

corporate responsibility report 2011



our CR strategy

progressive

Harnessing the power of our brands to help address relevant social and environmental issues

sustainable

Investing and innovating to minimise our impacts and secure our long term future

responsible

Making a positive contribution to the lives of our employees and our local and global communities

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highlights



25%
energy reduction in
one of our french
factories

five
playgrounds given
a £15,000 bursary for
repair and renewal

63,000
coupons redeemed for
Robinsons No Added
Sugar Change 4 Life
activity



30%
reduction in accident
severity rate in our
french factories



7%
of our employees now
volunteering their time
to local projects

188,000km
road miles reduced by
Britvic Ireland since
consolidating load
planning

18
enterprise teacher
training events held
with our partner, BSDA,
in our learning zones



about Britvic

Britvic is one of the leading branded soft drinks businesses in Europe.

Operating in England, Scotland and Wales as Britvic Soft Drinks, we are the largest supplier of branded still soft drinks and the number two supplier of branded carbonated soft drinks. We are an industry leader in Ireland with our own brands, which include local brands such as MiWadi, Club and Ballygowan.

Additionally in GB and Ireland, we have exclusive bottling agreements with PepsiCo for global brands such as Pepsi, Gatorade, Lipton Ice Tea and 7UP.

We also have operations in France where we produce a number of brands, including Teisseire and Fruité, and through Britvic International, we are growing our reach into other territories through export, licensing and franchising.

Collectively we employ approximately 3,500 people and in 2011 sold over 2bn litres of soft drinks.

We offer a wide variety of drinks for different needs and occasions and help our consumers to make informed choices about what they choose to drink. Investment in product and packaging innovation lowers our carbon footprint, whilst working in partnership with our suppliers to address sustainability issues will ensure that Britvic is an essential and welcome part of family life for decades to come.

introduction

from Paul Moody, Chief Executive

Welcome to our annual Corporate Responsibility (CR) report, the first for the Britvic group in its entirety, as this year, we are able to include CR activities for both Britvic Ireland and Britvic France.

Britvic plc is proud to make, market and sell some of the best-known and best-loved drinks brands in Great Britain, Ireland and France and license and export them around the world. We endeavor to operate as a progressive, sustainable and responsible business in everything we do.

This past year, we have worked to embed our new CR vision and strategy (introduced in last year's report) throughout our business; in other words, harnessing the power of our brands to help address relevant social and environmental issues, investing and innovating to minimise our impacts and ensure a sustainable future for our business and making a positive contribution to the lives of our employees and supporting the communities around us.

There is always more to be achieved, but some high points for me this year have been:

- Continuing to reduce our GB energy and water usage, as well as the generation of waste, including achieving our zero to landfill targets
- Reducing our mileage by around 188,000km in Britvic Ireland through load consolidation
- Achieving a 25% energy reduction in one French factory, with similar techniques now being rolled out across the others
- Launching a comprehensive employee health and wellbeing programme in GB
- Increasing the number of our GB employees volunteering their time, energy and expertise on local projects

Health is very high on the national agenda everywhere we operate, and we continue to address these issues with our commitment to the UK Government's Responsibility Deal, via our work with the Irish Nutrition and Health Foundation (NHF), an innovative public private partnership which aims to address Ireland's health challenges, and in France with our introduction of plant based sweetener, Stevia.

Over the past year, our work in GB with Change4Life continued with the Great Swapathon and Really Big Summer Adventure, and the success of our Robinsons Street Tennis and Fruit Shoot Champion of the Playground campaigns has been a great foundation on which to continue promoting healthier behaviours through our marketing campaigns, particularly relating to those brands consumed by children.

In 2012, we will be looking at more ways to reduce the sugar content of our full sugar drinks and will continue to support the PepsiCo Health and Wellbeing manifesto.

The coming year promises to be an exciting time for Britvic on its CR journey, and I remain proud to be part of it.



Paul Moody
Chief Executive



about this report

Reporting boundaries

Given that 80% of our sales come from Britvic Soft Drinks (our GB business) we will be using 'Britvic' to represent the GB business unit throughout this report. If we are talking about our operations in Ireland or France, we will make that clear.

Britvic and CR

Our Corporate Responsibility Committee (CRC) was established five years ago (when we only had operations in GB) to ensure that CR was embedded throughout Britvic.

As our business has since evolved into a group, we recently reconstituted the CRC and also established a separate Sustainability Committee. The members of both groups are senior managers across a number of different functions, meeting four times a year to review strategy and report back to our Executive Committee members.

Our full time CR Advisor manages the community and employee aspects of our CR agenda and our Sustainability Manager, working alongside our Head of Quality, Safety and Environment, focuses on our environmental impact.

London Benchmarking Group

Britvic is a member of the London Benchmarking Group (LBG) and uses this as a measurement standard for our charitable giving. As a result of LBG's timelines compared with our year-end, LBG has only been able to verify data from Oct 2009-Sept 2010. Therefore, for the purposes of this, and forthcoming CR reports, it is worth noting that the official audited figures will be for the previous 12 months. However, we have kept our own tally of our charitable contributions for the 10/11 financial year, which we will reference in the report.

Our relationship with PepsiCo

We have exclusive manufacturing and distribution agreements with PepsiCo in GB and Ireland for a number of brands (Pepsi, 7UP, Lipton Ice Tea, Mountain Dew Energy, SoBe and Gatorade). As a result, we are committed to working in partnership with PepsiCo to support their CR objectives.

Britvic corporate and CR governance

At Britvic we have a number of mechanisms in place to ensure our business is accountable and operates transparently.

Directors

Our board of directors oversees the company's entire performance and management. Its members include our Chief Executive and Group Finance Director, as well as a Non-Executive Chairman and a number of Non-Executive Directors, one of whom is nominated by PepsiCo. They meet ten times a year.

Corporate Responsibility Committee

As noted, we have reconstituted our Corporate Responsibility Committee (CRC) to develop and own Britvic plc group strategy and key policies. The new committee will work on group CR strategy, long-term targets and objectives that enable CR to be more fully embedded throughout the Britvic business.

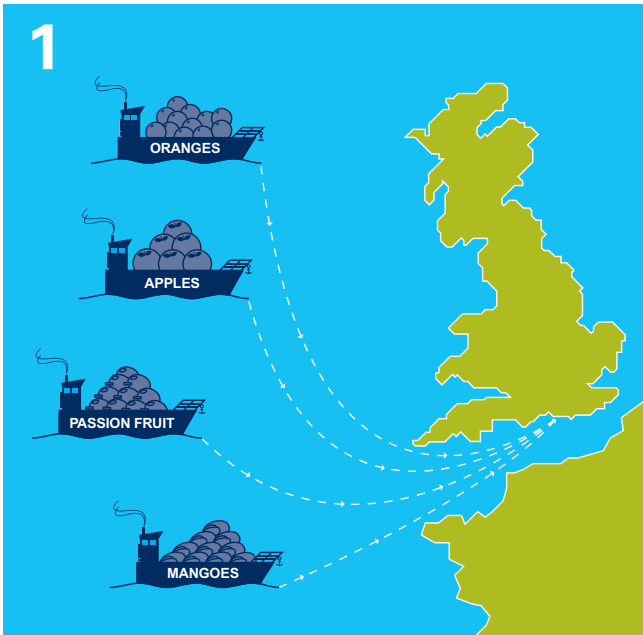
Sustainability Committee

We also have a newly formed Sustainability Committee. This comprises a relevant group of senior managers working specifically on our long-term sustainability and environmental performance throughout the supply chain.

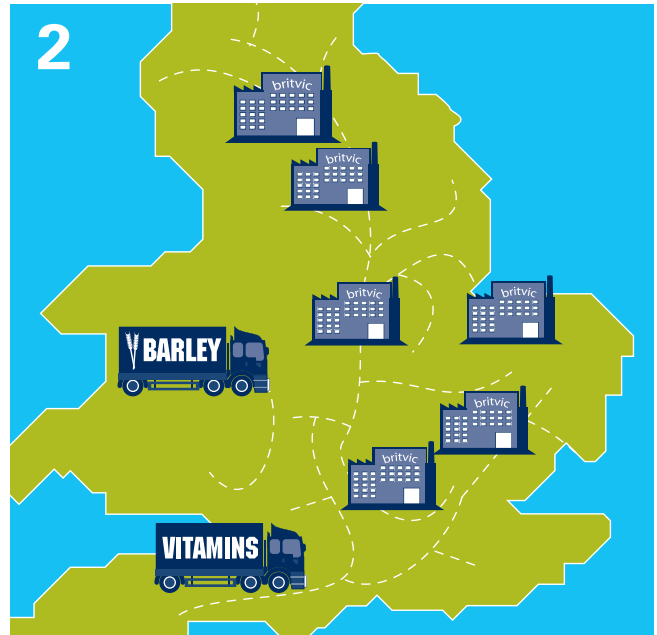
Stakeholders

Our stakeholders' views help to shape our approach to corporate responsibility. Employee surveys, customer feedback and focus groups are all used to inform our business operations, as is information gleaned from our investors, suppliers and government, or any groups that influence our business or those that we affect through our business operations.

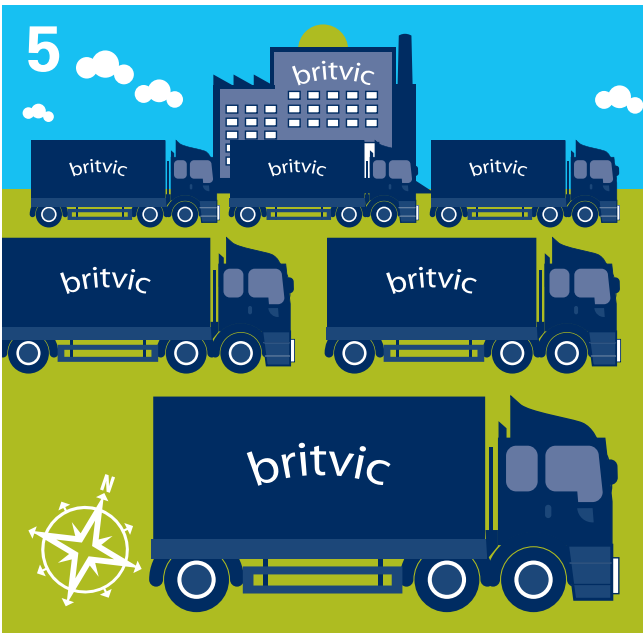
lifecycle of a Britvic soft drink



1
Some of our fruits are shipped from overseas. This year we aim to work with AfricaJUICE to supply us with passion fruit (and other exotic juices) from Ethiopia. This project aims to develop the local economy, providing money and sustainable employment in the area.



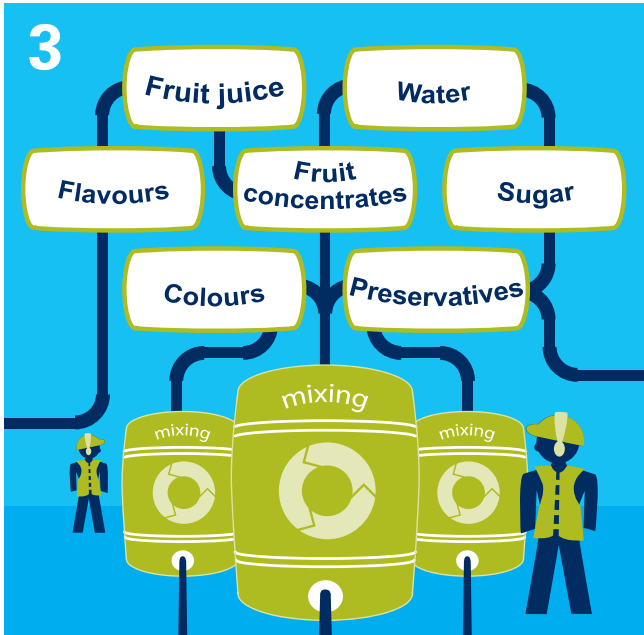
2
Barley, vitamins and other ingredients from the UK are transported by lorry to our factories. Our lorry fleet is all Euro 5 compliant - meeting strictest European standards on air pollutants and carbon emissions.



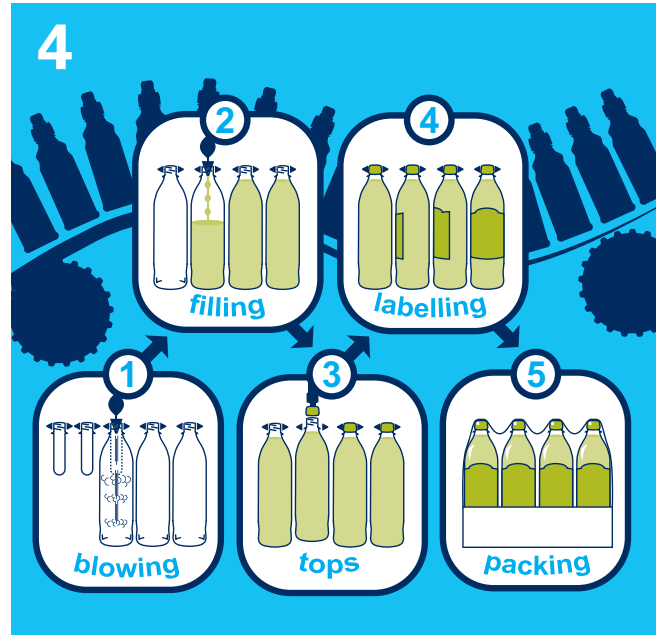
5
Our soft drinks are delivered to thousands of outlets via an efficient lorry fleet from our factories or National Distribution Centre. In the past few years, we have focused on reducing our product miles, reducing stock movements and lorry journeys.



6
Our customers include supermarkets, pubs convenience stores, newsagents, schools, restaurants and theme parks. They, and the consumers who visit these outlets, are at the heart of our business and we recognise the role we can play in addressing the social issues that affect them.



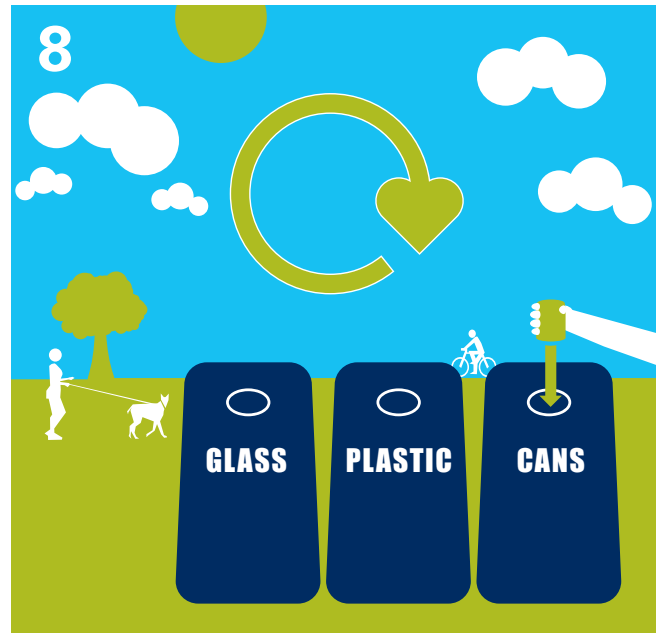
Our ingredients are all sourced from our shortlist of quality-assured suppliers, and all of our suppliers are expected to comply with Britvic's ethical trading policy.



We have completed many projects to reduce both our primary and secondary packaging including removing weight from our cans, glass and plastic bottles and continue to focus on this kind of light-weighting across our range.



From the breakfast table to the gym, on-the-go to relaxing with family and friends - someone, somewhere is enjoying a Britvic brand. We think it's important to give consumers choice, which is why we produce a wide range of drinks for every occasion, including drinks with no added sugar.



Part of our duty to encourage sustainable waste management is to encourage our employees, suppliers and consumers to recycle more. All our packaging features recycling information and we are in the process of including the 'Recycle Now' logo across our whole portfolio.



healthy options

We have successfully introduced a number of incentives and activities to support our 'wellness@work' initiative with our employees.

our performance so far - progress against 2011 targets

Here is a snapshot of how we've performed against the targets listed in our 2010 CR Report. A fuller explanation of activity can be found in the pages that follow.

Please note that since the publication of our annual results (30 November 2011) and the Annual Report there have been changes to a number of our sustainability targets, due to further internal verification. Those featured here are the most up to date.

progressive

Introduce at least two new low sugar products as part of a balanced portfolio

Promote healthier behaviours by launching at least two marketing initiatives encouraging active lifestyles

Work with the Department of Health to participate in a large scale Change4Life initiative

Support the delivery of PepsiCo Health and Wellbeing manifesto pledges relating to Britvic's PepsiCo portfolio

Encourage 'on-the-go' recycling by piloting a branded reverse vending machine project



sustainable

Contribute to an absolute target to reduce water use by 20% by 2020, compared to 2007, with water ratio reduction of 4% targeted vs 09/10

Reduce liquid effluent waste ratio by 2.5% vs 09/10

Aim to reduce CO₂ emissions by 30% by 2020, compared to 1990 per tonne of product, with a 2.5% reduction targeted vs 09/10

Contribute to WRAP's Courtauld II industry wide targets to reduce, reuse and recycle by end 2012 vs 2009

Commit to two more factories sending zero to landfill

Continue to roll out our new more efficient chiller equipment

Work with AIM-progress group to ethically audit our suppliers and create appropriate action plans



responsible

Launch an employee health & wellbeing programme, improving work-life balance throughout the business

Encourage personal growth through continued support for employee volunteering by increasing the number of those who participate

Support disadvantaged children by increasing our fundraising for Barnardo's

Continue to support our charitable partners on relevant health, social and environmental issues

Deliver at least 18 Teacher, School and NEETs programmes at our three Britvic Learning Zones



● Green means we delivered against our target ● Amber means we are on target ● Red means we are currently off target.

progressive

For Britvic, being progressive means going beyond legislation to proactively identify social and environmental issues and respond to them in a creative and inspiring way through our brand activity.

For example, with regards to health, we introduced two new low sugar products last year and supported marketing campaigns like Champion of the Playground, Cycle Confident and Parents for Playgrounds to encourage active lifestyles. We also partnered with the Department of Health in its Change4Life movement through our Fruit Shoot My-5 and Robinsons brands.

the year in numbers

63,000 coupons for Robinsons No Added Sugar and a further 14,000+ for Fruit Shoot My-5 were redeemed as part of the Change4Life Swapathon last January

85% of our sales of Fruit Shoot continue to come from the low sugar range

Through our Fruit Shoot Ready for Ten website, five playgrounds around Great Britain were given a £15,000 bursary each for repair and renewal in time for the 2011 summer holidays

By launching Robinsons Double Concentrate we cut over 14,000 tonnes of CO₂ every year

Britvic France launched Mon Jus d'ici in 100% recyclable cartons, made from locally sourced fruits and supporting local agriculture



Parents for playgrounds

Working with Play England, 'Parents for Playgrounds' was a project sponsored by our Fruit Shoot Ready for Ten website and backed by celebrity mum Patsy Kensit.

We asked people to nominate neglected local playgrounds to make them safe and inspiring places to play. We received more than 1100 nominations, and the winning five playgrounds were given a £15,000 bursary each for repair and renewal in time for the 2011 summer holidays.

“In GB, Britvic has been actively supporting the government’s social marketing campaign Change4Life, which aims to get the British public eating less and moving more”.



encouraging healthy lifestyles

Britvic is committed to providing a broad range of soft drinks that meets people's different requirements. We recognise that health is a significant social issue and through our brands are helping to address this.

Our portfolio includes natural and spring waters, low-sugar drinks for those who want extra flavour but wish to limit their calorie intake, as well as drinks sweetened with sugar, for those who prefer no artificial sweeteners, and fruit juices.

We believe that providing clear nutritional information enables our consumers to make informed choices, so that our drinks can be enjoyed as part of a balanced diet and lifestyle.

We market our drinks responsibly and work with our partners to promote healthy and active lifestyles as part of our belief in the need to balance 'energy in and energy out.' For example, Britvic France offers a 0% syrup through its Teisseire brand and is introducing products containing plant-based sweetener stevia into its portfolio. Additionally, Britvic Ireland works with the Nutrition and Health Foundation (NHF) to help address Ireland's health challenges and in GB, we continue to introduce more low sugar options into our range and encourage activity through our marketing initiatives.

Nutrition

We continue to evolve our portfolio to play our part in promoting energy balance and optimum hydration.

In the past year, we have introduced two additional low sugar products: Mountain Dew Sugar Free and Fruit Shoot Hydro, a fruit flavoured, no added sugar, spring water drink. 85% of sales of our core Fruit Shoot range continues to come from the low sugar variant, and our marketing campaigns always highlight our low sugar options.

Britvic France has also further developed its dilutable no sugar range, a range initially launched five years ago. 'No sugar' is now a significant market segment which represents nearly 9% of the total dilutable category.

PepsiCo, for whom we make a number of drinks, has made a series of health and wellbeing pledges which we support including sugar reduction, a greater choice of portion sizes and the promotion of physical activity. In line with the commitment to deliver progress on smaller portion sizes, we have launched a range of 250ml can multipacks, to offer a smaller alternative to the 330ml cans.

Promoting healthy lifestyles

Energy, freedom and space to play are vital for children's health and happiness, so many of our marketing campaigns, especially those for our children's drink Fruit Shoot, seek to get people out and about and more active. 'Champion of the Playground', which ran this summer, was an on-pack Fruit Shoot campaign in which children could win activity toys like skipping ropes and hacky sacks with digital counters. They were then encouraged to log the results of their play online and earn the title 'Champion of the Playground.' More than 100,000 kids interacted with the site and 10,000+ kits were distributed.

Also, as part of the Fruit Shoot Hydro launch, we sponsored free Bikeability cycling proficiency lessons with every multi-pack purchased. Free two-hour cycling lessons, which covered basic safety and improving confidence, were promoted in 21 Tesco stores around the UK over the summer, and free reflective stickers were also handed out in-store to be used on helmets and bags. Shoppers could enter a free prize draw to win bikes for the family.

A number of our adult brands have been associated with healthy activities too. For example, Gatorade is the official hydration partner for The British Road Cycling's 'Team Sky' and promoted a number of Skyride cycling events around the UK. Through our Ballygowan brand, Britvic Ireland continued to provide sponsorship of Munster Rugby and Tesseire, our syrup brand in France, was a major sponsor of the Tour de France.

Change4Life

In GB, Britvic has been actively supporting the government's social marketing campaign Change4Life, which aims to get the British public eating less and moving more.

Britvic took part in the Change4Life Swapathon, by offering 'money off vouchers' on two of its products: Robinsons No Added Sugar and Fruit Shoot My-5, which counts as one of a child's '5-a-day'. At the end of the campaign, more than 63,000 coupons for Robinsons No Added Sugar and a further 14,000+ vouchers for Fruit Shoot My-5 were redeemed.

We also supported Change4Life's Really Big Summer Adventure through two of our brands. Fruit Shoot My-5 continued its partnership with the Play Providers Association to promote the Really Big Summer Adventure Loyalty Card. This card was stamped every time a child visited any play centre and enabled them to have a free play session in addition to gifts, like frisbees, which we provided. We also donated 100 Robinsons street tennis kits to act as prizes for children taking part in various online competitions which ran over the summer on the Change4Life website.

our performance - progressive
packaging and recycling

packaging and recycling

We believe in using the popularity of our brands, which is how people know us best, to address some of the environmental issues around soft drinks, such as packaging. We were the first soft drinks company to sign WRAP's Courtauld Commitment, amongst the first to sign up to 'Phase 2' of the Commitment and the first British company in our sector to use UK-only sourced recycled plastic when we designed the packaging for our water brand Drench.

Tapping into the expertise of WRAP, we discovered that carbonated soft drinks are the second liquid after milk, which consumers most readily dispose of. To help our consumers avoid wastage we recently launched a 250ml can across our Pepsi range, giving them an option for a smaller drink when 330ml is too much. Additionally, the cardboard packaging for these multipacks is also easier to carry home, store and recycle than the previous plastic packaging.

As per the targets we set ourselves last year, our aim was to launch a recycling pilot scheme using Reverse Vending Machines (RVMs). However, working closely with our partners and recycling experts, it became apparent that these machines were not going to be available to use as we wished, nor did the consumer research support the kind of outlet trials we were proposing. As a result we took the decision to focus on on-the-go recycling and have just commenced our 'Recycling Hub' pilot recycling programme, delivered in partnership with Recoup to trigger awareness, drive behaviour change and deliver volume of collected recyclables. Our first trials are now underway.

Britvic France has also undertaken significant work in this area. For example, we have set up a partnership between Teisseire and Eco Emballage to explain to our consumers (through an internet game) how to sort waste; 2012 will see Britvic France supplying recycling information on its redesigned packaging, similar to our GB packaging, which carries the Recycle Now logo. Additionally, all the steel cans used by our factories in Britvic France are made of 60% recycled steel and are 100% recyclable. Mon Jus d'ici cartons are 100% recyclable in FSC-certified material, which can be transformed into products such as kitchen paper or furniture.

Our packaging has also evolved in Ireland, where we have introduced straight wall bottles to reduce packaging weight, more easily recycled single piece caps, thinner film on multi-packs and eco-friendly returnable intermediate bulk containers rather than barrels.

Reducing the weight of our 600ml PET bottles in GB has saved Britvic about 140 tonnes of PET, which equates to 5.4 million bottles a year. Using the new and eco-friendly R-Flute® cardboard has helped us to avoid using 7,500 pallets, which means 300 fewer lorries on the road.

But it's not just our packaging waste we aim to reduce and recycle. We also refurbish and recycle 85% of our chiller equipment with help from service technicians who identify relevant machines. Anything damaged or inefficient is crushed and recycled, and even the refrigerant gases in old cabinets that are beyond repair are sent to Ghana for reuse in school refrigerators. Any new assets we buy come from the most sustainable sources, which means our environmental impact continues to decrease.



concentrate pays dividends

This year, we launched Robinsons and MiWadi Double Concentrate, which has significantly saved plastic and cardboard packaging as well as transport use. It has also helped to dramatically reduce the amount of water we use.

For example, producing the new 1.25L and 1.75L bottles of Robinsons Double Concentrate is cutting more than 14,000 tonnes of CO₂ every year - the equivalent of taking 3,300 family cars off UK roads for a year. It is reducing CO₂e (carbon dioxide equivalent) in packaging by over 55% each year compared to the 2L, 3L and 4L Robinsons bottles it replaces, and the new packaging format uses less than a third of the materials usually required, for every litre drunk.

With more than 1,500 tonnes less PET used and more than 8,600 tonnes less card used per annum on packaging, the benefit to the roads is also significant, with the number of lorry loads reduced by over half.



sustainable

Sustainability is all about ensuring that the decisions taken now will safeguard our global future. Britvic is investing and innovating within our business to minimise our impacts and secure our long-term future.

We recognise that energy is a key global issue and Britvic is planning a strategic review of our energy procurement and consumption. Working through the Sustainability Committee we are reviewing alternative technologies, looking for potential solutions to fill the energy gap in 10-15 years.

the year in numbers

22% energy consumption saved by our new refrigerators, chilled by hydrocarbon refrigerant

188,000km the road mileage Britvic Ireland has reduced since consolidating load planning

385,000 cubic metres less water used in Britvic GB than last year - 150 Olympic swimming pools worth!

25% energy reduction in one factory in one year achieved by Britvic France

2,000 the number of vending machines that can be powered carbon neutral for four years thanks to carbon offsetting

32% reduction made in waste to landfill by Britvic Ireland



skip sort

At our Leeds site a “skip sort” team was created and was set the task of filtering the various kinds of waste from glue buckets to contractors waste. The team had to arrange for the 40 cubic metre open top skip to be emptied, and sort all the materials into waste streams. The team received a ‘tool box talk’ prior to starting the waste session and risk assessments and method statements were reviewed to ensure the task was performed in the safest possible manner.

They found a total of ten tonnes of waste had been deposited in a factory skip. The result of the sort was that, once recyclable materials had been identified and sorted, only 5% of the skip contents were sent to landfill.

They compiled a report and action plan to address the issues found and finally communicated this to rest of the site so the changes to ways of working would be permanent.

waste, water and energy CO₂

Waste

Britvic is minimising waste in our factories and our offices, both by educating our employees, suppliers and partners, by working with government agency WRAP and introducing a rigorous reduce, re-use and recycle campaign.

In our GB factories, we created the role of 'environmental champions'; nominated employees who ensure that waste is keenly monitored. The result has been remarkable, with all of our factories now achieving zero waste to landfill. Reductions across our GB factories include:

- Our Rugby factory where waste is converted locally to energy and re-used to power Rugby's cement works. The site was keen to learn how it could avoid incineration of waste and get involved with converting waste into 'Climafuel' - a waste derived fuel, which is made using household residual and commercial waste, substantially reducing what is sent to landfill. Because it is made using dry waste, this meant dividing our waste up into wet and dry, and this identified another recycling stream for our wet food waste which is now sent to a food rendering processor and used to power their boilers

- Our Widford factory has seen a 25% reduction in non-recyclable waste and a significant effluent reduction has also been achieved at Widford through optimising the rinsing and cleaning cycle

In addition, less than 10% of Britvic France's waste goes into landfill, and Britvic Ireland's waste stream management and waste segregation has improved, allowing us to deliver a 32.5% reduction in waste to landfill year on year. Further work by Britvic Ireland is being planned for waste segregation on site, with the aim of effecting a further reduction of 25% waste to landfill in 2012. Britvic Ireland has also committed to its two factories sending zero waste to landfill and to reduce effluent waste by 2.5%.

Overall, our GB target for reducing waste to landfill was a reduction of 30%, and we are delighted that we have managed to reduce waste to landfill by 62.9%.

Water

Water is set to become more and more of a valuable commodity as the world changes, so the way we use water continues to be a vital issue for Britvic.

The use of water is an essential part of what we do, and how we do it, and we have put stringent measures in place to target the reduction of water consumption across our business.

We have committed to an absolute target to reduce water use by 20% by 2020. This year we have made a significant step towards that by reducing overall consumption by 11%, assisted by our Robinsons brand moving to double concentrate. Our GB water ratio has also reduced by 5.8% against the target of 4% reduction this year.

Our GB sites have made an enthusiastic contribution to water reduction:

- Beckton hosted a training day for other sites to learn how to value-stream map water on site
- Phase one of a water saving project at Beckton delivered overall water and energy savings by reducing our CIP (cleaning in place) times
- At Rugby, we have replaced all existing can rinsing nozzles for water efficient nozzles and use air rinsing on PET lines
- Our Norwich factory achieved a 3.6% reduction in water ratio
- Our Widford factory achieved a 4.7% reduction in water

giving the green light

There are many projects across the business driving down our usage of energy. At our Beckton and Rugby factories high-energy usage metal halide lamps have been replaced with energy efficient T5 units.

More than 1200 have been changed which means we can save an impressive 2140 tonnes of CO₂ per year.

The new lamps have an increased life of six years, compared to the two year lifespan of the halide lamps, which reduces waste and resource depletion.



Britvic Ireland achieved an overall water reduction of 9.0% through substantial savings in water abstracted from the ground, and a reduction in its water ratio of 5.3%. A significant investment in the improvement of our processing capability will deliver further positive results in the forthcoming year.

We are making excellent progress in water consumption at Britvic France. Between 2002-2010 the water consumption by Britvic France for 1 litre of juice was reduced by 46%, and we will work hard to bring this down even further over the next year. Each production worker at Britvic France is encouraged to meet targets of water consumption through a quarterly bonus; the success of this strategy is illustrated by the reduction of 20.8% in non-product water produced by Britvic France.

Energy

Teaming efficiency in supply and demand with responsibly sourced energy and transportation is our big challenge, and one we are dedicated to meeting.

The nature of our business means there is fluctuation in our volume forecasts, which makes our usage of energy difficult to predict. For example, our energy ratio reduction aim for our Rugby factory was 2.5%. In actual fact we increased Rugby's energy usage by 3.3% as a result of our decision to run on a 24/7-shift system to improve output and efficiency. Despite having made a real reduction in energy use in GB overall of 0.6%, our GB energy ratio (per litre of product produced) has increased by 5.4% because our Robinsons squashes are now twice as concentrated.

In Ireland, Britvic's efforts to minimise energy consumption have paid off with a reduction of its energy ratio by 3.3%. Consolidating load planning has also meant Britvic Ireland has been able to reduce its road mileage, and we estimate that this has led to a reduction of about 188,000 km this year.

Britvic France has made a reduction of 5.8% in energy use per litre of juice produced, and has achieved a 25% energy reduction in one factory in one year and intends rolling out the same techniques across our other factories in France in order to achieve a similar reduction. For 'Mon Jus d'ici', in 2011, we also partnered with GERES (Groupe Energies Renouvelables, Environnement et Solidarites), an organisation that helps with climate change mitigation.

In GB, offsetting our carbon usage enables us to combine efficiency with our sustainability values. We offset enough energy to power 2000 of the vending machines we supply to our customers for four years thanks to a carbon offsetting plan devised for us by the Carbon Neutral Company which enables a methane collection project in the Far East.

In addition, replacing high-energy lighting units at our factories with energy-efficient T5s has saved 1070 tons of CO₂.

Looking ahead, Britvic has put in place a strategic review of our overall energy procurement and consumption and we are reviewing alternative technologies, looking for potential solutions to fill the energy gap in 10-15 years.



africaJUICE

We have been working closely with Döhler, one of our juice suppliers, which has a longterm strategic co-operation agreement with africaJUICE and plans to supply us with passionfruit (and other exotic juices) from Ethiopia. africaJUICE aims to develop the production of FairTrade and conventional passionfruit and mango products in Ethiopia and other African countries.

The first project is being implemented primarily in the Upper Awash valley, Ethiopia and one of its key advantages is that it can produce fruit all year round. It helps by bringing business into a deprived area of the world, which provides a sustainable way of life for its local communities.

africaJUICE is planning to complete similar projects across Africa by 2014 including an evaluation of fruit such as lemon, limes, pomegranate, acerola and pineapple.





global supply chain

Like many businesses, our impacts on both the lives and livelihoods of thousands of people in communities across the globe. We aim to treat these communities fairly by committing to high ethical standards.

Britvic has maintained its 100% level of direct (ingredient and packaging) suppliers adhering to our ethical trading policy, allowing us to use only packaging and ingredients suppliers which understand our expectations from an environmental, health and safety and human rights standards point of view and are able to comply. Full compliance by all other suppliers is scheduled for December 2014.

We also require all our material suppliers to sign up to Sedex, an ethical data exchange that enables our suppliers to provide compliance information to all their customers. Membership has increased from 65% to 75% this year, with the aim of reaching 90% by the end of 2012.

This year saw the launch of a cross-functional programme to ensure the sustainable sourcing of raw materials. Representatives from production, logistics, procurement, finance, legal, innovation, marketing, and corporate responsibility have worked together to produce a roadmap looking at short term, medium and long term initiatives around climate change, water, product ingredients and packaging.

We will be implementing these initiatives by working hand in hand with our supplier base, in order to make the supply chain more secure and agile and with the flexibility required to keep the assurance of supply of raw materials in the future.

At the end of 2012 we will roll out our sustainability strategy and detailed targets.



responsible

As a market leader in the markets in which we operate, we are committed to having a positive impact on community, whether that is Britvic's employee community, the local communities around us or the global communities with whom we work.

Initiatives like our charitable giving to Barnardo's, our 'wellness@work' programme, investment in local projects for schools and youngsters, our health and safety projects and our commitment to using Sedex approved global suppliers mark us out as an employer of integrity with a commitment to social improvement.

the year in numbers

40 health and wellbeing screenings taken up by employees in our northern GB region

30% reduction in accident severity rate in our French factories since acquisition

70 Solihull employees competed to raise the most money in Barnardo's shops

18 Enterprise teacher-training events held with our partner BSDA across our Britvic Learning Zones



mentoring opportunities

Britvic has partnered with Sir George Monoux College in Beckton to open up a spectrum of opportunities for young people and staff including educational factory site visits, mentoring opportunities and inspirational talks to students led by visiting speakers from Britvic. This has presented us with an invaluable opportunity to engage with the future workforce and for young people to truly understand the needs of a business such as ours.

Paul Moody, Britvic's Chief Executive was a guest of honour at the College's Leadership Conference organised for the students in February this year, and collected an award on behalf of Britvic for being 'Best New Employer'.

our communities

Britvic believes in being an active member of the communities in which we operate. We support those communities through schemes such as matched funding, training, and employee volunteering which increased by 5% in GB compared with last year.

Reporting/measurement

We are members of The London Benchmarking Group (LBG), which helps FTSE companies accurately measure their community investment. As part of this membership, our commitment is to report on the past 12 months donations of our GB business. (See 'about this report' page 5). Due to LBG's mid-year capture deadlines which do not correspond with our current financial year, they were only able to analyse our full year giving for the October 2009 to September 2010 financial year. For that reason our measured contributions have dropped from £341,000 last year to £270,000, as a number of the initiatives we had promised to put in place in our 2010 CR Report, to grow our contributions, had not been completed within this reporting timescale. However, based on our own calculations for the 2011/11 financial year, we have donated circa £416,000 (although this will not be verified by LBG until the end of 2012).

Employee contributions

Volunteering - Britvic employees are given two paid days a year to use for volunteering opportunities - either individually or as part of a team. This year, 50 employees from our Beckton site rejuvenated the outside area of a local school, and a 70 strong group from finance in Solihull divided into teams and worked in different Barnardo's charity shops, competing to raise the most money.

Payroll giving - The Quality Mark Awards reward employers for fostering a culture of committed giving in the workplace by actively promoting payroll giving. Awards (bronze, silver and gold) are available for organisations that achieve minimum staff participation rates. Despite the tough economic times, our employees have continued to support payroll giving and their efforts have resulted in us shifting from bronze to this year's silver status. We are hoping to achieve gold in 2012.

Barnardo's

Barnardo's is Britvic GB's company charity, and our aim this year was to increase our funding to them. Alongside our donation 'lottery', which we have been running for the past two years, we also organised a month-long 'Big Britvic Barnardo's Raffle', offering staff the chance to win exciting prizes donated by the company.



Between the tickets sold, used clothing donated in exchange for raffle tickets and matched funding from the business, we raised more than £5,000 for the charity

Health

We have again partnered with MEND (Mind, Exercise, Nutrition, Do-it), an organisation that works with families with overweight children, teaching them how to choose healthier foods and spend more time being active. This year we worked together to produce a pack of ten healthy recipes that would be easy for children to make as well as economical for their families. These were distributed to 15,000 families and also distributed to Britvic employees across all sites and available on our intranet site.

Education

Our 'enterprise learning programme' in conjunction with the British Soft Drinks Association (BSDA), now runs across our three learning zones in Beckton, Norwich and Leeds and has continued to be popular with teachers and students alike. This year we ran six sessions at each of our sites, training approximately 270 teachers and students. The programme was recently presented with the Institute for Education Business Excellence's (IEBE) award for 'Enterprise and Innovation in Education and Business Partnerships'.



Working with educational experts, we have helped develop a programme to help our partner Barnardo's target key youngsters who, for a range of reasons from learning difficulties to problems in their home lives, are experiencing problems due to not being in education, employment or training. Barnardo's has now received government funding to deliver a pilot of this programme in North London. Our programme will serve as an induction to their own workshops for this identified group. We will report on the outcome of this in next year's report.

Ireland's commitment to their local community and education is also strong and they have just signed an agreement with 'Junior Achievement', which allows employees to volunteer in local schools. Junior Achievement Ireland encourages young people to remain in education and teaches them the skills they need to succeed in a changing world.

Local support

Britvic continued to support local groups through the Britvic Community Fund held at The Essex Community Foundation. Grassroots projects, such as local breakfast clubs, received much needed funding, and a host of local charities and schools close to our factories also received funding. Our Widford factory for example has worked with Hopewood School helping to facilitate the transition from junior school to senior school that some youngsters find daunting.

Our Beckton site makes the most of its Learning Zone, working closely with The George Monoux College - also located in East London - offering both employees and students new 'work-related' learning opportunities.

Global support

Working with a charity partner, this year we have chosen to support a water project in Ethiopia, which is one of the countries where we source our fruits. As many as four in ten Ethiopians lack basic access to a protected water supply and sanitation facilities, and this contributes to more than 17,000 children under five dying in Ethiopia annually. Our support of a community project in Ethiopia aims to help combat this major issue, paving the way to healthier futures. A full update on the project impacts will be given in our next report.

We continue to support UNICEF by donating to its Emergency Relief Fund and Ireland's support for the Marie Keating breast cancer charity, through its brand Ballygowan Pink, is now entering its third year.

Our Newcastle West plant participated for the fourth year running in The Schools Partnership Skills @ work programme which gives students an insight into life after school. School visits that incorporate learning about careers in manufacturing and a tour of our Ballygowan facility have been extremely popular.

our employees

Employees need to feel supported, safe, healthy and able to balance the demands of work and family. Our aim is to empower our employees to make positive choices to improve their own wellbeing, whilst providing a safe and supportive environment from which to do so.

Work life balance

Open channels of communication are essential to create a supportive work environment and we regularly survey the wellbeing of our employees. Most importantly, we then respond to the results. Our most recent employee wellbeing survey showed that 60% of our employees felt they had achieved the right balance between their work and home lives, which although lower than we would like, still puts us ahead of CIPD Employee Outlook research from Spring 2011. This revealed that only 56% of the employees in the companies surveyed nationally felt they had achieved the right work/life balance.

We are keen to improve the work/life balance of our employees even further, so we are emphasising different solutions from shift pattern reviews through to flexible working and video / audio conferencing as an alternative to travel. For those employees able to do so, we also support home-working as an alternative to commuting and this has proved especially beneficial when there have been adverse weather/travel conditions or when employees are trying to balance increased caring commitments on a short-term basis.

Our new head office in Hemel Hempstead will be more accessible to the majority of employees, reducing the average journey times of those who frequently travel between the Midlands and Chelmsford today by around an hour. However some Chelmsford-based employees will now need to commute more frequently than before, so, for those who will be impacted, we are offering them flexible working options, car sharing incentives and travel assistance.

Britvic Ireland has also undertaken employee satisfaction surveys across their locations and for the first time taken part in the 'Great Places to Work initiative'. This involves all employees completing a survey that measures trust in an organisation and benchmarks it against other similar companies. An encouraging 65% of the Britvic Ireland workforce agree that it is a great place to work.

Health and wellbeing at work

In January 2011, using Change4Life collateral as a basis, Britvic launched a new workplace health programme, 'wellness@work', to encourage all of its employees to lead healthier lifestyles. Wellness packs were sent to every GB employee and contained walking maps, a pedometer, passwords to a new online wellness@work site, and information on our new and improved employee assistance programme.

We also successfully piloted health and wellbeing screenings at our Leeds site with 40 employees. Showers were refurbished at many of our sites to encourage lunchtime activities, and an improved careline was established to provide musculoskeletal and mental health support to employees, enabling them to get more immediate referrals for physiotherapy or counselling as necessary - a valued service for our employees.

In June, we ran a 10,000 steps a day walking challenge, which saw employees across our GB sites pitted against each other to increase their physical activity levels throughout the day for four weeks. Some 25 teams took part, representing 250 (more than 10% of our employees), and together they completed more than 50 million steps. The challenge was very successful and we have been asked by the participants to repeat the activity again next year.

Health and safety

Health and safety is crucial to us and we have a good record of extensive training, employee engagement and behavioural safety programmes. This year in GB, we won the European Health and Safety award for Health and Safety Practices in Autonomous Maintenance Projects. Our Norwich facility was singled out to host a visit with the Health and Safety Executive to demonstrate best practices in UK soft drinks manufacturing. Our Rugby factory won its 3rd RoSPA (The Royal Society for the Prevention of Accidents) gold award and Beckton won silver for the first time. Rugby also hosted training for CCFRA EU HACCP (Europe's largest food research associates, and hazard analysis critical control point).

Our already excellent accident frequency rate has reduced even further, and the severity of accidents has decreased by 53%, with three of our manufacturing sites, Leeds, Huddersfield and Norwich, experiencing no accidents resulting in lost time at all. Accidents per 100,000 hours of work have been reduced by 35% in our Widford factory and by 29% in Norwich.

Accidents reported by Britvic Ireland are down 2%, and the severity rate has decreased by 28%. Our two distribution centres maintained their OHSAS ISO 18000 certification, and Ballygowan has become the first of our Irish factories to achieve this standard. Our aim is for our Dublin factory to achieve the same in early 2013.

We have been working hard to raise awareness and improve the culture of health and safety in Britvic France, with all employees completing awareness sessions and implementing health and safety processes. Initial results are encouraging, with the accident severity rate dropping by 79% and 38% in two of our French factories over the last twelve months. Safety is a priority for the management of Britvic France and factory employees and we are working hard to maintain that.



food for thought

In line with the Department of Health's Responsibility Deal - a series of pledges by companies to improve public health, where Britvic agreed to: 'actively support our workforce to lead healthier lives and to implement healthier staff restaurants', we worked with our catering provider to get our employees thinking about living healthier lives. We've applied the same rules to our in-house food as we do to our products, so people can see the nutritional content of their food, as GDAs are now provided. We believe in informed choice so we still offer treats; however, these are now always offered alongside healthier snacks too. Loyalty cards for porridge in the morning and fruit with lunch are an added incentive to encourage healthier choices.

We now have more GDAs displayed across more menus, including our breakfasts, than any of our catering supplier's other clients. Working together we have committed to remove all trans-fats by the end of 2011 and to reduce salt by end of 2012 by 15% versus our targets for 2010. These targets will give a total salt reduction of nearly 1g per person per day compared to 2007 levels in food.

A new trial of 'weigh and pay' salad is due to take place soon, and healthy oil based dressings are offered as well as low-calorie mayonnaise/salad cream options. Vending machines now dispense skimmed milk, and chips have been taken off the breakfast menus. We are committed to a healthy, happy workplace by providing healthier options.

future plans

from John Gibney, Group Finance Director

Whilst I am delighted with the progress we've made each year on our CR journey, I fully recognise we have further to go.

What has become clear is that we need a longer term, more challenging vision, which fully reflects the ambition we have for CR within our business. Whilst our vision will outline our ambition to play our part in a changing environment, it will also reflect the need for us to mitigate business risk and identify related commercial opportunities for the entire Britvic group.

This piece of work will undoubtedly challenge us but will also give us greater focus and purpose around areas such as the role our brands can play and the relationship we wish to have with our local and global communities.

Despite the uncertain economic environment, we will continue to demonstrate our commitment to our CR programme during 2012, remaining true to our values and aims.



John Gibney
Group Finance Director
and CR Board Representative



our 2012 targets

progressive

Promote healthier behaviours through our marketing campaigns, especially relating to those brands consumed by children

Continue to encourage on-the-go recycling through our packaging and other projects

Support the delivery of PepsiCo's Health and Wellbeing manifesto pledges where we bottle their drinks brands

Look at ways to reduce the sugar content of our full sugar drinks

sustainable

Maintain full compliance from packaging and ingredient 'direct suppliers' to our ethical trading policy

Through our membership with AIM-PROGRESS and work with Sedex, we will continue our focus to enable and promote responsible sourcing practices and drive efficiencies in the assessment of our supply chain

Achieve full compliance by 'indirect suppliers' to our ethical trading policy by December 2014

Reduce our energy ratio by 2.5%

Reduce water and effluent waste by 2% compared to 2010/11

responsible

Continue to work with schools, students and young people not in education through our Britvic Learning Zones and other partnerships

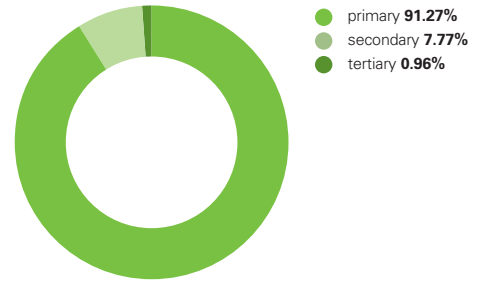
Promote employee health and wellbeing through dedicated activities throughout the year

Support charitable partners on relevant health, social and environmental issues, especially in areas where we have a strong local presence

performance data

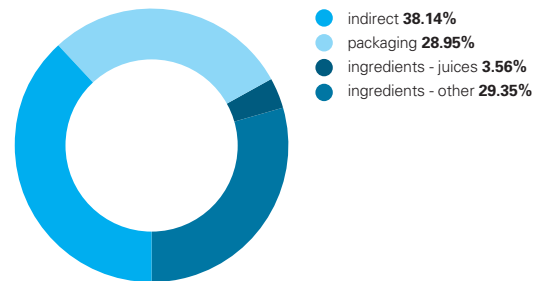
progressive

packaging percentages for GB



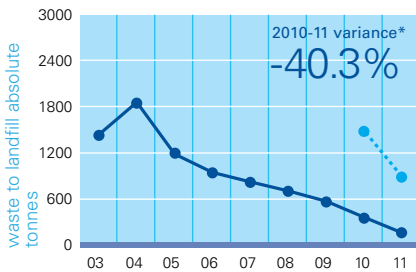
sustainable

global sourcing expenditure for GB

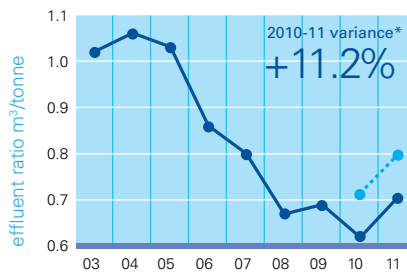


—●— Britvic GB - - - ● - - - Britvic GB and Ireland *variance percentages include GB and Ireland figures

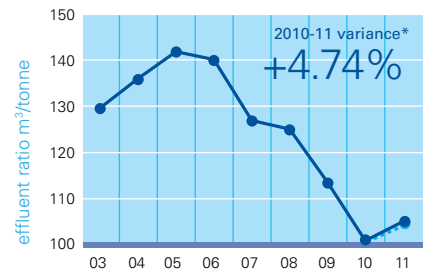
waste to landfill



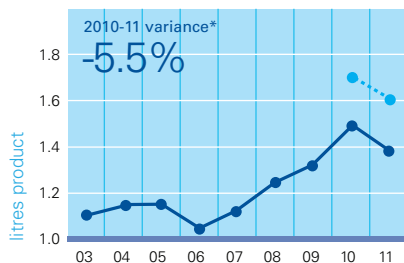
effluent ratio per unit volume



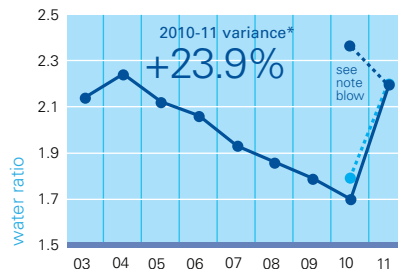
delivered energy usage 2003-2011 (kWh/tonne of product)



litres of product produced over a multiyear period



water usage 2003-2011 (cubic metres of water used/tonne of product)



CO₂ emissions 2003-2011 (kg carbon tonnes emitted absolute)



carbon ratio for GB production sites 2003-2011



note: due to re-basing of water use to include all borehole water abstracted (even if only used for cooling), on a like for like basis ratio reduced -5.7%

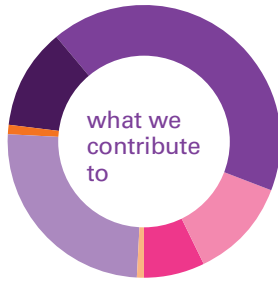
kg of carbon figures are based on the Climate Change Levy conversion factors (part of UK emissions trading)

responsible

GB spend on community investment



- cash 54%
- in-kind 18%
- time 15%
- management costs 13%

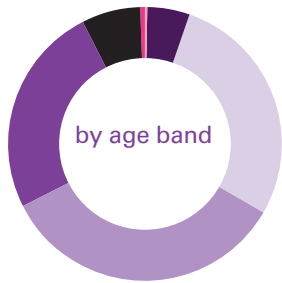


- arts & culture 1%
- education & young people 25%
- emergency relief 1%
- environment 12%
- health 42%
- social welfare 12%
- other 7%

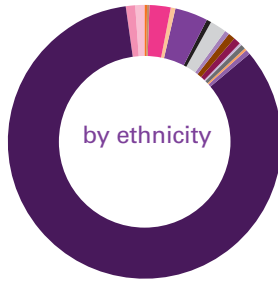


- global 0.02%
- local 27.5%
- national 72.5%

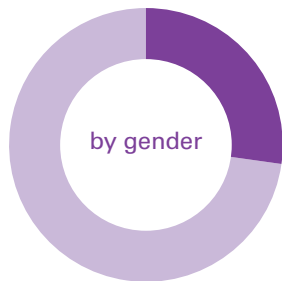
GB employee data



- less than 18 0.09%
- 18-24 5.19%
- 25-34 28.04%
- 35-44 34.47%
- 45-54 25.02%
- 55-64 7.05%
- 65 and above 0.13%



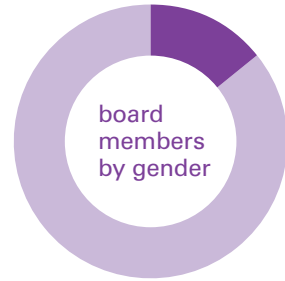
- any other Asian background 0.04%
- any other black background 0.13%
- any other ethnic group 2.44%
- any other mixed background 4.40%
- any other white background 4.26%
- Asian/Asian British Bangladeshi 0.09%
- Asian/Asian British Indian 2.17%
- Asian/Asian British Pakistan 0.62%
- black/black British African 0.75%
- black/black British Caribbean 0.71%
- Chinese 0.13%
- mixed white and Asian 0.27%
- mixed white and black African 0.27%
- mixed white and black Caribbean 0.44%
- white British 84.96%
- white Irish 0.98%
- not reported 1.33%



- female 27.42%
- male 72.58%



- female 42.06%
- male 57.94%

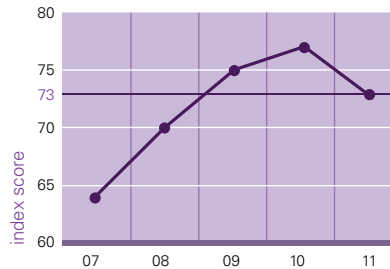


- female 14.29%
- male 85.71%



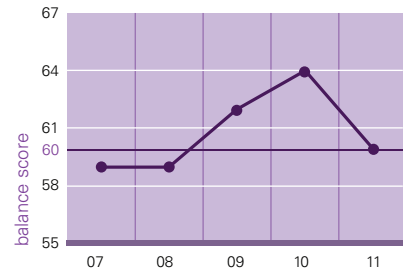
- female 28.26%
- male 71.74%

employee engagement index score 2007-2011

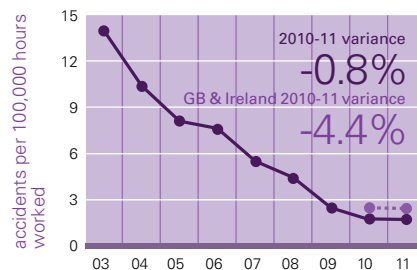


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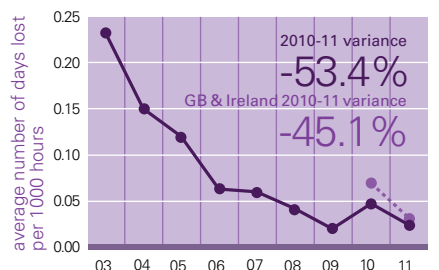
work-life balance score 2007-2011



accident frequency rate 2003-2011



accident severity rate 2003-2011





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With thanks to our colleagues, business partners, friends and families who feature throughout this report.

