

Section 172 statement

A director of a company must act in the way he considers, in good faith, would be most likely to promote the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- a) The likely consequences of any decision in the long term.
- b) The interests of the company's employees.
- c) The need to foster the company's business relationships with suppliers, customers and others.
- d) The impact of the company's operations on the community and the environment.
- e) The desirability of the company maintaining a reputation for high standards of business conduct, and
- f) The need to act fairly as between members of the company.

The Board as individuals and together consider that they have acted in a way that would be most likely to promote success of the Group as a whole. There is a process of dialogue with stakeholders to understand the issues.

Customers

Our mission is to inspire, facilitate and encourage the consumer to have more enjoyment and a healthy lifestyle through the provision of quality leisure products for an active lifestyle, play time and sports. We facilitate several routes to the market to enable the consumer to access our products. Participation in face book groups and other forums for direct conversations with consumers gives feedback on our products and services development. We also build strong lasting trade customer relationships by regular contact to understand their needs. This is underpinned by a significant investment in our Customer Service team. During 2019 with the pending Brexit decision the Directors agreed to establish an EU registered company to protect our European customer base to ensure compliance with trademarks and any other European standard requirement. In addition, we brought forward product purchases to ensure continuity of supply to customers during the early spring selling season.

Our People

Key to our success, we want them to be successful as individuals and as a team. We engage in an annual face to face appraisal process which includes individual training and development actions. Recognising the importance of mental health, we have established and trained Mental Health First Aiders for confidential support for the teams. To ensure our people are informed as to our business activities we deploy a staff briefing cascade system in addition to a monthly staff letter. The Directors identified the challenges around Bricks and Mortar trading and actively reviewed the lease on each shop as it became due for renewal. The employees effected were updated on the progress of this review and in one instance the store staff were transferred to another business, who took up the lease, without loss of service.

Suppliers

We have longstanding partnerships with suppliers and were possible develop exclusive arrangements for the UK market. Through our company in Hong Kong, we are able to communicate directly with our Far East supplier base and our UK buyers regularly attend trade fairs and visit supplier factories in the Far East. Utilising our inhouse compliance team and working with our selected suppliers this ensures a strong drive to maintaining product quality standards and tracking performance data.

Shareholders and Funders

Our shareholder base which is actively involved in the day to day running of the business who have steered a successful growth strategy for the benefit of all stakeholders. Recently in recognising the increasing need for warehousing space the shareholders pension fund invested in suitable property, that the company was able to lease and save on external storage costs. The relationship with the group's bankers is also key and through an active relationship management process are involved in the future planning for the group.

Communities

Recently the shareholders have established a Wilton Bradley Charitable Trust with a focus on the needs of and to increase the opportunities for young people and children in South Devon.