Charity Retailing

Component Factor
No

Ranking

<table>
<thead>
<tr>
<th>Charity Retailing</th>
<th>Rank</th>
<th>Score</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence</td>
<td>225 out of 237</td>
<td>2.64 out of 5</td>
<td>Not very Influential</td>
</tr>
<tr>
<td>Control</td>
<td>219 out of 237</td>
<td>1.91 out of 4</td>
<td>Not controllable</td>
</tr>
<tr>
<td>Priority</td>
<td>227 out of 237</td>
<td>5.03</td>
<td>Very Low Priority</td>
</tr>
</tbody>
</table>

Description/Definition

Charity retailing has become an accepted retail format, which typically fills vacant premises in the high streets of small towns and the suburbs of large cities in the United Kingdom.

Why does it matter? (Influence)

Charity shops have increased on the high street since the end of the twentieth century. In doing so, they often filled previously vacant units and ensure the space is being used (Parsons, 2004). There are issues regarding paid employment as they are often staffed by volunteers. They do, however, provide many benefits. For example, they provide a social service by delivering cheaper goods to those customers who struggle to shop at mainstream retail outlets. They also promote sustainability and recycling as most of the goods sold are second hand. Finally, they raise awareness of charitable causes (Horne, 2000).

What can you do about it? (Control)

Encouraging charity shops to ‘mature’ ensures they reach a wider audience and will ensure that they employ more staff (Horne, 2000). Charity shops are beneficial for High Streets as they help reach a variety of different communities within towns and should be included when thinking of a diverse High Street. They should also be involved in local planning to ensure they reach a wide catchment (Alexander et al., 2008).

See also

Retail offer; Place management; Vision and strategy; Diversity
References

