***Regional Communities***

**Support Pack**



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**Regional Community Overview**

**‘Regional Communities’ is a focussed, measured approach to supporting communities in an identified geographical location where the Society has a strong trading presence.**

**Measured, with clear KPIs, Regional Communities is a programme that puts Midcounties at the very heart of local life, ensuring that we are** **truly community owned, community led, and community rewarding.**

**Context**

The Regional Communities approach aims to focus on the real **“Co-operative difference”.**

To help us to:

* Actively promote our business in the communities we are trading in to enable us to increase the numbers of people who shop with us and drive sales
* Demonstrate the local impact of community spend in our sites
* Encourage member and colleague volunteering opportunities
* Identify the most relevant local opportunities to positively affect the local community, and make a positive difference against the identified local opportunities

The objective is to cement and raise awareness of our position as the leading local business supporter of communities and to **“Put members at the heart of everything we do”.**

**Regional Community areas have been set up in the following areas;**

* Kidlington and North West Oxford - Swindon
* Walsall - Cannock and Hednesford
* Wyre Forest - Wolverhampton
* Stroud - Cheltenham
* Chipping Norton - Leamington Spa and Warwick
* Shrewsbury - Sedgley
* Forest Of Dean - White Horse
* Banbury - High Wycombe and Thame
* Bicester - Central Oxford
* Aylesbury
* South Staffordshire

**Colleagues and members based within these areas work with the local community to achieve the following KPI’s**;

* Increase colleague participation rates in community volunteering
* Ensure that PR is achieved for our community activity
* Increase member involvement
* Carry out fundraising for their local charity partner
* Increase the number of products being donated to their local Foodbank
* Raise awareness in the community of our community grants opportunities
* Increase the number of young people we are engaging with
* Identify the most relevant local opportunities in their ‘Regional Community’ to positively affect the local community, and develop and deliver an action plan to make a positive difference against the identified local opportunities

**Each Regional Community area has a Steering Group in place, constitutionally made up from the following as a minimum;**

* + - * 1 Leadership Community Ambassador
      * 1 designated Community Coordinator
      * 1 Active local member
      * 1 democratically elected member (Board member) where applicable
      * Exec member where applicable
      * 1 Executive colleague representative where applicable
      * 1 Site Manager
      * 2 Colleagues

The Steering Groups help develop the strategic direction of their Regional Community, track progress against their targets, and develop activity to help achieve their targets accordingly.

**Regional Community Steering Group & the Role of an Active Member**

As mentioned previously, each Regional Community area has a Steering Group in place, constitutionally made up from the following as a minimum;

* + - * 1 Leadership Community Ambassador
      * 1 designated Community Coordinator
      * 1 Active local member
      * 1 democratically elected member (Board member) where applicable
      * Exec member where applicable
      * 1 Site Manager
      * 2 Colleagues

The following describes the role of the Active Member in more detail.

**The role of the ‘active’ member – selected from the pool of local active members**

* Actively support the rest of the Regional Community Team by attending meetings and conference calls when possible
* Encourage members to attend events/fundraisers/joint volunteering challenges
* Share the good work the group are doing with other local members and community groups as appropriate
* Encourage any community groups you are connected to, to sign up and become members
* Promote the Midcounties Co-operative Community Fund to local community contacts