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The last 12 months have flown by and we can’t believe that we are already seven months into 2011.

Despite having a second year of difficult trading conditions we have seen our business continue to grow and develop, which has only been made possible through the hard work, pride and passion shown by our team members.

Our comparative growth this year was less than we’d planned, but we continued to deliver great deals and good, honest value for money products in all our stores at the same time as continuing the rollout of our rebranded stores.

In our 80th year of trade we’d planned to rebrand 80 existing stores and we did it as 80 stores received the great new look and feel treatment – what an achievement by everyone involved.

We also opened a further 14 new stores in our new brand and continued to expand into Scotland. By the end of 2010/11 a third of our stores had been rebranded along with our entire fleet of lorries; and all team members had the new branded uniforms which look fantastic.

Our new brand rollout didn’t stop there, we revamped a large selection of Own Brand products, providing customers with a great range of modern, functional and value for money products.

A target for 2010/11 was to continue to support our Charity of the Year programme. In May 2010, we swapped from Children’s Hospice UK to a charity that is very close to Karin’s heart, Anthony Nolan.

We opened a further 14 new stores in our new brand and continued to expand into Scotland.

Pictured left: Wilko everyday value products, which undertook a major packaging redesign.
Our aim was not only to raise funds to support the great work that they do, but also to raise awareness and increase the number of people on the bone marrow register.

Our team members, their families and, of course, our customers took this charity to their hearts and we raised over £1.6m, as well as increasing the number of people joining the register.

As well as supporting our Charity of the Year programme, we ran a number of local initiatives aimed at putting us at the heart of every community we serve. The three initiatives ‘Helping Hands’, ‘Local Stars’ and ‘Wilkinson’s Heroes’ were made possible through our business donation of 1% of our profits and again have proved very successful as we helped a number of people and local charities in the communities that we serve.

In our 80th anniversary year, it wasn’t all work – celebrations were high on the agenda. Team members received cakes, keyrings and a personalised card and dressed up in fancy dress from the 1930s to the present day to mark the occasion.

We also held a special AGM with 200 people from inside and outside our business and supporting partners, who have contributed to its success over the last 80 years. It was a thoroughly enjoyable event for all involved and a great way to recognise some of the many people who have played a part in our history and getting us where we are today.

So far we’ve raised over £1.6m and increased the number of people joining the register.

One of Lisa’s favourite, and proudest, moments of 2010/11 was visiting the team in our spectacular new offices in Hong Kong. The 50-strong team’s role is to ensure that the products sourced from the Far East are not only great value, but excellent quality for our customers. The team have done an amazing job and are making a real contribution to our success.

On top of this, we launched a new vision, mission and set of values. The new ones are an evolution of the old ones and we think they show where the business is currently and where it plans to be in the future. Look out for more information on these over the next 12 months.

So, despite a difficult economy, there were some real successes to celebrate in 2010/11 and 2011/12 is already looking like an exciting year. All of this is only been made possible through the dedication and team spirit shown by all our team members. Well done and thanks to everyone!

It just remains for us to recognise everyone who has been involved in Wilko’s over the last 12 months, our loyal customers, our shareholders, board, EMT, management and team members alike, as well as our suppliers and partners. Well done and our heartfelt thanks to all of you for your continued support!

Karin Swann & Lisa Wilkinson
Family Directors
In 2010/11 we updated our vision and values to highlight what we would like every team member to aim for.

Vision
Visions are statements that lift the spirit, fire the imagination and harness all the energy of the business behind them. But to work they have to be instantly recognisable and shared by everyone.

On reflection, our previous vision didn’t quite address the true Wilko’s spirit. So we created a new one to inspire everyone’s journey ahead.

Our new vision is:

**Extraordinary everyday shopping in the heart of the community.**

The new vision clearly emphasises that Wilkinson’s is at heart a retailer and shows that we operate in the heart of the community. We are a family business and our customers and team members literally take Wilkinson’s into their hearts.

Mission
Our new mission describes what we do and is almost identical to our vision… but not quite. Our mission is:

“What can you do to passionately deliver extraordinary everyday shopping in the heart of the community?”

Or

“What have you done to passionately deliver extraordinary everyday shopping in the heart of the community?”

The words for our mission will not always be the same but the concept is static and is deliberately crafted as a call to action. We intend the mission to be used in various ways within our business.

Values
Our values have changed too, although they are not radically different from our previous values, they’ve had a slight refresh to bring them up to date.

The new values are a reminder of how we should behave when delivering the company vision and mission. As a reminder our old values were:

- Shape the future
- Pull together
- Build trust
- Be passionate
- Show we care

**So what have we changed?**

Well, we have removed ‘build trust’. That doesn’t mean we no longer want to build trust – we do, it is just that build trust should be an outcome of living our values rather than a value itself!

We have also taken out ‘show we care’. Again that doesn’t mean that we don’t care we just think that showing we care forms part of ‘be passionate’.

**If we live our vision, succeed in our mission and deliver the values we will show that we can ‘be extraordinary’.**

So taking the values in their new order, we have changed ‘shape the future’ to ‘shape our future’ to make it absolutely clear that we steer our own path towards a future that is entirely unique to Wilkinson’s.

We have kept ‘pull together’ exactly as it was. This value has always worked really well for us and encourages teamwork and alignment.

We have changed ‘be passionate’ to ‘show passion’. Actually we think all of our team members are really passionate about lots of things, the business, the environment and our customers. We just want you to show it some more.

And we have created two new values; ‘be unique’ which again is part of having our own distinct identity and ‘make it fun’ because shopping is meant to be fun and fun is what we do well and it is an instantly recognisable feature of our brand!

So, taking all that together, if we live our vision, succeed in our mission and deliver the values we will show that we can ‘be extraordinary’.
We believe that everything we achieve is down to the hard work and commitment our team members demonstrate on a daily basis. With the refresh of our values, we wanted to highlight some of the top achievements in 2010/11 and recognise some of our own stars within the business.

Shape our future

Every single team member within Wilkinsons plays a key role in shaping our future – we all have to work together to drive the business forward.

The rebrand of our stores, our lorries and our team members’ uniforms have all played a huge part in this; but we have also seen fantastic achievements that have shaped our future. And we care about the communities we serve and the environment.

Some of the great ways we have shaped our future this year are:

- Opening new offices in Asia
- 30% of our stores received our new platinum award for outstanding customer service
- Recognising outstanding team members by awarding company ‘Be a Star’ awards
- Our leadership road show, UK supplier conference and Asia supplier conferences get better and better every year
- Improved Own Brand products and updated categories
- Our expansion plans and new store opening programme. Last year we opened 14 new stores
- Being awarded the Carbon Standard for our efficient energy management programme as we reduced our energy consumption in our buildings by 2.5% as we rolled out energy efficient lighting measures

Pull together

Working and pulling together in one direction is the only way that any business can succeed, that’s why it’s one of our key values. Throughout 2010/11 our team members have demonstrated some impressive results, here are just a few:

- Celebrating our 80th anniversary: team members from all over the business dressed up in costumes from their favourite era to raise funds for Anthony Nolan and celebrated with a celebratory AGM lunch. Long-serving and award-winning team members all attended along with our suppliers and partners to enjoy the occasion. A great day was had and we really enjoyed having the people there who have helped us build the business over the years
- Obtaining Investors In People award for the 14th year and the gold standard for the third year running. This year the award also included our offices in Asia
- Delivering a great Charity of the Year programme and raising awareness and funds for Anthony Nolan
- Opening 14 new stores and relocating one store, saw us exceed 6 million sq ft in trading space. We also continued with the rebranding of our existing estate
- Showing passion
- Our team members are extraordinary and show passion in all sorts of ways. They have a passion for delivering quality service and quality products for our internal and external customers whilst making big strides in improving service and ranges.

All around the business we have seen this delivered through:

- Great new trends and designs launched in stationery and home with fantastic new ranges throughout the year – especially at Christmas and Halloween
- The launch of our new offices in Hong Kong with a 50-strong team
- Giving back 1% of our profits to charities and local communities through our three corporate schemes – ‘Local Stars’, ‘Wilko Heroes’ and ‘Helping Hands’
- Supporting Anthony Nolan as our Charity of the Year, with our team members and customers raising over £1.6m and Anthony Nolan have seen an increase in the number of people registering on the bone marrow register, with 298 of our team members joining. None of this would have been possible without the support our team members, our customers and our suppliers have shown
- Our employee trust has supported team members and their families who experience difficulties
- Our continued expansion into Scotland
Be unique

Although a new value this year, we have always felt that we are unique thanks to our team members, our history and our values. Without any of them we would not be able to achieve the high standards that we do.

Over the past year we have seen some really great examples that show how unique we are:

- A staggering 935 team members hit personal service milestones this year
  - 383 team members celebrated 10 years’ service
  - 374 team members celebrated 15 years’ service
  - 134 team members celebrated 20 years’ service
  - 44 team members celebrated over 25 years’ service
  - We now have 4,297 team members with 10 years’ or over service

- 308 team members and their families stayed in our team member holiday homes in Devon, Norfolk and East Yorkshire, provided by our employee trust

- 38 team members completed our Aspire 1, 2 and 3 programmes, which were examined externally for the first time this year

- Our brand continued to develop to give customers the same friendly Wilko’s welcome and providing them a great environment to shop in

- We rebranded our entire fleet of lorries with 18 new designs – the fun, distinctive, new looks are really getting people talking

Make it fun

We want team members to enjoy their job and enjoy coming to work – that’s why we have introduced the new ‘make it fun’ value. Even though we can’t have fun all of the time, we want everyone to make the work environment as pleasant as possible – not just for team members, but for customers visiting our stores.

Over the last 12 months we have made it fun in various ways:

- Through launching our new vision and values
- Our new offices in Asia are bright, modern and fun
- Our new lorry designs make you smile every time you see them
- Our team members dressing up for Anthony Nolan
- Our events in store really bring out the fun side of our corporate personality
- Our new products such as Christmas gifting really highlight our fun and quirky side with great designs and packaging
Our team members make Wilkinsons the success it is.
Our team members are very dear to our hearts and it’s important to us that we provide them with an environment that’s a pleasure to work in.

2010/11 saw the business continue to grow, so it’s more important than ever to ensure we continue to look after them so they grow with us.

In 2010/11 we had the following changes within the executive management team:

Frankie Adams was promoted to Head of Buying. Frankie joined the business from ASDA in September 2009 to take up the role of Category Buying Manager for FMCG before being promoted to Head of Buying.

Ian Cutts was promoted to Head of Property. Ian has led the successful One Touch programme over the past 18 months and has been with the business for over 26 years.

Other changes within Wilkinsons were:

Nick Walker – took up the position of Senior Retail Controller for the East zone.
Chris Burns – joined us from ASDA into the position of Category Manager.
Richard Biggin – was promoted internally to Merchandiser Controller.
Richard Neill – joined us from The White Company to lead our quality agenda.
Andrew Palfrey – joined us from ASDA to work on projects before taking up the Communications and Insight Controller role.
Clare Lawrence – joined us from Northern Foods into the role of Procurement Controller.
Andy Wilson – was promoted internally to Property Controller.
David Windridge – took the position of HR Controller.
Good luck everyone!

In Head Office and DCs, we created 101 new executive positions (44 were external appointments and 57 were internal appointments).

In Retail, 45 team members were promoted to Assistant Manager and 36 to Manager positions, whilst two team members were promoted to Regional Executive positions.

Thank you
Our team members make Wilkinsons the success it is and without their drive, ambition and dedication to succeed we would not be in the position we are today. Our thanks go to every single one for driving the business in their own way.

Thank you to our team members in the UK and Hong Kong, our suppliers and our advisors and most importantly our customers.
From humble beginnings to...

A household name takes time to establish – the Wilkinson story is a perfect example of belief, vision and sheer hard work, principles we still adhere to today.

James Kemsey Wilkinson (JK) and his fiancée Mary Cooper opened the first Wilkinson Cash Store at 151 Charnwood Street, Leicester, in 1930. Two years later they opened a second shop in Wigston Magna and by 1940, there were nine Wilkinson Cash Stores, as they were then called; the name changed to Wilkinson Hardware Stores Limited a year later.

The 1940s brought war and challenging times for retailers. During this period three stores were forced to close, but soon re-opened once the war had ended. Always ahead of our time, as a new decade dawned, Wilkinson’s recognised and rode the wave of the increased popularity in DIY by introducing several labour-saving devices. In 1958, we opened our biggest ever store expanding the business to 11 stores with an annual turnover of £300K, by the mid-sixties this had grown to 28 stores turning over £2.4 million.

After a buying and merchandising review, Wilkinson’s decided to stop selling bulky items such as lawnmowers and greenhouses to concentrate on everyday items that can be taken home in a shopping bag. In 1973, paint became the first ever own-label product. A year later we had expanded our own-label range to 24 products. By the end of the decade, we had grown to 36 stores with an annual turnover of £15.6 million.

42 new stores were opened in the 1980s taking the total number of stores around the UK to 78, selling 13,000 products to 24 million customers. In 1987, The Hardware Trade Journal named Wilkinson Retailer of the Year.

In 1992, our 100th store opened, as did a new Distribution Centre, housing the fastest sorting system in the UK.

In 2008, we updated our brand and launched the first ‘new look’ stores in Sheffield, Leicester and Walton-on-Thames, as well as launching Wilkinson Asia. In 2009 we opened our first stores in Scotland.

80 years after that first store opened in Charnwood Street, we continue to roll out our rebrand programme. We’re proud to announce that in our 80th year, we rebranded 80 stores. We aim to reach a total of 500 stores over the next three years. We’ve also rebranded all of our lorries and all team members are now sporting our fantastic new uniforms. It’s a cliché, but it’s true – even at a ripe old age, Wilkinson’s is still in the first flush of youth.

Remembering the past and looking to the future.
Happy 80th Birthday to us

To celebrate this landmark, the whole business joined together and remembered the past as well as looking forward to the future. Team members across all stores, DCs and Head Office really got into the spirit of things to make it a year to remember.

Food for thought

In June we held a very special AGM and lunch. Attended by the family, board members, EMT, long-serving team members, Aspire delegates and our Local Stars – guests enjoyed a splendid lunch in the beautiful surroundings of Rudding Park and listened to presentations from Karin, Lisa, Stuart and Ian.

Step back in time

Our stores, Head Office and DCs also joined in the celebrations by donning fancy dress costumes from their favourite era and putting up appropriate decorations. All team members received a keyring, a slice of birthday cake and card to remind them of the success that they are all part of and have contributed to.

"80 years on and we’ve never been stronger."
It’s showtime

July 2010, the venue was a Georgian Townhouse in London where 238 journalists gathered to get a peek of the new Wilkinsons ranges.

The turnout for our Christmas Press Show was up from the previous year, which in turn led to an increase in the amount, and quality of consumer PR we achieved over the Christmas period. There was an ideal mix of media in attendance, including key weeklies and influential monthly glossies; representatives attended from titles including Good Housekeeping, Chat, Elle Decoration, Cosmopolitan, Bella, BBC Gardeners’ World, Ideal Home and Best, to name but a few.

Anticipation was high and, on the day, the venue looked fantastic. We zoned the space to create strong, impactful displays of Christmas, Gifting and Wilko Play. We created displays around a single price message, including a huge display of our 80p decorations, that went down well with the journalists.

Price was the main talking point during the event as was our Wilko Play display. We turned a dedicated room into a giant oversized playroom with packaging blown up to waist height to make the journalists feel like children and to encourage them to engage and interact more with the toys.

At the show, price was the main talking point.

The range attracted really positive comments from Prima Baby, Mother and Baby and Practical Parenting, who likened our range to that of The Early Learning Centre.

On the back of the success of the press show, the coverage increased by 156% – increasing year on year awareness of the brand and ultimately driving customers to store.
Our brand is who we are – it’s the very lifeblood that flows through every area of our organisation.

In 2010, our Own Brand really started to establish itself with some major launches:

- New Own Brand food, snack and confectionary ranges
- Wilko Play – 134 fantastic products launched in time for Christmas
- A range of quality baby nappies
- We relaunched our Wilko core Own Brand gardening range

In addition to the above, our ‘everyday value’ range was further extended and now has over 450 products under this banner offering simple quality at great value. We also continue to develop our premium Own Brand – this will be rolled out as ‘Wilkinson’ in October 2011 with an initial launch of just over 100 products.

In 2010 was a fantastic year for Own Brand with record sales exceeding our expectations.

Our new look hits the road

But it’s not just on the shelves where our new brand is looking great – 2010/11 saw our new brand roll out further and transform our fleet of lorries. We introduced 18 new designs, all with a fun personality of their own.

The designs include some of our Own Brand products, some of our best categories and even some of our own team members. The new designs have had a huge impact with many people debating which their favourite is.

Over the last 12 months, we’ve created some great in-store events that go hand-in-hand with our great new-look campaigns. Delivering a strong value message by combining team member participation and themed POS, campaigns such as Get Growing, Back to School, Get Kitted Out and Halloween were all a great success with our customers.

This year saw our Own Brand really start to establish itself.

£700 million

OWN BRAND SALES UP 10% ON LAST YEAR!
“Extraordinary everyday shopping in the heart of the community.”
In 2010, we continued to promote value across the UK by expanding into new towns and communities.

A great move

But it’s not all about new sites – in 2010 relocation and refurbishment were also order of the day.

• Our King’s Lynn store was relocated to larger premises enabling us to expand our range and bring even more value to the people of East Anglia
• We also extended our store in the Frenchgate Centre, Doncaster, to 20,000 sq ft and, in doing so, expanded our total trading space across all stores to over 6,000,000 sq ft

North of the border

We’re delighted to be taking our Wilkinsons great value north of the border, developing new relationships and supporting new communities. Building on the great work we did in 2009 when we opened new stores in Motherwell, Irvine and Clydebank, we’ve now expanded the Wilkinsons brand into the following areas.

Greenock, Kilmarnock, Livingston, Hamilton and Ayr

It’s been a long-held ambition for us to really make our mark in Scotland – something we’re working towards as we continue to put our big plans into action.

Looking ahead

No matter how many new stores we open, and how much success we have, we never sit back and relax. We’re constantly looking to the future and searching for new ways to expand the business and deliver great Wilkinsons value to more people; we’re already quickly filling up space on our store opening programme for the next two years.

Not only are we bringing great products and unbeatable value to these areas, we’re also doing our bit to regenerate town centres.

Giving back to the community

When we move to a new location, we invest, on average, £1m in our store and work closely with the local job centre and other employment agencies.
Stamford Patio Set with Folding Chairs Hardwood 5 Piece

Cat No: 0304965

£99.00

864 in stock

Add to Favourites

Order by Phone

Hardwood patio set comprising 1x table and 4x folding chairs. Durable hardwood with oiled finish. Table and chairs fold for easy storage. Easy to assemble, tools included. Max user weight 100kg.

Sheffield
Quality and value at your fingertips

In 2010/11 WilkinsonPlus continued to blossom as we invested in people, systems, technology and procedures.

Multi-channel shopping has never been easier or more rewarding. WilkinsonPlus makes it simpler for customers to get their hands on the products they want – whether online, over the phone or in store.

Promoting our range to the widest possible audience, that’s the aim of WilkinsonPlus and as we continue to refine the system, it will only deliver our range faster and to more potential and existing customers.

Online
2010 saw a huge growth in visits to the website. And those who visited enjoyed an enhanced online experience thanks to several improvements we’ve made.

- Better navigation
- Visual improvements, such as image magnifier
- More engaging photography
- Exciting incentives, such as prize draws

It’s no wonder website visits are up 20% on last year.

Catalogues
After a complete makeover, our catalogues are not only more engaging and inspirational – they’re also more frequent too.

- Lifestyle photography is more customer friendly
- More current with coordinated ranges and the latest trends
- We’re producing catalogues for Spring, Summer, Autumn and Christmas, with teaser flyers in-between

WilkinsonPlus is key to helping us create extraordinary customer experiences.

In store
Our Enhanced Customer Service E-learning Package was created to upskill team members on how to fully support order point and online sales.

- Over 6,000 of all retail team members have successfully completed training – that’s 6,000 people with enhanced customer service skills
- 400,000 customers had their call answered within our 20 second target time – something our Call Centre can be really proud of
Wilkinson Asia... 

Continues to establish itself as an integrated part of Wilkinsons with the same vision, values and pride in family culture.

Based in Hong Kong, Wilkinson Asia works closely with our team members in the UK as it continues to develop strategic relationships with our core suppliers around the world.

Working close to our major manufacturing base, Wilkinson Asia’s primary focus is to unlock our supply chains and deliver better quality products at great prices. Social responsibility is also high on the agenda and standards in the factories where our products are manufactured are of great importance to us and managed through an extensive audit programme.

The 50+ team have really embraced the first year of trading and successes to date have exceeded all our expectations. Over the next 12 months, the team will continue to drive improvements in cost savings, quality, innovation, and delivery across all our ranges of Far East sourced products – whilst having fun in the process.

Our focus is to deliver better quality products at better prices sourced from a socially responsible base.

Doing our bit

It’s not all work – the Wilkinson Asia Team have been doing their bit for charity. In addition to Anthony Nolan, two local Hong Kong charities benefitted from our support and one of those charities, the Children Cancer Foundation, received a cheque in March for HK$1,000,000.

20,000 sq ft of innovation

Bespoke, quirky and instantly inspiring when you walk in the door, the new office is based on the 39th floor of a stylish development in Kwun Tong and was officially inaugurated by Family Director, Lisa Wilkinson and CEO, Stuart Mitchell in January 2011.

In March, the team hosted the third Wilkinson Asia Supplier Conference – offering valuable insight to suppliers from all over Asia of our plans for the future.
Anthony Nolan has been our Charity of the Year since May 2010 – and what a year it’s been!

Every 23 minutes, someone in the UK is diagnosed with blood cancer; for many, their only chance of survival is a blood stem cell or bone marrow transplant.

There are currently around 1,600 people waiting for a transplant – people like David who suffers from a blood disorder and will need a bone marrow transplant in the future.

This is an amazing cause and so we set ourselves three key goals for the year:

• We aimed to raise £1 million for the charity
• We wanted to increase awareness of Anthony Nolan’s lifesaving work
• We pledged to increase the number of donors on their register

With the support of everyone across the business – stores, head office, the DCs and suppliers – we managed to surpass our own high expectations:

• Money raised is in excess of £1.6m – smashing our initial target
• We’ve been increasing awareness through a variety of high profile activities
• Of those who are eligible, 298 team members have joined the Anthony Nolan register

It feels really satisfying to know that we’re making a difference to people’s lives – people like Sorrel who received a transplant from Anthony Nolan in 2007 and is now a lively and happy six year-old.

We managed to surpass our own high expectations and had an extraordinary year fundraising for our Charity of the Year!
We exceeded our target of raising £1 million for Anthony Nolan by pulling together and going the extra mile for a great cause and we had loads of fun doing it.

Join the club
The Golf Day organised by Distribution Centre 1 was a great success. Stuart Mitchell was one of the players and Karin Swann attended to award prizes. This event raised over £800.

Pushing the boat out
The Dragon Boat racing was very popular, with Wilkinsons team members taking part in events in Cardiff and Bath. A Wilkinsons-only event was held at Rother Valley in September which was support by Cadburys and was won by the HR team. The event raised over £9,000.

Running smoothly
We had a brilliant team for the 2010 Great North Run – Simon Hathway, Chris Screeton, Jon Balding, Cathy Earnshaw and Tony O’Reilly, amongst others, really did us proud. Competition between the regional controllers and the senior team was intense. This event, including our team members’ contribution, raised a total of £130,000 for Anthony Nolan.

Raising more in store
Some fantastic promotions in store really got the money pouring in. Amongst the many that were going on, Proctor and Gamble pledged 3p, and Unilever 5p, from the sale of selected products – each promotion raised a whopping £250,000. Other significant promotions featured Galaxy, Baby Bio, Kerry Direct, Wisemans and Mr Fothergills.

Best foot forward
Karin also got in on the fundraising by setting herself the personal challenge of walking 80 miles, over five days, from Wilkinsons Head Office to the Blackpool Store stopping at other stores along the way.

And loads more...
We can’t feature every activity that team members took part in across the business, but there have been some crazy events which have raised fantastic amounts for Anthony Nolan and generated lots of awareness too. To name a few, region 7 Alnwick Castle Zip Slide raised £7,000, Region 18 completed 110 mile walk, Ilford store hosted a daring abseil event and raised nearly £5,000. And it’s not just the big events that count, thank you to all the team members who baked cakes, face-painted, sat in baths of beans or even hand cuffed themselves together – what an extraordinary year!
We’ve chosen Age UK as our new Charity of the Year and we look forward to really making a difference to many more lives.

Imagine spending your birthday alone – no presents, no one to eat dinner with, no one to talk to. This is the reality for thousands of older people in this country – but it doesn’t have to be this way.

Age UK is the UK’s largest charity working both for and with older people – which is why we’ve chosen them to be our new Charity of the Year partner. They work to help older people flourish. Currently they help 5 million people every year and by 2012 they aim to be helping 7.5 million.

Over the next 12 months we will be working with Age UK in a variety of different ways – from fundraising to volunteering, there is plenty you can do to get involved. So join us in reaching out to older people in your community.

Without sufficient funds, Age UK can’t reach the millions of older people in need. Money raised by you will go towards four of Age UK’s key initiatives:

- **Winter Grants – Christmas lunches and outings**
  Providing funding for Christmas dinners and ‘get together’*s for older people who spend Christmas alone

- **Call in Time**
  This is an essential telephone friendship and wellbeing service designed to reach isolated individuals

- **Handyperson Service**
  Aiming to improve the quality of life, and increase the peace of mind, of older people by making their homes safer and more secure

- **Information sharing and advice**
  A simple leaflet that could make a big difference. Placed in Wilkinson stores, they will contain information and advice for people who want to get in contact with a trusted expert

Together we can help older people flourish and enjoy life.
Every year, Wilkinsonsons gives 1% of our pre-tax profits to various charity and community organisations via different initiatives and schemes.

Our top three schemes are Helping Hands, Local Stars and Wilko Heroes. Each gives us the opportunity to help some amazing people and organisations.

Helping Hands – helping local organisations make a difference

- We’ve donated over £110,000 to local charities and community groups across England, Scotland and Wales.
- Here’s just a couple of examples how we made a difference in 2010:
  - A £50 donation from our Headingley store helped staff from Leeds Metropolitan University paint a colourful mural for children in a local primary school
  - Bridgend and surrounding stores put their Helping Hands budgets to great use when 36 managers joined forces to revitalise the YMCA community centre

What a fantastic, lasting achievement for the community of Bridgend!

Local Stars – helping people fulfill their potential

Through sponsorship we support as many big achievers in the local community as possible. In 2010 we supported 26 talented individuals, including Chris Kirk.

Chris is based at Gateshead International Stadium, a recognised English Institute of Sport Performance Centre, and specialises in long jump at world-class international level.

Chris was fifth in 2007’s UK rankings and got a second place at the 2008 AAAs, surpassing the current record holder at the time. Wilkinsonsons is proud to sponsor and encourage Chris in his athletics career. So roll on 2012 and watch this space!

Wilko Heroes – supporting our team and the great work they do

Wilkinsons has donated over £20,000, match funding team members for different charity activity throughout 2010.

- Over 50 team members were match funded for completing Race For Life
- Match funding was awarded to those who ran 13 miles in the Great North Run
- Match Funding was also awarded for the Anthony Nolan Three Peaks Challenge and The Castaway Survival Challenge

To find out how Wilkinson Asia has been supporting good causes local to them, see page 23.

Our Local Stars

Claire Stancliffe GB Deaf Footballer
David Kane Badminton
Fraser Conn Cricket
Ross Davenport GB Swimmer
Nicholas Boylan GB Disability Swimmer
Chris Kirk GB Athlete
Stacey Evenden Athletics
Oliver Matjaz Theatre/Drama
Ben Brown Ballet Dancer
Madeleine Mantock Actress
Emma Wilkins GB Swimmer
Megan Seagrove Artistic Roller Skater
Zoe Priestly International Javelin
Kerry Morgan GB Bobsleigh Driver
Karina le Fevre Table Tennis Gold Medal
Patricia Diplock Sign Language
Ryan Crouch GB Disability Swimmer
Andrew Hadfield Slalom Canoeist

At the heart of the community

Chris Kirk
We take corporate social responsibility seriously – and do more to ensure that our actions have a positive impact on the environment, our team, our customers, suppliers and the communities we serve.

At Wilkinsons, we believe, and continue to demonstrate, that you can maximise your business impact whilst significantly reducing your environmental impact. And we believe that the best way to do this is by engaging our team members and the local community in the good work we do.

Over the past year we have been developing our CSR strategy so that we focus on what’s important to Wilkinsons and set out some key commitments to work on.

Get involved – team members
‘Doing our bit’ is a new team member communication programme introduced at the start of the year that links in with our ‘In the loop’ programme to encourage team members to live their lives in a more sustainable way and to do the ‘right thing’ both at work and home. It is focused around helping the planet, communities and sourcing more responsibly. Each store or department supports these by completing three promises each year and taking part in an activity programme.

Get involved – community
Being at the heart of the community is key to Wilkinsons – and we continue to offer support in several ways.

For many years we have offered both school age and adult work placements in our stores, distribution centres and head office. Last year we provided over 360 work experience placements to schools and other community partners (e.g. Remploy, The Shaw Trust, and Business in the Community. We also introduced an apprenticeship scheme to help seven young people in one of our distribution centres. Our plan going forward is to:

• Continue promoting work experience placements to young people and those who are disadvantaged
• Expand our apprenticeship scheme across both distribution centres to double the number of places we currently offer
• Give young people confidence to apply for jobs
• Pilot a retail ambassador scheme for store managers across one of our regions to go into schools and talk about working in retail

Local and Lively is a toolkit we’ve developed to help stores better engage with, and get closer to, their community, including ways of really getting to the heart of what a community needs from us – and working on ways of benefiting local community groups, local charities and associations. We have been piloting this across our Scottish stores and plan to extend this further. Examples include:

• Store vouchers to local groups
• Working with local schools
• Linking up with town centre partnerships
• Asking customers what is important about their community

Doing more to overcome the social and environmental challenges that face modern businesses.
Less is more

Saving energy – during 2010 we rolled out our energy efficient warehouse lighting project and removed most light switches from back of house areas. Our efforts to reduce energy over the past couple of years have enabled us to achieve the Carbon Trust Standard.

Reducing waste – our continuing efforts this year include reviewing our waste to improve the recycling and the revenue we gain. Our operational waste increased to 45,000 tonnes, (over half was from replacing fixturing in stores being rebranded).

Cutting down on mileage – our double decker fleet grew a further 50 trailers to 110, meaning less lorries and less mileage. We’ve also been increasing our lorries that collect goods from our suppliers, again, helping to keep our lorries full and reducing CO₂ emissions. Our fleet travelled just over 22 million miles (35.5 million km) which represents 5.77km/sq ft, a slight reduction on the previous year.

Sourcing more ethically

Sourcing our products in a responsible way is key to our vision and values.

Most of our products are now ordered directly through our Wilkinson Asia buying office, which is committed to a programme of supplier monitoring. This involves visiting all suppliers and factories to check that working conditions meet health and safety standards and that all team members are treated well and that no children are working for them.

We are also working on ways to reduce the amount of packaging we need through a range of initiatives and also its recyclability. In 2010 we introduced the ‘On pack recycling label’, an industry standard label, to be applied across our ranges as we review them each year.

Focus on the future

Corporate Social Responsibility is an ongoing commitment and in 2010 we introduced objectives and targets for continued improvement. We have outlined our progress below against those targets we reported on last year.

<table>
<thead>
<tr>
<th>Reducing our carbon footprint</th>
<th>2010 progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the proportion of waste from our operations that we divert from landfill to less than 50% by 2013 based on 2006 levels</td>
<td>✔ We achieved this with improvements to our processes and practice. We reset the target to 85%</td>
</tr>
<tr>
<td>Reduce our transport emissions by 15% by 2013 compared with 2006 levels</td>
<td>✔ We achieved this with double deckers and fuller lorries. We reset our target to 25%</td>
</tr>
<tr>
<td>Reduce our energy emissions from our buildings by 15% by 2013 compared with 2006 levels</td>
<td>✔ We achieved this by various energy efficiency projects. We have reset our target to 5% based on 2009 levels</td>
</tr>
<tr>
<td>Reduce water consumption by 10% by 2015 compared with 2010 levels</td>
<td>This is a new target for 2011 following the introduction of water monitoring across our estate</td>
</tr>
</tbody>
</table>

Sourcing responsibly

Our Own Brand packaging is to be recyclable by the end of 2014 | This is a new target. We are rolling out over the next three years an industry standard ‘recyclability’ label for our packaging |

Improve and eliminate excessive packaging (primary) across our Own Brand products by 2014 through optimisation | This is a new target |

Sustainably source our Own Brand solid wood product where possible – 20% by 2014 | This is a new target |

All suppliers of Own Brand products to be audited by 2013 | ✔ This target has been partially met. Our Wilkinson Asia buying office took over supplier management in 2010 |
Summary of the year

Despite another year of tough trading conditions, made worse by the exceptionally severe weather in the lead up to Christmas, we delivered a credible sales growth of 0.2% and a small decline in comparable or like-for-like sales of 1.3%.

Customers facing a decline in their disposable income shopped less frequently and more carefully, seeking out value, trading down where possible and concentrating on essential rather than discretionary spending.

The economy slowed in the last quarter of 2010 but our fourth quarter performance showed a good recovery in late December and January after the difficult period in early and mid December. We recorded the highest ever total sales in the Christmas week, on Christmas Eve and exceeded the record for weekly sales from a single store.

Our continued focus on our investments in stores, supply chain, people, infrastructure and on reducing our cost to serve, meant that we were able to maintain our operating profits at £57.8m. Although disappointing when compared with our record profits of £62.9m in 2010, this represents a strong performance given the trading conditions during the year and the pressures arising from commodity prices, the increase in VAT and the dollar exchange rate.

Our financial position remains strong, with the net cash inflow from operating activity of £88.7m this year compared with £124.4m last year. At the year end we had £19.5m net funds in the bank compared to net funds of £17.9m last year.

**Our new brand**

We were very pleased to have achieved our target of rolling out our new brand to 80 stores in the calendar year 2010, our 80th year and will continue this roll out at the same pace for the next two years with about 90 stores being rebranded each year. The 80 rebranded stores delivered an additional 4% of sales during the year at these stores.

**New stores**

New stores were opened in 14 communities and we extended Frenchgate, in Doncaster, following the closure of our other Doncaster store. All the new stores opened during the year were based on our new brand and format. We continued our expansion north of the border with five new stores in Scotland; Kilmarnock, Greenock, Livingston, Hamilton and Ayr, bringing our total to nine. We increased our coverage in the south with new stores in Camberley, Swanley, Newbury, Harrow and Reading. In addition, we extended our reach to the east and west with stores at King’s Lynn (a relocation), Telford and Exeter as well as in the Arndale Centre in the heart of Manchester. Our programme of new stores for 2011 will be of a similar size and we have already secured a number of exciting sites.

**Distributing our products**

After the successful introduction of Customer Pulled Replenishment (CPR) in 2009 we have continued to improve the way we supply our stores including the reorganisation of stock in our distribution centres. This is already allowing us to deliver stock to our stores in a more efficient, aisle-friendly way and will allow us to improve the service we offer our stores and our customers.
In conclusion

The Wilkinson Asia team has grown from two members when we opened our office in June 2008 to over 50 and in January 2011 the team moved to a new office in the Kwun Tong area of Hong Kong. The team can now deliver our planned improvements in product sourcing by taking control of the quality of our products and providing better prices for our customers. By building stronger relationships with suppliers, they are able to improve our ethical and environmental standards.

Our internet and catalogue sales through Wilkinsonplus had a successful year following its relaunch in March 2010. The level of sales and the range of products available online and from the catalogue have continued to grow.

We introduced an enhanced team member forum ‘In the Loop’ during the year to ensure all team members are informed of the development of the business. We continued to run our internal talent development programme, Aspire, and during the year 38 managers attended one of our junior, middle or senior management courses. We are also immensely proud to have achieved our Investors in People status for the 14th consecutive year and especially proud to have achieved the Gold Award, which recognises our commitment to our team members, for a third year.

Senior appointments

Frankie Adams was promoted to Head of Buying in September 2010. Frankie joined the business from ASDA in September 2009 to take up the role of Category Buying Manager for FMCG and since his promotion to Head of Buying has been instrumental in driving forward our category buying review process. Ian Cutts, was promoted to Head of Property in September 2010 and has led the successful rebranding programme as well as seeking out new store opportunities. Ian has been with Wilkinsons for over 26 years in a number of retail and financial roles.

Our chosen charity for 2010/2011 was the Anthony Nolan Trust and we set ourselves an ambitious target of raising £1m during the year to May 2011. Thanks to the fantastic fundraising efforts of our team members and the support of Procter & Gamble and Unilever, two of our biggest suppliers, we had already met that target by the start of February 2011, three months earlier than expected. As well as taking part in fundraising, 298 team members have joined the Anthony Nolan bone marrow donor register.

This support will make a real difference for patients waiting for a bone marrow transplant. I would like to thank Karin Swann personally for her leadership on this fantastic campaign.

Of course, our success and achievements during the year would not be possible without the hard work and dedication of our 23,063 team members, our suppliers and our committed shareholders. You’ve all played a big part in our tremendous achievements in what has been a difficult year for the retail industry.

I look forward to another year of progress in 2011/12.

S R Mitchell
Chief Executive Officer

Wilkinson Asia

Charity work

Our people

Doing more to overcome the social and environmental challenges that face modern businesses.
**Financial review**

### Consolidated profit and loss account

**PERIOD ENDED 28 JANUARY 2011**

<table>
<thead>
<tr>
<th></th>
<th>2011 £’000</th>
<th>2010 £’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover</td>
<td>1,559,384</td>
<td>1,556,210</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>927,786</td>
<td>941,410</td>
</tr>
<tr>
<td>Gross profit</td>
<td>631,598</td>
<td>614,800</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>573,831</td>
<td>551,851</td>
</tr>
<tr>
<td>Operating profit</td>
<td>57,767</td>
<td>62,949</td>
</tr>
<tr>
<td>Interest receivable and similar income</td>
<td>3,260</td>
<td>2,476</td>
</tr>
<tr>
<td></td>
<td>61,027</td>
<td>65,425</td>
</tr>
<tr>
<td>Interest payable and similar charges</td>
<td>203</td>
<td>474</td>
</tr>
<tr>
<td>Profit on ordinary activities before taxation</td>
<td>60,824</td>
<td>64,951</td>
</tr>
<tr>
<td>Tax on profit on ordinary activities</td>
<td>20,676</td>
<td>22,208</td>
</tr>
<tr>
<td>Profit on ordinary activities after taxation</td>
<td>40,148</td>
<td>42,743</td>
</tr>
</tbody>
</table>
Consolidated balance sheet
AT 28 JANUARY 2011

<table>
<thead>
<tr>
<th></th>
<th>£’000</th>
<th>2011</th>
<th>£’000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td>249,288</td>
<td>247,188</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stocks</td>
<td>132,614</td>
<td>116,065</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>24,837</td>
<td>20,572</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash at bank and in hand</td>
<td>33,300</td>
<td>37,866</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>190,751</td>
<td>174,503</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Creditors: amounts falling due within one year</strong></td>
<td>(201,657)</td>
<td>(195,452)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net current liabilities</td>
<td>(10,906)</td>
<td>(20,949)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total assets less current liabilities</strong></td>
<td>238,382</td>
<td>226,239</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Creditors: amounts falling due after more than one year</strong></td>
<td>(7,566)</td>
<td>(13,780)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provisions for liabilities</td>
<td>(9,189)</td>
<td>(8,698)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net assets excluding pension asset</strong></td>
<td>221,627</td>
<td>203,761</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pension asset</td>
<td>16,737</td>
<td>8,690</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net assets including pension asset</strong></td>
<td>238,364</td>
<td>212,451</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Capital and reserves</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Called up share capital</td>
<td>33</td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other reserves</td>
<td>171</td>
<td>170</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit and loss account</td>
<td>238,160</td>
<td>212,247</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Shareholders’ funds</strong></td>
<td>238,364</td>
<td>212,451</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Consolidated cash flow statement
### PERIOD ENDED 28 JANUARY 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£'000</td>
<td>£'000</td>
</tr>
<tr>
<td><strong>Net cash inflow from operating activities</strong></td>
<td>88,743</td>
<td>124,371</td>
</tr>
<tr>
<td><strong>Returns on investments and servicing of finance</strong></td>
<td>68</td>
<td>41</td>
</tr>
<tr>
<td><strong>Taxation</strong></td>
<td>(19,940)</td>
<td>(16,680)</td>
</tr>
<tr>
<td><strong>Capital expenditure</strong></td>
<td>(48,658)</td>
<td>(46,343)</td>
</tr>
<tr>
<td><strong>Equity dividends paid</strong></td>
<td>(11,515)</td>
<td>(6,766)</td>
</tr>
<tr>
<td><strong>Increase in cash in the period before financing</strong></td>
<td>8,698</td>
<td>54,623</td>
</tr>
<tr>
<td><strong>Financing</strong></td>
<td>(13,264)</td>
<td>(26,254)</td>
</tr>
<tr>
<td><strong>(Decrease)/increase in cash in the period after financing</strong></td>
<td>(4,566)</td>
<td>28,369</td>
</tr>
</tbody>
</table>

### Reconciliation of net cash flow to movement in net funds/(debt)

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(Decrease)/increase in cash in the period</strong></td>
<td>(4,566)</td>
<td>28,369</td>
</tr>
<tr>
<td><strong>Cash flow from movement in debt</strong></td>
<td>6,214</td>
<td>16,214</td>
</tr>
<tr>
<td><strong>Movement in net funds in the period</strong></td>
<td>1,448</td>
<td>44,583</td>
</tr>
<tr>
<td><strong>Net funds/(debt) at start of the period</strong></td>
<td>17,872</td>
<td>(26,711)</td>
</tr>
<tr>
<td><strong>Net funds at end of the period</strong></td>
<td>19,520</td>
<td>17,872</td>
</tr>
</tbody>
</table>
The figures and financial information for the financial period 2010/11 and comparatives do not constitute the statutory financial statements for those periods. The financial statements for the financial period ended 28 January 2011 will be filed at Companies House following the Annual General Meeting on 22 July 2011, and include the auditors’ report which was unqualified and neither drew attention to any matters by way of emphasis nor contained a statement under section 498 (2) or (3) of the Companies Act 2006.