



The Local Shop Report 2019

A report by the Association of Convenience Stores

[#LocalShopReport](#)

ACS | the voice of
local shops

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Introduction

The Local Shop Report provides a comprehensive view of the UK convenience sector, looking at where stores trade, the colleagues we employ, our contribution to the economy and our essential contribution to local communities.

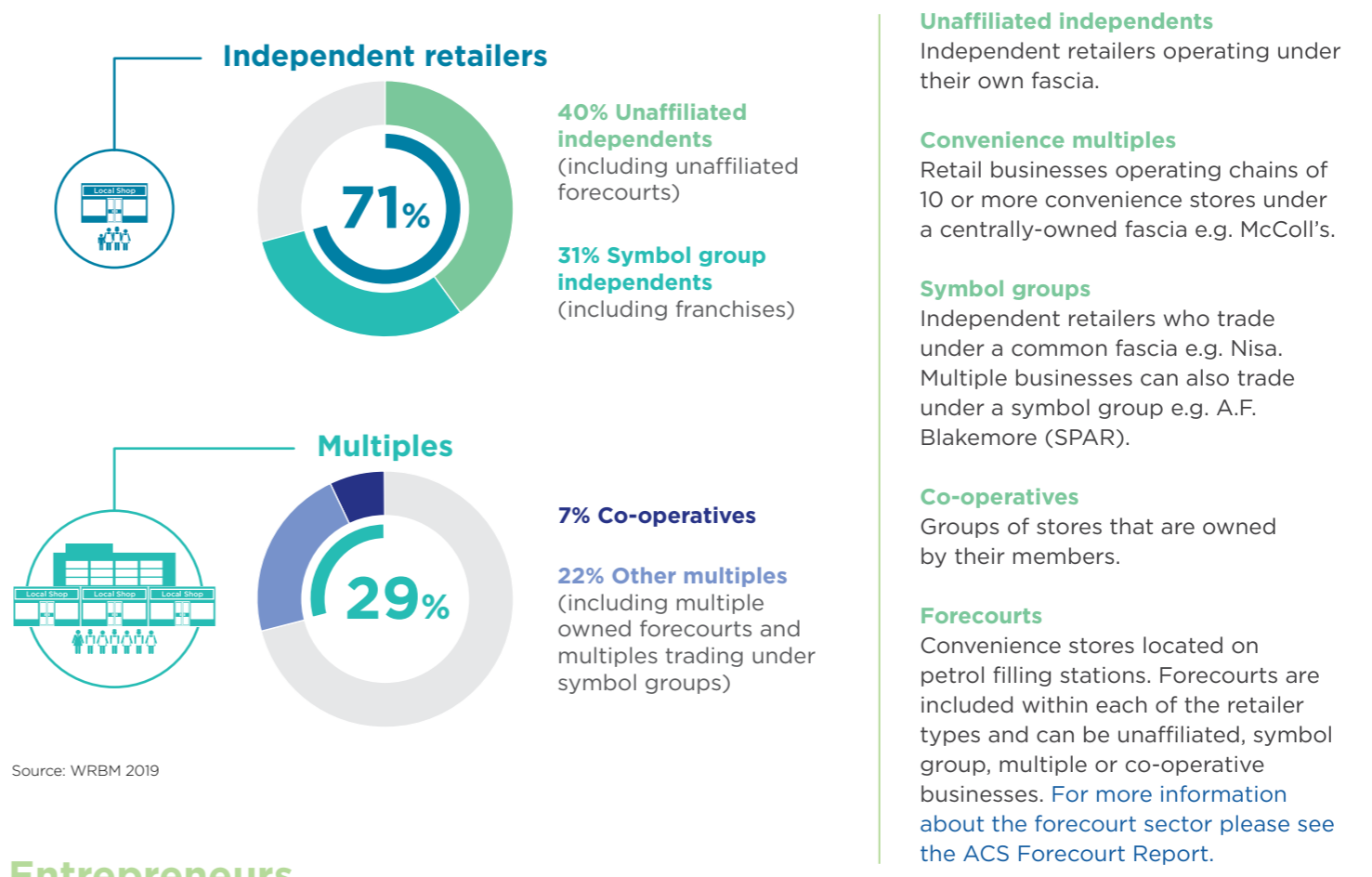
The information in this report is gathered from our own primary research, surveying 2,371 independent retailers in addition to multiple and co-operative businesses representing over 7,500 stores. The report also draws on data supplied by William Reed, IGD, Plunkett Foundation, Retail Data Partnership and HIM.

Some of the figures in the report have been scaled to reflect the entire convenience sector. Detailed information about the methodology and calculations in the report can be found on pages 22-23 and online at ACS.org.uk/research

» WHO WE ARE

There are **46,388** convenience stores in mainland UK

Shop ownership

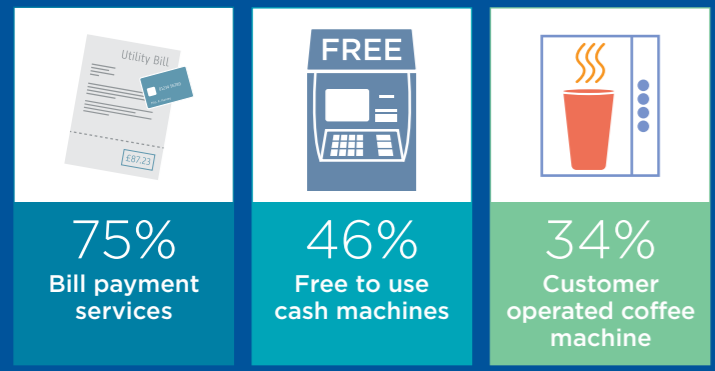


Who we are

There are **46,388** convenience stores in mainland UK

71% are run by independent retailers

What we offer



Why we are important

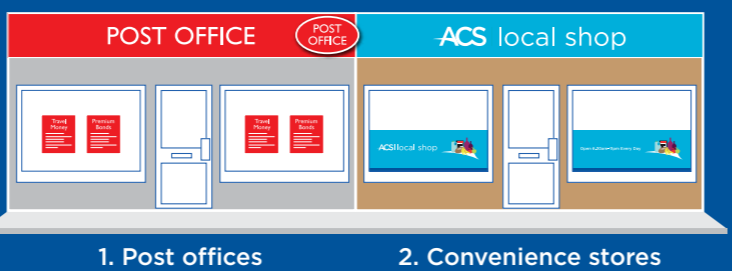
£40.3bn total sales

£8.8bn in GVA

£633m invested

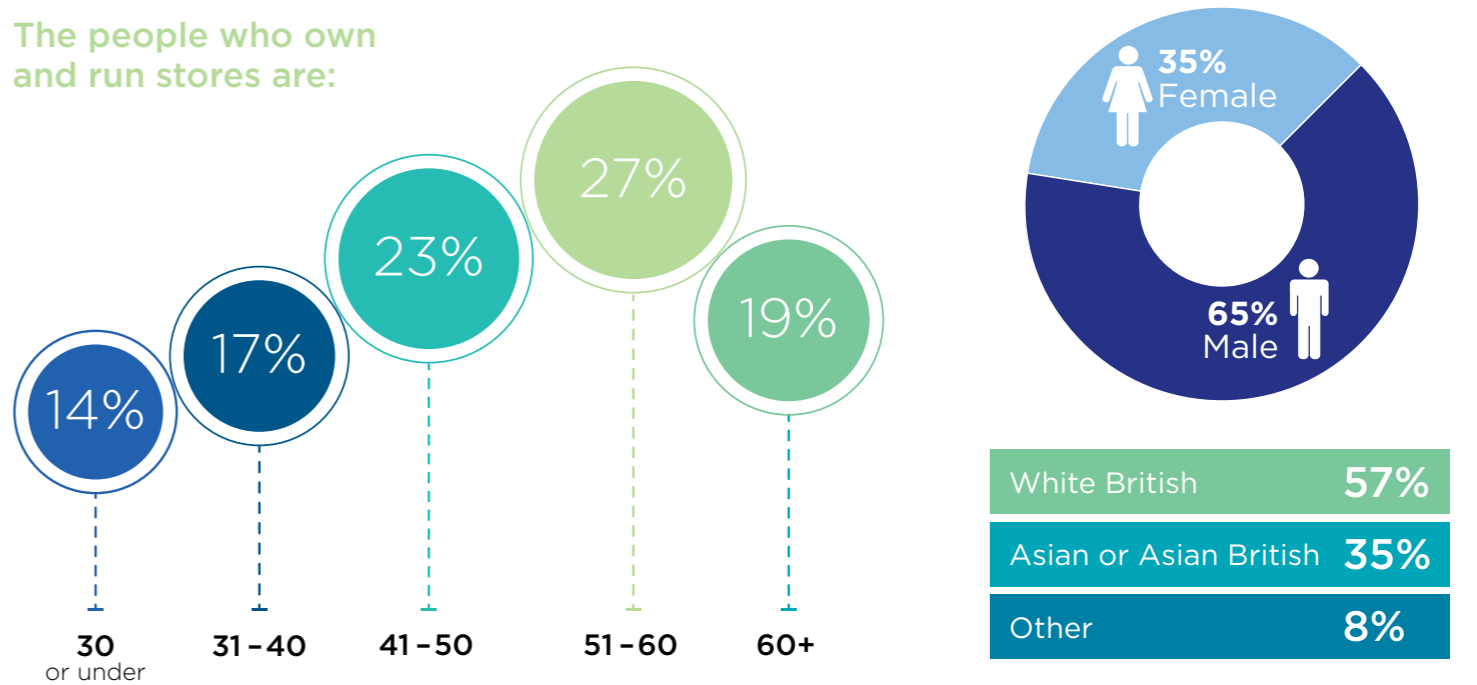
405,000 jobs

Most positive impact on the local area



Entrepreneurs

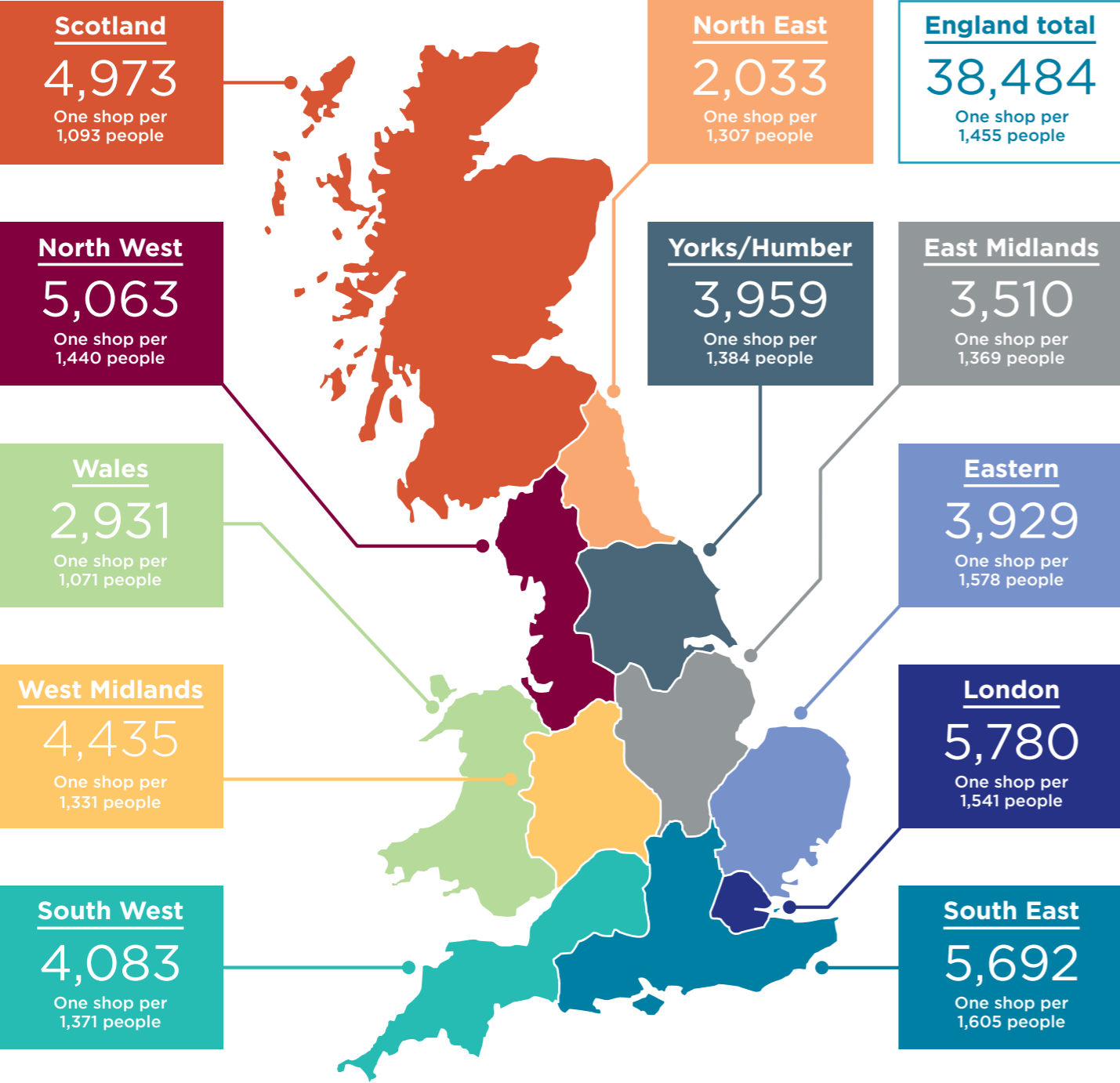
The people who own and run stores are:



There are **46,388** convenience stores in mainland UK

Wales has more shops per head than any other part of mainland UK

Shop numbers

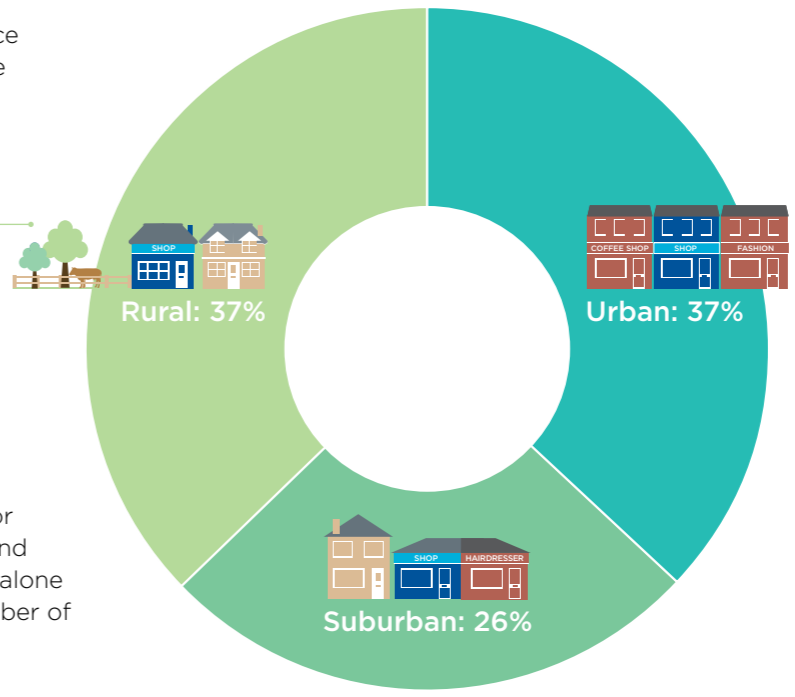


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Location

Rural

A 'traditional' convenience store, often providing the only shopping option for the local community.



Urban

Operating as part of a mix of stores serving the needs of those living in centres and the shopping needs of workers and residents.

Suburban

Providing a focal point for suburban communities and estates sometimes standalone or alongside a small number of other local services.

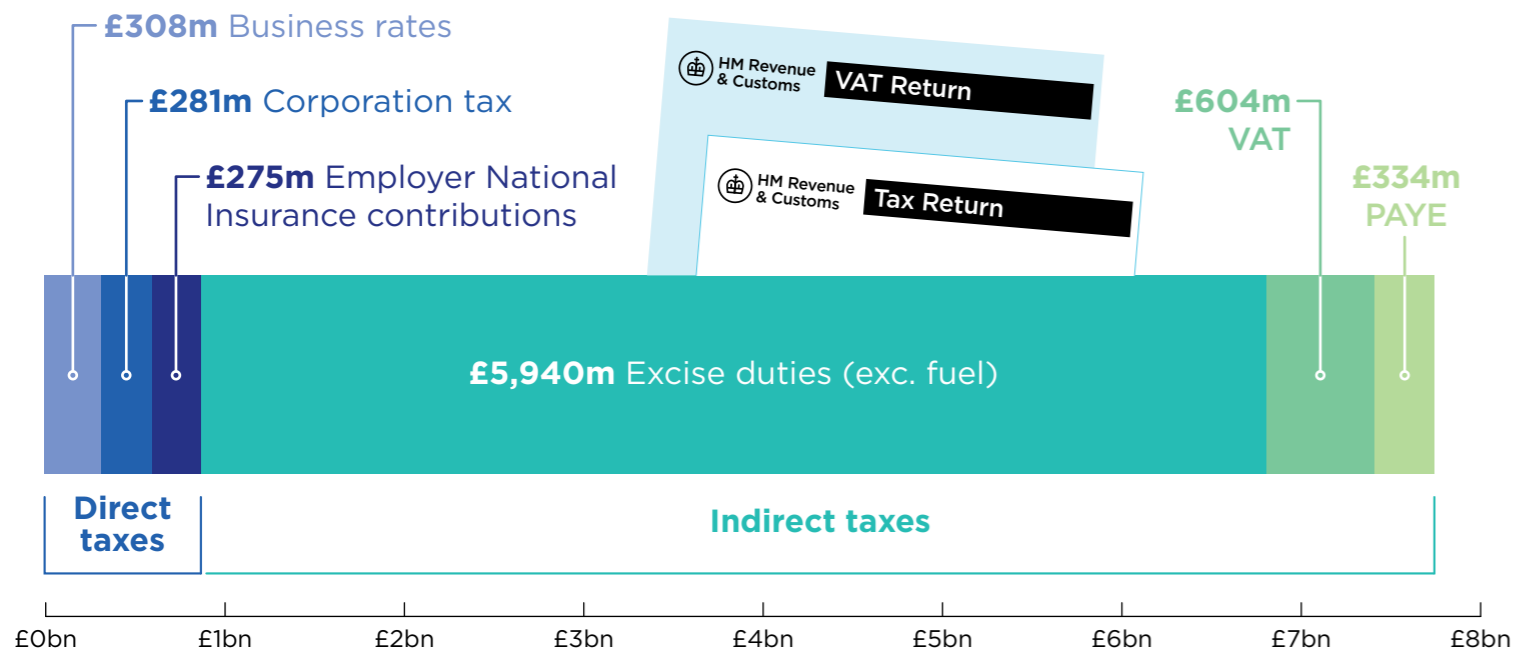
Source: WRBM 2019

Neighbouring businesses



Economic contribution

Over the last year, the convenience sector contributed
Over £8.8bn in GVA
 and over **£7.7bn** in taxes



Source: ACS 2019 / Retail Economics 2018

Investment

Over the last year
 convenience stores have
invested >> £633m in their businesses

Average annual investment by store type

Unaffiliated independents:
£7,181



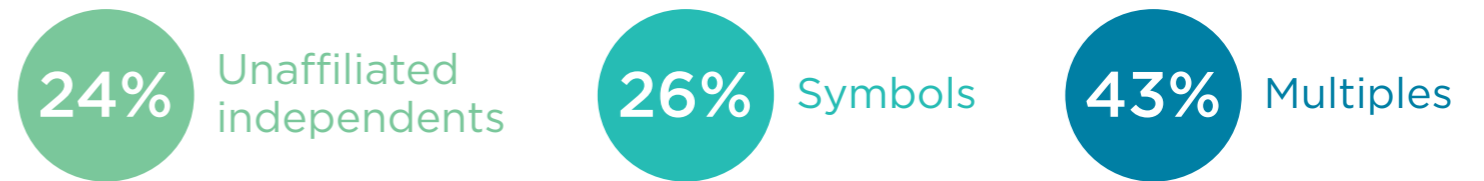
Symbols
£10,716



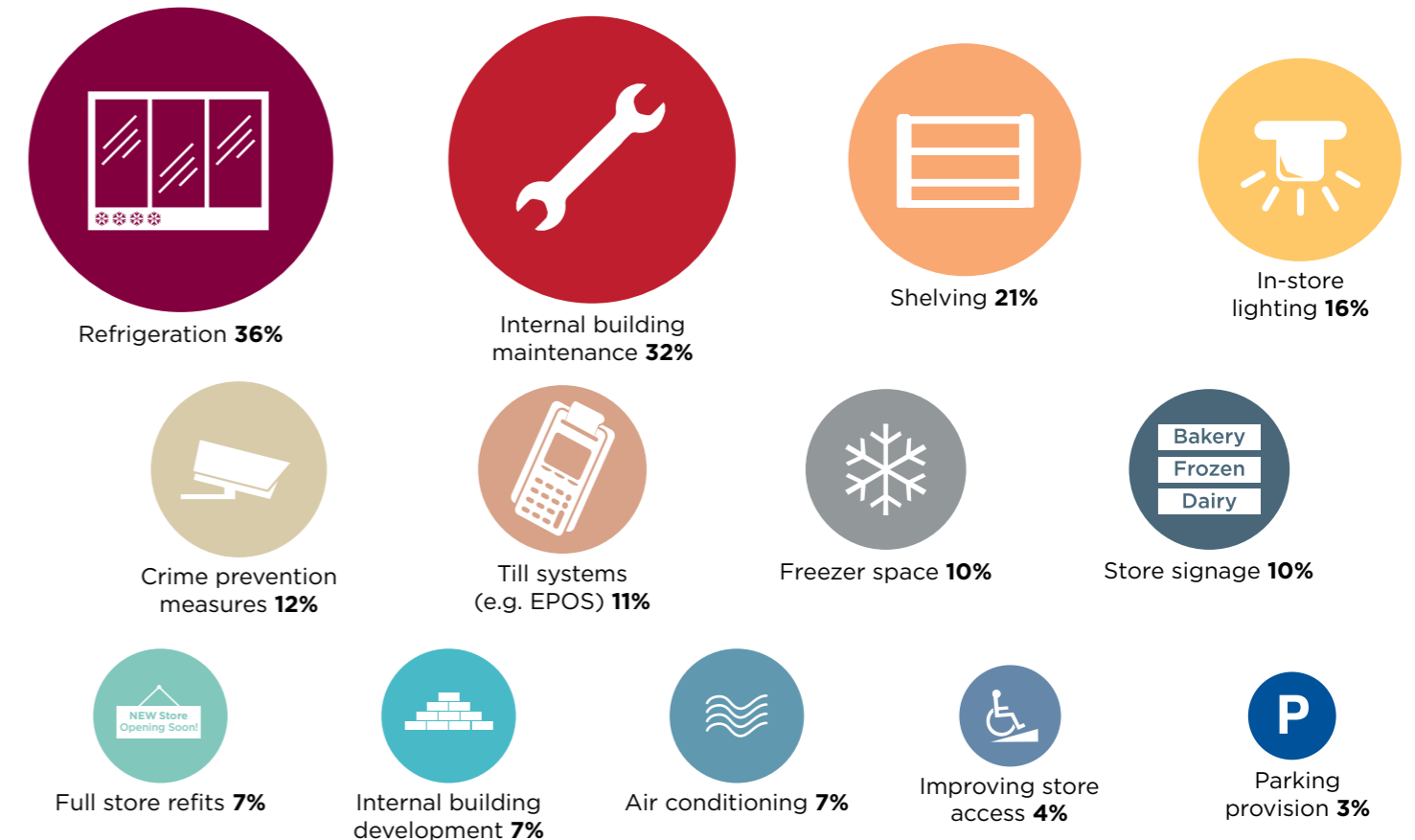
Multiples:
£27,681



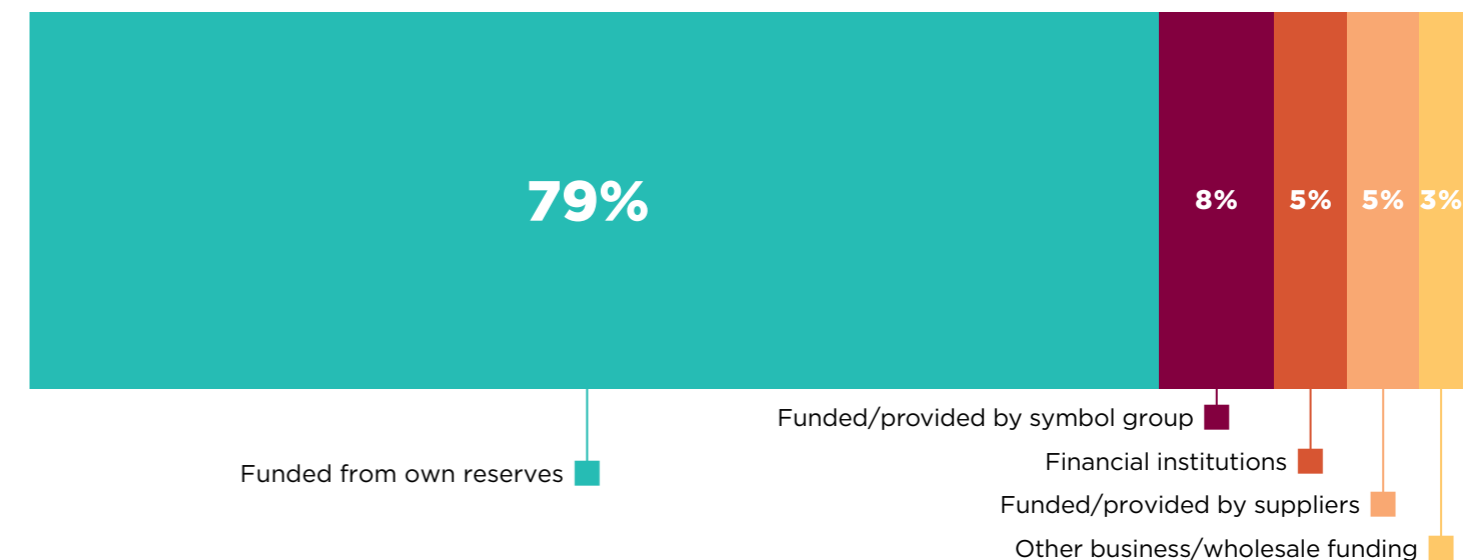
Percentage of stores investing



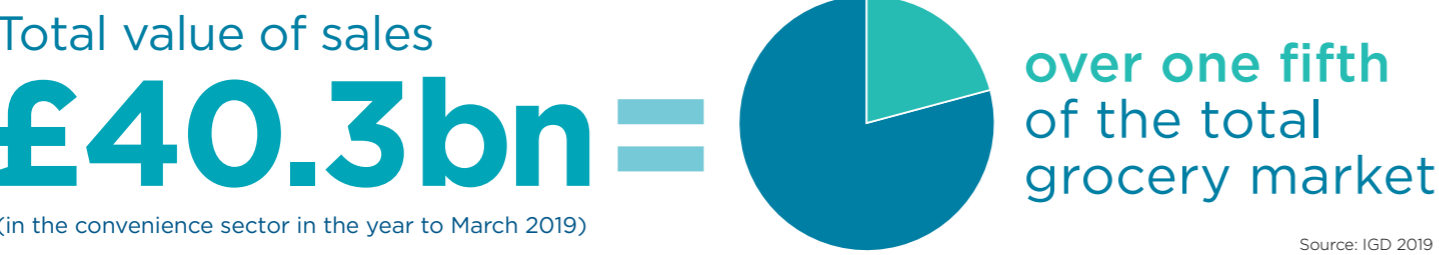
Areas of investment (of those investing)



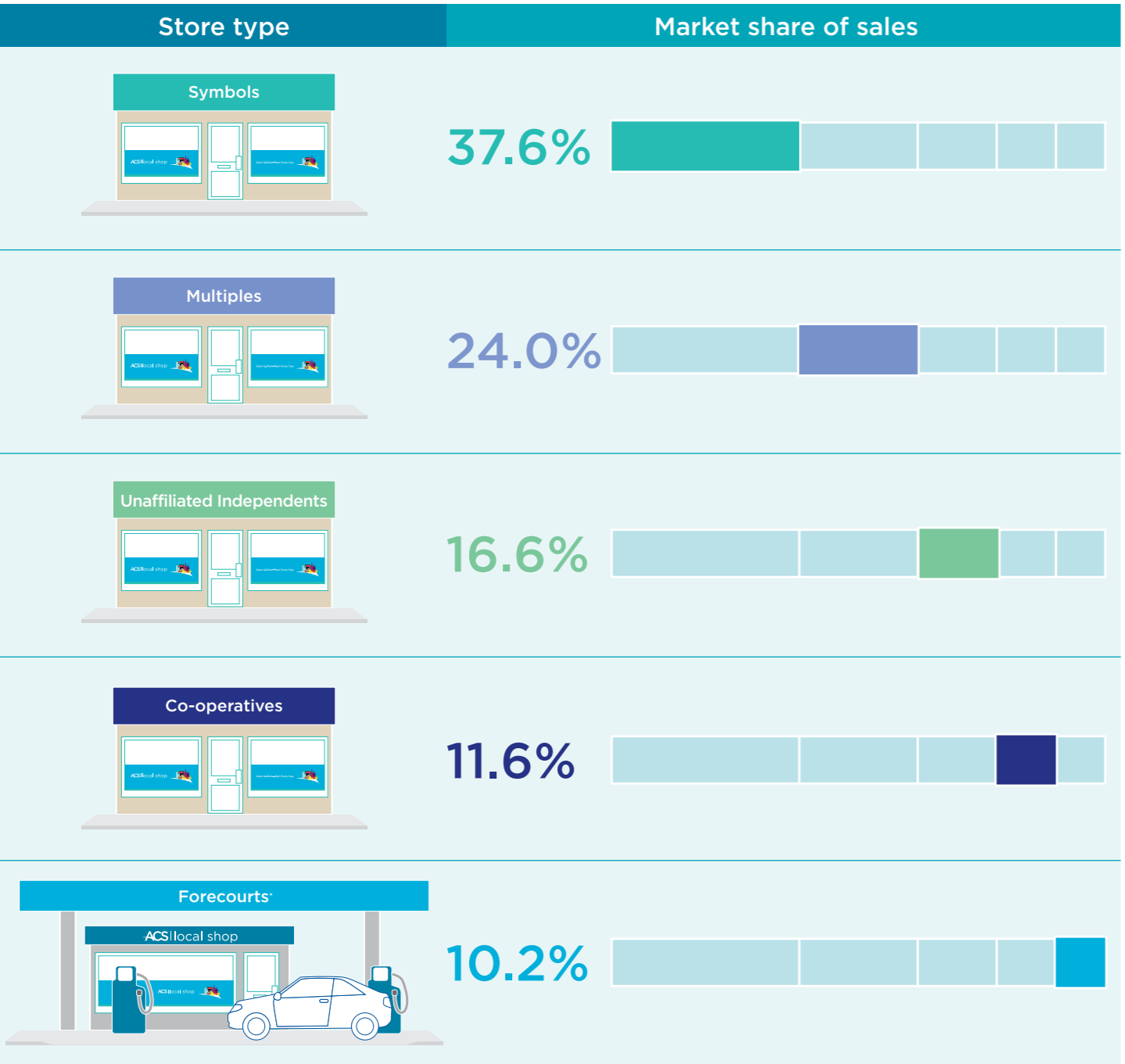
Sources of investment



» WHAT WE SELL



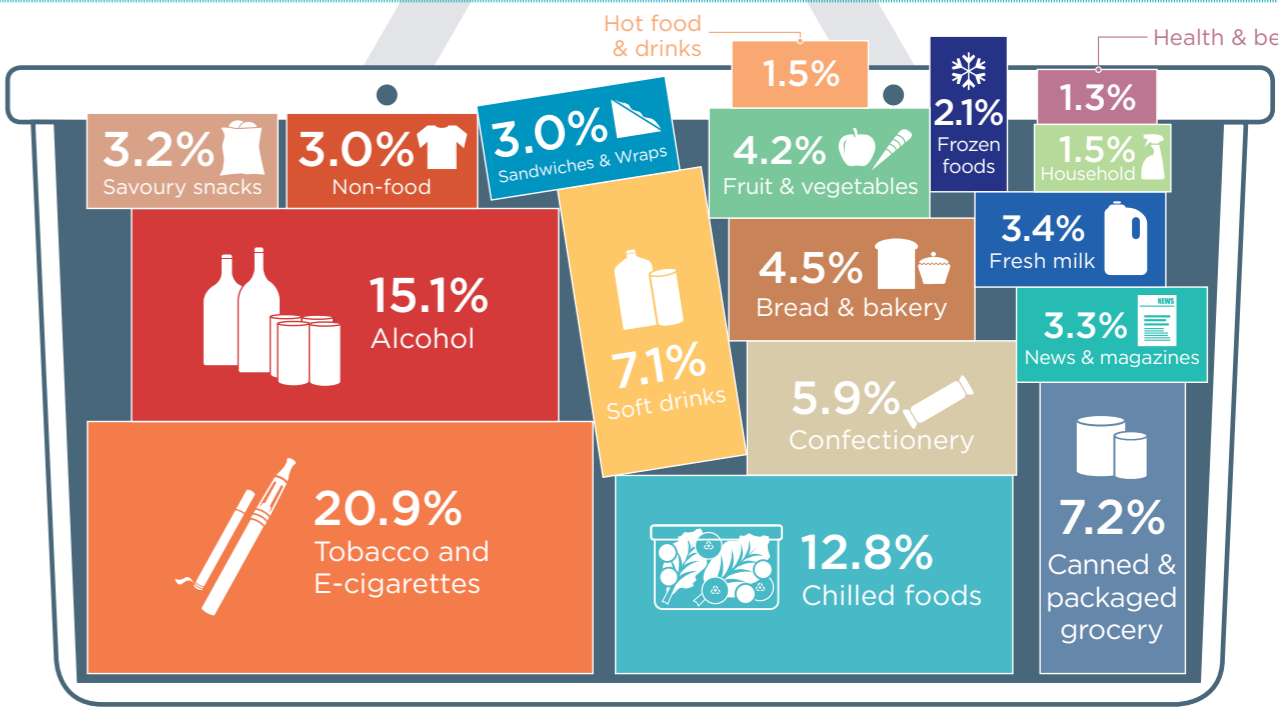
Convenience market share



*Excludes forecourt stores operated as symbol, multiple grocer or co-operative fascias. Forecourt sales excludes fuel

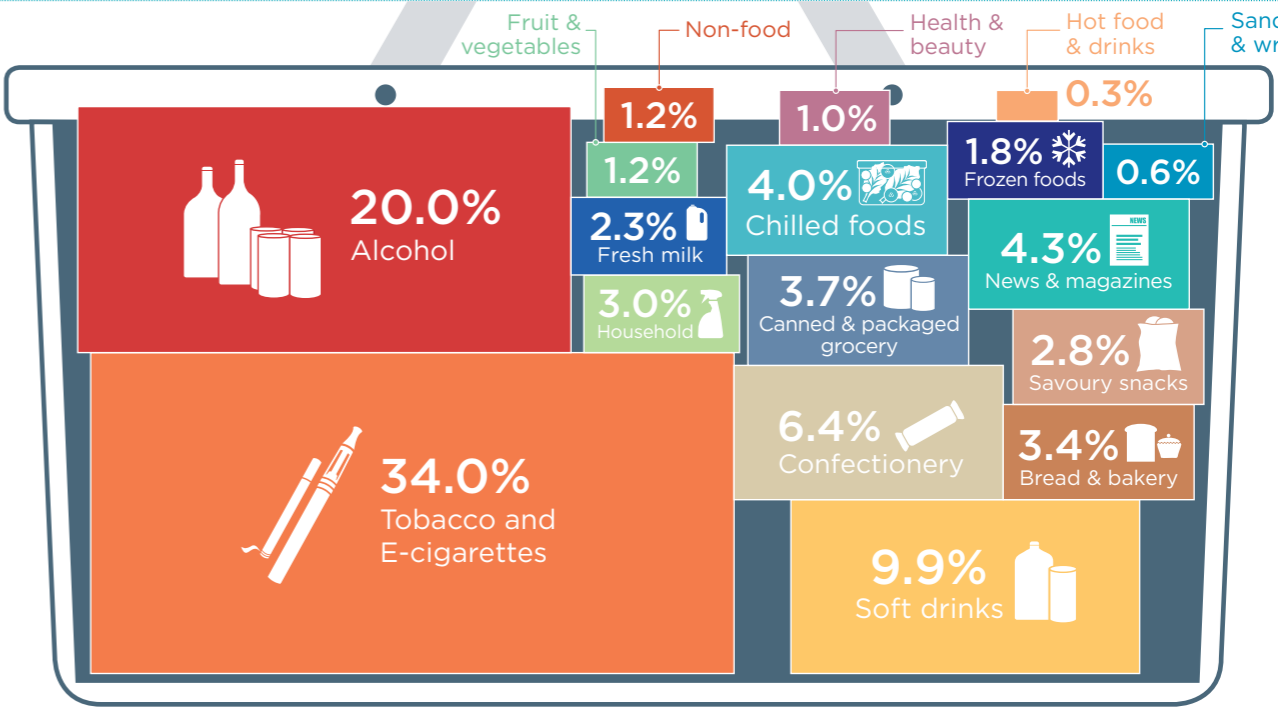
Source: IGD 2019

Category sales: Overall market



Source: IGD 2019 – data refers to overall convenience market

Category sales: Independents only



Source: The Retail Data Partnership 2019 – data refers to independent retailers only

The percentage of stores in the convenience sector that sell each of the following products is:

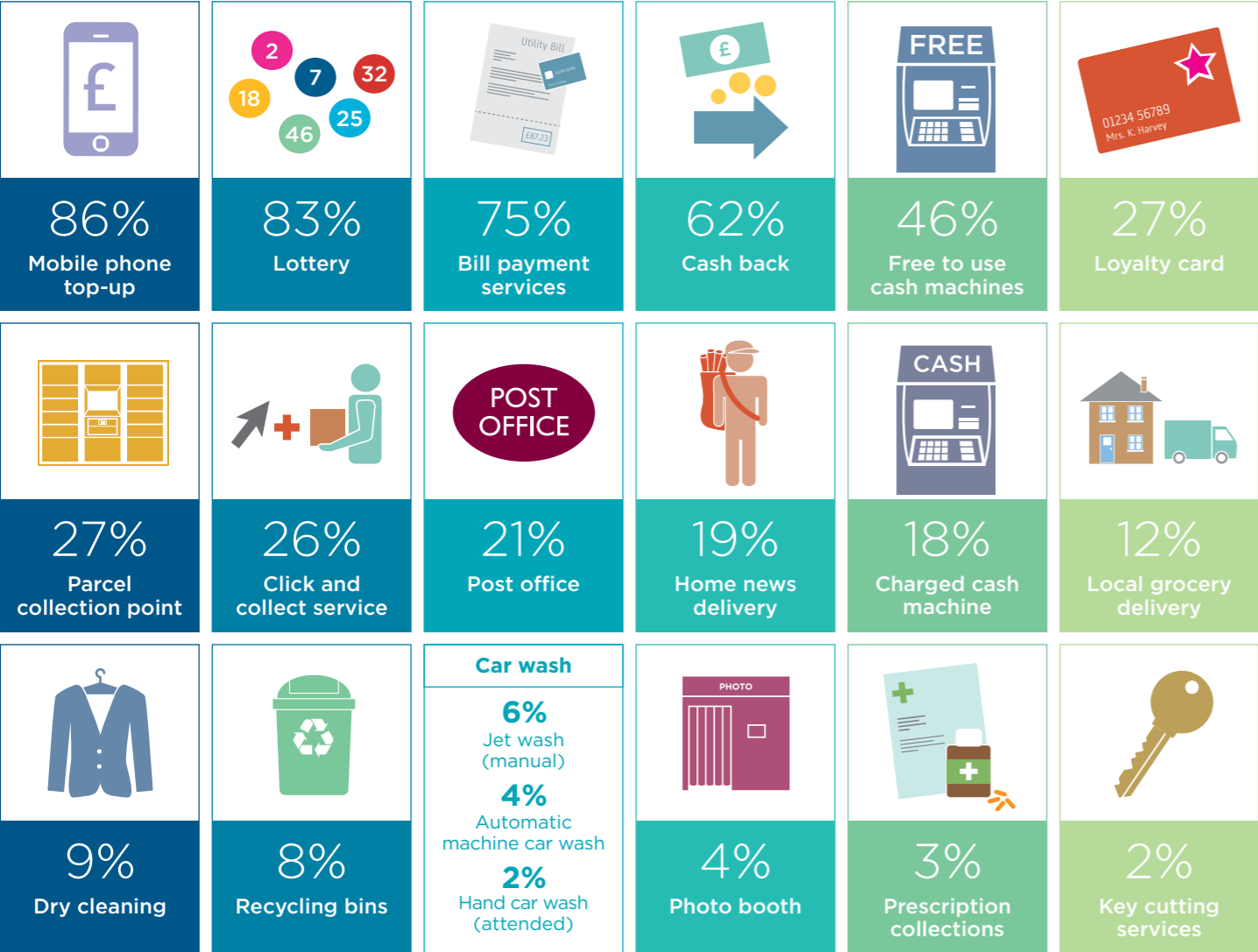


Source: ACS/HIM 2018

Source: ACS/Retail Data Partnership 2019

Source: ACS/Retail Data Partnership 2019

The percentage of stores in the convenience sector that provide each service is as follows:



Source: ACS/HIM 2018/2019

Food service



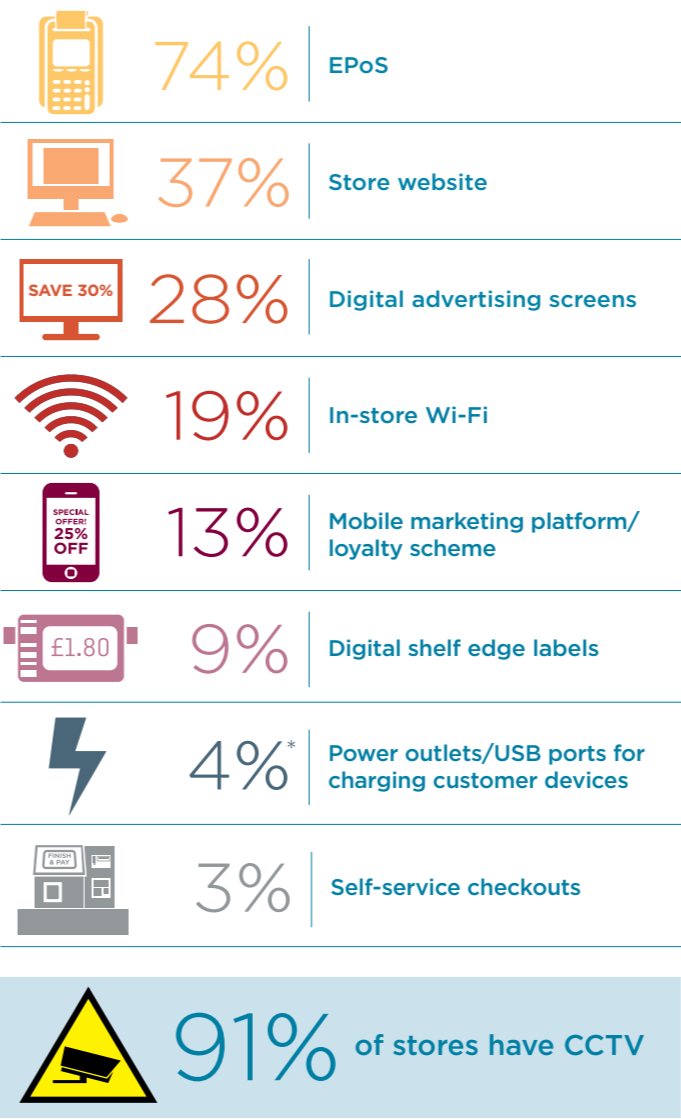
Source: ACS/HIM 2018/2019

Most valuable services

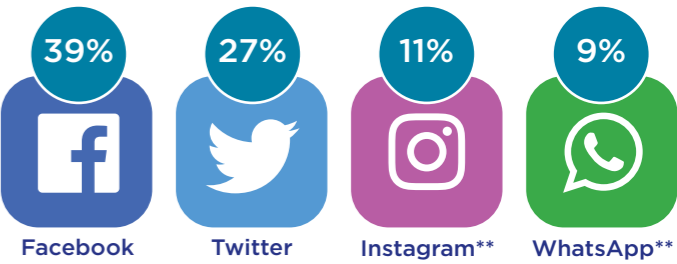
Consumers think that the **most valuable services** offered in their **convenience store** are:



The percentage of stores in the convenience sector that have each of the following are:



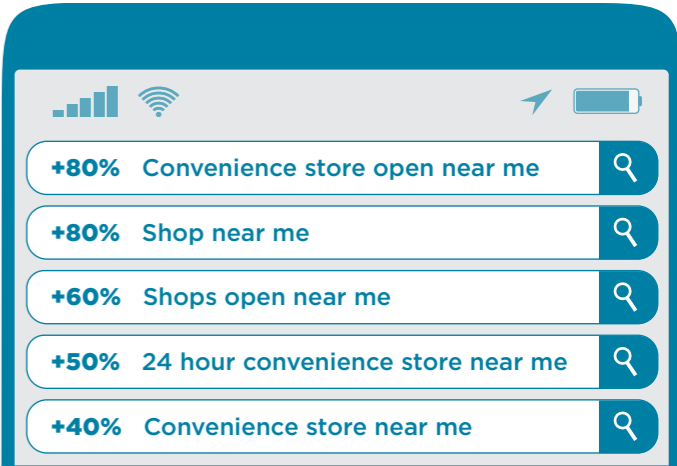
Social media



More customers search for convenience stores on Google during the week of Christmas than any other time of year

Source: Google Trends 2019

Top five rising searches related to convenience stores

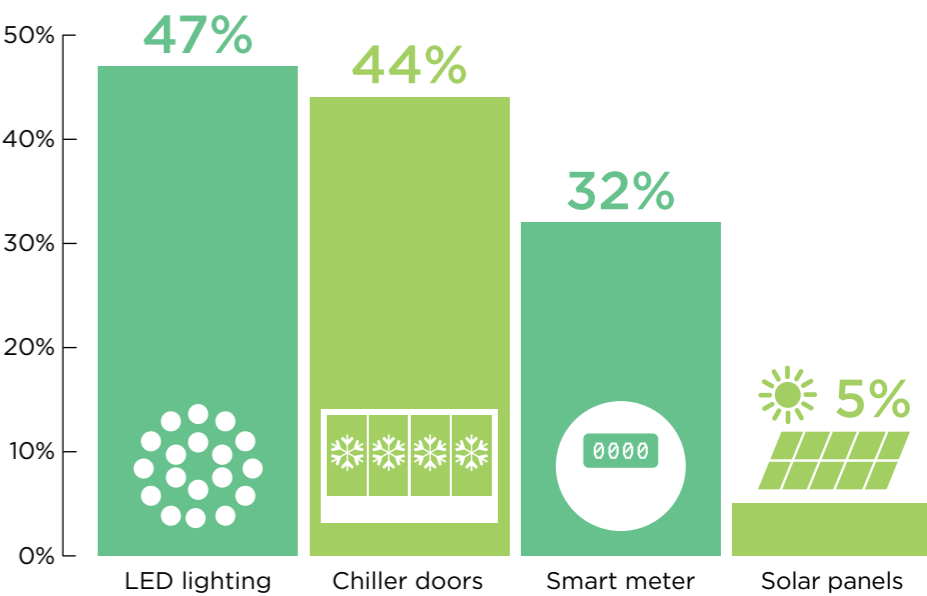


Source: Google Trends 2019

Payment methods



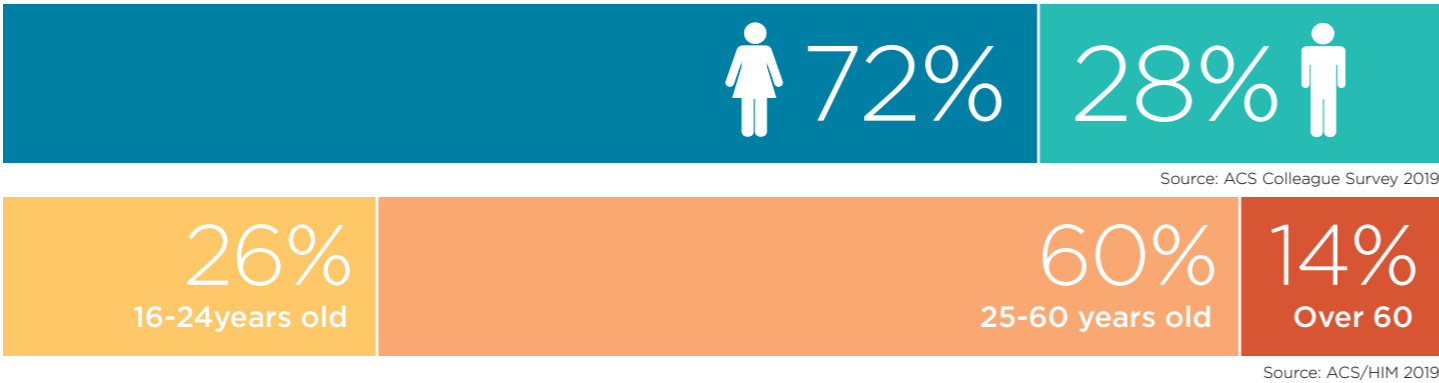
Energy saving



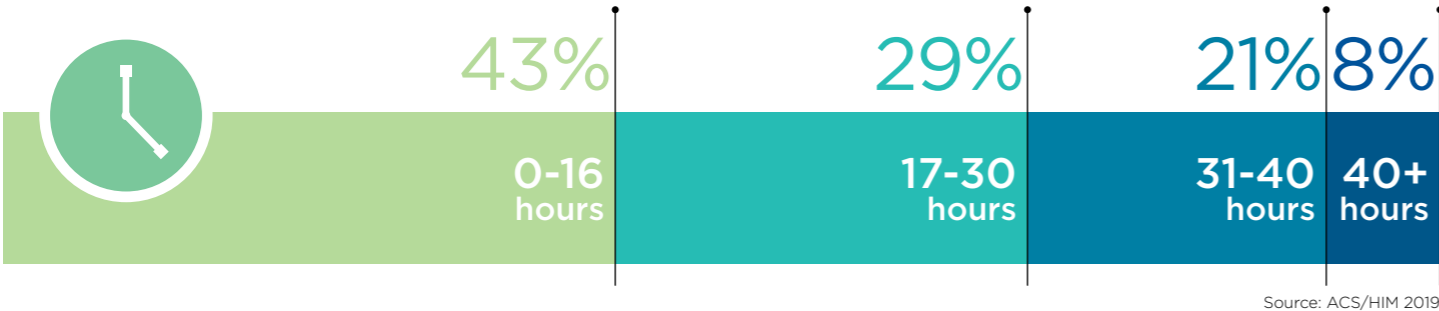
Convenience stores provide around **405,000 jobs** in mainland UK

Source: ACS/HIM 2019

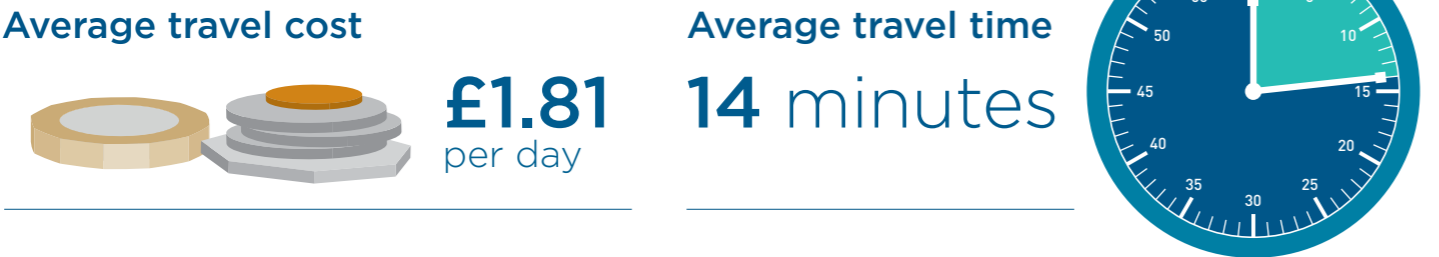
Colleagues in the convenience sector are:



Hours worked



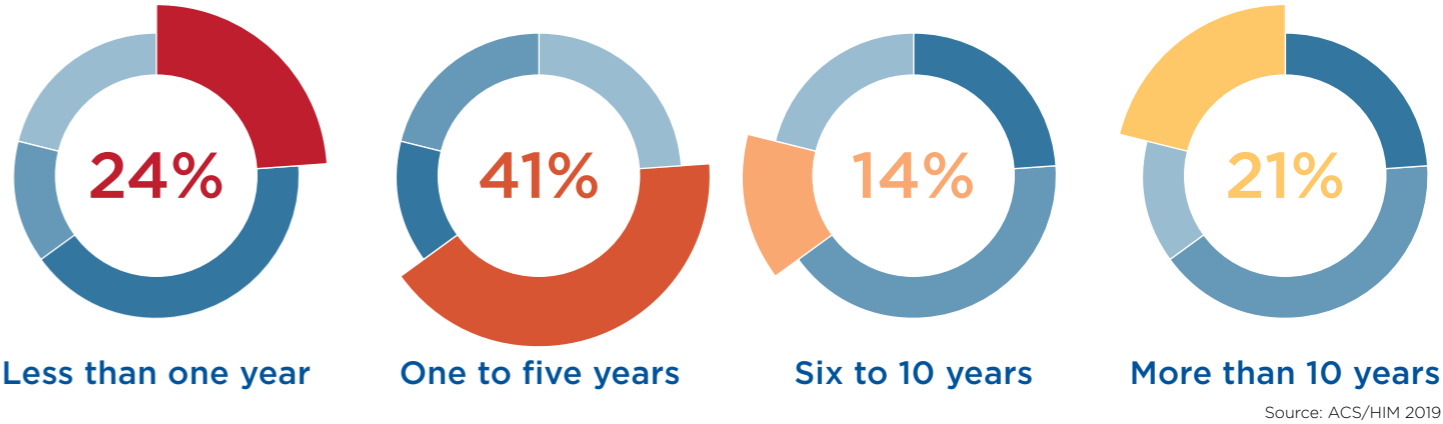
Travel to work



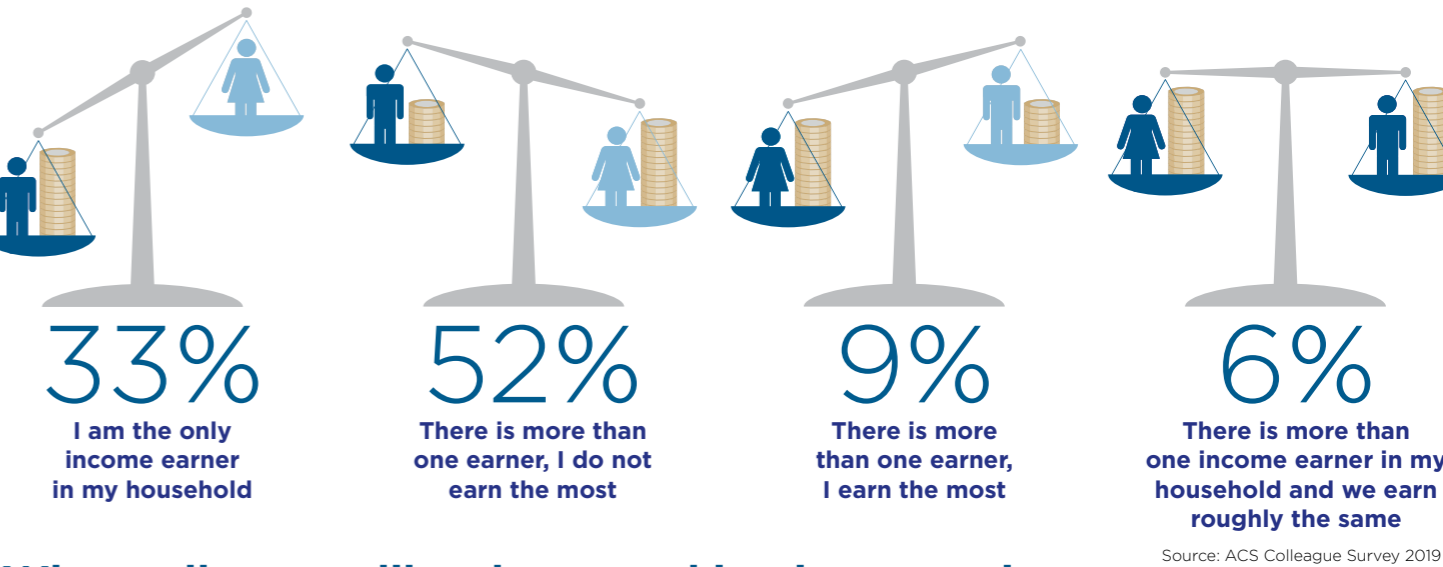
Mode of travel to work



Length of employment



Contribution to household income



What colleagues like about working in convenience



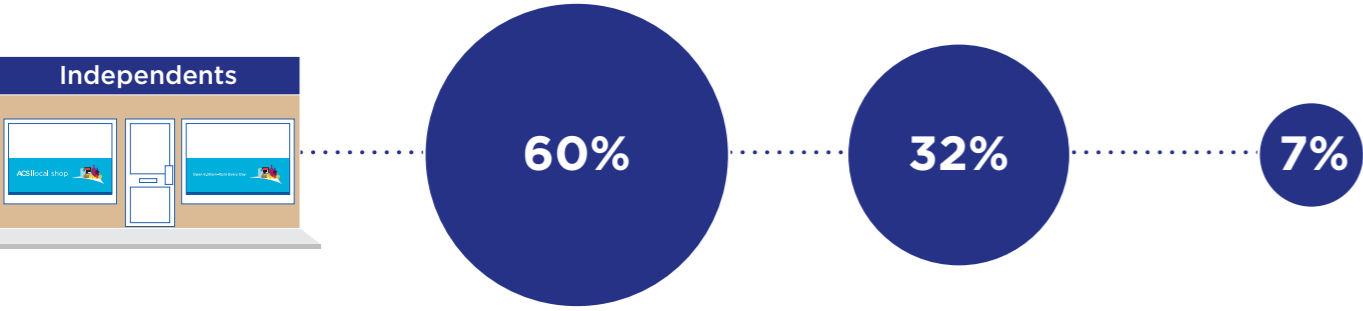
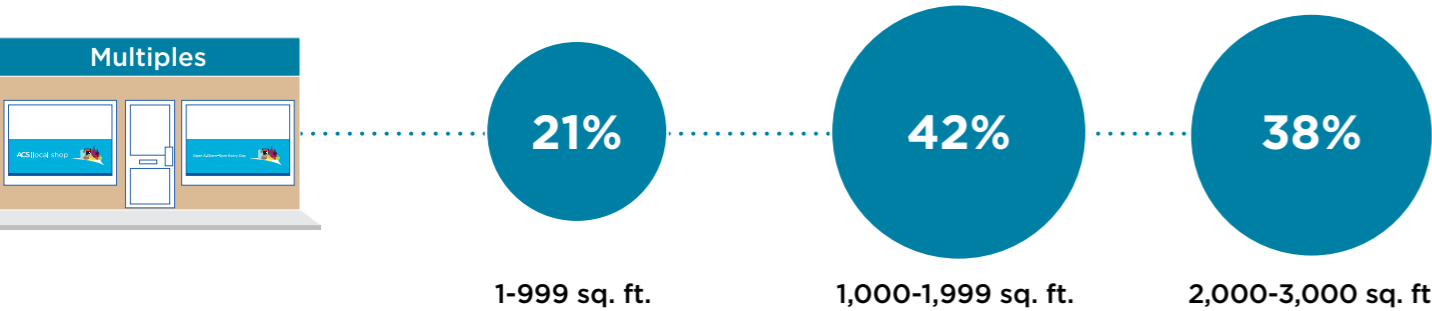
Future plans

1	The same/similar role with my current employer	37%	4	Not working/retired	9%
2	A more senior role with my current employer	18%	5	A similar/more senior role with a different employer in the same industry	8%
3	A job outside of the sector	18%	6	Other	10%

87%
of independents
operate **one** store

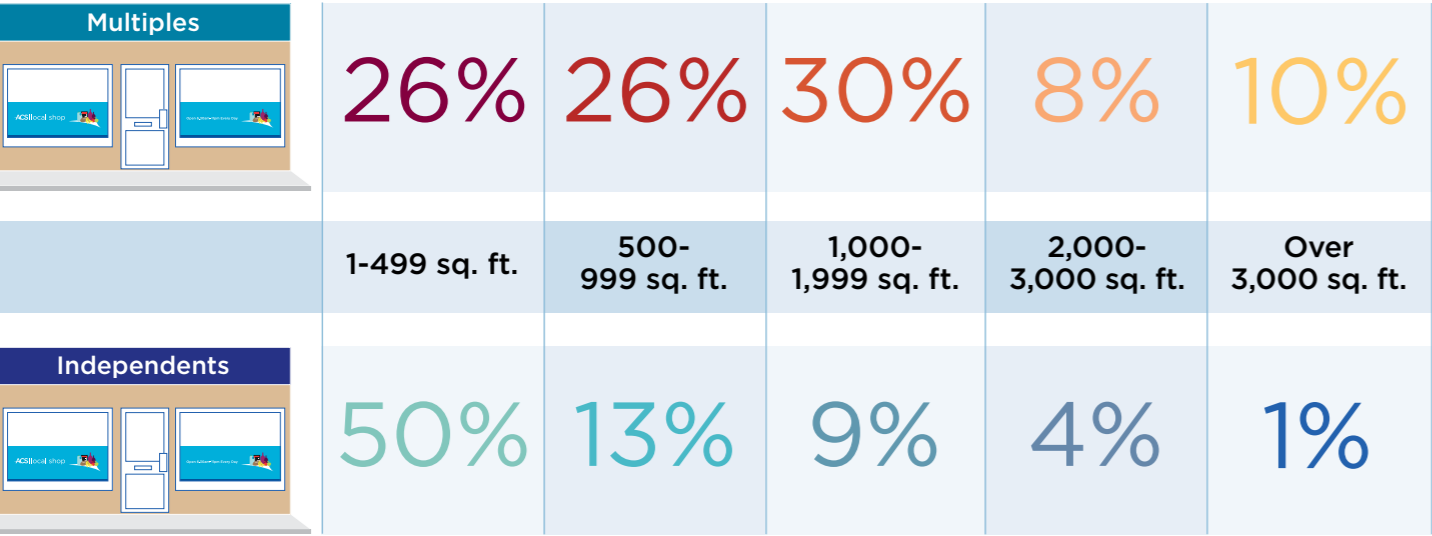


Sales space



Additional space

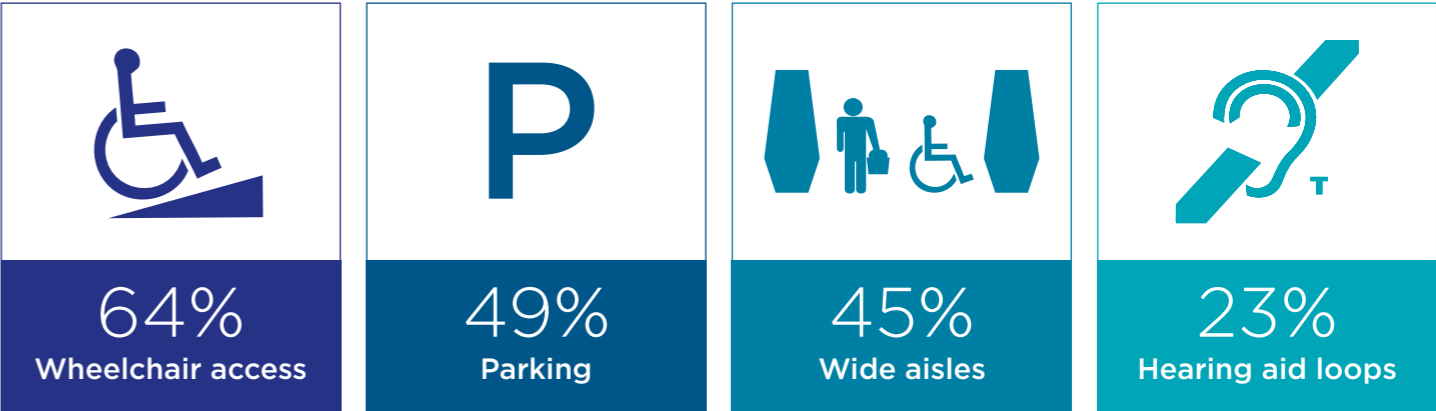
23% of independents have **no additional space** in-store



Source: ACS/HIM 2019

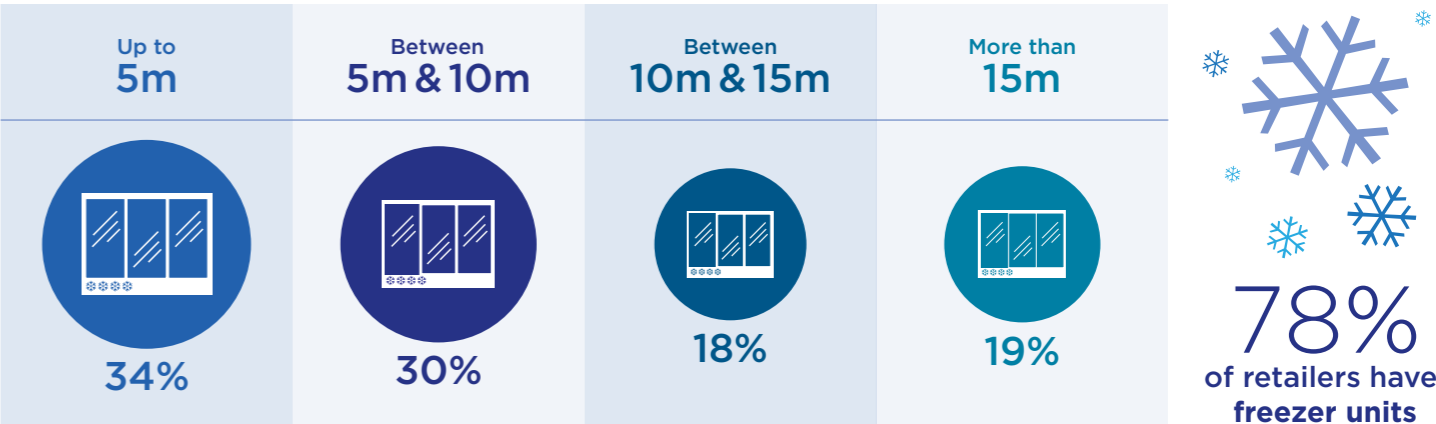
Accessibility in stores

The percentage of convenience stores that have:



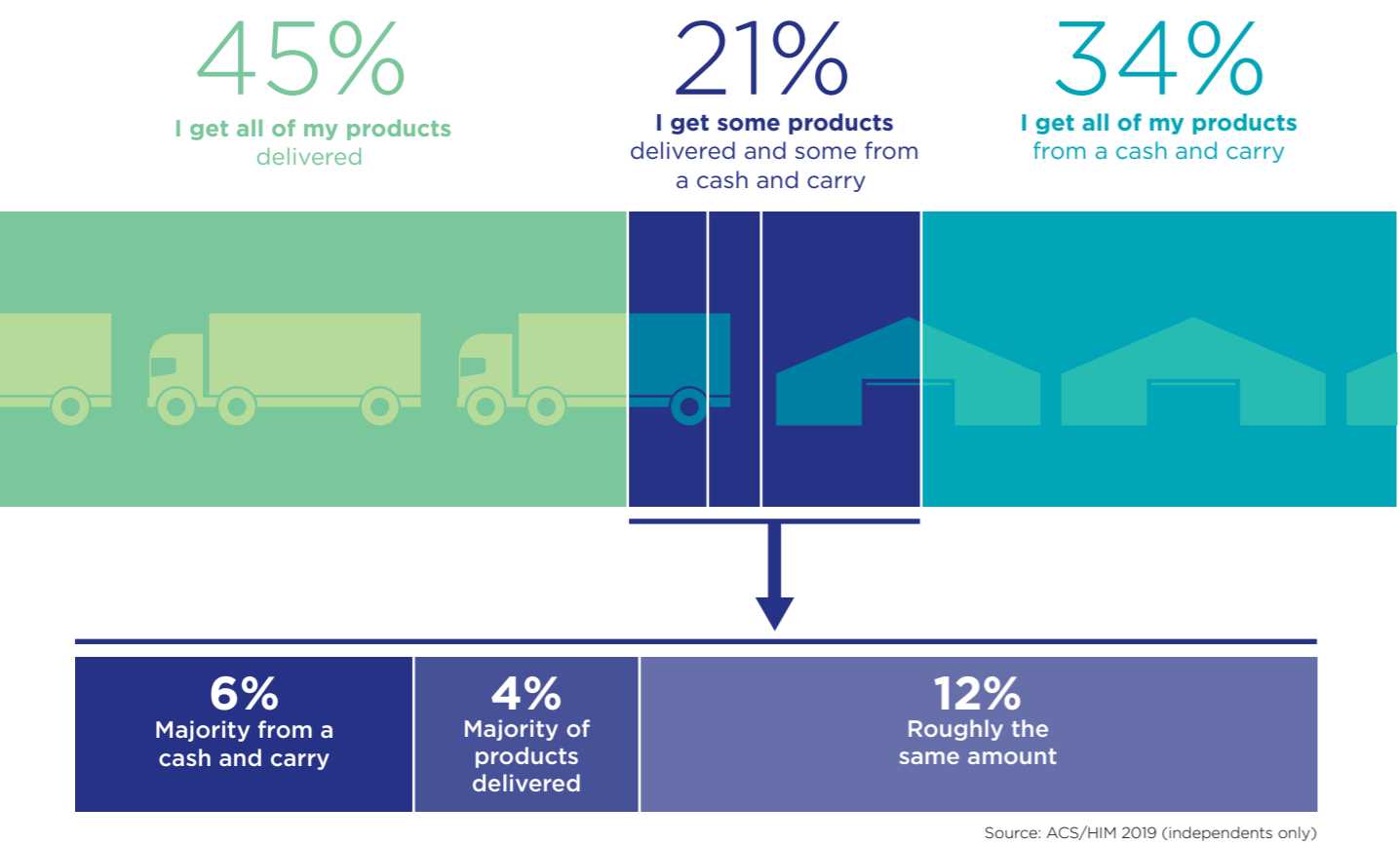
Source: ACS/HIM 2018/2019

Amount of refrigeration

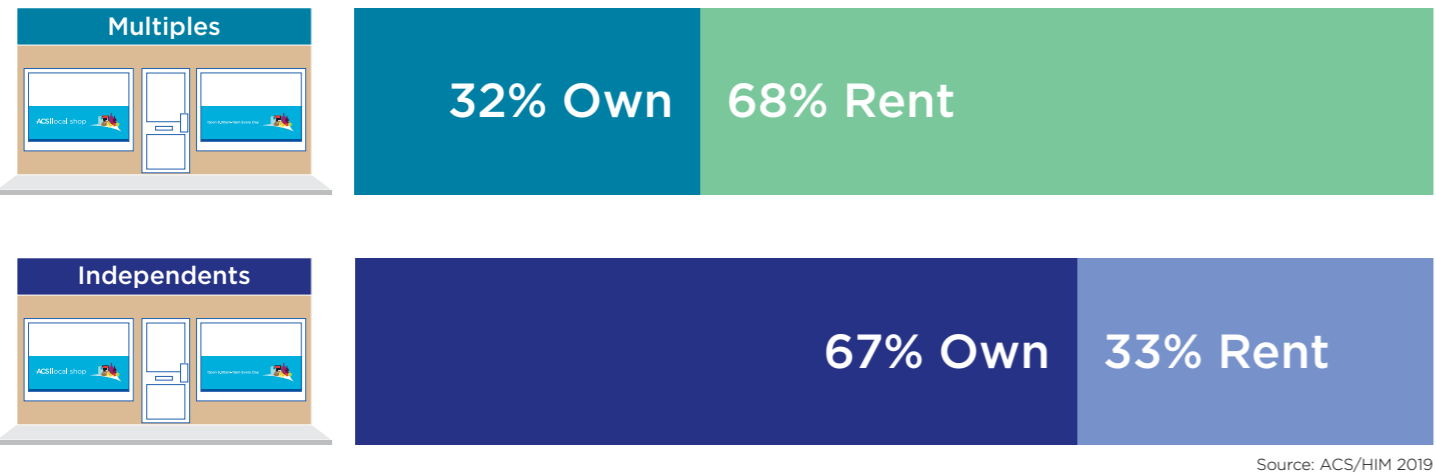




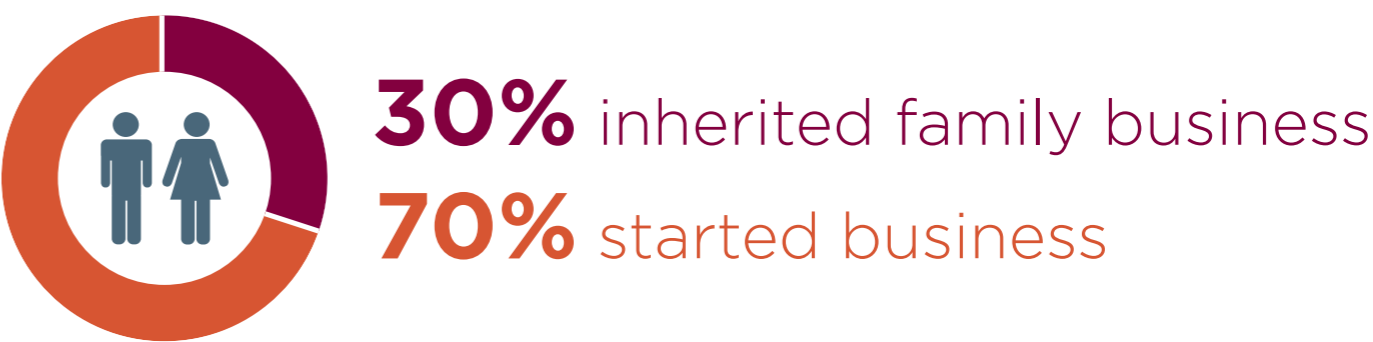
How independent retailers source their products



Premises ownership



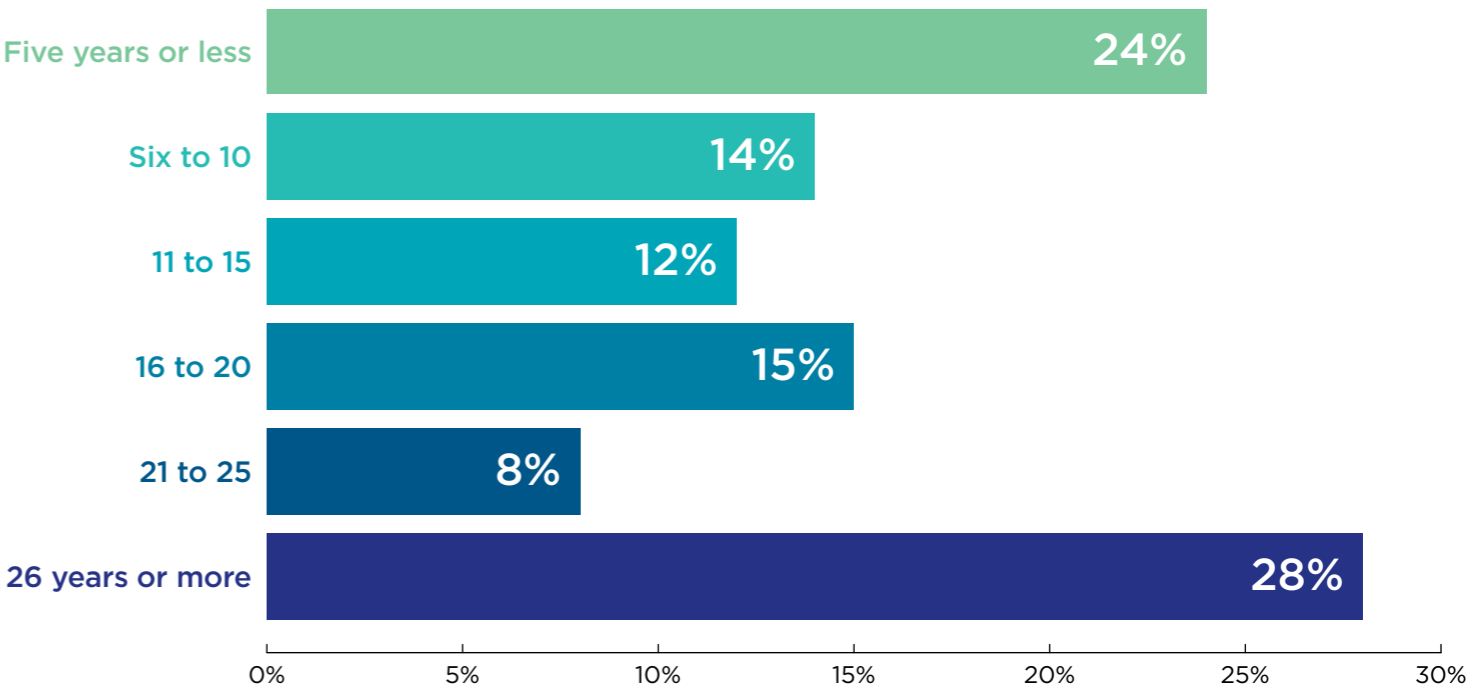
Business origin



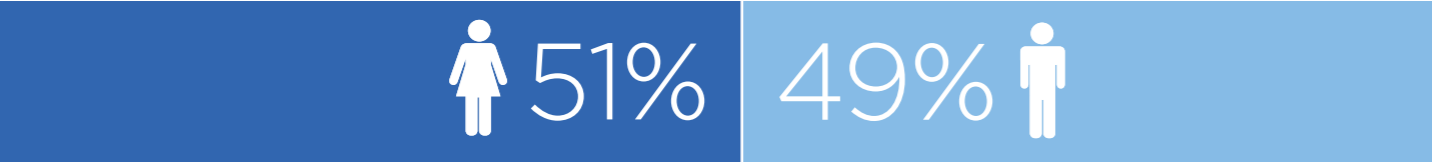
Employment of family members



Time in business



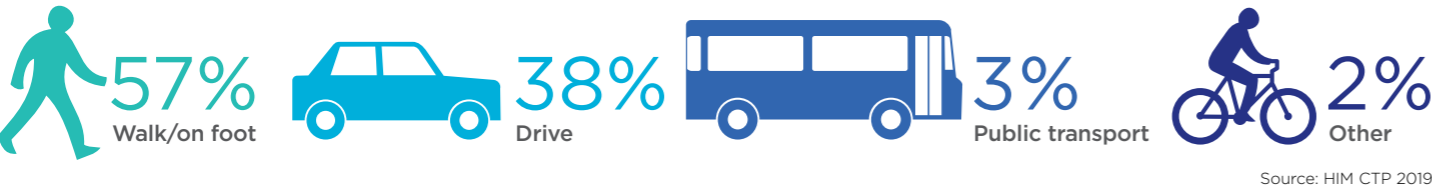
Convenience customers are:



Average age is: 48

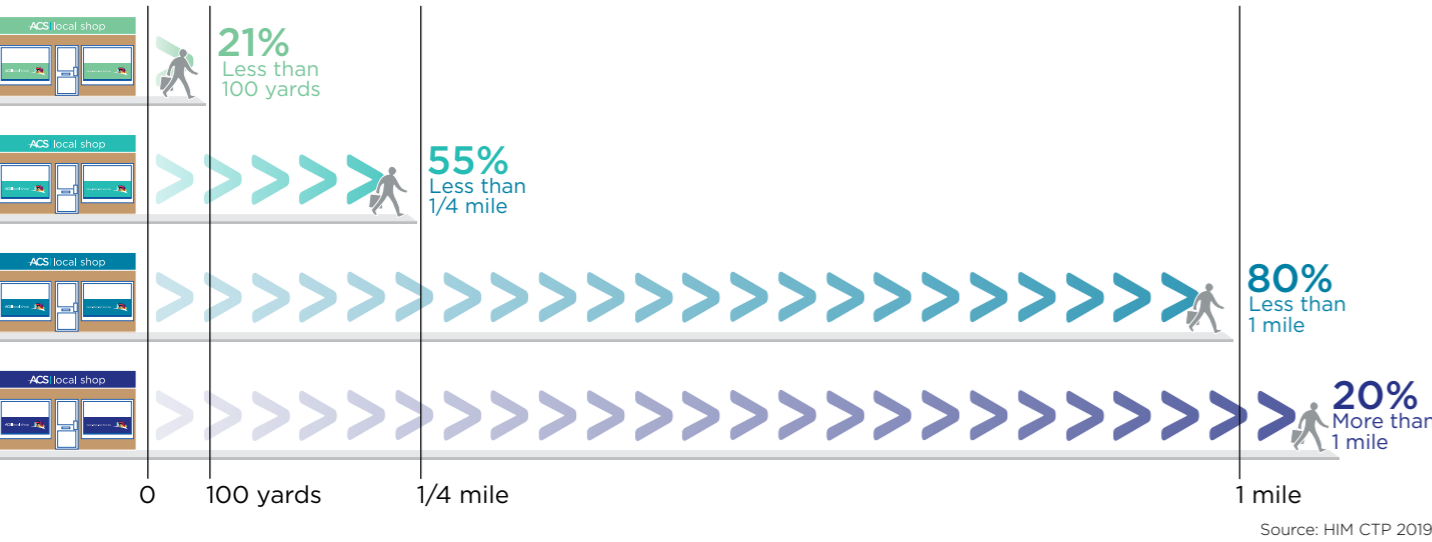
Source: HIM CTP 2019

How customers get to store



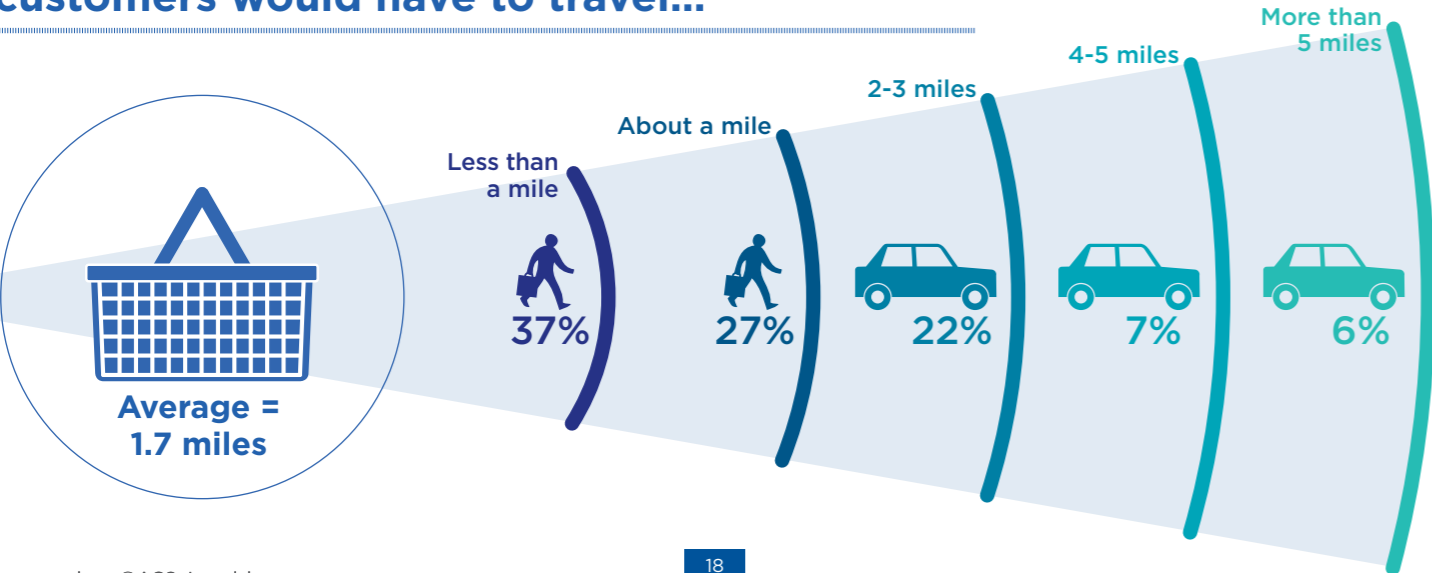
Source: HIM CTP 2019

Distance travelled to store



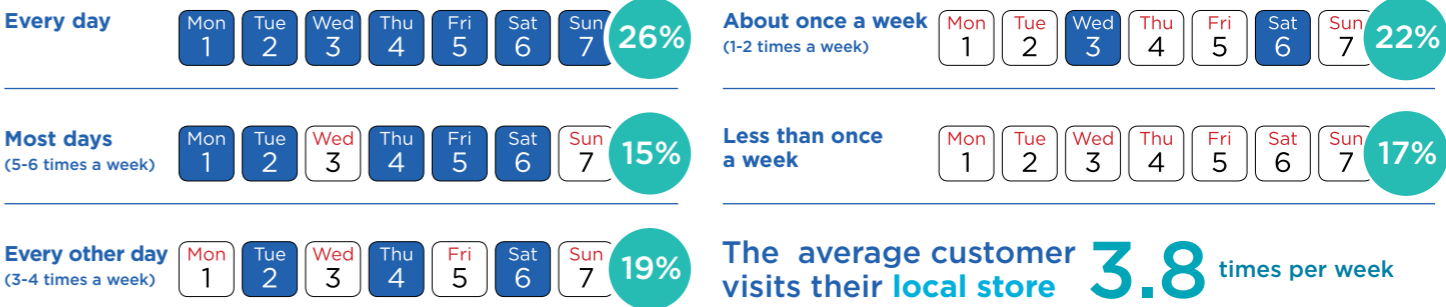
Source: HIM CTP 2019

If their local shop was no longer there, customers would have to travel...



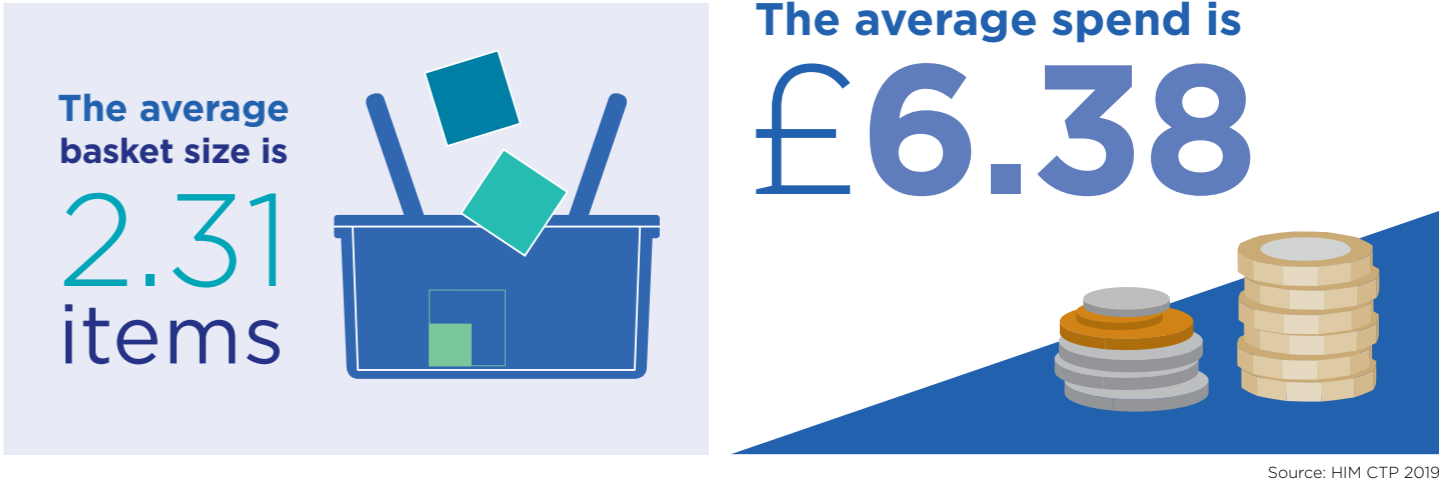
Source: ACS Consumer Polling 2019 - conducted by Populus

How often customers visit



Source: HIM CTP 2019

Purchases



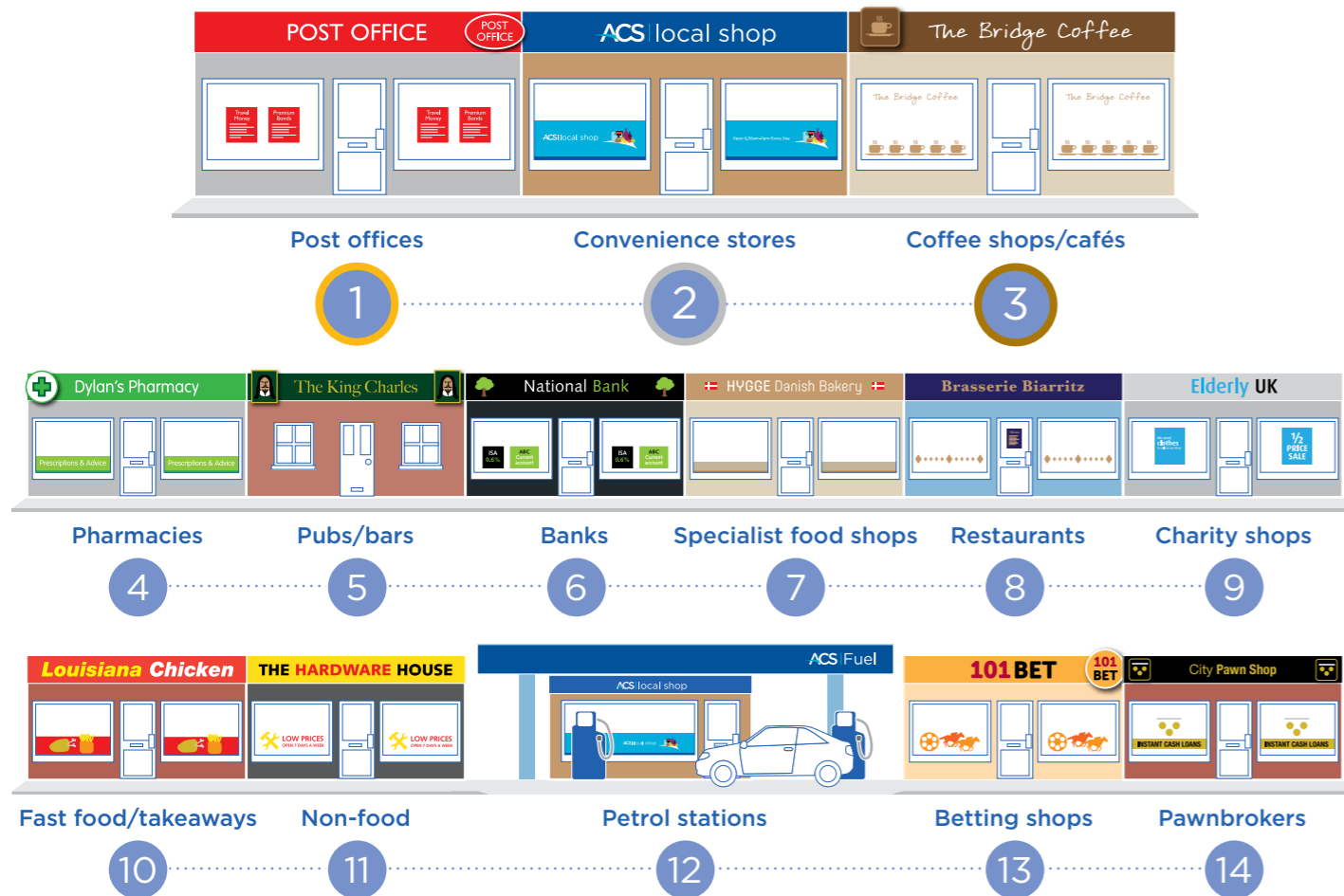
Source: HIM CTP 2019

Customers' relationship with convenience colleagues

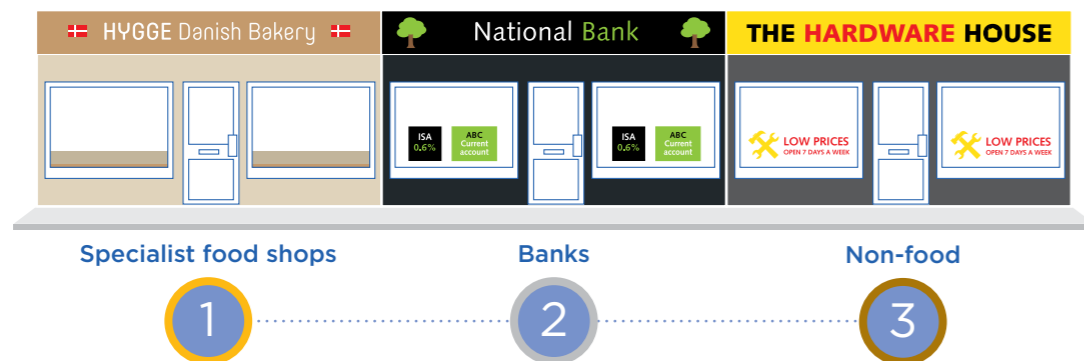


Source: ACS Consumer Polling 2019 - conducted by Populus

Most positive impact on the local area



Top three most wanted services



Most positive impact in reducing loneliness



Community owned shops



Community shops generated a combined turnover of over

£59m

9% of profits are donated to community projects

success rate of **93%** community owned shops

Source: Plunkett Foundation 2019

Community activity

78% of independent retailers engaged in some form of community activity in the past year



Source: ACS VOLS 2018/2019

In-store



Indoor seating areas **9%**



Outdoor seating areas **6%**



Community noticeboards **47%**



Customer toilets **14%**

New primary data for the Local Shop Report was undertaken by ACS in the form of two surveys:

1. Independent Retailer Survey – A sample of 2,371 independently owned convenience store businesses in the UK. ACS commissioned HIM Research and Consulting to aid in the design and delivery of the survey. The survey was carried out over the phone by BCC Marketing between 20th June and 17th July 2019. The telephone survey gathered responses from unaffiliated independent convenience stores, independent forecourt stores and independent stores that are part of a central buying or marketing group (known as 'symbol' groups). These are represented in the survey in the same proportion as they are represented in the market. The survey covers the nine regions of England, along with Wales and Scotland.

2. Multiple Retailer Survey – ACS conducted an online/paper survey of its multiple chain members. This survey was based on the questions asked in the Independent Retailer Survey, where relevant, to ensure consistency and accuracy of results. This survey returned results relating to a sample of 7,556 stores.

The results of these two surveys have been collated and figures for independents and multiples have been combined according to the proportion of stores in the market, in order to determine overall results for the sector.

William Reed Business Media (WRBM) – Store numbers and sector data WRBM continually updates data through re-registering customers thereby adding changed recipients, closures and new stores. This is through postal, telephone research, online delivery and events, plus the ongoing work of the editorial teams on its brands Convenience Store, Forecourt Trader and The Grocer.

The UK Convenience Market 2019 – IGD (Institute of Grocery Distribution) This report is compiled by the IGD based on the sales data up to the end of March 2019.

Independent sales category data – The Retail Data Partnership The Retail Data Partnership (TRDP) supplies EPoS systems to independent retailers throughout the UK. Independent sales data is collected by receiving sales data back from around 3000 sites each day that cover £1.8bn of sales each year.

ACS Economic Report ACS commissioned Retail Economics to provide an economic overview of the convenience sector in 2018. ACS have updated the figures for 2019 based on revised data.

Convenience Tracking Programme 2019 – HIM Research and Consulting This programme is a survey of over 20,000 convenience shoppers conducted at the 'moment of truth' In-store.

Population data – The Office of National Statistics Data is taken from mid-2018 UK population estimates.

Community Barometer Survation surveyed a nationally representative online sample of 2,016 UK adults aged 18+, between 19th and 20th June 2019. Respondents were surveyed using a questionnaire designed by ACS.

For more Community Barometer results please visit the ACS website or email katie.cross@acs.org.uk

ACS Voice of Local Shops A quarterly telephone survey with a sample of 1,210 independent retailers, covering the nine regions of England, along with Wales and Scotland. The sample consists of unaffiliated, symbol group and forecourt independents which are represented in the survey in the same proportion as they are in the market. HIM Research and Consulting aid in the design and delivery of the survey.

ACS Investment Tracker – Data obtained in the form of two surveys: **ACS Voice of Local Shops survey** – Questions are asked relating to the amount retailers have invested over the past quarter, what they have invested in and how they have funded their investments.

Multiples Investment Tracker survey – A sample of over 3,000 multiple stores in the UK. Questions in the Multiple Investment Tracker survey are based on the questions asked in the Voice of Local Shops survey, where relevant, to ensure consistency of results.

The results of these two surveys are collated and combined according to the proportion of independent and multiple stores in the sector. The ACS Investment Tracker is completed every quarter and an average has been taken across the latest four quarters (August 2018 to May 2019).

ACS Colleague Survey An online and paper survey with a sample of 2,493 staff working within the convenience sector. The fieldwork was conducted between 4th February and the 15th March 2019. The data in this report excludes store managers and refers to a sample of 1,676 colleagues. Store managers have been excluded from the analysis to be consistent with previous reports. For more Colleague Survey results please visit the ACS website or email katie.cross@acs.org.uk

Community Shops – Plunkett Foundation The number of community owned shops is obtained from the Plunkett Foundation database. All other data on community shops is obtained from the Plunkett Foundation report 'Community Shops – A better form of business 2018'. The report is based on statutory data sourced from the Financial Conduct Authority and Companies House; electronic questionnaires and follow up telephone surveys; together with information held by Plunkett on every community shop.

ACS Consumer Polling 2019 – Conducted by Populus Populus surveyed a nationally representative online sample of 2,078 UK adults aged 18+, between 28th and 30th June 2019. Respondents were surveyed using a questionnaire designed by ACS.

References

Who we are (page 3) – Figures sourced from WRBM.

- Total number of convenience stores in mainland UK – Figure sourced from WRBM.
- Shop ownership – ACS calculation based on figures sourced from WRBM.
- Entrepreneurs – Data obtained from the ACS Independent Retailer Survey and reflects independent retailers only (including those who own symbol stores and forecourts). 'Prefer not to say' responses were excluded from analysis. Asian or Asian British' category combined results received for each of the following categories: Asian or Asian British, Indian, Pakistani, Bangladeshi, any other Asian background.

Where we trade (page 4-5)

- Store numbers – Figures sourced from WRBM.
- Store numbers were divided by the mid-2018 ONS population estimates to obtain population per store.
- Location – Rural/urban/suburban split sourced from WRBM. Definitions are based on population density and are derived from postcode data:
 - Urban (density above 30 people per sq. km)
 - Suburban (density 10-30)
 - Rural (density 0-10)

What we contribute to the economy (page 6-7)

- Economic Contribution – ACS calculation based on Economic Project conducted by Retail Economics in 2018.
- Annual investment – Average investment per store was obtained quarterly from the Voice of Local Shops survey for independent retailers and from the Multiple Investment Tracker survey for multiples. Respondents were asked to estimate the cost of investment in their store over the last three months. The average investment per store was then multiplied by the number of stores for each store type in the sector. (figures taken from WRBM) and added together to give an investment figure for each quarter. Quarterly results were added together to provide an annual amount invested.
- Top areas of investment – For unaffiliated independents and independent symbol groups the data was obtained from the Voice of Local Shops survey and for multiples, results were obtained from the Multiple Investment Tracker survey. Results for unaffiliated independents, symbol group independents and multiples were collated and combined according to their proportion of stores in the market. The results were calculated for the latest four quarters (August 2018 to May 2019) and an overall average was taken.
- Sources of investment – Data was obtained from the Voice of Local Shops survey and refers to independent retailers only (including unaffiliated and symbol group independents). Results were calculated for the latest four quarters (August 2018 to May 2019) and an overall average was taken.

What we sell (page 8-9)

- Sales/ market share – Figures sourced from the IGD UK Convenience Market Report 2019.
- Overall category sales– Figures sourced from the IGD UK Convenience Market Report 2019.
- Independent category sales – figures sources from the Retail Data Partnership 2019. Data refers to independent sales data only, up to March 2019.
- Products – % of retailers who sell plants and wood/burning fuel were obtained by taking an average of ACS/HIM 2018/2019 surveys and 2019 Retail Data Partnership sales data for independent retailers. Results for independents and multiples were collated and combined according to their proportion of stores in the market, to determine overall results for the sector.

The services and technology we offer (page 10-11)

- Data obtained from independent and multiple retailer surveys. Results for independents and multiples were collated and combined according to their proportion of stores in the market, to determine overall results for the sector. Where specified, data reflects an average of 2018 and 2019 results, as two-year averages to account for any variations in sampling and methodology changes.
- Google trends – Data refers to the search 'convenience stores' in the UK. Top five rising searches refers to queries (relating to convenience stores) with the biggest increase in search frequency over the past year. Searches for specific brands have been excluded. Interest over time refers to search interest relative to the highest search point over the past year. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. The most popular search point over the past year occurred during the week of Christmas.

- Most valuable services – data obtained from ACS Consumer Poling. Consumers were asked which services they had available to them in their local shop. Consumers were then asked, 'of the services that are available in your local shop/ convenience store, which is the most valuable to you?'

Our colleagues (page 12-13)

- Jobs – Per store employment figures obtained from ACS independent and multiple surveys. An average number of staff per store figure was calculated for both independent and multiple retailers. The average number of staff per store was then multiplied by the total number of stores in the sector (based on figures from WRBM). Results for independents and multiples were collated and combined according to their proportion of stores in the market, in order to determine overall results for the sector.

The average employment figure was calculated by dividing the total number of jobs in the sector by the total number of stores in the sector. The following averages were identified for jobs per store in each retailer type:

- Unaffiliated independents (excluding forecourts): 4.52.
- Independently owned symbol stores (excluding forecourts): 8.5.
- Independently owned forecourts: 7.65.
- Multiples (Inc. co-operatives, forecourt multiples, multiply owned symbol stores): 16.77.
- Sector average: 8.86.

How we operate (page 14-15)

- Sales space – Data obtained from independent and multiple surveys and refers to sales space.
- Additional space – Data obtained from independent and multiple surveys and refers to additional space In-store e.g. office space, food preparation areas, etc. Data excludes don't know responses.
- Opening hours – ACS independent and multiple surveys asked respondents what time of day they open and close for the different days of the week. Results for independents and multiples were collated and combined according to their proportion of stores in the market, to determine overall results for the sector. Average number of hours open includes stores closed on Sunday or open 24 hours. Opening and closing times however exclude those closed on Sunday or open 24 hours.
- Accessibility – Data obtained from independent and multiple retailer surveys. Results for independents and multiples were collated and combined according to their proportion of stores in the market, to determine overall results for the sector. Where specified, data reflects an average of 2018 and 2019 results, as two-year averages account for any variations in sampling and methodology changes.

About ACS

The Association of Convenience Stores is a trade association representing local shops across the UK.

We represent our members through effective lobbying, industry leading advice and networking opportunities for retailers and suppliers.

Our membership includes a diverse range of convenience store retailers, from stand-alone family run independent stores to symbol groups and multiple convenience stores. These retailers operate in neighbourhoods, villages, on petrol forecourts and in city centres.

ACS' core purpose is to lobby Government on the issues that make a difference to local shops. We represent

Acknowledgements

This report would not have been possible without the support of a number of industry and research organisations that have helped by providing data. These sources are referenced alongside the relevant sections of the report, and those organisations are:



How we operate (page 16-17)

- Premises ownership – Data obtained from independent and multiple retailer surveys. For independents data reflects an average of 2018 and 2019 results, as two-year averages account for any variations in sampling and methodology changes.

Who we serve (page 18-19)

- Majority of data in this section was obtained from HIM CTP 2019.
- Data relating to customers relationship with convenience colleagues and how far customers would have to travel if their shop was no longer there was obtained from ACS Consumer Polling 2019.

Our communities (page 20-21)

- Most positive impact – respondents were asked "which of the following types of services (if any) do you believe have the most positive impact on your local area? Select up to three. Answers were ranked to reflect opinion.
- Top three most wanted services- respondents were asked "for each of the following types of services, please indicate whether you think that it would be beneficial for your local area to have more or less of these types of services, or if you think the number should remain the same?" A wanted index was calculated for each service by taking the % who stated more away from those who stated less. Answers were ranked to reflect opinion.
- Top three most positive impact on reducing loneliness – respondents were asked "which of the following types of services, if any, do you believe have the most positive impact on reducing loneliness in your local area?". Answers were ranked to reflect opinion.
- Community activity – data was obtained from averaging the results from the most recent four ACS VOLS surveys (August 2018 to May 2019) and reflects independent retailers only (including those who own symbols stores and forecourts).
- Community shops – number of community owned shops obtained from Plunkett Foundation 2019 database. All other data was obtained from Plunkett Foundation Community Shops Report 2018.
- In-store – % of retailers who offer each was obtained from independent and multiple retailer surveys. Results for independents and multiples were collated and combined according to their proportion of stores in the market, to determine overall results for the sector. Where specified data reflects an average of 2018 and 2019 results, as two-year averages account for any variations in sampling and methodology changes.

Throughout the report, where percentages do not add up to 100%, this is due to rounding.

the interests of retailers on a range of issues, including business rates, energy, regulation, planning, alcohol and many more.

ACS produces several reports throughout the year, looking in detail at different aspects of the convenience store sector, all of which are available free to members.

We can also provide further breakdowns of the Local Shop Report data to members. Please contact Katie Cross at katie.cross@acs.org.uk for further details.

For more information about ACS, visit our website.

ACS.org.uk



Contacts

For more details on this report, contact
Katie Cross via email at katie.cross@acs.org.uk

For more details on ACS:
Visit: www.acs.org.uk Call: 01252 515001
Follow us on Twitter: [@ACS_Localshops](https://twitter.com/ACS_Localshops)

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