

# CORPORATE RESPONSIBILITY

# 2016 / 17

## CAUSE FOR CELEBRATION

The **co-operative**

Central England Co-operative



At Central England Co-operative, we are committed to ensuring that co-operative values and principles are woven throughout everything that we do.

One of the many ways we do this is by ensuring that we are corporately responsible; but what exactly is corporate responsibility?

Simply put, it forms part of our efforts to ensure that we are doing what is right for our customers, colleagues and suppliers, while making a positive contribution to society and ensuring we play a role in protecting the environment.

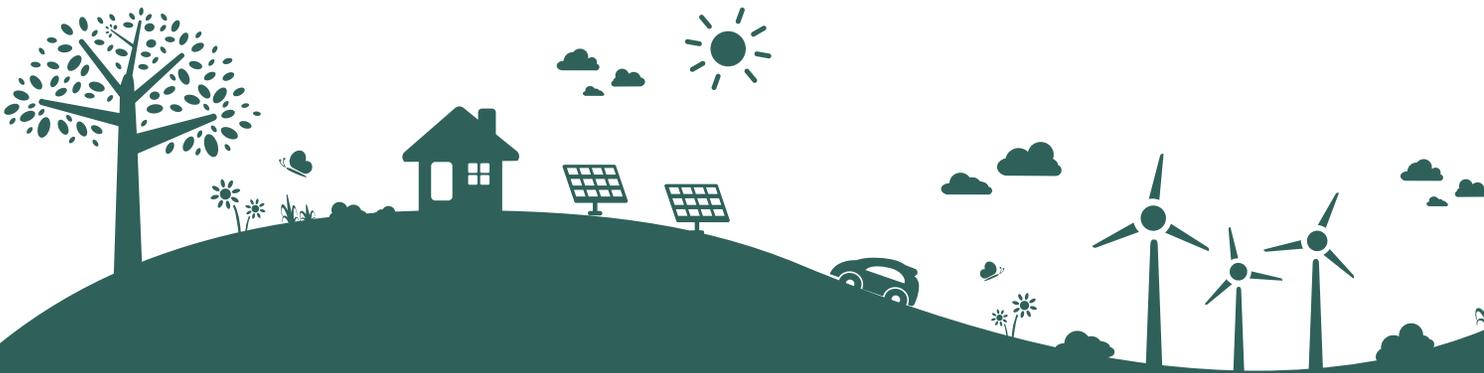
## WE DO THIS BY:

- Giving back to our local community
- Raising money for charity
- Being as energy efficient as we can
- Recycling and reducing waste in other ways
- Being an ethical retailer

We also support community initiatives through our food bank policy and help the environment with our efforts to reduce and prevent waste, protect natural resources and encourage more sustainability.

It is by working hard to ensure we excel in all these areas that we strive to achieve **our vision to be the UK's best co-operative society by making a real difference to our members and our communities.**

This report will highlight what we have achieved so far, while also taking a look at our future plans.

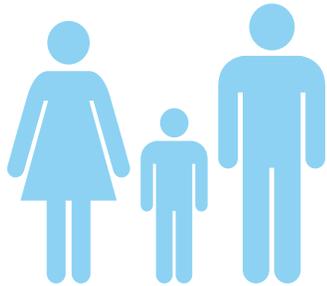




The Society is committed to maximising its positive impacts both internally and externally, for the benefit of colleagues, customers, members, suppliers, communities and the environment. To ensure that we focus on all the important areas in a balanced way, we work to the four themes set out by Business in the Community – Community, Environment, Marketplace and Workplace as shown left. Sustained commitment to all of these areas is key to our vision to be the UK's best co-operative society, by making a real difference to our members and our communities.

Business in the Community is The Prince's Responsible Business Network. They support their members and encourage collaboration to tackle a wide range of issues that are essential to building a fairer society and a more sustainable future.





## COMMUNITY

- Remove barriers to work
- Focus on deprived communities
- Social equity & cohesion
- Engage with the NEET's\* agenda

\* NEET's: 16 – 24 year olds Not in Education, Employment or Training



## ENVIRONMENT

- Carbon reduction
- Waste prevention
- Preserve natural resources
- Encourage sustainable behaviour





## MARKETPLACE

- Operate a responsible supply chain
- Practice responsible marketing
- Help address social issues
- Adopt local sourcing where possible



## WORKPLACE

- Unlock the skills of our employees
- Boost engagement with our vision & strategy
- Increase diversity & inclusion
- Promote the health & wellbeing of our employees

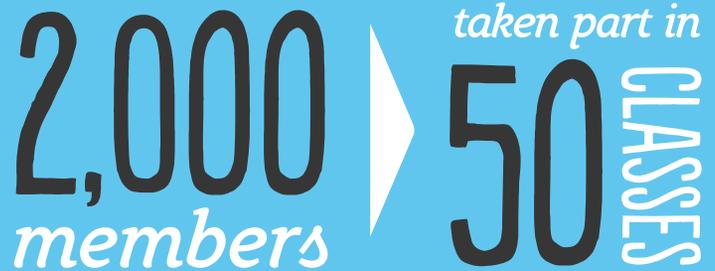




One of the key principles of Central England Co-operative is the difference we make in the community. Members can enjoy one-off events focusing on co-operative or environmental issues to special interest groups covering everything from keep fit to amateur dramatics. Across our trading area we have people heading to events to learn new skills from painting in Cotesbach to dancing in Birmingham.

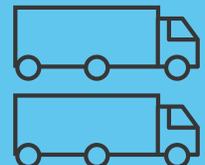
We also make a real difference by supporting groups and organisations with our Community Dividend Fund. From football clubs to support groups, over £2 million has been handed out since the scheme began in 2007.

Our Community Dividend Fund and member classes are the showcase activities of our work to enhance our community.



2 HGVs

donated to Stephenson College



# 103\*

*young people with special education needs provided with employability training and work experience*

\*in 2015/16 academic year

# €1.1 MILLION!\*

\*since 2013



**newlife**  
foundation for disabled children

# 186 FOOD BANKS IN OUR STORES

## RAINBOW SERVICE

FREE FUNERALS FOR THOSE 16 AND UNDER



One way in which Central England Co-operative Funeralcare is making a real difference in our communities is by supporting families who have lost a child by offering The Rainbow Package - a complimentary service for children up to and including 16 years of age.

“Our Rainbow Service is our way of caring for vulnerable families during an incredibly distressing time in their lives. We are proud that our business, colleagues and third party providers have collaborated to enable us to offer this complimentary service to families in need. We have been able to support over 30 families so far this year, and for every family that we meet, it becomes more apparent that it is the right thing to do.”

**Kevin Crute, Head of Funeral**



**ENVIRONMENT**

One of our main commitments as a Society has always been to have a purpose beyond profit and a pledge to protect the environment. This is done every day across the entire trading area by reducing waste, improving efficiency, lowering carbon emissions and preserving natural resources with the aim of developing a business that is sustainable.

New figures show that the Society has reduced its carbon footprint by 26.3 per cent since 2010.



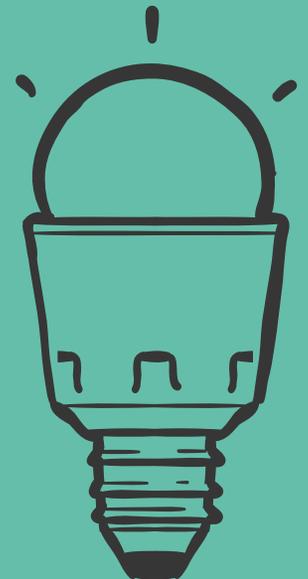
*LEDs*

*roll out into stores  
anticipated saving  
= £700k per yr*

“After being the first retailer to gain all four Carbon Trust standards last year, our focus this year is on continuing to build on and retain this accreditation.

We are working on improving our data capture and KPI reporting to ensure we can effectively measure our performance and gather the information to highlight where we need to improve our performance. We are putting further investment into this area including the roll out of LED lighting across the business, which will provide significant reductions in energy usage improving our carbon footprint whilst reducing our running costs. Whilst we continue to look at ways to improve and investing in technology, colleague engagement remains key to our success and can be as simple as ensuring we switch lights and other electrical items off when not in use.”

**Martyn Cheatle, Chief Executive**



**26.3%**  
REDUCTION IN CARBON  
FOOTPRINT SINCE 2010



*In the last six  
months we've  
donated*

**9.19  
TONNES**

*of food that  
would have  
gone to waste*



*Equivalent of*

**21,880**  
*meals*

*Retail value of*

**€15,452**

**1,904**

*chiller  
doors  
installed  
in store  
to date*

**4% REDUCTION  
ON WASTE EVERY MONTH**





## MARKETPLACE



*October 2015 saw the start of the 5p Carrier Bag and this has given us a unique opportunity to give something back to our wonderful communities.*



“When thinking about how we could use the money received from the new carrier bag levy to make a real difference to our customers, members and communities; responding to the many requests from communities to fund or install public access defibrillators on our sites, seemed like an obvious choice.”

**Michael Spencer, Head of Food Retail**



## DEFIBRILLATORS



*Glenfield  
Kedleston Road  
Oakham  
Weeping Cross*

**LEADING**  
**COOP**  
OF THE YEAR 2016

**WHY ARE WE LEADING**  
**CO-OPERATIVE**  
**OF THE YEAR 2016?**



**WE ARE**  
**GROWING AND**  
**IMPROVING**



**WE CARE**  
**ABOUT OUR**  
**PEOPLE**



**WE CARE**  
**ABOUT THE**  
**ENVIRONMENT**



**WE GIVE**  
**BACK TO OUR**  
**COMMUNITIES**



**20 EVENTS**  
FOR FAIRTRADE FORTNIGHT

**42**

EVENTS HELD AND PROMOTED  
DURING DYING MATTERS WEEK



**WORKPLACE**

This year we launched Bloom, our health and wellbeing programme which focuses on helping colleagues, members and customers to feel great. We asked people to make a #mycooppledge and so far we have received 257 pledges, supported 139 free health checks and delivered health-inspired workshops to over 1,836 school children.

As part of colleague's mental wellbeing, we have promoted our volunteering programme, as there is extensive evidence that volunteering brings benefits to both the person volunteering and the people and organisations they support. This year alone, over 160 colleagues have volunteered over 900 hours at 28 events.

We are passionate about supporting our colleagues, members and customers in leading a healthy, balanced lifestyle.





OVER 900 COLLEAGUE HOURS VOLUNTEERED IN 2016

**88%**  
*of our colleagues live within 5 miles of their normal place of work*

"I chose to do an apprenticeship with Central England Co-operative for several reasons; being able to learn all aspects of the business, gain a recognised qualification and an opportunity to develop in a progressive Society that I would like to make a future with."

**61**  
APPRENTICESHIPS IN THE LAST 6 MONTHS

**Curtis Wright, Food Distribution Centre**

# SO WHAT'S NEXT FOR CENTRAL ENGLAND CO-OPERATIVE...



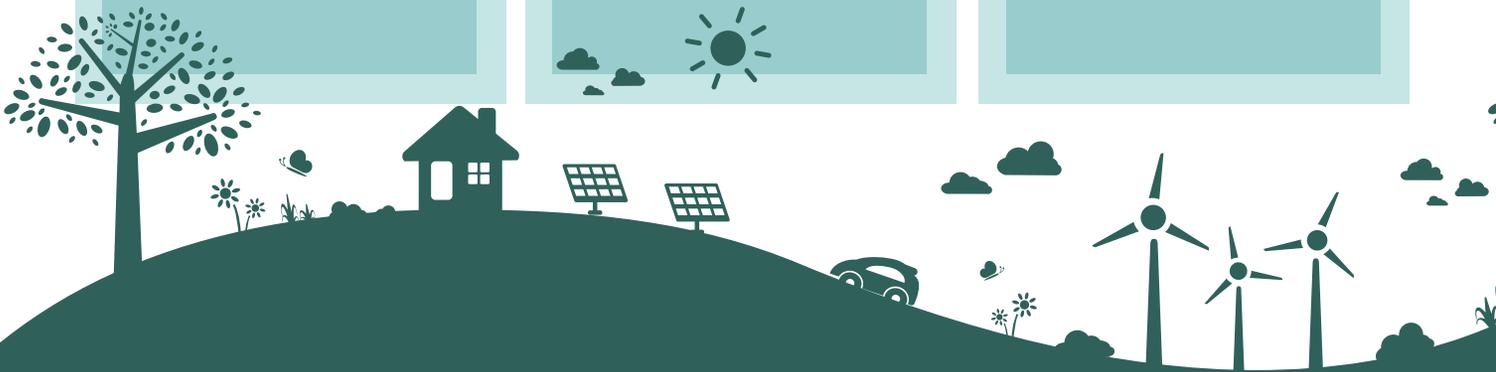
My Co-op Communities – we'll be working really hard to build and strengthen links between our trading outlets and our communities. Ask us how we can help ... you might be surprised.



We are in partnership with WRAP (Waste Resource Action Programme) and other retail and hospitality businesses to collectively reduce our food waste by 20% by 2025. We'll be collaborating with them on projects to reduce, redistribute and reuse waste both in our stores and in your homes.



Our community and HR teams are working together to ensure we offer the right support to people facing barriers to work. Through employability workshops, work experience and apprenticeships, we want to make Central England Co-operative accessible and diverse as an employer.



“We have achieved a lot that is worthy of celebration already this year and we are also committed to continuous improvement.

Our ambitious targets are designed to provide stretch and challenge to ensure all areas of the business find new and better ways of making a positive impact.”

**Tony Carroll, Deputy Chief & Trading Executive**



Our Apprenticeship programmes have already helped hundreds of new and existing colleagues gain new skills and progress. In the coming months we will be considering how we can offer even more members of our communities an opportunity to join our Society on a clear career path and benefit from taking part in an apprenticeship.



We are committed to continuing our environmental improvements and to do this we will be finding ways to work better with our suppliers by asking them to share our sustainability commitments and work towards their own improvement targets.



And finally... look out for public access defibrillators appearing in our retail and funeral outlets. These simple pieces of equipment could literally mean the difference between life and death. There will be opportunities in store to find out more once the installations begin.





CR INDEX  
2016 \*\*\*  
BUSINESS IN THE  
COMMUNITY

CARBON  
TRUST  
STANDARD  
REDUCING WASTE  
YEAR ON YEAR

CARBON  
TRUST  
STANDARD  
REDUCING WATER  
YEAR ON YEAR

CARBON  
TRUST  
STANDARD  
REDUCING CO2  
YEAR ON YEAR

CARBON  
TRUST  
STANDARD  
REDUCING CO2  
IN THE SUPPLY CHAIN

LEADING  
COOP  
OF THE YEAR 2016

IGD



INVESTORS  
IN PEOPLE

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100%  
FSC  
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RECYCLED  
Paper made from  
recycled material  
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