

**REGIONAL  
COMMUNITIES  
HIGHLIGHTS  
SWINDON  
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: SWINDON HIGHLIGHTS



There are **971** colleagues and **25,050** members located in the Swindon Regional Community areas, Food **11** sites, Travel **1** site, Funeral **5** homes, Post Office **3** sites, Childcare **2** nurseries. Our Regional Community areas in Swindon include North and South Swindon and White Horse.

**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 Swindon since 2015

- Our colleagues across our Swindon Regional Community Group have completed over 7,000 volunteer hours in the local community
- Colleagues and members have donated over 6,200 items to local foodbanks, providing meals to over 150 families in need
- Over 1,500 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;
  - Swindon Academy
  - Swindon New College
  - Lethbridge Primary School
  - UET College
  - Millbook Primary School
  - Southfield Primary School
  - Stanford Primary School
- We have distributed £53,000 through community grants and carrier bag monies to 80 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



# SWINDON CASE STUDY



## Building strong local communities in Swindon

Colleagues from White Horse Regional Community completed the 'Three Peaks Challenge' raising over £3,000 for the October Club, a day centre charity caring for people suffering from Alzheimer's and dementia. Local grants have also been given to Highworth football club for a new kit and training jumpers, the local scout group for camping equipment and the Nexus Youth Café to help support young people.

Meanwhile, colleagues from Swindon Regional Community have raised over £2,000 for the charity Wiltshire Tree House. Activities have included completing a 10K run and a 12 hour cycle and row-a-thon covering the whole 160 mile circumference of Swindon! These funds have enabled the charity to employ a fundraising specialist to help the charity going forward.

Local colleagues have been working with New College Swindon to teach students about the retail environment including visits to our trading sites to learn how our businesses operate. Colleagues have also participated in several role play and mock interview sessions.

### Wiltshire Treehouse

"The partnership will be invaluable for us. We are looking forward to working on exciting initiatives with The Midcounties Co-operative over the next two years which will help us to raise the funds we need to support bereaved children in the area. As a new charity it can be difficult to access the funding needed to provide such important support to young people before, during, and after bereavement, and this support will really help us to do so." Paul Flynn, Fundraiser at Wiltshire Treehouse.

## 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:

- Carried out a seven week roadshow in Co-op Food stores promoting the Energy Company Obligation (ECO) and helping members apply for energy efficiency funding
- Forming a partnership with Swindon Council to look at working together to promote ECO funding to residents in the Swindon area

"The Sustainable Communities Pilots that we have held within selected Food stores throughout February and March have been a real success. Colleagues within these stores have fully engaged with trying to reduce member and customer fuel bills, with the aim of reducing fuel poverty within the Swindon region, and have been successful in securing a significant number of leads to be reviewed by Co-op Energy's ECO partners. Significant input from the CSR team to deliver these pilots, and the learnings we have taken, will be invaluable for us as a Society to progress this into a full delivery programme across all of our Regional Community Groups, and allow us to maximise these grants for all of our members across the Society. It is another great example of Midcounties living their values and principles, which resonates with all who have taken part." – Jon Hayter, Regional Ambassador, Swindon



# 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