

**REGIONAL
COMMUNITIES
HIGHLIGHTS
GLOUCESTERSHIRE
2015 - 2017**



REGIONAL COMMUNITIES



- 1 Kidlington/North West Oxford
- 2 Swindon
- 3 Walsall
- 4 Cannock Chase
- 5 Wyre Forest
- 6 Wolverhampton
- 7 Stroud

- 8 Cheltenham and Gloucester
- 9 Cotswolds
- 10 Leamington & Warwick
- 11 Shrewsbury
- 12 Sedgley & Dudley
- 13 Forest Of Dean
- 14 Bicester

- 15 White Horse
- 16 Banbury
- 17 High Wycombe & Thame
- 18 Central Oxford
- 19 Aylesbury
- 20 South Staffs Villages



REGIONAL COMMUNITIES: GLOUCESTERSHIRE HIGHLIGHTS



There are **1,821** colleagues and **46,572** members located in the Gloucestershire Regional Community areas, with the following trading sites; Food **32** sites, Travel **3** sites, Healthcare **4** sites, Funeral **6** homes, Post Office **9** sites, Childcare **2** nurseries and support services **1** site. Our Regional Community areas in Gloucestershire include Cheltenham and Gloucester, Stroud and Forest of Dean.

The Society established its Regional Community programme in 2015, enabling members and colleagues to work together to support the local community and demonstrate our co-operative difference. This includes supporting local charities and volunteering together to help build strong local communities.

20 Regional Communities are now fully established across our trading area, each with a local Steering Group in place made up of local colleagues, Board members, Executive members and active local members overseen by Regional Ambassadors.

Key highlights in Gloucestershire since 2015

- Our colleagues across our Gloucestershire Regional Communities have completed over 9,900 volunteer hours in the local community
- Colleagues and members have donated over 24,600 items to local foodbanks, providing meals to over 600 families in need
- Over 2,700 young people have been engaged in the local area working with a range of educational establishments to support the development of young people. Local schools and educational establishments supported include the following;
 - Charlton Kings School
 - Gloucester College
 - The Shrubberies School
 - Rednock School
 - Severn Vale School
 - Churchdown School
 - Maidenhill School
- We have distributed over £92,000 through community grants and carrier bag monies to 110 local good causes

If you are interested in becoming an 'active member' for your local Regional Community Group, please contact our Community Team on **01902 492235** or via email: **communityteam@midcounties.coop** to find out more



GLOUCESTERSHIRE CASE STUDY



Building strong local communities in Gloucestershire

Forest of Dean, Stroud and Cheltenham colleagues and members have fundraised and volunteered for their local charity partners throughout the year. Forest of Dean and Stroud colleagues have forged strong relationships with their charity partner, Gloucestershire Young Carers, including our local Leadership Ambassador colleague joining the Gloucestershire Young Carers Fundraising Committee, and colleagues supported a careers day called 'Young Adult Carers Futures' for carers aged 16 to 24 who are making life decisions about their futures and education.

Cheltenham Regional Community continue to develop their partnership with Newlands Park, including working with them to deliver the Society's Gloucestershire annual Fun Day, and colleagues have been busy volunteering to help decorate Newlands' facilities.

16,000 people attended our 2017 Gloucestershire Fun Day at Newlands Park, raising over £26,000 which provided a multi-use games arena at the Newlands Trust and extended the contract for a support worker at Gloucestershire Young Carers.

Gloucestershire Young Carers

"Midcounties Co-operative quite literally lives up to its name – it has been one of the most co-operative partners in our history of working with corporate bodies. Our relationship has been a partnership that has comprised not just fundraising in a wealth of different ways but strategic support. The funding support is being invested in our work with young adult carers and even here the colleagues have been involved in 1:1 mentoring and an event that reached 40 young people."

Jayne Dyer – Fundraising Manager,
Gloucestershire Young Carers

SUSTAINABLE COMMUNITIES CASE STUDY



We have launched our 'Sustainable Communities' programme to help members save energy in their households and alleviate fuel poverty in the community. Our Regional Community programme, established in 2015, provides a strong foundation to mobilise existing community and school partnerships to deliver our 'Sustainable Communities' concept.

We achieved the Queen's Award for Sustainable Development in 2015 and are supporting the United Nations Sustainable Development goals along with other co-ops. With this background in sustainability, and strong links established through our 20 Regional Communities, we will deliver this programme through member and colleague education, engagement and involvement.

Highlights:

Forest of Dean:

- Formed a community relationship with Severn Wye Energy Agency, a local charity, to help deliver sustainable education sessions in schools and energy efficiency advice to the local community
- Delivered a community energy 'best practice' session to students at the Forest of Dean High School, a local partner school
- Offered energy saving advice at the Members Celebration Day in the Coleford Food store with Severn Wye Energy Agency to promote benefits such as Energy Company Obligation (ECO), Warm Home Discount and switching energy suppliers

Stroud:

- Promoted the solar panels installed at the Cainscross Childcare nursery across the local community
- Hosted an educational awareness day at the Cainscross Co-op Food store to promote energy efficiency products and offering energy saving advice

Cheltenham:

- Co-op Energy new customer leaflets have been placed in our Post Office outlets in the local area, promoting our green tariffs

"The Sustainable Communities Pilot event that we held at the Forest High School in Cinderford in February was a roaring success. The children aged 8-13 years old were fully engaged with the whole day and the Headmaster and teachers were also really happy with the outcome. The use of the colleagues within the Regional Community, 'active member' involvement, charity partner involvement, the resources from within Midcounties e.g. CSR and Co-op Energy, and also external partners like Severn Wye Agency made it a very strong, cohesive and brilliantly executed day which everyone benefitted from including the volunteers." Chris Chandler, Regional Ambassador, Forest of Dean



OVERALL REGIONAL COMMUNITIES HIGHLIGHTS



Since establishing our Regional Community programme in 2015 we have achieved the following examples across our 20 areas.

- Delivered over **51,000** colleague volunteer hours
- **10,000** members involved in selecting local opportunities across all **20** Regional Community areas
- Raised **£372,000** for our local charity partners
- **£500,000** distributed across **770** local community groups and good causes through grants and carrier bag monies across our Regional Communities
- Members, colleagues and customers donated **166,000** products to foodbanks, providing enough meals for over **4,000** families in need
- Engaged with over **19,000** young people through a range of initiatives, working with **50** schools across our trading area
- Secured **165** press releases with a potential audience reach of **23** million

Visit our webpage to learn more about our community programme (including our Keeping It Local programme for our trading sites that are located outside of our Regional Community areas) and how to get involved. To find out more visit; www.midcounties.coop/community/regional

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OVERALL SOCIETY COMMUNITY HIGHLIGHTS



The Society has achieved 5 stars in Business in the Community's Corporate Responsibility (CR) Index with a score of 100%



We received the Queen's Award for Sustainable Development in 2015



£11 million

Over 11 million given back to the community in the last 10 years



We have been re-accredited with the Fair Tax Mark, awarded to organisations that display a high degree of transparency in their tax affairs



234,000

Over the last decade we have delivered 234,000 volunteer hours to support local communities





The Midcounties Co-operative
REGIONAL
COMMUNITIES
Building Strong Local Communities