

## **ENGAGEMENT WITH SUPPLIERS, CUSTOMERS AND OTHERS**

Our customers are at the heart of everything we do. We acknowledge the importance of keeping our customer engaged with our business and we do this in many ways through social media, our My McDonald's app and newsletters.. We use these communications to help keep customers up to date with McDonald's news, marketing campaigns, project launches and offers.

We take seriously the responsibilities that come as a franchisee of a market leader. We endeavour to assist building better local communities and support charitable organisations, such as Ronald McDonald House Charities.

Our scale for Good (which is a McDonald's flagship global environmental strategy) targets are set at a McDonald's Corporation level but are implemented locally. As part of our Global Scale for Good targets, we are taking a range of measures with targets on climate action, beef sustainability, packaging and recycling commitment by families and youth opportunity.

The company attends franchisee engagement sessions to generate ideas and influence the creation of the McDonald's business plan. national Leadership Group meetings are held every year to discuss the strategic direction of the company.

We rely on our suppliers for our success. We are proud supporters of British and Irish agriculture. McDonald's has long-term partnerships with many of our suppliers to make decisions for the long term, giving them the confidence to invest in their businesses. Long-term commitment to supply McDonald's UK, has enabled our suppliers to grow with us and drive positive change within their own businesses.

McDonald's holds annual supplier chain conferences to set out the business ambitions for the year. The franchiser works closely with our suppliers to understand challenges and opportunities that face them, and the franchisee community are part of the supplier chain committee to seek and share the opinions of the group.

## **STREAMLINED ENERGY AND CARBON REPORTING**

	UNIT	2020
Emissions resulting from activities for which the company is responsible	tCO2e	118
Emissions resulting from the purchase of electricity by the company for its own use	tCO2e	1,344
Total emissions	tCO2e	1,462
Total energy consumed	kWh	5,766,774
Financial	tCO2e/£m	
	Sales revenue	33.75

Methodologies for energy and emissions calculations

Data for our restaurant is compiled in accordance with GHG protocols for financial control.

Principal measures taken to increase energy efficiency

To reduce our emissions, we have undertaken carbon efficiency measures in the year that include the continued purchase of renewable energy across McDonald's restaurants, right down to the bulbs in our emergency lighting.

## **DISCLOSURE IN THE STRATEGIC REPORT**

The company has chosen, in accordance with section 414c[11] of the Companies Act 2003 [Strategic Report and Directors Report] Regulations 2013, to set out in the company's strategic report information required by schedule 7 of the Large and Medium- sized Companies and Groups [Accounts and Reports] Regulations 2008.