



TEAM USE ONLY.
PLEASE KEEP ME IN THE SHOP!

This magazine was produced in the most environmentally-friendly way possible, using sustainable processes and materials. We are committed to reducing our carbon footprint and helping to save critically threatened habitats.

Our use of sustainable solutions mean we can produce chemistry-free, Solar powered & vegan-friendly prints! We also ensure that all paper is sustainably sourced, using only FSC and recycled stocks.



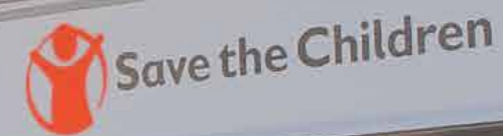
RETAIL OPERATIONS

RetailOperations@savethechildren.org.uk

0203 763 0101



Save the Children exists to help every child reach their full potential. In more than 100 countries including the UK, we make sure children stay safe, healthy and learning, and change the future for good.



CLASSIC

CONSIDERED | TIMELESS | ELEGANT

THE FUTURE

THEY DESERVE

For children, with children,
we're making a lasting difference

Lexie, 11, Wallsend



**Save the
Children**

STYLING

- 03** Editorial Letter
- 05** Our Propositions
- 09** Classic Neighbourhood
- 11** We Love Local
- 13** Look & Feel
- 19** New Things
- 27** Team Classic
- 33** Street Style
- 35** Stock Curation
- 37** Style Studio
- 41** Our Shops
- 45** Our Retail Family
- 49** Our Purpose

HELLO,

As a trading team at Save the Children **we have a collective vision.**

We've started **disrupting the charity sector** to deliver a more inspirational, and sustainable future for our shop network. This growth in our contribution will enable us to unlock the potential of even more children around the world and here in the UK.

Let's be honest, retail landscapes are jam packed with charity shops, and they're all within a similar model. While some remain successful in the short term, we've seen a growing fatigue in maintaining both our volunteer numbers, and our income levels. **It is no longer enough to keep doing what we've always done.**

So, we have a new approach...and it's unlike any other charity retail model.

In celebration of the diversity of our retail communities and all the people who work and volunteer in them, we have built a family of 6 defined retail propositions to represent Save the Children in the most inspirational way across the UK.

This unique flexibility in our format **empowers us all to create maximum relevance for every community** whilst placing sustainability and the circular economy at our core to positively impact the people involved and our environment.

Each differing proposition is built on a deeper understanding of our specific audiences. By aligning more effectively with their loves, lives, and motivations, we aim to ensure engaging with our shops (in whatever capacity) becomes a more natural and exciting extension of our supporter's daily lifestyles.

Together we are on a quest to **maintain all the magic of our existing shops, while moving forward with creativity and innovation to create standout retail experiences,** in line with more modern expectations around fashion, quality, and sustainability. Not only do we hope to re-energise our existing (and amazing!) people, we hope to attract a whole new set of supporters to help build our future growth.

Thanks to our incredible in-house talent and expertise, we're in a unique position, and have been able to build a collection of exceptional retail formats. These environments **provide the perfect setting to support and empower our local teams to bring the buzz of our ethos to life.**

We hope to inspire, engage and **build a consistent understanding across all our propositions and USPs through this collection of magazines.** Inside you'll find insights into our shop design, local people and typical places, the perfect product curation in order to paint a clear and holistic picture of each of our offers.

Our ultimate aim? **To empower our teams to collaborate in a common understanding of their proposition and their own communities, and to maximise the immediate and longer-term trading opportunities. To enable our communities to sprinkle the soul of localisms into their shop environments, while being supported to deliver exceptional and consistent standards of best practice through our accompanying How to Guides.**

We are sure that collectively, we can build an even greater love for our brand, with the most exciting retail experiences at the heart of all our communities.

Kate Rx.

Director of Retail Brand & Strategy



OUR PROPOSITIONS

FAMILIAR
Traditoinal



COSY



ESTABLISHED

TIMELESS



ELEGANT

Classic

CONSIDERED



BARGAIN HUNT

Outlet



RUMMAGE



AFFORDABLE



CREATIVE



INNOVATIVE



FASHION SAVVY



PIONEER

Marys Living & Giving

KOOKY



KIND

Urban



**“When I see
any injustice,
I have to say something”**

Estefany*, 15, Peru

**For children, with children,
we’re making a lasting difference**

* We've changed Estefany's name to help keep her safe.

Photo: Hanna Adcock/Save the Children

Save the Children Fund is a charity registered in England & Wales (213890), Scotland (SC039570) and Isle of Man (199).

3
T O Y S

Save the Children

Eglantyne Bakery

hair...

CLASSIC NEIGHBOURHOOD

You'll know you're in one of our 'Classic' neighbourhoods as soon as you walk into town. This is 'the' hub that serves all the surrounding areas, the high-street is bustling with the day-to-day essentials, plus its market day so it's extra busy! The independent coffee shop is packed with home baked treats and its grinding fresh coffee beans out the back to make sure they get the very best flavour. Who can resist the smell of freshly ground coffee? Not us!

As you wander along the street, stopping to stroke some of the friendly dogs that pass by with their owners, you spot the local florist tending to their kerbside display - you cant resist treating yourself to a bunch of fresh flowers, wrapped perfectly in brown paper.

As you walk past the church hall, dodging the prams and scooters parked up outside (theres a kids play session on this morning), you come to the market stalls, grabbing some fresh bread and stocking up on your favourite locally sourced honey from one the regular sellers that you've come to know quite well.

Before you head home you pick up a card from the little store on the corner, its painted a beautify heritage green and inside there are endless gift ideas including a few that you wouldn't mind getting for yourself. There is a noticeboard in the shop, packed with leaflets listing all the local community groups and goings on - you snap a picture of a new yoga class at the community centre that you fancy trying at the weekend.

WE LOVE LOCAL

Crane and Kind - Sidmouth

In Sidmouth by the sea you will find a lovely pink shop full of 'cool stuff'. Owned by two creative sisters, 'Crane and Kind' stocks an array of unique clothing and lifestyle pieces that would make anyone think twice about leaving the shop empty handed. The shop is a little pocket of quirky on the high street. With it's colourful décor that screams graphic design experts and fun window displays, this inspiring place is definitely worth a visit.



Transition - St Andrews

Run by the University of St Andrews, Transition conduct litter picks and beach cleans to help take care of the local areas, waterways and wildlife. These cleans ups happen all over the town and locals are even able to borrow litter picking equipment from Transition to run their own litter picks. This year alone, the group have hosted 11 events, involved 114 people and collected 232kg of litter. This is a really great local initiative that allows everyone to have awareness and hold responsibility over their little bit to help save the planet.



Totnes Climate Change Response Centre

Right on the high street in Totnes, you will find the Climate Change Response Centre. This is a hub where locals can go and learn about the planet and what they can do to reduce their carbon footprint. The centre also works to help the community prepare for future changes to the environment. We are so happy that our shop is just a few metres away from this place. It is so good to see action to tackle climate change.



Botham's of Whitby

Just around the corner from the Whitby shop, you can find Botham's. Established in 1865, this bakery is a beacon of local history. Originally opened by Elizabeth Botham over 150 years ago, the traditions of the bakery are still continued by the Botham family today. 'Botham's of Whitby' really stands out on the high street with it's beautiful Victorian bakeries with magical window displays that would make anyone want to pop in for a treat.



LOOK & FEEL



The design process starts with a floor plan and is carefully planned to ensure we gain the most out of the space.



SUSTAINABILITY IS AT THE HEART OF WHAT WE DO.

This is true of our environment as well as the products we sell.

The most environmentally friendly solution is working with what we already have and at STC it's important that we reuse and re-purpose where possible.

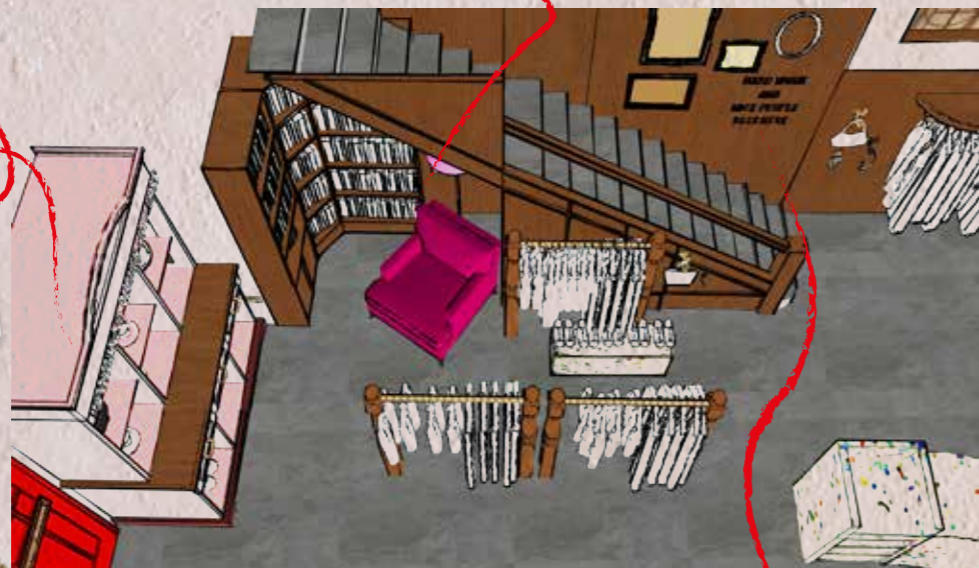
Many fixtures and fittings have been reclaimed from local salvage yards or up-cycled from previous shop fits. We work closely with our contractors to achieve this.



Reclaimed dressers house our bric-brac and gifting product



Cosy nooks are created to rest your legs... Or try on shoes!



A paired back colour palette is teamed with warm, reclaimed timber panels from local salvage yards. You'll find pops of our **BRAND RED** around the shop.



TAKING INSPIRATION FROM THE HOME ENVIRONMENT, WE WANT OUR CUSTOMERS TO FEEL WELCOME AND THE SPACE FAMILIAR.



Vintage frames tell the shops story and celebrate the team

We've recently made fixtures out of our recycled waste



LOOK & FEEL

TELLING CHILDREN STORIES AND EMBEDDING THEM INTO OUR CUSTOMER JOURNEY IS SO IMPORTANT TO US. EACH SHOP HAS A COLLECTION OF HOUSE PLANTS DISPLAYED IN COLOURFUL PLANT POTS, PAINTED BY LOCAL CHILDREN.



The A frames are designed to display our new products to create the ultimate gifting destination.



Upcycled doors and newel posts act as space dividers and replicate the home environment.



We collaborate with local artists to celebrate the community.



Our teams merchandise by colour to help create exciting displays and encourage browsing.



Our teams bring the shopfloor to life and use mixed merchandising to create the ultimate lifestyle display.

OUR FITTING ROOMS ARE A GREAT OPPORTUNITY TO TELL STORIES OF OUR PROGRAMME WORK, AS WELL AS THE HISTORY OF THE SHOP.



CHILD INSPIRED!

Tenneh from Sierra Leone helped to create this marbled artwork during one of our Save the Children programmes... we have used this beautiful print in many of our shop fitting rooms!





“OUR SHOPS ARE NOT JUST PLACES WHERE YOU DONATE OR BUY FROM; THEY ARE COMMUNITY HUBS WHERE STORIES ARE SHARED AND CONNECTIONS ARE MADE.”

- Ian Matthews
Director of Retail & Communities

NEW THINGS

OUR BUYING ETHOS:

We love second hand, but to really make our propositions stand out, we've complimented our donated product offer with a range of bespoke, child-inspired new goods to raise brand awareness and enhance the supporter experience in our shops. This unique collection of gifts has been developed for and with children. It tells our stories through original artwork created by the children

that we work with, and raises vital income to help us build lasting change for children around the world. We've partnered with ethical, sustainable and independent makers across the UK, to create consciously designed products with purpose and localism built in - products which look good, smell good, taste good and do good.



“NOTHING MAKES US HAPPIER THAN BEING ABLE TO SUPPORT SUPPLIERS BASED AROUND OUR RETAIL COMMUNITIES.”





TENNEH, 13, SIERRA LEONE



This marbling design was created by 13-year-old Tenneh from Sierra Leone using ink made with water from the river she lives on. Her home is a remote village only accessible by boat, so she has to paddle her canoe to school every day.

She gets an education thanks to her own determination and Save the Children's support. We've rebuilt schools in Sierra Leone, kitted out pupils and trained teachers. Now Tenneh is thriving in the classroom and her school stands out, with students getting above the national average in their exams.

It's just one of the ways – with your support – Save the Children creates lasting change for and with children around the world.



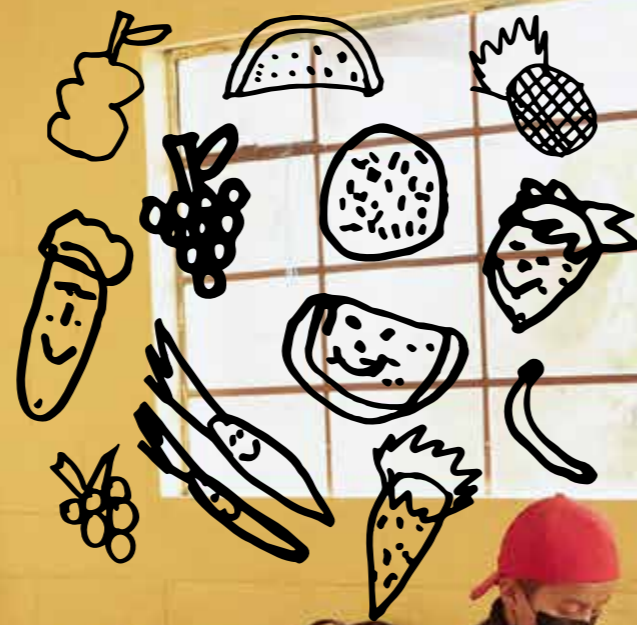
LUCY, 4, SOLOMON ISLANDS



This bee design was created by four-year-old Lucy from the Solomon Islands – a country on the front-line of climate change. As storms and rising sea levels destroy homes, farms and ecosystems, Save the Children is working with local experts to help families like Lucy's set up bee-keeping businesses. The bees pollinate mangrove trees that protect the islands from storms and flooding, and are incredibly good at storing climate-wrecking carbon dioxide. And families sell the bees' sweet honey to make money.

It's just one of the innovative ways – with your support – Save the Children creates lasting change for and with children around the world.

66 WHAT I LIKED MOST ABOUT THE DRAWING ACTIVITY WAS MAKING WEATHER CARTOONS AND DRAWING ABOUT OUR FUTURE. 99
- Anabely -



ANABELY, 11, GUATEMALA

This doodle design was created by 11-year-old Anabely from Guatemala, one of the ten countries hardest hit by climate change. When a storm wrecked their home and farmland, Save the Children provided Anabely's family with flood- and drought-resistant seeds so they can grow crops even in a worsening climate.

We also help local farmers to produce food for Anabely's school – and hundreds of others in the area – so children can have fresh and nutritious meals, helping them concentrate in class.

It's just one of the innovative ways – with your support – Save the Children creates lasting change for and with children around the world.



PRIMARY SCHOOL CHILDREN, MARGATE

These artworks were created by primary school children in Margate, inspired by the coastline they live on and their love for protecting the environment. Save the Children ran a series of creative workshops aimed to unleash the children's creativity and provide a platform to express themselves. Save the Children supports schools in Margate, and across the UK, to improve the lives of families living in poverty and make lasting change for children.





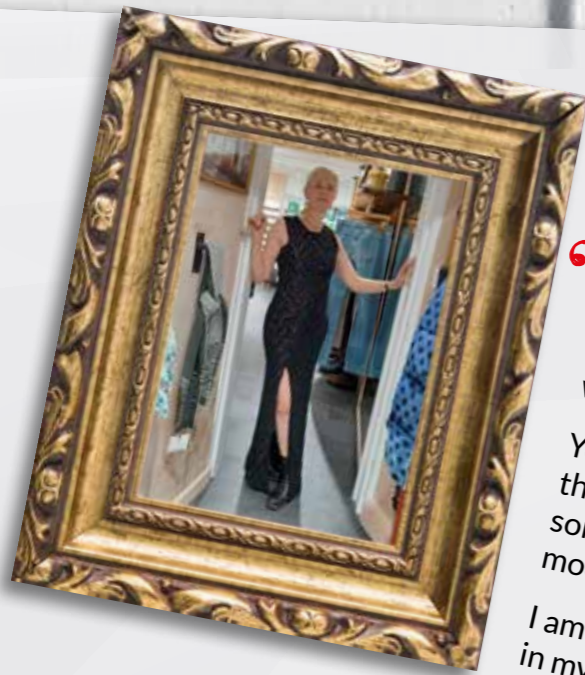
SORELLA, 6, MANCHESTER

These doodle designs were created by six-year-old Sorella and her friends at their local community centre in Manchester. With local organisations, Save the Children has co-created a food pantry at the centre, which is run by a team of local volunteers. Families like Sorella's can pay £3 a week to choose from a range of fresh, frozen and dried foods to the value of £15.

It helps them cope with the cost-of-living crisis and make sure their children can eat a good, healthy diet.

It's just one of the ways - with your support - Save the Children creates lasting change for and with children.

TEAM CLASSIC



Victoria

“I was lucky enough to see the job advertised and even luckier to get it - it is so much better than commercial retail- I feel well supported and am working for a very worthwhile cause. You never know who or what will come through the door. Last week I helped make a video for some people on a team building exercise- they modelled some of our gorgeous vintage coats. I am an artist so am usually working on a painting in my spare time away from the shop.”



Gillian

“I volunteer here because I walked past the shop a lot, and also knew some of the team. I love to paint, dance, travel and garden.”

Grace

“I have volunteered here for 15 years. It is lovely knowing what you are doing is somehow helping young vulnerable people in different parts of the world- it's good to be able to make a difference. When you are retired like me, volunteering can help fill in what might be long, lonely days giving you an opportunity to meet and become friends with others that you might never have met otherwise.

My best ever buy is a colourful cashmere scarf which I wear a lot in the colder weather.”



David

“I heard about Save The Children through being a customer and making donations to the store. In my spare time I love to cook and listen to music, and I have an interest theatre and antiques. I also do other volunteering work. The best thing I ever bought from the store was a Valentino tie for £31!”

Dorothy S

“My favourite job is working on the till and talking to customers. I have bought some lovely clothes - in particular a puffer jacket.”



“I used to volunteer here- I got into it because my mum has been a volunteer here since the shop opened 30 years ago. Then this role became available and I just thought 'why not?'

Save is a really good organisation to work for. I can just get on with things, but I know support is there if I need it. The best days are the busy ones - when you don't have time to think. Seeing my shop in the Top 20 list is rewarding - I make sure I share the figures with my team so they know how well we are doing



“The 'glorious' teal coat!”

The product we get is great- I've just arrived this morning to find a glorious teal coloured faux fur M&S coat. Some of the sheep skin coats we've had in with our recent vintage delivery are pretty yummy - they're not my thing, but I live vicariously through my customers!

In my spare time I play the piano. I can't read music so I learn from listening - YouTube is a wondrous thing- or I just bash about until a piece sounds about right.”

Julia



TEAM CLASSIC

Dorothy T

“ I Joined in 2015 after a friend recommended the shop to me. I love taking money for a good cause. I got Dorothy my cousin onboard too- it’s a family affair! ”



Kay



“ As an ex Primary School teacher a children’s charity seemed a perfect fit for me, as once I finished teaching I was looking to do some volunteering- I remember donating money to the charity in envelopes as a child! It’s a family affair- my husband did a 26 mile walk from Yeovil to Wells Cathedral in aid of Save The Children five years in a row!

My favourite piece of clothing I’ve bought is a pair of grey pleated culottes- they are so comfy and look great with trainers or boots, I always get compliments when I wear them.

I’m always losing my glasses so my favourite piece of bric a brac is a wooden nose spectacle stand!

In my spare time, I enjoy walking locally in Cheshire and love the south west coastal path. I go to pilates and the gym and love spending time with my grown up daughters. I’m also a member of a book club I set up with friends 20 years ago. ”

Emma



“ I would 100% recommend working or volunteering here to my friends and family - we have the best team and there is something for everyone. I love doing the visual merchandising – the stock is different every week so it’s definitely a challenge but a fun one!

I love working with the volunteers and finding out why they are here and what motivates them. This feels like a job with a purpose- giving back to a charity makes it really special.

My friend collects pottery by a local artist - the pieces are quite rare and hard to find. I was lucky enough to spot one of their creations in our shop after she taught me what to look out for - I bought a jug for her - she was amazed! ”

Neil



“ We have received a wide variety of donations but the most interesting ever have been musical – some beautiful guitars and even a drum kit. My own favourite purchase have been a long Aquascutum coat and a watercolour painting of the Island of Colonsay.

I would recommend being a volunteer with us- the job is varied, we have a lovely shop and it is a rewarding thing to do. I enjoy making a contribution to a charity and cause I believe in, helping underprivileged children both in the UK and abroad. I enjoy sorting out and pricing books as well as working at the till and interacting with customers. ”

Ben

“ I get my outfit inspiration from the shop! Everything I am wearing is from here. Ben has also set up a local Chess Club at the community space within his shop- this has been a real success, with many people coming into join him for a game. ”





“I am strong.”

Zahi*, 5, Ethiopia

**For children, with children,
we're making a lasting difference**

* We've changed Zahi's name to help keep him safe.

Photo: Hanna Adcock/Save the Children

Save the Children Fund is a charity registered in England & Wales (213890),
Scotland (SC039570) and Isle of Man (199).



**Save the
Children**



STREET STYLE



Isobel



Love this red and black look - this is a timeless colour combo that always works. A simple colour palette that makes a real statement - Isobel looks effortlessly good.

We love Craig's sharp sense of style, traditional tailoring elevated with a modern twist. The vintage shoes are beautifully made. And the sunglasses? The cherry on top!

Craig



Maur een



Bobby

“My weakness is handbags, I've got too many to count!”



Dani e l l e

“If I am looking for something in particular and it doesn't exist, I will make it myself! I shop in lots of different places, this top is from a charity shop.”



STOCK CURATION

curation *noun*

Cu-ra-tion

The action or process of selecting, organizing, and looking after the items in a collection or exhibition. The curation of the exhibition was informed by my experience as an artist.

Timeless



Staples



Tasteful



Style Over Substance



Versatile

Your Style, Your Way



Made To Last



Capsule Wardrobe



Hard Working Wardrobe Pieces



Elegant

Comfortably Chic



Comfortable In Your Own Style



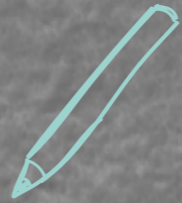
My Style, My Way



Quality Over Trends



STYLE STUDIO



Classic style does not mean boring or bland - its elegance, timeless and luxurious and stands the test of time. Our Classic customer will gravitate towards well-cut pieces in good quality fabrics.

TIMELESS CLASSICS

Think about those classic looks that transcend the years – the ones that never go out of style! For example Breton striped tops, beautiful cashmere jumpers, tweed jackets, a great fitting pair of denim jeans, a crisp white tee or shirt, linen for summer, leather boots for winter etc etc- the list goes on! All complimented by beautiful accessories. You can add colour or personality to those simple outfit building blocks with scarves, hats and belts.

LOAD UP ON LAYERS

Layering is a great way to add interest and colour. Team sweater vests or jumpers over shirts or long sleeve tops, making sure to layer the sleeves to show off what is underneath. Shirts over tees layered under a blazer or jacket look equally good and really support the customer to visualise the whole look- and hopefully buy it all- this works for men's and ladieswear. Coats (even in summer) add an additional layer, so long as they are appropriate to the weather then go for it- denim jackets, shackets, rain coats in summer (we are in Britain after all!).

VINTAGE

Selected Classic shops have a standalone vintage rail- we love to keep this separate so that customers know this where to find something a little different than the rest of the shop. Mannequins positioned at the end of the rail and dressed in a suitably quirky outfit, complete with accessories and shoes to create a whole look, is a great way to inspire someone to shop vintage- particularly if they wouldn't usually consider this.

PLAYING WITH PROPORTIONS

Pair a voluminous top with slim line bottoms / skirt to really accentuate the shape... you can also do this the opposite way, for example an interesting shaped skirt, or trouser style, with a skinny/ slim fit top, jumper or shirt to draw attention to those classic statement pieces. Here the top has been tied up to cinch it in, allowing the skirt to be shown off at all its glory!



LOAD UP ON LAYERS



TIMELESS CLASSICS



VINTAGE



PLAYING WITH PROPORTIONS

STYLE STUDIO

PERFECTION WITH PATTERNS

We love to see classic patterns like polka dots, leopard print, gingham/ dogtooth, and stripes- these are always on trend, and work well in many variations whether found on clothing or accessories.

CLASSIC COATS

Trade the seasons- Autumn Winter is the perfect time to let the outerwear be the star of the show- leather or suede jackets in classic shapes, a wool overcoat, trench coats are all pieces that will stand the test of time. These represent some of the best bargains in our shops- so getting them on mannequins will really show them off- here we have mixed vintage with some great designer pieces to create a trio of mannequins- a great way to use a colour palette styled in different ways.

THE FOREVER IN FASHION PIECES

Likely found in most wardrobes, these pieces are great to show off as our customers will likely own these at home so visualising how to style these items is a great way to inspire people to buy. Try those classic pieces- trench coats, leather jackets, jeans, plain basics, blazers, great quality knitwear- look out for cashmere and lambswool in particular- and style these up with layers and accessories to bring them to life.

PERFECTLY PREPPY

Preppy looks tend to transcend cyclical fashion trends so this is always a look you can fall back on- blazers over tees, paired with jeans and chinos will always look great- for men and ladies mannequins. To add a little twist try a neck scarf or hat to add interest and lift the classic look at little. Pops of colour can be added with accessories.



PERFECTION WITH PATTERNS



CLASSIC COATS



PERFECTLY PREPPY



FOREVER IN FASHION



OUR SHOPS



- KEY**
- TRADITIONAL SHOP
 - URBAN SHOP
 - CLASSIC SHOP
 - OUTLET SHOP
 - MARY'S LIVING & GIVING SHOP



FIND US HERE...

- | | | | | |
|--|---|---|---|--|
| <ul style="list-style-type: none"> ● Allestree ● Ballycastle ● Bath ● Bexhill ● Bristol ● Broughty Ferry ● Bushmills ● Cambridge ● Castle Cary ● Chester ● Cockermouth ● Coleraine | <ul style="list-style-type: none"> ● Derby ● Doncaster ● Eastleigh ● Garstang ● Haddington ● Halesowen ● Hexham ● High Wycombe ● Hythe ● Kimberley ● Kirkby Lonsdale ● Leamington Spa | <ul style="list-style-type: none"> ● Lymington ● Machynlleth ● Matlock ● Mold ● North Berwick ● Northallerton ● Peebles ● Penrith ● Portchester ● Preston ● Retford ● Sherborne | <ul style="list-style-type: none"> ● Shrewsbury ● Sidmouth ● South Shields ● Southport ● St Andrews ● Stafford ● Stockton Heath ● Storrington ● Totnes ● Tring ● Ulverston ● Wadebridge | <ul style="list-style-type: none"> ● West Bridgford ● Westbourne ● Wetherby ● Whitby ● Windsor ● Woodstock |
| <p>London</p> <ul style="list-style-type: none"> ● Barnes ● Bermondsey Street ● Blackheath ● Chiswick ● Clapham | <ul style="list-style-type: none"> ● Ealing Green ● East Dulwich ● Eltham ● Fulham ● Hampstead Village | <ul style="list-style-type: none"> ● Hendon ● Highgate Village ● Islington ● Kew Gardens ● Little Venice | <ul style="list-style-type: none"> ● Pinner ● Portobello Road ● Primrose Hill ● Richmond ● Stoke Newington | <ul style="list-style-type: none"> ● Teddington ● Wandsworth Town ● Wimbledon Village |
| <p>Edinburgh</p> <ul style="list-style-type: none"> ● Dalry Road ● Marchmont ● Morningside | <ul style="list-style-type: none"> ● Nicolson Street ● Stockbridge | <p>Belfast</p> <ul style="list-style-type: none"> ● Belmont Road ● Botanic Avenue ● Holywood | <p>Glasgow</p> <ul style="list-style-type: none"> ● Bearsden ● Byres Road | |



**“A girl shouldn’t
speak her mind?
Says who?”**

Hiba* (right) and Rama*, Jordan

**For children, with children,
we’re making a lasting difference**

SHARON ELLIOTT

Area Manager



“I get to meet some of the kindest & inspirational people while visiting our shops! :)”

IAIN CAVE

Retail Support Assistant



“Every time I visit shops I try to buy a book for my son!”

MELISSA O'BRIEN

Retail Manager



“I love seeing what new treasures the shops have when I visit”

POLLY HOLLIDAY

Retail Risk & Compliance Manager



“I love our shop teams, I always come away with a sense of pride and great stories!”

DANIEL CHAMBERLAIN

Retail Operations Executive



VICTORIA ROSE

Retail Brand & Proposition Manager



“I love visiting our shops, it's an opportunity to put on a shirt and get out of my WFH loungewear!”



JEN WEBB

Knowledge & Resources Executive



CHARLOTTE BRADLEY

Shop & VM Design Manager

“Like a magpie, I'm guilty for collecting all the sparkles and shiny 70s glassware.”



KATE THOMPSON

Head of Strategic Operations

“When I travel for work I never seem to have a suitcase big enough, to fit all the things I buy from our amazing shops!”



SONIA KIURTZIDIS

Retail Buyer

“I love seeing our children's stories come to life for our supporters through our shops!”

SULTANA KULSUM

Retail Resources & Communications Assistant



LINDSEY BRIDGEMAN

Area Manager



JADINE APPIAH

Retail Resourcing & HR Advisor



MATT RUSSELL

Product Logistics Manager



LEANNE SMITH

Reactive Maintenance



LAVINIA WILLISHER

Retail Operations & Communications Manager



“It is rare for me to visit one of our shops without making a purchase... it's like buried treasure I'm destined to find!”



SUSIE DUNSTAN

Volunteering & Communities Insight Manager

“I love a cuppa and a chat in the backroom!”



IAN MATTHEWS

Director of Retail & Communities

“I love visiting our shops as it reminds me of the passion and commitment that exists amongst our shop teams.”



RONAN O'DONNELL

Area Manager

“Visiting shops and meeting volunteers is always the highlight of my role. The teams normally know I've called in as I have an awful habit of accidentally stealing their pens! Sorry...”



JULIE DEAN

Retail People Development Manager

“What I most enjoy about my role is working as part of a team, with amazing people who are motivated by bringing about change.”

LYNSEY SCOTT

Stock Generation Manager



CHERYL ADAMS

Area Manager

“I love visiting our shops to meet the Amazing dedicated teams and knowing me to buy something lovely!”



HILARY TANNER

Retail Insight & Analysis Manager



KATE BISHOP

Director of Retail Brand Strategy

“The treasures from our shops are little reminders of the amazing people I've met on my visits. Even today, I'm wearing my St Andrews scarf, drinking coffee from my West Bridgeford cup and saucer!”



JACK RICE

Retail Creative Artworker

“Hearing our teams stories and why they choose to volunteer really inspires me in the work I do.”



NIGEL ROGERS

Area Manager



RHYS WILLIAMS

Retail Business Manager North



HELEN BLAKEMORE

Retail Development Project Lead

“I love it so much when people say 'I can't believe this is a charity shop!', it makes me really proud to be part of the Retail team.”



MANDY TIERNEY

Head of Retail Operations

“My favourite place to be is the till area where you get to see all the wonderful things people buy and how happy they are with what they found. I often say to myself 'I wish I had seen that'.”



JUSTYNA LAWSON

Gift Aid & EPOS Assistant





EVERY CHILD IS AN ARTIST

PUT A CHANGE IN YOUR TALKING VOLUNTEER

Shop Today
Donate Tomorrow

Welcome
We can't wait to see you
Opening Hours
Monday
Tuesday
Wednesday
Thursday
Saturday

All cars






**WE CREATE VIBRANT
RETAIL SPACES THAT
EMBRACE AND INSPIRE
COMMUNITIES.**

