

# REGIONAL COMMUNITIES HIGHLIGHTS WEST MIDLANDS 2015 - 2017



# REGIONAL COMMUNITIES



- |                                |                             |                          |
|--------------------------------|-----------------------------|--------------------------|
| 1 Kidlington/North West Oxford | 8 Cheltenham and Gloucester | 15 White Horse           |
| 2 Swindon                      | 9 Cotswolds                 | 16 Banbury               |
| 3 Walsall                      | 10 Leamington & Warwick     | 17 High Wycombe & Thame  |
| 4 Cannock Chase                | 11 Shrewsbury               | 18 Central Oxford        |
| 5 Wyre Forest                  | 12 Sedgley & Dudley         | 19 Aylesbury             |
| 6 Wolverhampton                | 13 Forest Of Dean           | 20 South Staffs Villages |
| 7 Stroud                       | 14 Bicester                 |                          |



# REGIONAL COMMUNITIES: WEST MIDLANDS HIGHLIGHTS



There are **3,070** colleagues and **48,400** members located in the West Midlands Regional Community areas, with the following trading sites; Food **26** sites, Travel **12** sites, Healthcare **15** sites, Funeral **16** homes, Post Office **11** sites, and Childcare **4** nurseries. Our Regional Community areas in the West Midlands include Walsall, Wolverhampton, Cannock Chase, Sedgley and Dudley, and South Staffs Villages.

**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 West Midlands since 2015

- Our colleagues across West Midlands have completed over 18,700 volunteer hours in the local community
- Colleagues and members have donated over 28,600 items to local foodbanks, providing meals to over 700 families in need
- We have distributed £100,900 through community grants and carrier bag monies to over 200 local good causes
- Over 3,900 young people have been engaged in the local area working with a range of educational establishments to support the development of young people

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



## WEST MIDLANDS CASE STUDY



### Building strong local communities in Wolverhampton

Wolverhampton colleagues and members have helped raise awareness of dementia by fundraising including over 70 colleagues, members and customers taking part in a sponsored walk in West Park. We also supported Alz Dementia Café which provides a safe welcoming meeting place for people with dementia or memory loss, their family and friends.

We held a 'Dementia Awareness Day' with colleagues from our Food, Post Office, Healthcare and Travel sites attending together with the local manager from Alz Dementia Café. Overall, the team engaged with over 50 members. We have also trained colleagues as dementia friends so they could provide training to others across the area.

Support has also been provided by our local colleagues and members for 'Recovery Near You', a local charity that supports recovering drug addicts to receive support and counselling during their personal journeys. Local carrier bag funds have been used to provide comfortable furniture at their hub, and to decorate the rooms to enable families to enjoy comfortable and engaging surroundings whilst receiving support and counselling. Colleagues also raised further funds for this charity by selling their calendars in our local trading sites which had been created by recovering addicts.

### Recovery Near You

"The support from Midcounties for 'Recovery Near You' has helped us to extend and improve our Recovery Hub for people who use our service. This has provided a significant benefit to our service users. People attend our Recovery Hub either in recovery or on their journey towards recovery. Many of the issues our service users face relate to having access to meaningful activities that structure free time and relieve boredom. The refurbishment of our 'cosy room' allows us to run more groups including our video club and games club, as well as enabling us to show educational and training DVDs for our peer support and volunteers who help us to deliver such a valuable service to the people of Wolverhampton." - Angela Zegnani, Service Manager at Recovery Near You

# 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:

### Leamington / Warwick:

- Carried out an energy assessment at one of our local community partners, Leamington FC, and provided them with energy saving advice and support
- Hosted colleague engagement events at our Head Office locations to see how they could save money in the home by installing LED lightbulbs
- Working with Warwick District Council to deliver energy assessments for solar panels and LED lighting at their community sites.

"It's great that we were selected to be a part of the 'Sustainable Communities' pilot, as all of our pupils are really interested in learning about climate change, what it means for the environment and how we can all work together to tackle it." - Jon Clarke, Shadow Headteacher at Walsall Academy

### Walsall:

- Developed a sustainable education session in partnership with Walsall Academy, and engaged students from the school in a range of sustainability awareness activities
- Working with Walsall Council on co-delivering sustainability campaigns, and to support energy efficiency projects in the community



# 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 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