

Member Participation at the Co-op

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The Co-operative Group



Our Co-op's Vision



To grow continually



When you become a member, you become a part-owner of our Co-op.

One member, one vote.

You contribute by working, shopping or having a say in how we're run and get our value in return

That's Co-op membership.



CO-OPERATING TO BUILD MORE VALUE FOR OUR MEMBER-OWNERS EVERY DAY

Who we are and how we work: doing it together



Membership of Co-op means better outcomes for you and your communities.

Members get great member prices on our products and services,

support others through work in local communities and across the globe through our ethical commitments,

and have a say in how we run our Co-op, and the things that matter most to them.



Everything we do, every day,

is done to create more value for our member-owners.



How we see Membership Value



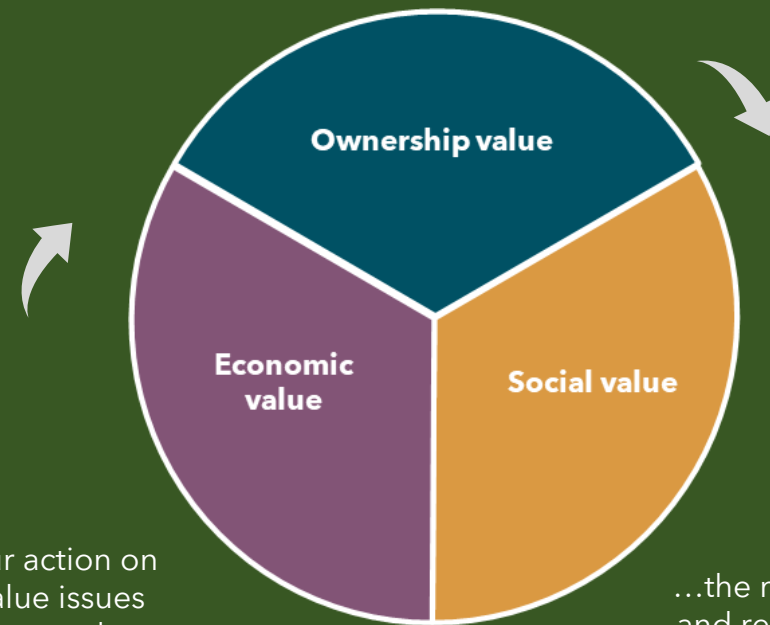
We see Membership as having three key components

- Ownership value
- Social Value
- Economic Value

The three elements of member value are interconnected and mutually reinforcing

And all three rely on Member Participation to drive distinctiveness

...the better we perform commercially, the more value we create across all parts of our framework...



...and our action on social value issues members care about makes them more likely to trade, and/or participate...

...the more effort and resource we can invest into issues members care about...



Why is Member Participation important in Co-op?

- Our uniqueness comes through our being a Co-op, a business designed to create value for our members-owners.
- But if the only way we articulate membership is by giving rewards they can see elsewhere, or supporting great things in the community in the same way others support, or by making great ethical decisions in the same way our competitors do - what's so unique about that?
- **Being a Co-op and being a Co-op Member has to also be about being part of something and achieving something greater together, through co-operation. Our uniqueness comes from the WAY we do things, together with our members, not just the WHAT we do.**



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- Members **are a huge potential resource** contributing their time, ideas and passion to the Co-op they own.
- Members who participate more deeply are **more likely to shop more often with us and more likely to spend more** than our wider active member base.
- Through opportunities for everyday participation we **help members understand and value their unique Co-op**.
- Member participation is out in the open, it has agency and is about **learning and understanding by experiencing**.



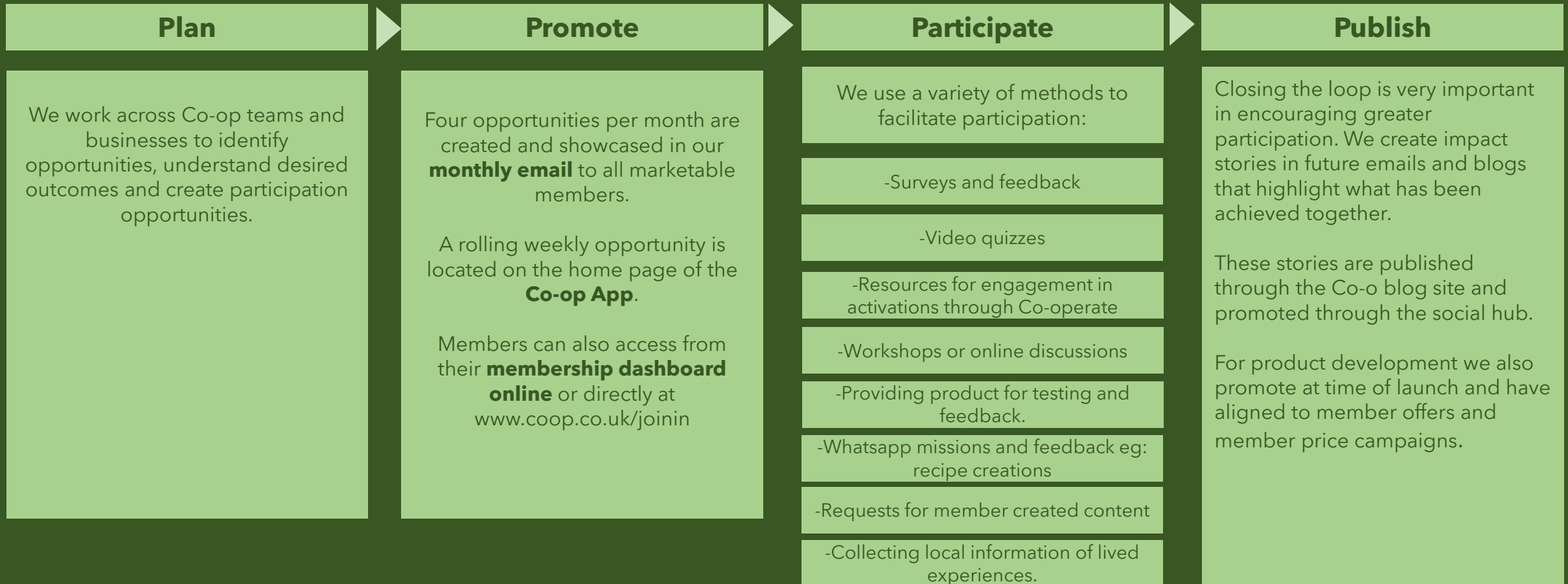
**Everyday
Participation**



**Economic
Participation**

**Democratic
Participation**

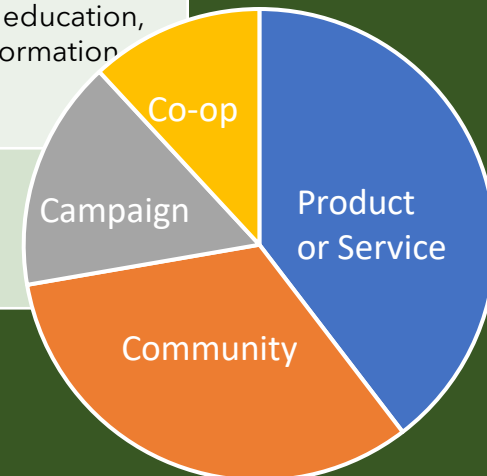
How does the Join in opportunity process work?



We measure success through: (i) Number of members participating - Reach, (ii) number of times members participate- Depth, (iii) Quality - Member CSAT for each opportunity and survey to Co-op commissioning team.

And we **work strategically across Co-op**, here are just a few examples from last year.

| Food | Life Services | Campaigns | Community | Democracy |
|--|--|---|--|--|
| Product development - currently Ready meals and Barbecue 2024 | Shaping Travel insurance proposition | Social mobility - exploring the issue and understanding. | Support for mission managers in shaping and lived experience feedback. | Elections promotion and exploration of motivations. |
| Food conversations for strategy team - Veganuary, valentines, back to school, British | Test driving online wills product and feedback on | Peatland restoration project. | Delivering activations for Time to Talk day. | Online AGM motions events and discussions |
| Ethics and sustainability - Provenance trial - tomatoes. | Review of content and support for marketing roll out of insurance pricing. | Sustainable seafood September, World Water Week | Support for Member Pioneers promotion on Live Local membership events. | Understanding the AGM film and quiz |
| Food quality - trial for quality tests across three products and trial of community testing process. | Funeralcare music charts compilation. | Activations for Fairtrade Fortnight. | Exploring understanding of projects for Coop Foundation. | Co-op member education, Training and information activity. |
| Member generated content supporting healthy eating with recipe creation mission. | Death, dying and bereavement surveys and discussions. | Feedback on Co-operate report and resources to promote key facts. | Approaches to volunteering and motivations to participate in activity. | |



**In 2023 337,000 Members
took over 1 million actions,
contributing 128,000 hours
to activities that supported
our shared vision.**



How do members participate?

As well as participating financially, we have found that value is created when members participate in four ways:

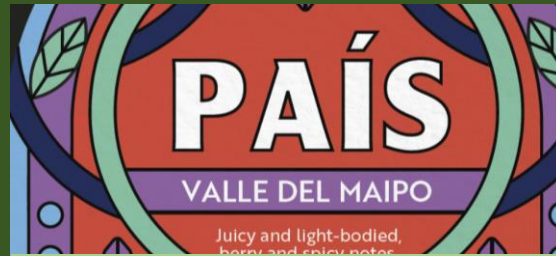
1. Learning



Over 100k members joined in our Summer campaign, learning more about the community support created every time they buy Co-op own brand and swipe their membership card.

"To know that every time I swipe my Co-op card, money is donated to fund community fridges like the one at Failsworth is just amazing."

2. Choosing



Following co-creation of label designs with members for our new wine - over 114k members helped choose the one that would appear in their local stores.

"I found the whole experience of joining in fun and exciting. It has made me feel valued and much more involved with the Co-op."

3. Shaping



Thousands of members have helped shape our community missions and campaigns incl. designing activations for plastics recycling in stores and our social mobility campaign.

"I have been delighted to contribute my views on local community issues. I feel heard as a Co-op Member, and that's a powerful and happy feeling."

4. Taking Part



45k members got behind our Time to Talk activation this year, downloading resources, holding events & sharing with friends, family and colleagues.

"It's great to see Co-op bringing members and local communities together. I will certainly be doing my bit to get involved where I can."

We have been able to see **reciprocal value** being created through participation



"A feeling of agency in the things I'm interested in."

"Sharing my life experiences to support others is empowering."

"Belonging and solidarity with others who share my views and values."

"Learning more about my Co-op is making me feel proud to be part of it."

"Knowing that I have done something positive and made a difference."

"Something fun and a chance to win is great."

"Easy, I can make a difference just by choosing to shop at co-op."



Increased advocacy and brand awareness.

An increase in reach for our campaigns and missions.

Improved ideas, innovation and understanding.

Ensuring the relevancy of our local community activity and funding.

Opportunities for endorsement and member created content.

An alternative way to share product and service innovation.

An opportunity to show our unique Co-operative ways of working.

Supporting retention of commercially valuable members.

Supporting a healthy co-operative democracy.

We know a great deal about **what motivates members to participate.**

Being
personally
relevant

Across over 600 opportunities and detailed research held in 2022 we have found the strongest motivation for members to participate is **personal relevance**.

Personal relevance can be broken down to the following levers:

- **Time or Timeliness** of activity.
- **Authenticity and Impact** of the activity.
- **Confidence of the individual** to have something to contribute.
- **Opportunity** to engage in a way & to a level that is suitable to them.

Our success in increasing engagement and value has been by ensuring we are clear that our opportunities are genuine, understanding why our opportunities are relevant to our members, supporting them to feel confident in response and ensuring there are a wide range of themes and opportunities to participate.

- **Time or Timeliness** How long will this action take and what value will be created? Are others talking about this, is it a conversation point at the moment?
- **Authenticity and Impact** Is this really an opportunity to shape or change something in Co-op or just a way to promote what we're doing? Share the impact of what you've done together back to your participants and wider.
- **Confidence of the individual** Are you starting from where the participant is? How do you connect to a lived experience or passion? Will this need some element of learning?
- **Opportunity** Everyone connects in different ways, will have different amounts of time and have different motivations. Do your opportunities to participate respond to that range?