

Setting up and running a **VOLUNTEER SHOP**



'There's nothing to beat the delight of seeing the faces of new Rainbows and Brownies when they put on their guidewear for the first time.'



WE DISCOVER, WE GROW

Girlguiding

➤ Welcome

We are delighted that you are considering opening a volunteer shop to raise money to support guiding in your area. You're in great company as you'll be joining a network of over 800 volunteer shops all over the UK.




This booklet explains how the Girlguiding Trading Service volunteer shop scheme operates, how to determine which type of volunteer shop meets the needs of families and Leaders in your area, how the setting-up process works, and how to run your shop successfully.

➤ An introduction to Girlguiding Trading Service

Girlguiding Trading Service is a limited company owned by UK charity Girlguiding. Our purpose is to:

- provide resources, clothing and equipment for guiding
- produce additional products that add to the fun of guiding
- provide a source of information to Leaders
- ensure easy access to products for Girlguiding members and their families
- generate a surplus (profit) to:
 - support Girlguiding's Statement of Purpose – to enable girls and young women to develop their potential and to make a difference to the world
 - help to keep the annual subscriptions paid by Girlguiding members as low as possible.

As well as sourcing and distributing guiding clothing, gifts and resources, Trading Service is also a multi-channel retailer, providing three easy ways for customers to buy Girlguiding merchandise:

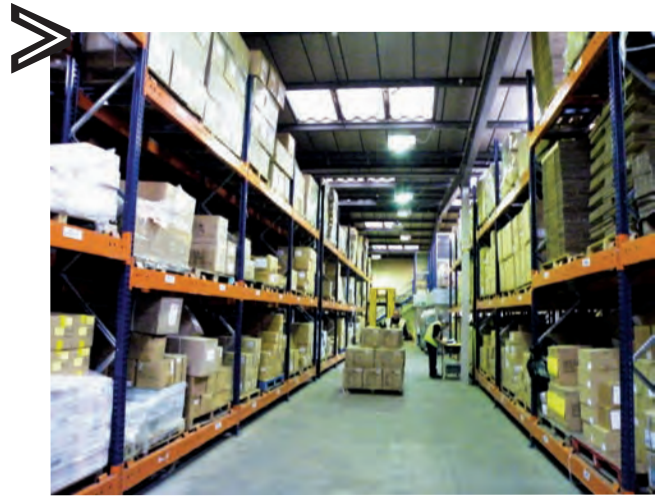
-  volunteer shops and agents (sometimes known as depots)
-  online on our website www.girlguidingshop.co.uk
-  mail order via the *Guiding Essentials* catalogue.

The volunteer shop network is at the heart of our operation and accounts for nearly 50 per cent of Trading Service's annual sales.

Complementing the volunteer shop network are our online shop and mail order shopping channels. These serve customers who don't live near a volunteer shop. The three easy ways to shop ensure that we reach all Girlguiding members and their families, wherever they live in the UK.

➤ Trading Service head office

Trading Service is based in Altrincham, Cheshire and includes a modern warehouse to fulfil orders from shops, via post, phone and online from www.girlguidingshop.co.uk.



Not just a retailer, we're a knowledge hub for Girlguiding members too. The Altrincham site is the home of our friendly and knowledgeable Sales and Information Team, so whether you want to place an order by phone or have a query about anything guiding related, you can call or email us.

The Information Team supports the guiding membership by providing a range of services such as producing certificates of charitable status, distributing bus permits and boating stickers, and handling membership enquires.

The team also gives help and advice on a variety of subjects ranging from weird and wonderful topics such as 'My Guide unit has encountered a UFO' to more commonplace queries about current events in guiding, policies, membership cards, magazines and volunteering for the organisation.

Call the Sales and Information Team on 0161 941 2237, Monday to Friday, 9-5pm. During term-time these opening hours are extended some evenings; please check the bulletin sent monthly to volunteer shops for details.

Alternatively, email tradingshop@girlguiding.org.uk (sales and online shop queries) or membershipsupportservices@girlguiding.org.uk (general guiding queries).

Section wear produced under licence

To ensure that the maximum amount of money comes back into guiding, our marketing and promotion focuses on encouraging members and their families to buy primarily from Trading Service volunteer shops, or via our online shop or by mail order.

You may have noticed some guiding wear that has a David Luke label instead of a Girlguiding label. We allow a company (currently David Luke) to produce section wear under licence, for which we receive only a royalty. Profits made from the production or sales of these items through high street shops come back into guiding.



**MARTIN GOODWIN,
HEAD OF TRADING SERVICE**

'Our sole purpose is to raise vital income for Girlguiding in order to develop the guiding experience for nearly 500,000 girls and young women in the UK. So you can reassure your customers that whatever they buy from Trading Service, 100 per cent of the profits are used to support guiding both locally and throughout the UK.'

The Guiding Essentials range

Our Buying Team sources Rainbow, Brownie, Guide and The Senior Section wear and gifts from suppliers and factories that meet our stringent quality and safety standards and fully comply with all applicable laws, rules, and regulations regarding labour, the health and safety of their employees and the environment. We also follow the United Nations (UN) guidelines on ethical trading. You can read about our Ethical Code of Conduct by visiting www.girlguidingshop.co.uk.



Girls love to have something to remind them of the fun they had in Rainbows, Brownies or Guides, and our affordable gift range makes ideal birthday, Christmas or occasional presents. With the majority of gifts under £5, they won't break the bank!

Popular brands, such as Me to You 'Tatty Teddy' gifts, Monopoly™ and Kit Heath jewellery all produce exclusive gifts for Girlguiding Trading Service.

Some Trading Service facts

- On average, £2m profit from Trading Service is given back to Girlguiding each year to support and develop guiding in the UK and keep the members' annual subscription as low as possible.
- The Trading Service team processes over 100,000 orders per year.
- With over 70 per cent of our gift range costing less than £5, our gifts make great value presents for all occasions.
- In 2010 the Brownie trousers made £194K profit and the Brownie short-sleeved T-shirt made £118K profit. Their combined sum of £312K was enough money to:
 - produce 3 issues of *guiding* magazine
 - award 370 grants for starting a new unit
 - a new Brownie resource.
- Badges are big business. For example, our best-selling item in 2009 was the Centenary woven badge – over 450,000 were sold.

➤ Volunteer-led shops are important to local guiding

Did you know?

- Volunteer-run shops and agents account for nearly 50 per cent of Trading Service's annual sales.
- Volunteer-run shops are a successful way to raise funds for local guiding. Some shops have been serving their local area for over 30 years! Our largest shop, in Nottingham, began operating from just one cupboard.
- Volunteer shops take the hassle out of buying section wear. Busy families appreciate having a local shop that:
 - is easy for them to get to
 - is usually open outside normal office and school hours
 - stocks or is able to order the full range of resources and gifts
 - is able to allow girls to try on section wear before they buy.
- Shops and agents are a convenient way for Leaders to buy unit resources, badges (many stock registered badges such as qualification and Promise badges) and adult Leader wear.
- Shops run by volunteers can provide an invaluable service to parents and carers as a source of impartial information and advice, particularly for parents and girls new to the organisation.
- Encouraging parents and families to buy uniform from a local volunteer-run shop or agent rather than from the high street means that more money comes back into guiding, specifically local guiding.



JANICE, SOLIHULL VOLUNTEER SHOP

'Each year we provide discount vouchers for the units that have supported us through the previous year. It's our way of saying thank you, and it enables them to spend more while generating business for the depot.'

➤ How do shops and agents make money?

1. Buy Trading Service merchandise at a discount

Girlguiding shops and agents buy directly from Trading Service.

Shops and agents receive a discount on the price shown in the *Guiding Essentials catalogue*. There are regular promotions and special offers just for volunteer shops and agents throughout the year with a higher discount on particular products.

By then re-selling the products at the full catalogue price, the shop will make a cash surplus (profit). Once the costs associated with running the shop (depot) or agent's expenses have been met, the profits can be ploughed back into supporting local guiding.

2. Early bird benefits

In summer, just before the launch of the new *Guiding Essentials catalogue*, or when there is a major launch of new programme resources, volunteer shops/agents are given the opportunity to order stock first. An 'early bird' order form is sent out to shops to place their orders on.

3. Profit-share scheme

Once a shop or agent has sold £1,000 worth of products, they will be eligible for the annual profit-share scheme; shops and agents receive a percentage of Trading Service's total annual profit based on the level of the shop or agent's annual turnover. For the largest volunteer shops, the credit they receive from Trading Service as part of this profit share scheme is in excess of £1,000.

➤ What happens to the profit made by Trading Service?

Any profit made by Trading Service is used to support Girlguiding, helping to keep annual subscription fees and cost of resources as low as possible, and to assist with the operating costs of the organisation.

➤ Types of volunteer shops and agents

There are three ways to sell Girlguiding merchandise locally.

1. Permanent shops

These shops have permanent displays of stock. Depending on the location of the shop, you may be able to open more than one evening or several hours per week.

This type of shop is ideal if you have a room available:

- in a County or Country/Region office or other premises owned by local guiding, particularly where you have staff or volunteers on hand who could serve customers
- at a campsite or holiday house. You can make a shop in a room of any size! We have seen great displays in both small and large rooms.



Shops with permanent displays represent the biggest growth in volunteer shop sales over the past two years. The new generation of shops such as those in Milton Keynes and Northampton have been successful as a result of:

- strong Girlguiding Trading Service branding
- permanent fixtures to display products attractively like a shop on the high street
- the full *Guiding Essentials catalogue* range available to browse and purchase
- extended opening hours on Saturday and at least one evening, which fit in with Leaders', parents' and families' busy lives
- extra facilities – for example, Birmingham also has a coffee shop and Milton Keynes has a meeting area for Commissioners and their Leaders.

Trading Service can recommend a professional shop fitter who understands our requirements and products. We'd be delighted to put you in touch with them, and offer to advise on fixtures and fittings.

Janice, your volunteer shop was established in 1981 – how has it changed over time?

'We started in a small committee room at the local guiding hall with the stock in a cupboard under the stairs. We had to put the stock out each time, which was time-consuming.

'When local members moved to another hall, the Leaders kindly offered us a section of their new meeting place. I was able to fulfil my dream and design a purpose-built shop.

'Trading Service supported us in getting up and running. Since opening we've gone from strength to strength, and are currently one of the top ten volunteer shops in the UK!

'It is a joy to finally have a proper shop that we can now walk into and have ready to open in minutes. The only chore about setting up now is the vacuuming!'

2. Mobile shops

This is the most popular type of shop. The stock is stored until the shop can be set up for one or two evenings per week during term-time. Mobile shops often cover a District or Division.



This is ideal where permanent space is not available but you have:

- access to a medium or large room in a meeting hall
- towns with a medium-size population or high guiding membership
- cupboards or other suitable storage for stock or access to car transport
- a team of volunteers who can commit to helping regularly during term-time.

3. Trading Service agents

These are volunteers who take orders for all the units in a guiding District or Division or for a number of units in a small local area. They receive the orders from Trading Service and distribute them to the local units. There is no initial financial commitment required by the District or Division to buy stock.

This is ideal where:

- the units are in rural or isolated areas
- the local guiding membership is not large enough to support a regular shop
- there are no shops within a reasonable distance
- local Commissioners are unable to find enough volunteers who can commit to running a weekly shop during term-time
- there are no suitable premises locally for a permanent or mobile shop, as the agent does not have to hold stock.

➤ How do I get started?

There are a few easy steps to set up a volunteer shop or agency.

1. Determine the type of volunteer shop that would suit your local area

Does your area need a volunteer shop?

Before setting up a volunteer shop, consider the needs of local members and the existing facilities in your area, and discuss these with your local Commissioner.

Other volunteer shops

If a volunteer shop or agent already exists, consider what impact the two shops will have on each other. Is there enough demand to support a new volunteer shop?

Would it be better to offer support to the existing volunteer shop? You could become a 'satellite' of the existing shop or work with the shop by being able to offer a new opening day or extra resource.

High street outlets

Does a local high street store sell guiding wear, gifts and resources?

If clothing is supplied to them by our licensee (David Luke), much less money returns to guiding and in this case a volunteer shop can certainly benefit local guiding.

A high street store such as National Schoolwear selling guiding wear supplied by Girlguiding (identified by the Girlguiding label) will benefit guiding, so opening a volunteer shop may not be appropriate.

What type of shop would work best in your local area?

The chart on the opposite page will help identify the ideal shop type and membership numbers.





What type of shop (depot) do we need?

Is there a shop (depot) already in your local area or within 15-20 minutes, drive/public transport journey?

YES

NO

SOLUTION:
Why not join forces and promote the existing shop (depot) to your girls' families?
Or, if you can provide a couple of volunteers, perhaps you could discuss extending the opening days/hours to meet demand and be even *more* convenient for parents and Leaders?

Do you live in an area with a large number of units or lots of members?

YES

NO

Have you got a building with a room that could be used all the time for a shop (depot)?

YES

NO

Is your District or Division spread over a large rural or isolated area?

NO

YES

SOLUTION:
A permanent shop (depot) where you can display stock all the time.
If the building is staffed, perhaps you can offer extended hours?

Is there a building/room you can use once or twice a week?

YES

NO

SOLUTION:
Appoint a volunteer as an agent who can visit units in your District or Division and take and deliver orders.

Can you store stock at the building where you will run the shop (depot) or at your house?

YES

NO

SOLUTION:
A mobile shop (depot) where you bring out the stock to display each week.

2. Speak to your County Commissioner

Once you have agreed locally that it would be beneficial to open a shop (depot) or appoint an agent, you must get approval from your County Commissioner.

3. Find suitable volunteers to run the shop or be an agent

Once you've identified a suitable space, or decided to appoint an agent, consider the volunteer team you will need, and how the shop will be managed. For help on recruiting volunteers, see the next section, 'The practicalities of setting up and running your shop'.

4. Register your shop or as an agent, and open an account with Girlguiding Trading Service

Complete the application form inserted in this booklet.

Terms and conditions of setting up and running a Girlguiding Trading Service volunteer shop or agency

By completing the application form, the manager or agent of the volunteer shop and the members of the committee agree to abide by these terms and conditions.

1. The surplus (profit) your shop makes is used for the benefit of the unit(s)/District/Division/County in the way decided by the Shop Management Committee (see p9).
2. Payment of the account will be made before the end of the month following the statement date.
3. All payments are strictly net.
4. Delivery will be paid for at the rate as notified by Trading Service.

Please note the following points.

- Overdue payment may result in a delay in the processing of any outstanding orders.
- If an item you order is out of stock, your delivery note will advise you of this – marked 'out of stock – to follow'. If only one item is out of stock or unavailable, the rest of your order will be sent out. When the affected item is back in stock, it will be sent out to you at no extra charge.
- If customers bring back goods to you as faulty, please examine the product carefully and make a common-sense judgement on whether the complaint is justified. Faulty goods can then be returned to Trading Service and your account will be credited accordingly.
- Returns. Please see our returns policy on page 11. Do not over-order and build up unnecessary stocks. Remember, after 28 days you will not be able to return them.

5. Set up a bank account and arrange for insurance if you are holding stock in a building or in your house

All shops and agents must have a separate bank account just for this purpose, with two or three approved and unrelated signatories on all cheques. You should also prepare an annual income and expenditure balance sheet, to be independently audited.

Insurance is essential to safeguard property, goods and money. The goods belong to the shop or agent from the moment they are delivered to you until they are sold to the customer.

If stock is held at your home, you should advise your household insurers.

6. Start planning your shop

We want to ensure that the setting up of your shop or agency is as painless as possible and Trading Service is on hand to provide help and support.

Janice – what is the best thing about being a volunteer shop manager?

'It's a pleasure to work in the shop where there is a happy buzz. I love meeting the Leaders and seeing them come in to get help and advice from other Leaders or ourselves. We are a "gossip shop" with a purpose. And there's nothing to beat the delight of seeing the faces of new Rainbows and Brownies when they put on their uniform for the first time.'



➤ The practicalities of setting up and running your volunteer shop

➤ Finding volunteers

You need to consider the volunteer team you will need to run it, and how the shop will be managed. Here are some things to consider.

1. **Who would be suitable?** This appointment could suit members who want to support local guiding, for example, retiring Leaders, Trefoil Guild members, 12-Hour Challenge participants or parents who would like to support guiding (but not in their daughters' units). This type of appointment is open to both sexes and volunteers need not be members of Girlguiding.
2. **Who do you need?** A permanent or mobile shop will need:
 - a manager who will take overall responsibility for the shop and be the key contact with Trading Service
 - a small team of volunteers to help with aspects of the shop and serve customers, perhaps on a rota
 - a Shop Management Committee to ensure that the profits are used for the benefit of local guiding, to support the manager and to deal with administration and finance.

Who should be on the Committee?

For most permanent and mobile shops, the Shop Management Committee usually comprises six people, including the Shop Manager, Chair, Treasurer, appointing Commissioner (or her representative) and two interested adult members.

For small agent-run shops (usually mail order only, holding little or no stock), your appointing Commissioner plus one or two local Leaders will suffice. The County Commissioner must approve the members of the Committee.

Where an agent is appointed, the agent takes on the manager role, and a small Shop Management Committee of two or three local Leaders and the Commissioner should be appointed.

The role of the Shop Management Committee

Having a Shop Management Committee is essential and will offer you vital support and help with issues such as administration and finance, volunteer support, promotion of your shop, distribution of the cash surplus (profit) and ongoing development of the shop. Sample constitutions are available at County level.

The shop constitution

It is good practice for the Shop Management Committee to have a constitution – and it may be asked for when you set up your bank account. The constitution does not need to be complicated but it should include the following:

- the purpose of your volunteer shop
- the members of the Committee and their terms of office (check the online *Guiding Manual* for details of any time-limited appointments)
- the number of meetings you will hold per year and how many members will be needed to make a quorum (so that the proposals agreed reflect the views of the majority)
- financial details – approval of accounts, who will be signatories, etc
- the process for winding up the volunteer shop and committee.

Meetings

You should hold an annual general meeting to present your year-end accounts, and hold regular meetings during the year to discuss sales and issues arising. The number of meetings per year will depend on the type of shop and its turnover.

Why not use some of the free Growing Guiding leaflets and posters to help you to recruit volunteers?

- *What's your perfect role* leaflet – order code 6891
- *The 12-Hour Challenge* postcards (pack of 30) – order code 6989 and posters (pack of 6) – order code 6990
- *Make the most of your skills* leaflet (pack of 50) – order code 6930
- *Do something extraordinary* leaflet (pack of 100) – order code 6949.



Support available from Trading Service

We want to ensure that the setting up of your shop or agency is as painless as possible. Trading Service will provide the following help and support.

- For permanent premises, we will come to your shop and advise the manager and their volunteer team on layout and display, stock management and operation of the shop.
- During the first three months, we allow up to 90 days' credit, after which we offer 30 days' credit.
- Dedicated sales advisers are available to help with queries.
- Monthly updates are sent out from Trading Service with information on new items, out of stock issues and special offers just for shops and agents. You can also sign up for our email newsletter, News4depots, to receive 'hot off the press' updates and information.
- Early Bird order forms with extra discounts are available so that you are prepared for the new school year and catalogue launch in September.
- You can order promotional and marketing materials from Trading Service, such as the *Guiding Essentials Parents' Catalogue* and leaflets and posters.
- As your volunteer shop grows, we can provide a credit/debit card terminal at a discounted price that includes your shop's transaction charges paid for by Trading.



What can I sell?

All volunteer shops and agents can sell everything featured in the *Guiding Essentials* catalogue such as section wear, resources and gifts. Many shops stock items and badges produced by their County and Country/Region as well.

Selling interest badges and other registered goods

Some restrictions apply to goods that denote membership or acknowledge achievement, usually interest or qualification badges and certificates, which are classed as registered goods.

There is a lower rate of discount applied to these products and they are split into two groups.

Group A

Volunteer shops, County Badge Secretaries and Assistant County Badge Secretaries may sell these items, which include Rainbow Roundabout badges, Brownie interest badges, Guide interest badges and Promise badges. A customer does not need to present a membership card to purchase these items from your shop.

Group B

These goods are available only from County Badge Secretaries. They include adult qualification awards and other senior awards such as the Baden-Powell Challenge badge (Guides) and the Queen's Guide Award badge (The Senior Section).

You can obtain the Badge Price List, which lists the Group A and Group B registered goods, from Trading Service.



Ordering stock

Order light and often to avoid tying up money that could be used for guiding in building up any unnecessary stocks.

You can order your goods by calling Trading Service on 0161 941 2237 or order via the online shop.

When you order, volunteer shops are charged a reduced delivery charge which is fixed no matter the size of your order. Please check the current *Guiding Essentials catalogue* for the up-to-date delivery charges.

Do not over-order and build up unnecessary stocks. If you are unsure of what quantities you should be ordering for particular items, our sales team will be happy to advise you. Just email or give us a call!

Ordering via the online shop

You can also order everything from the *Guiding Essentials* catalogue online.

Before you place your first order, please contact the Sales team at Trading Service so that they can set up your volunteer shop account as an online shop customer. This will ensure that you receive your shop discount!

Presently, registered badges are not available to order via the online shop, so if you wish to order them you should ring Trading Service. If you contact us to order badges shortly after your online order has been placed, it may be possible to combine your order, reducing the delivery charge applied.



What happens if an item is out of stock?

If an item is out of stock it will appear on your delivery note as either:

- 'Out of stock – will follow ASAP' – if the item is due in shortly this will be sent out to you separately
- 'Out of stock – please re-order' – if the stock will not be available within a reasonable period.

You can cancel 'to follow' items at any time.



Returning goods to Trading Service

1. Return of unwanted goods in perfect condition (see also page 2 of the *Guiding Essentials* catalogue)

- All goods in perfect condition must be returned within 28 days of the date on which you receive the goods, provided you have told us within a reasonable time of receipt of the goods – this is classed as within 14 days of having received your order.
- When returning items, please make sure they are folded and returned in their original packaging suitable for re-sale.
- You are responsible for the cost of returning perfect goods to us if they were correctly supplied.
- If you return goods to Trading Service any later than 28 days after you have received the goods, then these items will be returned to you and the postage charged to your shop/depot.

2. Return of faulty goods

- Please state what the fault is and where it is.
- Please add replacement items to your next order rather than as a 'return for item sent back'. This will reduce postage costs.
- If you have any queries about faulty goods, please contact the Sales Team on 0161 941 2237 and they will be happy to advise you.
- If you are returning faulty products, please send them back as soon as possible in clean condition. Don't hold on to them until you have a few different items. Postage will be refunded. This helps us to identify any issues with a batch of goods and take prompt action with the supplier if necessary.
- Due to our stock-take in December, please return all faulty goods no later than 30 November or after 1 January. No goods will be processed or credited in December before the stock-take.

3. Items that cannot be returned to Trading Service unless they are faulty:

- goods made to your specification or which are personalised for you
- audio or video recordings unsealed by you.



Managing finances

1. Accounts

Your volunteer shop must have a separate bank or building society account solely for the volunteer shop. You cannot use your District or Division's existing banking arrangements.

a) Naming your shop

It's worth spending some time deciding on the name of your shop name as this will be:

- the name your Leaders and parents will remember
- your Trading Service account name
- appearing on your bank account, so keep it simple and easy to understand by your customers.

The name on your bank account must match the name given to Trading Service when you open your account. It's recommended that you include the level you operate at: eg District, Division or County, particularly if there is more than one shop within your town or city.

Examples include Milton Keynes Guide Shop, Upper Lunesdale District Trading (small mail-order agent), Brownsea Island Camp Shop and Manchester County Shop.

b) Choosing a bank account

There are lots of different community bank and building society accounts, so shop around for the one that meets your needs and attracts the fewest (preferably no) charges. Explain to the bank that you are a non-profit enterprise so that they can advise you of the most appropriate type of account they offer.

These types of bank accounts can take some time to set up, so it is advisable to arrange your first meeting of the Shop Management Committee as soon as possible to agree your constitution, complete the application form and agree the signatories for the account. Please note that signatories must not be related to each other.

c) Keep your accounts up to date and prepare an annual income and expenditure balance sheet

You will need to prepare an annual income and expenditure sheet for your shop. This will be formally examined by a competent independent person at the end of each financial year. Don't forget to include all your invoices, receipts and bank statements. The Shop Management Committee should decide which local Commissioners should receive copies, and one should be sent to the County Treasurer.

Further information about Girlguiding procedures can be found in *The Guiding Manual* (accessed via the members' area of the Girlguiding website). There is



also a downloadable unit accounts spreadsheet and guide that you could adapt in the members' area of the Girlguiding website; visit www.girlguiding.org.uk.

2. Reserves

It is recommended that you hold enough money to cover 12 months' running costs to cover stock, additional fixtures and fittings you may require or expenses incurred in running the volunteer shop or agency.

3. Paying Trading Service

During the first week of every month, you will receive your monthly statement from Trading Service. This will detail orders placed during the month, payment received and the outstanding balance to be paid.

Our payment terms are strictly 30 days net, which means that payment of the outstanding amount on your statement **must be made** before the end of the month following the date of the statement.

To pay Trading Service, complete the remittance slip at the bottom of the statement and send a cheque made payable to 'Girlguiding Trading Service' to us at:

Accounts Department
Girlguiding Trading Service
Atlantic Street
Broadheath
Altrincham
Cheshire
WA14 5EQ

Please note that all customer cheques you receive must be paid into your shop bank account first and only one cheque from your volunteer shop account is to be sent to Trading Service to pay your outstanding balance.

If your account is in arrears, you will not be able to order more stock. If you are having difficulties paying your outstanding balance, please contact us as soon as possible so that we are aware of the situation and can help you find ways to resolve it.

4. VAT

Only volunteer shops with a turnover exceeding £70,000 per year are required to register for value added tax (VAT). This turnover figure may be changed from time to time by the Chancellor of the Exchequer. For updates on the VAT-qualifying figure and general information and guidance about VAT, visit HM Revenue and Customs website at www.hmrc.gov.uk/vat.

5. Insurance

Having adequate insurance is essential to safeguard property, goods and money, and therefore the income you are raising for local guiding. The goods ordered are the volunteer shop's responsibility from the minute they are delivered to the shop or the delivery address on the delivery note until they are sold to a customer.

What insurance cover you need if you:

- a) **Hold stock at your house** – You should advise your household contents insurer and calculate how much stock you are likely to be storing.
- b) **Keep stock in a building owned by somebody else** – Advise the owners of the building.

Unless someone proves in writing that they are insuring the stock, the Shop Management Committee should take responsibility for arranging the insurance.

Insurance cover for stock and money against fire, theft and damage can be provided by Girlguiding's insurers – please contact Trading Service for details. You do not need to arrange employers' liability or public liability insurance as this is already set up by Girlguiding through its broker.

6. Investing your profits in local guiding

Your Shop Management Committee will agree how the surplus from the volunteer shop will be distributed to benefit local guiding. Here are several ways of allocating money.

- Give each unit a profit-share cheque at the end of each year or twice a year.
- Small agencies may wish to pass on the saving directly to units when they order and only charge the cost price as charged to you by Trading Service (plus a little extra to cover the shop's running costs).
- Transfer the surplus into the District or Division accounts (as appropriate).
- Pay for individual requests as they arise.

Some ways that this money is currently used locally is to:

- make grants towards the cost of adult Leader uniform and resources for new or existing Leaders
- assist with the development, maintenance or running of local guiding-owned buildings
- make grants towards trips and unit resources.

Janice – running special schemes for local units

'We record the sales of uniforms to girls and their units, and once a year vouchers are issued to units representing 10 per cent of their sales.'

'We also give adult Leaders and The Senior Section members an automatic 10 per cent discount on their uniform purchases.'

'We also run an agency where a Leader distributes the *Guiding Essentials Parents' Catalogue* to all members of the unit and gathers in orders. Again, they get a 10 per cent discount added to their voucher. The vouchers can then be spent on anything we sell in the shop.'



FAQs

Q: Will any items of section wear (uniform) be discontinued?

A: All section wear items are kept in stock for as long as it is practical to supply the demand that is generated by the membership.

Occasionally when specific items become less popular it does become impractical for further stock to be bought in by Trading Service. Usually this is because it is below the minimum quantity that can be manufactured and demand is low, so it would be imprudent to make the stock purchase.

In these circumstances Trading Service seeks approval from the Girlguiding Executive Committee to let those items sell out. The effect of this is that over time sizes will become unavailable. This does not mean that those items are no longer classed as section wear. They can still be worn and purchased. Indeed the only garments that are not accepted as official section wear are items from the Jeff Banks range of adult Leader uniform.

Q: I am likely to take only a small amount of money each year. Can I use my District/Division's bank account to manage my accounts?

A: No, you need to set up a separate bank account for your volunteer shop and ensure you have two or three signatories for your bank account.

Q: A customer has brought back a Brownie top with a David Luke label in the neck and has asked me for a refund. What should I do?

A: Politely advise the customer that the top they have brought back has been manufactured by our licensee not Girlguiding and that they should take the top back to the place where they originally bought it. You may like to show the customer our merchandise with the Girlguiding label so they can see the difference.

Q: I've found some gifts that have been in the shop for a couple of months that I can't sell. Can I return them for a refund?

A: Unfortunately you cannot return them. Items are sold on a firm sale basis (ie not sale or return). You can return goods in perfect condition within 28 days of having received the item(s) only if you have notified us within 14 days that you wish to return them.

Hints and tips for running a successful volunteer shop

Tools for the job

Guiding Essentials catalogue

This is your most powerful sales tool – the *Guiding Essentials* catalogue features the full range of guiding wear, gifts and resources and is published annually on 1 September. The *Guiding Essentials* catalogue is distributed to all adult members with the Autumn edition of *guiding* magazine.



To order more free copies of the *Guiding Essentials* catalogue, quote order code 1500.

Guiding Essentials catalogue for parents and families

This special A5 edition of the *Guiding Essentials* catalogue features section wear and gifts for our young members. It is mailed directly to parents and carers of girls annually in either paper or electronic format. As part of this direct mailing, there is a newsletter which promotes volunteer shops to families and encourages them to visit a local volunteer shop as their first port of call for guiding merchandise. If you require any additional free copies of this catalogue, quote order code 1508.



Posters and leaflets

To help you raise awareness and advertise your shop/depot locally, we have produced a range of free eye-catching posters and leaflets for you. Enter your opening times, shop address and contact details and display in local meeting places or hand out in unit meetings to let families know when and where to find you.



- 6888 A1 poster (59.4cm x 84.1cm) – supplied in a tube containing two posters
- 6886 A3 poster (29.7cm x 42cm) – two posters in a pack
- 6889 A5 leaflet (14.8cm x 21cm) – order total number you require (supplied in singles)

These are available free from Trading Service (p&p charges will apply).

Create your own professional leaflets and posters
Trading Service can supply template files for you to customise.

- Ask your local printer to insert your opening times, address and contact details onto the artwork to create a professional-looking leaflet or poster.
- Use your local printer to print more copies of the leaflet or poster.
- You can produce them in different sizes.

We'd be happy to send you a disk containing the files to give to your printer. To order a disk, please email tradingshop@girlguiding.org.uk.



6887 About Trading Service leaflet
This four-page full-colour A4 leaflet explains what Trading Service is all about, and includes interesting facts and figures, ways in which members influence the development of the section wear and gift range, and comprehensive information about the different ways to buy from Trading Service.

Give these leaflets to:

- local Commissioners and Leaders to raise awareness of Trading Service and yourself as part of our network of shops. This will encourage them to recommend your shop as the first place to buy from *Guiding Essentials* rather than the high street
- potential shop volunteers to encourage them to join your team.

If you are running a shop at an event, you can also borrow one of our 6ft x 3ft vinyl banners with eyelets to advertise your shop.



Promoting yourself

The success of your shop will depend on the support you receive from local guiding, particularly from local Leaders who are ideally placed to recommend you to parents and encourage them to shop with you rather than the local school wear shop! It is vital that the Shop Management Committee actively promotes the volunteer shop to your local guiding community.

The direct mail of the *Guiding Essentials* catalogues (to Leaders via *guiding* magazine and to families via direct mail) will create interest in shopping from your shop. But to convert this initial interest into sales, the message should be reinforced locally, eg through adverts or recommendations from Leaders or other parents.

Why not try these ideas.

- Reconnect with Leaders from units within your catchment area to promote your service (particularly new Leaders).
- Ask to speak at a District or Division meeting to explain how you can help develop guiding in your area and encourage Leaders to recommend you to parents.
- Let parents know where and when to find you by visiting local unit meetings to hand out leaflets, display posters in meeting places (see Tools for the job) and introduce yourself to parents.
- Ensure your shop contact details and opening hours (if appropriate) are included in your County's directory.
- Run promotions such as '10 per cent off day' and advertise locally to encourage parents and Leaders to visit your shop.
- Offer to run a shop at local and County guiding events – it will help to raise your profile and increase sales.





Keeping your knowledge up to date

Trading Service often runs shop training days around the UK where you can meet other shop managers, get the latest information and discuss ways of growing and becoming stronger. Call the Sales Team for more details about when and where the next training is being held. Attending a training event is a legitimate expense that can be claimed back from your shop.

Sign up to our email newsletter, News4depots, to make sure you're up to date with all the latest news and special offers. To subscribe, send an email to news4depots@girlguiding.org.uk from your usual email address and in the subject line enter your Trading Service account number and shop/depot name.



Reaching all the units and Leaders in your area

It can be difficult to reach all the Leaders in your area, particularly if you're in a rural area or units meet during shop opening hours. Leaders may live too far away from your shop to collect their orders. However, Leaders can still order from your shop!

You can either:

- take orders over the phone or by email and arrange for the order to be delivered direct to the Leader from Trading Service
- or
- allow Leaders to order direct from Trading Service, quoting your shop account number.

How it works

When you phone Trading Service to place the order on behalf of the Leader, you can add their name and address as an alternative delivery address.

If a Leader would like to order direct from Trading Service, they can contact you to request this service. All you need to do is confirm the Leader's name and address with Trading Service and that the Leader is authorised to place orders using your account number. The Leader can then place their order at their convenience and have the items delivered direct.

In both instances the invoice will be sent to you so that you can arrange for the Leaders to pay you for their order – they don't pay Trading Service direct.

Benefits

Leaders who cannot visit your shop or to whom you cannot easily deliver items can still support your volunteer shop and raise money for local guiding.

Leaders have the convenience of their order being delivered to them, and benefit from the reduced p&p price for volunteer shops (compared to private customers of Girlguiding Trading Service), so everybody wins!



SAM MASON, TRADING SERVICE AGENT, UPPER LUNESDALE DISTRICT TRADING

'I live on the border of a large, rural Division in Cumbria and run a mail-order agency. As I don't hold stock, it is more convenient for Leaders on the other side of the Division to order direct from Trading Service using my account number. Once the invoice arrives, I just email them to let them know the total cost of their order and they post a cheque to me – it's much cheaper than receiving the stock and then having to arrange to post it on or drive over! To further reduce costs, I'm introducing an electronic invoice that they can download and print out for their accounts!'



➤ The secret to eye-catching displays

➤ Permanent shops

If you are planning to open a shop where your display will be permanent, it is advisable to invest in some fixtures and fittings. We can put you in touch with a shop-fitter who has kitted out a number of volunteer shops and who understands our product range and requirements to help you maximise your available space.

Display hints and tips

- Hang one size of each item of clothing, so customers can check the sizing and try garments on.
- If a publication is shrink-wrapped, use one as a display copy so that Leaders can flick through it.
- Place smaller items on shelves at eye-level, and larger items on lower-level shelves so that customers can easily see them.
- Display items in 'blocks' to create the greatest impact. In the photo (right) all the Brownie-wear is displayed in a rectangular block, which makes a greater impact than if they were all in a line or still in their polythene wrapping.
- To display publications, use either magazine-type shelving or place your shelves at an angle so that the publications are displayed upright.
- Multi-drawer units usually used for screws and other DIY items make excellent storage for badges and small items.



➤ Mobile shops

The aim is to create attractive displays that are quick to set up and take down at the end of the session! There are a number of ways you can do this.

Use boxes and stands to display stock. There are lots of shops that sell inexpensive home storage solutions that could be used. Portable clothes racks could also be used to display section wear.



Watford Guide Shop displays section wear in washing bowls – quick to put out and store away again!



The whole shop packs away into this small space in the cupboard and only takes 15 minutes to set up or put away.

