

# JOIN IN

Central England Co-operative

Autumn  
2018

**FREE**  
to members

- PAGES FOUR & FIVE -  
**MEMBER CLASSES**

Find out what we have on offer

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See how we have made a difference  
to good causes in your area

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Society

Meet our new Vice-President Jane Avery  
and hear about her co-op history

# OUR COMMUNITY

We are proud to support hundreds of good causes and charities through our Community Dividend Fund.  
Here is an overview of the impact we have made in the past three months

## FORTY LOCAL GOOD CAUSES SHARE £43,000 FROM OUR COMMUNITY DIVIDEND FUND

**F**orty projects are celebrating after sharing £43,000 in the latest payout from our Community Dividend Fund.

Members of a wide range of groups and charities from across 16 counties were left smiling after receiving a share of funding, with grants ranging from £100 to £5,000.

Hepworth Pre-school, based in Towngate, Holmfirth, was handed £1,000 to pay for an outdoor cooking station and seating.

This will be used to allow youngsters to plant, wash and cook their food while being outside and learning about the environment.

Lutterworth Garage Barn will use £2,000 to support a project called 'seed to plate', which aims to teach children from challenging backgrounds or with learning difficulties and their families about how to grow fruit and veg and how to cook it healthily.

Clifton Campville Village Hall will use £770 to support the launch of a new community coffee shop and Good Companions, which is based in Clifton, Nottingham, will use nearly £2,000 to buy equipment such as TVs, desk top games and a camcorder to combat isolation among the elderly.

West Midlands Powerchair Regional League will use over £2,000 to buy specialist testing equipment from America to ensure that everyone is playing by the rules before they head into competition.

Brundall Allotment Association was handed over £2,000 to buy a range of machinery for use at the community allotments.

Belvedere Park Football Club, based at Shobnall Park, has a new lifesaving defibrillator at its home ground following a grant.

The device will not just be available during the football season, but will be accessible through the emergency services 24/7.



Groups from across the area celebrated being handed their grant from the Community Dividend Fund

Other organisations to receive funding include Scout groups and sports teams.

This will help to pay for vital new equipment ranging from new tents to training kits.

The Community Dividend Fund guarantees that at least 1% of the Society's trading profit is reinvested in local communities in a bid to help projects thrive across its trading area of 16 counties, from the Midlands to the east coast.

People can apply for funding by visiting [www.centralengland.coop/community](http://www.centralengland.coop/community)

## FUND HELPS THE HOMELESS

**A** project has used a Community Dividend Fund grant to provide a vital breakfast and laundry club for homeless people.

South Derbyshire Mental Health Association used £4,160 to pay for items such as a washing machine and tumble dryer, washing supplies and toiletries.

The free project now sees the centre open an hour earlier each day to allow people to use the equipment and supplies.

Jon Shillabeer, from the project, said:

"Bank House is a free to access drop-in centre for any adult with any mental health issue. We currently see between 30 to 60 people on a daily basis and our age range is 17 to 91."

"The project is one that is aimed at people who are homeless or who have a chaotic lifestyle and who might not have washing or cooking facilities at home."

"We wanted to open an hour early every day to allow people to have some breakfast, have a wash and wash their clothes."

"Then, when these issues have been addressed, we can start to help them look at other problems they might be facing."

"Since we launched the project it has been well received and is growing by the day."

"A project of this size and scale obviously needs funding and we first became aware of the Community Dividend Fund after seeing a post on Facebook."

"One of our fundraising volunteers is a

member of Central England Co-op and so we put together a proposal.

"It was a simple process online. We explained the project, what we needed and the potential impact it could have in the local area."

"The grant from the Community Dividend Fund was a massive boost and it gave us the security of being able to go and buy the supplies needed to ensure this vital project could go ahead."

"We are a great example of how a grant like this can go a long way to helping people in need."



Jon Shillabeer, from South Derbyshire Mental Health Association

## CHILL OUT ROOM HELPS KIDS RELAX

**Y**oungsters from a school in Derbyshire have spoken of how a chill out room has made a major difference to their lives.

Edward Bancroft and Edward Rafferty, both 12, spoke about how a grant of £2,580 from the Community Dividend Fund has made a big impact on their lives and the lives of other children with autism and special needs at Long Eaton School.

Edward Bancroft said: "I love the chill out room because it is a great place to go when you are stressed out and you need to calm down."

"It's very relaxing and it has a soothing atmosphere."

Edward Rafferty said: "If I ever come in and I'm upset and angry, I can say 'Can I go into the chill out room?' and it's a place where I can relax."

Teachers from the school worked with Variety the Children's Charity (Midlands) to secure the funding which helped create the room and kit it out with sensory items such as bubble tubes and a projector.

John Presley, Manager of the Autism Resource Centre at the school, said: "When we found out we had secured the funding, I was quite taken aback. The whole process was seamless. I would recommend it to



anyone in a similar situation."

Charlotte Walker, from Variety, said: "Schools just don't have the funding to pay for a space of calm that so many children of Long Eaton need."

"The impact that the funding has had has been incredible."

"I would highly recommend people apply for the Community Dividend Fund. It's easy to do, there are people on the end of phone who can help and it's set up to benefit communities."

"The impact it can have can make a real difference."

# CHARITY

We are celebrating raising nearly £800,000 for Dementia UK and announcing plans to continue to work together to help those in need for the next 12 months

**W**e want to say a big thank you to our colleagues, customers and members for helping to raise over £780,000 for our corporate charity partner Dementia UK in just one year.

The Society has been supporting the charity for the past 12 months and during that time people across 16 counties have done everything, from jumping out of planes and undertaking gruelling feats of endurance to holding cake sales and organising village fêtes, to raise vital funds for the good cause.

Over £280,000 was handed over in the form of donations, with a further £500,000 from money raised by Central England Co-op via the 5p carrier bag levy.

The money has been used to help pay for nine specialist Admiral Nurses, additional vital training, and the ongoing staffing of the free Dementia Helpline.

After the success of the past year, the Society is delighted to announce that it has agreed to continue its fundraising partnership with Dementia UK for another 12 months.

Central England Co-operative Chief Executive Martyn Cheatle said: "Over the past 12 months, colleagues, customers and members have helped raise vital funds for this great charity and helped make a real difference. I cannot thank them enough for their dedication.

"It is great to know that, as a community retailer and responsible business, our donation of over £780,000 will help improve the lives of those living with dementia, and those who love and care for them, in our trading area, leaving a lasting impact for many years to come.



Central England Co-operative Chief Executive Martyn Cheatle celebrates the continuation of the Society's corporate charity partnership with Dementia UK with its Chief Executive Hilda Hayo and Society President Elaine Dean

"We are excited to be working with Dementia UK for another 12 months and can't wait to get behind the charity and support its vital work in helping to tackle this increasing issue."

Admiral Nurses work alongside people with dementia and their families and offer one-to-one support, expert guidance and practical solutions so they can face dementia with more confidence and less fear.

The nurses work across a range of care settings within the community, hospitals,

hospices and care homes.

The Dementia Helpline is available to anyone with queries or concerns about dementia. It is staffed by Admiral Nurses to make sure those with dementia and those caring for them get the best possible care and advice.

Hilda Hayo, Chief Admiral Nurse and Chief Executive at Dementia UK, said: "Dementia is one of the biggest health issues of our time with more families than ever in need of specialist dementia support.

"We cannot thank everyone at Central England Co-operative enough for their efforts in helping more families face dementia. We are looking forward to their continued support over the next year."

Customers and members will be able to continue to support Dementia UK by donating via collection tins when they visit Food Stores, Funeral Homes or Travel Shops. Colleagues will be undertaking a wide range of different fundraising events to help raise money during the next 12 months.

## HERE ARE A FEW PICTURES OF OUR EFFORTS TO RAISE VITAL CASH FOR DEMENTIA UK DURING THE PAST 12 MONTHS



For support with dementia please call **08008 886678**  
or visit [www.dementiauk.org/get-support](http://www.dementiauk.org/get-support)

# GIVING BACK TO OUR COMMUNITIES

Our Membership and Community Relations Officers (MCROs) play a vital role in ensuring we support people and organisations in the local community. Here we find out about some of the important work they do through our member classes



Members of our line dancing class in Birmingham take to the dancefloor

Every week, a group of 20 people aged 40 to 60 come together to hone their skills and enjoy each other's company – all thanks to Central England Co-op.

The line dancing class, held at Polish Millennium House, in Birmingham, is one of a wide range of classes that we offer to members across our entire trading estate every single week.

Whether it's learning some new dance moves, trying your hand at painting or just meeting some like-minded people, these classes are a real benefit to our members.

James Knight, MCRO for the Western Region, spoke about importance of these classes and the impact they have on those that take part.

He said: "Member classes are an important part of what we do at Central England Co-op."

But one thing I always like to say is that there is more to them than just helping people learn a new skill or keeping fit.

"They're also about looking after the mental health and wellbeing of every single person who comes along."

"We take the opportunity of getting people in a room together to help create friendships and new social groups – something that starts by being part of a class and hopefully carries on to become something much more."

"One aspect I really love about the member classes is that

they can be a vital tool in combating issues which are on the rise in society, such as loneliness and isolation.

"For some people our class can be the only interaction they have in an entire week - this is why we have to make sure that it's meaningful and has the best impact it can."

"Many people have made friends that go beyond these classes and we are so proud of that – there can be no better legacy, in my opinion."

The line dancing group in Birmingham has now been operating for over 20 years and people from across the West Midlands travel to Birmingham city centre each week to be part of it.

James said: "This is one of our most popular classes and I think the fact that it has been going for 20 years is evidence alone of that."

"It's packed full of enthusiastic members of different ages who all get so much from coming along every week."

"This is an intermediate class for people who know the basics and want to learn a little more. We also offer folk and modern sequence dancing classes."

"Member classes are about more than just offering people a new skill or the chance to get in better shape, they are an extension of the co-operative family and a vital part of what we do at Central England Co-op."



Smiles all round at the line dancing member class



MCRO James Knight gets involved in the line dancing

## OUR OTHER MCROs UPDATE ON THEIR OWN MEMBER CLASSES



### KAREN BEVAN – MCRO FOR THE SOUTHERN REGION

Members in the Southern Region have a wide range of different classes to choose from, to appeal to many different tastes.

Floristry, soft furnishing and calligraphy are just some of the different activities on offer as a benefit of being a member.

Other interesting classes include creative beading and embroidery, lace making and keeping fit for all abilities.

MCRO Karen Bevan spoke about how member classes and groups are a vital part of the opportunities offered for members.

She said: "The Co-operative has a long tradition of giving back to the community, and we welcome the opportunity to make a real difference to the lives and education of local people."

"It is really important to have strong links with the local community and I am proud that the Southern Region is able to put on and support a wide range of classes. We offer a wide range of educational and recreational workshops and classes for members and I would encourage our members to make sure they come along and take part."

### TANYA NOON – MCRO FOR THE NORTHERN REGION

Heritage forms a key part of the member classes and groups on offer in the Northern Region.

The area's Heritage Group regularly organises trips including visits to the birthplace of the co-operative in Rochdale, Liverpool, Hull and many other places of interest.

One of my members said: "I never knew that being a member of the Co-op would educate me in this way. I am so grateful."

Other classes and groups in the area include keep fit, craft, tai chi, dance, painting and creative writing.

Tanya said: "I am inspired every day by the achievements of our members."

"They have embodied the co-operative values and principles through self help and self responsibility."

"They have, in some cases, changed their lives around, learned new skills and more importantly found friendship."

"They know the importance of member economic participation and education and training. I am always amazed by their commitment to the Society and it is a pleasure to see how the co-operative virtuous circle is put into practice."

### KYM HUNT – MCRO FOR THE EASTERN REGION

People who experience loneliness and isolation in and around Littleport are being helped by The Friendship Co-operative Group.

The group, which began in December 2017, was born out of the previously known You Are Not Alone (YANA) group.

The group is supported in its efforts by MCRO Kym Hunt, and financial support from the Society pays for the venue and equipment.

Run by Kathryn Buck and Jane King, the idea behind the group is to bring together residents from Littleport and surrounding villages who may find themselves in need of some company.

Kathryn said: "With sponsorship we can continue to help relieve at least a small part of the loneliness felt by some in Littleport and surrounding villages. That's what we're about. Although members of the group tend to be a little older (in years, not in spirit), people of any age are welcome."

When asked what the support of Central England Co-operative meant to the group, Jane said: "It has given us peace of mind, knowing we have the cost of the hall paid for and extra funds with which we intend to buy a small PA system and help fund our Christmas party."

For more information about our member classes, please call 01543 414140 or email [member.community@centralengland.coop](mailto:member.community@centralengland.coop)

# MAKING A DIFFERENCE

Everyone at Central England Co-op is proud of its work with food bank partners to help those in need

## THANK YOU FOR YOUR SUPPORT IN OUR CAMPAIGN TO STOP HOLIDAY HUNGER FOR CHILDREN IN YOUR AREA

Our Summer Food Bank Appeal has seen customers, colleagues and members come together to donate over 100,000 items of food that have been used to create over 30,000 meals for youngsters to make sure they did not go hungry this summer.

Earlier this year we asked charities what was the biggest issue they faced during the summer months and over 85% said the same thing – a rise in demand from families who see the safety net of free school meals removed during the summer holidays.

This often leaves people trying to stretch their budgets in order to eat and, in some cases going without proper food during the holidays.

As a result we launched our summer campaign to collect extra donations to try to tackle the rising problem.

The items were used to create food parcels for families with children and to provide them with special packed lunches to

tackle holiday hunger during the summertime.

However, despite the success of the campaign, we are still asking shoppers to continue to donate to ensure people do not go hungry as food bank supplies continue to decline.

Now, we are urging people to make sure we keep up this fantastic levels of support by donating vital items throughout the remainder of 2018 and during 2019.

The items will then be collected, turned into parcels to provide enough food for three days and handed out via food bank partners to people and families in need across all of the 16 counties in which the Society trades.

Martyn Cheatle, Central England Co-operative Chief Executive, said: "We are so proud of the generosity of our customers who have donated enough food to help children who were at risk of falling into holiday hunger.

"We wanted to ensure that this great support continued and, after speaking to our food bank partners, knew that helping to

tackle holiday hunger was the right thing to do.

"However our food bank partners are now telling us that, even with the increased levels of donations, some are close to running out of vital items so we still need people to continue to donate items to our collection points all year round.

"All we are asking is that people drop off one or more items into our food banks and help make a real difference."

We work with over 50 different food bank providers all year round to make sure that colleagues, customers and members can donate food and support those in crisis.

Alongside our normal collection points in our Food Stores, special campaigns at Christmas, Easter and Summer have now seen generous shoppers donate nearly 200,000 items in 2018.

Hundreds of our Food Stores have permanent food bank collection points all year round, which have resulted in thousands of people every month from Birmingham to Norfolk being given enough food to cook meals.

### KEY ITEMS NEEDED BY FOOD BANKS

- |               |               |              |
|---------------|---------------|--------------|
| • Cereal      | • Dried pasta | • Fruit      |
| • Tinned food | • Sauce       | • Juices     |
| • Sugar       | • Biscuits    | • Tea        |
| • Rice        | • UHT milk    | • Toiletries |



Vital donations by customers, members and colleagues being handed out to people in need at the Hope Centre Food Bank, in Derby

Find out about your local food bank collection points at [www.centralengland.coop](http://www.centralengland.coop)

# MEET OUR VICE-PRESIDENT

We get to know our Society Vice-President Jane Avery and find out about how co-operatives have always played a big role in her life



Vice-President Jane Avery is proud of the good reputation Central England Co-operative has among its customers and members

Our Society Vice-President Jane had her first encounter with co-operatives at the age of 13 – and has never looked back.

Alongside her current role as a Board Member, Jane has devoted much of her professional life to supporting people looking to set up worker co-ops as well as helping several other vital good causes.

We spent some time learning more about her co-op history and her views on what makes us stand out from the crowd.

## What is your first Co-op memory?

I remember when I was a child and we had a mobile bread van from The Co-op. I even remember my mum quoting her dividend number – something that everyone always brings up when they talk about The Co-op.

Later on, I started work with the Derby and Burton Co-operative Society. I was going for a space on the management training programme and I remember quite vividly being nervous and thinking 'I hope I get this job'. I did and once I started working for them, I quickly found out about the history and the co-operative values and principles.

I worked for the Society for seven years and then left to take on my current role which is developing worker and community co-ops. I help a new generation of people find out about co-ops or help those who already know to get the help they need.

## Tell us about your life and how you came to be part of Central England Co-operative

After starting work for The Co-op, I moved over to work in member relations before leaving after seven years.

When I left I obviously continued to be an active member and also retained an interest in co-ops and what they could do for the local community.

A lot of other organisations I am involved with are co-ops

and it is like one big family. So there came a point where people said to me 'why don't you stand to become a Board Member'?

I said I would stand and I got elected in 2015. I have recently been re-elected in 2018 and I was so proud to achieve that.

## Tell us about your role as our Vice-President

This was a momentous occasion for me. It allows me to support the President (Elaine Dean) but also allows me to learn more about the Society at another level. It is almost like an apprenticeship and I am looking forward to finding out more and helping the Society in any way that I can.

## Tell us about the vital work you do helping community projects and local good causes

One of the organisations I am involved in is Leicester Rape Crisis. A friend asked me to help out on its committee.

As chair of the committee, I help shape policy and the strategy to move the organisation forward. This is also a management role as it is a small organisation, so I often find myself in the office on my days off. I thought it seemed a worthwhile group to support as it is such an important service to have. It makes a difference to people's lives.

People who are broken come to us. We have amazing volunteers who then work with them for a few weeks and help them walk away feeling better.

I think the organisation makes a vital difference and I am ever so proud to be part of it.

I also act as the local coordinator for the Dyspraxia Foundation, which included setting up a parent support group and club for kids.

This role has changed over the years but this again is a

vital resource for people who otherwise may be left to fend for themselves.

## What do you think is the best thing about being a member of Central England Co-op?

The best way I can describe this is by referring to a recent experience that I had. I was out for a meal in our village and was sitting across from someone who I had never met. I explained that I was involved with Central England Co-op and they replied 'The Co-op is fantastic' and went on to talk about how the village would struggle without such a vital resource.

This kind of comment is something I hear all the time and is a great way to articulate what's good about our Society.

Our Food Stores and Funeral Homes are part of our communities and our colleagues are doing an amazing job of going above and beyond for our customers and members.

I also think an amazing part of what we do is our Community Dividend Fund. We have some great applications that reflect our co-operative values and principles, ones that develop the local community and help more people than before. I think it is a great example of our work as a community retailer.

## How do you like to relax and unwind?

I love spending time with family and friends. We live in a nice area and enjoy walking the dog in the countryside and cooking nice meals.

## How would you best sum up Central England Co-operative to others?

I would say that Central England Co-operative is an organisation that people trust, one that does the right thing and makes a difference in the community.

Find out more about the Board of Directors by visiting [www.members.coop](http://www.members.coop)

# CORPORATE RESPONSIBILITY

Having a positive community impact sits at the heart of everything we do and a new report has showcased that every £1 we spend on good causes is worth an incredible £23.15 to the local area

We pride ourselves on trying to actively make a difference to people's lives in the communities where we have Food Stores and Funeral Homes.

Now, thanks to a special Social Return on Investment (SROI) report, we have been able to reveal what that impact is actually worth.

For every £1 that the Society invests in community projects such as Co-operative Masterclasses, Healthy Choices and Ethical Challenges Workshops and the installation of 300 defibrillators the monetary value of the impact made is, on average, worth a massive £23.15.

The projects highlighted in the report have helped us support our communities to the tune of over £2.2 million.

Chief Executive Martyn Cheatle said: "This amazing figure of £23.15 of impact for every £1 spent truly showcases how the Society continues to make a real difference to people's lives.

"All of these great community projects are only possible due to the continued support and success of our trading businesses.

"Our ongoing commitment to support fantastic

work in the community is underpinned by the strong financial performance of the Society and a long-term strategy to grow the business in a sustainable way."

This report focuses on the difference these projects make to people, society, the environment and the wider community.

Co-operative Masterclasses are aimed at secondary school children and are based around the positive impact of educating them about co-operatives.

The Healthy Choices and Ethical Challenge Workshops are delivered in schools to educate students around making healthier food choices and Fairtrade.

A total of 3,829 youngsters took part last year.

The Society's defibrillator project has resulted in the installation of over 300 of the lifesaving devices outside our Food Stores and Funeral Homes.

This was paid for via funds raised through the 5p carrier bag levy.

The results of the report will now be used to help make effective decisions so that resources are used to have a positive impact in our communities.

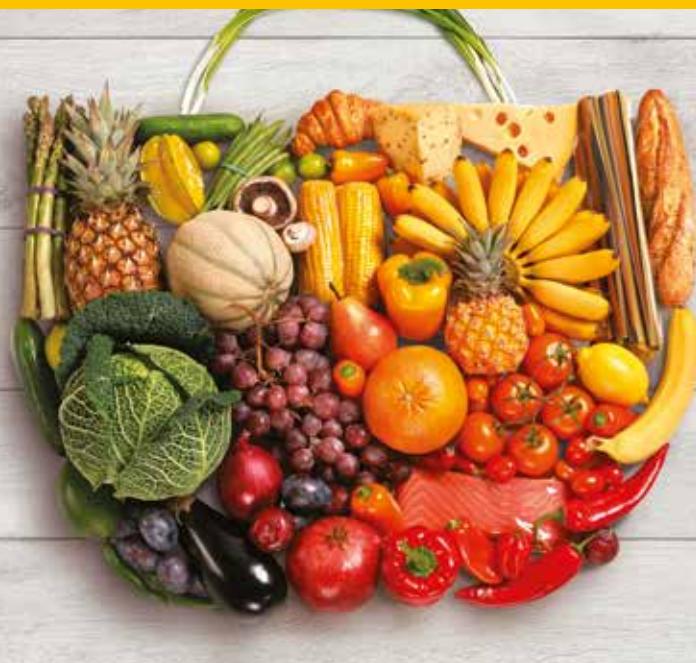


Youngsters learn a range of skills by taking part in our Healthy Choices and Ethical Challenge Workshops

## Join in

Support your community and earn points as you spend

The **co-operative** membership  
Central England Co-operative



## MEMBERSHIP BENEFITS

We hope you've enjoyed finding out more about our membership and community news. If you're inspired to join in and become a member of Central England Co-operative too then you can enjoy an array of benefits including:



### Share of the Profits

You can earn a dividend payment by shopping in our family of businesses, including earning a point for every £1 spent in our Food Stores



### Community Dividend Fund

As a member you can apply for funding for a local project through our Community Dividend Fund



### Have Your Say

Get involved with the democratic process and attend member meetings to make your voice heard

Find out more about becoming a member by heading in to one of our stores, picking up a Join In leaflet and registering online at [www.members.coop](http://www.members.coop) or by calling **08000 501601**