

# *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