

MONTHLY REVIEW

BDO CHARITY RETAIL SALES TRACKER

AUGUST 2024

August saw growth across all categories

CHARITY



August 2023: +4.8%



August 2023: +34.1%

* Figure re-stated excluding extreme values.



August 2023: +3.8%



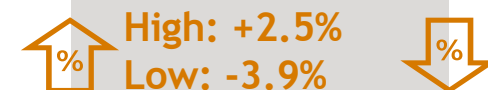
August 2023: 31.9%

COMMERCIAL



August 2023: +9.4%

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



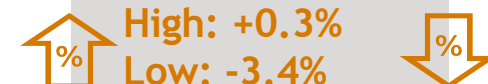
High street footfall

August 2023: +4.6% / -3.9%



Retail park footfall

August 2023: +4.8% / -0.3%



Shopping centre footfall

August 2023: +4.9% / +1.0%

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

CHARITY AND COMMERCIAL RETAILERS

Total LFL sales finally turned a corner and edged up by +0.8%, down on the +4.8% recorded this time last year, but the first positive reading since April. Total LFL sales of new goods remained positive at +2.8%, but down on a very strong +34.1% achieved this time last year. Total LFL sales of donated goods increased by +0.4% - the first increase this year - rounding off a month of all round positive numbers.

A number of charity retailers said donations, both the quality of donations and sales of donated goods, were positive in August - borne out in the +0.4% recorded for overall LFL sales of donated goods. There was a notable increase in the number of charity retailers highlighting staffing levels as a challenge this month, followed by the weather.

Total LFL sales of +0.8% recorded by charity retailers outperformed the commercial high street, which saw in-store sales edge down by -0.7% in August, compared to +9.4% this time last year. On a cautionary note, the anticipated post-election bounceback in the UK economy failed to materialise as activity flatlined in July for a second month. On a rolling quarterly basis, GDP rose by +0.5% in May-July, which was below April-June's +0.6% expansion. The Chancellor, Rachel Reeves, has warned that October's budget will involve "difficult decisions" on tax, spending, and welfare.



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

VERY LARGE CHARITIES (301+ SHOPS)	Charity	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate	Comments
	B	+0.14%	-0.77%	+8.37%	44.79%	Challenges this month were staffing levels, and childrens wear donations.
	F	-0.11%	-0.95%	+11.61%	39.96%	-
	C	-0.46%	-3.35%	+25.00%	35.28%	The level of gift aid sign ups, staffing levels, and the weather all presented challenges this month.
	BB	-3.29%	-3.20%	-4.01%	34.28%	-
	H	-2.95%	-5.82%	+6.92%	47.39%	Sales improved in the month, but the quality of donated stock was a challenge. RAG price continued to go down.
LARGE CHARITIES (101-300 SHOPS)	Charity	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate	Comments
	I	-3.98%	-4.03%	-2.55%	42.98%	Footfall was a challenge this month.
	A	-4.62%	-3.54%	-11.00%	38.82%	Good donations value was a highlight this month, but footfall, and the weather were challenging.
	T	+6.09%	+6.13%	+4.71%	27.51%	The opening of a new centre helped sales. Staffing was a challenge in the month.
	E	-0.61%	-0.74%	+181.37%	16.77%	Staffing levels were a challenge this month.

KEY CHALLENGES THIS MONTH

- Staffing levels
- Weather
- Quality of donated stock
- Level of gift aid sign ups

HIGHLIGHTS THIS MONTH

- Sales of donated goods
- Good quality donations
- Improved footfall

“There was a notable increase in the number of charity retailers citing staffing levels as a challenge this month. A number of charity retailers mentioned donations - both the quality and sales - as a highlight this month.”

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

MEDIUM CHARITIES (21-100 SHOPS)	Charity	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate	Comments
	L	-2.10%	-3.37%	+139.92%	37.53%	The highlight this month was the positive increase in bought in good sales. Challenges included the level of donations; gift aid sign ups, the quality of donated stock; staffing levels; and the weather.
	W	+2.56%	+5.78%	-32.64%	31.69%	Staffing levels were a challenge this month.
	J	+1.22%	-0.73%	+17.90%	33.93%	Staffing levels and the weather were challenging this month.
	FF	+2.88%	+2.93%	-21.25%	25.92%	There was an increase in good quality donations in the month. Recycling prices are still low.
	M	+11.51%	+13.65%	-47.37%	18.56%	The month saw higher sales of donated goods and gift aid goods. The level of gift aid sign ups was a challenge.
	AA	-2.89%	-3.81%	+19.08%	33.98%	Footfall was good this month. Challenges included the quality of donated stock, and staffing levels.
	N	+9.17%	+7.70%	+33.10%	45.09%	Better weather helped sales this month, but staffing levels were a challenge.
	GG	+0.14%	+0.07%	+33.63%	22.22%	Highlights this month included: improved footfall in city locations; improved sales of donated goods in certain shops; and an increase in the quality of donations. The riots affected trade as shops were closed in the worst affected areas.

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

LFL SALES GROWTH	Retail chain size	Total sales	Total sales of donated goods	New sales	Gift aid conversion rate
	Very Large	-1.33%	-2.82%	+9.58%	40.34%
	Large	-0.78%	-0.55%	-2.95%	31.52%
	Medium	+2.81%	+2.78%	+0.35%	31.12%

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	5/2,719	-1.33%	40.34%	34.28%	47.39%
	Large	4/586	-0.78%	31.52%	16.77%	42.98%
	Medium	8/457	+2.81%	31.12%	18.56%	45.09%

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.

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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.

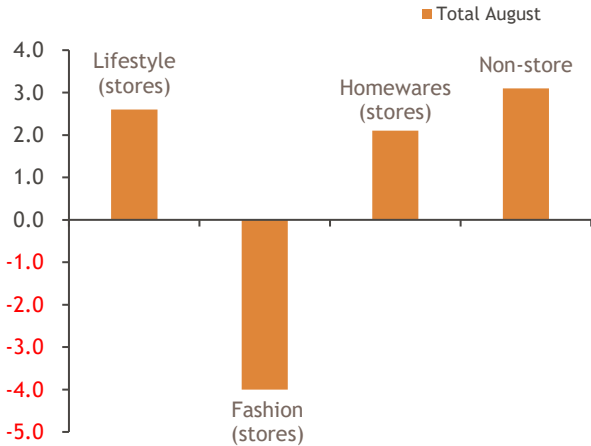
Please contact Fiona Condron, National Head of Charities for further details: fiona.condron@bdo.co.uk

MONTHLY LIKE-FOR-LIKE RESULTS - LAST SIX MONTHS

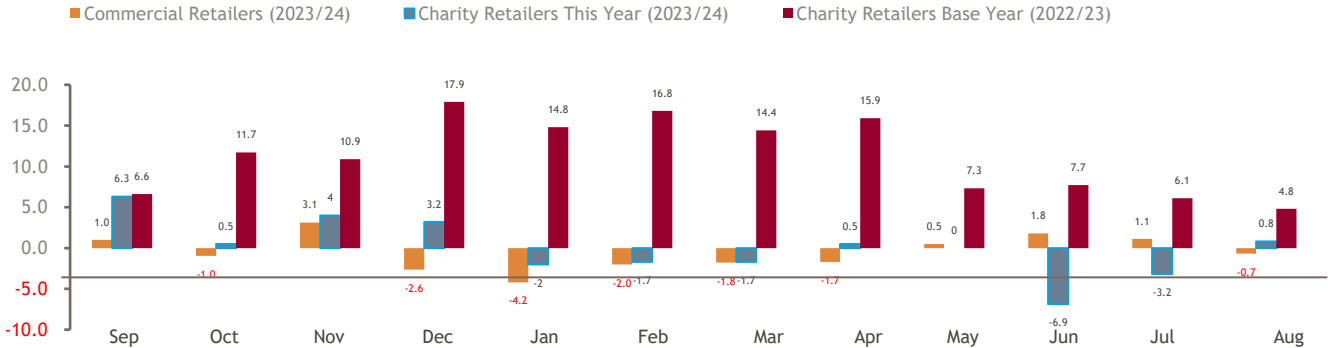
LFL Growth	Mar*	Apr*	May*	Jun	Jul*	Aug*
New Sales	-2.18%	+4.48%	+18.51%	+2.84%	+8.96%	+2.77%
Total Sales of Donated Goods	-2.26%	-0.36%	-1.16%	-7.57%	-3.76%	+0.35%
Gift aid Conversion Rate	29.70%	29.95%	33.12%	35.49%	31.53%	33.92%
Commercial High Street (stores)	-1.8%	-1.7%	+0.5%	+1.8%	+1.1%	-0.7%
Total Sales	-1.71%	+0.52%	-0.01%	-6.87%	-3.16%	+0.75%
Population						
No of retailers/Individual stores	17/3,669	16/3,549	15/3,610	9/3,168	16/3,637	17/3,762
- VL	5/2,727	5/2,733	5/2,728	5/2,723	5/2,725	5/2,719
- L	3/481	2/378	3/483	2/344	3/486	4/586
- M	9/461	9/438	7/399	2/101	8/426	8/457

* Figure re-stated excluding extreme values.

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



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



FURTHER INFORMATION:

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