

Social impact

Social impact is at the heart of our Partnership, and we have a strong tradition of supporting the communities in which we are present.

£6.5m

donated to
good causes

Historically, our social impact programmes at Waitrose and John Lewis have been distinct, but we believe we can have a greater impact by aligning our work across brands and engaging our Partners in our collective activity. As such, we have combined our efforts this year, focusing on quarterly donation themes, where our customers feel we should be making a difference. A large part of this work takes place in collaboration with our inspiring charity partners, but we also improve the world around us through the John Lewis Trusts and Foundations. This year, we donated over £6.5 million to good causes.

11 SUSTAINABLE CITIES
AND COMMUNITIES



17 PARTNERSHIPS
FOR THE GOALS



Our progress



Community Matters

Through our Partnership's Community Matters programme, we have donated over £3 million to charities such as FareShare and Home-Start as well as thousands of other local charities and community organisations across the UK chosen by Waitrose and John Lewis Partners. Each quarter, organisations are selected for support based on a specific theme. As such, throughout the four seasons of 2021, we donated to organisations helping people affected by Covid-19, tackling child poverty, looking after the environment and supporting people at Christmas.

Golden Jubilee Trust

During 2021, the John Lewis Partnership Golden Jubilee Trust awarded both virtual and in-person secondments to 31 charities across the country. This equates to 2,392 Partner days' work donated, an increase of more than 20% on last year's figure of 1,931 days.

The John Lewis Foundation

Following a pause in grant giving, the John Lewis Foundation funded eight new, UK-based employability projects to the value of £156,868 during 2021/22 whilst continuing to fund seven ongoing projects, including:

- Fine Cell Work – upskilling 23 ex-offenders with business skills at Fine Works Hub in Battersea.
- Save the Children – almost 2,000 migrant youth in Shenzhen and Guangzhou, China were equipped with improved employability skills.

£500,000

Just over half-a-million pounds donated by the John Lewis Foundation to 14 organisations in the UK and overseas that support access to employment or education.

CASE STUDY

Golden Jubilee Trust

Meaningful Partner secondments

Partner, and Progression Specialist Sally Johnson spent six months on secondment as an HR Lead at Blatchington Court Trust, a Sussex-based charity helping blind and partially sighted young people live their best lives.

“It has been lovely to be able to support so many young people with vision impairment in Sussex and inspiring to have so many colleagues who are vision-impaired themselves and don't see sight loss as a barrier,” says Sally. “Taking on the role of their HR Business Partner has been great to apply what I've learnt in the Partnership on a much smaller scale. It has shaped me into a much more well-rounded HR professional.”

“It has been lovely to be able to support so many young people with vision impairment in Sussex and inspiring to have so many colleagues who are vision-impaired themselves and don't see sight loss as a barrier.”

SALLY JOHNSON

Alison Evans, Executive Director at Blatchington Court Trust adds: “Our charity feels very privileged to have had the benefit of Sally's knowledge and expertise, and her time with us has certainly brought about some positive changes to our organisation. It is so good to have some proper policies and procedures in place and to be starting to introduce a staff appraisal system.”



CASE STUDY

Give a little love with Home-Start



“Getting new school uniforms was such a weight off my mind.”

DAMIEN

During the pandemic restrictions, local funding helped Home-Start provide single-parent Damien with new school uniforms for his children.

“Getting new school uniforms was such a weight off my mind,” says Damien. “Until you go through it, you’ve no idea what it’s like sending your kids to school with clothes that don’t fit or that have holes in them. It breaks your heart. And you can see how it affects their confidence, too. But it felt so good to see them return to school with new uniforms that fit.

“Without Home-Start I wouldn’t be as far ahead as I am now. The kids are doing great at school; they’re healthy and happy. We’re all in a good place and a very different one to the one we were in at the start of lockdown.”

Community Investment Fund

The John Lewis Partnership Community Investment Fund was established to enable local people to access employment opportunities in communities where a John Lewis or Waitrose store has closed. In 2021, this fund invested over £1.2 million supporting 39 employability projects across 16 UK communities, including:

- Leonard Cheshire Disability – small group sessions for 480 young disabled individuals to access digital skills training.
- Ahead Partnership – almost 2,000 secondary school students participated in a Digital Skills Festival, providing the opportunity to develop skills and present entrepreneurial ideas to panels of industry leaders.

The Prince’s Trust

During 2021, our Partnership worked with The Prince’s Trust to support the Get into Retail scheme, helping care-experienced people develop skills and experience for future employment. The scheme ran at John Lewis Cheadle and four Waitrose shops – Altrincham, Alderley Edge, Knutsford and Cheadle Hulme – and followed an existing programme working with Essex County Council to help young people move from the care system into employment. Having publicly stated our ambition to support care-experienced people, we will continue this work into 2022.

£200,000

Our Supercharged Communities programme with Home-Start supported 10 areas of high deprivation across the UK, funding basic family needs from food, clothing and fuel cards to mental health and emotional wellbeing programmes.

Our challenges

Partner volunteering

Pandemic restrictions on in-person volunteering and Partner time had a detrimental effect on our ability to support our communities and generate volunteering opportunities for our Partners. This was alleviated somewhat by the awarding of 12 Golden Jubilee Trust virtual secondments.

In 2022, our Partner volunteering model will be revised and relaunched to improve Partner access to opportunities. The continuation of virtual volunteering will allow charities to benefit from the skills and talents of our Partners, regardless of location or restriction.

£1.2m

Spent on employability projects in the UK through the Partnership Community Investment Fund.

Measuring our impact

We work with a diverse range of beneficiaries through our partner charities, which means there is no one-size-fits-all approach to measuring impact. Investing in communities aligns with our strategic ambition to be a force for good, creating a sense of connection and giving back to neighbourhoods. By taking a 'needs-led' approach with our partner charities, we ensure that we invest in our communities in ways that address the biggest issues where we can make the most significant difference.

CASE STUDY

The Prince of Wales's Charitable Fund

The Prince of Wales's Charitable Fund (PWCF) supports a range of causes across the UK and overseas that transform lives and build sustainable communities. For example, funding has been awarded to the Soil Association's Innovative Farmers programme, enabling studies into the impact of soil health on food and the environment.



“This increased information on productivity can build confidence to farm more agroecologically, creating healthier soils that can store more carbon and support more wildlife.”

KATE STILL

Sales from Waitrose Duchy Organic products enable our partnership with Duchy Originals to make an annual donation to the charity. Since the brand was licensed exclusively to Waitrose more than a decade ago, we have donated over £30 million.

During the 10th anniversary year of Innovative Farmers, a network of farmers and growers running on-farm trials, the PWCF funded a new field lab aiming to revolutionise grass management by using data from space to boost productivity and sustainability. The PASTORAL (Pasture Optimisation for Resilience and Livelihoods) project will connect farmers with digital experts at the University of Edinburgh and consultants at Environment Systems to help monitor pasture growth and quality.

Kate Still, Livestock Advisor for Innovative Farmers and the Soil Association, says: “This increased information on productivity can build confidence to farm more agroecologically, creating healthier soils that can store more carbon and support more wildlife.”

CASE STUDY

The Prince's Countryside Fund

Waitrose donates £150,000 each year to the Prince's Countryside Fund.

In summer 2021, Holy Island of Lindisfarne Community Development Trust was awarded a grant from The Prince's Countryside Fund to support the development of a long-term community vision and strategy. Led by, and for, local people, the funding enabled the community to invest in the wellbeing, happiness and prosperity of the 150 residents of the island, through establishing volunteer workgroups and sessions. The project also allowed the community to invest time in what sustainable tourism can look like – particularly looking at tourist traffic, local businesses and availability of housing and accommodation.

“The funding enabled the community to invest in the wellbeing, happiness and prosperity of the 150 residents of the island, through establishing volunteer workgroups and sessions.”



The Secretary of Lindisfarne Community Development Trust, explained: “The future is looking so much brighter than it was a year ago, but there is still a long way to go – this is not a short-term project. Boosting the economy on the island will take time, they're not overnight fixes. But what's already happening is the sense of community cohesion and pride has really increased. People on the island have a new 'can-do' attitude. Not being treated as an aid project anymore and taking control of our own development has provided a huge morale boost to the community. We're beginning to talk in a new way about change and considering our future in a positive sense.”

Looking forward

In 2022, we will continue to work with our national charity partners, including Home-Start with which we will be launching our Healthy Happy Home volunteer-upskilling programme. This initiative will provide over 9,000 volunteers with content and resources on the themes of financial wellbeing, sleep, and food, nutrition and cooking. We will also identify opportunities to engage with and celebrate the achievements of customers and Partners in our plans, including:



- Strengthening our relationships with Home-Start, FareShare and The Trussell Trust, focusing our activity on supporting the most vulnerable people in our communities.
- Extending our local donation programme, Community Matters, across the business so that all sites can provide local support.
- Continuing to encourage greater collaboration across brands, with Community Liaison Coordinators in John Lewis shops working closely with Community Leads in nearby Waitrose shops.
- Relaunching our Partner volunteering proposition and unveiling a new internal advertising system to increase the visibility and take up of rewarding volunteering opportunities.
- The likely appointment of a new Chair of Trustees for the John Lewis Foundation.
- Renewing and expanding our focus on employability skills for underrepresented groups, including care-experienced people. In 2022, we will run further trials in Manchester and Solihull as part of this programme. The support we provide in Essex will continue, and we intend to confirm our offering for care-experienced people in order to join the Care Leaver Covenant.