

# REGIONAL COMMUNITIES HIGHLIGHTS SHREWSBURY 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: SHREWSBURY HIGHLIGHTS

There are **460** colleagues and **9,090** members located in the Shrewsbury Regional Community areas, with the following trading sites; **Food 5** sites, **Post Office 2** sites.

**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 Shrewsbury since 2015

- Our colleagues across our Shrewsbury Regional Community Group have completed over 2,000 volunteer hours in the local community
- Colleagues and members have donated over 21,300 items to local foodbanks, providing meals to over 500 families in need
- Over 1,100 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;
  - The Priory School
  - Bicton C of E Primary School
  - Bishops Castle Community College
  - Radbrook Primary School

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





## SHREWSBURY CASE STUDY

### Building strong local communities in Shrewsbury

A number of activities have been undertaken across our local trading sites this year in our community to support local charity partner Hope House, including: in-store fundraising activity, supplying hampers for raffles, sale of garden furniture, dress down days, cake baking, give at the till, and tombolas. Overall this has raised over £5,000 for the local charity partner, which is enough to support a family who has suffered the death of a child, which includes the use of their Snowflake Suite (a temperature controlled bedroom with its own private lounge and garden), counselling and bereavement support for the parents and sibling support for the brothers and sisters.

Shrewsbury colleagues and members have also helped to tackle homelessness by donating over 21,000 items of food and other items in the donation units located in Bicton Heath, Radbrook, Copthorne, Heath Farm and Sutton Farm food stores. The donations of food are collected each month by Foodbank plus, part of the Barnabus Community Projects. Since 2015 this has helped to support 540 families in need.

A low level grant was also awarded to Shrewsbury Ark Homeless shelter to purchase additional warm clothing for homeless people during the cold snap in December 2017.

### Barnabus Community Projects

"Our 360 'Journey to Work' programme has been really successful this year and has resulted in over 60% of our service users finding work. However, as a charity, we rely on donations to help us continue organising the sessions. The grant from The Midcounties Co-operative will really help us to continue supporting local people in need by building their self-confidence and employability with our weekly drop-ins." Karen Williams, Project Leader of Barnabus Community Projects.

# 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:

- Forming a partnership with the Shrewsbury Trust to deliver sustainable education sessions to their schools



# 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](http://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