The Welsh Local Shop Report 2023

A report by the Association of Convenience Stores

#LSRWales

ACS | the voice of local shops

Introduction

There are **48,590** convenience stores in mainland UK

3,025 of these stores are in **Wales**

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

There are over 3,000 convenience stores in Wales, providing essential groceries and services to their customers, employing over 23,000 people with local, flexible jobs, and making a positive difference in their communities. The Welsh Local Shop Report highlights the importance of these stores and acts as a snapshot of the work that retailers and colleagues have done throughout the last year. The information in this report is gathered from our own primary research with independent and symbol group retailers, in addition to multiple and cooperative businesses, and support from respected secondary sources. For more information about the wider UK convenience sector, please see ACS' Local Shop Report 2022 which is available at **ACS.org.uk**

Why we are important

£2.81bn total sales

£603m in GVA

23,000+ jobs

Investment

Over the last year, convenience stores in Wales have **invested over £38m** in their businesses

63% of

fund investments from **own reserves**

Refrigeration is the most common area of investment

(independents only)

Who we are

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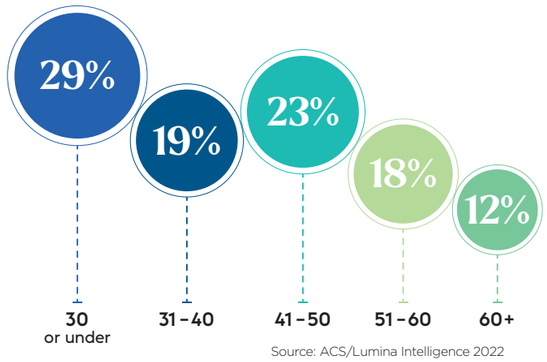
84% of convenience stores in Wales are independently owned

Source: WRBM 2022

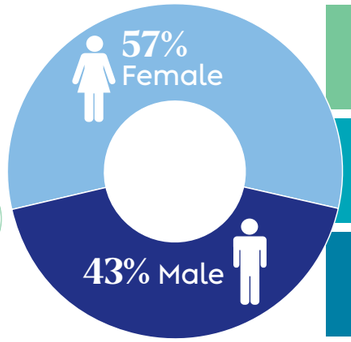
12% have been in the business for more than 25 years

Source: ACS/Lumina Intelligence 2022

The people who own and run stores are:



Source: ACS/Lumina Intelligence 2022



Source: ACS/Lumina Intelligence 2020

White British	80%
Asian or Asian British	19%
Other	1%

Source: ACS/Lumina Intelligence 2020

Location

63% Rural

22% Suburban

15% Urban

Source: Source: WRBM 2022

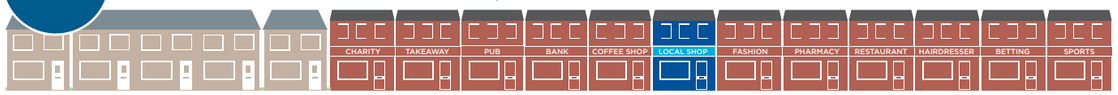
Neighbouring businesses

34% **Isolated store**
No other retail/service businesses close by.

34% **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.

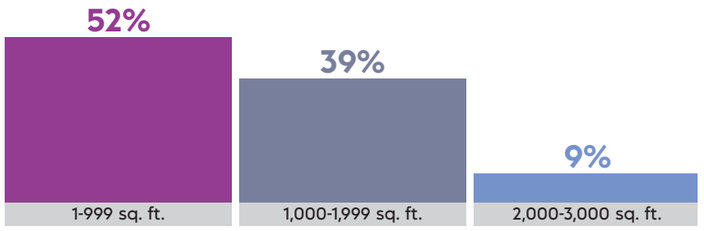
23% **Located on a main high street or within a city centre**
More than 10 retail/service businesses close by.



Source: ACS/Lumina Intelligence 2022

How we operate

Sales space



Average opening hours*

Average opening hours

13.6 Monday to Saturday

12.7 Sunday

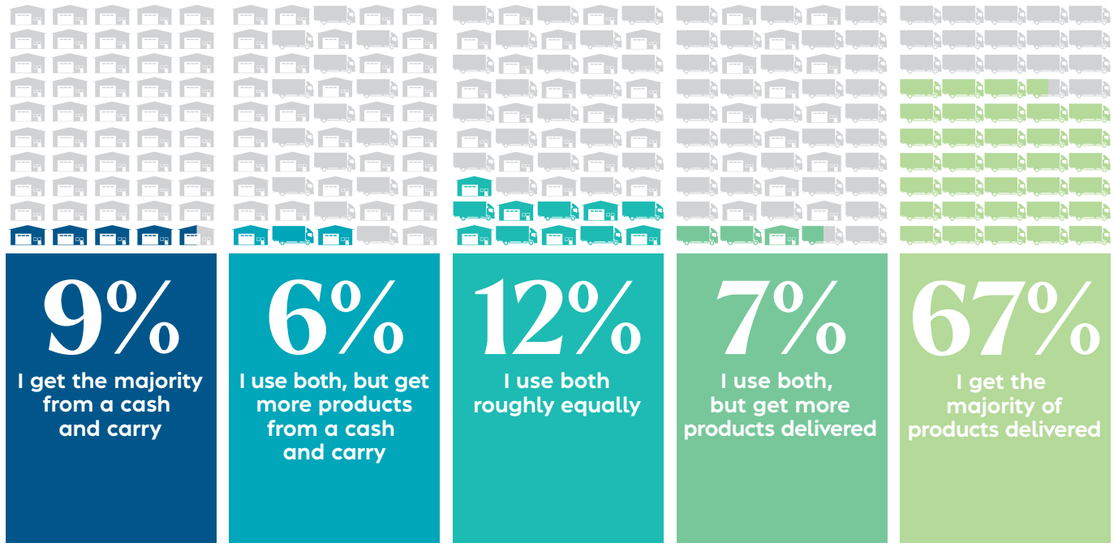
Premises ownership

Employment of family members

42% of retailers employ at least one family member

58% of retailers employ no family members

How independent retailers source their products



All data on this page – source: ACS/Lumina Intelligence 2022 (independents only) apart from *ACS/Lumina Intelligence 2022 (independents and multiples)

Our colleagues

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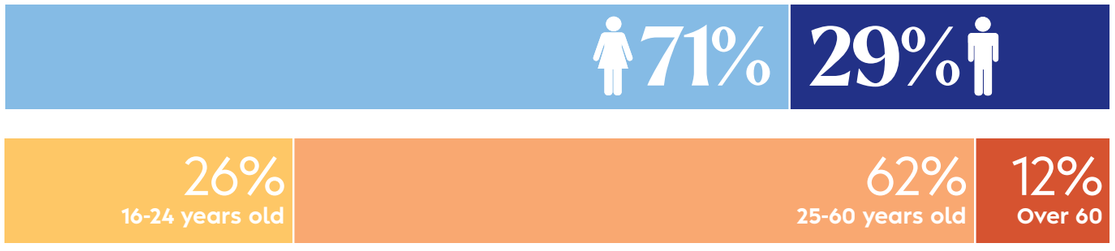
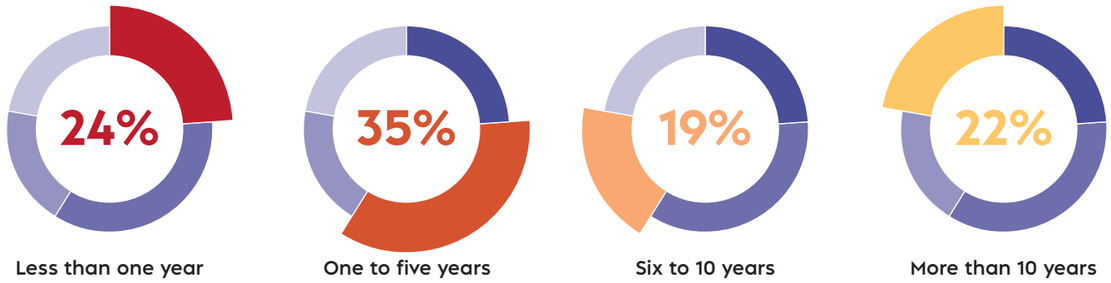
Convenience stores in Wales provide over **23,000 jobs***

Colleagues in the Welsh convenience sector are:



Hours worked

Length of employment



Job satisfaction

All data on this page – source: ACS Colleague Survey 2022 (Welsh colleagues), apart from *ACS/Lumina Intelligence 2022

The services and technology we offer

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

- **82%** Mobile phone top-up
- **81%** Lottery
- **78%** Bill payment services
- **71%** Cash back
- **49%** Free to use cash machines
- **34%** Parcel collection point
- **31%** Post office
- **30%** Local grocery delivery
- **26%** Charged cash machine
- **25%** Click and collect service
- **23%** Home news delivery
- **20%** Click and collect services for groceries

Food service

- **50%** Customer operated coffee machine
- **25%** In-store bakery
- **23%** Hot food counter or cabinet
- **22%** Food preparation area/kitchen
- **20%** Microwave for customers
- **17%** Food-to-go concession
- **15%** Serve over coffee machine

Technology

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

- **66%** EPoS
- **14%** Mobile marketing platform/ loyalty scheme
- **37%** Store website
- **9%** Digital shelf edge labels
- **27%** In-store Wi-Fi
- **6%** Power outlets/USB ports for charging customer devices
- **18%** Digital advertising screens
- **6%** Self-service checkouts

86% of stores have CCTV

Payment methods

- **100%** Cash
- **97%** Debit card
- **96%** Credit card
- **85%** Contactless payment
- **51%** Mobile payment

Social media

- **46%** Facebook
- **26%** Twitter
- **21%** Instagram
- **15%** WhatsApp
- **9%** TikTok

Source: ACS/Lumina Intelligence 2021-2022

Our communities

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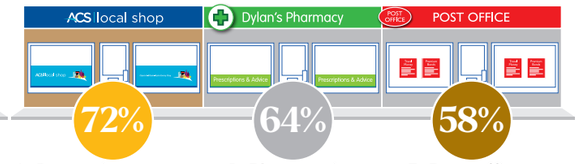
81% of independent retailers engaged in some form of community activity in the past year

Most positive impact on the local area

Most essential services



Source: ACS Community Barometer 2022

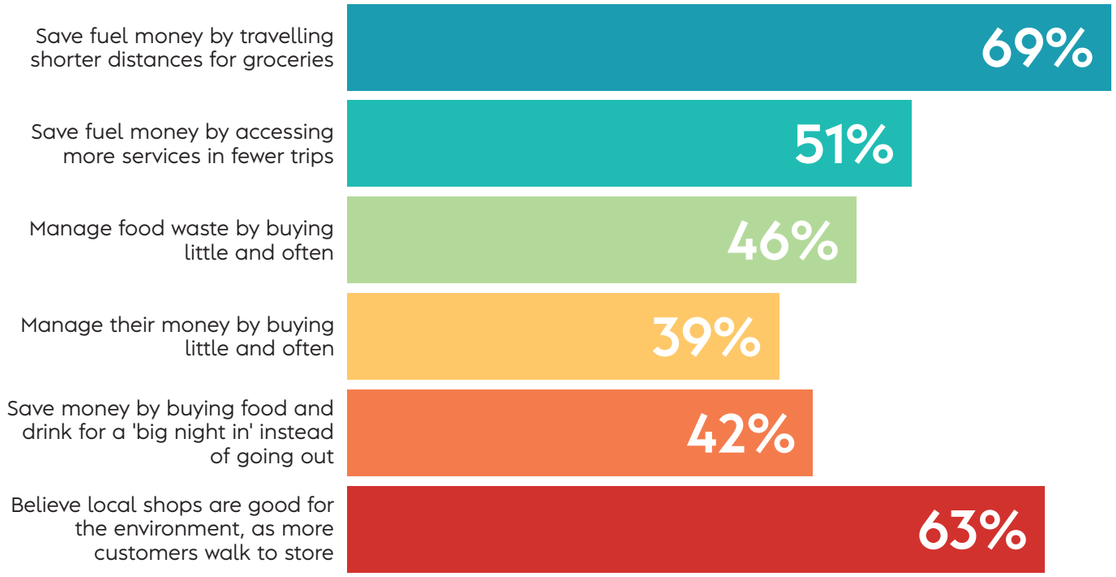
Purchases

The average **basket size** is **3.0** items

The average **spend** is **£7.63**

Source: Lumina Intelligence CTP 2022

How local shops can help during the cost-of-living crisis, according to consumers



All data on this page – source: ACS Community Barometer apart from *ACS/Lumina Intelligence 2022

Methodology

ACS Welsh Shop Report draws on data from the ACS Local Shop Report 2022.

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 2,124 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 6th June and 15th July 2022. 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. The data in the report refers specifically to 138 independent respondents in Wales.

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 5,600 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.

Convenience Tracking Programme 2022 – 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 1,000 UK adults aged 18+, in May 2022. 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 independent retailers, covering the nine regions of England, along with Wales and Scotland. The data taken from Q3 and Q4 of 2021 represent a combined sample of 138 Welsh retailers, and the data take from Q1 and Q2 of 2022 represent a combined sample of 130 Welsh retailers. 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 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 2021 to May 2022).

ACS Colleague Survey
An online survey with a sample of 11,354 staff working within the convenience sector. The fieldwork was conducted between 14th December 2021 and 4th March 2022. The data in this report excludes store managers and refers to a sample of 255 Welsh colleagues. Store managers have been excluded from the analysis to be consistent with previous reports. This year, the overall jobs within the Welsh convenience sector appear lower than the figure shared in the 2022 Welsh Local Shop Report: this is due to a change in the calculation. Using our new calculation, the 2022 Welsh jobs figure would be 'over 21,000'. For more Colleague Survey results please visit the ACS website or email rosie.wiggins@acs.org.uk

Acknowledgements

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Lumina Intelligence
RetailEconomics
William Reed INFORMING BUSINESS GROWTH
YONDER DATA SOLUTIONS

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