

# The 26th Annual Charity Shops Survey 2017

Sponsored by

**Charity Retail Association®**  
The voice of charity retail

Published by

**CharityFinance**

**Fundraising**  
MAGAZINE

If you prefer to complete the survey in Excel format and return it by email, this can be downloaded from [www.civilsociety.co.uk/shopsurvey2017](http://www.civilsociety.co.uk/shopsurvey2017), where you can also find additional or replacement copies of this PDF version.

The closing date for completed questionnaires is 7 July. If you would like to see how your results will be presented in the published survey, please tick this box, ensuring you provide your email address below. This is only available if you return your completed questionnaire by 7 July. ☐

Please note that all the questions apply to your latest complete financial year.

### Section 1 : Contact details

Name	<input type="text"/>
Job title	<input type="text"/>
Charity name	<input type="text"/>
Charity number	<input type="text"/>
Address	<input type="text"/>
Email	<input type="text"/>
Phone number	<input type="text"/>

### Section 2 : Shop numbers

- What was the income of the WHOLE charity (not just the retail arm) in the latest complete financial year?  £  <sup>1</sup>
- What is the exact date of the financial year end to which these figures are prepared? <sup>2</sup>     
dd mm yy
- Please give details of your shop numbers and how they changed in the year.

How many shops did you have at the start of the year?	How many shops did you close down in the year?*	How many shops did you open in the year?*	How many shops did you have at the end of year?
<input type="text"/> <sup>3</sup>	<input type="text"/> <sup>4</sup>	<input type="text"/> <sup>5</sup>	<input type="text"/> <sup>6</sup>
- To identify the contribution of shops open for only part of the year (noted with \* in questions above), please can you give the total number of trading weeks these part-year shops were open? (i.e. if two shops were closed after 10 weeks trading and one new shop opened for 30 weeks, the total number of weeks traded by part-year shops would be (2x10) + 30 = 50)  <sup>7</sup>
- For shops operating through the complete financial year, how many weeks a year do you expect each of them to be actually open for trade? (please ignore any closures for refurbishment)  <sup>8</sup>
- How do you expect your shop numbers to change over the forthcoming year?

Increase by how many shops?	Decrease by how many shops?	Stay the same
<input type="text"/> <sup>9</sup>	<input type="text"/> <sup>10</sup>	<input type="text"/> <sup>11</sup>

**7** How many shops do you have in each of the following regions?

London	South West England	South East England	East of England
12	13	14	15

  

West Midlands	East Midlands	Yorkshire and Humber	North West England
16	17	18	19

  

North East England	Scotland	Northern Ireland	Wales
20	21	22	23

How many of each type do you have?

General shops (excluding specialist stores such as furniture or warehouse shops)

24
25

Specialist shops

How many shops do you have in town centres?

26
----

How many shops are in secondary/non-town centre locations?

27
----

**8** What is the average square footage of your shops (sales area only)?

28
----

What is the average square footage of your general shops  
(excluding specialist stores such as furniture or warehouse shops)?

29
----

What is the average square footage of your specialist shops?

30
----

### Section 3 : Staffing

**9** Please give the average numbers of staff and volunteers, in your shops operation only, during the year:

Paid staff (full-time equivalents)	In shops	31
	In collections or warehousing	32
	At area/district or regional level	33
	Shops staff at head office	34
	ALL PAID SHOPS STAFF	35
Volunteers (actual numbers)	In shops	36
	In collections or warehousing	37
	At area/district or regional level	38
	Shops volunteers at head office	39
	ALL VOLUNTEERS	40

**10** Please give the total annual staff costs (in £) of all staff in your shops operation only:

Annual wage bill (£) inc NI, PAYE etc.	In shops	£	41
	In collections or warehousing	£	42
	At area/district or regional level	£	43
	Shops staff at head office	£	44
	TOTAL FOR ALL RETAIL STAFF	£	45

**11** What is the total amount you spend on training for all shops staff?

46
----

**12** How many part-time staff are employed in your retail operation?

47
----

How many hours, on average, does each part-time staff member work?

48
----

How many full-time staff are employed in your retail operation?

49
----

**13** What average annual salary do you currently pay full time shop managers (ex London weighting)? £  50  
How many hours a week does full time mean for shop managers? (please express as a number only)  51  
How many shop managers (FTE) do you employ?  52

**14** Which of the following best describes the overall quality of paid shop managers? (please make one selection only)

improving	deteriorating	staying the same	don't know
53	54	55	56

**15** Which of the following best describes your turnover of paid shop managers? (please make one selection only)

increasing	decreasing	staying the same	don't know
57	58	59	60

**16** Do you intend to increase or decrease the number of paid staff per shop in the next two years? (please make one selection only)

increase	decrease	stay the same	don't know
61	62	63	64

**17** How many vacant shop positions do you currently have?

All shop staff (including shop managers)	65
Shop managers	66

How many paid staff have left the organisation over the last year?

All shop staff (including shop managers)	67
Shop managers	68

How many of these leavers were resignations?

All shop staff (including shop managers)	69
Shop managers	70

How many days absence were taken over the last year?

All shop staff (including shop managers)	
Total number of days lost to absence*	71
Total number of days available**	72
Shop managers	
Total number of days lost to absence*	73
Total number of days available**	74

**NOTES:** \* Absence includes any statutory or excused leave (such as annual leave, maternity leave or bereavement leave)  
\*\* Number of work days available in a year X number of FTE staff. E.g. if 5 staff work a 5 day week and get 25 days paid holiday a year, this would be (5x52) -25 = 235 work days x 5 staff = 1175

### Section 4 : Volunteers

**18** On average, how many hours per week does each volunteer work?  75  
(please express your answer as a number only)

**19** Which of the following best describes the number of hours given per week by the average volunteer? (please make one selection only)

increasing	decreasing	staying the same	don't know
76	77	78	79

**20** Which of the following best describes the length of time your shops' volunteers remain with your charity? (please make one selection only)

increasing	decreasing	staying the same	don't know
80	81	82	83

## Section 5 : Financial data

Income should only be included where it is directly attributable to your retail operation. Costs should include all costs directly attributable to the retail operation including central support functions. The figures disclosed should reflect and be reconcilable to the charity's statutory accounts. Additional guidance on specific items is set out in the notes below. **Please check your figures carefully to save us contacting you further.**

21

	Income	
Sales of surplus stock/rags	£	84
Sales in shops of donated goods - non-gift aided items	£	85
Sales in shops of donated goods - gift aided items A	£	86
Gift aid reclaimed or due to be reclaimed from items sold in this year	£	87
Sales of Christmas cards (ex VAT)	£	88
Sales of primary purpose goods (ex VAT) B	£	89
Sales of other bought-in goods (ex VAT)	£	90
Online sales – own website (not included above) C	£	91
Online sales – third-party websites (not included above) C	£	92
Cash donations at shops	£	93
Other (please specify and then indicate income)		
	94 £	95
<b>TOTAL INCOME D</b>	£	96

	Expenditure	
All staff costs (the TOTAL from question 8)	£	97
All head office costs related to shops E	£	98
Generation/collection of donated goods	£	99
Disposal of waste	£	100
Cost: Christmas cards	£	101
Cost: primary purpose goods	£	102
Cost: all other bought-in goods	£	103
Local authority uniform business rates	£	104
Shop rental	£	105
Other property costs relating to shops (eg. warehousing)	£	106
Depreciation costs F	£	107
All other operating costs G	£	108
<b>TOTAL EXPENDITURE</b>	£	109

<b>TOTAL INCOME</b>	£	110
<b>TOTAL EXPENDITURE</b>	£	111
<b>SURPLUS/(DEFICIT) IN YEAR</b>	£	112

Are the figures given above reconcilable to the charity's statutory accounts?

yes	no	If no, in what respects do they differ?
113	114	115

### NOTES:

**A** Sales of donated goods for gift aid should include all donated sales where customers may be converted to sign up to gift aid. This might include over-the-counter donations but not household-collected donations, where appropriate systems for conversion are not in place.

**B** These are goods sold in direct aid of your charity objects, eg. produced by beneficiaries.

**C** Online sales should be included if they are part of the shop's operating model and excluded if they derive from a standalone retail entity.

**D** This figure should exclude the sale of freeholds or leaseholds.

**E** This figure should include all head office costs directly attributable to the retail operation with the exception of head office shops staff included in question 8 above. It should include any central support functions such as finance, HR and IT. Where such support functions are not carried out separately from other charity functions, an allocation should be made to the retail operation on an equitable basis in accordance with standard accounting practice.

**F** These should include depreciation for fixtures and fittings. Please include depreciation of freeholds only if you have not charged notional rent on the line above.

**G** All other costs, including cars, repairs, utilities, fitting-out costs written off during the year, etc. that have not been separately identified in this table, including costs associated with linked or subsidiary companies where sales generated are shown in the income table above. Please do not include staff costs.

**22** Are there any other costs incurred by the retail arm of your charity not mentioned above, such as internal recharges?

yes  no

If yes, how much of these costs?

Staff costs	£	118
Other operating costs	£	119

**23** Do you operate through a trading subsidiary?

yes  no

## Section 6 : Rental

**24** How much rent do you pay per shop per year? (please divide total rent by number of shops on which you pay rent)

On average	Lowest rent	Highest rent
£ 122	£ 123	£ 124

**25** Are there any shops for which you pay no rent, including freehold properties?

yes	no	If yes, how many shops are rent-free (including freehold properties)
125	126	127

**26** Approximately how many of your shops, as at your year-end, have these lengths of time remaining on their leases? (please ensure that the total number of shops you state is equal to the number of shops at year end in question 3)

less than a year	1 to 4.99 years	5 to 9.99 years	10 to 19.99 years	20 years or over	freehold
128	129	130	131	132	133

**27** What was the total market value of your freehold properties at your year end?

£ 134

**28** Charity shops are entitled to 80% mandatory relief on business rates if they wholly or mainly sell donated goods. They may also be able to claim 20% discretionary rate relief, granted by the local authority. What was the total monetary value of rate relief on shops your charity received in the last financial year?

Mandatory relief	Discretionary relief
135	136

## Section 7 : Other data

**29** Do you track transaction volumes (ie number of sales) per shop?

yes  no

If yes, what is your average number of transactions per shop per day?

139

If yes, which best describes the average number of transactions per shop? (please make one selection only)

increasing	decreasing	staying the same	don't know
140	141	142	143

**30** Approximately how many kilogrammes of rag do you generate a year? (please express as a number only)

144

**31/32** On a scale of zero to five...  
(Complete every box: 0 = very low, 5 = very high)

	<b>31</b> How significant do you consider the following risks?	<b>32</b> How well do you think you manage these risks
Loss of custom	145	169
Loss of rates relief	146	170
Increase in staff costs	147	171
Shortage of donated stock	148	172
Level of rag price	149	173
Shortage of volunteers	150	174
Impact of minimum wage	151	175
Threat of VAT on donated goods	152	176
Shortage of appropriate properties	153	177
Increase in rental costs	154	178
Cost of waste removal	155	179
Increase in insurance costs	156	180
Employee fraud	157	181
Increase in costs of legislative compliance	158	182
Health & safety of customers	159	183
Health & safety of staff	160	184
Shoplifting	161	185
Poor quality of donated stock	162	186
Competition for donated stock from commercial collectors	163	187
Collection of second-hand clothing by local authorities	164	188
Negative attitudes from public or other retailers	165	189
Theft of donated stock	166	190
Other (please specify and then indicate)		
	167/191	168 192

**33** Who in your organisation has the main responsibility for managing these risks? (please make one selection only)

Chief executive	193
Trustees	194
Finance director or equivalent	195
Trading director/manager	196
Internal auditor	197
External consultant	198
Director of fundraising	199
Other (please specify below)	
	200

**34** In your opinion how significant are each of these competitors for charity shop customers , on a scale of zero to five ?  
(Complete every box: 0 = not at all significant, 5 = extremely significant)

'High street price' commercial retailers	201
Other charity shops	202
'Discount' commercial retailers	203
Commercial gift shops	204
Car boot sales	205
Commercial second hand shops	206
Informal exchange of goods between families and friends	207
Street markets	208
Auction websites such as eBay	209
Other (please specify below and then indicate significance)	
	210 211

**35** Do you use your charity's own website to sell goods?

yes ☐ 212    no ☐ 213    considering ☐ 214

If yes, which of these do you use it to sell? (please select all options that are relevant)

Bought-in goods	Virtual gifts or alternative gifts*	Donated goods	Other high-value or celebrity-donated goods	Other (please specify)
215	216	217	218	219

\*eg. schemes that send goats to Africa, sponsoring water sanitation, education on behalf of loved ones etc.

**36** Do you use online trading mechanisms? (please make one selection only for each category)

	yes	no	considering
eBay	220	221	222
Amazon	223	224	225
Other (please specify and give details of yes/considering/etc.)			226

If yes to any of the above, which of these do you use them to sell? (please select all options that are relevant)

Bought-in goods	227
Virtual gifts or alternative gifts* (see above)	228
Donated goods	229
Other high-value or celebrity-donated goods	230
Other (please specify)	231

**37** Do you expect online sales through your charity's own website to:

increase	decrease	stay the same
232	233	234

Do you expect online sales through your online trading mechanisms to:

increase	decrease	stay the same
235	236	237

**38** Have you introduced any of the following specialist shops? (please make one selection only for each category)

	yes	no	considering
Books	238	239	240
Furniture	241	242	243
Electrical	244	245	246
Music/film	247	248	249
Designer/specialist clothing	250	251	252
Other (please specify and give details of yes/considering/etc.)			253/254

**39**

How do you view the future of charity shops generally? (continue on separate paper if necessary)

255

**40**

Do you have any further comments? (continue on separate paper if necessary)

256

**Thank you for completing this questionnaire. Your help is greatly appreciated.**

Please return this completed form by 7 July to: FREEPOST RTJL-RXER-UURK,  
Civil Society Media Ltd, 15 Prescott Place, London, SW4 6BS

If you have any enquiries please email [rob.preston@civilsociety.co.uk](mailto:rob.preston@civilsociety.co.uk)

The Charity Shops Survey will be published in October.