

MONTHLY REVIEW

BDO CHARITY RETAIL SALES TRACKER

SEPTEMBER 2024

Total sales slipped back into the red in September, but new sales remain positive

CHARITY



September 2023: +6.3%



September 2023: +11.0%

* Figure re-stated excluding extreme values.

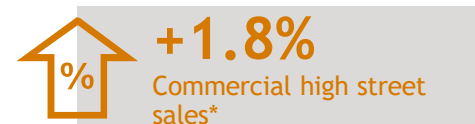


September 2023: +5.5%



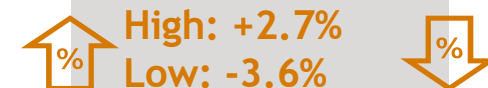
September 2023: 33.0%

COMMERCIAL



September 2023: +1.0%

*Source: BDO High Street Sales Tracker
www.bdo.co.uk/high-street-sales-tracker



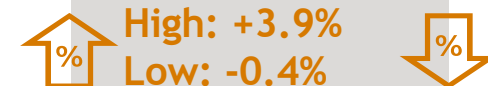
High street footfall

Sep 2023: +5.0% / -3.5%



Retail park footfall

Sep 2023: +10.6% / -0.5%



Shopping centre footfall

Sep 2023: +9.3% / -1.9%

Any footfall figures quoted come from Springboard who are a leading provider of automated visitor counting and retail sales analysis.

CHARITY AND COMMERCIAL RETAILERS

After heading into positive territory last month, this month total LFL sales fell by -1.4%, down on the +6.3% recorded this time last year. Total LFL sales of new goods improved by +1.5%, but down on the +11.0% achieved this time last year. Total LFL sales of donated goods slipped back into negative territory, falling by -1.5%, and down on the +5.5% achieved this time last year.

Continuing the trend seen last month, charity retailers ranked staffing as the number one challenge. Some charity retailers also started to cite theft as a challenge in September. As the weather turns, some charity retailers said sales of autumn/winter stock helped this month, with the Met office saying September saw 114.1mm of rainfall (25% more than average). A wetter month, combined with average footfall falling by -0.3% on the high street, would help explain why several charity retailers said footfall was challenging.

Total LFL sales of -1.4% recorded by charity retailers, was in contrast to the commercial high street which saw in-store sales increase by +1.8% in September, and higher than the +1.0% seen this time last year. On a positive note for the economy, the Office for National Statistics (ONS) said GDP improved by +0.2% in August, after zero growth in June and July. Also, with pay growth slowing to +4.9% between June and August, down from +5.1% previously, there is optimism the Bank of England will cut the interest rate in November.



INDIVIDUAL CHARITY’S LIKE-FOR-LIKE GROWTH (SEPTEMBER 2024)

VERY LARGE CHARITIES (301+ SHOPS)	Charity	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate	Comments
	B	-0.54%	+0.68%	-11.15%	44.32%	Volume of donations was a highlight this month. Challenges were the quality of donated stock, staffing levels, and footfall.
	F	+3.92%	+3.68%	+7.04%	39.83%	-
	C	+0.39%	-2.74%	+25.47%	35.19%	Challenges this month were the level of gift aid sign ups, staffing levels, and the weather.
	BB	-0.26%	-0.43%	+1.02%	34.56%	-
	H	+0.50%	-0.50%	+3.65%	47.77%	Good e-commerce performance was a highlight this month. Challenges were the quality of donated stock, footfall, the weather, and a decrease in RAG price.
LARGE CHARITIES (101-300 SHOPS)	Charity	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate	Comments
	A	-0.68%	+1.69%	-15.22%	37.71%	Level of donations, footfall, and the weather were challenging this month.
	T	+4.50%	+0.95%	+58.25%	30.12%	The highlight this month were two record weeks of sales. Theft and staffing levels were challenging.

KEY CHALLENGES THIS MONTH

- Staffing levels (cited 12 times)
- Weather (7)
- Footfall (6)
- Quality of donated stock (5)

HIGHLIGHTS THIS MONTH

- Online sales

“Staffing levels remained a major challenge for charity retailers this month. Notably theft was cited by a number of charities this month as a challenge.”

INDIVIDUAL CHARITY'S LIKE-FOR-LIKE GROWTH (SEPTEMBER 2024)

MEDIUM CHARITIES (10-100 SHOPS)	Charity	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate	Comments
	ZZ	-0.53%	-1.89%	+141.32%	37.15%	Highlights included improving DGS, online, and bought-in-goods sales. Challenges this month were quality of donated stock, and staffing levels
	W	-3.80%	-0.65%	-32.98%	31.19%	Staffing levels was challenging this month.
	J	-0.26%	-0.83%	+3.77%	34.54%	Footfall and the weather were challenging this month.
	M	+4.27%	+5.61%	-41.18%	17.14%	There was an increase in gift aid donated goods sales and overall sales. Staffing was a challenge.
	HH	-9.02%	-8.84%	-9.20%	0.48%	Better weather was a highlight, but theft, the quality of donated stock, and footfall were challenging.
	E	-2.96%	-2.91%	-19.42%	22.24%	Staffing levels was challenging this month.
	V	-12.29%	-11.52%	-13.03%	16.53%	Challenges this month, included the level of donations, staffing levels, and the weather.
	GG	-4.43%	-4.55%	+24.19%	21.65%	Some good corporate donations supported growth in some shops. Increased use of social media at the shop level supported increased engagement.
	ZD	-5.49%	-6.17%	+239.82%	23.30%	Highlight was the opening of a new shop. The level of donations, staffing levels, and the weather were challenging this month.
	ZE	+0.17%	-0.99%	+50.90%	31.96%	Performance improved due to higher sales of autumn clothing stock. The quality of donated stock, staffing levels, and footfall were challenging.
	ZF	+1.99%	+2.10%	-7.78%	31.54%	This month challenges were theft, the level of gift aid sign ups, staffing levels, and the weather.

LIKE-FOR-LIKE GROWTH BY RETAIL CHAIN SIZE (SEPTEMBER 2024)

LFL SALES GROWTH	Retail chain size	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate
	Very Large	+0.80%	+0.14%	+5.21%	40.33%
	Large	+1.91%	+1.32%	+21.52%	33.91%
	Medium	-2.94%	-2.79%	-4.97%	24.34%

LFL GIFT AID GROWTH	Retail chain size	Number of retailers/ individual stores	Total sales	Retail gift aided sales as a proportion of total sales of donated goods (gift aid conversion rate)		
				Average	Lowest	Highest
	Very Large	5/2,717	+0.80%	40.33%	34.56%	47.77%
	Large	2/355	+1.91%	33.91%	30.12%	37.71%
	Medium	11/553	-2.94%	24.34%	0.48%	37.15%

Charity update webinar series

Our National Charity Sector team host an annual programme of both technical and topical webinars to provide you guidance and advice on the issues impacting charities and updates on the latest developments.

> [CLICK TO SUBSCRIBE TO OUR CHARITY UPDATE WEBINARS](#)



This report has been produced in association with the Charity Retail Association (CRA).

BDO's specialist team of charity experts host regular webinars on the latest hot topics and developments in the charity sector. Providing guidance, ideas and inspiration to help you succeed, our webinars focus on all different areas, including charity finance, tax, governance, strategy, board effectiveness, risk management, fraud, cybercrime and much more. Subscribe to receive invites to our future webinars.

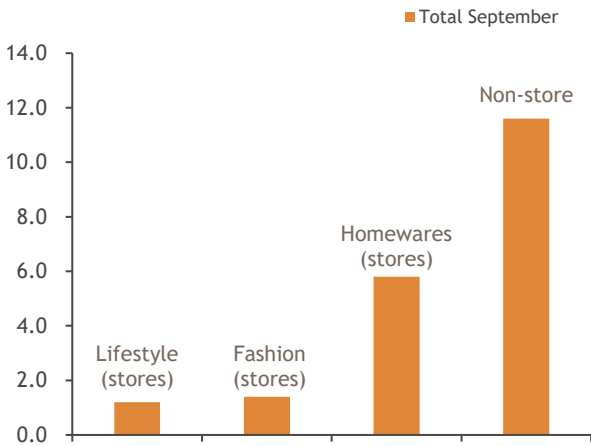
Please contact Fiona Condron, National Head of Charities for further details: fiona.condron@bdo.co.uk

MONTHLY LIKE-FOR-LIKE RESULTS - LAST SIX MONTHS

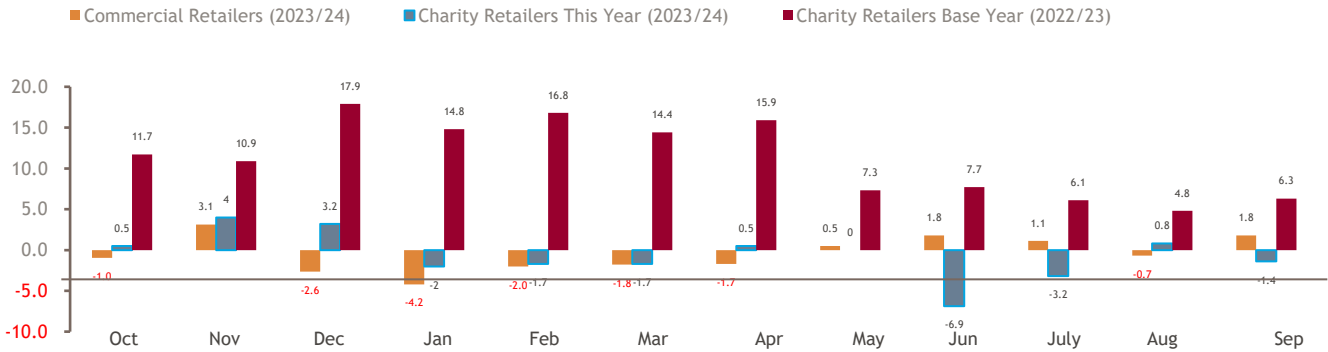
LFL Growth	Apr*	May*	Jun	Jul*	Aug*	Sep*
New Goods Sales	+4.48%	+18.51%	+2.84%	+8.96%	+2.77%	+1.52%
Total Sales of Donated Goods	-0.36%	-1.16%	-7.57%	-3.76%	+0.35%	-1.52%
Gift aid Conversion Rate	29.95%	33.12%	35.49%	31.53%	33.92%	29.84%
Commercial High Street (stores)	-1.7%	+0.5%	+1.8%	+1.1%	-0.7%	+1.8%
Total Sales	+0.52%	-0.01%	-6.87%	-3.16%	+0.75%	-1.36%
Population						
No of retailers/Individual stores	16/3,549	15/3,610	9/3,168	16/3,637	17/3,762	18/3,625
- VL	5/2,733	5/2,728	5/2,723	5/2,725	5/2,719	5/2,717
- L	2/378	3/483	2/344	3/486	4/586	2/355
- M	9/438	7/399	2/101	8/426	8/457	11/553

* Figure re-stated excluding extreme values.

BDO HIGH-STREET SALES TRACKER LIKE-FOR-LIKE RESULTS SEPTEMBER 2024



ANNUAL MONTHLY ROLLING LIKE-FOR-LIKE RESULTS 2024: CHARITY VS. COMMERCIAL RETAILERS (% CHANGE)



FURTHER INFORMATION:

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