sogood™

Good Neighbour Guide

Supporting Your Local Community

KFC
We believe that
www.kfc.co.uk

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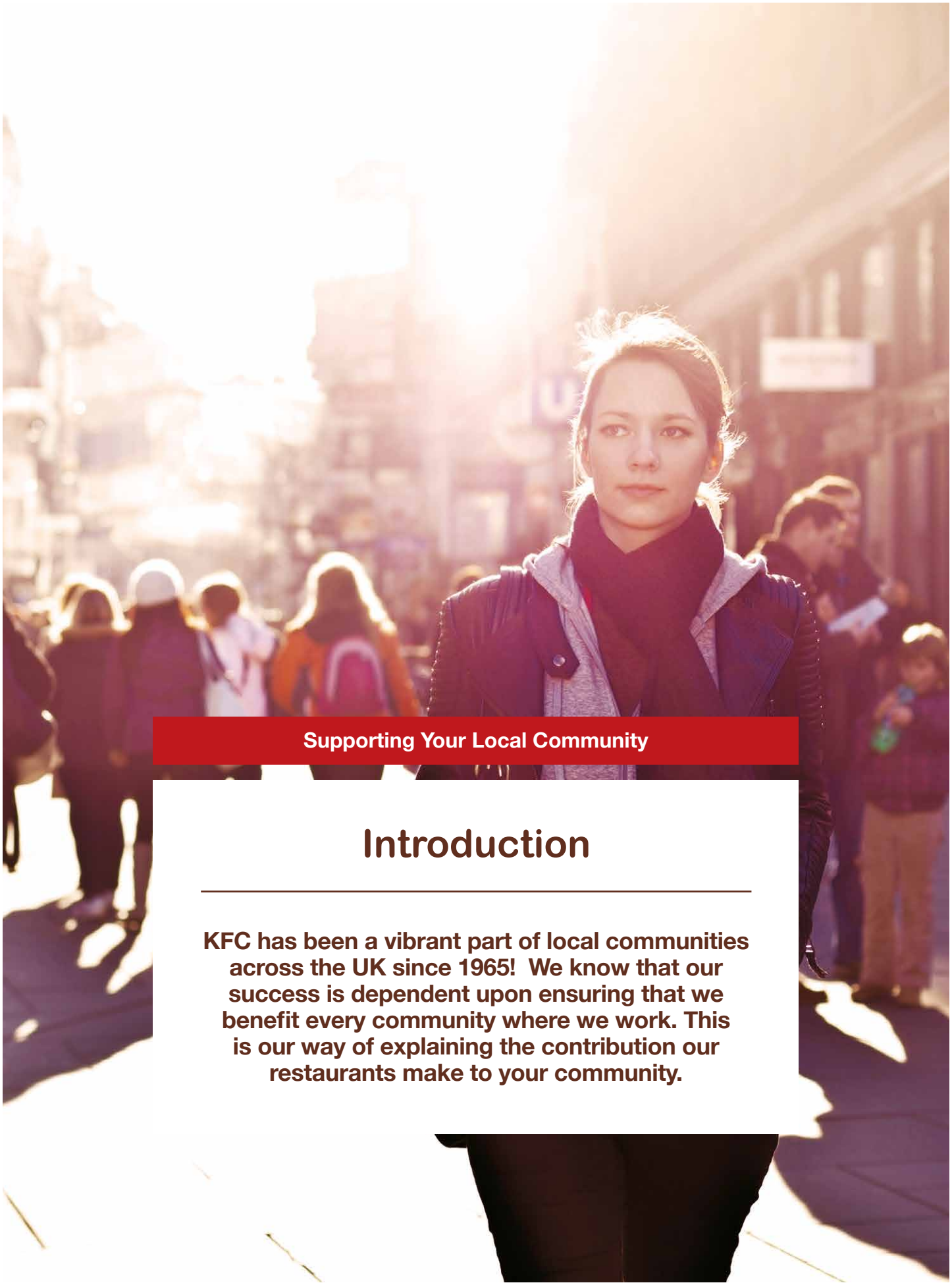


Supporting Your Local Community

Introduction

KFC has been a vibrant part of local communities across the UK since 1965! We know that our success is dependent upon ensuring that we benefit every community where we work. This is our way of explaining the contribution our restaurants make to your community.

KFC is all about great food, great teams and great partnerships that help us to respond to local community needs and have a positive impact on the local economy. We hope you are pleasantly surprised by much that you read, we're extremely proud of our contribution to date and we're committed to doing even more.

This commitment starts with being open and transparent about the contribution we make to local communities. Through local engagement we have identified five areas that we know are important to every community. This is our way of de-mystifying what happens inside KFC, our way of giving you the facts and our way of sharing some of the incredible things that we do that can make a huge difference to local communities and local people.

How does KFC support local communities?

- By creating meaningful careers and recognised training for local people
- By contributing to the local community
- By running sites responsibly
- By taking our responsibilities on food and nutrition seriously
- By reducing our environmental impact

As you read through the guide we will outline the work that we're doing against each of the five areas and outline the commitments we will make to every community. We are making public commitments, so that you can be confident about our approach, confident about our contribution, confident that we are a good neighbour and clear on how KFC supports local communities.

KFC COMMUNITY COMMITMENTS

How does KFC benefit local communities?

By creating meaningful careers and recognised training for local people

When KFC comes to town we create 45-50 employment opportunities for local people backed and supported by training and development.

We're a big business, with a local feel. We employ 24,000 people across the UK and offer flexible working patterns that our employees value. Circa 65% of our teams are young adults looking for an opportunity to step into the world of work and our core strength lies in providing the training and development that will be valuable to their futures. Many people have big careers with us, but if they choose to move on we know they'll have learnt valuable transferable skills.

- We have been named Britain's top employer for the past three years in a row
- We are officially a Great Place to Work and have earned this accolade for five years running
- We look to promote internally and anticipate 80% of our vacancies are filled internally. Recruits can step into management positions within 12 weeks of joining
- Circa. 65% of the roles we create will be part time, catering for school leavers, students and parents
- We offer sales incentives schemes to all our team members and team leaders so they can share in the success of the restaurant
- We have introduced a well-being programme across our entire business

Managers can study for a specially designed business management degree at DeMontfort University

Every employee within a KFC restaurant has the opportunity to learn through a formal qualification:

- 1000 team members every year will complete the intermediate apprenticeship programme, the equivalent of 5 GCSEs
- 3000 of our team leaders will complete the advanced apprenticeship in hospitality management, the equivalent of 2 A-Levels

top EMPLOYER UNITED KINGDOM 2014 CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

GREAT PLACE TO WORK®

Our commitments

- We will ensure all employees undergo training in highly transferrable skills, such as team management, customer service and food operations
- We aim to provide local people with jobs and training and we are working towards our target to match 25% of new jobs to local, unemployed young people who need additional support to work
- We will create a career path for all our restaurant teams and we offer a range of training and accredited qualifications, these include the intermediate and advanced NVQ apprenticeship in hospitality management and even a 3 years honours degree for some restaurant managers

How does KFC benefit local communities?

By contributing to the local community

Here's what a number of local partners think about working with us and the contributions we've made.

We contribute to your community in many ways; one of which is through developing new restaurants. We have regenerated local shops, derelict buildings and brought empty sites back to life. When we open a KFC, we use 250 plus construction workers and make an investment of £1.2 million.

Sometimes we start from scratch and build new sustainable restaurants, but we also restore old buildings and because we're flexible in our design and approach we can retain features to ensure the restaurant fits comfortably in its local surroundings.

We have been endorsed by many local businesses, councillors, neighbourhood watch, national retailers, developers and residents for the contribution we have made. Here's what they have to say…

It quickly became clear that KFC are an effective and organised team. They're flexible with building design, site layout and deal structure. The team are extremely experienced, professional, pragmatic and straightforward to work with. They quickly assess a sites planning prospects and this increases certainty and confidence that a deal and planning consent can be achieved within a realistic time-frame. Best of all they always deliver .. and with a smile on their faces

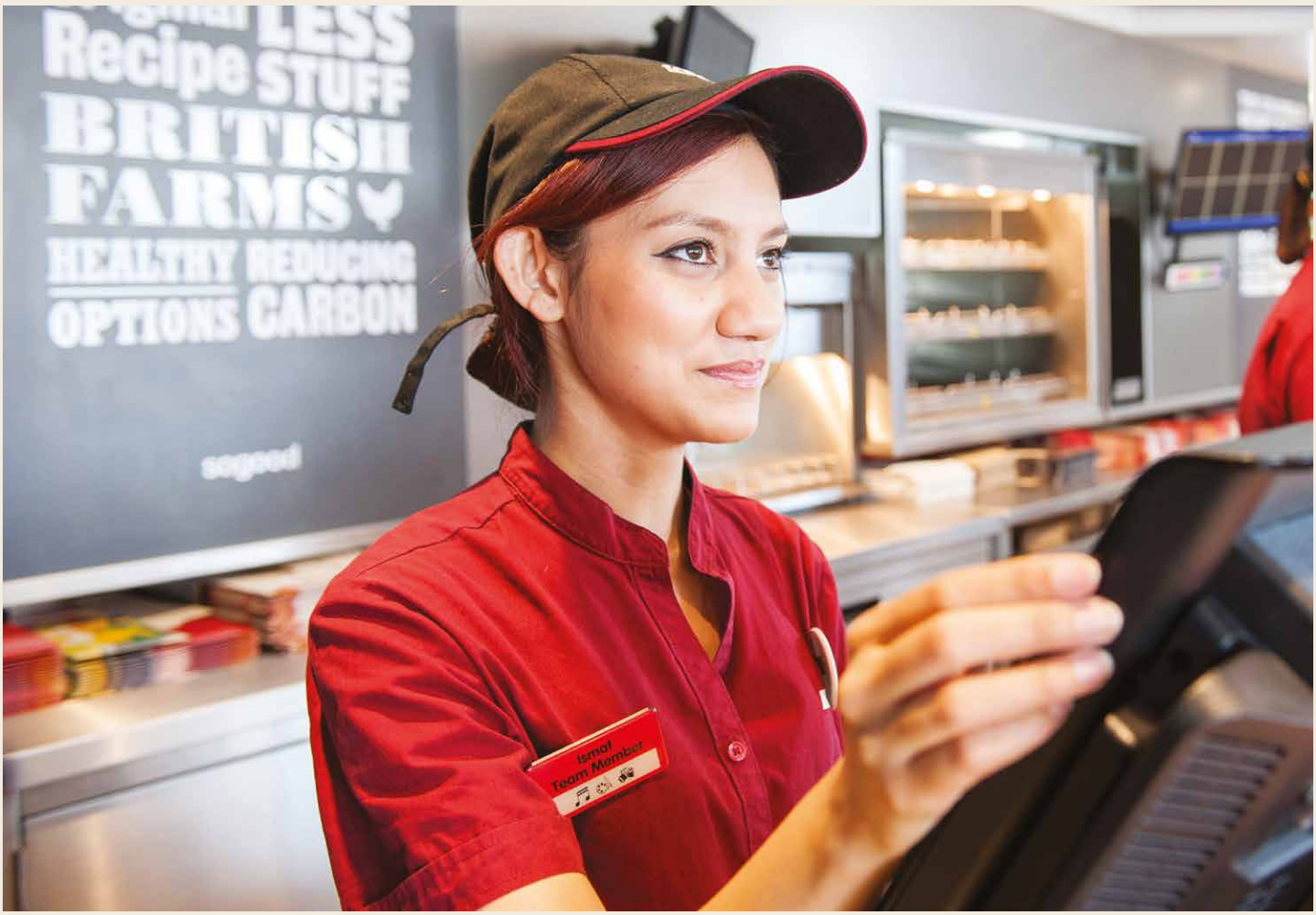
Marty Gallagher,
Gallan Developments

With no obligations KFC voluntarily signed up to a Local Employment & Training Plan, working with Nottingham City Council's Employer Hub to address local unemployment and ensure the economic impact of their investment in new restaurants was maximised for local residents. This was delivered by KFC working with the Council on the delivery of targeted application days for local job seekers and engaging with the community to promote employment and career opportunities within KFC. Their approach to this was highly commendable and an example how dedicating a little time to public / private partnership can work to the mutual benefit of both organisations, makes commercial sense, and delivers a laudable social impact, which helps to address unemployment in neighbouring communities

Chris Grocock,
Nottingham City Council

We have worked with KFC (GB) Ltd for the past 14 years and employ a team of over 20 individuals who are specifically assigned to KFC projects. To date we have been involved with over 150 KFC sites from new builds to image enhancements & refits. The long standing relationship that we have developed with the KFC team is one that we value immensely and as a Company they are one of the best to work with that we have experienced. The dedication & commitment that is shown by the company towards each store being successfully completed is remarkable

Gary McLean, Ashworth



We believe our partnership with Barnardo's is changing young people's lives, inspiring and engaging our employees and strengthening our investment in the local communities where we work in a meaningful way. We hope our partnership will encourage more businesses to follow suit, opening doors to more young people who lack opportunities

- In partnership with Barnardo's we offer work placements for disadvantaged young adults, giving crucial employment opportunity to those who would otherwise have none
- Since 2007 we have raised over £3.5 million for the World Food Programme
- We partnered with The Work Foundation to interview 2,000 young people on their views about working and training, and used the findings to influence public policy on youth employment

In 2013 we raised over £1million, equivalent to 6 million meals for the UN World Food Programme

Barnardo's
GIVING CHILDREN BACK THEIR FUTURE

THE WORK FOUNDATION
PART OF LANCASTER UNIVERSITY

WORLD HUNGER RELIEF

Our commitments

- We will seek local partners to work with on issues that matter to the community, from youth unemployment to litter management
- We will continue to grow our partnership with Barnardo's across the country and will train disadvantaged young people in your community
- We will play our part in regenerating local communities and we will sensitively design and build new restaurants taking into consideration local concerns
- We will continue to use our expertise in partnership with organisations such as The Work Foundation, to ensure young people have a positive national voice on issues such as employment and training

How does KFC benefit local communities?

By running sites responsibly

We make a positive impact on the communities where we work by making a substantial local investment in designing, constructing and maintaining a modern, efficient, clean and environmentally responsible restaurant. All our building contractors must be members of the Considerate Constructors Scheme, which is designed to ensure construction sites are thoughtful towards their neighbours.

Design

Each of our restaurants is designed and built to fit into the local area and meet local planning requirements:

- Our buildings are not a modular or pre-fabricated design and therefore we can have a flexible approach / design to meet local requirements and sensitivities
- Typically, the exterior appearance of our buildings can be altered to suit the local street scene identity

Traffic

We want our sites to be safe for our customers and staff so each site is designed and developed following a traffic assessment:

- In terms of traffic; KFC is at its busiest between 5pm - 7:30pm in the evening, which mirrors road peak hours
- Analysis shows that 70% of visits to KFC restaurants are 'linked trips' where families are visiting nearby shops, leisure facilities or returning from employment
- The size and layout of our car parks are designed to ensure that they are both safe and easy to use for the public and avoid any adverse impact on the highway network and our neighbours

Lighting

- We don't use neon lighting on our buildings and our car park lighting is designed at a level which minimises overspill whilst still providing a safe environment for security and safe movement for our customers

All our restaurants are regularly refurbished (every 5 years)

All our lighting levels are approved by the planning authority

Servicing

- The vast majority of our deliveries are scheduled outside of peak trading times
- We have reduced the number of deliveries to our restaurants, amalgamating some of our separate deliveries, typically meaning only 3 deliveries a week, all from one vehicle

Noise & Odours

We use innovative designs in our extraction systems to limit odour from our restaurants

- Most of our new restaurants hold their 'refuse' in a closed yard which are locked and emptied regularly
- Mechanical plant is generally located within a closed yard, where noise levels are designed within world health organisation guidelines
- Our extractors are turned off when our restaurants close, to minimise disturbance.

Safer communities

We work with local partners such as safer neighbourhood teams & other local businesses to develop joined up action plans

- Our restaurant teams are trained in conflict management to resolve issues
- We evaluate every site to understand local risks prior to design and put appropriate measures in place where required
- We work closely with the planning and police authorities and incorporate secure by design guidance

We install sound insulation and suppression systems when required

Litter

We recognise the impact of litter on local communities and have a clear responsibility to minimise litter in and around our restaurants

- Every restaurant has a litter-picking programme to keep the local area clean. Our staff conduct up to 4 litter patrols each day; surrounding the restaurant and up to a 100m radius
- We work with a waste management company to recycle litter and food waste
- We provide a minimum of 4 litter bins per site and encourage our customers to dispose of their litter responsibly
- At a national level we are proud to have signed the Keep Britain Tidy Litter Prevention Commitment, one of the first organisations in the UK to sign and commit
- We also work in partnership locally and supporting initiatives to prevent litter in the community such as sponsored litter bins, fixed penalty schemes and support groups like love where you live

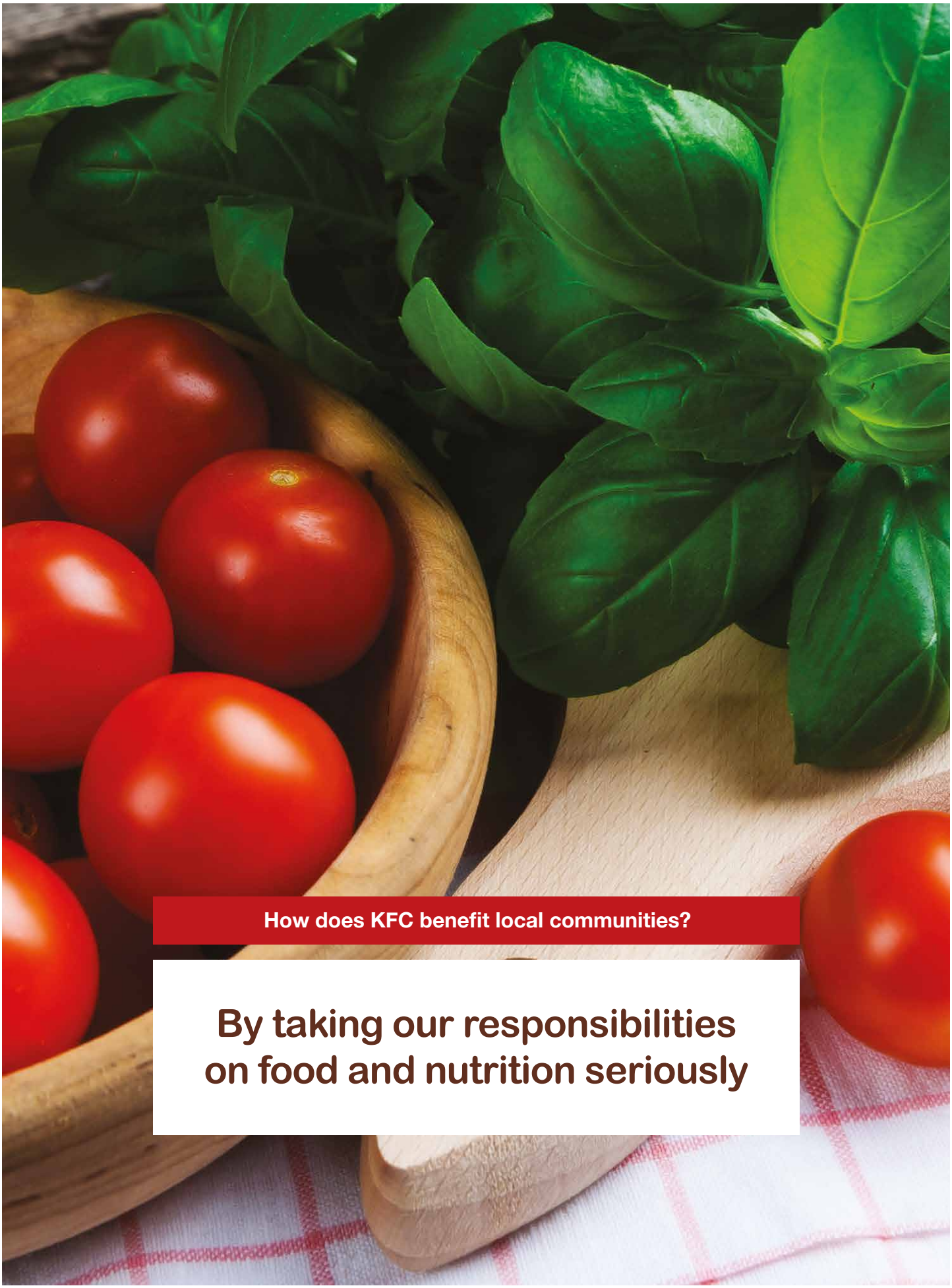
Litter picks take place around every restaurant

Working with KEEP BRITAIN TIDY to PREVENT LITTER

KEEP BRITAIN TIDY

Our commitments

- We will undertake a refurbishment every 5 years
- We will operate to the highest health and safety standards, aiming for a 5 out of 5 star rating
- We will actively manage litter around every restaurant and aim to pick litter up to 4 times a day. We will also work with local and national partners to prevent and manage litter
- We will ensure safely lit car parks and minimise lighting overspill



How does KFC benefit local communities?

By taking our responsibilities on food and nutrition seriously

We recognise the role we play in making a difference to the UK's health and wellbeing and as a Government Responsibility Deal partner we're committed to help people make healthier choices:

- We have signed the 'salt pledge' as part of the government's responsibility deal and have cut salt in five of our chicken meal options by 8 – 20%
- We have reduced saturated fat in our original recipe chicken, fillets and mini fillets by up to 25%

We were the first quick-service chain in the UK to stop salting our fries

- We offer 'lighten up' options and 'better for you' products to provide choice to our customers
- We provide calorie information on all our products to help local customers make the right choices for them
- We do not directly target our marketing at children and in fact kids' meals make up a very small proportion of our sales
- We support British and Irish farming and currently buy from more than 500 British and Irish poultry farms
- We are a member of forums operated by the H&S Executive, British Retail Consortium and Food Standards Agency

93% of our restaurants in England, Wales and Northern Ireland have either a four or a five hygiene rating

Our commitments

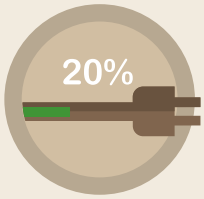
- We will regularly improve the nutritional values across our menu, publicly report progress and provide nutritional information in restaurants and online
- We will continue to provide choice for our customers through 'lighten up' options & 'better for you' products
- We will responsibly market our products and will not directly market to children
- We will remain an active member of the Government's Public Health Responsibility Deal

How does KFC benefit local communities?

By reducing our environmental impact

We recognise our responsibility to reduce our energy-use and the carbon footprint of our restaurants. We are investing in resource-efficient technologies to reduce waste and minimise energy, water and packaging usage.

- During construction onsite waste management means that less than 5% of waste is sent to landfill



We will reduce total energy use per customer transaction by 20% by 2020, from 2012 levels

- We have improved our energy efficiency by increasing the thickness of insulation by 33%
- We install covered bike racks in all drive thru's to encourage fewer car journey's
- Wincanton our second eco store, LEED Gold standard and a BREEAM very good, will save over 310 tonnes of carbon dioxide (CO_2) emissions each year – the equivalent of taking 22 cars of the road
- We have cut our packaging volumes by 1,400 tonnes
- In 2011, KFC UKI was awarded the carbon trust standard in recognition of our sustained carbon emissions reductions

80% of all food waste from back of house areas in Scotland is recycled via Anaerobic Digestion

Our dual-flush cisterns in toilets and waterless urinals are saving over 200,000 litres of water per year per restaurant

100% of our waste cooking oil is recycled into biodiesel, that's 7.75m litres each year

Our commitments

- ✔ We will reduce total energy use per customer transaction by 20% by 2020 in every restaurant
- ✔ We will minimise resources used during construction using recycled materials wherever possible and ensuring all our contractors are members of the Considerate Constructors Scheme
- ✔ We will continue to ensure 100% of our waste cooking oil is recycled and turned into biodiesel or biofuel
- ✔ We will continue to reduce all waste in restaurants to achieve our target of zero waste to landfill by the end of 2015

How does KFC benefit local communities?

Our commitments to every community

Here's a summary of our community commitments, so that you can be confident about our approach, confident about our contribution, confident that we are a good neighbour and clear on how KFC supports local communities

How does KFC benefit every local community?

1 We will continue to create around 50 career opportunities and offer meaningful careers and training for local people

- We will ensure all employees undergo training in highly transferrable skills, such as team management, customer service and food operations
- We aim to provide local people with jobs and training and we are working towards our target to match 25% of new jobs to local, unemployed young people who need additional support to work
- We will create a career path for all our restaurant teams and we offer a range of training and accredited qualifications, these include the intermediate and advanced NVQ apprenticeship in hospitality management and even a 3 years honours degree for some restaurant managers

2 We will continue to be an active partner and make a positive contribution to every local community

- We will seek local partners to work with on issues that matter to the community, from youth unemployment to litter management
- We will continue to grow our partnership with Barnardo's across the country and will train disadvantaged young people in your community
- We will play our part in regenerating local communities and we will sensitively design and build new restaurants taking into consideration local concerns
- We will continue to use our expertise in partnership with organisations such as The Work Foundation, to ensure young people have a positive national voice on issues such as employment and training

3 We will continue to run and maintain all our restaurants and sites responsibly

- We will undertake a refurbishment every 5 years
- We will operate to the highest health and safety standards, aiming for a 5 out of 5 star rating
- We will actively manage litter around every restaurant and aim to pick litter up to 4 times a day. We will also work with local and national partners to prevent and manage litter
- We will ensure safely lit car parks and minimise lighting overspill

4 We will continue to take our responsibilities on food and nutrition seriously

- We will regularly improve the nutritional values across our menu, publicly report progress and provide nutritional information in restaurants and online
- We will continue to provide choice for our customers through 'lighten up' options & 'better for you' products
- We will responsibly market our products and will not directly market to children
- We will remain an active member of the Government's Public Health Responsibility Deal

5 We will continue to reduce the environmental footprint of our restaurants

- We will reduce total energy use per customer transaction by 20% by 2020 in every restaurant
- We will minimise resources used during construction using recycled materials wherever possible and ensuring all our contractors are members of the Considerate Constructors Scheme
- We will continue to ensure 100% of our waste cooking oil is recycled and turned into biodiesel or biofuel
- We will continue to reduce all waste in restaurants to achieve our target of zero waste to landfill by the end of 2015

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