

## MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

FEBRUARY 2020



CHARITY RETAILERS START TO FEEL THE IMPACT OF RAPIDLY DECLINING FOOTFALL

### CHARITY



February 2019: +7.2%



February 2019: +7.0%

### COMMENTS FROM CHARITY RETAIL

- Positive LFL sales growth in a challenging month and from a strong base in February 2019 - but total sales and donated sales fell to their lowest levels of the last six months.
- New goods remained the driver of overall sales growth.
- Generally, very large charity retailers seemed to be the most impacted.

The Charity Retail Sales Tracker Monthly Review outlines monthly like-for-like sales changes of charity retailers with approximately 4,000 individual stores between them. Any footfall figures quoted come from Springboard who are a leading provider of automated visitor counting and retail sales analysis.

BDO LLP, a UK limited liability partnership registered in England and Wales under number OC305127, is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. A list of members' names is open to inspection at our registered office, 55 Baker Street, London W1U 7EU. BDO LLP is authorised and regulated by the Financial Conduct Authority to conduct investment business.  
BDO is the brand name of the BDO network and for each of the BDO member firms.  
BDO Northern Ireland, a partnership formed in and under the laws of Northern Ireland, is licensed to operate within the international BDO network of independent member firms.  
Copyright © September 2019 BDO LLP. All rights reserved. Published in the UK.

HB01149

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



February 2019: +7.8%



February 2019: 30.4%

### KEY FACTORS AFFECTING THE MONTH

- The weather remained very challenging and impacted sales, amid near continuous rain and even severe flooding in some regions.
- Charity retailers also began to notice the impact of the coronavirus threat on footfall.

\* Figure re-stated excluding extreme value. New Sales grew by +23.12% when including this extreme value.

### COMMERCIAL



February 2019: -3.7%



February 2019: +4.9%

### COMMENTS FROM COMMERCIAL RETAIL

- Also mired by poor weather and growing concerns around the spread of coronavirus, retailers on the commercial high street took a hit and slipped into the red as in-store LFLs declined by -0.9%.
- Strongest performer:** Fashion saw a marginal improvement of +0.3% in February, but failed to offset a negative base of -3.5% for last year. The result means the in-store LFLs for fashion have been positive for the first two months of 2020.
- Weak performance:** In-store LFLs for homeware fell by -3.6%, the first negative monthly LFL for in-store homeware since August 2019.

Source: BDO High Street Sales Tracker

IDEAS | PEOPLE | TRUST

### JOIN THE TRACKER FOR MORE DETAILED REPORTS

As part of the Charity Retail Sales Tracker (CRST), we produce more detailed weekly and monthly reports for the medium to very large retail chains that take part, allowing them to easily benchmark their performance against peers.

The more charity retailers involved, the greater the value our tracker can provide for participants and the wider sector as a whole.

To participate and receive these exclusive reports, contact:

[charityretailsalestracker@bdo.co.uk](mailto:charityretailsalestracker@bdo.co.uk)

### FURTHER INFORMATION:

**Zarine Manekshaw**  
Charity Retail Lead  
[zarine.manekshaw@bdo.co.uk](mailto:zarine.manekshaw@bdo.co.uk)  
+44 (0)207 893 2559

**Alistair Brisbourne**  
Senior Research Analyst  
[alistair.x.brisbourne@bdo.co.uk](mailto:alistair.x.brisbourne@bdo.co.uk)  
+44 (0)207 893 3259

**BDO**