



St Raphael's Hospice Clearance Sales

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St Raphael's Hospice Clearance Sales

- How we got here
- St Raphael's retail
- The problem and the solution
- Huge clothing clearance event and how it works
- Our customers
- Marketing
- Logistics
- Challenges
- Till solution
- Income and what it looks like

How We Got Here

The simple answer is the same way everyone else did –

- Pandemic changed the way we shopped and dressed
- Opened in lockdown to take donations
- 40% of every bag will make it onto the shop floor
- Massive increase in fast fashion
- Wars and other world disasters impact on the price of rag.

St Raphael's Hospice Retail

- We have 11 shops:
 - Boutique, High street and Clearance
- Donation Centre and Furniture
- 300 square feet of additional storage
- 2,000 square feet of warehouse
- Small stores with little stock room space
- Policy of only turning away items we can't sell
- Everything culled after seven days
- All shops accept over the counter donations
- Four are over-donated



Problems and Solutions

Problems:

- Started sorting for clearance
- Shops overwhelmed
- Rag prices falling
- Not wanting to put clothing in landfill

Solutions:

- Free space
- Excess of good quality stock
- Engaged volunteers who were incensed about rag price



Huge Clothing Clearance Event



How It Works

- Free space by using the onsite Conference Centre at the Hospice
- Tables in three rows
- Use culled stock and excess sorted for clearance
- £2 entry – children free
- Serve tea, coffee and cake for a donation
- Price by type – dress £3, tops £1 and an exceptional rail £5
- Sell ladies', linen, children's and men's PLUS shoes and bags

Our Customers

- Regulars every month
- Resellers
- Staff and volunteers
- Young men and young people
- Those on lower incomes
buying to send to family abroad
- Vintage collectors



Logistics

- Staffing is the biggest cost
- Team of volunteers
- Set up 10am-5pm on the Friday
- Open 10am-4pm on Saturday and Sunday
- Clear up from 3pm-5.30pm on Sunday
- Buy everyone lunch
- 2x card machines
- Cash boxes
- Record sales and balance the books –without a till!



Challenges



Challenges

- Many items have gift aid numbers
- Ringing all the GA through the till in a shop
- Finance team behind the scenes
- What happens to the leftovers?
- Impossible to record what you sell
- Physical manpower of set up and clear up for our volunteers
- Single-use plastics
- Volunteers having holidays
- Competing for the space with other Hospice events
(Light Up A Life in December)

And that's all there is to it!





Thank you!

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