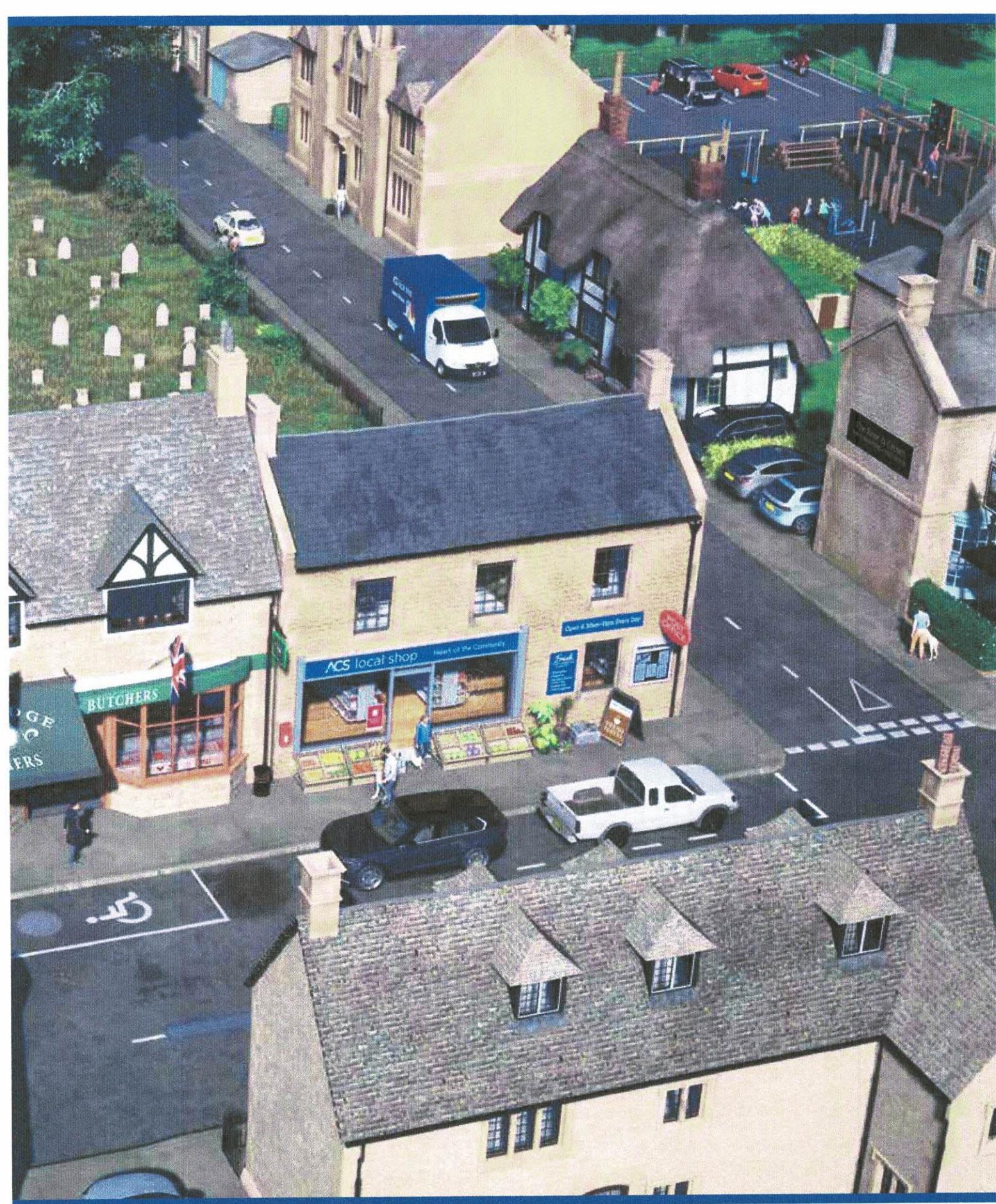




The Local Shop Report 2021

A report by the Association of Convenience Stores

[#LocalShopReport](#)

ACS | the voice of
local shops

APPENDIX 1

Who we serve

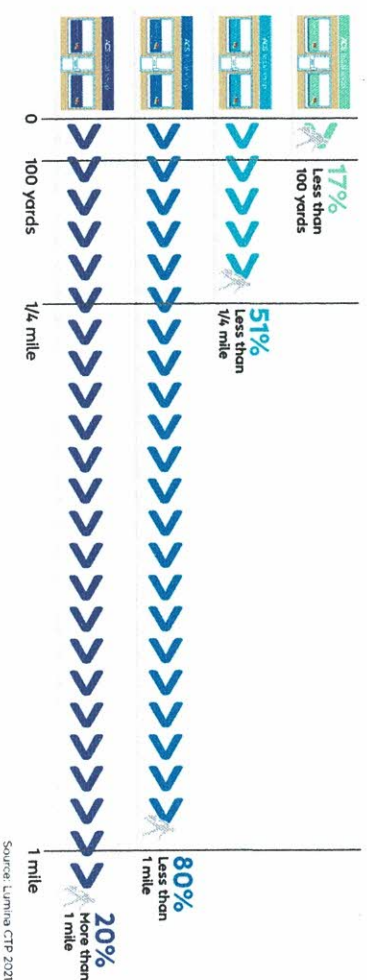
Convenience customers are:



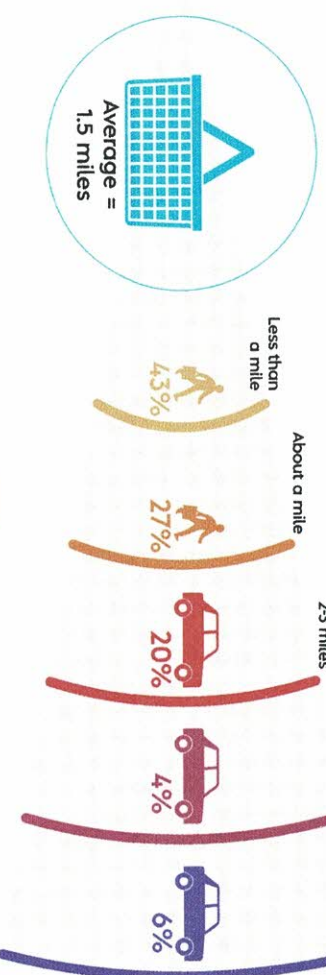
How customers get to store



Distance travelled to store



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



How often customers visit



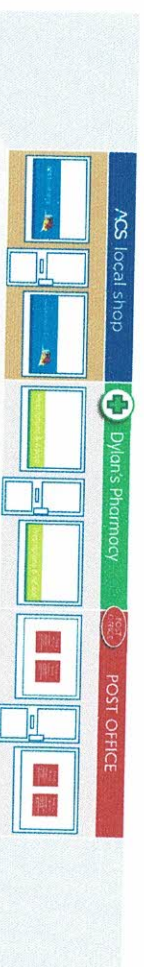
Purchases



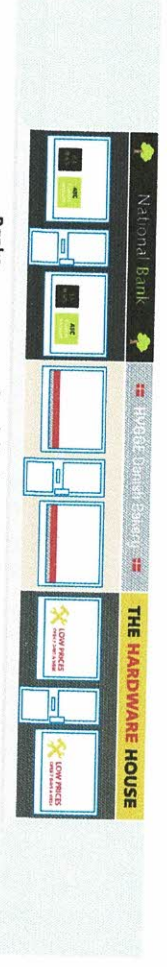
Customer's relationship with convenience store colleagues



Most positive impact on the local area



Top three most wanted services



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