

# Rubery Swop Shop

ANNUAL REPORT 2024

**Providing free preloved school uniform to Birmingham and beyond!**



Charity number 1199754

## Our Vision

**'All children and young people can access their right to education regardless of the uniform required'**

## Our mission

**'Provide all children and young people the opportunity to access school uniform and reduce clothing waste by working in partnership with the entire community'**

## OBJECTIVE

## OUTCOME

Identify and establish offsite storage



An off-site storage site was identified, established and is currently working well.

Install a fitting room to enhance service experience



The Rubery shop was completely redeveloped to enhance user experience, this included the addition of a fitting room for customers.

Introduce customer feedback to identify areas of development to enhance the service



Anonymous customer feedback was introduced in November 2024, to identify areas for service development.

Support more children

We have supported more referred children in 2024, receiving 124 referrals for 321 children – an increase of 27%.

Increase partnership working

In June 2024, The Hub on The Green began working in partnership with us – providing local access to uniform in Bournville.  
In December 2024, Birmingham City Council provides support to raise awareness and encourage more schools to engage with the service.

*"This year we have made important progress in developing our infrastructure and systems, to ensure that we can offer the highest quality experience and service to customers from Birmingham and beyond. We have continued to support children to access their legal right to education by redistributing items of uniform, whilst reducing the impact of uniform waste on the environment. Our volunteers make all of this possible and are simply amazing.  
In 2025, we will work with Birmingham City Council to reduce the requirement for expensive bespoke uniform items as part of schools' uniform policy, and identify funding to expand our shop opening hours just as our customers have requested through their feedback."*

**Kristina Murphy, Founder**

# HOW DID WE DO?



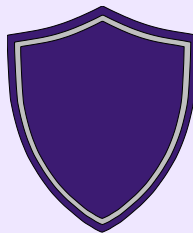
2,922

orders received



2,223

shoes/footwear  
provided



2,821

logo/bespoke items  
provided



321

children referred for  
support



5,226

children provided  
items



1,325

coats provided



23,890

items provided



88%

orders fully met

# OUR CUSTOMERS' FEEDBACK

98.3%  
rated  
the service



86.4%  
visit was better  
than expected

96.6% customers  
got all the items  
they came for



2 customers could  
not get Holly  
Hill jumpers



Anything that made your visit particularly good?

Helpful Knowledgeable  
Staff Comfortable Amazing  
Efficient Friendly Approachable  
Caring Welcoming Understanding

## Even better if...

If you would increase the number of hrs and visiting days it would really help alot.

If the shop can be a little bit expanded, this would accommodate more stuff.

## Funding summary

Donations

£2,269.70

Grants

£11,725

## 2024 Accounts

### Rubery Swop Shop Account Position 1st January 2024 - 31st December 2024

INCOME				
Grants		11,725.00		
Donations		2,269.70		
Fundraising		0.00		
Recycling		422.26		
Reimbursement		2,666.31		
<b>TOTAL INCOME</b>		<b>17,083.27</b>		
EXPENDITURE		BUDGET	SPEND	
Utilities		8,390.00	8,961.50	
Services		0.00	72.00	
Equipment		200.00	221.00	
Marketing		250.00	102.39	
Postage		300.00	115.10	
Expenses		100.00	0.00	
Storage project		20,000.00	18,313.25	
Fitting room project		1,500.00	1,499.48	
<b>TOTAL EXPENDITURE</b>		<b>30,740.00</b>	<b>29284.72</b>	
<b>NET SURPLUS (DEFICIT)</b>			<b>-12,201.45</b>	
Opening Bank			31,679.52	
<b>Closing Bank</b>			<b>19,478.07</b>	
GRANTS	Amount at opening	Amount received in year	Amount spent	Remaining
<b>GRANT TOTAL</b>	<b>21,000.00</b>	<b>11,725.00</b>	<b>22,371.88</b>	<b>10,353.12</b>

## Acknowledgements

With special thanks to our Landlord, Mondelez, Term Footwear, School Shop, Birmingham City Council, Rubery Councillors (Cllr. Grey & Cllr. McDonald), Clive Rushton, Sew Marvellous, Tesco Community Fund (Groundworks), ASDA Barnes Hill, and everyone else in the community who supported us.

Special thanks for the fantastic shop redevelopment to Nic Orme (project manager), Kevin Vickers (CW Projects), Element PFP and all our volunteers.

## Trustees

Mark Harvey  
Lorraine Murphy  
Laura Szendy  
Nicola Handscomb  
Angharad Macgregor

There have been no changes to the trustees in the previous 12-months.

Our volunteers make it all happen, their motivation, passion and commitment for the Swop Shop's purpose, cultivates an inspirational culture that supports both children and the environment. We are truly indebted to them for the impact they've made, and continue to make!

'We would like to thank all those who continue to support us – this is a service for the community, in the community, made possible by all of the community'



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Independent examiner's  
report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/  
members of

RUBERY SWOLFORD

On accounts for the year  
ended

31/12/2024

Charity no  
(if any)

1199754

Set out on pages

1

(Delete the page numbers if the report is set out on multiple pages)

I report to the trustees on my examination of the accounts of the above  
charity ("the Trust") for the year ended 31/12/2024

Responsibilities and  
basis of report

As the charity trustees of the Trust, you are responsible for the preparation  
of the accounts in accordance with the requirements of the Charities Act  
2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out  
under section 145 of the 2011 Act and in carrying out my examination, I  
have followed the applicable Directions given by the Charity Commission  
under section 145(5)(b) of the Act.

Independent  
examiner's statement

I have completed my examination. I confirm that no material matters have  
come to my attention (other than that disclosed below \*) in connection with  
the examination which gives me cause to believe that in, any material  
respect:

- accounting records were not kept in accordance with section 130 of  
the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection  
with the examination to which attention should be drawn in order to enable a  
proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed:

Date:

26/3/2025

Name:

CLIVE RUSHTON

Relevant professional  
qualification(s) or body  
(if any):

FELLOW OF THE CHARTERED INSTITUTE  
OF MANAGEMENT ACCOUNTANTS (F.C.M.A.)

Address:

46 BUTTERWICK CLOSE, BARNET GREEN  
BIRMINGHAM B45 8DS

### Disclosures

Only complete if the examiner needs to highlight matters of concern (see CC3).  
Independent examination of charity accounts. Directions and guidance for  
examiners.

... have tried details all  
... that the  
... works to  
...



**Rubery Swop Shop Account Position  
1st January 2024 - 31st December 2024**

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<b>GRANTS</b>	<b>Amount at opening</b>	<b>Amount received in year</b>	<b>Amount spent</b>	<b>Remaining</b>
Lotto	20,000.00		18,313.25	1,686.75
Mondelez (CAF)	1,000.00		1,000.00	0.00
Groundworks		1,125.00	1,499.48	-374.48
Household Support Fund (BCC)		10,000.00	1,559.15	8,440.85
Bromsgrove District Council		600.00	0.00	600.00
<b>GRANT TOTAL</b>	<b>21,000.00</b>	<b>11,725.00</b>	<b>22,371.88</b>	<b>10,353.12</b>

Fitting room project now completed - Groundworks to provide  
£375 remaining grant monies

