

COMMUNITY

CONTEXT

Our approach

Next believes it is important to develop and maintain healthy and positive relationships with the local communities within which we operate. We aim to make a positive impact on our local communities by contributing to their wellbeing through a programme of support achieved by offering donations of funding, products or the time and expertise of our employees.

With over 500 stores in the United Kingdom and Ireland we continue to focus our resources on projects that support the communities in which we operate. Our aim is to help make a difference, so we look for opportunities to identify and develop new relationships to be able to increase the number of organisations and charities, of all sizes, we are able to support with a donation that is of most benefit to them. In addition to our direct community contributions, we also support charities by organising fundraising events on their behalf which allows the charity to attract additional funding at the event as a direct result of the support they have received from Next.

As well as supporting communities in the UK and Ireland, we have started to work with overseas organisations to help provide a positive contribution to support local communities. We know donations make a difference, but training and the development of skills lasts much longer. Our aim is to combine social and economic development with real business opportunities. We want to help people to be able to take control of their lives by helping to provide the opportunities they need to develop and be in control of their own future.

To ensure we can measure and monitor our overall community investment, we calculate the value of our non-financial contributions gained from products donated from within the business. This figure is added to our financial contributions, to arrive at the total sum contributed for the year.

Our charity and sponsorship programme is made up of donations to :

Registered Charities - we have offered support to 388 charities of all sizes during 2008 who have asked for contributions to support, for example, children; care for the sick and people with disabilities; medical research and community support.

Individual requests/ local and national groups and organisations - we are able to help groups and organisations who do not have charitable status through these donations. We also respond to requests from individuals and small groups who are then able to benefit from our support.

Commercial Support and Sponsorship - we offer commercial support and sponsorship to a number of organisations which provides Next with the benefit of raising awareness of our brand. We also support local sporting teams of all ages, especially where there is direct employee involvement with the team.

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DATA

	2009	2008
Next Plc has offered financial support to:		
Registered Charities	£885,936	£730,978
Individual requests, local and national groups and organisations	£56,669	£42,969
Commercial support and sponsorship	£54,018	£146,156
This support has been complemented with the following fundraising activities to generate additional funds for registered charities, individuals, groups or organisations:		
Next charity events	£24,346*	£433,204
Gifts in kind - donations of products	£764,034	£394,178
Charity link sales	£181,186**	£263,058
Employee fundraising	£32,661	£72,662
Total Support	£1,998,850	£2,083,205

Note: *during 2008 we hosted our annual Charity Golf Day, whilst in 2007 we hosted a Next Charity Ball to celebrate our 25th anniversary.

**An additional £38,809 was raised through charity link sales from product sold during 2008.

- £33,485 - Breast Cancer Care
- £5,105 - Soul of Africa
- £219 - Bliss

However as the charities themselves did not received the monies during the reporting period of the report we have not included the figure in the data above. It will be included in our 2010 report data.

SUCCESSSES

At Next our aim is to support a wide number of charities and organisations, of all sizes, and to be able to offer them the type of donation they really need and is of most use to them. This may be a financial donation or the offer of products that can be used to realise additional funding. As well as supporting individual charity requests, we also agree to support some charities for an agreed number of years with a specific donation. This commitment helps the charities to be able to plan their work with confidence.

Next held our annual Charity Golf Day in June with the proceeds from the event going to the Orchid charity. Orchid exists to save men's lives from testicular, prostate and penile cancers through funding pioneering research into prevention, diagnosis and treatment as well as promoting awareness and improving education so that symptoms can be recognised and medical attention can be sought. Through this partnership, our menswear buying team has developed an underwear pack to be sold in Spring/Summer 2009 with £2 from each pack to be donated to Orchid. If you would like to find out more about the charity, please go to www.orchid-cancer.org.uk

During 2008 we have continued to support the charity Breast Cancer Care, by developing a range of products sold through the Next Directory. For every product sold we have made a donation of 10% of the selling price of the product to the charity. The charity supports anyone affected by breast cancer by offering information and support where needed. If you would like to know more about the charity, please go to www.breastcancer.org.uk

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As a responsible retailer we aim to provide a positive contribution to help improve and support local communities wherever in the world the Next brand trades or manufactures. Community investment is a long-term commitment to delivering value to the community that we are aiming to help. An example of where we are working to make a positive contribution is our participation with the charity Soul of Africa. Based in South Africa, Soul of Africa is an imaginative self help initiative which trains unemployed and unskilled women to hand stitch moccasin-style shoes and apply decorative beading to t-shirts, giving them the self empowering ability to generate an income through which they can support their families. Soul of Africa product was launched in Next during 2008 and for every product sold Next makes a donation (£2 for each pair of shoes and £1 for each t-shirt) to The Soul of Africa Trust which channels the funds into community projects aimed at supporting children orphaned by the HIV/AIDS pandemic. To find out more about the charity please go to : www.soulof africacharity.org

Next has been able to support Children in Need for over five years by offering our call centres to be used to receive pledges from the general public on the night of the event. Our employees generously volunteer their time by manning the telephones in the call centres. On the evening of the Children in Need event, at our Directory call centre based at Head Office, over 50 volunteers answered over 4000 telephone calls from the public who generously pledged £123,022.

Our employees across the business get involved in many fundraising events each year. One example from our Retail division is the annual 5-a-side football tournament. Teams from our stores throughout the country take part and compete in regional events with the winners coming together for the final days event. On the day of the final over 200 employees participated in the 24 teams and over £12,000 was raised for Cancer Research UK. An event is being planned for 2009 and for the first time is open to colleagues in Head Office and Distribution as well as our stores.

As part of the Fun, Fair and Rewarding initiative within the Distribution division, a Next's Got Talent event was held. The event was managed and funded by Next with employees performing their talents of singing and dancing in front of their friends and colleagues and a panel of judges. £1,600 was raised through ticket sales and donated to The Prince of Wales Hospice in Pontefract.

Next continues to be the main event sponsor of the Cystic Fibrosis Annual Awards Dinner. In addition to our financial contribution, some of our employees donate their time and expertise to plan, co-ordinate and run the event on behalf of Cystic Fibrosis.

During the year we have been working to maximise the use/value of unwanted products that are returned through our operations. Our aim is to link with charities that can make use of these products to realise value for themselves. The project is still at its early stages, so we will report on how we progress in future reports.

OPPORTUNITIES AND PRIORITIES

- work with charitable organisations to identify value from products that Next can no longer use