

Rural Shops, the Pandemic Legacy & Changing Communities

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Rural Shops

Over the last year, rural
convenience stores have:

Achieved **£16bn**
in sales

Contributed **£3.7bn**
in GVA

Provided
around **126,500**
jobs

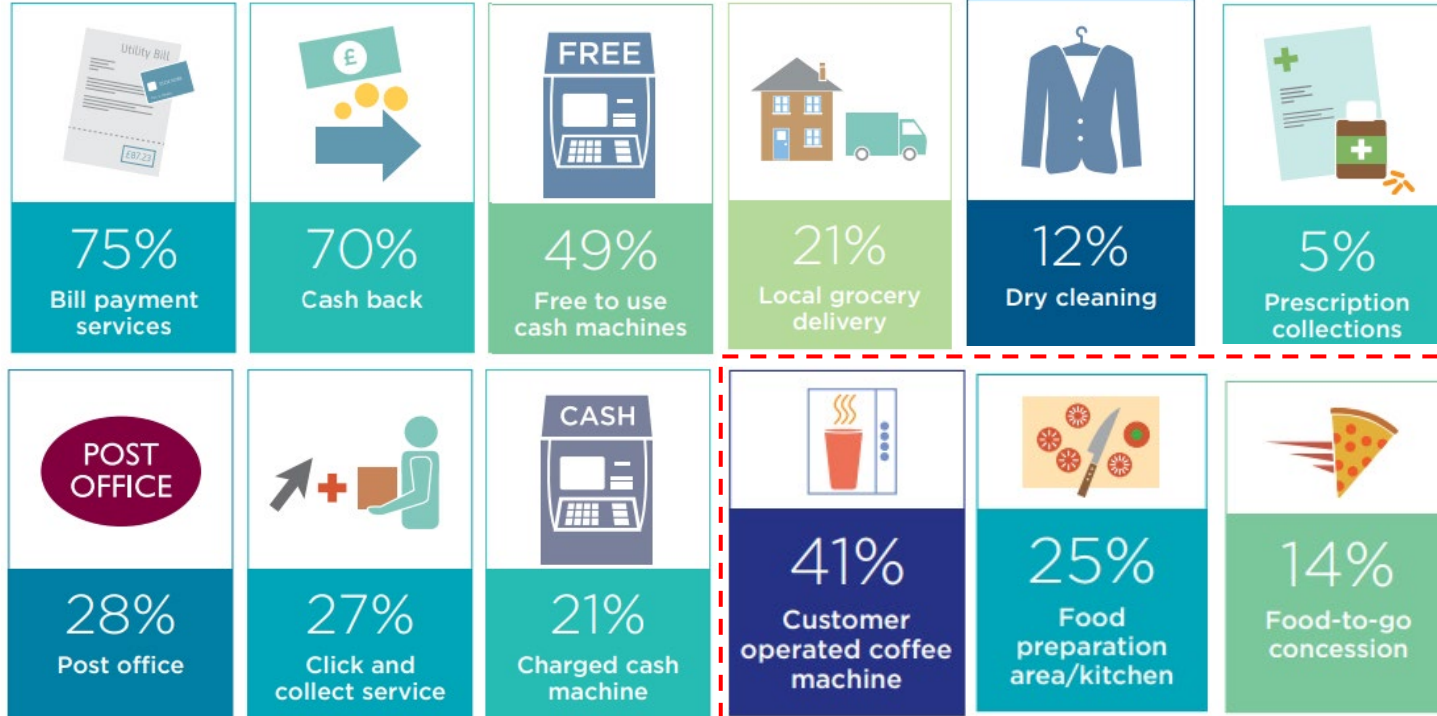
There
are **46,955**
convenience stores
in mainland UK

17,175
of these stores are **rural**

79%* of rural convenience stores
are **independently owned**

Over the last year
rural convenience stores have
invested around **» £197m**
in their businesses

Services



How We Operate

13% of shop owners work more than **70** hours per week

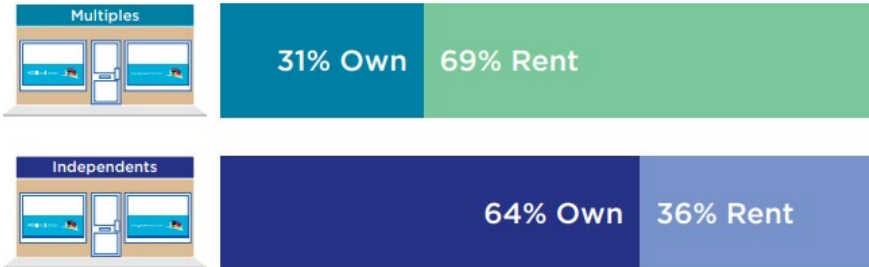


Business origin

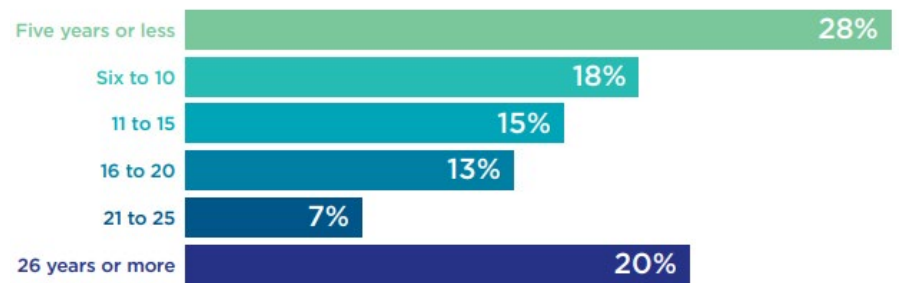


27% inherited family business
73% started business

Premises ownership



Time in business



Who We Serve

Customers' relationship with convenience colleagues



13% of customers **know** the people running and working in their local shop **very well**

Source: Yonder Consulting 2021

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

37% of customers **don't know** the people running and working in their local shop **well**, but will **occasionally have a conversation**

30% of customers **don't know** the people running and working in their local shop and **don't interact with them**

How customers get to store



The average customer visits their **local store** **4** times per week

The average spend is

£7.92



Where We Trade

54%

Isolated store No other retail/service businesses close by



39%

Located on a small parade Up to five retail/service businesses close by



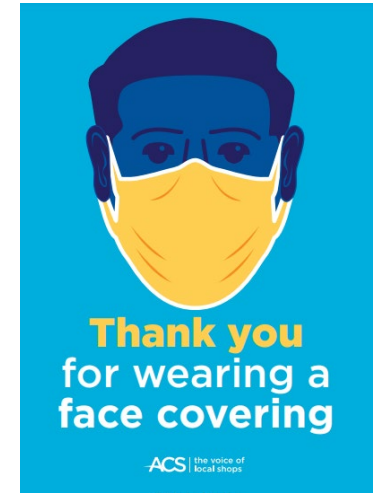
7%

Located on a larger parade or village centre More than five retail/service businesses close by



Pandemic Response

- Adapting to lockdown measures
- Adjusting product ranges & services
- Tackling supply issues
- Increasing home deliveries

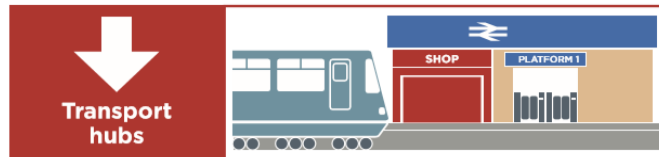
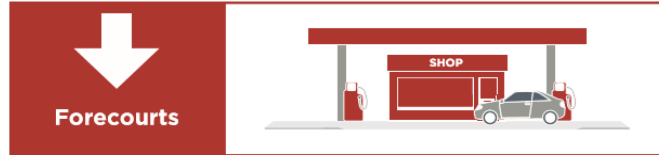


Local shops are now providing over
600,000
home deliveries a week
in their communities



Pandemic Impact

How sales are affected in different store types



Levelling Up?



- Empowering local leaders & communities
- Growing the private sector & boosting living standards, particularly where they're lower
- Spreading opportunity & improving public services, particularly where they're lacking
- **Restoring local pride**



Policy Making & Rural Impacts



Department
for Environment
Food & Rural Affairs

→ Consistent and transparent
rural proofing →

Rural Proofing in England 2020

Delivering policy in a rural context

March 2021

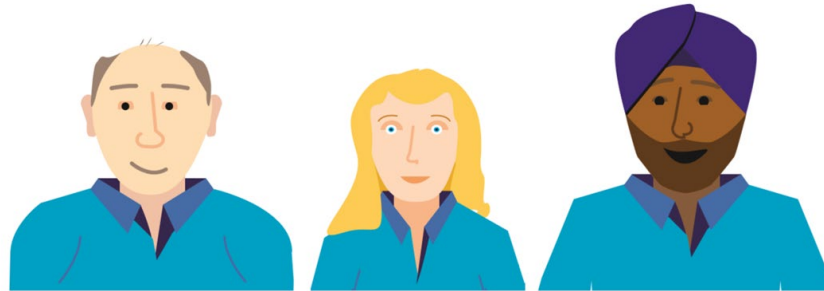
Making Rural Britain a Better Place to Start & Grow a Business

Business Rates

Supporting access to key amenities via a reformed rural or community relief.

Planning

Transitioning towards rules-based planning to deliver quicker, more predictable outcomes.
Town Centre First.



Targeted Stimulus

Future High Streets Fund, Towns Fund, using Growth Hubs to support local and circular economies.

Levelling Up

Investing in local, not regional. Promoting social capital and 15-minute neighbourhoods.

Supporting Rural High Streets

Connectivity

Improve productivity by investing in full fibre and mobile coverage where connectivity is inconsistent.



Access to Cash

Set ATM interchange fees independently with full bank participation and base minimum access requirements on cash access levels in March 2020.

Policing

Enable a visible police presence in rural communities and disrupt repeat offenders and violent crime.

Community Barometer

Most positive impact on the local area



79% of independent retailers engaged in some form of **community activity** in the past year