

# 02



# Delivering the extraordinary

In 2010/11 we updated our vision and values to highlight what we would like every team member to aim for.

## Vision

Visions are statements that lift the spirit, fire the imagination and harness all the energy of the business behind them. But to work they have to be instantly recognisable and shared by everyone.

On reflection, our previous vision didn't quite address the true Wilko's spirit. So we created a new one to inspire everyone's journey ahead. Our new vision is:

**Extraordinary everyday shopping in the heart of the community**

The new vision clearly emphasises that Wilkinsons is at heart a retailer and shows that we operate in the heart of the community. We are a family business and our customers and team members literally take Wilkinsons into their hearts.

## Mission

Our new mission describes what we do and is almost identical to our vision... but not quite. Our mission is:

**"What can you do to passionately deliver extraordinary everyday shopping in the heart of the community?"**

Or

**"What have you done to passionately deliver extraordinary everyday shopping in the heart of the community?"**

The words for our mission will not always be the same but the concept is static and is deliberately crafted as a call to action. We intend the mission to be used in various ways within our business.

## Values

Our values have changed too, although they are not radically different from our previous values, they've had a slight refresh to bring them up to date.

The new values are a reminder of how we should behave when delivering the company vision and mission. As a reminder our old values were:

- Shape the future
- Pull together
- Build trust
- Be passionate
- Show we care

## So what have we changed?

Well, we have removed 'build trust'. That doesn't mean we no longer want to build trust – we do, it is just that build trust should be an outcome of living our values rather than a value itself! We have also taken out 'show we care'. Again that doesn't mean that we don't care we just think that showing we care forms part of 'be passionate'.



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**If we live our vision, succeed in our mission and deliver the values we will show that we can 'be extraordinary'.**  
.....

So taking the values in their new order, we have changed 'shape the future' to 'shape our future' to make it absolutely clear that we steer our own path towards a future that is entirely unique to Wilkinsons.

We have kept 'pull together' exactly as it was. This value has always worked really well for us and encourages teamwork and alignment.

We have changed 'be passionate' to 'show passion'. Actually we think all of our team members are really passionate about lots of things, the business, the environment and our customers. We just want you to show it some more.

And we have created two new values; 'be unique' which again is part of having our own distinct identity and 'make it fun' because shopping is meant to be fun and fun is what we do well and it is an instantly recognisable feature of our brand!

So, taking all that together, if we live our vision, succeed in our mission and deliver the values we will show that we can 'be extraordinary'. ☺



We believe that everything we achieve is down to the hard work and commitment our team members demonstrate on a daily basis.

With the refresh of our values, we wanted to highlight some of the top achievements in 2010/11 and recognise some of our own stars within the business.

### **Shape our future**

Every single team member within Wilkinsons plays a key role in shaping our future – we all have to work together to drive the business forward.

The rebrand of our stores, our lorries and our team members' uniforms have all played a huge part in this, but we have also seen fantastic achievements that have shaped our future. And we care about the communities we serve and the environment.

Some of the great ways we have shaped our future this year are:

- Opening new offices in Asia
- 30% of our stores received our new platinum award for outstanding customer service
- Recognising outstanding team members by awarding company 'Be a Star' awards
- Our leadership road show, UK supplier conference and Asia supplier conferences get better and better every year
- Improved Own Brand products and updated categories
- Our expansion plans and new store opening programme. Last year we opened 14 new stores

- Being awarded the Carbon Standard for our efficient energy management programme as we reduced our energy consumption in our buildings by 2.5% as we rolled out energy efficient lighting measures

### **Pull together**

Working and pulling together in one direction is the only way that any business can succeed, that's why it's one of our key values. Throughout 2010/11 our team members have demonstrated some impressive results, here are just a few:

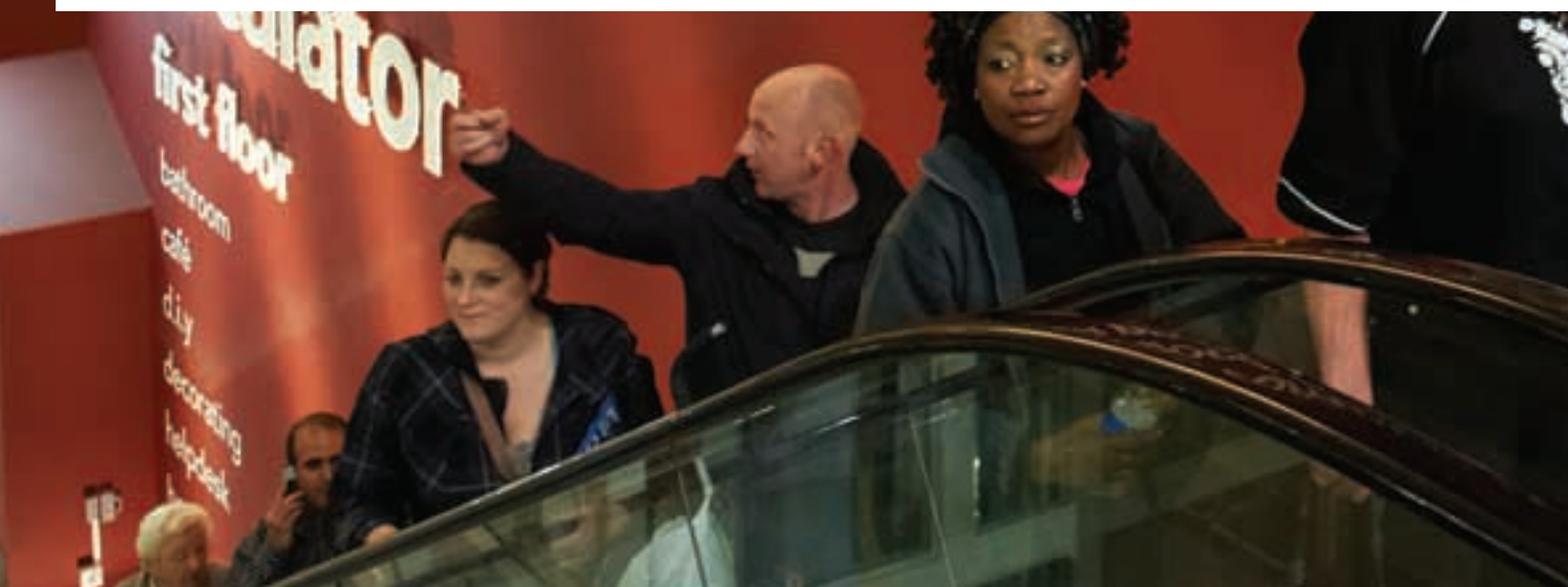
- Celebrating our 80th anniversary: team members from all over the business dressed up in costumes from their favourite era to raise funds for Anthony Nolan and celebrated with a celebratory AGM lunch. Long-serving and award-winning team members all attended along with our suppliers and partners to enjoy the occasion. A great day was had and we really enjoyed having the people there who have helped us build the business over the years
- Obtaining Investors In People award for the 14th year and the gold standard for the third year running. This year the award also included our offices in Asia
- Delivering a great Charity of the Year programme and raising awareness and funds for Anthony Nolan
- Opening 14 new stores and relocating one store, saw us exceed 6 million sq ft in trading space. We also continued with the rebranding of our existing estate

### **Show passion**

Our team members are extraordinary and show passion in all sorts of ways. They have a passion for delivering quality service and quality products for our internal and external customers whilst making big strides in improving service and ranges.

All around the business we have seen this delivered through:

- Great new trends and designs launched in stationery and home with fantastic new ranges throughout the year – especially at Christmas and Halloween
- The launch of our new offices in Hong Kong with a 50-strong team
- Giving back 1% of our profits to charities and local communities through our three corporate schemes – 'Local Stars', 'Wilko Heroes' and 'Helping Hands'
- Supporting Anthony Nolan as our Charity of the Year, with our team members and customers raising over £1.6m and Anthony Nolan have seen an increase in the number of people registering on the bone marrow register, with 298 of our team members joining. None of this would have been possible without the support our team members, our customers and our suppliers have shown
- Our employee trust has supported team members and their families who experience difficulties
- Our continued expansion into Scotland



### Be unique

Although a new value this year, we have always felt that we are unique thanks to our team members, our history and our values. Without any of them we would not be able to achieve the high standards that we do.

Over the past year we have seen some really great examples that show how unique we are:

- A staggering **935** team members hit personal service milestones this year
  - **383** team members celebrated 10 years' service
  - **374** team members celebrated 15 years' service
  - **134** team members celebrated 20 years' service
  - **44** team members celebrated over 25 years' service
  - We now have **4,297** team members with 10 years' or over service
- **308** team members and their families stayed in our team member holiday homes in Devon, Norfolk and East Yorkshire, provided by our employee trust
- **38** team members completed our Aspire 1, 2 and 3 programmes, which were examined externally for the first time this year
- Our brand continued to develop to give customers the same friendly Wilko's welcome and providing them a great environment to shop in
- We rebranded our entire fleet of lorries with **18 new designs** – the fun, distinctive, new looks are really getting people talking

### Make it fun

We want team members to enjoy their job and enjoy coming to work – that's why we have introduced the new 'make it fun' value. Even though we can't have fun all of the time, we want everyone to make the work environment as pleasant as possible – not just for team members, but for customers visiting our stores.

Over the last 12 months we have made it fun in various ways:

- Through launching our new vision and values
- Our new offices in Asia are bright, modern and fun
- Our new lorry designs make you smile every time you see them
- Our team members dressing up for Anthony Nolan
- Our events in store really bring out the fun side of our corporate personality
- Our new products such as Christmas gifting really highlight our fun and quirky side with great designs and packaging

# 4,297

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