

ESG report continued

Impact area: Community

We aim to support our local and global community

No organisation exists in isolation. Next 15 is passionate about using business as a force for good for our customers, people, environment, communities and shareholders.

This section on Community includes both the communities in which we operate, and the suppliers and distributors within our supply chain.

Community engagement

Next 15 promotes positive action within our communities. We know many of our employees have charities that are close to their hearts, so we provide match funding and promote causes local to hub offices. Brands also give time or money to local, national and international causes that are aligned to their values. In FY23, we set a KPI to measure the percentage of net revenue donated to charity during the last fiscal year.

% of net revenue donated to charity during the last fiscal year:

0.04%

Case Study – House 337: Women’s Aid, He’s Coming Home campaign



1.6m women in the UK are living with domestic abuse. Every four days a woman is murdered by their partner. In 2022, with the World Cup on the horizon, Next 15 brand, House 337, developed a pro bono campaign for the UK charity, Women’s Aid to help raise awareness of the fact that, during big sporting events, domestic abuse rises by up to 38%.

The campaign’s objective was simple: get people talking about the issue and drive people to the Women’s Aid website to find out how they could help. As the country came together to show their support for England, House 337 hijacked the most ubiquitous and powerful phrase, transforming it from a beloved chant to a chilling warning and powerfully showing the darker side of football. All by simply changing one word: HE’S coming home.

The TV and billboard campaign launched on 25 November, just after the second group game for England, delivering a timely message to people making their way home. For a tiny charity with no budget, the campaign achieved the impossible. It cut through the Black Friday frenzy and went viral. It was watched 23m times on TikTok alone. It was shared by celebrities but also by meme accounts, TikTokers and people who wouldn’t usually share adverts. It generated a combined reach of 222m.

It infiltrated culture via WhatsApp groups, around the dinner table and down the pub. Every major news outlet picked it up. It got the attention of political figures, The Home Office, national police authorities, policy makers, and local councils.

Not only did it create action and generate conversation, but it got the vital message out there to those who might require Women’s Aid services. There was a 78.3% increase in direct traffic from organic social to the Women’s Aid website, with a 44.28% increase in traffic to the donate page, and a 17.1% increase in traffic to the information and support page, as the public sought ways to offer their support.

Volunteering

Volunteering is a win-win. The individuals and organisations we work with benefit from the time and expertise of Next 15 volunteers, while our employees report a boost to their wellbeing brought about by their contribution.

In August 2021, Next 15 began its partnership with onHand, a London-based tech for good organisation that matches volunteers with community projects. In FY23, we committed to extending our volunteering with onHand in the UK, which we have done. Next 15 UK employees completed 674 missions during the year, supporting organisations including Pancreatic Cancer UK, The Youth Group and Wandsworth Foodbank. Feedback from volunteers has been overwhelmingly positive.

In FY23, we also started our first trial of onHand volunteering in the US in FY23. This is currently still in the pilot phase with the Next 15 US Central Team and we hope to enrol all US brands on the platform by FY24.

Ethical procurement

We rely on our suppliers for the products and services we need to keep our business running, and work hard to develop long-term, collaborative relationships with organisations that share our values and commitment to ethical business practice. We believe in treating our suppliers fairly, for example by ensuring that we pay promptly. It is our policy to pay all suppliers within 30 days.

We are committed to acting ethically and with integrity in all business dealings and relationships. This includes implementing effective systems and controls to ensure that practices which are at odds with our values and culture, such as corruption, bribery and modern slavery, are not taking place anywhere in our businesses or supply chain.

Last year, we began auditing our suppliers. From February 2022, we asked all material global suppliers (as measured by spend) to review and agree to our Supplier Code of Conduct terms. They were then asked to complete our Supplier Assessment Form which includes questions concerning ESG standards, legal and regulatory compliance, cyber security, and data privacy.

Gathering this information is a time-consuming process, but we have made good progress, having now reached 30%. We continue to engage suppliers across the Group to collate ESG and other data. We have used feedback from suppliers and the wider Group to improve the processes and systems we are using and these will be rolled out as standard for all new suppliers to Next 15.

Once we have the results of the supplier assessment, we will engage with any suppliers not fully aligned with our ethical, social and/or environmental values and we will work with them on a programme of improvement, requiring defined progress in an agreed timeframe. There have already been occasions where failure to complete the assessment has led to us stopping working with high-risk suppliers.

