The Local Shop Report 2021

A report by the Association of Convenience Stores

#LocalShopReport

ACS the voice of local shops

Contents

Introduction

This is the 10th edition of the Local Shop Report, providing a comprehensive view of the growing UK convenience sector. The Local Shop Report looks at where and how convenience stores trade, the lives of people who run and work in stores, the contribution that local shops make to the economy, and the essential role that these businesses play in their local communities. The information in this report is gathered from our own primary research, surveying around 2,400 independent retailers in addition to multiple and co-operative businesses representing over 6,200 stores. The report also draws on data supplied by William Reed, IGD, the Plunkett Foundation, the Retail Data Partnership and Lumina Intelligence.

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 **47,079** convenience stores in mainland UK

71% are run by independent retailers

What we offer

76% Bill payment services

49% Free to use cash machines

22% Local grocery delivery

Why we are important

£43.2bn total sales

£9.8bn in GVA

£534m invested

392,000 jobs

Most positive impact on the local area

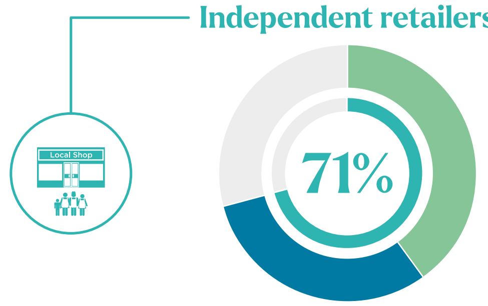
1. Convenience stores
2. Pharmacies

Who we are

There are **47,079** convenience stores in mainland UK

Shop ownership

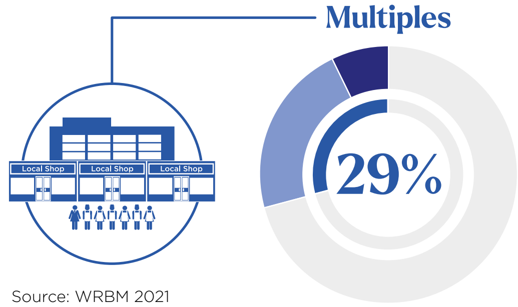
Independent retailers



40% Unaffiliated independents (including unaffiliated forecourts)

31% Symbol group independents (including franchises)

Multiples



22% Other multiples (including multiple owned forecourts and multiples trading under symbol groups)

7% Co-operatives

Source: WRBM 2021

Unaffiliated independents
Independent retailers operating under their own fascia.

Symbol groups
Independent retailers who trade under a common fascia e.g. Nisa. Multiple businesses can also trade under a symbol group e.g. A.F. Blakemore (SPAR).

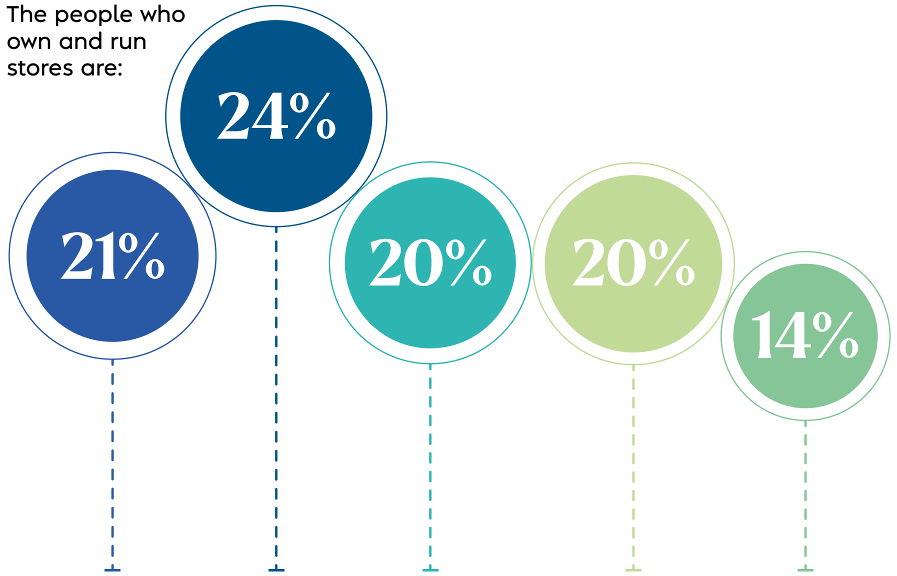
Co-operatives
Groups of stores that are owned by their members.

Convenience multiples
Retail businesses operating chains of 10 or more convenience stores under a centrally-owned fascia e.g. McColl's.

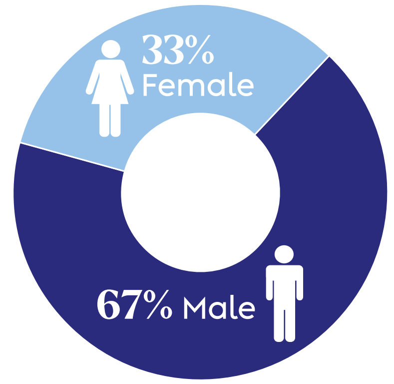
Forecourts
Convenience stores located on petrol filling stations. Forecourts are included within each of the retailer types and can be unaffiliated, symbol group, multiple or co-operative businesses.
For more information about the forecourt sector please see the ACS Forecourt Report.

Entrepreneurs

The people who own and run stores are:



Source: ACS/Lumina 2021



White British	48%
Asian or Asian British	44%
Other	8%

Source: ACS/Lumina 2020

Where we trade

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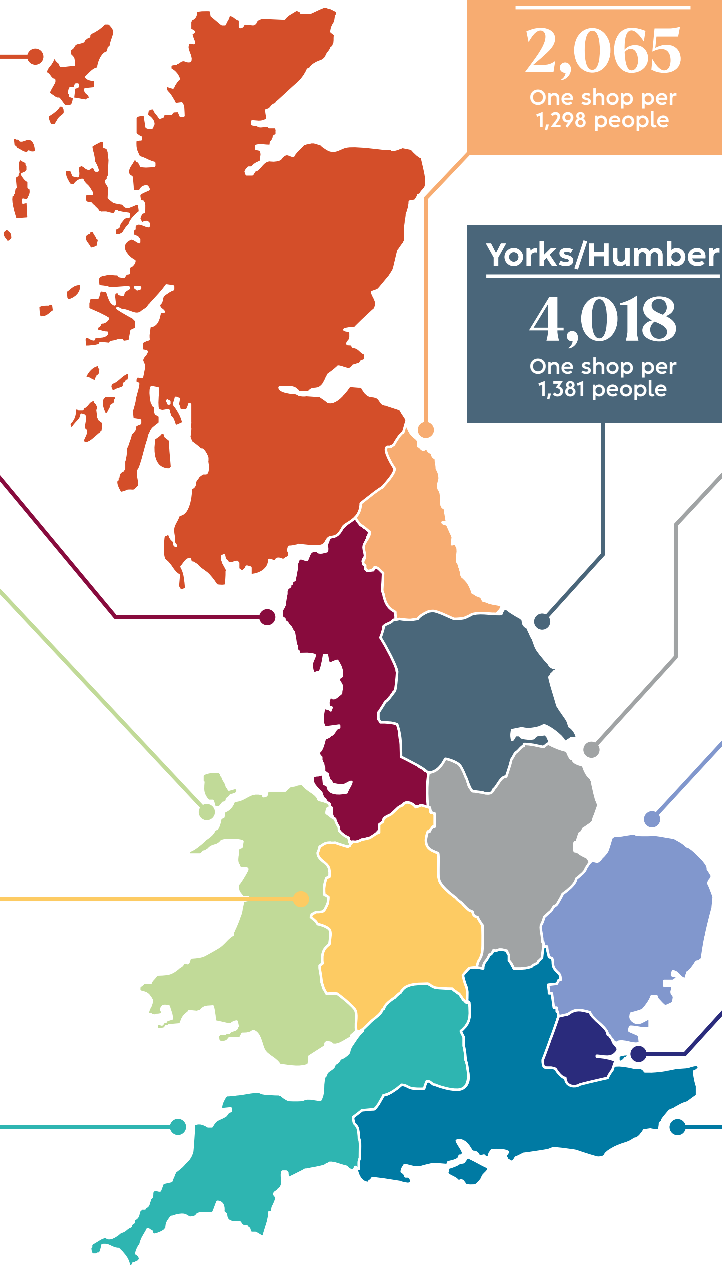
There are **47,079** convenience stores in mainland UK

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

Shop numbers



Scotland
5,037
One shop per 1,085 people

North East
2,065
One shop per 1,298 people

England total
39,067
One shop per 1,459 people

North West
5,145
One shop per 1,437 people

Yorks/Humber
4,018
One shop per 1,381 people

East Midlands
3,560
One shop per 1,381 people

Wales
2,975
One shop per 1,066 people

Eastern
3,993
One shop per 1,581 people

West Midlands
4,499
One shop per 1,339 people

London
5,860
One shop per 1,552 people

South West
4,144
One shop per 1,383 people

South East
5,784
One shop per 1,605 people

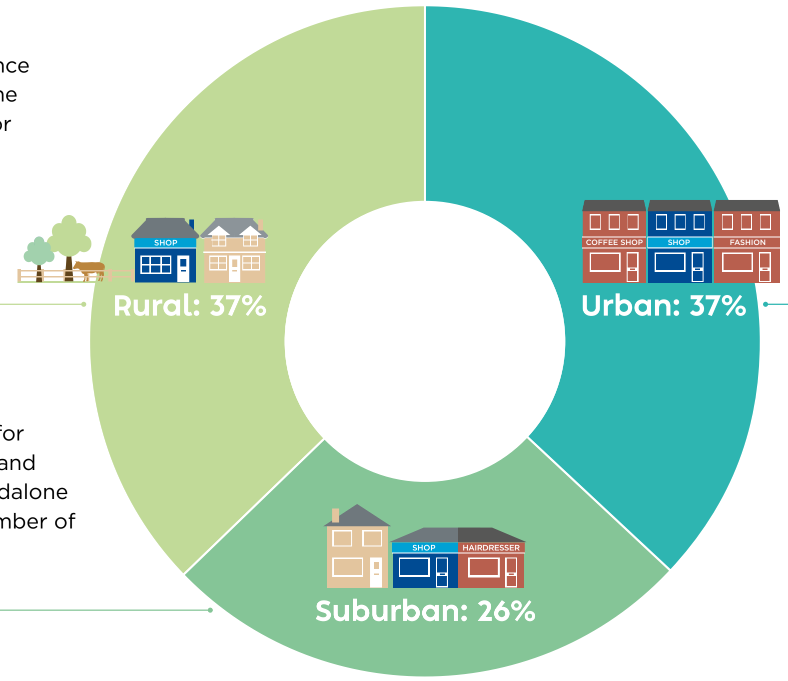
All data on this page – source: WRBM 2021 and ONS projections

Location

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

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

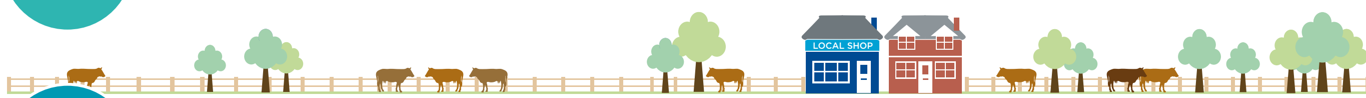
Urban
Operating as part of a mix of stores serving the needs of those living in centres and the shopping needs of workers and residents.



Source: WRBM 2021

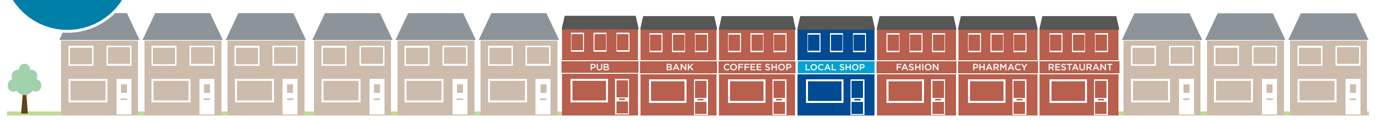
Neighbouring businesses

37% **Isolated store**
No other retail/service businesses close by.

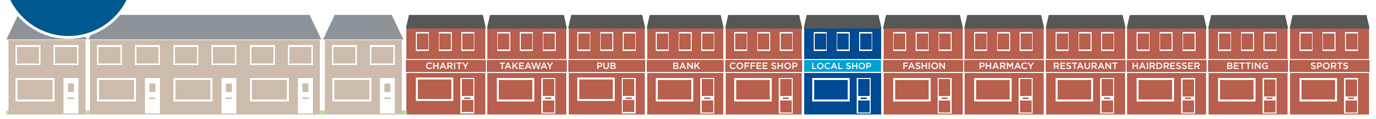


39% **Located on a small parade**
Up to five retail/service businesses close by.

9% **Located on a larger parade or a high street**
Up to 10 retail/service businesses close by.



15% **Located on a main high street or within a city centre**
More than 10 retail/service businesses close by.



Source: WRBM 2021

What we contribute to the economy

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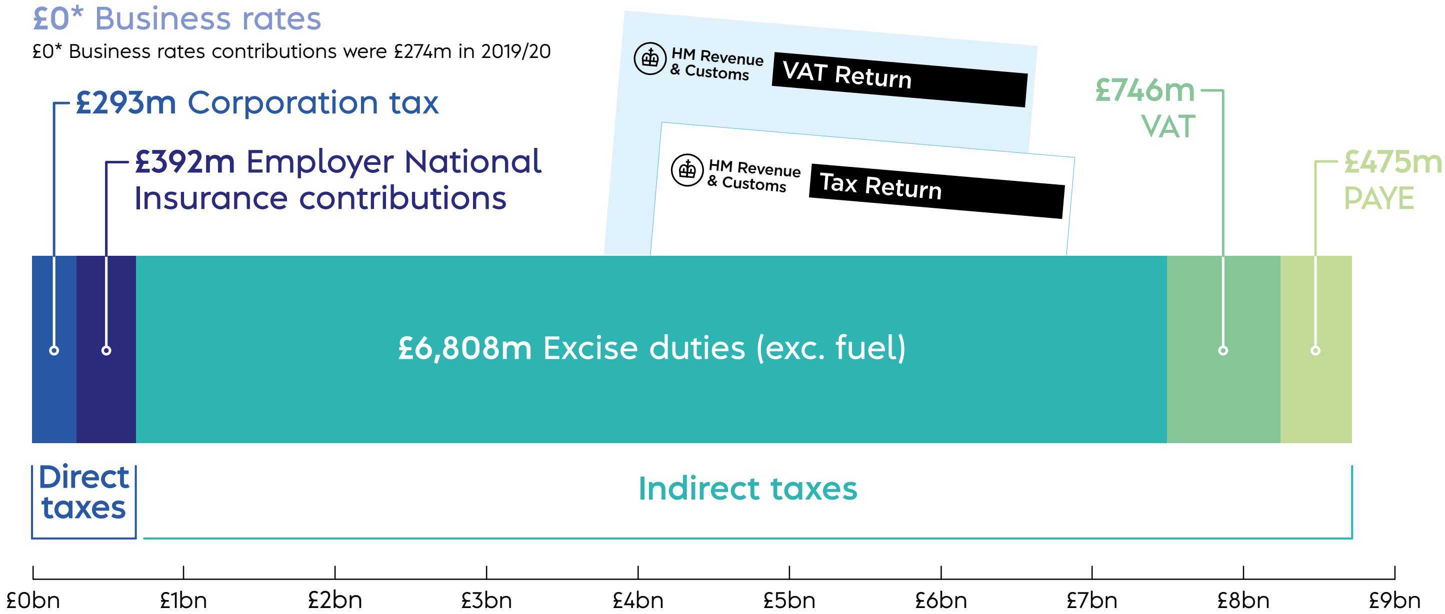
Economic contribution

Over the last year, the convenience sector contributed

Over **£9.8bn** in GVA
and over **£8.7bn** in taxes



Source: ACS 2021/Retail Economics 2020

Investment

Over the last year, convenience stores have invested **£534m** in their businesses

Average annual investment by store type:

Unaffiliated independents: **£9,785**

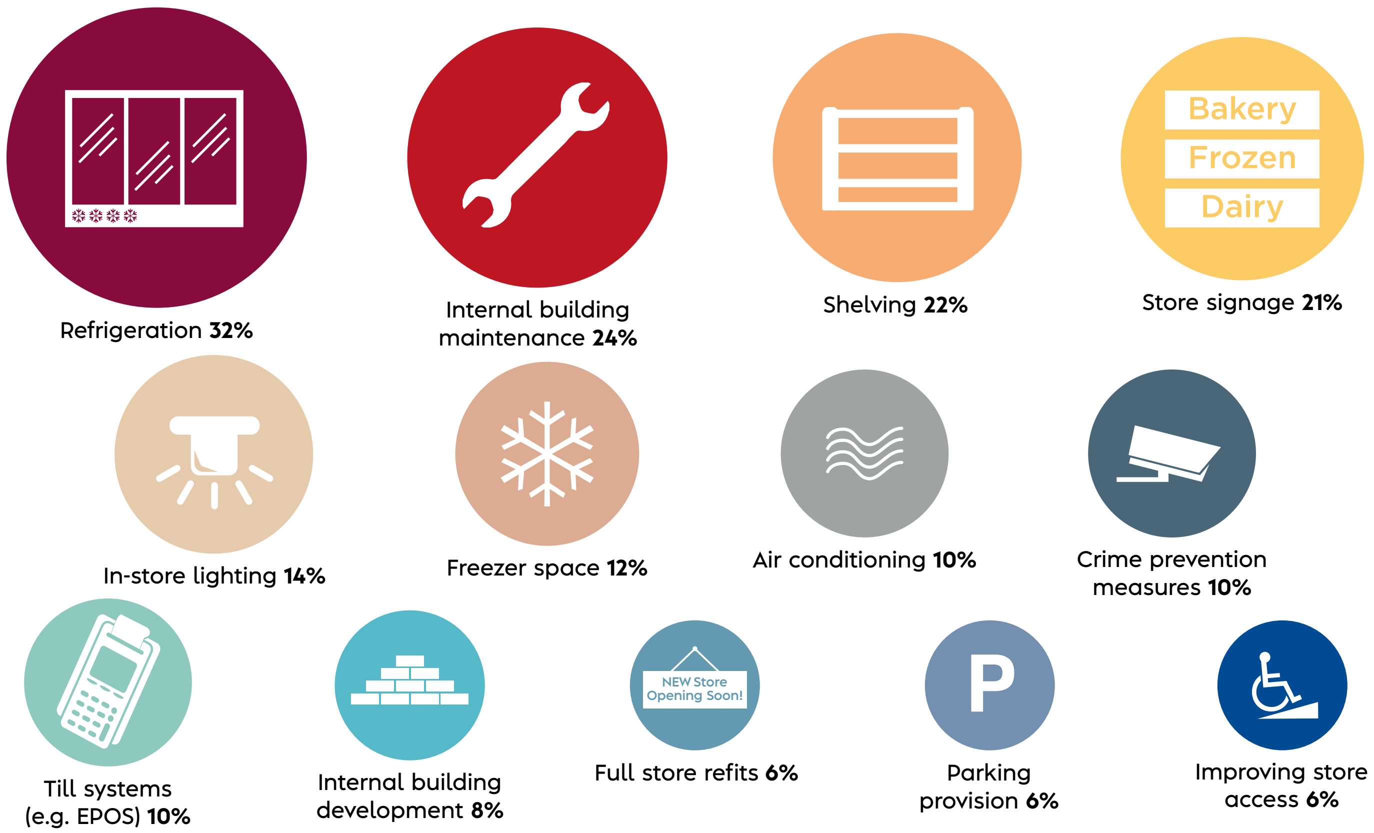
Symbols: **£11,740**

Multiples: **£13,814**

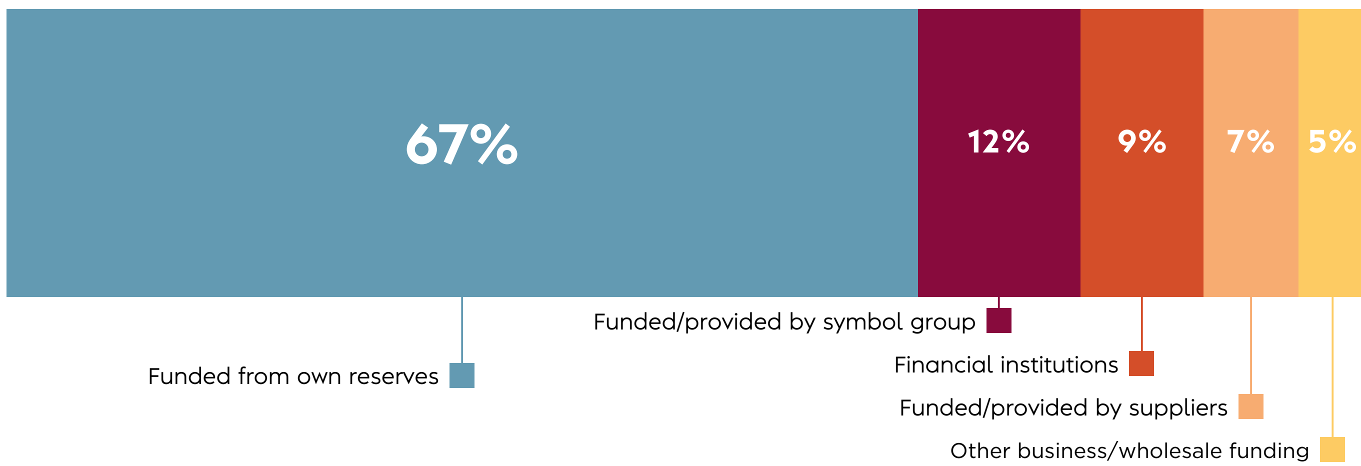
Percentage of stores investing

28% Unaffiliated independents **28%** Symbols **42%** Multiples

Areas of Investment (of those investing)



Main source of investment



Source: ACS Investment Tracker 2020/2021

All data on this page - source: ACS Investment Tracker 2020/21
(Sources of investment refers to independents only)

What we sell

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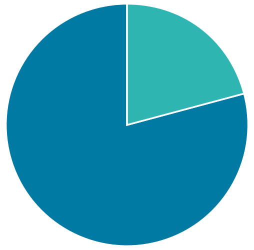
Total value of sales

£43.2bn =



over one fifth of the total grocery market

(in the convenience sector in the year to March 2021)

The convenience sector is is expected to grow to **£47.1bn by 2024**

Source: ACS/Lumina 2021

Number of products sold

On average, there are around:

4,100 SKUs

(products with different barcodes)

sold in an independent convenience store during the course of a year

Source: Retail Data Partnership

Payment methods

99%	Cash
97%	Debit card
95%	Credit card
85%	Contactless and mobile payment
51%	Card not present transactions

Source: ACS/Lumina 2020/2021

Food service

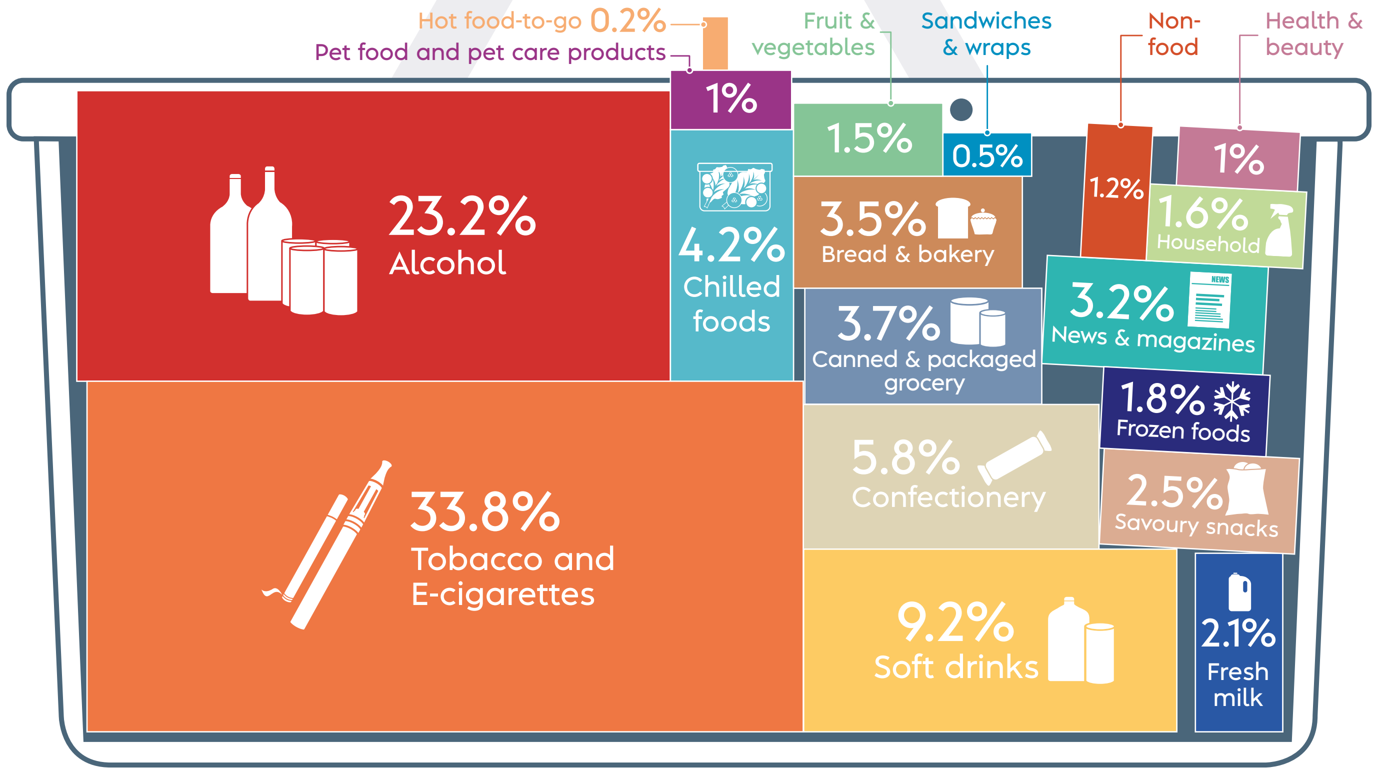
39%	31%	22%	19%	15%	13%	11%
Customer operated coffee machine	In-store bakery	Hot food counter or cabinet	Food preparation area/kitchen	Serve over coffee machine	Food-to-go concession	Microwave for customers

Source: ACS/Lumina 2020/2021

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

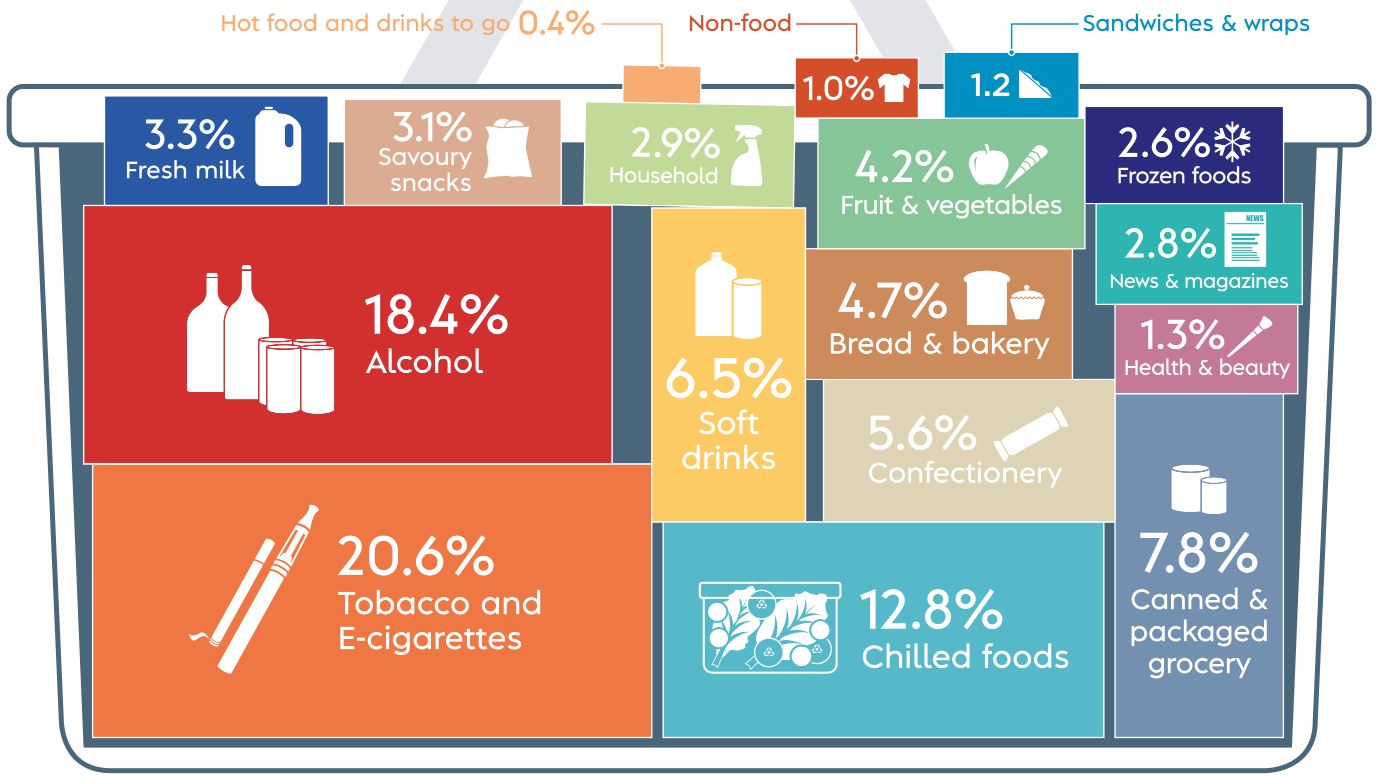
Alcohol licence	Wood/domestic burning fuel	Plants or horticulture products
76%	19%	39%

Category sales: Independents only (2021)



Source: The Retail Data Partnership 2021 – data refers to independent retailers only

Category sales: Overall market (2020)



Source: IGD 2020 – data refers to overall convenience market

The services and technology we offer

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

Mobile phone top-up	82%
Lottery	81%
Bill payment services	76%
Cash back	70%
Free to use cash machines	49%
Parcel collection point	30%
Click and collect service (e.g Collect Plus)	29%
Post office	24%
Charged cash machine	23%
Local grocery delivery	22%
Home news delivery	18%
Food bank usage	15%
Click and collect services for groceries	12%
Recycling bins	8%
Dry cleaning	7%
Car wash: Jet wash (manual)	4%
Car wash: Automatic machine car wash	3%
Car wash: Hand car wash (attended)	1%
Photo booth	4%
Prescription collections	3%

Source: ACS/Lumina 2020/2021

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

EPoS	74%
Store website	47%
In-store Wi-Fi	33%
Digital advertising screens	31%
Mobile marketing platform/ loyalty scheme	15%
Self-service checkouts	11%
Digital shelf edge labels	8%

Indoor seating areas	7%
Outdoor seating areas	7%
Community noticeboards	48%
Customer toilets	12%
Power outlets/ USB ports for charging customer devices	5%

Source: ACS/Lumina 2020/21

Accessibility in stores

The percentage of convenience stores that have:

Wheelchair access	59%
Wide aisles	45%
Parking	41%
Hearing aid loops	26%

Most valuable services

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

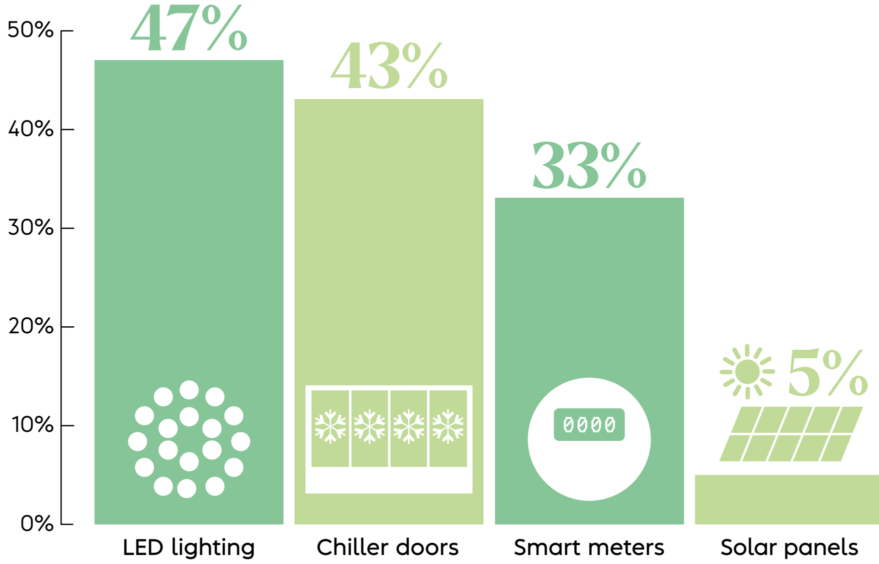
- Cash machine
- Post office
- Click and collect

Source: ACS Consumer Polling 2020 – collected by Populus

CCTV

91% of stores have CCTV

Energy saving



All data on this page: Source: ACS/Lumina 2020/2021

Online and home delivery

Social media and online searches

50%	37%	31%	12%	12%
Facebook	Twitter	Instagram	TikTok	WhatsApp

Source: ACS/Lumina 2020/2021

More customers searched for convenience stores on Google during the week of **Christmas** (21st – 27th December) than any other time in the last 12 months.

Source: Google Trends

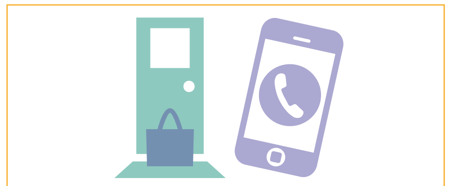
Top five rising searches related to convenience stores:

1. Shop near me
2. Local farm shop
3. Nearest local shop
4. Local shop delivery
5. Local corner shop

Source: Google Trends

Home delivery

Of stores who currently offer home delivery/click and collect services:



39% offer home delivery for customers who order over the phone

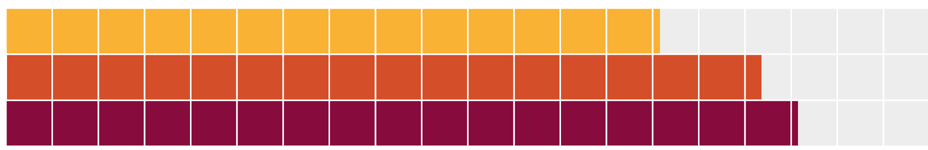
28% offer home delivery for vulnerable customers

15% offer home delivery through a third-party app, e.g. Deliveroo, SnappyShopper

10% offer home delivery through a store website

8% offer a click and collect service (or similar)

Of stores offering these services:



71% have no minimum spend
82% have no delivery charge
86% have no premium pricing

Source: ACS Voice of Local Shops Survey 2021

How we source products

How independent retailers source their products

42% I get all of my products delivered

37% I get some products delivered and some from a cash and carry

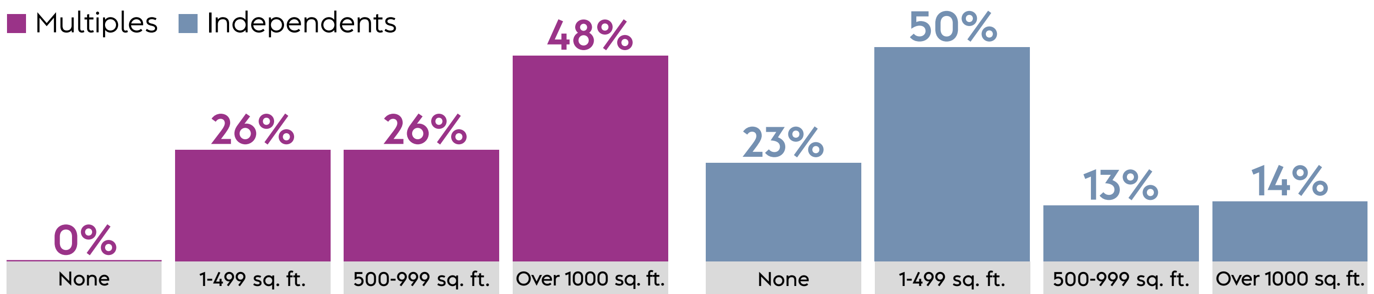
21% I get all of my products from a cash and carry

11%	21%	5%
Majority of products delivered	Roughly the same amount	Majority from a cash and carry

Source: ACS/Lumina 2020/2021

Additional space in stores

23% of independent retailers have **no additional space** in stores



Source: ACS/Lumina 2019

Use of online wholesaler platforms

50%	10%	9%	9%	42%
Ordering products for delivery	Click and collect service for products	Comparing prices of products	Finding out about new product lines	Do not use online wholesaler platforms

Source: ACS Voice of Local Shops Survey 2021

How we operate

90% of independents operate **one store**

Source: ACS/Lumina 2020/2021

Working hours

10% of shop owners work more than **70 hours per week**

49% take **no holiday** per year

Source: ACS/Lumina 2021 (independents only)

Opening hours

ACS local shop

Opening

5am and earlier	4%
6am	28%
7am	41%
8am	14%
9am and later	8%
10am and later	4%

Closing

5pm and earlier	12%
6pm	7%
7pm	6%
8pm	10%
9pm	10%
10pm	34%
11pm and later	21%

3% are open **24** hours

8% Closed on Sunday

Average opening hours

13.9 Monday to Saturday

13.1 Sunday

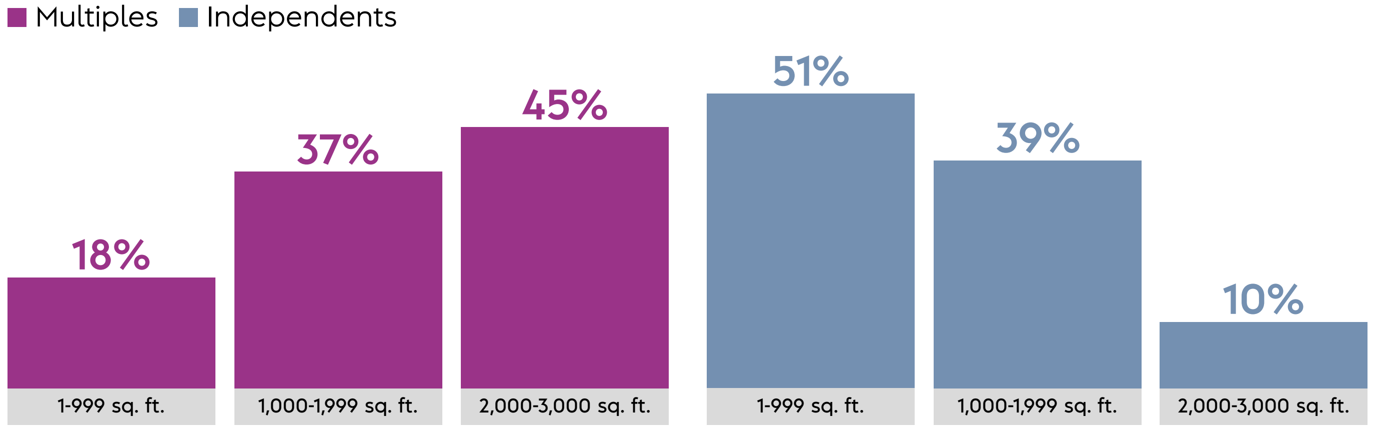
Typical convenience stores are open

7am until **10pm**

Premises ownership

Multiples	34% Own	66% Rent
Independents	56% Own	44% Rent

Sales space



Business origin

28% inherited family business

72% started business

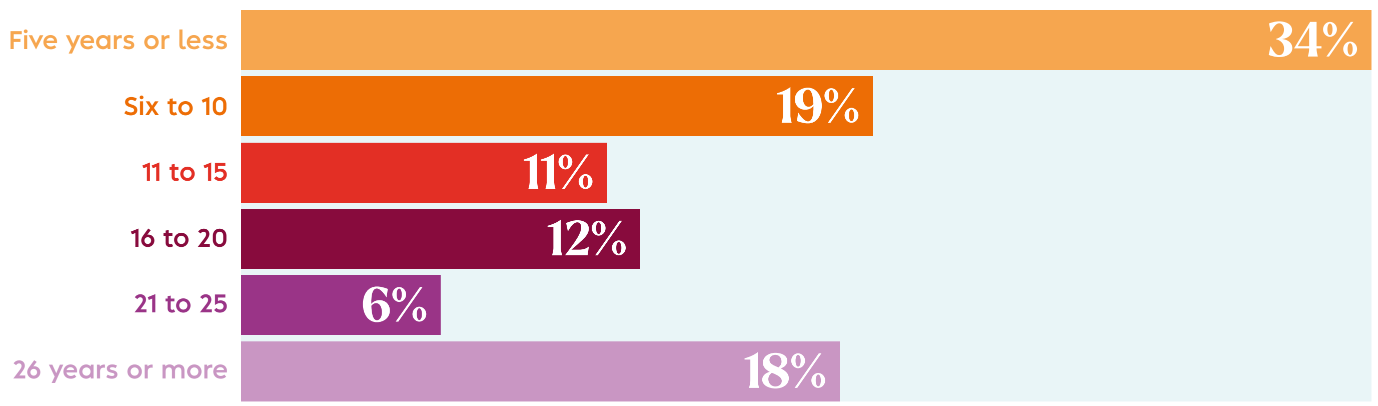
Employment of family members

39% of retailers employ at least one family member

52% of retailers employ no family members

41% of businesses are owned by family partnerships

Time in business



Source: ACS/Lumina 2020/2021

Our colleagues

Convenience stores in mainland UK provide over **392,000 jobs**

Colleagues in the convenience sector **worked** a combined **9.6m hours** over the last year

Source: ACS/Lumina 2021

Colleagues in the convenience sector are:

70% | 30%

Source: ACS Colleague Survey 2021

18% 16-24 years old | 72% 25-60 years old | 10% Over 60

Source: ACS/Lumina 2021

Hours worked

30%	34%	19%	18%
0-16 hours	17-30 hours	31-40 hours	40+ hours

Source: ACS/Lumina 2021

23% of colleagues have childcare commitments

32% of colleagues care for other family members

Source: ACS Colleague Survey 2021

Travel to work

Average travel cost

£1.52 per day

Average travel time

10 minutes

Mode of travel to work

55% Walk/on foot

33% Drive

8% Public transport

5% Other

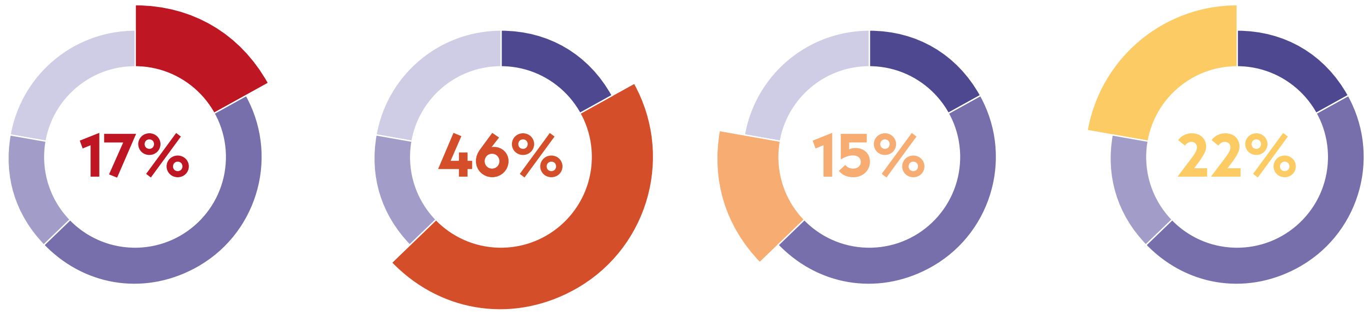
Source: ACS Colleague Survey 2021

61% are **satisfied** with their job

92% have a **permanent employment** contract

Source: ACS Colleague Survey 2021

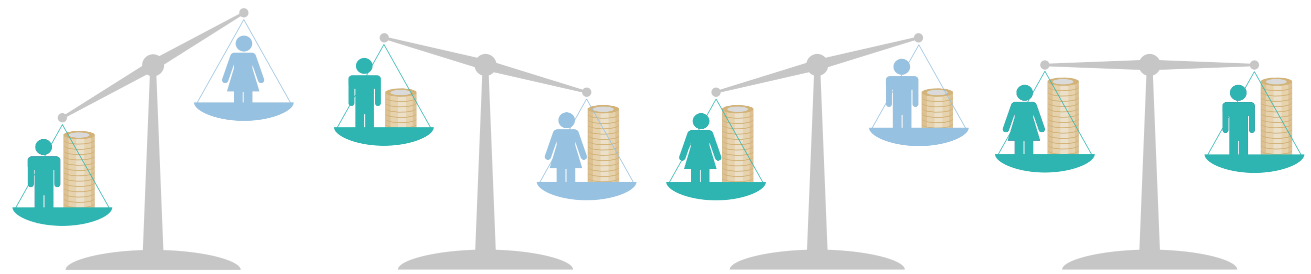
Length of employment



17%	46%	15%	22%
Less than one year	One to five years	Six to 10 years	More than 10 years

Source: ACS/Lumina 2021

Contribution to household income



33% I am the only income earner in my household

47% There is more than one earner, I do not earn the most

14% There is more than one earner, I earn the most

6% There is more than one income earner in my household and we earn roughly the same

Source: ACS Colleague Survey 2021

Job security

Very secure 26% | Somewhat secure 41% | Neither secure nor insecure 19% | Somewhat insecure 9% | Very insecure 5%

Source: ACS Colleague Survey 2021

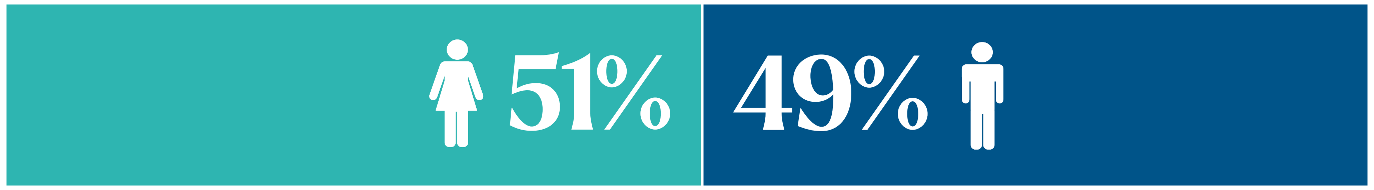
Future plans

- 39% Same / similar role with my current employer
- 16% A job outside of the sector
- 14% More senior role with my current employer
- 11% Not working/retired
- 11% Other
- 8% Similar / more senior role with a different employer in the same industry

Source: ACS Colleague Survey 2021

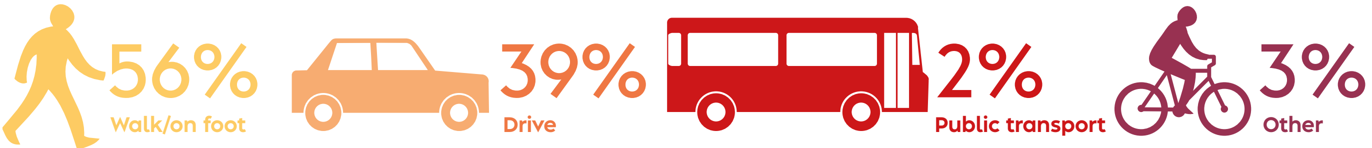
Who we serve

Convenience customers are:



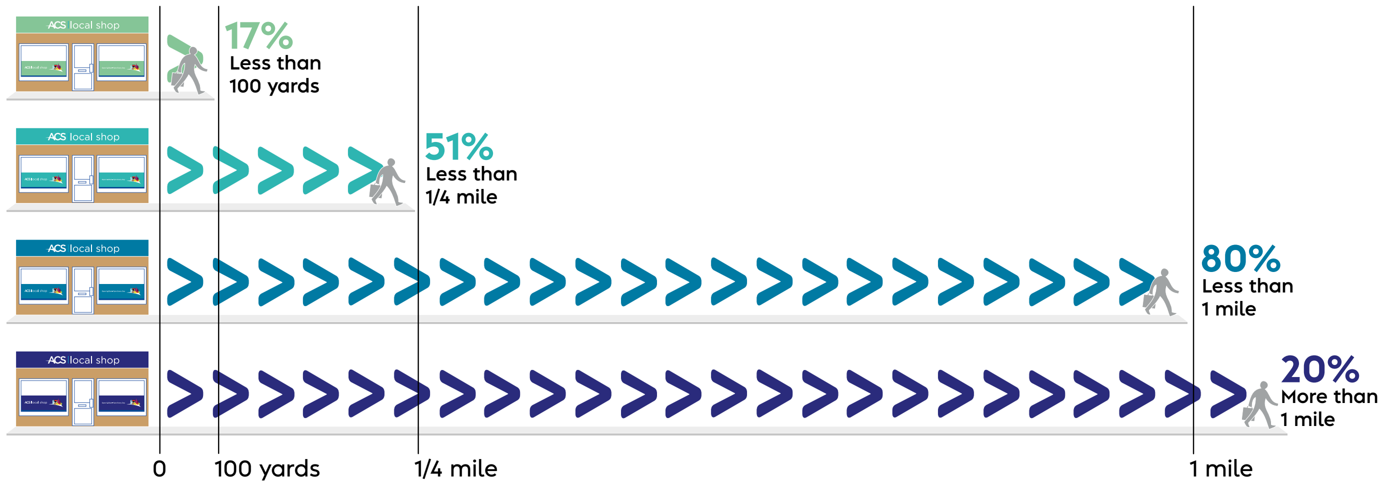
Source: Lumina CTP 2021

How customers get to store



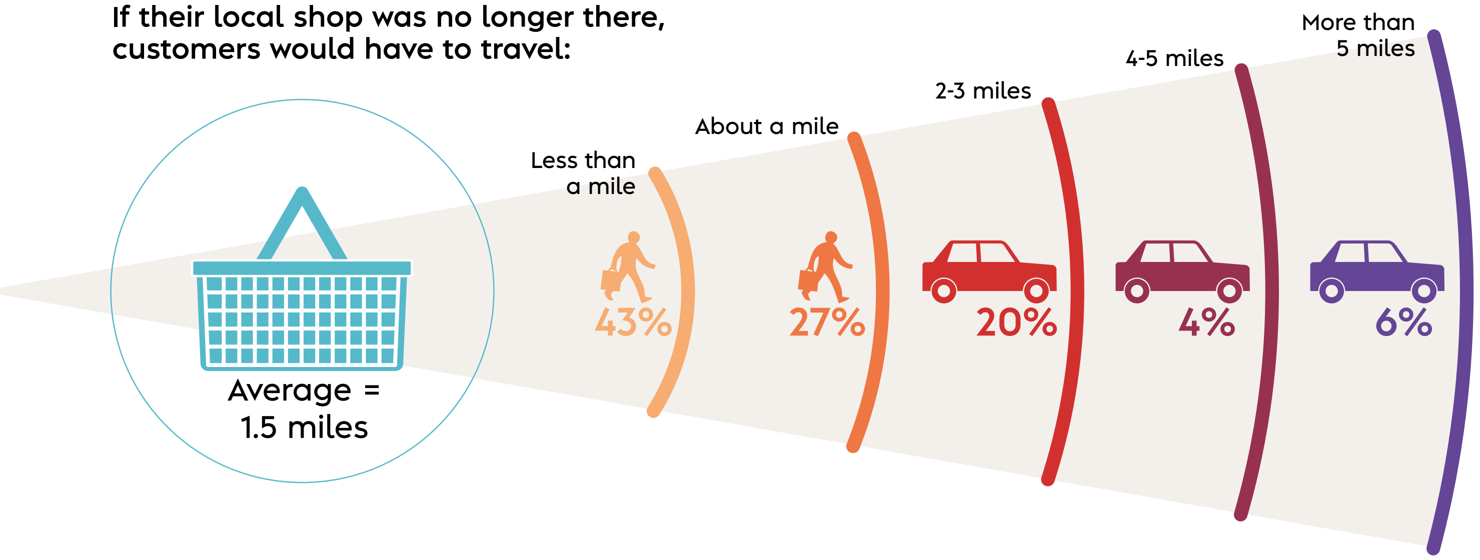
Source: Lumina CTP 2021

Distance travelled to store

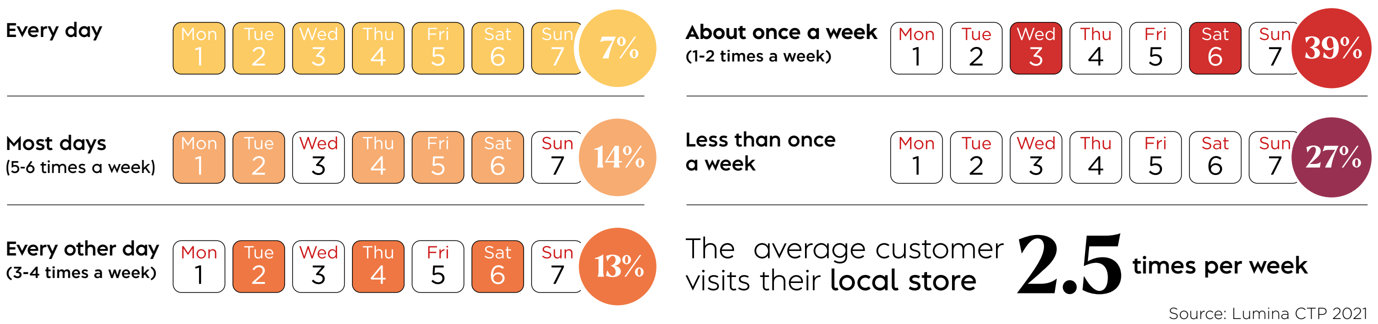


Source: Lumina CTP 2021

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



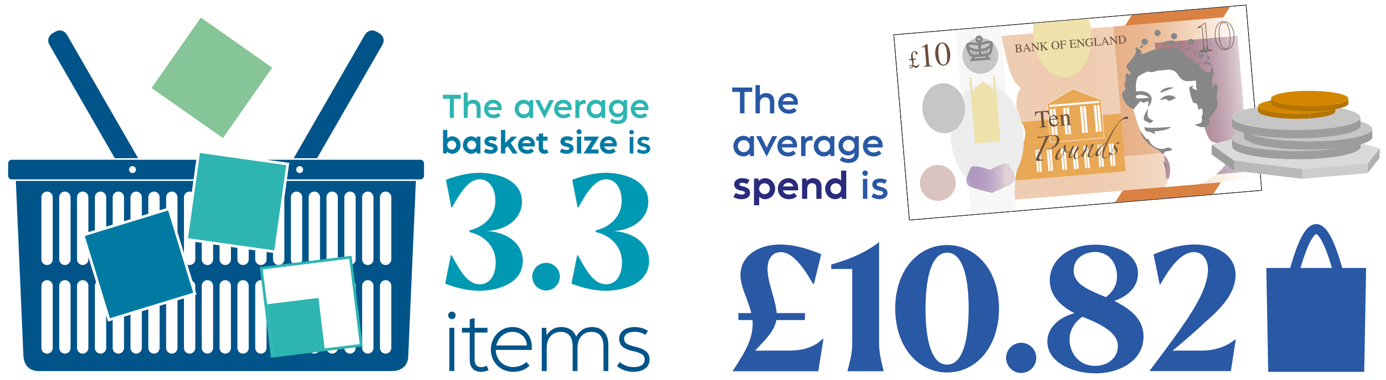
How often customers visit



The average customer visits their local store **2.5** times per week

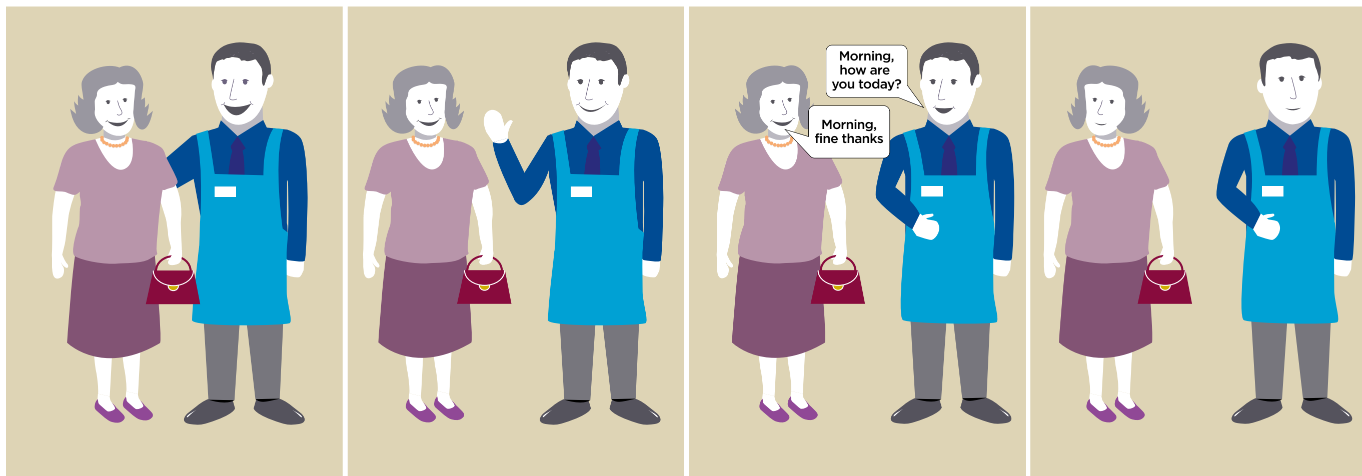
Source: Lumina CTP 2021

Purchases



Source: Lumina CTP 2021

Customer's relationship with convenience store colleagues



10% of customers **know** the people running and working in their local shop **very well**

29% of customers **know** the people running and working in their local shop **quite well**

36% of customers **don't know** the people running and working in their local shop **well**, but will **occasionally have a conversation**

24% of customers **don't know** the people running and working in their local shop and **don't interact with them**

Source: ACS Consumer Polling 2021 – conducted by Populus

Source: ACS Consumer Polling 2021 – conducted by Populus

Our communities

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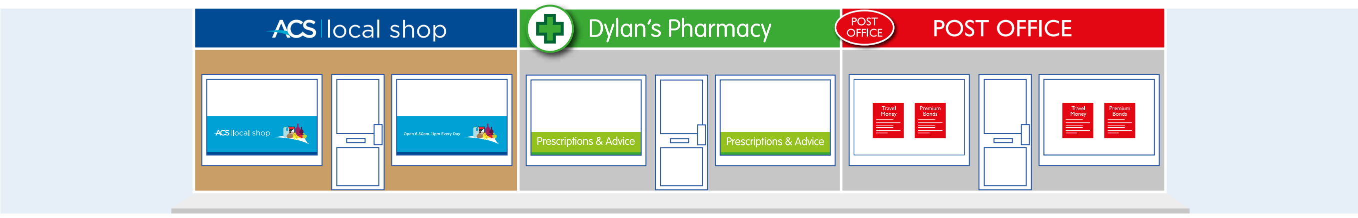
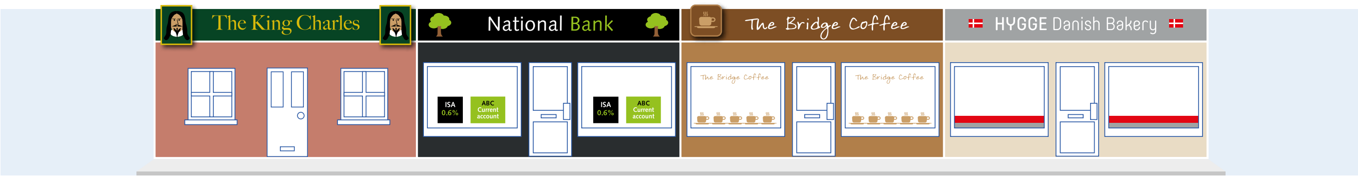
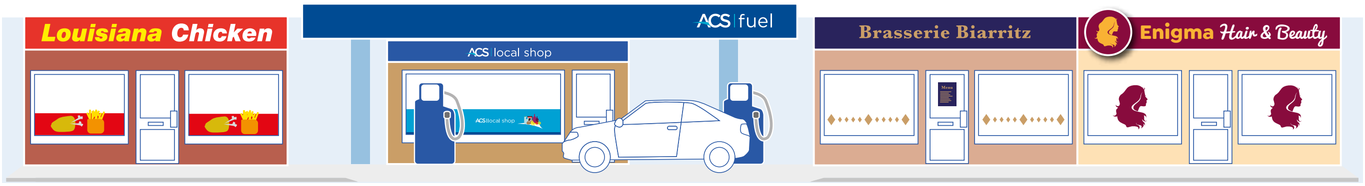
Most positive impact on the local area



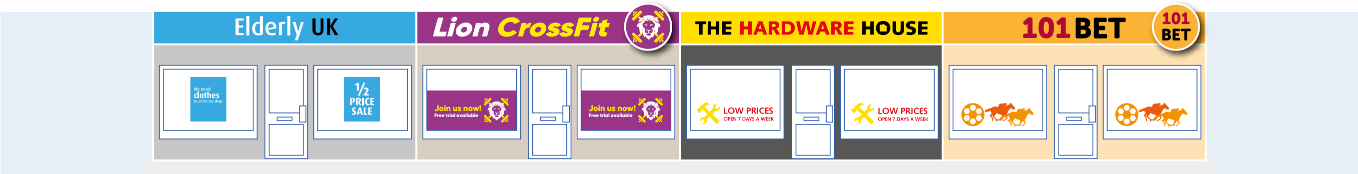
1. Convenience stores 54%
2. Pharmacies 49%
3. Post offices 41%



4. Pubs/bars 19%
5. Banks 16%
6. Coffee shops/cafés 13%
7. Specialist food shops 11%

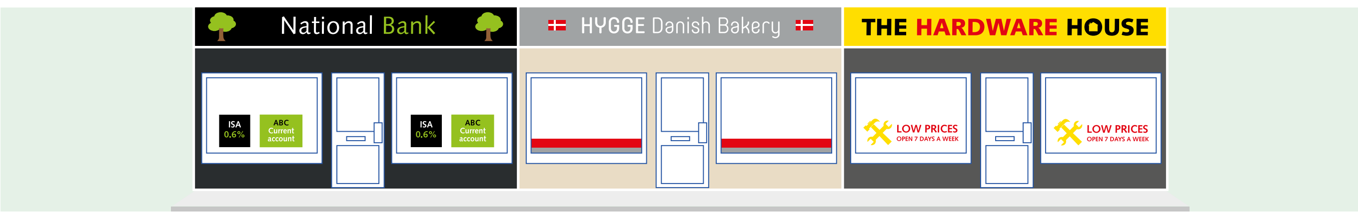


8. Fast food / Takeaway 10%
9. Petrol station 9%
10. Restaurants 9%
11. Hairdressers 7%



12. Charity shops 7%
13. Gyms/sports facilites 6%
14. Non-food 3%
15. Betting shops 1%

Top three most wanted services



1. Banks
2. Specialist food shops
3. Non-food

Source: ACS / Yonder consumer polling 2021 – percentage of consumers naming each service in their top three

Community activity

80% **of independent** retailers engaged in some form of community activity in the past year

68% Collecting money for a national or local charity

15% Providing funding, or in kind support, to a community event

13% Providing sponsorship to a local sports team or other community activity

8% Taking part in community, council or local business association meeting or project

7% Litter picking or other local environmental campaigns

32% Donating to a food bank

Source: ACS Voice of Local Shops Survey 2020/2021

58% of retailers agree that the **Covid-19 pandemic has improved their business' standing** in their community

31% of consumers say that they **choose which local shops to support based on their community activity**

Community owned shops

There are **401** community owned shops trading in the UK

Providing essential services to around **150,000** people in remote, rural communities

Over **675** paid jobs created

Around **7,000** volunteer positions created

Community shops generated a combined turnover of over **£58m**

There are over **1,200** young people that **benefit** from **work experience** or **volunteering opportunities** in community owned shops

92.5% success rate of community owned shops

Source: Plunkett Foundation 2021

Methodology

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 2,420 independently owned convenience store businesses in the UK. ACS commissioned Lumina Intelligence to aid in the design and delivery of the survey. The survey was carried out over the phone by BCC Marketing between 31st May and 23rd July 2021. 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 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 6,200 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.

Independent sales category data – The Retail Data Partnership
The Retail Data Partnership (TRDP) supplies EPpoS 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 2021 based on revised data.

Convenience Tracking Programme 2021 – Lumina Intelligence
This programme is a survey of over 20,000 convenience shoppers conducted at the 'moment of truth' in store.

Community Barometer
Populus surveyed a nationally representative online sample of 1,075 UK adults aged 18+, between 25th and 27th June 2021. Respondents were surveyed using a questionnaire designed by ACS.

For more Community Barometer results please visit the ACS website or email rosie.wiggins@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. Lumina Intelligence aid in the 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 2020 to May 2021).

ACS Colleague Survey
An online survey with a sample of 7,403 staff working within the convenience sector. The fieldwork was conducted between 4th January to 19th February 2021. The data in this report excludes store managers and refers to a sample of 5,227 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 rosie.wiggins@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 2021'. 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.

References

Who we are (page 3)
- 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 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).
- Neighbouring businesses – Data obtained from the ACS Independent Retailer Survey and reflects independent retailers only (including those who own symbol stores and forecourts).

What we contribute to the economy (page 6-7)
- Economic contribution – ACS calculation based on 2021 data, methodology originally sourced from ACS 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 2020 to May 2021) 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 2020 to May 2021) and an overall average was taken.

What we sell (page 8-9)
- Sales/market share – Figures sourced from Lumina Intelligence.
- Overall category sales – Figures sourced from IGD referring to H1 2020.
- Independent category sales – Figures sources from the Retail Data Partnership 2021. Data refers to independent sales data only, up to March 2021.
- Product information – 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 2020 and 2021 results, as two-year averages to account for any variations in sampling and methodology changes.

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 2020 and 2021 results, as two-year averages to account for any variations in sampling and methodology changes.

- Most valuable services – Data obtained from ACS Consumer Polling. 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?'

Online and home delivery (page 12)
- Social media – 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 2020 and 2021 results, as two-year averages to account for any variations in sampling and methodology changes.
- Google trends – Data refers to the search 'local shops' in the UK. Trend data was sourced in August 2021.
- Delivery – Data was obtained from the Voice of Local Shops survey conducted May 2021, and refers to independent retailers only (including unaffiliated and symbol group independents).

How we source products (page 13)
- Additional space in store – Data obtained from independent and multiple surveys.
- 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.

How we operate (page 14-15)
- Product sourcing/Family members/Time in business – Data obtained from the ACS Independent Retailer Survey and reflects independent retailers only (including those who own symbol stores and forecourts).
- Premises ownership/Accessibility – Data obtained from independent and multiple retailer surveys. For independents data reflects an average of 2020 and 2021 results, as two-year averages account for any variations in sampling and methodology changes.
- Sales space – Data obtained from independent and multiple surveys.

Our Colleagues (page 16-17)
- 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): 3.77.
- Independently owned symbol stores (excluding forecourts): 9.50.
- Independently owned forecourts: 7.36.
- Multiples (Inc. co-operatives, forecourt multiples, multiply owned symbol stores): 15.4.
- Sector average: 8.35.

- Rest of data obtained from ACS Colleague Survey 2021.

Who we serve (page 18-19)
- Majority of data in this section was obtained from Lumina Intelligence CTP 2021.
- 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 2021.

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.
- Community activity – Data was obtained from averaging the results from the most recent four ACS VOLS surveys (August 2020 to May 2021) and reflects independent retailers only (including those who own symbols stores and forecourts).
- Community shops – Number of community owned shops obtained from Plunkett Foundation 2021 database.
- 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 2020 and 2021 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.

For more information about The Local Shop Report please visit the ACS website or email rosie.wiggins@acs.org.uk

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Google, IGD, Lumina Intelligence, Plunkett Foundation, Populus, Retail Economics, The Retail Data Partnership Ltd, William Reed

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 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 Rosie Wiggins at rosie.wiggins@acs.org.uk for further details.

For more information about ACS, visit our website.

ACS.org.uk

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