



a Blueprint for the Future



Midcounties is a consumer co-operative owned and controlled by its members. We are part of the global co-operative movement, and subscribe to co-operative values and principles that govern all co-operatives around the world.

Our Purpose is simple but ambitious with co-operative values at its heart.

Purpose

To be a successful consumer co-operative working towards creating a better, fairer world and to enhance the lives of our colleagues, members, customers, and the communities we serve.

We have four core values that underpin our Purpose and guide the way we work. We live these values every day, every week, every month, every year.

Values

Democracy
Openness
Equality
Social Responsibility



To bring our Purpose to life we have created an Imagined Future to inspire all our activity and all that we strive to achieve:

Imagined Future

The Midcounties Co-operative is part of a thriving global co-operative movement, a leader, role model and powerful influencer recognised around the world.

We put Membership at the heart of all we do which is reflected in how we engage with Members via a range of interactions.

We are an inclusive employer where colleagues are fully engaged and are our biggest champions.

We are an organisation proud of our heritage, our independence and our local roots.

We are a commercially successful, sustainable, values driven business which is trusted by the public, loved by its Members and supportive of its suppliers.

We are creating a 'better fairer world' by building strong local communities.



Four key elements underpin our Imagined Future.

Membership

Colleagues

Communities

External partnerships

Membership

As a co-operative, membership lies at the heart of all that we do.

- We are a membership based organisation where everyone is treated equally
- We work hard to ensure members are fully engaged democratically in the activity of the Society
- We want members to enjoy benefits, because they own us and particularly, because they trade with us

Colleagues

Colleagues are at the heart of our business and are key advocates both for the Society and the co-operative model.

- We work hard to support our colleagues in their work and to engage them with the Society
- We believe our colleagues should be free to participate in the democratic structures of the Society
- We have a reward policy that reflects the co-operative principles of fairness and equity:

“We recognise that income and wealth inequalities have been growing sharply in recent years, and that this undermines the cohesion of our society. In our choice of remuneration policies, we do not wish to add to this problem but wish to work towards a solution.

Midcounties Co-operative is committed to paying fair wages. This commitment extends across all pay scales within a framework that ensures that the ratio between the highest pay point and the lowest is fair.

Our aspiration is to pay salaries that are above median at the lower end of the scale, and to provide a level of earnings that would be considered appropriate as a living wage.”

Communities

We know that successful and thriving communities lie at the heart of a successful and thriving society. Indeed, concern for community is one of the key values espoused by the co-operative movement.

- We believe in the value of supporting the communities where we trade both in kind and financially
- We believe in supporting the wider co-operative community

External Partnerships

We are a member of the co-operative movement and we believe we should play our part in supporting and promoting co-operation to the wider world.

- We think it is right to foster partnerships with co-operatives and other organisations that believe in the co-operative model and seek to promote co-operative interests
- We will co-operate with other co-operatives where there is mutual gain
- We will be good partners, being clear both about what we want from and what we will put into a partnership.



Making it real

We will always evaluate our strategies and plans against this Blueprint to ensure our Imagined Future becomes reality. While individual strategies may change as circumstances and our ambitions take us on different routes, we will remain steadfast to our Purpose.

We will review our progress against this Blueprint every year to ensure it continues to guide and influence all our activity.