

Charity Retail Conference 2024

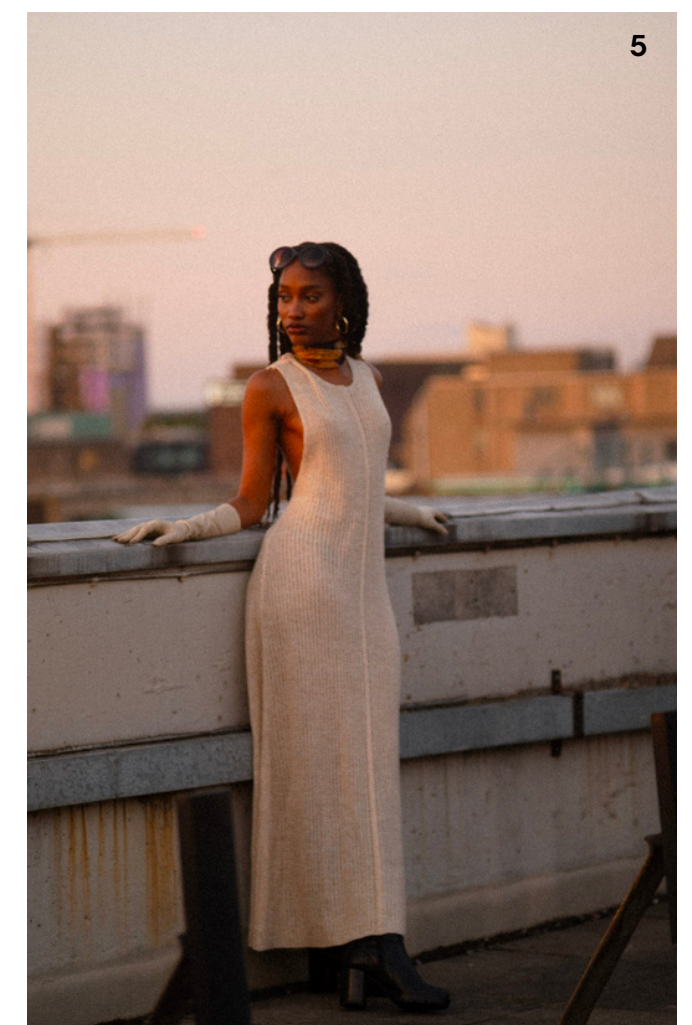
Harrogate Convention Centre, 26-27 June

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Debra Allcock Tyler



Debra has worked in the charitable and voluntary sector for almost 40 years. She is CEO of The Directory of Social Change who helps charities with anything they need to know to run their charity including access to funding, governance, charity law, finance, fundraising and leadership. DSC is also a vocal advocate for the importance of charities.

[Read more about Debra on our website](#)

Matt Hyde



Matt Hyde is Chief Executive of the Scouts, the UK's largest youth movement. Formerly Chief Executive of the National Union of Students (NUS), he's undertaken a number of leadership roles in the charity sector and as Chief Executive of the Scouts has contributed to a period of record membership growth since joining in 2013.

[Read more about Matt on our website](#)

Harriet Lamb CBE



Harriet joined WRAP as CEO in March 2023 and is looking to build strong, strategic relationships with WRAP's key partners to scale impact. Passionate about environmental and social issues, Harriet is an experienced leader who, in the UK and globally, built the Fairtrade movement.

[Read more about Harriet on our website](#)

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5. Model @gracenduwi, Photography: @adventureswithshayo, Styling: @oluchipie for St Oswald's Hospice
6. Paul Sartori Foundation, Pembroke shop team
7. St Christopher's Hospice, model Monica
8. Kevin Spencer



Timetable



Tuesday 25 June

From 7pm join CRA staff for a drink and a catch-up

Wednesday 26 June

9.30am	Exhibition opens, refreshments served	Studio 1
9.30am – 11am	Registration	Entrance hall
11am	Conference opens – welcome address	Hall D
11.15am – 11.45am	Plenary 1 – Volunteer management in a changing world, Matt Hyde, Chief Executive, Scouts	Hall D
11.55am – 12.50pm	Focus session A	Various rooms
12.50pm – 2.05pm	Lunch in exhibition area	Studio 1
2.05pm – 3pm	Focus session B	Various rooms
3pm – 4.15pm	Refreshments in exhibition area	Studio 1
4.15pm – 5.10pm	Focus session C	Various rooms
5.15pm	End of day programme	
6.45pm – 7.45pm	Drinks reception	Studio 1
7.45pm – 10.30pm	Awards dinner and ceremony	Hall D

Thursday 27 June

8.30am	Exhibition opens	Studio 1
9.30am – 10.15am	Plenary 2 – A charity leader, a volunteer and a funder walk into a bar, Debra Allcock Tyler, Chief Executive, Directory of Social Change	Hall D
10.15am – 11.20am	Refreshments in exhibition area	Studio 1
11.20am – 12.15pm	Focus session D	Various rooms
12.20pm – 12.50pm	Plenary 3 – How can retail charities pioneer circular living, Harriet Lamb, Chief Executive, WRAP	Hall D
12.50pm – 1.20pm	Panel session: Being your authentic self	Hall D
1.30pm	Conference closes	Hall D

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A1: Retail crime – Reality and solutions

Paul Gerrard, Campaigns, Public Affairs and Board Secretariat Director, The Co-op Group

Retail Crime has become an epidemic in recent years with shop workers, shops and the communities they serve endangered. The police response over many years has resulted in the decriminalisation of retail crime but the publication of the Retail Crime Action Plan in October 2023 is an opportunity to secure better protection from the police and begin to address the underlying cause of retail crime.

Session outcomes:

- Understand the reality of retail crime
- Understand what you can do now
- Understand how we can tackle the root causes.

A2: No ordinary partnership: AllSaints X Shelter

Alison Smith, Senior Partnership Manager, Shelter and Frankie Mallinson, Retail Director, AllSaints

A compelling session on this award-winning corporate partnership and the benefits to both companies.

Session outcomes:

- The benefits of working with corporate partners
- Building the relationship locally and nationally
- The importance of data and reporting
- The importance of innovation.

A3: Using EQ in leadership and creating high-performance cultures

James Morse, Executive Leadership & Development Coach, JLM Coaching

This interactional session invites participants to step into their growth mindset and explore the “self”, self-awareness, self-responsibility and self-development, all culminating in self-belief (unlocking their latent potential). This leads on to Goleman’s EQ model and the importance of EQ in leadership – and the impact of its absence. We then move on to situational leadership, (referencing the Hersey-Blanchard model), where we look at how to identify which style of leadership to apply in 4 different environments. We conclude with a discussion on how to create high-performance cultures with key actions to take away and implement.

Session outcomes:

- The importance of self-awareness and how to identify key thoughts and behaviours
- What Emotional Intelligence is and how to apply it
- Situational leadership
- How to build high-performance cultures.

A4: Rethinking Textile Recycling: A call for sustainability and impact

Dawn Dungate, Director of Sustainability, East London Textiles

In this session we aim to inform on the ever shifting landscape of clothing collections, emphasising the need to prioritise sustainability over profit. As the industry undergoes significant transformation, it's imperative to reassess the charities approach to clothing collections. We'll explore the importance of shifting focus from revenue to service, prioritising the fate of donated clothing over profit margins. Through discussions, we'll uncover strategies to help charities understand the used textiles industry why it is changing, and that reputation and sustainability are the fundamentals for collections, why it is importance to adapt to these changes and ensure a sustainable future for textile recycling in the charity sector.

Session outcomes:

- Gain insight into the textile recycling sector
- Understand the need to prioritise sustainability and reputation
- Hear what the future looks like.

A5: Sue Ryder Inclusion Passport

Katy Faulkner, Head of Retail Operations and Stuart Mitchell, Volunteer & Community Plus Manager, Sue Ryder

Our Sue Ryder Inclusion Passport is for anyone who wants to have a conversation with their line manager about what support they need to be at their best at work. This session will introduce our Inclusion Passport, what impact this has had at Sue Ryder and key tips for introducing an Inclusion Passport at your own charity, to help support positive conversations between managers and their teams.

Session outcomes:

- Why we created the Inclusion Passport
- How we engaged with colleagues across the charity to roll it out to everyone
- Resources to support using an Inclusion Passport
- Some real life stories
- What we have learnt two years later and our next steps.

A6: The world of the Area Manager

Julie Beecham, Area Manager, Barnardo's, Samantha Little, Area Manager, St Peter's Hospice and Baljit Dhindsa, Commercial Manager, Thames Hospice

Hear from three outstanding staff members about the world of Area Managers. Put forward by their respective charities for excelling in their role, this session is suitable for those considering stepping up into the role of Area Managers, Area Managers looking to develop their skills and those who manage Area Managers to take away tips to apply in their setting. We will explore this vital role and how you can improve your skills to support the success of your shops and wider retail chain.

Session outcomes:

- Understanding how to excel as an Area Manager
- Exploring what you can learn from national vs small charity roles
- Dealing with a busy workload
- Supporting your shop managers to succeed.

A7: A generation of trendsetters in flux: How Gen Z and Gen Alpha are shaping sustainable shopping

Libby Gordon, CEO, FARA

Explore Gen Z's love/hate relationship with consumption and how charity retail can capitalise on its unparalleled position to elicit a feel-good factor among consumers. Looking at research that the FARA Foundation carried out, this will be an interactive session in which you will hear about what they found, and explore how Curation, Community, Hyper locality, Partnerships and Digital Engagement will ensure the next generations gain more from charity retail shopping than those before. Drawing on a range of examples, you will also be encouraged to discuss and formulate ideas around what this might mean for you.

Session outcomes:

- Build an understanding of the challenge faced by younger generations of shoppers
- Learn about what things are key in terms of ensuring their engagement with charity shops
- Think about and take home practical things that you can do in your context that will help with all this.

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Focus session B

Wednesday 26 June, 2.05pm - 3pm

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B1: Emerging from inflation: A retail perspective

Harvir Dhillon, Economist, British Retail Consortium

An overview of the UK's macroeconomic performance, discussing recent trends in GDP growth, inflation as well as labour market developments. Further, there will be a deeper focus more specifically on the retail sector, providing unique insights from the British Retail Consortium's suite of datasets, encompassing sales performance, footfall trends, price movements, and other relevant industry trends. We conclude with an industry outlook, discussing economic as well as sales forecasts for the year ahead.

Session outcomes

- Understand how the UK's macroeconomy is performing
- How the retail sector is currently performing on key metrics
- What might future trends hold in store?

B2: How charity retailing can spearhead wider retail's environmental awakening

Ben Sillitoe, Founder & Editor, Green Retail World

Since launching Green Retail World in 2020, Ben has been tracking the retail industry's environmental awakening. Everything in retail leaves a footprint, but in the last few years there have been some huge steps taken by retailers to reduce their impact on the planet – from customer-facing initiatives and operational changes to wider supply chain transformation. This session will cover some landmark moments, highlight the journey ahead, and bring some inspiration from the wider commercial retail sector for charity retailers to take on board as they accelerate the good work they already do in supporting society and the planet.

Session outcomes:

- Learn how charity retail should shout more about its green credentials
- Gain a wider understanding of retail's direction of travel with ESG
- Uncover ways charity retailers can partner with commercial retail
- Hear examples of innovative greener retailing.

B3: The Invisible Customer Superpower: Understanding our ageing society better benefits all

Ailsa Forbes, Retail Consultant

This session will support retailers in better understanding the evidence about our ageing society, what healthy ageing means and why being more inclusive makes commercial sense. Gain insights into the Retail Impact Project and what was uncovered, helping us to look at society differently. Then we'll get to grips some great examples of inspired action in the retail and hospitality sector of supporting healthy ageing. There'll be researched and already evidenced best practice to replicate and learn from and lots of free tips, sign posting information and easy to implement strategies for businesses.

Session outcomes:

- Understand the facts behind our ageing society
- Have insight into why, as retailers, you should care
- How using the data improves retail outcomes for all
- Free sources for more information, tips, tricks and best practice.

B4: Wellbeing

Andrea Woodside, Wellbeing Training Lead, Retail Trust

This workshop is designed to raise awareness of a key and current wellbeing theme in the retail sector and help leaders to mitigate its risks to both their people and their charity. We will also explore the impact of stress on wellbeing and how leaders can approach a conversation in a constructive and empathetic way, whilst ensuring that colleagues know how to take steps to recognise their own signs of overwhelm and share the responsibility towards creating a solution.

Session outcomes:

- Understand a key theme in retail wellbeing and know how to approach it in order to execute your legal duty of care
- Understand your own unique signs of becoming overwhelmed
- Recognise the impact of stress on colleagues' wellbeing and appreciate how to encourage self-care for those struggling.

B5: Women in retail panel

Panellists: Julie Byard, Director of Trading, Cancer Research UK, Jacqui Woolley, Retail Director, Marie Curie, Linsey Wild, Head of Retail, Mencap and Charlotte Greenwood, Head of Retail, Isabel Hospice

Hear from our amazing panel of female charity retail leaders who will provide insight into their success, the support their charities provide them and other women in the workplace, the importance of allyship and everything in-between. A not to be missed session.

Session outcomes:

- The importance of supporting women into senior roles
- Combatting imposter syndrome
- Excelling in your role.

B6: Under 18s volunteering: rewards, challenges and best practice

Stuart Finch, Head of Volunteering Development & Engagement, Oxfam GB

We will look at the rewards of youth involvement, navigating through challenges, and implementing best practices. We will cover strategies for supervision, skill development, and creating an inclusive environment. Crucially, we address essential safeguarding measures, ensuring a secure and supportive atmosphere for everyone. Join us to enhance your approach to youth volunteering, gaining valuable insights and practical tools for a successful and rewarding volunteer experience.

Session outcomes:

- Understand a basic approach to under-18 volunteers, discovering the positives, overcoming challenges, and adopting best practices.
- Pick up practical skills for supervision, skill development, and creating an inclusive environment that makes the volunteering experience enriching for everyone
- Understand and implement essential safeguarding measures, ensuring a safe and supportive atmosphere for under-18 volunteers.

B7: Data driven decisions

Adam Rose, Retail Consultant

Explore what data is available to retailers and how it can better influence and shape decisions for your business. By looking at what information is readily available (especially via EPOS) how might we improve performance and revenues?

Session outcomes:

- Understand sources and levels of information and data
- How your business can access, manage and structure this effectively
- Decisions and actions that can be implemented
- Some insight into what the future may bring in this space.

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Focus session C

Wednesday 26 June, 4.15pm - 5.10pm

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C1: The UK shopper landscape and implications for charity retailers

Catherine Shuttleworth, CEO and Alastair Lockhart, Insight Director, Savvy Marketing

An overview of the UK shopper mindset and retail landscape, including key trends and specific insights into the charity shop sector. Savvy will be sharing its latest shopper research.

Session outcomes

- Insights into the UK shopper mindset
- Trends in UK retailing, including the charity shop sector
- The shoppers' perspective on charity retailing.

C2: The 'F' word – how to bring fun into the workplace

Katie Duckworth, Coach & Trainer, Be the Change Coaching and Training

There's growing evidence that fun not only makes for happier, more productive, more resilient employees but that it helps charities fulfill their mission even more effectively. What's not to like? In this lively, participative – and fun! – session non-profit leadership coach, Katie Duckworth, explores why charity retail leaders want to be taking fun seriously, and how they can encourage more of it in the workplace without it all feeling like a big cringe.

Session outcomes:

- Why having fun at work isn't just 'nice to have' fluffy nonsense
- Pitfalls and challenges
- How leaders can shift the barriers to fun to encourage a fun-friendly culture
- Inspiring stories of charities already having fun in the workplace
- Delegates will leave with three practical actions for bringing fun into their own charities, in day-to-day work, on the shop floor or in team meetings.

C3: Circular Economy Models for furniture waste: Role of Charities and Councils

Dr Nasrin Asgari, Associate Professor, Anglia Ruskin University

There are various business models within the furniture circular economy, either documented through literature reviews or utilised by different stakeholders such as charities, local authorities, and recyclers. We will delve into these models of circular economy for furniture and explore innovative solutions aimed at reducing the number of furniture items reaching the end of their lifespan in landfills.

Session outcomes:

- Identify and describe various business models utilised in the furniture circular economy, including those documented in literature reviews and those practiced by stakeholders such as charities, local authorities, and recyclers
- Analyse the effectiveness and sustainability of different circular economy models for furniture, considering factors such as resource utilisation, environmental impact, and economic viability
- Generate innovative solutions and strategies aimed at reducing the disposal of furniture in landfills, drawing from insights gained through discussions on existing circular economy models and their potential enhancements or adaptations.

C4: Striking the balance with Retail Gift Aid

Sonia Fletcher, Client Services Manager, Eproductive

This session will explore ways to make the Gift Aid process as simple as possible for shop teams, maximising the value of your donations. We'll look at how you can identify any challenges there may be to achieving this, as well as covering training and compliance to make sure that any HMRC auditors would be happy.

Session outcomes:

- Consider ways to help shop teams maximise their Gift Aid income
- Confirm charity compliance responsibilities around Retail Gift Aid.

C5: Recruitment, Retention & Succession: Keeping our finger on the pulse

Emma O'Brien and Serena Clayton, People Business Partners, British Heart Foundation

Dive into the heartbeat of success with the British Heart Foundation's Masterclass for charity retailers. We illuminate the vital trio of Attracting the Right People, Retaining Talent, and crafting Succession Planning. Just as the heart is central to life, our masterclass is the core of building resilient charity retail teams. Uncover the secrets of drawing in passionate individuals, cultivating an environment that beats with loyalty, and seamlessly passing the baton to future leaders.

Session outcomes:

- How to strategically align your recruitment efforts with the values and mission of your retail operation, including the importance of purpose-driven hiring
- Practical insights into implementing proactive retention strategies tailored to the unique context of charity retail. How to foster a positive work environment, address retention challenges specific to the sector, and implement initiatives that enhance employee loyalty and commitment
- Knowledge and tools for effective succession planning, including identifying and nurturing potential leaders and the importance of building a talent pipeline.

C6: Vision to Victory

Paul Guest, Head of Retail, Trinity Hospice Blackpool

The session will cover an insight into a journey from rag to riches, covering store makeovers, new stores, niche stores and low risk leases. We will also learn about empowering staff to be creative and to push the boundaries for the ultimate customer experience.

Session outcomes:

- Learn about developing niche stores
- Learn how Trinity Hospice Blackpool tackle refurbishments
- Discover this retail chain's special talent for merchandising
- Learn about the shop acquisition journey from Paul's perspective.

C7: The 'social power' of your charity shops

Liz Clarke, Head of Retail, Douglas Macmillan Hospice

Following the ground-breaking CRA social value research and report 'The Value of Giving Back', gain further insight into using this free resource, calculate your social value and use the research outcomes to understand the true social return and power of your shop networks. With a particular emphasis on the importance people place on the changes to their wellbeing that are not captured through financial transactions, the session will explore how we continue the momentum and underpin the buzz of future retail business planning and Environmental, Social and Governance (ESG) considerations.

Session outcomes:

- Practical demonstration of how to use the CRA Social Value Toolkit and resources
- How the key research outcomes of giving back to others and the planet have shaped future thinking and projects
- How you can create a feel good factor for donors and customers including a supporter reward & giving back scheme, promotions and key messaging
- How to transform volunteer recruitment and strengthen a sense of community
- How to present your findings and plans to the likes of media, charity boards and people of influence to raise awareness of your social power, which in turn will result in more income.

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Focus session D

Thursday 27 June, 11.20am - 12.15pm

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D1: What can we learn from mainstream retail? Marketing tactics for charity retail success

Dominic Baliszewski, Co-Founder and Director, Yours Sincerely

Explore key learnings from mainstream retail by analysing successful marketing campaigns from the UK's biggest retail brands, breaking down their campaign strategies to understand why they worked. Focus on the power of consistent messaging, the effectiveness of bold and creative approaches regardless of budget constraints, and the critical role of social media in creating authentic, mission-driven campaigns. We'll also explore the importance of showcasing exceptional customer service, illustrated by both positive examples and cautionary tales like John Lewis's customer service missteps that led to financial struggles. By drawing insights from major brands' strategies over the past year, we'll demonstrate how UK charities can adopt these approaches, providing actionable insights for any charity retail organisation to supercharge their marketing efforts.

Session outcomes

- Actionable steps for charity retail organisations to level up their marketing game
- Practical tips on building marketing campaigns that deliver, and ultimately, drive sales
- What not to do: learnings from the biggest mainstream retailers that have got their marketing strategies wrong.

D2: From social media to social value – making an impact with The Charity Shop Gift Card

Lee Fellows, Managing Director and Sarah Cox, Head of Support Sector Partnerships, The Charity Shop Gift Card

How adoption of The Charity Shop Gift Card can open up new audiences and enhance community engagement. Whether it is sustainable gifting, incentives and rewards, corporate social responsibility or disbursement of crisis funding, we have seen a multitude of ways in which the gift card has been embraced by consumers, charity retailers, businesses and local authorities. Hear from charities that have adopted the scheme, use cases, examples of best practice and learning we have taken from the two years since the gift card launched.

Session outcomes:

- Understand how the gift card is an efficient tool for councils, housing associations and other support agencies to enable people to buy from charity shops
- Understand the wider opportunity for the gift card to be used as a CSR tool that can be exploited by fundraising teams
- Hear best practice to get the most out of the scheme.

D3: Putting inclusion at the heart of your engagement

Peter Gilheany, Director, Forster Communications

Peter will talk through the value of putting inclusion at the heart of how charity retailers can engage with the audiences that matter to them, attract new supporters and inspire a broader range of people to volunteer and donate.

Session outcomes:

- A better understanding of to use inclusion to engage and inspire audiences
- Techniques for building an inclusive approach to marketing and communications.

D4: Transforming Trash into Treasure: Upcycling in Charity Retail

Vicki Burnett, Senior Consultant, The Charity Retail Consultancy

Explore the world of upcycling! The session will cover options and ideas for repurposing product in the charity retail context. We'll look at real life examples from within and outside of our sector and discuss some of the opportunities and potential risks when considering an upcycling operation.

Session outcomes:

- A range of ideas and inspiration on how upcycling can play a part in your retail operation
- Know what others are doing and to learn from them
- Understand what needs to be considered when looking at upcycling product within your charity.

D5: How to develop your team from within

Laura Harrison, Retail Consultant, Cynthia Spencer Hospice

Exploring the use of mentoring and story telling to develop team skill and confidence in all areas of the retail space. Identify your pipeline and potential leadership and fast track development using coaching and sponsorship.

Session outcomes:

- Creating a mentoring environment
- Telling great stories and using these to support development
- Identifying leadership potential early on in your teams
- Creating pipelines
- Using coaching and sponsorship to strengthen potential

D6: Delivering retail sales through commercial data-driven strategies

Daniel Holloway, Retail Director and Andrew Keen, Head of Retail, Royal Trinity Hospice

Delve into the fundamental questions that shape the charity retail landscape, exploring the art and science behind optimising product placement, understanding sales densities, getting the selling price right, and ultimately discovering how to strategically nudge these elements in the right direction. In the fast-paced world of retail, every square inch of space is critical, where products vie for attention and customer decisions are shaped by a delicate interplay of psychology, economics, and strategic planning.

Session outcomes:

- Make an impact with your product placement
- Make sure your assortment matches your customer profile
- How to make sure every square foot pays its way
- Maximise your sell throughs and when to move product on
- How to use data to get your pricing right.

D7: From the ground up

Mary Lockhart, Head of Trading, RSPCA Woodside

Are you starting from ground zero? Or is your chain in need of re-vitalising? Do you know you need change, but don't know where to start? Or find the change process scary or daunting? Perhaps you are brand new in your role... or perhaps you have been in your role for a long time and feel you don't know how to initiate big change. This session discusses the challenges and huge opportunities in starting a change process and where to begin.

Session outcomes:

- Where to begin with a 'change' process
- How to engage and take the team on the journey
- How to inspire your team to look at things differently and take a different direction.

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