

**Charity retail delivering the triple
bottom line – people, purpose and
planet**

Charity Retail Association[®]

The voice of charity retail

Tuesday 15 September 2026



Agenda

- 1.30pm Welcome and Keynote:
- **More than a Shop**, Jane Ide, Chief Executive, ACEVO
 - **Sustainability**, Robin Osterley, Chief Executive, Charity Retail Association
- 2pm Workshops:
- **Profitability and the current retail landscape**, Samantha Russell, Partner, BDO
 - **One Team. One Hospice**, Angela Burgess, Associate Director – Commercial, Trading & Corporate Projects and Elaine Tolliday, Clinical Director and Deputy CEO, Keech Hospice
- 2.45pm Refreshments and chatting to suppliers
- 3.30pm Workshops:
- As above
- 4.15pm Open Forum
- 4.45pm Wrap up and close
- 5pm Depart

Exhibitors today...

acopia®

KUDOS®
Simply Doing More

BOX MOVE

minimalist

choice

nisyst

Charity Retail Association®



CRA

- 🏠 **The** trade association for charity retail
- 🏠 8,629 of the UK's more than 9,900 charity shops are in CRA membership (about 87%)
- 🏠 Covering all corners of the UK (and Overseas)
- 🏠 c. 420 charity members, including
 - All the household names
 - Hospices (155)
 - Air ambulances
 - Small retail chains
 - Very small retail chains

More than a shop

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Jane Ide, Chief Executive, ACEVO

Sustainability and charity retail

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Robin Osterley, Chief Executive, Charity Retail Association



Some basics

- 🏠 There are some 10,000 charity shops in the UK (3.3%) of all retail units
- 🏠 They employ some 25,000 people, and 223,000 volunteers
- 🏠 And they generate in the region of £.3billion of profit for their parent charities
- 🏠 They are a major part of the UK economy
- 🏠 And they are built on reuse

Why does reuse matter?



♣ Q: What is the most polluting industry in the world according to the UN?

♣ A: Oil

♣ Q: What is the second?

♣ A: Fashion

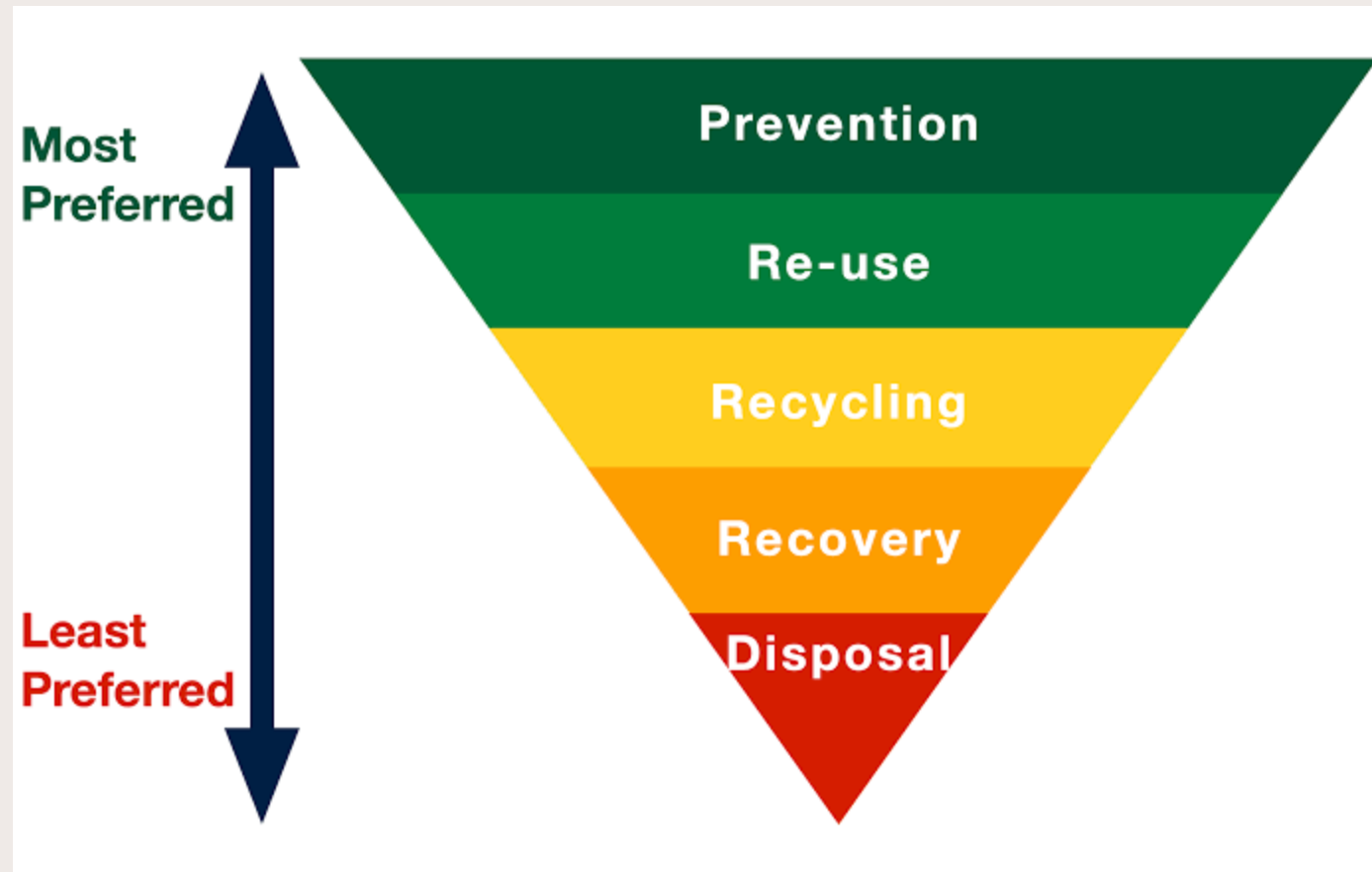
♣ Q: What is the percentage of global carbon emissions it produces?

♣ A: 10%

♣ Q: What is the percentage of global waste water it produces?

♣ A: 20%

Why does reuse matter?





How can reuse help?

- ✦ Buying second hand clearly avoids adding to emissions, water and raw materials used
- ✦ It cuts demand for fast fashion
- ✦ Q: If you extend a garment's life by 9 months, by how much will it cut its carbon, waste and footprint? (WRAP)
- ✦ A: 20-30%
- ✦ The European Environment Agency estimates each tonne of textiles produced is associated with 15–35 tonnes of CO2 emissions

A word about displacement

- 🏠 Many stats depend on the extent to which buying second hand displaces a new purchase
- 🏠 Don't believe everything you read – or maybe anything!
- 🏠 Repairs are high, peer-to-peer is quite high
- 🏠 Rates vary by study and platform, from around 40% to over 80%
- 🏠 No-one can really challenge you!
- 🏠 Our calculator works on roughly 50%





How do charity shops help reuse?

- 🏠 Maybe you think you are just making money for your parent charities, but....
- 🏠 The vast majority of donated goods end up staying out of landfill or incineration, ie are reused or recycled
- 🏠 Including around 330,000 tonnes of textiles – roughly half of the UK's production
- 🏠 Represents probably about 6.9million tonnes of carbon
- 🏠 UK LAs pay £130.75 per tonne of landfill tax

Why should you help more?



After all, it doesn't make any more money for your cause...or does it?

74% of people agree that charity shops reduce waste in their community

68% agree charity shops encourage ethical shopping

13% cite sustainability as their main motivation for donating

Are you leveraging these sentiments enough?

68% of Gen Z and Millennial respondents in the UK say they've bought secondhand in the last year (59% of Gen X and only 46% of Baby Boomers)

77% of Gen Z said buying secondhand is simply a normal part of daily life, not just an ethical statement

63% of Gen Z and Millennials looked for an item secondhand before buying new in 2023



Are you leveraging these sentiments enough?

- ✦ Are you showing real-time savings on the till?
- ✦ Eg – a purchase saved 40.2kg of CO₂, a flight from London to Manchester
- ✦ Do you use the CRA's carbon calculator (thank you Eproductive)?
- ✦ Speak to your EPOS supplier about this
- ✦ Do you have POS material/signage promoting this aspect of your work?
- ✦ Does your social media reflect these opportunities?
- ✦ Have you nominated yourselves for our sustainability award?

Summary

- ♠ Charity retail isn't just about bringing in the dosh – this stuff is important
- ♠ Why wouldn't you want to save the planet whilst making more money and having a direct community benefit?
- ♠ Many customers REALLY care about this stuff – do you know which ones and how to market to them?
- ♠ Charity shops offer a practical and affordable route into sustainable consumption that doesn't require a lifestyle overhaul
- ♠ Every donation kept out of landfill, and every second-hand purchase, is a small but measurable act of climate action – we should all care



QUESTIONS?

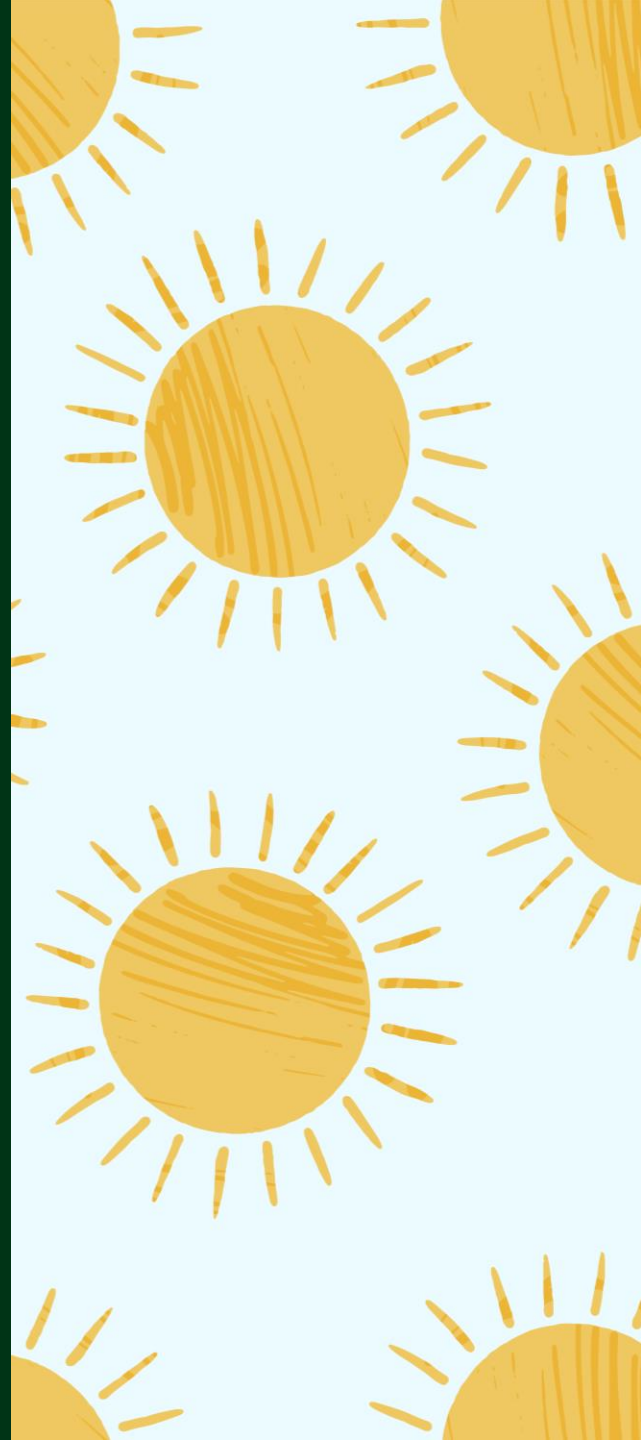
Workshop groups

Group 1

- Coloured dot on name badge
- 2pm One Team. One Hospice
- 3.30pm Profitability and the current retail landscape

Group 2

- Plain badges
- 2pm Profitability and the current retail landscape
- 3.30pm One Team. One Hospice





**Open Forum
with...**

Robin Osterley

An essential guide for managing and leading charity retail teams



Charity Retail Association®

In conjunction with The Charity Retail Consultancy

And finally...

- New Chief Executive Officer, Lorna Fallon joins CRA on Monday 2 November
- AGM and review of the year – Thursday 11 November online
- Head of Retail Strategy day – Looking to the future, Wednesday 25 November, Leeds
- Head of Retail e-book now available

Photo: North London Hospice, Angel, London



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Thank you for coming

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Have a safe journey home!