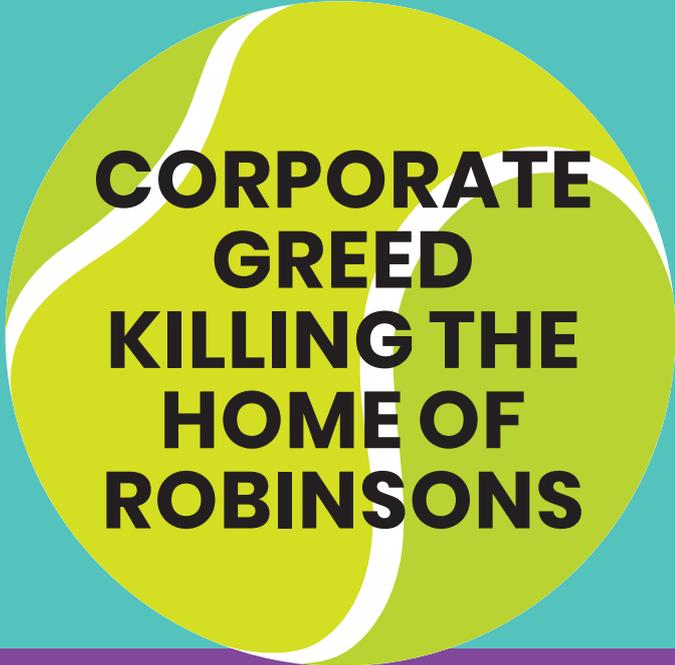


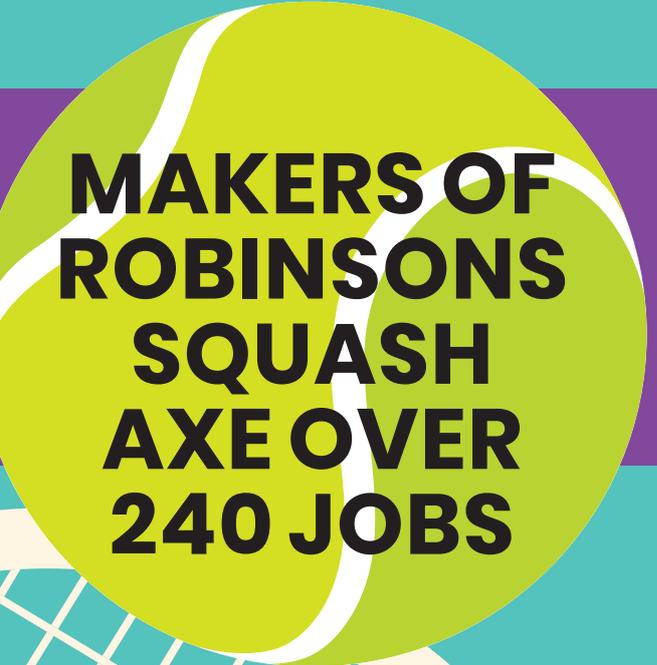


GMB

LONDON
REGION



CORPORATE GREED KILLING THE HOME OF ROBINSONS



MAKERS OF ROBINSONS SQUASH AXE OVER 240 JOBS

In October 2017 workers at the historical Carrow site in Norwich, home to Robinsons Soft Drinks for over 92 years, were hit with the devastating news that Britvic were planning to close the site forever and move all production to other factories in Beckton, Rugby and Leeds.

What followed was a sham consultation process where vital financial information was deliberately withheld from the consultation group making it impossible to present a viable alternative to the loss of over 240 jobs.

Despite the Norwich site consistently out performing other Britvic factories without the significant investment that their other sites have enjoyed, and generating huge profits for the group, Britvic Directors insisted that the closure would generate between £11m and £14m savings per year. But later admitted that it would cost £35-40 million to close the site.

This decision has forced Unilever, owners of Colman's of Norwich mustard, to close their operations in Norwich too as they share the same site with Britvic.

Two thirds of the workforce at the Norwich site are members of the GMB union, yet Britvic refused to allow full-time GMB officials to represent their members in the consultation group. Only workplace representatives were allowed to join the group, and were deliberately outnumbered with just four

continued overleaf >>>>

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<<<< *continued from front*

representatives among a group of 19 people.

Once it was made clear that there would be no retraction of the proposal to close the Norwich site, workers were hit with the further news that Britvic would not consider paying them a comparable redundancy package to their colleagues in Unilever. Britvic removed the redundancy agreement shortly after buying the business.

Unilever have demonstrated that their attitude to their employees far exceeds that of Britvic by offering a redundancy package that rewards the hard work and loyalty shown by Norwich employees over the years in building the Colman's brand which used to include Robinsons.

In contrast Britvic, who took over Robinsons in 1995, are refusing to acknowledge the history of the product and the hard work of Norwich employees in building the iconic brand that you see today, choosing instead to profiteer from redevelopment of this site. This includes the historic medieval abbey ruins.

For more information contact:

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DIRECTORS KEEP THEIR SNOOTS IN THE TROUGH

In November 2017, several Britvic directors, including Simon Litherland, sold numerous shares while they were at a high value of over £8 each.

In January 2018, Britvic held their annual general meeting

Shortly after the AGM, Simon Litherland announced that the cost of closing the Norwich site would be in the region of £35m–£40m, a figure that was never disclosed during consultation.

Subsequently, the share price fell dramatically to just over £6 each.

As well as profiteering from manipulation of the share price, Simon Litherland was paid £2.1m in 2017, an increase of 19%, while the rest of the Britvic workforce were made to settle for a below inflation increase of just 2%.

The loss of share price, while not adversely affecting the fat cat directors at Britvic, has affected ordinary shareholders, including employees about to find themselves out of work, and pension plans that may invest in Britvic shares. So this may also have a direct affect on your pension as well.

- **Britvic PLC are closing down a profitable factory purely to further increase already substantial profits**
- **Over 240 workers in Norwich are set to lose their jobs and consequently due to this another 120 Unilever workers**
- **Despite huge profits, Britvic are refusing to compensate workers with a comparable redundancy package to their colleagues next door**
- **The Britvic Chief Executive, Simon Litherland received £2.1 million last year representing a 19% rise**
- **Britvic are now treating non-management and lower paid workers less favorably in relation to notice period required when seeking alternative employment**

The largest brand owned by Britvic is Robinsons—sponsors of Wimbledon Tennis for 83 years.

This brand includes the famous Barley Water, concentrated squashes and Fruit Shoot.

Britvic also produce Pepsi under license for the UK.

Major customers include the large supermarkets, McDonalds and Subway.

POLITICAL SUPPORT FROM CLIVE LEWIS MP

Clive Lewis, MP for South Norwich, attended the Britvic AGM.

When Clive asked Simon Litherland why shareholders had not been told of the consequences if the proposal did not go through he was told “it was always going to go through” – proving the consultation process to be a sham.

Simon Litherland has previously promised shareholders that shares will reach £20 by 2020. Due to the announcement of the cost of closing the Norwich factory, share price plummeted. Yet another failure by Mr Litherland and his directors.

He has clearly failed to grow the brand, and decided to cut costs by axing jobs in Norwich, while continuing to reward himself with a huge salary and bonuses. Meanwhile he has deliberately misled shareholders about the direction the company is taking.

Ever since the Robinsons brand was established it was produced in the Norwich site. Employees there have fought the company for many years to protect the quality of their brand. Who will protect it now?

Britvic employees at Norwich now find themselves forced into a situation where they stand to lose more money by having to resort to industrial action in order to try and secure a redundancy package that they deserve. This should be comparable to their colleagues in Unilever who, until 1995, were all working for the same company Reckitt & Colman.

BOYCOTT BRITVIC

HELP US TO FIGHT BACK

We urge the public to make a stand against corporate greed and boycott all brands and products made by Britvic PLC, including : Robinsons squash, Fruit-Shoot, Pepsi, Tango, J20 & Drench.

Further we ask that customers boycott McDonalds Pepsi and Subway, and let them know why you are boycotting them using the links below.

<https://www.pepsi.co.uk/contact-us>

<https://www.subway.com/en-gb/contactus/contactusform>

<https://customerservices.mcdonalds.co.uk/hc/en-gb/requests/new>

Large corporations and their directors will always be prepared to ‘walk over’ their workers and dupe the general public. Robinsons—the ‘family brand’ is a perfect example of this.

If the general public stand up to this we can all make a difference. This is why we are bringing this to your attention, and asking you to help us, help yourselves and help future generations.

Join now for protection, support and advice.

Hand this form to your local GMB representative, or post it by simply writing 'Freepost GMB LONDON REGION' on an envelope. You don't need a stamp or any other address details. Questions? Email us at london.membership@gmb.org.uk or visit our website: www.gmblondon.org.uk where you can also join instantly.

PLEASE USE BLOCK CAPITALS

SIGN WHERE YOU SEE THE **X**s

TELL US ABOUT YOU. This will help us do the best possible job for you.

Forename <input type="text"/>		Home address <input type="text"/>	Work address <input type="text"/>
Surname <input type="text"/>		Postcode <input type="text"/>	Postcode <input type="text"/>
Title Ms Miss Mrs Mr Mx	Date of Birth <input type="text"/>		
Home phone number <input type="text"/>	Email address <input type="text"/>	Job title <input type="text"/>	
Mobile number <input type="text"/>	Employer <input type="text"/>	Hours a week <input type="text"/>	

THE IMPORTANT BITS. Please authorise the Direct Debit.

Instruction to your Bank or Building Society to pay by Direct Debit



Please fill in the form and send back to 'Freepost GMB LONDON REGION'

Name & full postal address of Bank/Building Society

Service User Number

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To the Manager of Bank/Building Society
Address:

Reference (FOR GMB USE ONLY)

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Instruction to your Bank or Building Society. Please pay GMB Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with GMB & if so, details will be passed electronically to my Bank/Building Society.

Postcode:

Name(s) of account holder(s)

Signature(s)

Date

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Account number

Sort code

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Banks/Building Societies may not accept Direct Debit instructions for some types of account.

PAYMENT DATE. Please select a payment date.

This is not part of the instruction to your bank or building society.

If you are paid monthly 1st* 8th* 16th* 23rd* Last day of the month* OR if you are paid 4 weekly 1st Friday 2nd Friday 3rd Friday 4th Friday
* or next working day

STAYING IN TOUCH. We want to make it as easy as possible to talk to each other.

GMB contacts members by email, phone and SMS about issues related to membership, membership services and campaigns.

Tick if you DO NOT wish to be contacted by: Email Phone SMS

GMB has a political fund to pay for political campaigning, which you can opt-in to for **1p a week**. In the past, the fund has helped win rights such as the minimum wage and maternity leave. There will be no detriment to you if you do not opt-in.

Do you want to opt-in to the political fund? YES NO

AND JOIN. I agree to abide by GMB rules.

Signed

Date

To read the GMB rulebook please visit www.gmb.org.uk/rules For our privacy policy go to www.gmb.org.uk/your-privacy

You can change your contact preferences at any time by logging into your MyGMB area at www.gmb.org.uk/mygmb

Welcome to the GMB Union family!

FOR GMB USE ONLY

Section

Branch number

Membership number

Join date