

# THE POWER OF PARTNERSHIPS

**Y**OUR SUSTAINABILITY REPORT 2021

**COMPANY SHOP** GROUP

Proud to be part of the **Biffa** family







# IT STARTS WITH A STONE...

## THERE'S AN OLD EUROPEAN FOLK STORY THAT TOUCHES ON THE HEART OF WHAT WE BELIEVE AT COMPANY SHOP GROUP.

A small group of very hungry travellers arrive at a village seeking rest and hospitality. They carry nothing but a stone in an old cloth bag. Their arrival is met with suspicious glances by the local people, who are unwilling to share any of their food.

So, the travellers ask if they have an old cooking pot. Not too much to ask.

### ONE KIND OLD SOUL OFFERS A POT.

And with the pot in hand, the travellers wander to the stream to fill it with water.

In full view of the village, they drop a large stone into the pot, and place it over a fire. One of the villagers becomes curious and asks what they are doing. The travellers explain they are making 'stone soup', which tastes wonderful and which they would be delighted to share with the villager, despite it still missing a little bit of garnish to improve the flavour.

The villager, who anticipates enjoying a share of the soup, doesn't mind sharing a few carrots, so these are added to the soup. Another intrigued villager walks by, curious about the pot. The travellers again tell their story of the stone soup and all that it could be once it reaches its full potential. More and more villagers walk by, adding small handfuls of ingredients. And, little by little, the pot is filled with potatoes, onions, cabbages, peas, celery, tomatoes, sweetcorn, salt, meat, milk, butter, and pepper.

### FINALLY, THE STONE IS REMOVED FROM THE POT, AND A DELICIOUS AND NOURISHING SOUP IS ENJOYED BY TRAVELLERS AND VILLAGERS ALIKE.

Every day at Company Shop Group, we're grateful for the ingredients our villagers bring. And it's through the power of these partnerships that we create a recipe to make a positive difference, together.

SO, SIT BACK  
AND ENJOY THE  
RESULT OF THIS  
YEAR'S BLEND  
OF STONE SOUP.





# HELLO!

An introduction from Steph McGinty,  
our Group Managing Director.

## WHAT DOES THE WORD 'PARTNERSHIP' MEAN TO YOU?

Here at Company Shop Group, it means joining forces with those who want to make a positive difference for the people and world around us; socially, commercially and environmentally.

Still navigating through a pandemic and with the cost of living rising, 2021 wasn't without its challenges, but I'm immensely proud of our versatility, resilience and achievements. Through collaboration with our partners, we've continued to turn problems into potential and support our communities; two of the things we care about most.

We've stopped even more products from going to waste, expanded our network of stores and welcomed more members through our doors than ever before. These are amazing results, all made possible by our partners and colleagues.

But we're not stopping there. We want to create a world where no surplus goes to waste. There's a lot more we can do by working together. So why not join us?

Each year, we highlight a selection of partners who have made a significant contribution in the year, but we are privileged that there are so many more than this, far too many to mention by name. To everyone who has supported our journey through 2021, thank you.

### STEPH MCGINTY

Group Managing Director  
Company Shop Group



“ We always knew the key role Company Shop Group would play in Biffa's long-term vision to be the leader in UK sustainable waste management. One year into our partnership, we have redistributed significantly more surplus food and household products and continue to change the way people think about waste. As we move forward, I'm excited to see what we can achieve together as there's so much more we can do. ”

### MICHAEL TOPHAM

CEO at Biffa





## OUR VISION:

To create a world where no surplus product goes to waste.

## OUR PURPOSE:

To be the trusted leader in the redistribution of surplus for the benefit of people, profit & planet.

## THE PRODUCT OF POWERFUL PARTNERSHIPS

**34,590  
TONNES  
SAVED FROM  
WASTE**



EQUIVALENT  
TO MORE THAN  
**82M  
MEALS\***



**98M  
PRODUCTS  
HANDLED**



**8.6M  
NON-FOOD  
ITEMS HANDLED**

SEE OUR POWERFUL  
PARTNERSHIP HIGHLIGHTS 

\*Based on the weight saved and the standard industry metric of 420g as an average full-size meal



# UNLOCKING VALUE

We offer our partners a one-stop solution to their surplus challenges.

If you can eat it, use it or wear it, we can take it. Often some form of intervention is required to ensure the product is safe, compliant and ready for redistribution, whilst maintaining the highest level of brand integrity. And that's where our expert team can help.

Not only that, but we want to unlock as much value for our partners as possible... So they can choose to sell or donate their surplus, allowing them to enjoy a financial or social return; or a blend of both.

Plus, by reducing waste, it's great for the environment too!





FIND OUT MORE ABOUT OUR  
EXPERTISE - DOWNLOAD THE  
SURPLUS MANUAL



# UNLOCKING VALUE

## 2021'S HIGHLIGHTS:

WE PAID OUR INDUSTRY PARTNERS

£32.9M

THAT'S MORE THAN £165M IN THE LAST TEN YEARS



3M  
BOTTLES WASHED

STOCK DONATIONS  
TO COMMUNITY  
SHOP INCREASED BY

11M PRODUCTS  
RELABELLED

34%+

“ I love working with Company Shop Group because it's an organisation that says **YES!** 'Yes, let's try that idea. If it's good for society and our members, count us in.' It's an organisation you really want to go the extra mile to work with. ”

### HOLLY FIRMIN

Senior Community Partnerships Manager,  
GB Coca-Cola Europacific Partners



“ Showing we care isn't just something we do at wilko, it's one of our core values. We care about local families and the environment, so when we were asked to get involved in the ethical redistribution of surplus stock to prevent it from going into landfill, and help families' hard earned cash go that bit further, we jumped at the chance. We understand we all have a part to play in our wider communities and want to make sure we do our bit, as it's the little wins that make a world of difference. ”

### JEROME SAINT-MARC

CEO, wilko







LAST YEAR OUR MEMBERS  
COLLECTIVELY SAVED  
**£80M**  
BY SHOPPING WITH US

## EXPANDING IMPACT

We are always looking at ways to expand our reach and support as many people and communities as possible.

IN 2021 WE OPENED:

**4** COMPANY  
SHOP STORES



**2** COMMUNITY  
SHOP STORES



**3** STAFF SHOPS ON PARTNER  
MANUFACTURING SITES

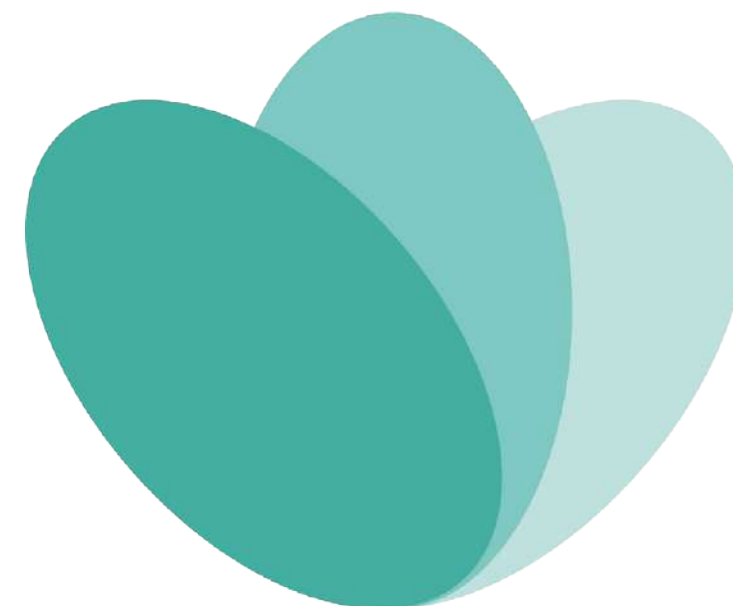


COMPANY SHOP WELCOMED MORE THAN

**250,000**  
NEW MEMBERS



OPENED UP  
MEMBERSHIP CRITERIA TO  
**CHARITY  
EMPLOYEES  
& VOLUNTEERS**



AND BECAME A  
**TOO GOOD TO GO**  
SUPPLY PARTNER!



# POWERING PROGRESS

As an active partner of Government and industry, we have continued to leverage our industry insights and technical expertise to positively influence, inform and inspire best practice – be it through shaping national policies or sparking change within businesses.

Big challenges require big solutions and we believe these are best achieved through partnership, especially when it comes to policies or initiatives that will shape the future of the industry. It has always been our goal to ensure we are using our knowledge and experience to generate practical, yet positive and meaningful change.

Collaboration is key to this, and across the year we have spoken at flagship industry events, held seats at the tables of high-level policy roundtables, and have continued to play a leading role in sector working groups. It's important to us that leaders and decision makers see first-hand the social, economic and environmental impact delivered across the Group, and we have been pleased to host visits from many national, regional and local politicians, as well as industry leaders.





## PRAISE FROM OUR ADVOCATES

# POWERING PROGRESS

“ I was delighted to visit Company Shop in Renfrew, and find out about the store’s progress in the 20 months since its launch – including its employment of 42 staff and their rapidly expanding customer base consisting of almost 24,000 locally registered members, making it the largest of the company’s premises in Scotland. ”

### NATALIE DON

MSP for Renfrewshire North and West

“ It was a pleasure to visit Company Shop’s store in Dudley, where the team are doing some brilliant work. I was definitely struck by the wide range of benefits the Group achieves, by not just providing high-quality, heavily discounted food and products for its members, but also the help it gives to businesses and of course the environment. ”

### ANDY STREET

Mayor of the West Midlands Combined Authority  
(Pictured below)



“ I want to thank you for your contribution to WRAP’s redistribution working group. It is only through your insights and other stakeholders that we can fully develop our policy. ”

### REBECCA POW

Parliamentary Under Secretary of State for Defra

“ The Company Shop business model is clever and really is environmentalism in action. Without them so much of this food would have gone to waste. ”

### MARCO LONGHI

MP for Dudley North and former Environmental Audit Committee member

“ The FDF has worked with Company Shop Group for a number of years and we’ve seen first-hand the important role that the Group plays in reducing food waste. Their insights, technical expertise and innovative capabilities make them perfectly placed to offer their partners a solution to the food waste challenge, with the added benefit of supporting the communities most in need in the process. It’s a great business model and its continued growth further demonstrates the value it offers to our industry. ”

### EMMA PIERCY

Head of Climate Change & Energy Policy,  
the Food and Drink Federation





# LEADING THINKING

In 2020 we launched our unique and pioneering Luminary Programme, which continues to go from strength to strength. So much so that in 2021, it was recognised by winning two prestigious awards; The Grocer Gold Waste Not Want Not Award and the Food and Drink Federation Innovation Award.

The Luminary Programme invites rising stars from partner organisations to shine a light on ways to make intelligent surplus management an asset for business, a benefit for the planet, and a force for good in communities everywhere.

**GET IN TOUCH TO FIND OUT MORE:**

**EMAIL:** [hello@luminaryprogramme.com](mailto:hello@luminaryprogramme.com)  
**OR VISIT** [www.luminaryprogramme.com](http://www.luminaryprogramme.com)

**THE  
LUMINARY  
PROGRAMME**

**COMPANY SHOP** GROUP



“ This programme made me personally reflect and see the waste in our process for what it actually is and not just a KPI! I’ve taken the learnings and now continue sharing the same messages throughout my organisation in an attempt for everyone to see waste with new eyes too. ”

**JO TAYLOR**

Senior Site Director,  
Arla Foods







# Community Shop IMPACT REPORT 2021

In this section of the report, we look at the impact our social enterprise, Community Shop, has made to the people who need us the most, delivered by powerful partnerships.

COMPANY SHOP GROUP





# Community Shop

## MY STORY

**“I’M DELIGHTED TO HAVE BEEN ASKED TO SHARE MY STORY, AS A WELCOME TO THIS YEAR’S COMMUNITY SHOP IMPACT REPORT, AND AS A REAL EXAMPLE OF HOW INVALUABLE THIS ENTERPRISE IS FOR PEOPLE LIKE ME.**

When we first walked in through the door it was the people not the food that touched my heart. It was true that being able to spend 20 pounds on shopping for the week was a life saver, but I knew that life should be about more than surviving.

Being without food for a while causes so many more problems than just mealtimes. You can’t think straight sometimes. Seeing through the fog to a better future feels almost impossible. Over the weeks I moved from the Store to the Community Kitchen and I finally got chatting to one of the staff who invited me to one of the small group courses. Week by week my confidence grew and I was able to see a flickering light in the distance.

**COMMUNITY SHOP PROVIDED ME WITH A BLANK CANVAS, IT WAS A FRESH START I NEVER THOUGHT I’D HAVE.**

I did some cooking in the Cook Club with my son. I took the recipe home and we cooked together in our own kitchen. I even tried stuff I had never tried before, because I could take the risk on new food choices. And we smiled and laughed.

My mental and physical health improved. I felt at home, that I belonged. I felt valued because Community Shop helped me to focus on what was strong in my life, not what was wrong. As a new single mum it is easy to feel disorientated, to feel that you have no options. You do. I am a capable person with an exciting pathway ahead. Sometimes you need people to believe that in you before you do.

Life isn’t perfect now but it is stable. Not having sufficient food isn’t the problem, it is the tip of an iceberg and Community Shop has helped me to see, one day at a time, that a better future is possible. I know now my life isn’t about what I need but what I can offer and Community Shop has helped me believe that what I offer is valuable.

**THANK YOU TO ALL THOSE WHO MAKE THIS STORE POSSIBLE AND TO MY FELLOW MEMBERS WHO BRING THE SHOP ALIVE EVERY DAY.”**

**COMMUNITY SHOP MEMBER**  
(Identity Anonymised)





Community Shop

# THE MODEL

From the day we opened the doors of the first Community Shop, we knew that our task was to provide more than just food. Food was the perfect starting point. Food provides us with what we need to sustain our lives, supports our health and wellbeing, and creates powerful household and community connections. But food was the starting point, not the destination. Our vision was to create stronger individuals and more confident communities through the power and potential of that food.

At Community Shop we achieve that vision through our unique three space model. Each space plays a distinct role, but together they empower individuals and communities to build their own positive and sustainable future.







# Community Shop THE MODEL



Powered by surplus and donated food from our amazing partners, Community Store offers food and household products from well-known brands at deeply discounted prices. For those on the cusp of food poverty, this vital access helps to feed families while making sure that perfectly good products don't go to waste.

"This store is amazing! Such a brilliant idea and very much needed in these uncertain times. The staff go above and beyond and are always smiling, helpful and caring."



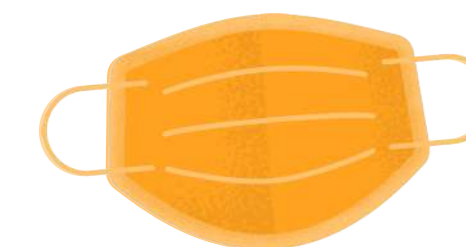
Powered by Community Store and Community Hub, Community Kitchens are welcoming spaces where people can enjoy good quality meals at low cost prices. But they are much more than that. Through a range of events and family activities, they get people out of the house, get strangers talking and bring communities together. Their busy calendars include things like cook clubs, seasonal activities and family events – and kids can eat for free!

"My Community chef has supported me more than 1000%. Always has fresh tasty food available and helps with my depression."



Powered by the profits from Community Store, Community Hub provides life-changing training and personal development through the Success Plan, helping people to increase their confidence, build on strengths and overcome barriers in their lives. Including anything from health and wellbeing to money matters and community leadership training, Community Hub inspires people to become the best version of themselves.

"Community Shop has been a huge help. I cannot believe how much support they have given me and I'm excited to continue my journey as a member."



Through the pandemic we had to adapt a little, to improvise and innovate to deliver our vision when it was harder to meet face-to-face.

Now, as we emerge from the pandemic, we see every day that our services are needed more than ever before and we are privileged that, with the support of our partners, we continue to grow our stores throughout the UK to deliver deep impact in the communities we serve.



Community Shop

# THE INGREDIENTS

Just like in the stone story, there is no soup without the pot to cook it in. And this is the same for our Community Shops. Before we can start building stronger individuals and more confident communities, we must prepare the foundations. So what do we need to do this?

## STOCK PARTNERS

## ANCHOR INSTITUTIONS

## COMMUNITIES

// It's an honour for Ocado to be able to support the opening of a second Community Shop this year. We recognise that they are an essential lifeline to many, particularly during this challenging time. Together with Ocado customers, we look forward to being able to help future Community Shops open and reach even more people in 2022. //

### JONATHAN WISEMAN

General Counsel and Chief People Officer,  
Ocado Retail



// We are very pleased to be supporting Community Shop Knottingley. Having witnessed first-hand the economic and social impact that these stores have on our communities, we know that it will make a big difference to those that need support the most. While we continue to work with some of the most deprived neighbourhoods in the country, it is innovative thinking and partnership working that delivers greatest change. //

### GARY ELLIS

Chief Executive,  
Coalfield Regeneration Trust





Community Shop

# STOCK PARTNERS

Surplus stock is the lifeblood of Community Shop. In partnership with Biffa and Company Shop Group we work across the UK food industry to unlock the full potential of surplus products.

Surplus donations mean that we can support thousands of families every week. This food enables people to rest from the anxiety of what they put on the table and allows time to think about their ambitions and their future. Each of our members saves an average of £212 each month on their shopping bill and together we have been able to save our members over £7.5 million in 2021 alone. This makes an immediate and concrete difference. In tough times, this difference is often a life saver.

All of this is made possible by partners who share our vision and who care passionately about communities. For many of those partners the relationship is about more than food. They support store openings, volunteer in projects and help us to innovate new models of impact to do even more good in our communities.







## Community Shop STOCK PARTNERS

**1,239**  
**TONNES OF SURPLUS  
REDISTRIBUTED**

**EQUIVALENT TO**  
**2,950,000**  
**MEALS\***

// Our partnership with Community Shop has helped us serve communities throughout the UK in new and impactful ways. A great example is how we teamed up in 2021 to serve over a thousand Christmas dinners to community groups that support people who would otherwise be alone at Christmas. //

**FRANCINE HAMMOND**

Sustainability Manager - Food Waste,  
Tesco



// As a business rooted in the heart of our communities we care passionately about the wellbeing of people and the planet. Over the last year we have worked in partnership with Community Shop to deliver a range of projects to support families in our communities. This relationship is about so much more than stock. It is about people working together in new and innovative ways to bring positive solutions for those who need them most. We look forward to continuing to develop this partnership in 2022. //

**ADAM KING**

Community Director,  
Samworth Brothers

Samworth Brothers

QUALITY FOODS



\*Based on the weight saved and the standard industry metric of 420g as an average full-size meal



## Community Shop

# ANCHOR INSTITUTIONS

Anchor institutions are large organisations that are unlikely to relocate and have a significant stake in their local area. They have sizeable assets that can be used to support their local community's health and wellbeing and tackle health inequalities, for example, through training, employment, buildings and land use.

In the communities we serve, we work with many organisations who have been anchored in those communities for generations. Over the last year, we have continued to grow powerful partnerships with these organisations who see that, together, we can do so much more than we can do alone. These deep partnerships enable us to open more stores, to enrich community networks and to tackle some of the most challenging issues people and communities face.

8,158  
MEMBERS ENGAGED IN  
OUR HUB ACTIVITIES



836 MEMBERS HAVE BEEN CONNECTED WITH OTHER  
SUPPORT ORGANISATIONS IN OUR COMMUNITIES

91% OF MEMBERS SAID THAT COMMUNITY SHOP  
IMPROVED THEIR SOCIAL INTERACTIONS AND HELPED  
TACKLE SOCIAL ISOLATION

// Onward is pleased to be able to help facilitate a new Community Shop store in the heart of another one of our communities, following on from the success of the Halton and Liverpool stores. Onward exists to make a positive difference in the communities we serve. This partnership with Community Shop is a great example of how we can do this - not through delivering services ourselves, but by joining with others who are much better placed to make that difference. //

### SANDY LIVINGSTONE

Executive Director of Property,  
Onward

Onward

20,590  
HOUSEHOLDS SUPPORTED  
IN THE YEAR



99% OF MEMBERS SAID THEIR SENSE OF  
COMMUNITY HAS IMPROVED SINCE JOINING

83% OF MEMBERS REPORTED FEELING MORE  
CONFIDENT IN THEMSELVES ALL OR SOME OF THE  
TIME SINCE JOINING

// It is really important to us to help and support our most vulnerable residents and that's why we are really pleased to financially support Community Shop Knottingley, to help make it a reality and impact positively on our local residents. The work Community Shop do is fantastic, and I know it will make a really big difference to people living in the area. //

### CLLR MAUREEN CUMMINGS

Cabinet Member for Communities Poverty and Health,  
Wakefield Council

Wakefield Council  
working for you



# Community Shop

## COMMUNITIES

In our Community Shops we work hard behind the scenes every day. Our store staff, chefs and mentors come in early. They stock shelves, they prepare food and set the scene for the day ahead. But all of this would be empty without our members. Each one breathes life into Community Shop. Their smiles, the sounds of children, the shared conversations of those who come to meet friends are the beating heart of Community Shop.

In communities where times can be tough, we see the tremendous possibility of every single person. We see the power of their shared aspiration to build lives and futures they can be proud of. We focus on what's strong, not what's wrong. During the pandemic we have had to find new ways to connect and to grow. This has not been easy and this year we have just started to see people emerging back into those social connections again.

To build stronger individuals means identifying and supporting people to be the best version of themselves. Building more confident communities means bringing those people together to see the possibilities of what they might be able to achieve together.





**BUILDING STRONGER  
INDIVIDUALS AND  
MORE CONFIDENT  
COMMUNITIES**

**Community Shop**

**COMMUNITIES**



**Community  
HUB**

**7,471** PEOPLE HAVE BEEN  
SUPPORTED THROUGH OUR  
HUB PROGRAMMES



**187** MEMBERS HAVE VOLUNTEERED WITH  
US OR COMPLETED WORK PLACEMENTS

**92%** OF MEMBERS REPORTED FEELING  
MORE CONFIDENT WITH MONEY AFTER  
ATTENDING DEVELOPMENT SESSIONS AT  
COMMUNITY SHOP



**Community  
KITCHEN**

**5,615** MEMBERS HAVE ATTENDED  
COOK CLUBS THROUGHOUT 2021



**83%** OF MEMBERS FEEL BETTER  
EDUCATED TO EAT MORE HEALTHILY  
AT HOME AND ENCOURAGED TO TRY  
NEW FOODS

**88%** OF MEMBERS RATED COMMUNITY  
KITCHEN AS A 'GOOD' OR 'EXCELLENT'  
PLACE TO CONNECT WITH OTHERS

**83%** OF MEMBERS SAID THAT  
COMMUNITY SHOP HELPED TO INCREASE  
THEIR FOOD KNOWLEDGE AND LITERACY

**84%** OF MEMBERS REPORTED  
EATING MORE HEALTHILY



**85%** OF MEMBERS REPORTED  
EATING MORE FRUIT AND VEGETABLES  
SINCE JOINING





Community Shop

# THE RESULTS 2021

SINCE COMMUNITY SHOP OPENED:

## 739 MEMBERS

HAVE MOVED INTO FULL OR PART TIME EMPLOYMENT

## 932 MEMBERS

HAVE MOVED INTO HIGHER EDUCATION OPPORTUNITIES



IN 2021:

MEMBERS SAVED A TOTAL OF OVER  
**£7.5 MILLION**



**20,590** HOUSEHOLDS SUPPORTED DURING THE YEAR

**99%** OF MEMBERS SAID THEIR SENSE OF COMMUNITY HAS IMPROVED SINCE JOINING

**91%** OF MEMBERS SAID THAT COMMUNITY SHOP IMPROVED THEIR SOCIAL INTERACTIONS AND HELPED TACKLE SOCIAL ISOLATION



### AWARDS:

THE QUEEN'S  
AWARDS 2021 -  
PROMOTING  
OPPORTUNITY



This prestigious accolade recognises the deep social impact Community Shop makes, delivering a sustainable support model that helps to break long-term dependence on food aid and provide life-changing training and development programmes.

SEUK -  
PROVE IT:  
SOCIAL IMPACT



Awarded for the scale of impact and change within the community, as well as helping people back into work and education.



# BE PART OF THE **2022** STORY...

Powered by surplus, powered by partnerships.

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**GET IN TOUCH:**

**COMPANY SHOP** GROUP

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**Community Shop**

EMAIL: [hello@community-shop.co.uk](mailto:hello@community-shop.co.uk)

