



## Community

**For the second year running, a MORI poll found that the public rates Boots as the UK's top company for 'its responsible approach to society and the community'. The company's charitable and educational donations, charitable sponsorships and gifts in kind totalled £4.9 million in 1997/98.**

During the year Boots won the Government's 'Tackling Drugs Together' award for long standing support of drugs education and prevention initiatives in Nottinghamshire. The company sponsored and hosted the first International Detection and Identification of Drugs Conference, which provided an opportunity for delegates from police forces around the country, HM Customs & Excise and HM Prisons, to learn about the latest developments in drug detection. The conference prompted the establishment of a national drug detection working group.

The unique Boots Recycling Project distributed £2.2 million of merchandise to a record number of charities. During the year the project's partnership with the Nottinghamshire Probation Service – under which offenders sort and repair merchandise which would once have been consigned to landfill – was publicly commended by the Home Secretary.

Two hundred employees signed up as voluntary tutors with Success for All, a pilot scheme in advance of National Literacy Year. Operating in schools on Nottingham's deprived Meadows Estate, this is the UK's largest volunteer tutoring scheme; it has generated massive support and enthusiasm from volunteers, teachers and pupils alike.

Another national pilot, the Boots Family Learning Project, aims to improve parenting skills and the relationships between parents, children and schools, by showing how children's learning can be supported in everyday life. Almost 100 families took part in innovative interactive workshops with particular emphasis on basic literacy and numeracy skills.

The company's long term partnership with the national charity Early Education develops effective means of supporting parents as their children's first and primary educators. Last year's programme included two national conferences and a highly acclaimed travelling exhibition that explains the vital importance of well planned and resourced early years provision.

Boots has maintained its active involvement in Race for Opportunity, developing and sharing good practice at national and local level. It has hosted seminars for East Midlands employers on employment and purchasing and provided practical and financial support for the first East Midlands Trade Fair for Ethnic Minority Businesses.

The Boots Charitable Trust – with its distinctive collaborative, co-operative, community based approach – focuses on healthcare, economic development, education and family, maternity and child welfare. During the year it made donations totalling £486,407 – mostly in Nottingham and Nottinghamshire but also to appeals in other areas where Boots has a major presence and there was strong backing from the company's local representatives.

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### Key initiatives

International Drug Detection Conference  
£2.2m of merchandise distributed to charities

UK's largest volunteer tutoring scheme

Boots Family Learning Project

Support for Early Education

Race for Opportunity

Trade Fair for Ethnic Minority Businesses

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Miss listens to  
me read too

