

WH Smith PLC Corporate Responsibility report 2011: Definitions of Corporate Responsibility Key Performance Indicators

This report details the Group's CR performance for the year 1 September 2010 until 31 August 2011 referred to as the WH Smith PLC Corporate Responsibility report 2011. This is issued alongside the WH Smith PLC annual report and accounts 2011.

Some of the data reported is not exactly aligned to the year ended 31 August 2011 but is reported for a consistent period each year. The impacts resulting from franchise operations and international stores are excluded from this report. Other variances in reporting boundary are highlighted in the relevant section.

| Environment | |
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| Energy consumption | The amount of gas and electricity used to power, light and heat our High Street and Travel stores (excluding franchises and international stores), offices and distribution centres. Measured in kilowatt hours per square foot. |
| Carbon dioxide emissions per package moved | The kilogrammes of carbon dioxide gas which are calculated to have been emitted by the combustion of fuel during the transport of each 'skip' of product to our stores. This covers both High Street and Travel stores, but excludes franchises and international stores. Carbon dioxide gas is calculated from fuel and mileage using standard DEFRA conversion factors. |
| Skip | A skip is a plastic tote used to transport products from distribution centre to store. |
| Total Carbon dioxide emissions from energy, transport and business travel | The tonnage of carbon dioxide gas which is calculated to have been emitted by: <ul style="list-style-type: none"> • The combustion of fuel on the premises and caused to have been emitted by the power stations generating the electricity which we buy (used to power, light and heat stores, offices or distribution centres); • The transport of our products from distribution centre to store; and • Air, rail and car travel by our staff between different business premises. Sea, bus and taxi travel are excluded. Emissions resulting from our franchises and international stores are excluded. Carbon dioxide gas is calculated using standard DEFRA conversion factors. |
| Total packaging handled | The tonnage of packaging handled in our business, both in terms of product packaging and transit packaging, as defined by the Packaging Waste Regulations and reported to the Environment Agency. |
| Total group landfill waste arising | The quantity of waste sent for disposal in landfill, measured in tonnes. This does not include the waste sent for disposal by Travel stores (where waste disposal is controlled by landlords), from our franchises or international stores. Weights of waste are based on a sampling exercise undertaken in 2009. |
| Total group recycled waste arising | The quantity of waste collected for recycling, measured in tonnes. This does not include the waste sent for recycling by Travel stores (where waste recycling is controlled by landlords), from our franchises or international stores. Weights of waste are based on a sampling exercise |

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| | undertaken in 2009. |
| Responsible marketplace | |
| Recycled or certified forest sourced material | The percentage of own-brand paper or timber product by weight which is made from recycled materials or is sourced from certified forests. Certified forests are managed in accordance with the requirements of specific certification bodies which set out the steps that must be taken to ensure the long-term sustainability of the forest. The certification schemes our suppliers use include the Forest Stewardship Council (FSC) scheme, Programme for Endorsement of Forest Certification (PEFC) and Sustainable Forestry Initiative (SFI). |
| Overall customer satisfaction score | The average of the score for customer satisfaction from the two Customer Satisfaction Monitor surveys carried out during the Company's two peak trading periods each year. The Customer Satisfaction Monitor is an independently conducted survey, with each survey having a sample size of 500 customers from High Street stores, with performance scored on a scale of 1 to 10, where 1 is poor and 10 is good. |
| Number of factories engaged with | The number of factories we have worked with as part of our ethical trade engagement programmes. These programmes focus on helping factory management improve health and safety performance or worker representation and provide toolkits for factory management to implement. |
| Workplace | |
| Major injury | An employee reportable major injury would include fractures, other than to fingers, thumbs and toes; dislocation of the shoulder, hip, knee or spine; loss of sight (temporary or permanent); any other injury leading to unconsciousness, or requiring resuscitation, or requiring admittance to hospital for more than 24 hours. This excludes injuries at franchises and international stores. |
| Injuries resulting in over 3 days absence from work/ hospitalisation | An injury which causes an employee to be away from work or unable to perform their normal work duties for more than three consecutive days (not counting the day of the accident) or which requires hospitalisation. This excludes injuries at franchises and international stores. |
| RIDDOR (Reportable under the Reporting of Injuries, Diseases and Dangerous Occurrence Regulations) | An employee injury which resulted from an accident arising out of or connected with work activities which was required to be reported to the external safety regulatory authorities under the requirements of UK legislation. This excludes injuries at franchises and international stores. |
| Community | |
| Cash donated | The gross monetary amount that the Company pays in support of a community organisation or project. This includes direct donations and membership and subscriptions to community organisations. Measured in £. |
| Gifts in kind | The non-cash resources which the Company has committed to community activities, which can include product, equipment, or other non-cash items from the Company to the community. These are valued at cost, rather than RRP where appropriate. Measured in £. |
| Staff time | The staff time contribution is the cost to the company of the paid working hours contributed by employees to a |

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| | community initiative or activity. The business average cost of employee time is used. Measured in £. |
| Management costs | The costs incurred by the Company in making its contributions. Such costs will include the salaries, benefits and other overheads of community affairs staff along with research and communications spend if designed to help the community engage with the Company. |
| Additional definitions | |
| Employee | A person working directly for the Company and paid directly by the Company. |
| Staff | The employees (including management) who work directly for the Company and are paid directly by the Company. |
| Management | Employees who hold a management position either in head office or in a distribution centre or store. |

Updated: November 2011