



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

THE  
**CHARITY  
RETAIL**

*Awards*  
2021



**THE FUTURE IS NOW**

**CLOSING DATE  
FOR NOMINATIONS  
9 JULY 2021**

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# THE CHARITY RETAIL AWARDS 2021

We'll be returning to Colwick Hall in Nottingham on Thursday 9 September 2021 for the prestigious annual awards ceremony dedicated to charity retail, celebrating the incredible achievements of our sector. It will bring together volunteers, staff, and suppliers, under one roof for one night only in the charity retail calendar; we hope to see you there!

Winners of the WOW! Factor Awards are announced on the second day of Conference after all attendees have had their chance to vote for the nominations on the first day of Conference.

**For details on how to make a nomination for any of this year's awards, please read page 8.**

## FOREWORD

Welcome to our revamped Charity Retail Awards for 2021. We are so excited to be able to present these face-to-face again at Colwick Hall during the Charity Retail Conference in September - although last year's virtual awards were great fun it was not exactly the atmosphere we have grown to love! So we are back with a bang, celebrating all that is creative, resourceful and innovative in the charity retail sector. We look forward so much to receiving your nominations and reading about the amazing things the sector has been up to in this most dramatic of years.

**Robin Osterley, Chief Executive, Charity Retail Association**



## THE JUNK ORCHESTRA

Joining us for the awards are **The Junk Orchestra** - a sonic collection of upcycled instruments reinvented from the city. Taking on our own twist, we have asked them to create a charity shop bop, using recycled objects and items found in our **UK charity shops!** A recycled rave to shake up the night!

The Junk Orchestra has been getting up to musical mischief since 2012 and recent credits and commissions include the BBC, ITV's Sunday Brunch, CNN, IKEA, SOUTHBANK, Google, Microsoft & Water Aid.



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## THE MOST VALUABLE ITEM SOLD

This award celebrates high-value donations that raise a significant amount of money for charity. Two awards will be made: one for a charity with fewer than 100 shops and one for a charity with 100 shops or more for the most valuable item donated to a charity retail chain and sold [either through the shop or through auction] between 1 Nov 2020 – 30 June 2021.

**On your entry for either award you must indicate:**

- The item sold
- Location where it was donated
- The item's value
- Method of sale
- **You must attach a digital scan of the receipt with your entry or other evidence of the value of the item sold.**



## THE MOST UNUSUAL ITEM DONATED

This award is made for the charity with the most unusual item. This light-hearted award aims to celebrate the weird and wonderful items that charity shops receive.

**Judging criteria:**

- The most unusual item which has been donated to a shop.

## THE YOUNG VOLUNTEER AWARD

This award recognises the positive difference that young volunteers have made during the last six months to the lockdown period and/or the successful reopening of our sector.

**Judging criteria:**

**The young volunteer:**

- Is between 16 and 25 years of age on 31 March 2021
- Has shown exceptional commitment and performance (five points)
- Has made a measurable difference to the shop(s) where they work (five points)
- Had lead the way for the charity retail chain (five points).



awards

## THE VOLUNTEER AWARD

This award celebrates our committed volunteers, who ensure the everyday success of charity shops, and who were your shining stars during lockdown and/or reopening of charity retail.

### **Judging criteria:**

#### **The volunteer:**

- Is aged 26 or older on 31 March 2021
- Has shown exceptional commitment and performance (five points)
- Has made a measurable difference to the shop(s) where they work (five points)
- Has lead the way for the charity retail chain (five points).

## THE RETAIL EMPLOYEE AWARD

This award recognises the work of an exceptional charity retail employee during this challenging period. The nominee could be an employee in a shop, warehouse or head office, but they must work for the retail side of the charity.

### **The staff member has:**

- Shown exceptional commitment and performance (five points)
- Made a measurable difference to the retail operation (five points)
- Helped to increase awareness of retailing as an important part of the parent charity's fundraising (five points)
- Introduced innovative ways of working that have improved efficiency and/or profitability of the retail operation (five points).

## MOST CREATIVE USE OF LOCKDOWN

This award recognises the staff and/or volunteers who were unable to perform their usual duties in a shop and what they did to engage with the local community and/or provide additional support for your parent charity.

### **Judging criteria:**

- Outline the project or activity that was undertaken (five points)
- Show how it helped to keep staff and/or volunteers engaged during lockdown (five points)
- Describe how the project or activity benefitted the parent charity and the local community (five points).





## THE LEADERSHIP AWARD

This award recognises the extraordinary leadership and skills of a charity retail leader in the sector, navigating their retail team throughout the pandemic. It is aimed at a Head of Retail, Director of Trading or similar senior level.

**Judging criteria:**

**The retail leader has:**

- Shown strong leadership and initiative (five points)
- Made a measurable difference to the retail operation (five points)
- Led the way on increasing awareness of retailing as an important part of the parent charity's fundraising (five points)
- Introduced innovative ways of working that have improved the efficiency and/or profitability of the retail operation (five points).

## ECOMMERCE ACCELERATION AWARD

This award is for the charity that embraced online platforms this year resulting in accelerated growth versus last year.

**Judging criteria:**

**The charity has:**

- Increased online presence through existing platform or adding new platforms (five points)
- Increased range of products available online by % (five points)
- Generated additional revenue % to overall retail turnover / Made a measurable difference to the retail operation (five points)
- Exceptional sales increases in the 2020/21 financial year due to online sales.

## EQUALITY, DIVERSITY AND INCLUSION AWARD

This award recognises the charity that has consciously aimed to strategically improve equality, diversity and inclusion across their retail teams.

**Judging criteria:**

**The charity has:**

- Actively demonstrated a change in metrics for measuring EDI (e.g. 10% increase in women recruited to Board of Trustees) (five points)
- Created initiatives that encourages EDI changes within their charity and team engagement (e.g. changes to their recruitment campaign or an increase in men taking parental leave) (five points)
- Implemented internal metrics to measure current and future EDI results (5 points)
- Creation of an EDI team, board of advisors or affiliate/awareness groups (five points).

## MOST SUPPORTIVE CHIEF EXECUTIVE

This award recognises the role of chief executives in guiding charities through challenging times and in understanding the importance of retail to the parent charity, championing retail through the charity and engaging with retail issues.

### Judging criteria:

#### The chief executive has:

- Championed retail as a vital part within the wider charity (five points)
- Displayed vision, ambition and effective engagement to drive forward to aims of retail (five points)
- Offered advice and guidance to the retail operation and allowed its voice to be heard with senior management and trustees (five points).

## OUTSTANDING CHARITY RETAILER

This award is open to all retail operations: it doesn't matter how big or small your charity is. For example, we want to hear about retailers who have bounced back, hit record profits, had success with new initiatives, or have demonstrated best practice.

### Judging criteria:

- A supporting statement of around 500 words demonstrating the retail operation's outstanding achievements since November 2020, especially referencing the effectiveness of the reopening strategy.



# WOW! FACTOR AWARDS

These awards are made for Best Shop Window and Best Shop Interior. They both recognise the huge amount of talent and creativity that goes into visual merchandising in charity retail.

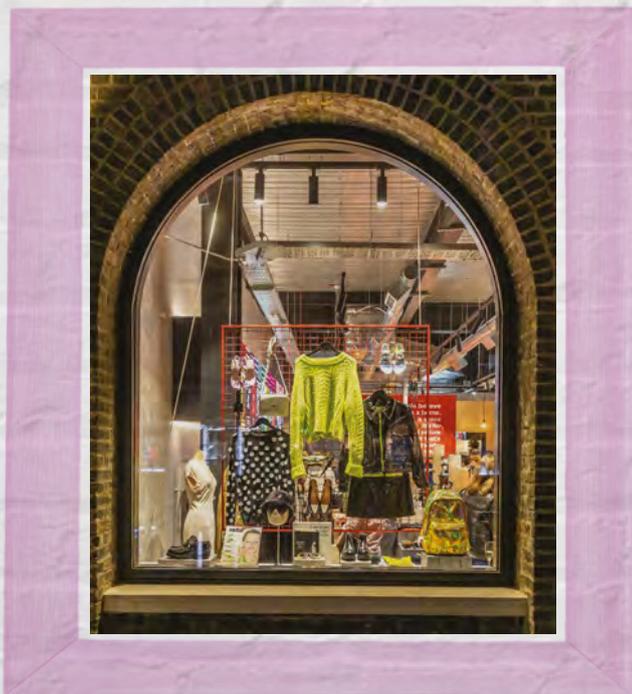
## How to enter:

- Entries must be for charity shops that sell primarily donated goods
- Please download and complete the WOW! Factor Awards 2021 nomination form from [www.charityretail.org.uk/awards](http://www.charityretail.org.uk/awards)
- Send a completed nomination form plus two digital images per entry in .jpg format via email to [wow@charityretail.org.uk](mailto:wow@charityretail.org.uk) by 9 July 2021
- Images must be no more than 5MB in size
- Images should not include people [unless necessary] and should avoid reflections in window etc.

## Important things to remember:

- If your entry complies with the points above, you will receive a confirmation email. We will not chase you for resubmission if your entry does not comply
- You can enter more than one shop
- The same shop can be entered for Best Shop Window and Best Shop Interior
- Entries that comply with the above criteria will appear on a poster at the Conference
- Conference delegates will judge the entries at the event
- Winners will be announced on the second day of the Conference
- We may use your photographs(s) for Charity Retail Association marketing purposes.

## Sponsored by:



**Best Shop Window Winner, 2019**  
Shelter - Kings Cross



**Best Shop Interior Winner, 2019**  
Royal Trinity Hospice - Streatham Hill

# HOW TO MAKE AN AWARD NOMINATION:

1. Nominations open 1 June 2021
2. Download and complete the Charity Retail Awards 2021 nomination form from [www.charityretail.org.uk/awards](http://www.charityretail.org.uk/awards)
3. Where applicable, make specific reference to the judging criteria
4. Send your entry via email to [awards@charityretail.org.uk](mailto:awards@charityretail.org.uk) by **9 July 2021**

## **Please note:**

1. Make sure you have read the criteria carefully for the award you are entering, as this is how your nomination will be judged
2. All entries in each category are anonymised before they reach our award judges for marking. Judges are allocated to just one award only, so don't be put off from entering in multiple categories
3. You must be a current Charity Retail Association member to enter
4. The criteria must relate to 1 Nov 2020 to 30 June 2021.

## OUR CHARITY RETAIL AWARDS 2021 JUDGES

### **Rebecca Armstrong**

EDI Consultant,  
Sparkle Development

### **Caron Bradshaw**

Chief Executive,  
Charity Finance Group

### **Vicky Browning**

Chief Executive, ACEVO

### **Lindsey Brummitt**

Programme Director,  
Eden Project

### **Rita Chadha**

Chief Executive,  
Small Charities Coalition

### **Fiona Condon**

Partner, BDO

### **Kathy Evans**

Chief Executive,  
Children England

### **Lucy Hedges**

Technology Editor at Metro UK,  
BBC Travel Show Presenter,  
Metro & BBC

### **Richard Lloyd-Owen**

Non - Executive Director,  
Various Organisations

### **Angela Marcelle**

Trustee,  
Royal Trinity Hospice

### **Lindsay Marsden**

Director of Partnerships  
and Fundraising,  
UK Youth

### **Dan O'Driscoll**

Consultant,  
Engagement Consultancy

### **Robin Osterley**

Chief Executive,  
Charity Retail Association

### **Deborah Parry**

National Account Manager,  
Jobcentre Plus

### **Phil Prentice**

Chief Officer,  
Scotland's Towns Partnership

### **Lesley Prescott**

Deputy Chief Executive,  
Reuse Network

### **Emma Thomas-Hancock**

Director of Delivery,  
Volunteering Matters

### **Anne Webb**

Third Sector Management  
Consultant,  
AMW Consulting

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FOR MORE INFORMATION ABOUT OUR AWARDS,  
GO TO [WWW.CHARITYRETAIL.ORG.UK/AWARDS](http://WWW.CHARITYRETAIL.ORG.UK/AWARDS)