

The *surplus* Effect



**Owen McLellan**  
Managing Director,  
Company Shop Group



“

*Our last impact report was something we were all incredibly proud of, but this time around, we've taken things up a notch. Dealing with waste is an ongoing challenge, and at Company Shop Group we're not just talking about it – we're actively working on solutions to make a real difference for businesses, people, and our wonderful planet. Our dreams are big, but they only come true because we're not alone on this journey. Our partners are the unsung heroes, playing a crucial role in every success story we write. It's not just a partnership; it's a shared adventure. Without them, our mission would just be wishful thinking, and together, we're turning it into a reality that everyone can be part of.*

”

*Owen*



*In a world where our **planet**  
is facing a **crisis** unlike  
anyone has seen before.*

One issue can be felt in the mountains of discarded products piling up across our planet. Not only that as millions of children and adults face food insecurity every day and more and more people struggle to manage the rising cost of living.

We at Company Shop Group are not just dreaming of change; we're making it happen. Using surplus food and household goods; we create a ripple of possibility through practical solutions, for a brighter, better future.



# We call it *The Surplus Effect.*

And it starts with a simple idea - understanding that surplus is an opportunity. An opportunity to protect our planet. An opportunity to help people live better lives. And an opportunity to support our industry in a measurable and completely sustainable way.

Last year, we made more impact than ever before – but there's still more surplus out there, and more opportunity. We're going further to provide simple solutions to complex problems and won't stop until all surplus finds purpose.

The Surplus Effect isn't about changing the world; it's about being pragmatic to the problems we face. It's about how a single action can create far-reaching positive change.



Positive

# CHANGE

like this...







# A LOT

*That's*

*of* **impact**





# Creating value for our partners

Without our industry partners, we wouldn't be able to make the transformative positive impact to people and the planet. But we also give back to the industry with our commercial returns on surplus stock; creating value from money that would have been lost or wasted.

Last year we  
paid back  
**£47m**  
to our industry  
partners





£158m

*in the past 5 years we've paid*

*That's money direct  
to the industry that  
can be reinvested  
for the future.*



We're also  
**constantly searching**  
for ways to go further  
in how we support  
the industry

Whether it be through the services we offer to harness harder to reach surplus higher up the supply chain, collecting surplus from your sites and even providing unique experiences for your colleagues by bringing our pop-up Company Shop to your business; we're here to make a difference.

That's  
#TheSurplusEffect



“

*Together with our partners we are making a huge difference in tackling the issue of surplus waste but there's more we can do. In continuing to collaborate, leveraging our expertise and vast capabilities we can unlock even more surplus from the supply chain. Our aim is to continuously support our partners for the long term and work with them to identify further stock opportunities meaning together we're providing a more sustainable future for us all.*

”

*Adam*

**Adam King**  
Marketing and  
Partnerships Director,  
Company Shop Group



# Support

where it's **needed the most** *for over 10 years*



The impact of surplus can be felt across many places, but none more than our Community Shops. By redistributing surplus products rather than throwing them in the bin, each year we support tens of thousands of families to eat healthily and live well.

This year is even more special for our Community Shops as we celebrate 10 years since the UK's first social supermarket opened and our journey to become an award-winning social enterprise began.



Since first opening,

61,000+

families, in the  
**UK's most deprived  
communities**, have  
been supported by  
Community Shop



**In the last  
10 years...**

we've created  
**31m**  
meals for members

with over  
**10,000**  
Christmas dinners  
have being served  
to the community

**£51.7m**  
*was saved by members on their shopping bills*

We delivered  
**174,000+**  
personal  
development  
programmes

with over  
**2,000**  
new skills and  
qualifications  
achieved

Over  
**2,500**  
people returned  
to work

Plus, over  
**800,000**  
kids meals have  
been eaten for free  
in our Community  
Kitchens



We've seen a  
**70% increase in**  
stock donations  
*for 2023*

**200+**

industry  
partnerships have  
supported with  
funding and stock

**800+**

community  
partnerships have  
been created  
to support local  
people

This results in us having a greater impact on local communities and we've got plans for even more Community Shops in the future. Helping us provide many more communities with a hand up, not a hand out.

Our Award-Winning Social Enterprise  
**Community Shop**



**Gary Stott**  
Executive Chairman,  
Community Shop CIC

Our Award-Winning Social Enterprise  
**Community Shop**

“

*This year saw us celebrate our 10 year anniversary at Community Shop, it's been an incredible decade and has seen us help individuals and communities all across the UK. Supporting people through challenging times is arguably even more vital today than it's ever been so we are determined to do more. With the help and support of our industry partners we can't wait to help many thousands more.*

”

*Gary*



**We're making every effort  
to protect our planet**

Did you know that if food waste  
were a country **it'd be the**

**3rd**

**largest emitter of greenhouse  
gasses** *after USA and China*

Source WRAP



*It's one of the many reasons we're*  
**committed**  
*to helping **create a world** with less waste*



Through redistributing surplus that naturally occurs within the manufacturing process, we can help avoid the negative impact waste has on the environment.



# This year alone...

we've saved  
**122,000T**  
of CO<sub>2</sub> through  
distributing surplus

That's the  
equivalent of  
taking nearly  
**71,000**  
cars off the road  
in a single year

or like growing  
**2 million**  
tree seedlings  
for ten years



**We're extremely  
proud** of the impact we've  
*made this year – but we  
know **we can do more!***

It's why we won't stop striving for better, creating more solutions for the industry to redistribute surplus, which reduces waste for our planet and helps support more communities to live well.

To those that have been with us on this journey so far – thank you.

*And those that haven't – join us!*



**Together,** we can create  
*a ripple of change  
for a better world*

That's  
#TheSurplusEffect



## COMPANY SHOP GROUP

Part of the **Biffa** group

*#TheSurplusEffect*