

Rural Shop Report 2022

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Rural Shops

There are **17,261** rural convenience stores in mainland UK

Rural convenience stores in mainland UK provide over

138,000 jobs

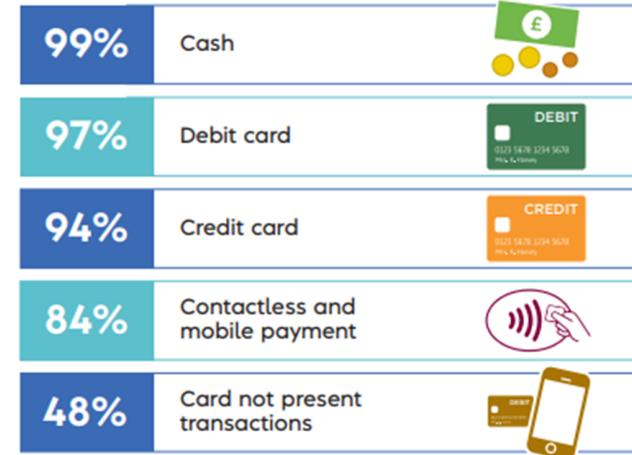
Over the last year, rural convenience stores have invested

£195m in their businesses

Achieved **£15.8bn**
in sales

Contributed **£3.5bn**
in GVA

What's In Store



How We Operate

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



28% inherited family business

72% started business

Source: ACS/Lumina 2020



Who We Serve

Customer's relationship with convenience store colleagues



17% of customers know the people running and working in their local shop very well

32% of customers know the people running and working in their local shop quite well

33% of customers don't know the people running and working in their local shop well, but will occasionally have a conversation

18% 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 rural customer visits their local store **2.5** times per week



The average spend is **£8.72**

Where We Trade

49%

Isolated store No other retail/service businesses close by



36%

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



15%

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



Levelling Up

*Levelling Up White Paper + Levelling Up Advisory Council =
Levelling Up & Regeneration Bill (May)*



Commitments

- Health Disparities White Paper
- High Streets Taskforce
- Empty shops
- In-Work Progression Offer
- Rural proofing

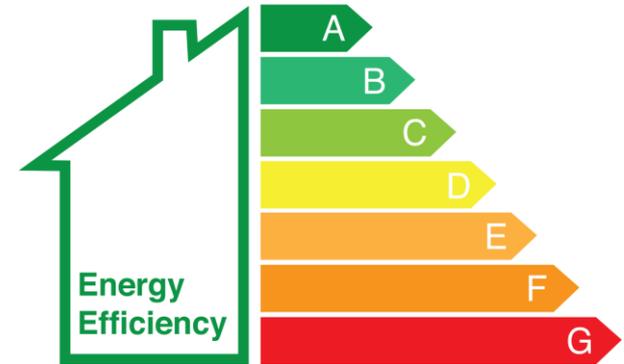
ACS recommendations

- Prioritise Levelling Up Fund applications which improve access to local services
- Ensure LEPs reflect rural business at board level
- Rural proof all government legislation, including the Levelling Up Bill



Going Green

- **ULEV Charging Infrastructure** - Extend the Rapid Charging Fund beyond key trunk roads and announce funding to enable National Grid connections that tackle rural range anxiety.
- **Energy efficiency** - Align capital allowances with the government's ambitious energy efficiency targets, to enable rural business investments in old building stock



Rural Places

Connectivity

Upgrade the broadband
Universal Service Obligation
beyond 10 Mbps.

Business Rates

Introduce a new Community
Relief to protect key rural
amenities.



Access to Cash

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

Policing

Enable a visible police
presence in rural communities
and disrupt repeat offending.

Community Barometer

Most positive impact on the local area



84% of **independent** retailers engaged in some form of community activity in the past year