We are a local business, and employ 4,000 people across the country. We’ve been in some communities for many generations and work hard to manufacture, market, sell and distribute some of the most popular drinks in the world. In fact, we make 97 percent of our drinks here in Great Britain, at one of our six manufacturing sites in East Kilbrie, Edmonton, Milton Keynes, Morpeth, Sidcup and Wakefield.

Whilst we at Coca-Cola Enterprises (CCE) are part of the global Coca-Cola system, we consider ourselves a local business. We are proud of our British manufacturing heritage and stamp our products with Made in GB as a statement of our commitment to this. But Made in GB is more than a label, and a key priority for us is ensuring we make a positive contribution in every way possible. This includes our aim to improve workplace skills in Great Britain through our dedicated education programme, working with schools and further education facilities, and in the development of our own people – for example, by offering opportunities to men and women and recruiting a mix of both young and adult apprentices.

We focus on three priority areas for our community strategy: supporting the employability skills of young people, encouraging people to get active and protecting the environment. We deliver this through corporate sponsorship, fund-raising, donations or employee volunteering.

In April 2015, I hosted an event at our Uxbridge head office to celebrate the 100 Special Olympics GB athletes travelling to Los Angeles to take part in the Special Olympics World Games in July. Footballer Matthew Dodds and equestrian competitor Georgina Maton (pictured on left) joined us for the event and they inspired everybody with their stories.

To support Matthew, Georgina and all the other athletes, we launched a fund-raising and volunteering challenge with the chance of generating the equivalent of £100,000 for Special Olympics GB and other community groups in 2015. I asked my leadership team to get behind this effort and to support charities doing fantastic work in communities across the country.

I am delighted that everyone rose to the challenge and we have continued our strong heritage of supporting the local communities that we are part of. This report provides a brief overview of being a local business.

For more information and data please go to www.cokecce.co.uk.

Leendert den Hollander
Vice President and General Manager, Coca-Cola Enterprises
We have a strong regional presence, supporting communities through jobs and taxes. Independent research showed that for every job we provide, our activities support a further eight, equating to more than 34,500 jobs across the country from suppliers and transport to hospitality and retail workers. This means we help to indirectly grow many other British businesses, including 8,500 suppliers, with whom we spend £800 million every year. Research also showed that for every £1 we generate, we contribute a further £8 to the local economy. We must grow our business sustainably and we invested £66 million across our operations in 2015, bringing total investment to nearly £300 million in the past five years.

- In July 2015, we welcomed Nicola Sturgeon, Scotland’s First Minister, to our manufacturing site in East Kilbride. The visit coincided with an announcement about a further £6 million investment in Scottish operations and marked our wider support for the Scottish Business Pledge. We have invested a total of £16 million in the East Kilbride factory over the past five years, and last year the site celebrated its 50th anniversary. Part of the latest £6 million injection is a new state-of-the-art palletiser. A first for the Scottish site, the machine automatically stacks cases and runs at much higher line speeds to improve operating and energy efficiency.

- In September 2015, we celebrated the 40th anniversary of our Edmonton factory, and pledged to invest an additional £300,000 over the next year at this North London site. Since 2013, we have invested £1 million to help maintain our manufacturing excellence and innovation in our factory. The anniversary coincided with our on-site education centre welcoming the 50,000th student through its doors. The facility, which opened in 2004, aims to host over 200 school visits a year, giving students an insight into manufacturing processes and the chance to hear more about careers in the industry.

**HIGHLIGHTS 2015**

97% of our products are made in Great Britain.

50th anniversary of our factory in East Kilbride.

£1 million invested in our Edmonton factory since 2013.

**Spotlight**

In 2015, we launched a regional advertising campaign to celebrate our heritage as a local business. We wanted to focus on the people that make and sell some of the country’s most popular soft drinks brands. Three of our ‘Local Heroes’ were featured in the campaign, including a Team Leader from our Peterborough Business Support Centre and two young apprentices from our East Kilbride factory. The campaign will continue, involving employees from across our 11 sites.
Supporting Young People

Developing their workplace skills

HIGHLIGHTS 2015

5 education centres.

88,900 secondary school students took part in the Real Business Challenge.

11,176 visitors to our education centres.

Spotlight

Students from Cramlington Learning Village were named 2015-16 Real Business Challenge (RBC) Champions following the Grand Final in March 2016. Now in its 12th year, the RBC is designed to inspire and educate young people, helping them gain the skills they need to have a competitive edge in the job market. Aimed at 13 to 15-year-olds, this national enterprise competition is open to all secondary schools in Great Britain. This year’s competition was the largest to date with more than 88,900 students participating and student teams were tasked with a number of litter and recycling challenges to help raise awareness about litter and change behaviour patterns.

We want to help young people build the skills they need in the workplace and to inspire them about potential careers in manufacturing and engineering. Through our education centres, we are able to showcase the wide range of roles available across the industry, and our education programme offers a valuable insight into the world of work.

• During 2015, our five education centres hosted more than 11,000 students. The centres provide a curriculum-linked programme, and give an insight into manufacturing processes, as well as a guided tour of the factory. The centres are run by fully qualified teachers employed full-time by Coca-Cola, and give students a unique opportunity to develop their knowledge of the workplace. In May 2015, we celebrated the milestone of 1,000 student visitors at our new education centre at our Milton Keynes facility, which opened in October 2014.

• In November 2015, students from local schools were given an exclusive insight into food engineering careers during a visit to our site at Morpeth. A-level and foundation year students from Sheffield Hallam University, Abbey Gate College in Chester and King Edward VI High School in Morpeth took part in a special engineering workshop, supported by the Food and Drink Federation.

The event involved our engineers setting a challenge for the students who had previously expressed interest in careers in the food and drink industry. The pupils were also taken on a factory tour during which they experienced the day-to-day workings of various production lines.

• In March 2016, to mark International Women’s Day we opened the doors of our headquarters in Uxbridge, to a group of female students from six local schools, to offer first-hand insight into the business. The group of 13 to 16-year-olds (see below) took part in a range of activities to support the teaching of Science, Technology, Engineering and Maths (STEM) at school. Students also had the opportunity to meet female employees during a ‘speed-networking session’, to discuss their experience within the business, what attracted them to the industry and any potential challenges they face in their role.
Volunteering
Lending a hand and raising funds

We encourage our people to volunteer their time, both to support the local community and to build their own skills and experience.

- During our annual CRS in Action Week, we ran the M&S Shwop at Work scheme, donating unwanted clothes to Oxfam to be resold, reused or recycled. We worked with our catering partner, Sodexo, to support the ‘Love Food Hate Waste’ campaign to encourage employees to reduce the amount of food they might throw away and to save money. Our waste contractor, Viridor, also hosted a number of environment quizzes.

- In June 2015, 18 employees from Milton Keynes Operations took part in a charity three-day Coast2Coast bike ride, from Morecombe to Bridlington, a total of 172 miles.

- More than 100 Special Olympics GB athletes flew to Los Angeles in July to take part in the Special Olympics World Summer Games. Colleagues based at our head office helped them through Heathrow, as they set off on their journey and on their return. The volunteering hours equated to around £2,500 in value. In the region of 7,000 athletes from 177 countries took part in the competition and GB athletes won more than 200 medals and had the experience of a lifetime.

- 120 employees volunteered their time as business mentors on our Real Business Challenge competition, supporting the student teams and at the same time, developing their own mentoring and coaching skills.

- The Business Support Centre (BSC) in Peterborough has been at the forefront of fund-raising for many years. They are long-time supporters of Special Olympics GB and every two to three years employees vote on an additional local charity. Over the past five years the BSC has raised more than £18,000 through a huge variety of initiatives such as cake sales, penalty shoot-outs and on-site tuck shops. They also organised a charity ball for more than 100 Special Olympics athletes and their families. Earlier this year six employees volunteered at the Special Olympics GB National Swimming Gala, helping as lane marshals, assisting athletes and presenting medals.

Project Give is a new initiative created by the Sales and Marketing department. Employees can take two work days to either volunteer or fund raise for Special Olympics GB and local charities. In 2015, seven teams took part with the challenge of raising £20,000, and at the same time building their own team spirit.

Activities included a 200km charity cycle ride, with 12 participants raising more than £2,400 for three charities; an ‘Ebay Auction’ appeal, selling out of date promotional material and personal items raised more than £1,300; nine employees competed in a triathlon, coming fifth out of 135 teams and raising money for Great Ormond Street Hospital and Days of Sunshine; employees volunteered at the Dog Trust and Tiggywinkles, a wildlife hospital; regular Bake Offs were held with the cakes sold for charity; a team building day involved a charity walk for Macmillan Cancer; and four employees volunteered to help at the one-day Special Olympics GB National Golf event. In total they raised more than £32,000.
We are rightly focused on minimising the environmental impact of our operations; packaging accounts for 50 percent of our carbon footprint, so we work hard to recycle more packaging than we use. As well as the actions we take within our factories, we encourage people to recycle at home, and when they are out and about.

Here in GB, litter is a big problem. We have a role to play in addressing the issue, and work with environmental organisations on a number of initiatives to drive positive behaviour change, including securing a more coordinated response from Government, NGOs and businesses.

• For the fifth year in a row, our popular recycling campaign ‘Happiness Recycled’ was present at events including the South of England Agricultural show and the Royal Highland Games. The purpose was to help to educate and inspire consumers about recycling through games, activities and performances, hoping to encourage behaviour change at home and improve recycling rates. A month after each event, we carry out research to gauge the difference we’ve made. In 2015, 50 percent of those surveyed claimed to have changed their behaviour as a result of this initiative.

• Forming recycling partnerships with our retail customers is an important part of our strategy to improve the recycling behaviour of our consumers. During 2015, we worked with ASDA stores in Scotland that allowed customers to win instant prizes by answering recycling questions. They were then entered for a draw to win tickets to The Royal Highland Show, featuring our ‘Happiness Recycled’ activation.

• In March 2016, we released the findings from a joint research partnership with the national anti-litter charity Keep Britain Tidy and its Centre for Social Innovation, investigating the littering behaviour of young adults. The research revealed four key influences for cause and prevention in soft drinks littering amongst 16 to 25-year-olds.

• In 2015, we sent 100 percent of our waste for recycling or for energy recovery and all of our six plants achieved zero waste to landfill.

• In 2015, we were delighted to receive triple certification from the Carbon Trust and awarded the Carbon Trust Standards for Carbon, Water, and Waste, for our entire business.
We have a long history supporting local communities, helping bring people together and creating opportunities for them to be a little more active. Physical inactivity is the fourth largest cause of disease and disability in the UK and being active is essential for helping people to stay physically and mentally healthy and happy. Coca-Cola Great Britain has pledged to invest £20 million between now and 2020, through inclusive community programmes.

- ParkLives, launched in 2014, is a nationwide, long-term programme of fun, free activities in community parks in major cities. Partnerships exist with local authorities in 10 major cities and through charity partner StreetGames’ doorstep sports network. Throughout the spring and summer months the programme offered more than 9,000 hours of free, informal activities from Tai Chi to rounders and zumba in over 153 parks for all ages and abilities. Our goal is to bring ParkLives to ten major cities and 20 towns by 2020, reaching one million people. See more at [www.parklives.com](http://www.parklives.com)

- Since 2010, our partnership with national charity StreetGames, has supported 165,000 young people from disadvantaged communities in gaining access to sport, including a programme of 300 neighbourhood and multi-sport festivals, reaching 33,736 people in 2015. In August 2015, more than 1,000 young people from StreetGames projects across the south of England took part in an annual multi-sport festival, held in the Olympic Park Copper Box Arena in London. This was one of four festivals across the UK where young people had the chance to try a variety of sports from the traditional, such as football, rugby, basketball, handball and wheelchair basketball, to new innovations such as raveminton, sliding, zorbing and footpool.

- More than 8,000 people with a learning disability are supported by Special Olympics GB, an organisation that encourages them to have fun, keep fit and build friendships through sport. A year-round programme of sport training and competitions are supported by more than 3,000 dedicated volunteers, running health screening programmes, coaching and training across its 150 clubs. Through our annual funding we help cover vital running costs, and our employees invest their personal time with fund-raising and volunteering.

On 1 October the second CCE and Special Olympics GB Unified Sports Tournament took place. Unified sport brings together competitors with and without learning disabilities to train and compete on the same team and in the same competitions. CCE teams from Morpeth, Wakefield and East Kilbride joined more than 20 Special Olympics athletes in a series of sports activities including six-a-side football, badminton, carpet bowls and boccia.

**HIGHLIGHTS 2015**

- **1 million** chances to win limited edition rugby balls to encourage people to get active and have fun.
- **33,000+** participants in the StreetGames doorstep sports club programme.
- **75,000+** participants in ParkLives.

**Spotlight**

1 million chances to win limited edition rugby balls in advance of Rugby World Cup 2015 to encourage people to get active and have fun with a rugby ball. A four-part video series for a quick and easy ‘how to’ guide was created with ParkLives, who also hosted hundreds of free, touch, tag, rugby-fit and rugby-inspired dance classes. In addition, StreetGames hosted pop-up street rugby sessions in every host city in an attempt to attract a wider audience and bring rugby to new people and places.