

# Charity Retail Association®

## The voice of charity retail

### Charity shops in their local areas

#### Background

This survey was first put out as an extra question in the Charity Retail Association's regular Quarterly Market Analysis (QMA) survey for Jan-Mar 2014. At the same time, it was publicised as a separate survey in its own right. The QMA was circulated to members throughout April with a deadline for 9 May. This wave garnered 40 responses, returned in a word document survey. In order to get further responses, the survey was moved online. This wave received 117 responses, entered directly by members into an online survey tool.

As the sampling pool was the same for both waves, we have treated all data with the same weight. Altogether we have 157 observations, although some questions will be using smaller subsamples.

Note: the survey was a lot easier for small charities to complete – perhaps because they have a more detailed grasp over what their charity shops do on a day to day basis than a large chain does. One very large charity chose to complete the survey by circulating it to each of their shop managers, with over half of their shops responding. This has meant that their data was entered slightly differently and responses to one question (3) had to be omitted.

#### Results

#### ***a) We asked: Are your charity shops involved in initiatives to support their local high streets and town centres? (N=152)***

3.9% of charities had shops that were involved in Local Enterprise Partnerships.

15.1% of charities had shops that were involved in Chambers of Commerce.

28.9% of charities had shops that were involved in Business Improvement Districts (BIDs).

27.0% of charities had shops that were involved with local traders associations.

9.9% of charities had shops that were involved with other initiatives to support their local high streets and town centres. This included working with crime initiatives, local government, shopping centres and community groups.

44.7% were not involved in any initiatives.

#### *Analysis by size*

Chain size	No, not involved in any high street initiatives	Yes, involved in at least one initiative	Total
1-20 shops	48.0%	52.0%	100.0%
21-100 shops	34.8%	65.2%	100.0%
101 or more shops	28.6%	71.4%	100.0%

*N=152. Using Pearson's chi square test p=.34.*

52% of charities with 1-20 shops were involved in at least one high street initiative; 65.2% of charities with 21-100 shops were involved; and 71.4% of charities running 101 or more shops were involved in one or more high street initiatives. While the proportions involved increase as chain size increases, the results are not statistically significant and we cannot conclude that there is any relationship between chain size and involvement in local regeneration initiatives.

***b) We asked: Where your charity shops are not involved in initiatives to support their local high streets and town centres, why do you think this is? (N=118)***

75.4% of charities said any lack of involvement was because they were not aware of initiatives in the areas where their shops were situated.

4.2% of charities said that while initiatives exist in the areas their shops operated, their shops were not eligible to take part.

3.4% of charities said that their shops had been invited to take part in local regeneration initiatives, but they refused on the grounds that they had to pay.

5.9% of charities stated that they had been invited to participate in initiatives, but that charity shop staff were unable to take part.

4.2% of charities told us that their shops had been invited to participate in local regeneration initiatives, but their staff were unwilling to do so.

12.7% said they did not know why their shops might not be involved in initiative to support their local high streets and town centres.

A further 6.8% named other reasons. For instance, one charity said rival groups operated in one of their areas, and they tried not to get involved with either; another said they had only just opened their shops; and another explained that their shops were situated in rural areas.

***c) We asked: Would you like your charity shops to be involved in initiatives to support their local areas? (N=152)***

82.9% of charities said yes, 2.6% said no, and 14.5% did not know.

All of those who did not want their charity shops to be involved in initiatives to support their local areas had already joined BIDs. On the whole they felt they had not seen benefit for the money they had contributed.

***d) We asked: If your shops are involved in BIDs, how many in total? (N=38)***

Not all those who ran BIDs were able to tell us how many they were involved in. The maximum number of BIDs that any one charity was involved with was 27.