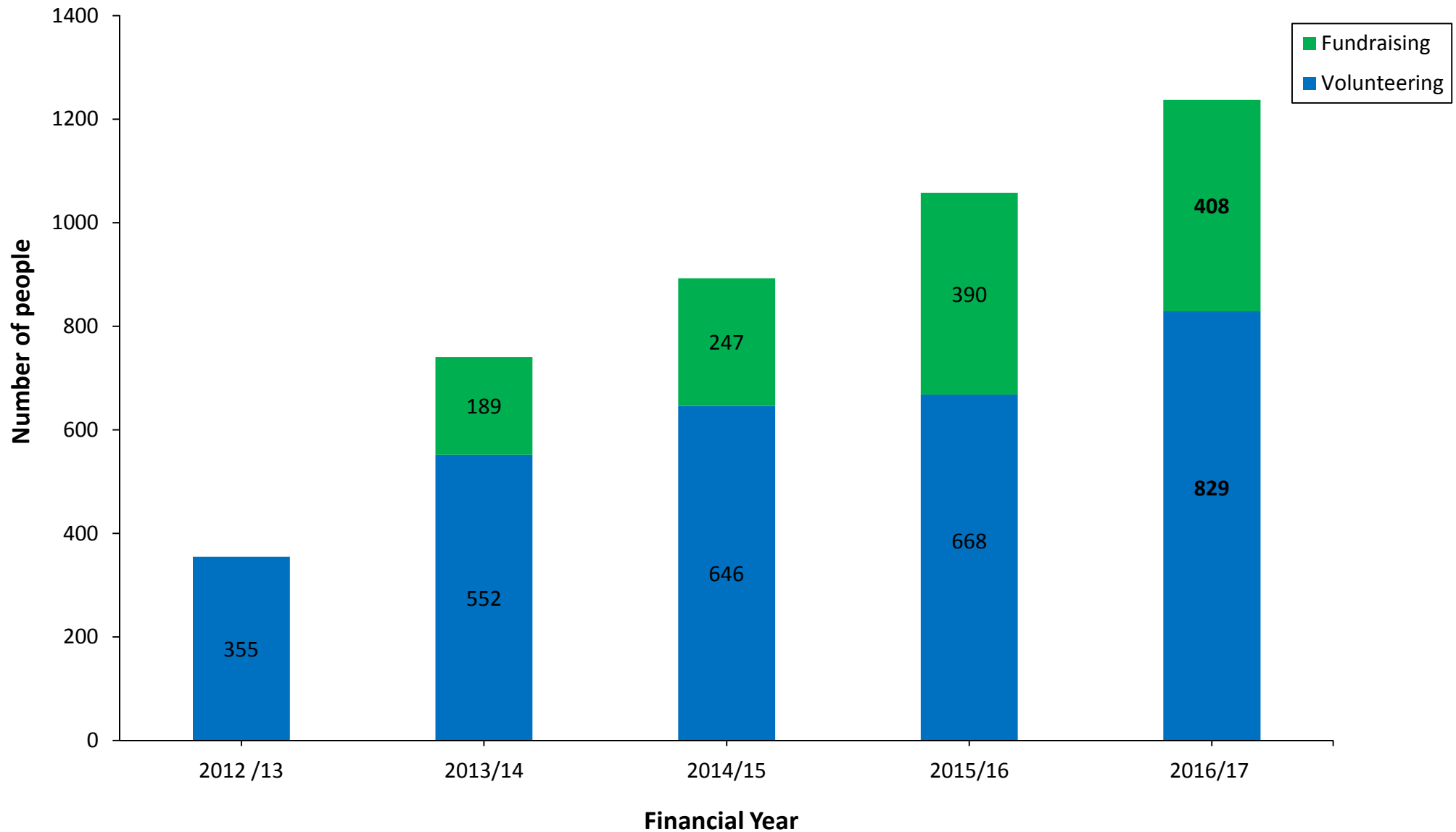
Community Volunteering Hours 2012 - 2017

The following graph illustrates the overall total number of employee hours donated through volunteering and fundraising events as an annual comparison from 2012 to 2017. In total **11,981** hours were donated to community activity in 2016/17.



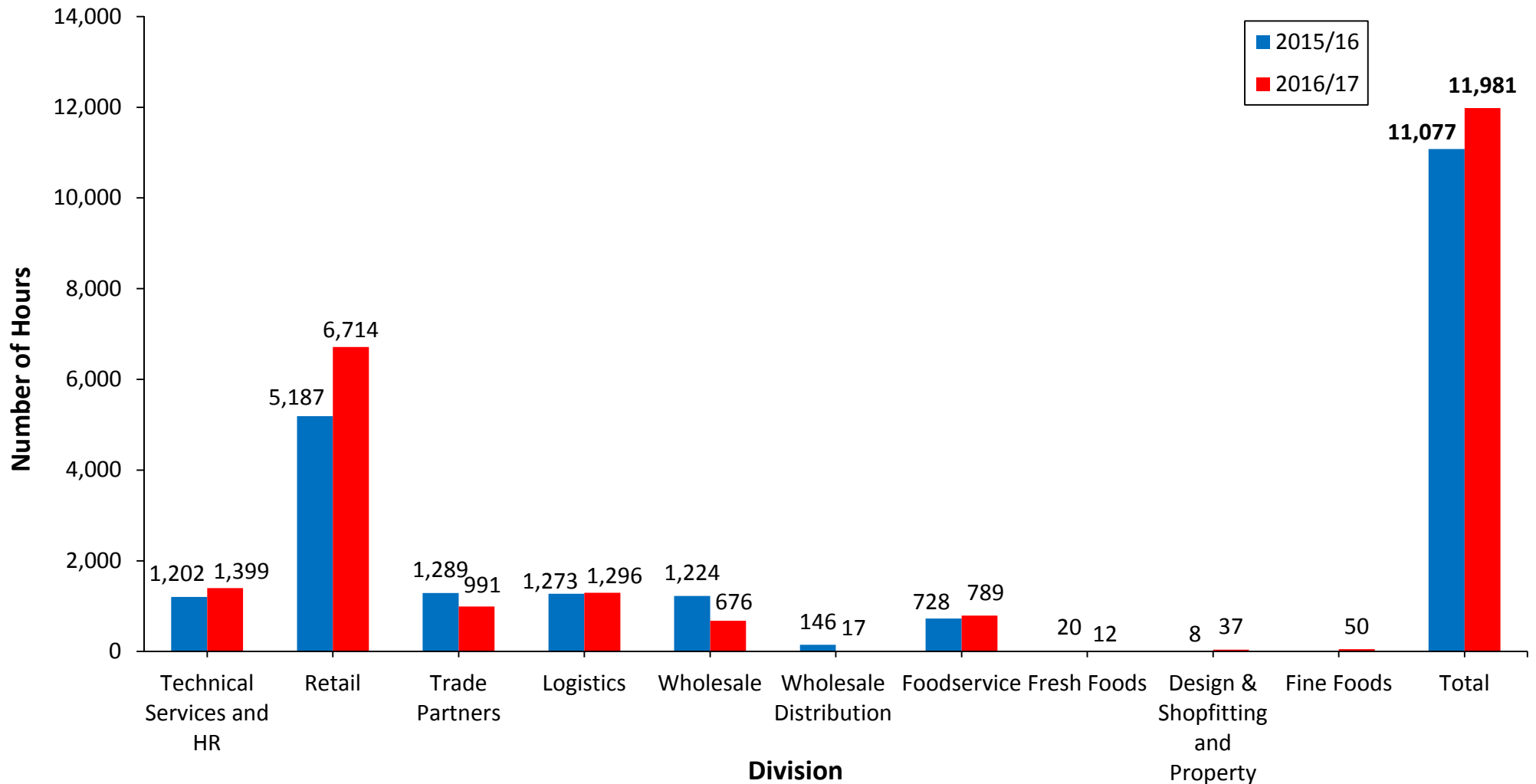
Number of Employee Volunteers 2012 – 2017.

The following graph represents the total number of employee volunteers involved in volunteering and fundraising events across the business from 2012 to 2017. In total **1,237** employees have been involved in community activity in 2016/17.



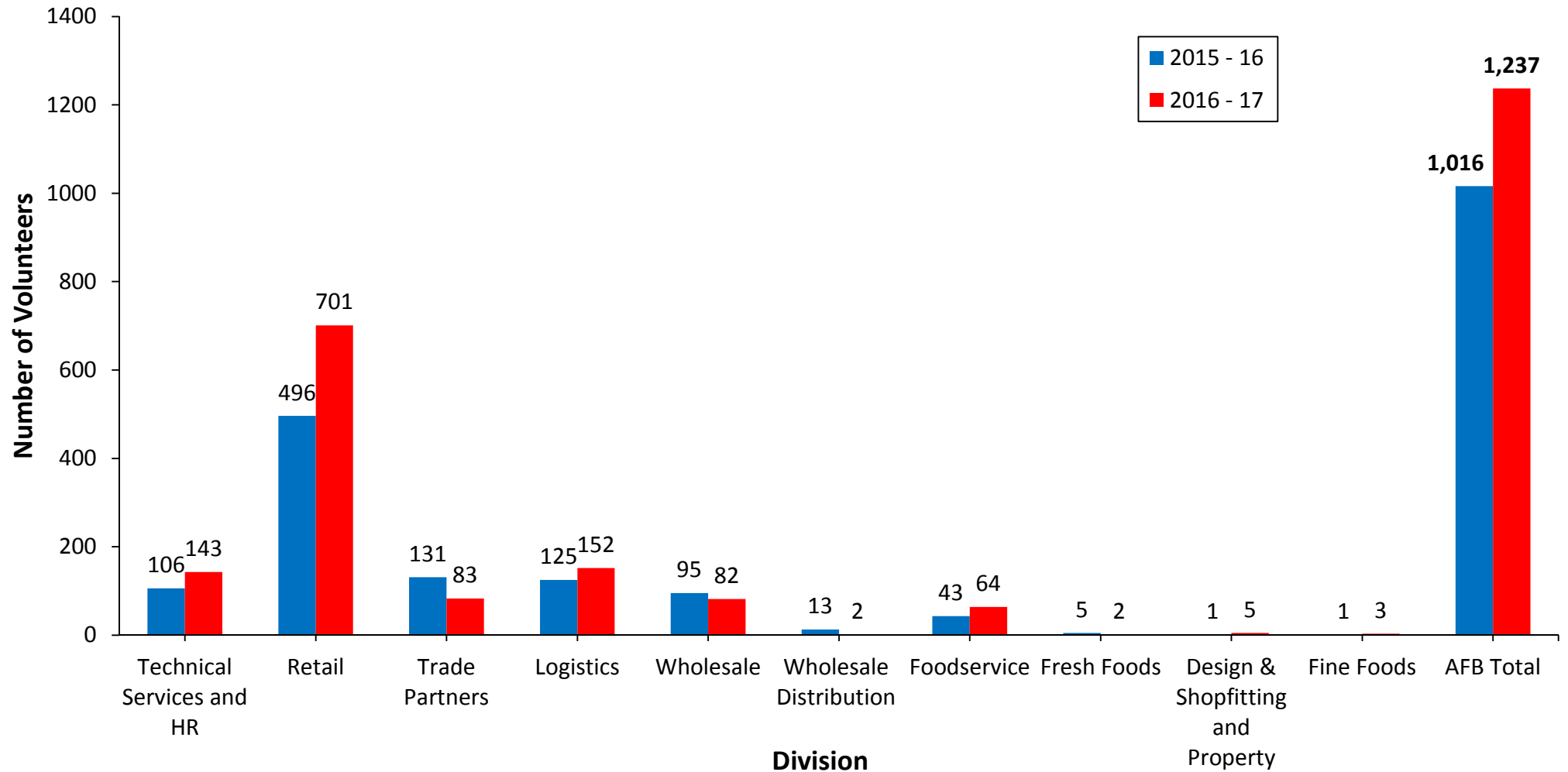
Community Volunteering Hours Comparison by Division

The following graph represents the total employee hours donated to volunteering and fundraising events broken down by division over the past two financial years.

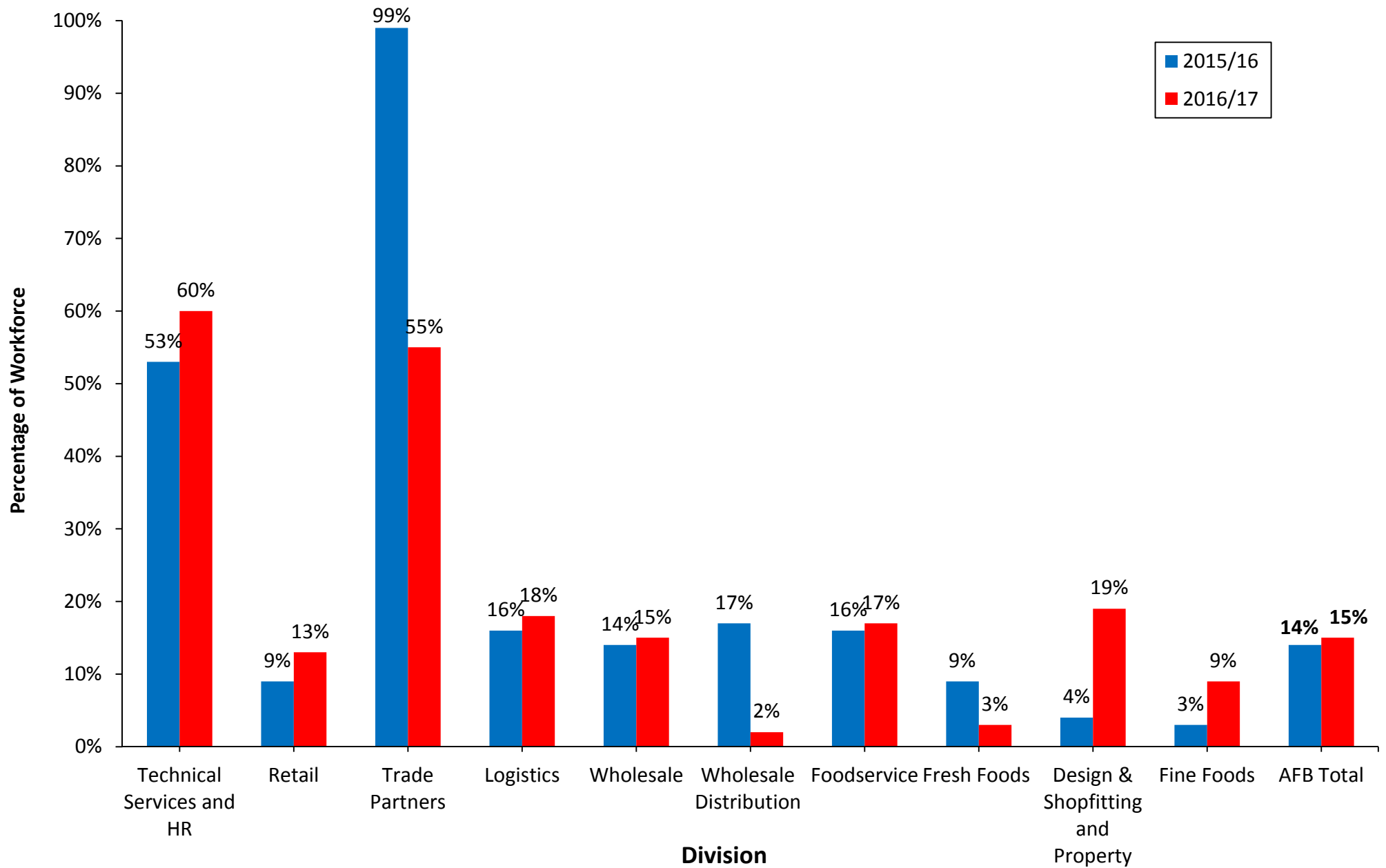


Number of Community Volunteers 2015/2016 vs. 2016/17

The following two graphs illustrate the number of employee volunteers per division and the overall employee participation by percentage of the workforce over the past two financial years.



The following graph illustrates the percentage of workforce of employee volunteers broken down by division.



OUTPUTS

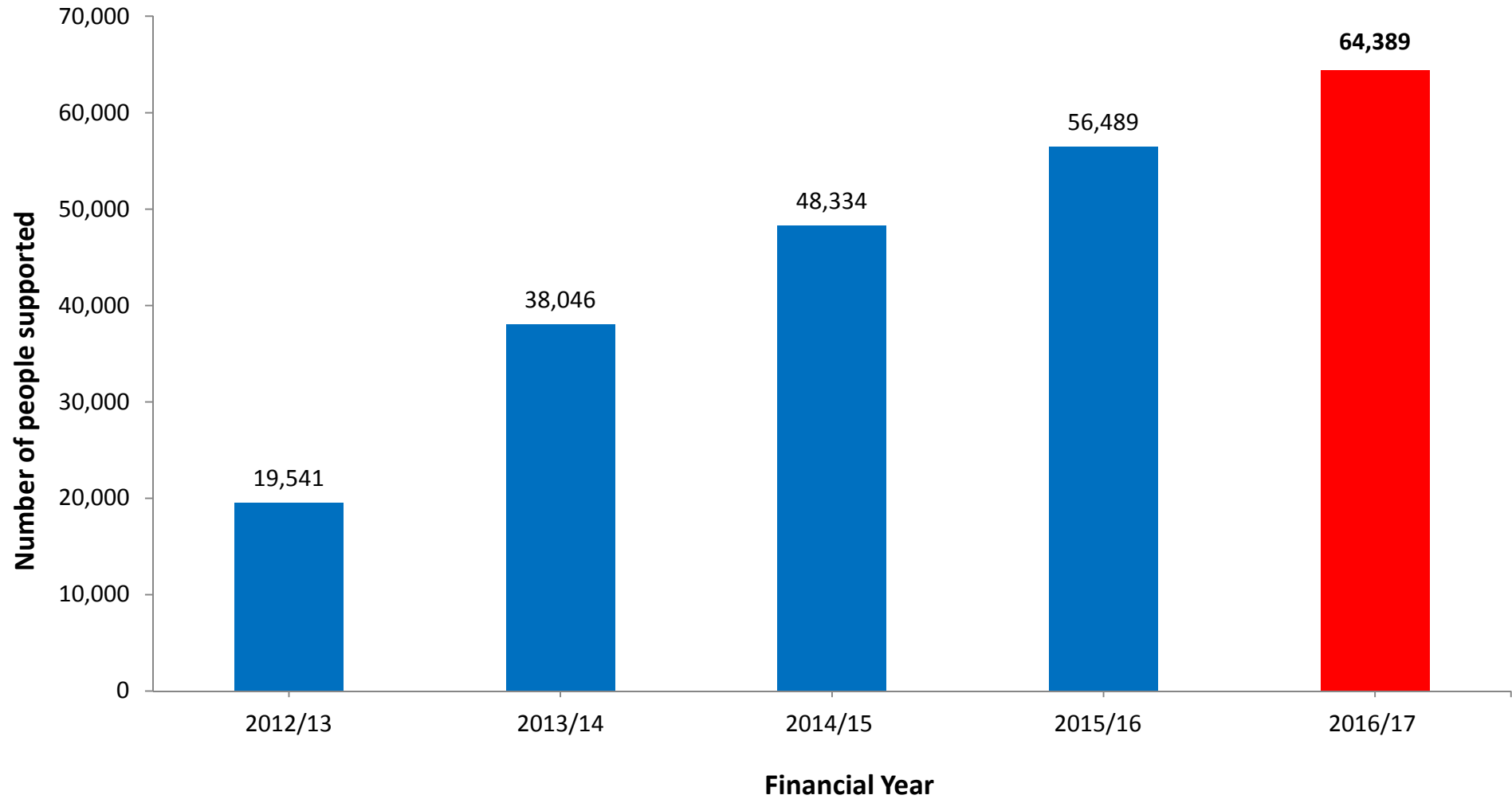
“The direct results achieved following the ‘input’ of resources. These can be defined by number of people impacted/helped or number of events held as a result of the initial input of employee time or resources.”

In This Section:

- Number of People Supported
- Number of Community Projects Undertaken
- Number of Work Placements

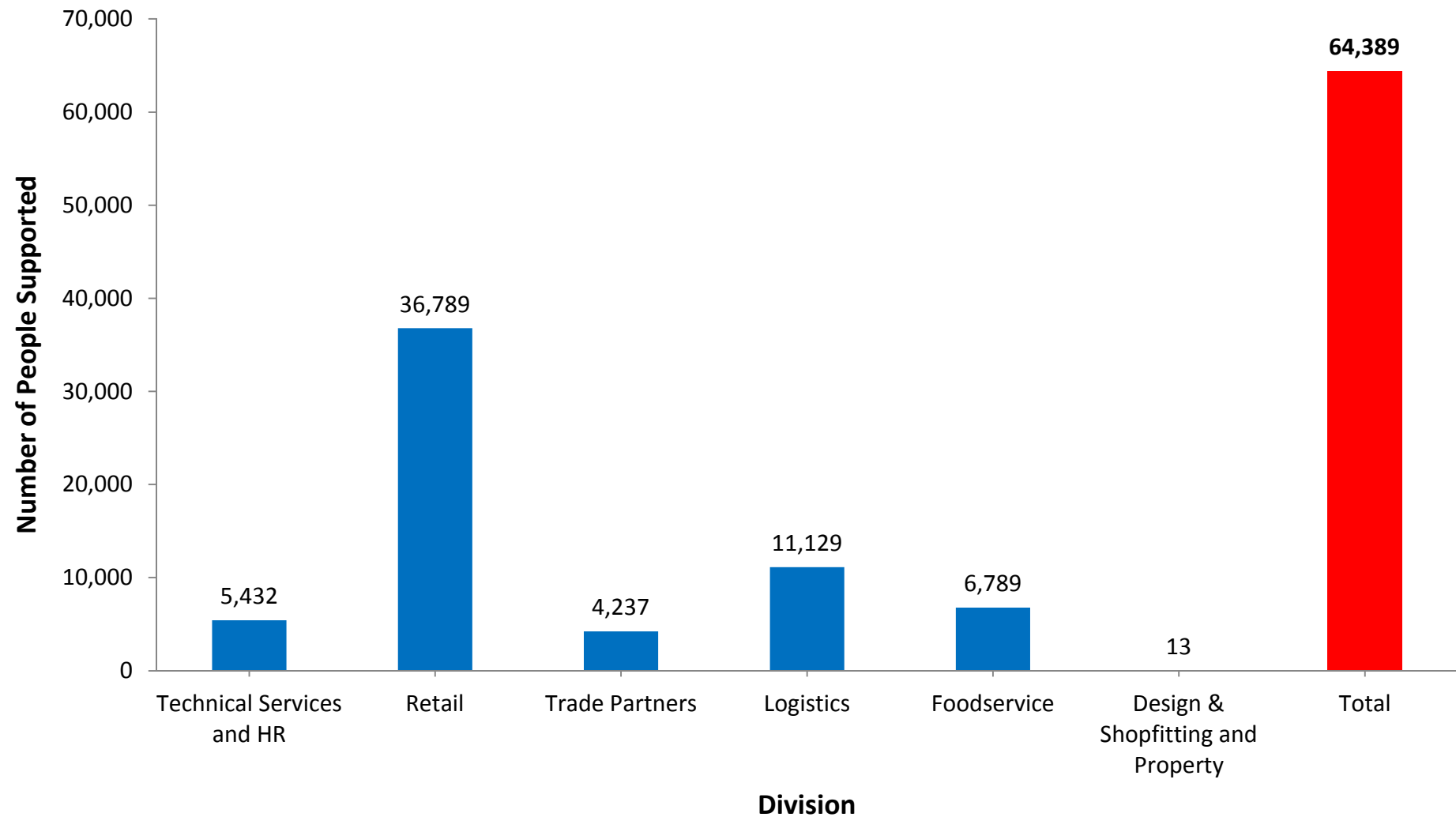
Number of People Supported 2012 to 2017

The graph below illustrates the number of community members who have been supported by A.F. Blakemore volunteering projects between 2012 to 2017. These figures are generated through community partner evaluation forms.



Number of People Supported by Division

The graph below represents the total number of members of the community supported by A.F. Blakemore employee volunteering activities. These figures are generated from community evaluation forms. This is broken down by division.



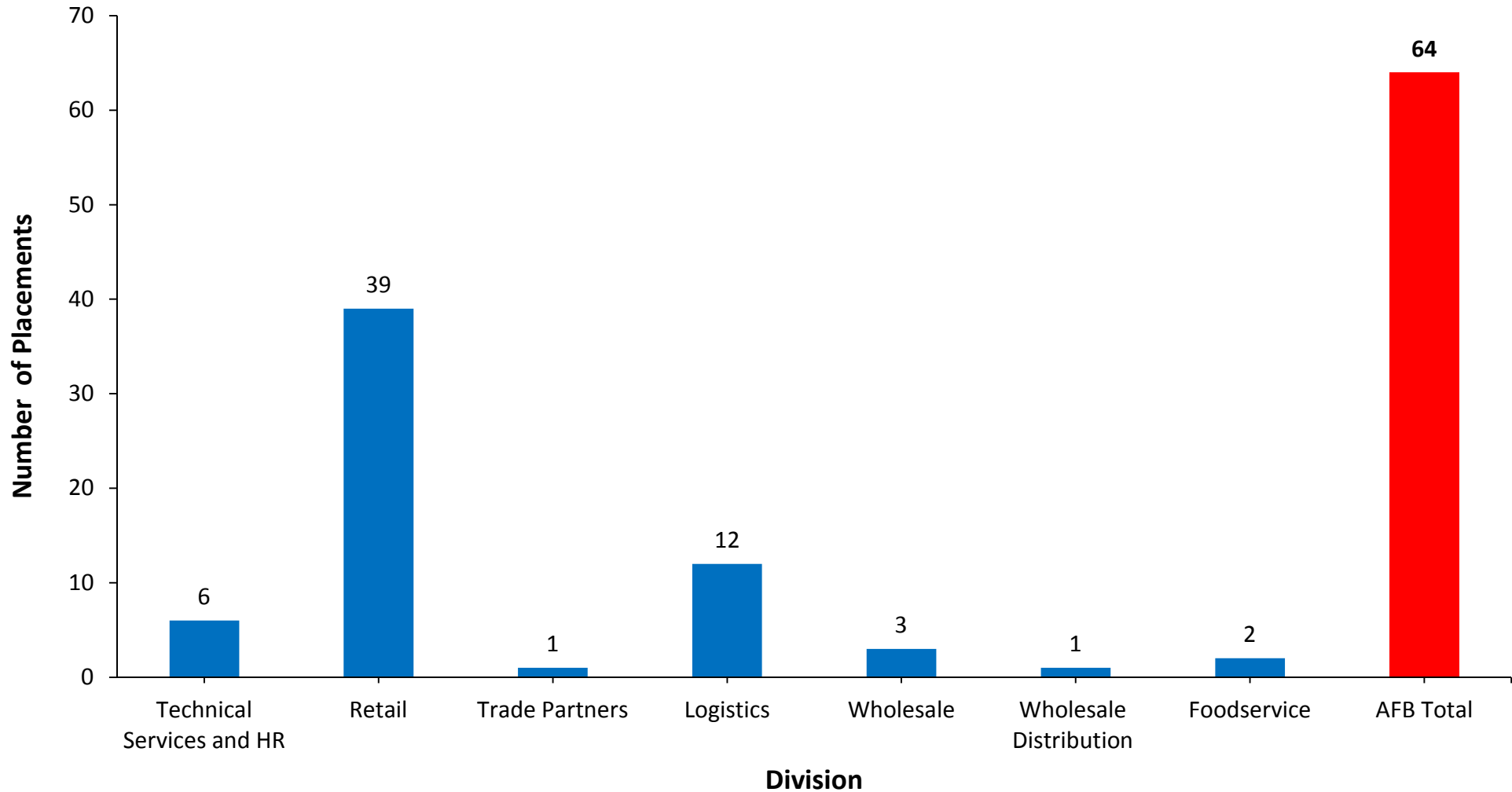
Number of Community Projects Undertaken

The following table indicates the total number of community projects undertaken by each division, broken down by project type (for definitions please see appendix III). In total **248** projects were undertaken across A.F. Blakemore over the financial year 2016/17 (**204** in 2015/16)

	Central	Retail	Trade Partners	Logistics	Wholesale	Wholesale Distribution	Foodservice	Fine Foods	Fresh Foods	Design & Shopfitting	AFB Total
Regeneration Projects	9	45	4	5		1	1				65
Enterprise Day	6	4	2	6	1			1	2		22
Governor				1	1						2
Practice Interviews	3	3	1			1	1				9
Study Tours	1	17		4						1	23
Reading Volunteers	2	3		2	4						11
Mentors		8	2								10
Work Experience	6	39	1	12	3	1	2				64
Event Support	2	28			9	1	1	1			42
Total Number of Projects	29	147	10	30	18	4	5	2	2	1	248

Number of individual Work Placements

The following graph illustrates the total number of individual work experience placements taken place across the company in 2016/17, broken down by division.



IMPACT

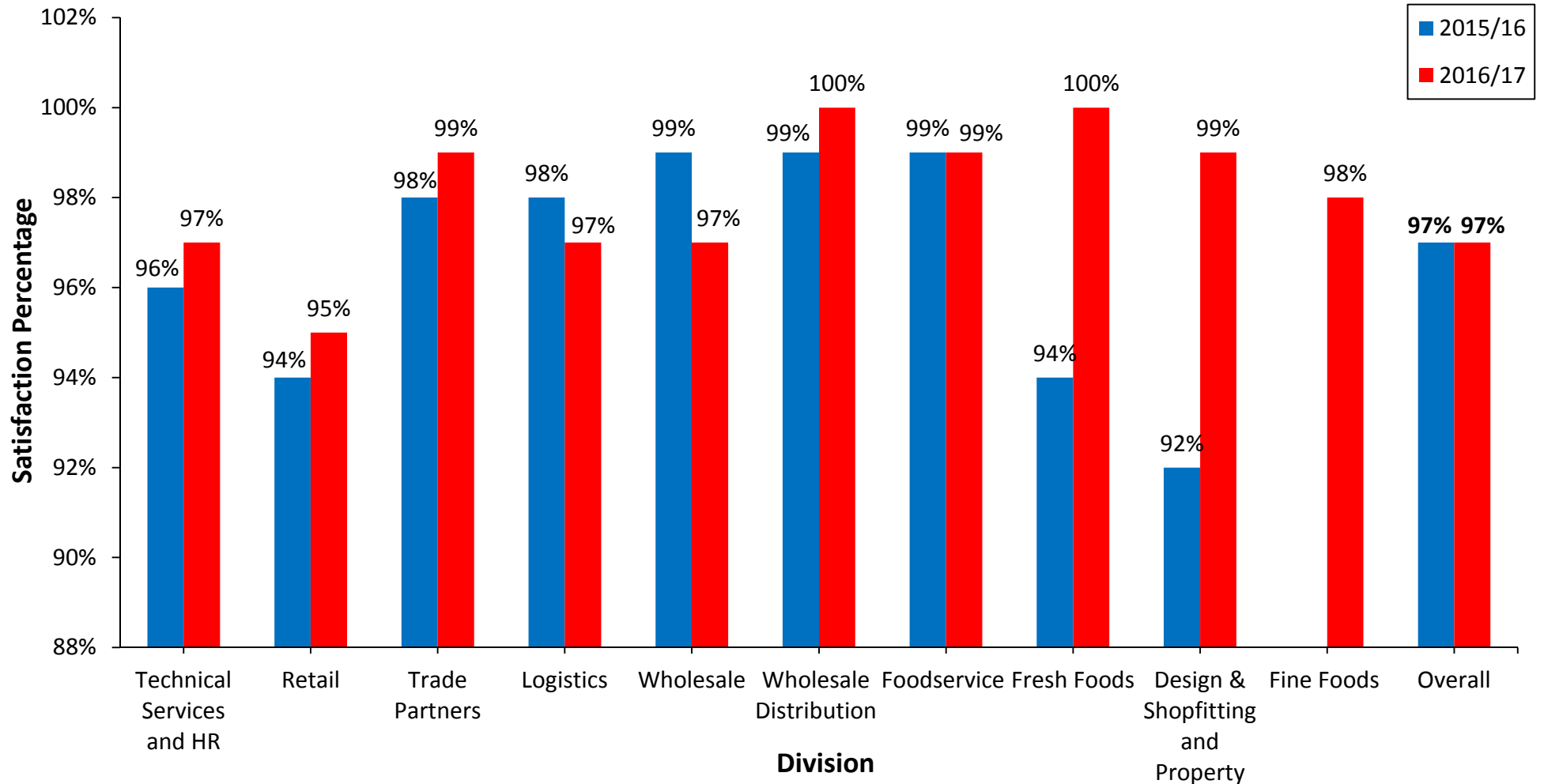
“The difference or outcome caused by the activity. This can include positive and negative feedback and looks to focus on the external impacts on society as well as impact on the business itself.”

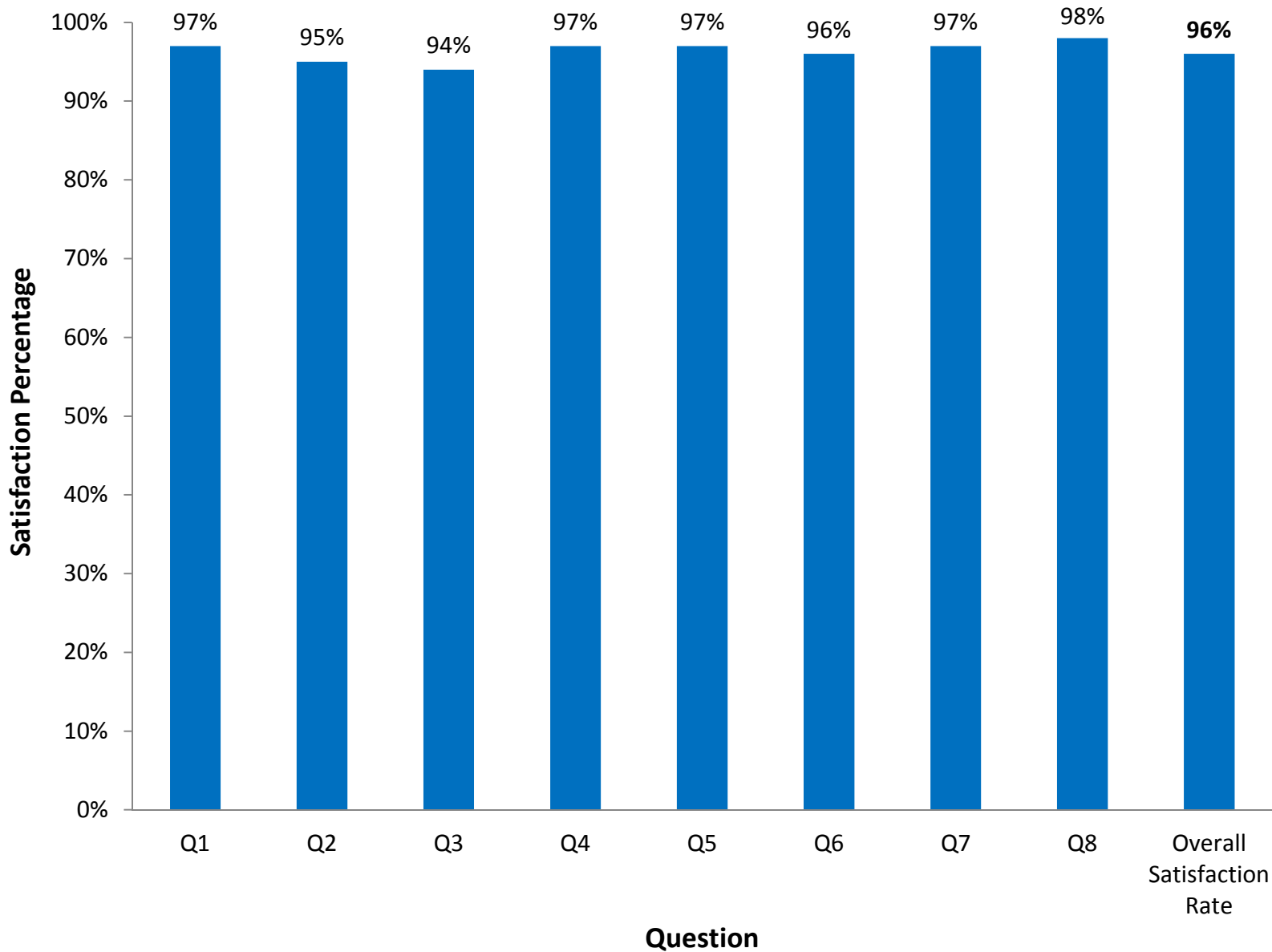
In This Section:

- Employee Volunteering Impact Score
 - Overall Satisfaction Score
 - Breakdown by Question
 -
- Community Partner Impact Score
- Education Partner Impact Score
- What Have Employees Learnt?

Volunteering Overall Employee Satisfaction Score

Following each employee volunteering activity, volunteers are asked to complete a volunteering evaluation form which measures the impact of each activity. The following graph shows the overall satisfaction score for each division vs. 2015/16 results.





Q1: I enjoyed this volunteering activity.

Q2: This activity has helped me develop skills I can use in the workplace.

Q4: This activity has given me a greater understanding of the issues in my local community.

Q5: This activity has made a significant, positive contribution to the community.

Q6: I am proud to work for a company that supports the local community.

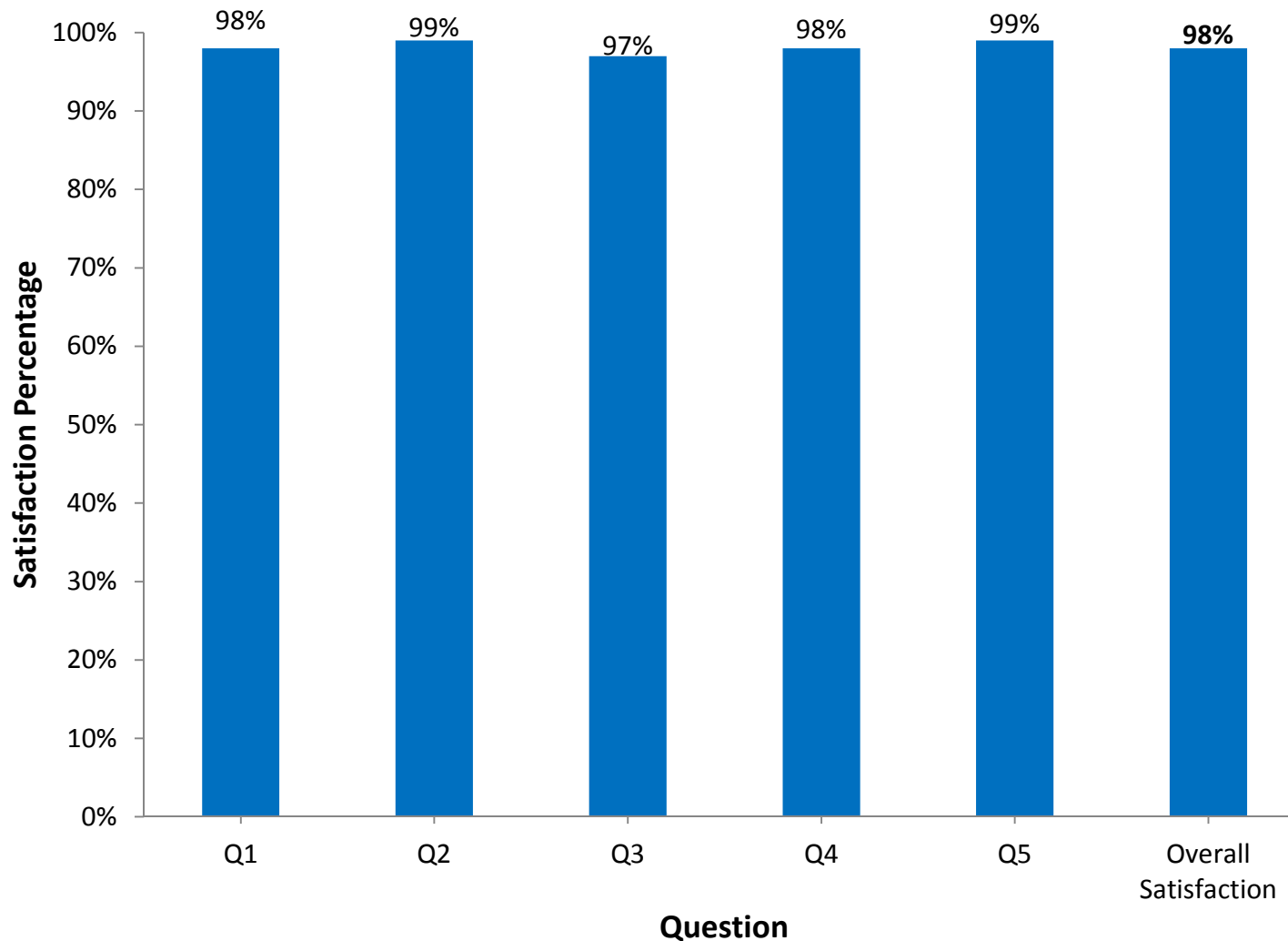
Q7: This activity has strengthened my commitment to the company.

Q8: I think the company should continue with this activity in the future.

Q9: I would like to get involved in other events.

Community Partner Satisfaction Score by Question

Following every community event, community partners are asked to complete an evaluation form which measures the impact of each activity. The following graph shows the average satisfaction rate from each question asked.



Q1: I was happy with the level of communication with AFB throughout this project.

Q2: My expectations of this activity were met.

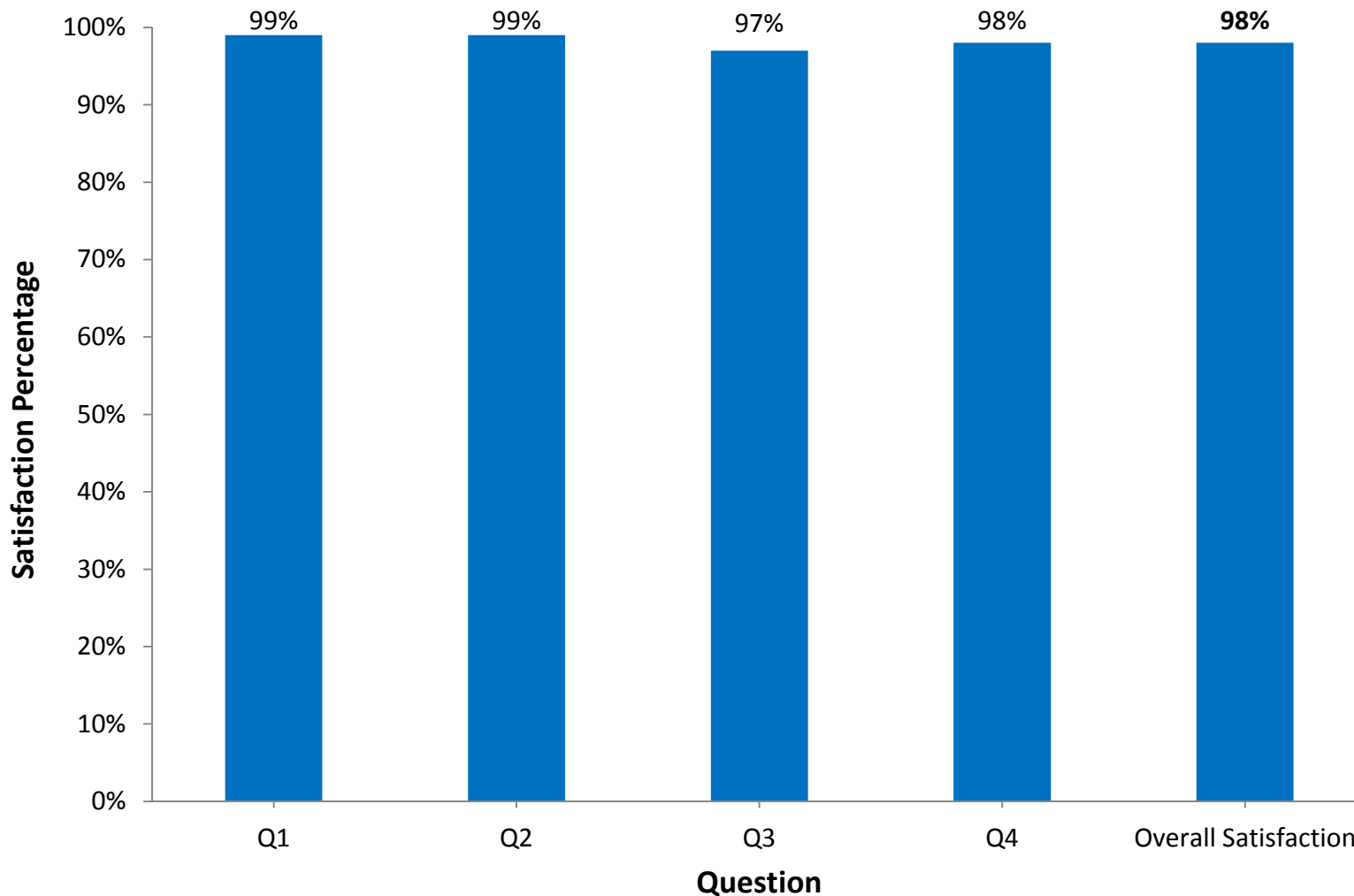
Q3: I feel that this event made a significant, positive contribution to our group/school.

Q4: This event has improved my perception of AFB.

Q5: I would be happy to work with AFB on similar events in the future.

Education Partner Satisfaction Score by Question

Following every community event, education partners are asked to complete an evaluation form which measures the impact of each activity. The following graph shows the average satisfaction rate from each question asked.



Q1. My expectations of this activity were met.

Q2. I feel that this event made a significant positive contribution to our school.

Q3. This event has improved my perception of AFB.

Q4. I would be happy to work with AFB on similar events in the future.

What Have Employees Learnt From the Experience?

The following table shows the number of people that have learnt/developed skills as a result of their volunteering experience.

Skill	Number of People
Team Building	512
Practical Skills	375
Time Management	308
Team Leading	189
Communication	204
Organisational Skills	211
Confidence	190
Knowledge of Business	112
Total	2,101



In This Section:

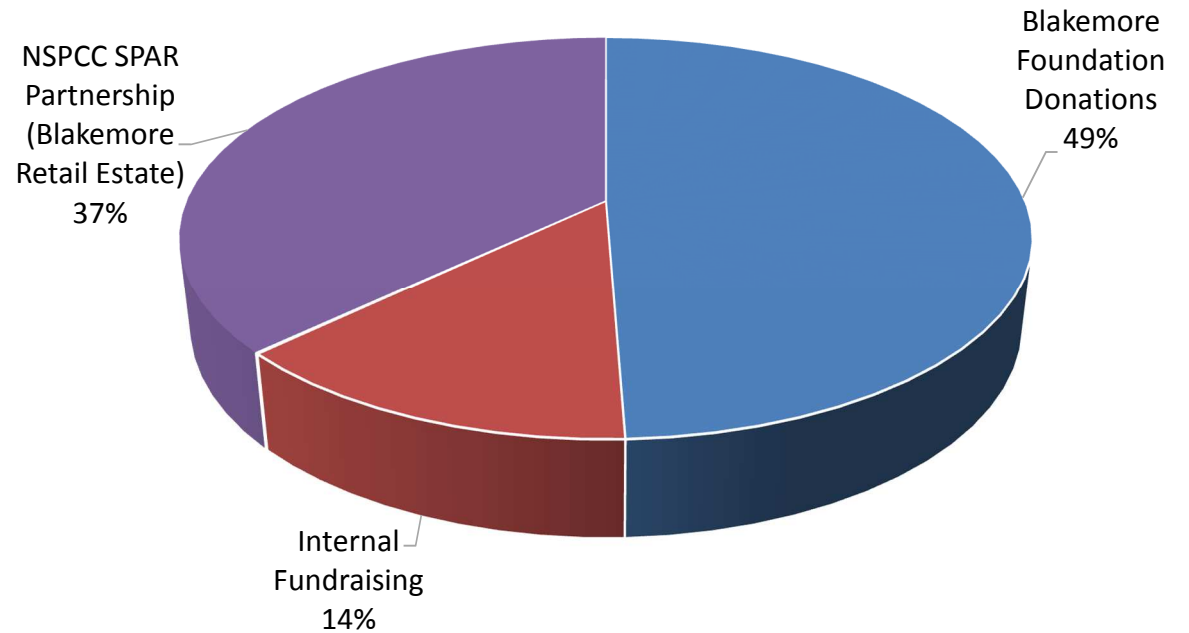
- Company Charitable Giving
- Annual Comparison of Total Donations Made
- Regional Breakdown & Comparison of Donations
- Percentage Breakdown of Donation Types
- Breakdown of Donations By Division
- Breakdown of Good Causes Supported

Overall Charitable Giving

The charts below illustrate the potential impact and distribution of the company's charitable giving across the estate.

In 2016/17 an estimated **2,782** different good causes have helped to leverage **£729,654** of additional funds.

Charitable Giving Type	Amount Donated
Blakemore Foundation Charitable Donations	£351,300
NSPCC SPAR Partnership (Blakemore Retail Estate)	£263,300
Internal Fundraising	£95,830

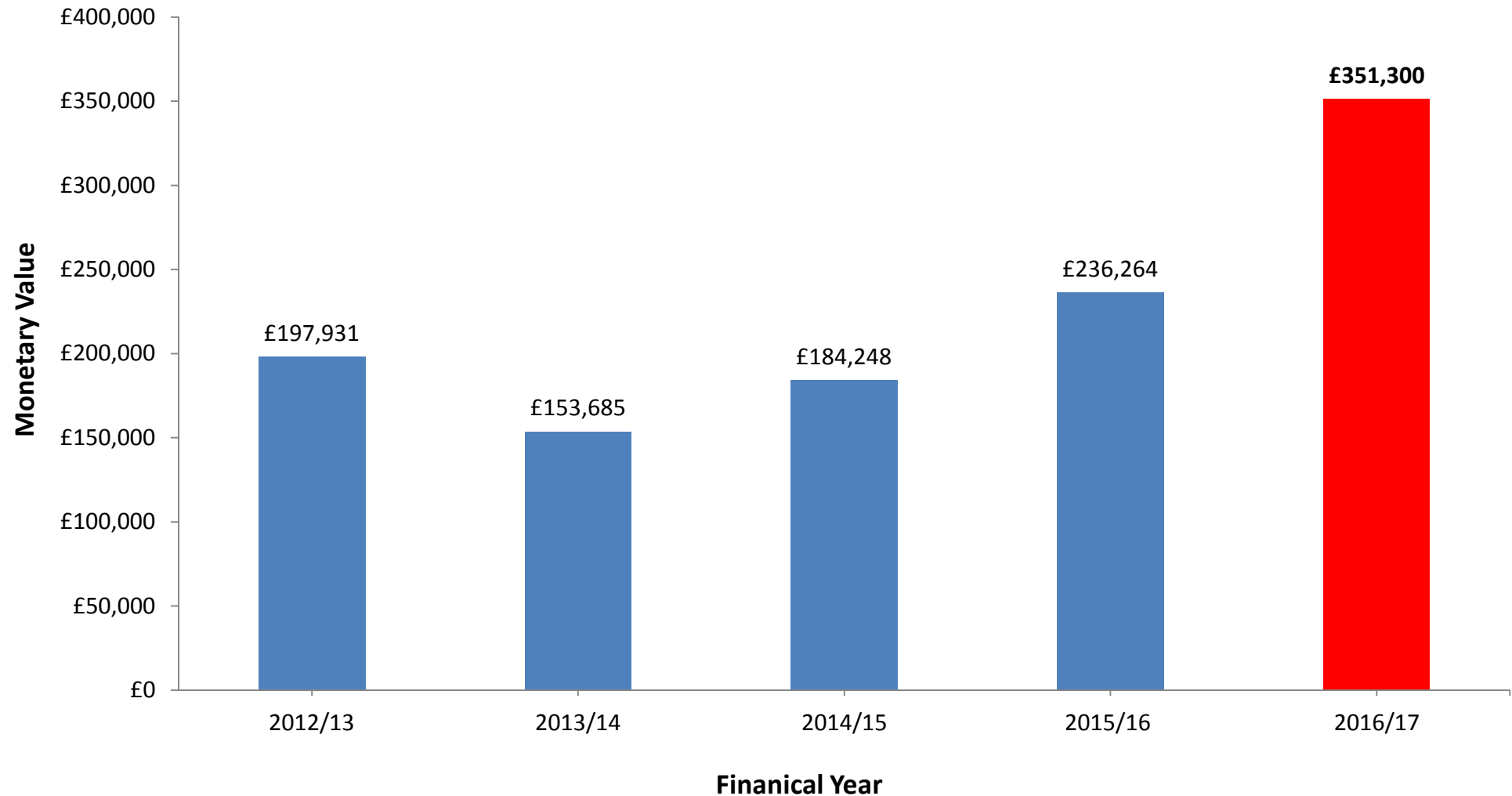


Total Amount Donated: **£710,430**

Annual Comparison of Monetary Value of Donations

This bar chart illustrates the amount of money donated by the Blakemore Foundation from 2012 to 2017.

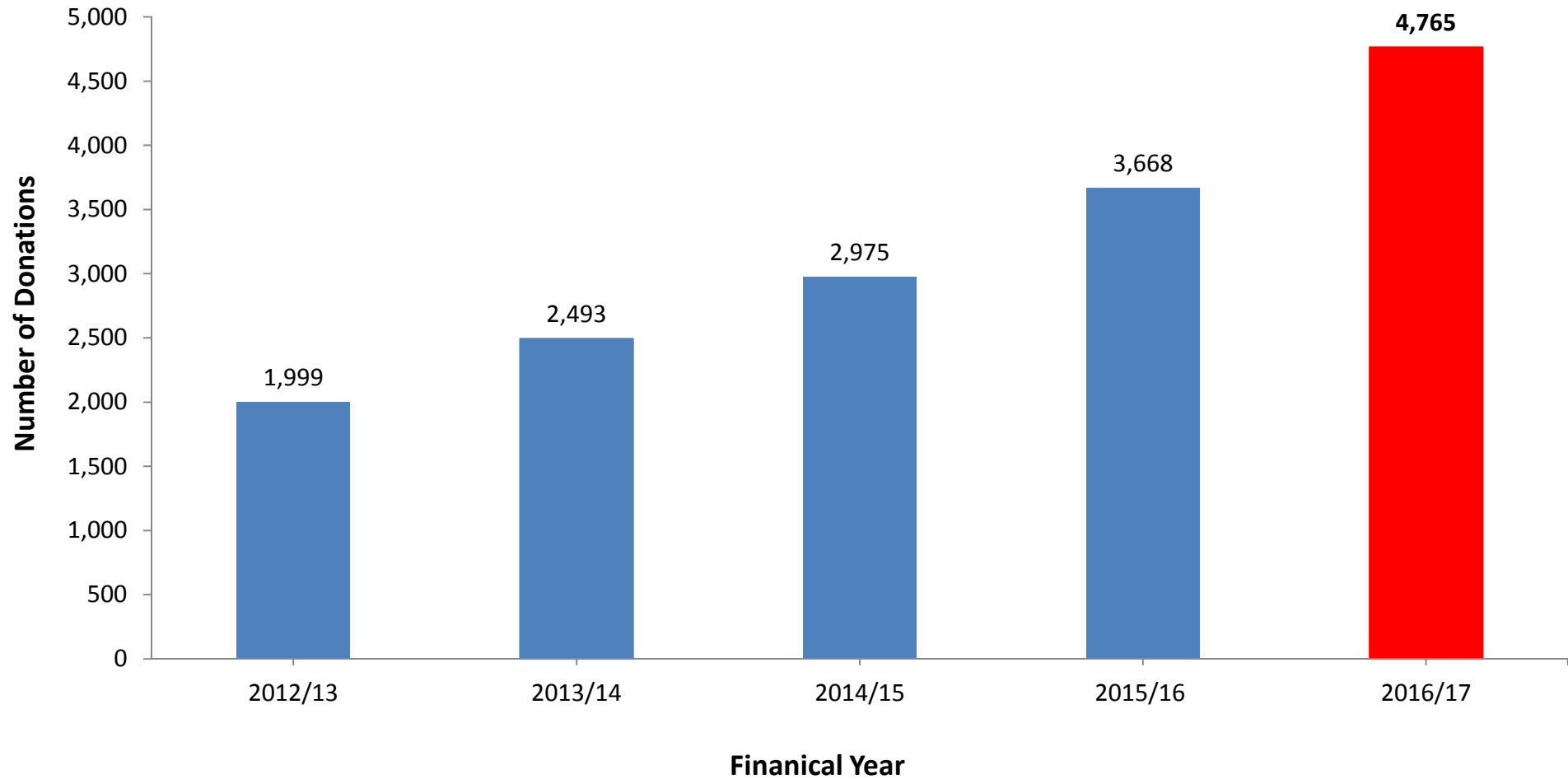
Since 2012/13 a total of **£1,123,428** has been awarded via the Blakemore Foundation.



Annual Comparison of Number of Donations

This bar chart illustrates the number of donations awarded by the Blakemore Foundation from 2012 to 2017.

Since 2012/13 a total of **15,900** donations have been awarded via the Blakemore Foundation.

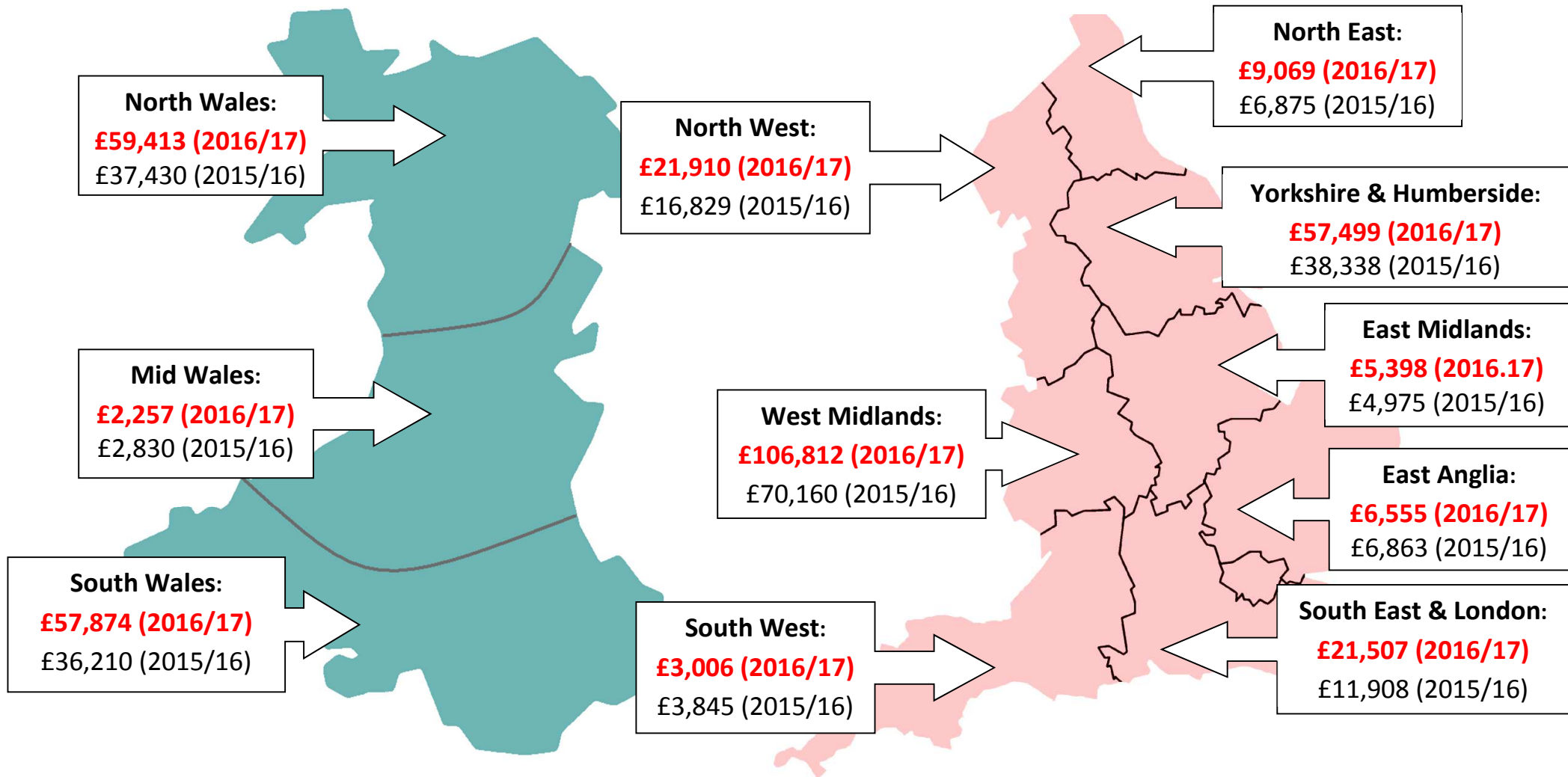


Regional Breakdown of Donation

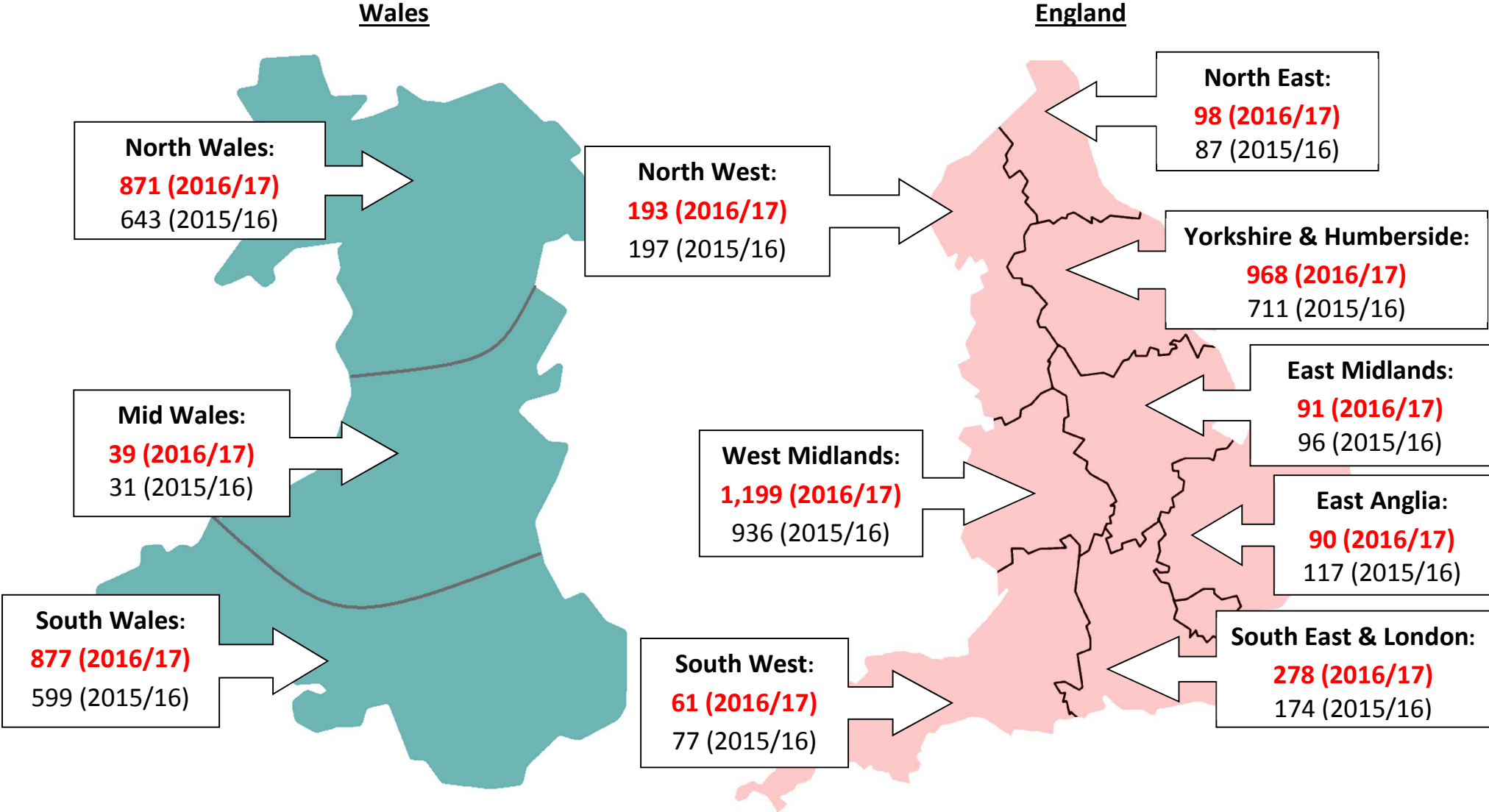
Monetary Values

Wales

England



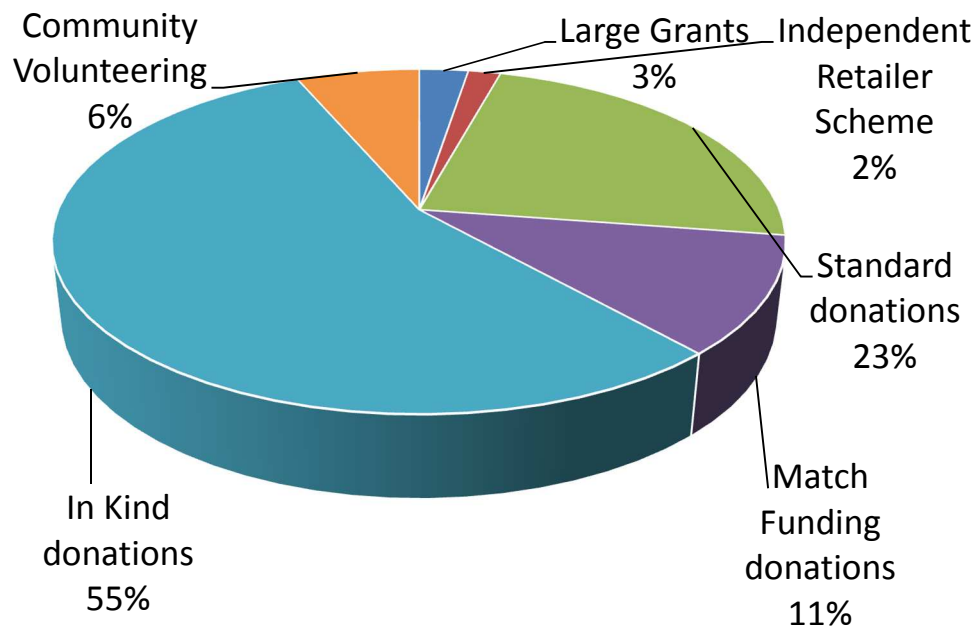
Regional Breakdown of Number of Donations



Percentage Breakdown of Donations

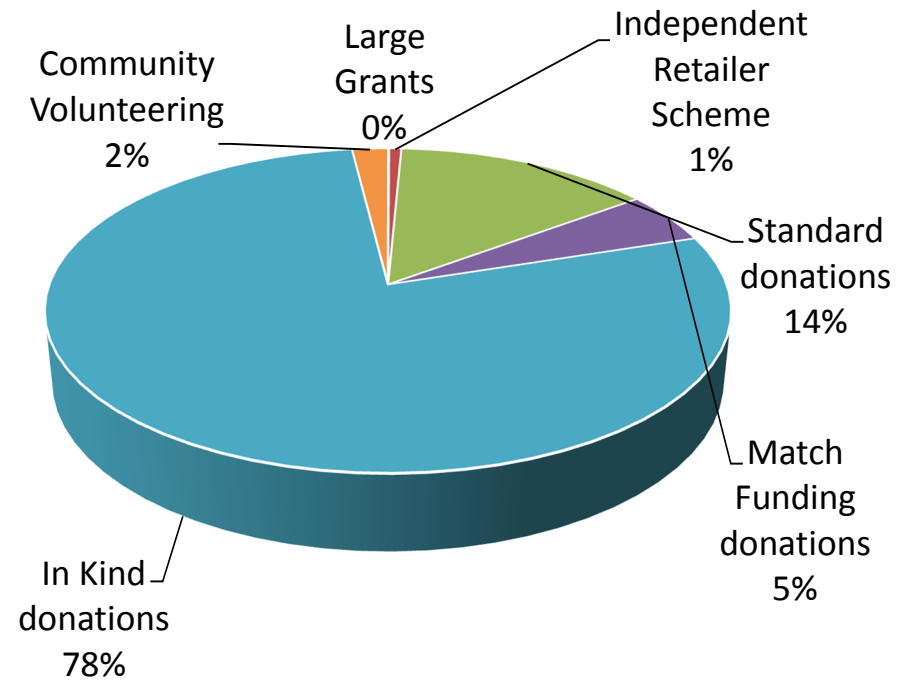
Pie chart A illustrates the monetary value of donations by type made during the financial year of 2016/17.

Total amount pledged: **£351,300**



Pie chart B illustrates the number of donations made by type during the financial year of 2016/17.

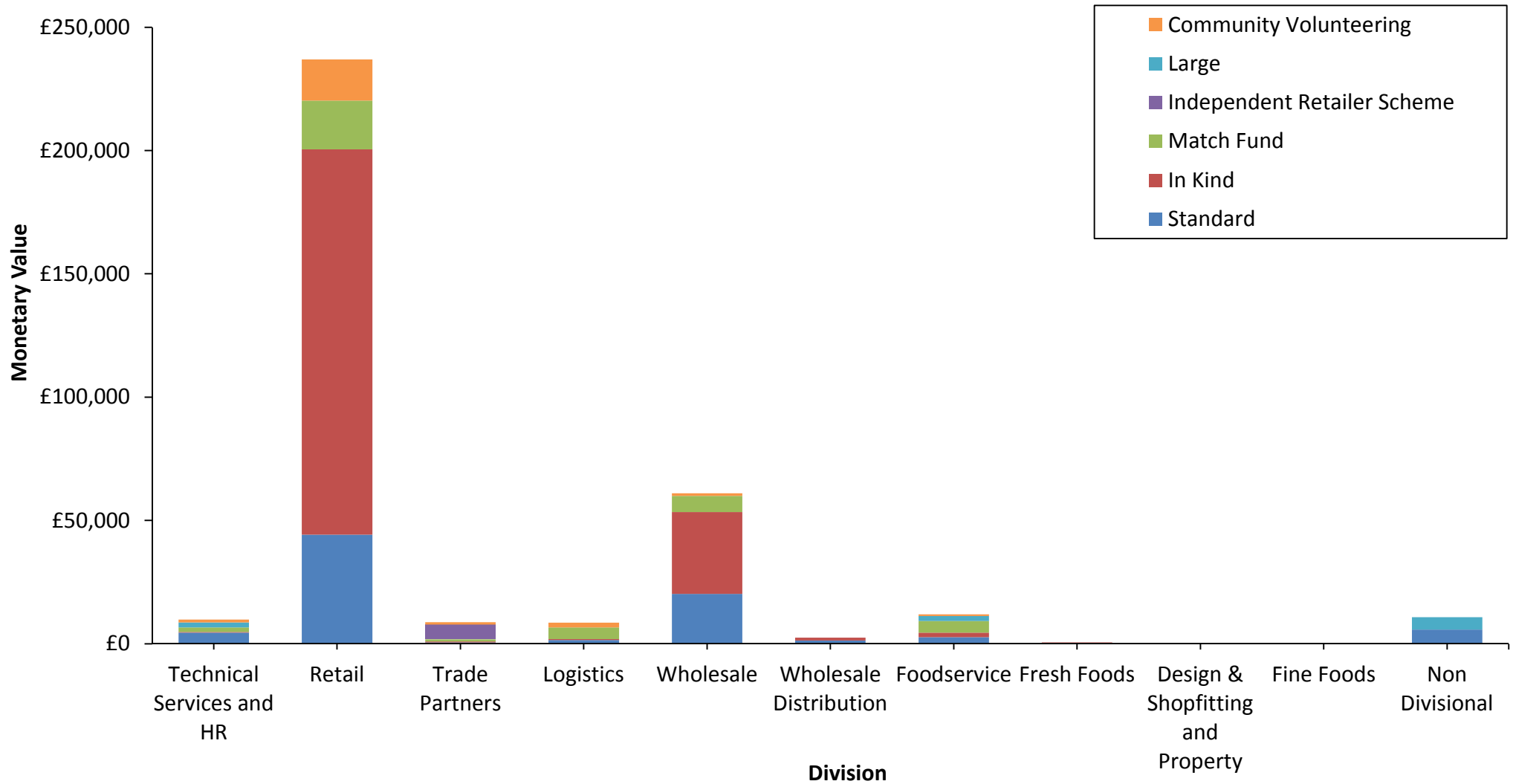
Total number of donations pledged: **4,765**



Breakdown of Donations by Division (Monetary)

The bar chart below illustrates the monetary value of donations by division during the financial year of 2016/17.

A further of **£7,240** was awarded unrelated to any specific division.

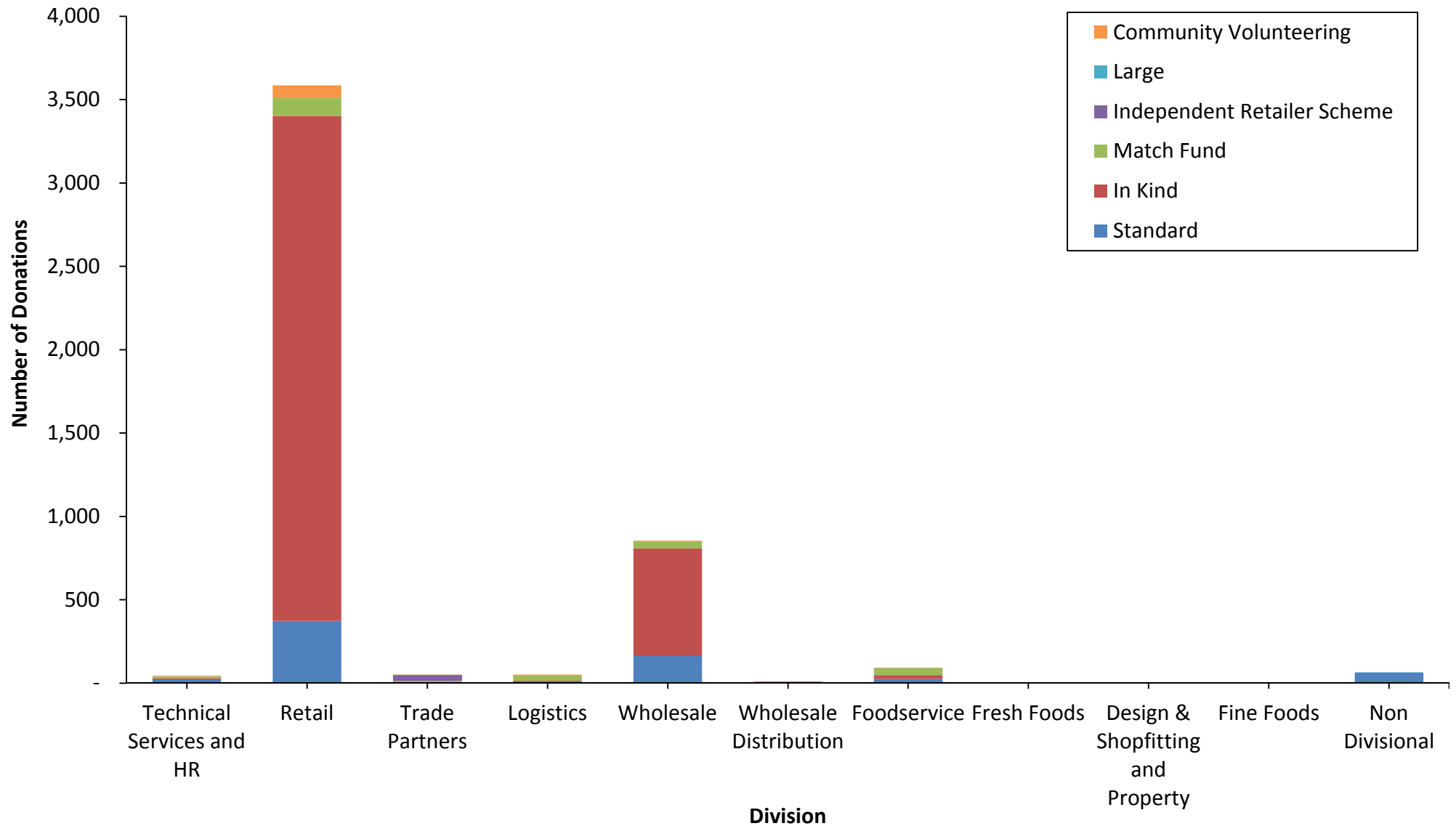


Division	Standard	In Kind	Match Fund	Independent Retailer Scheme	Large	Community Volunteering	Total 2016/17	Total 2015/16
Technical Services and HR	£4,468	£309	£1,856		£2,000	£1,200	£9,833	£11,799
Retail	£44,266	£156,169	£19,823			£16,670	£236,928	£156,119
Trade Partners	£540	£351	£877	£5,973		£1,003	£8,744	£9,441
Logistics	£1,524	£350	£4,779			£1,927	£8,580	£2,384
Wholesale	£20,259	£33,150	£6,598			£1,000	£61,007	£44,980
Wholesale Distribution	£1,300	£1,159					£2,459	£1,677
Foodservice	£2,658	£1,878	£4,707		£2,040	£600	£11,883	£8,970
Fresh Foods	£200	£388					£588	£429
Design & Shopfitting and Property	£200					£23	£223	£0
Fine Foods						£300	£300	£225
Non Divisional	£5,755				£5,000		£7,240	£240
Total	£81,170	£193,754	£38,640	£5,973	£9,040	£22,723	£351,300	£236,264

Breakdown of Donations by Division (Number of Donations)

The bar chart below illustrates the number of donations by division during the financial year of 2016/17.

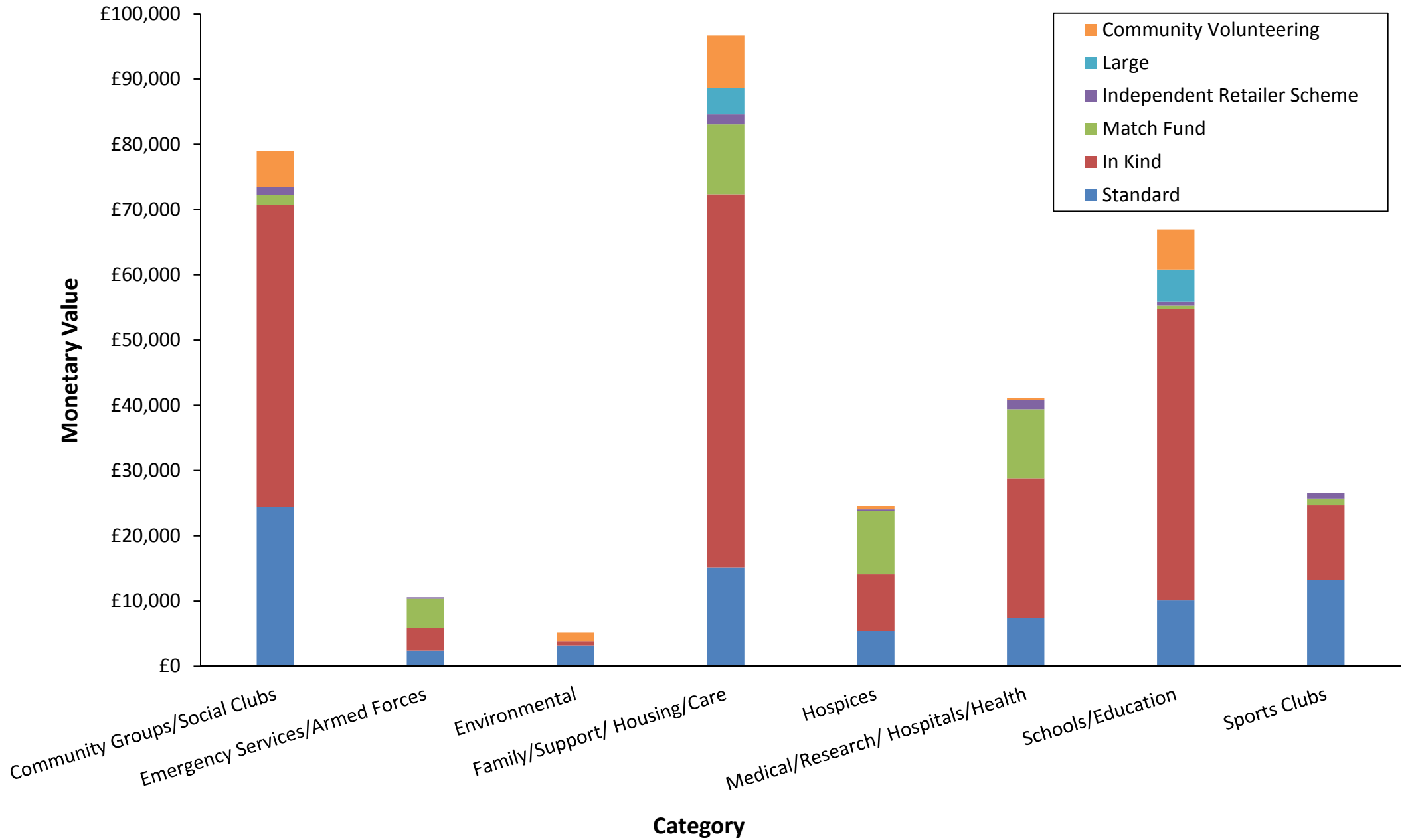
A further **65** donations were awarded to local good causes unrelated to any specific division.



Division	Standard	In Kind	Match Fund	Independent Retailer Scheme	Large	Community Volunteering	Total 2016/17	Total 2015/16
Technical Services and HR	23	4	12		1	4	44	37
Retail	374	3,027	112			72	3,585	2,722
Trade Partners	7	3	6	32		4	52	64
Logistics	11	4	31			6	52	18
Wholesale	163	645	43			4	855	725
Wholesale Distribution	5	5					10	10
Foodservice	25	24	41		1	2	93	81
Fresh Foods	2	4					6	5
Design & Shopfitting and Property	1					1	2	0
Fine Foods						1	1	2
Non Divisional	63				1		65	4
	675	3,716	245	32	3	94	4,765	3,668

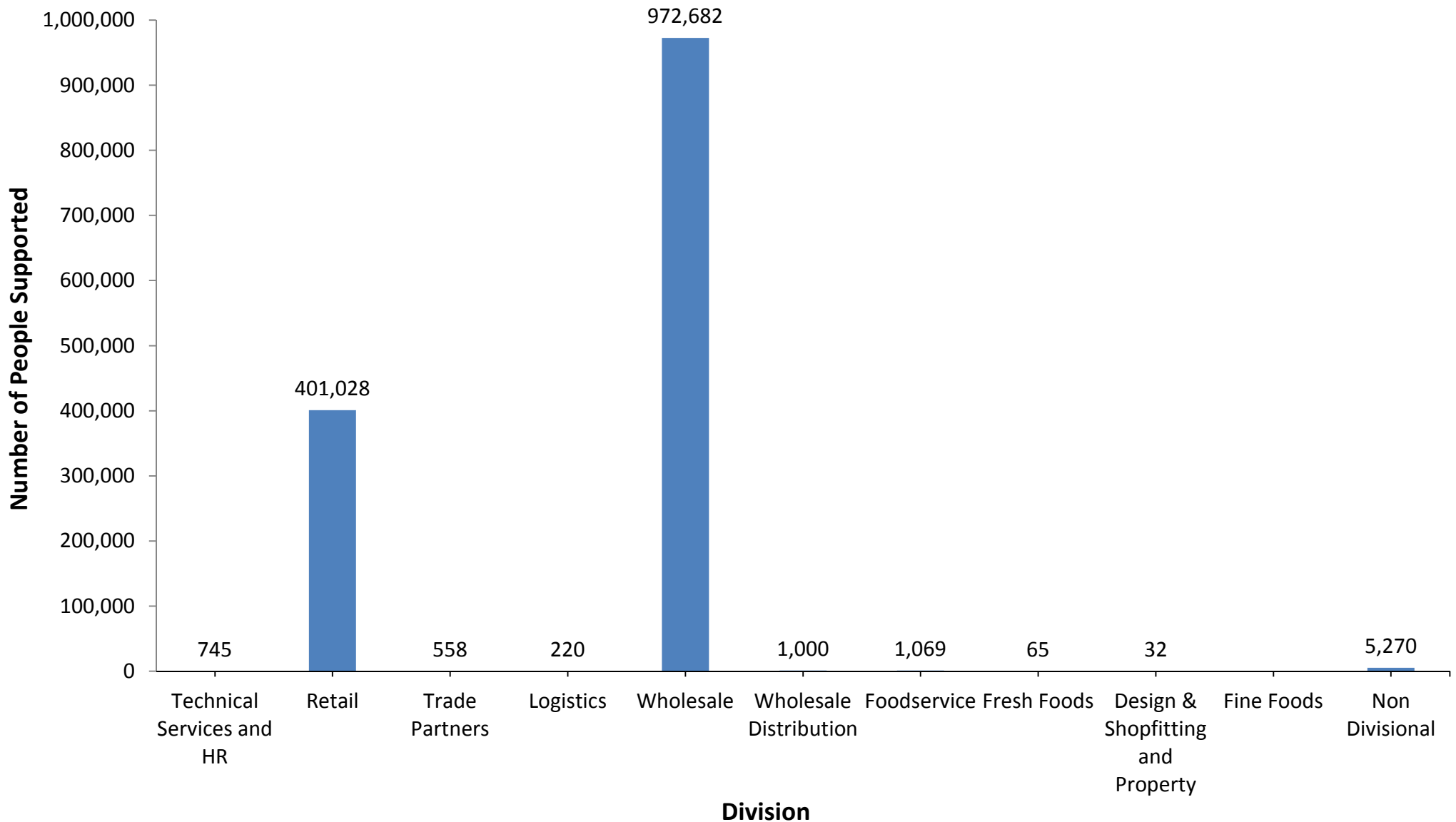
Category	Standard	In Kind	Match Fund	Independent Retailer Scheme	Large Grant	Community Volunteering	Total (2016/17)	Total (2016/16)
Community Groups/ Social Clubs	£24,417	£46,285	£1,519	£1,200	£0	£5,561	£78,983	£55,850
Emergency Services/ Armed Forces	£2,400	£3,455	£4,495	£240			£10,590	£6,908
Environmental	£3,135	£630				£1,400	£5,165	£0
Family/Support/ Housing/Care	£15,136	£57,228	£10,698	£1,534	£4,040	£8,047	£96,683	£63,358
Hospices	£5,354	£8,720	£9,753	£200		£550	£24,576	£12,403
Medical/Research/ Hospitals/Health	£7,435	£21,350	£10,605	£1,400		£300	£41,090	£29,437
Schools/Education	£10,102	£44,625	£510	£600	£5,000	£6,115	£66,952	£53,291
Sports Clubs	£13,191	£11,461	£1,060	£800			£27,261	£15,016
Total	£81,170	£193,754	£38,640	£5,973	£9,040	£22,723	£351,300	£236,263

Breakdown of Donations by Good Cause Category



Number of People Supported by Division

The bar chart below illustrates **1,382,669** members of the community have been supported by the Blakemore Foundation during 2016/17, broken down by division. These figures are generated from donation feedback forms.



PRESS COVERAGE

I. Press Analysis

Press Analysis

The following graph shows the estimated value of free publicity our community programme has generated.

2011/12 estimated free publicity = **£10,815**

2012/13 estimated free publicity = **£6,097**

2013/14 estimated free publicity = **£18,753**

2014/15 estimated free publicity= **£32,171**

2015/16 estimated free publicity = **£37,432**

2016/17 estimated free publicity = **£27,323**



