



# Impact Study – Results

## Introduction

Between the 1<sup>st</sup> October 2025 and 7<sup>th</sup> October 2025 data was collected at the Free Shop warehouse during the day and at the evening food bank. Volunteers with clipboards counted people, donations, items leaving the Free Shop and food items being received and given out at the evening food banks. Service users leaving the free shop were surveyed and asked what their ‘perceived value’ was of the items they had found on that day. Service Users to the evening food banks were asked what value they would put on the food parcels they were leaving with at the food banks to give an average social value of each visit to the food bank. The these two core statistics added together and multiplied by 52 gives us an indication as to our social value.

## Methodology

Observation, interviews and counting / weighing of donations were the primary methods used in this study.

## Data Collected

- Visits to the Free Shop by hour
- Items taken from the free shop
- Perceived value of items taken
- Volunteer hours
- Number of bags of donations
- Visits to the Food Bank
- Total people in family fed by food parcel
- Food Items distributed
- Weight of textiles donated

## Results

### Headline annual statistics

- 1. Value of Items taken - £1,505,462**
- 2. Value of food parcels - £622,440**
- 3. Volunteer Hours cost - £670,465**

**Therefore total social value of £2,798,367.01**

<b>Data Collected</b>	<b>Total</b>	<b>Unit measure</b>
Visits to the Free Shop	69,420	People
Visits to the Food Bank	17,784	People
Total people fed by food parcels	46,852	People
Total people helped	<b>116,272</b>	People
Items taken from the free shop	83,880	individual items
Value of items taken	<b>1,505,462</b>	£
Value of food parcels	<b>622,440</b>	£
Volunteer hours	<b>50,336</b>	Hours



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Number of bags of donations	45,916	Plastic sacks
Weight of textiles donated	278	Tonnes

n.b. volunteer hour cost is the number of hours multiplied by the minimum wage plus NI.

## Visits to the Free Shop by hour

Date	9am - 10am	10am-11am	11am-12pm	12pm-1pm	1pm-2pm	2pm-3pm	Total
01/10/2025	21	59	73	30	40	57	280
02/10/2025	20	40	45	28	47	43	223
03/10/2025	31	47	32	20	22	19	171
04/10/2025	20	27	104	25	58	44	278
05/10/2025			Closed				
06/10/2025	30	49	34	27	30	36	206
07/10/2025	24	43	38	22	28	22	177
<b>Total</b>	<b>146</b>	<b>265</b>	<b>326</b>	<b>152</b>	<b>225</b>	<b>221</b>	<b>1,335</b>
<b>Average</b>	<b>24</b>	<b>44</b>	<b>54</b>	<b>25</b>	<b>38</b>	<b>37</b>	
<b>Total Annual visitors to the Free Shop</b>							<b>69,420</b>

## Visits to the Food Bank & Total People Fed

Date	Evening Food bank	People at home	Total Fed
01/10/2025	33	45	78
02/10/2025	37	67	104
03/10/2025	42	113	155
04/10/2025	35	105	140
05/10/2025	108	102	210
06/10/2025	45	57	102
07/10/2025	42	70	112
<b>Total Weekly</b>	<b>342</b>	<b>559</b>	<b>901</b>
<b>Total Annual</b>	<b>17,784</b>	<b>29,068</b>	<b>46,852</b>

## Total People Helped

Total people Fed 46,852 + Total visitors to Free Shop 69,420 = **116,272** people

## Items taken from the free shop & Perceived Value

Date	Total Items	Total Value
01/10/2025	1,261	£4,321.20
02/10/2025	1,341	£4,727.50



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03/10/2025	1,281	£6,092.00
04/10/2025	852	£4,889.00
05/10/2025	Closed	
06/10/2025	1,161	£4,704.50
07/10/2025	1,094	£4,217.00
<b>Total per week</b>	<b>6,990</b>	<b>£28,951.20</b>
<b>Total per year</b>	<b>363,480</b>	<b>£1,505,462.40</b>

## Food Items Distributed

Date	Total items received	Items left over	Total items distributed
01/10/2025	1402	152	1250
02/10/2025	1159	62	1097
03/10/2025	1216	120	1096
04/10/2025	1625	96	1529
05/10/2025	928	76	852
06/10/2025	1048	50	998
07/10/2025	1052	36	1016
<b>Total Weekly Food Items Distributed</b>			<b>7,838</b>
<b>Total Annual Food Items Distributed</b>			<b>407,576</b>

## Volunteer hours and employment cost saved

Date	Location	Volunteers	Hours
01/10/2025	Free Shop	12	72
	Food Bank	13	26
	Café	4	21
02/10/2025	Free Shop	28	168
	Food Bank	13	26
	Café	3	15
03/10/2025	Free Shop	17	102
	Food Bank	20	50
	Café	3	16
04/10/2025	Free Shop	16	96
	Food Bank	13	26
	Café	3	12
05/10/2025	Free Shop	3	6
	Food Bank	28	56
	Café	0	0
06/10/2025	Free Shop	10	60
	Food Bank	11	22
	Café	2	12
07/10/2025	Free Shop	27	147



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Food Bank	12	24
Café	3	11
<b>Total Hours Per Month</b>		<b>968</b>
<b>Total Hours Per Year</b>		<b>50,336</b>
<b>Total Employment cost saved</b>		<b>£706,793</b>

## Number of Bags of Donations and weight of textiles

Date	Total Bags	Total Weight KG
01/10/2025	122	608.95
02/10/2025	81	496.52
03/10/2025	97	279.35
04/10/2025	120	522.99
05/10/2025	55	262.51
06/10/2025	232	2041.69
07/10/2025	176	646.151
<b>Total Per Year</b>	<b>45,916</b>	<b>252,624</b>

## Limitations

Asking people how many items they found and what the perceived value is on their exit from the Free Shop posed an ethical dilemma. Many of the free shops service users suffer from anxiety, especially around their financial position. One of our core founding principles is of ‘no judgement’. When asking how many items they have found, if phrased incorrectly could appear judgemental and undermine our core principle. Therefore this data was collected by either the founder or one of the Directors. This meant that at times when multiple people exited at the same time there was the possibility of having to estimate someone’s items based on the size of the bag they left with. This equates to a negligible percentage of the data collected.

## Quotes

*“Visiting Maya’s Free Shop restores my faith in humanity”*

1<sup>st</sup> October 2025

*“This place is as near to perfection as possible”*

2<sup>nd</sup> October 2025



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*“The volunteers really care, they do a wonderful job not like your average shop assistant”*

3<sup>rd</sup> October 2025

*“This place has given me a new lease of life – excellent people”*

4<sup>th</sup> October 2025

*“Its Invaluable”*

4<sup>th</sup> October 2025

*“You are doing a fantastic job”*

5<sup>th</sup> October 2025

*“No matter what its worth its doing good for people”*

6<sup>th</sup> October 2025

*“I don't know what we'd do without this place, it's a god send”*

6<sup>th</sup> October 2025

*“Its amazing what you do”*

7<sup>th</sup> October 2025

*“It's a lifeline and makes a huge difference to the kids*

7<sup>th</sup> October 2025

## Conclusions

Some of the data collected here has been collected before , in 2024 for example number of volunteer hours was calculated as being 40,246 which indicates a 25% increase. However the 2024 statistic included a calculation for volunteer hours at one off events. The 2025 calculation



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is a one week snap shot extrapolated over 52 weeks to give an annual figure. The true figure therefore is much likely higher.

When calculating perceived social value we asked service users what the value was to them. We didn't specify if it was value in a charity shop or brand new. When asked this question we told the respondent it was the perceived value to themselves so would depend on where they would have otherwise purchased the item.