



## CASE STUDY

# Bolton Hospice: Taking retail profitability to the next level

Bolton Hospice provides free, expert palliative care for people in Bolton aged 18 or over who are facing cancer and other life-limiting illnesses. All of their care and support services are offered free of charge, but it costs £400 per hour to run the hospice, and as a charity they have to fundraise the first £300 of every hour, of every day, of every year that they provide their services.

Bolton Hospice has eight charity shops located all across the Borough of Bolton, selling donated items as well as their popular range of Christmas cards and calendars from September to December each year. They also have a small gift shop located at the hospice, which sells a range of cards, gifts and branded merchandise all year round. The aim of their charity shops is to provide a regular and sustainable source of income that supports the work of the hospice.

### The Challenge

At £3.5million annually the cost of running the hospice is significant and the retail operation is a critical source of income. The hospice realised that they could increase the income from their retail operations further by adopting a better Gift Aid solution. They appointed BMC Azurri in 2010 to help manage their retail POS requirements for gift aid.

### The BMC Azurri Solution

The hospice trialled the BMC Azurri Gift Aid solution initially at their Astley Bridge branch and the feedback from the volunteers was extremely positive. Due to the trial's success, the Gift Aid system is now being rolled out systematically across the remaining stores.

BMC Azurri's dedication to supporting the hospice over an extended roll out period was absolutely crucial to the success of the implementation, as Cathy Wright, Shops Manager for Bolton Hospice explains:

"We have one supervisor for every three of our shops, which means that we needed a steady store by store approach to rolling out the new Gift Aid system to ensure that we could provide the right level of support and training to the 400 volunteers that work across our network of shops."

Bob Morris, from BMC Azurri continues:

"Support is really key to our service that's why our support desk is manned seven days a week with people who are sensitive to the needs of volunteers. If they get flustered, we will take them through the steps, listening as we go, we'll even access their till and take control to show them the key strokes they need to use, guiding them through the process so they learn with confidence, on the job."



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**Bolton Hospice**  
caring from the heart



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In 2012, under the guidance of the BMC Azurri team, the hospice stores switched from conventional tills to touch screens. Initially, the hospice just wanted a simple to use Gift Aid solution to make it easy for their volunteer staff, but as they expand and open more shops, they will open them with the new touch screens. They hope to have a total of ten stores in operation by 2017.

#### Embracing Changes in Gift Aid Legislation

A further challenge came with the change in legislation from HMRC in 2012, where changes were made to the way charities notify their donors about their Gift Aid. BMC Azurri helped the hospice to transition to the new system. With the new system, all claims are created electronically and the charity simply needs to check it before submitting to HMRC.

#### More revenue without any additional work

Since implementing the BMC Azurri Gift Aid system Bolton Hospice has claimed £18,078 in retail gift aid.

Cathy Wright explains:

"The BMC Azurri Gift Aid system is very simple to use and makes the process and administration involved with claiming retail gift aid straightforward. The team have always been supportive and on hand to assist during the implementation phase and any queries were handled effectively and efficiently. We're confident that the continued rollout of the BMC Azurri Gift Aid system to our remaining shops will enable us to continue to generate additional revenue from retail gift aid, offering us a good return on the investment in the system."

Bob adds:

"Many charities have been burnt when it comes to Gift Aid solutions which are costly to implement and are simply adaptations of commercial retail solutions. Gift Aid systems from BMC Azurri are easy to use, easy to implement, inexpensive and reliable and charities can get started as soon as they want. There's no capital expenditure, just a small installation charge to get set up and then a regular monthly fee. As Bolton Hospice has found out, it is all quickly off set by the great returns that come with implementing a fit for purpose gift aid system that's easy and fun to use by all."



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