



**THE CO-OP**  
**IN YOUR**  
**COMMUNITY**

Making a difference that's worth millions.


The **co-operative**

Central England Co-operative



# EVERYBODY PROFITS WITH THE CO-OPERATIVE

**Did you know** your Central England Co-operative is very different from many other shops or businesses? That's because we don't have shareholders and give back the surplus we make to our members and the local community.



We do this in lots of different ways. For example, as a member you can attend free classes that cover everything from Tai Chi to Amateur Dramatics; we also regularly give money to local good causes, and help people with learning difficulties by giving them work experience in our shops.

We've been doing all this for years, but never tried to measure exactly what it's worth to the community and the people who are helped.

Until now, that is, and we think you'll find the results are pretty remarkable...



## THE POWER IN PEOPLE

Of course, we know exactly how much we spend on our different community projects – it's all in our accounts – but that's not the full financial picture.

When you give somebody more confidence, better fitness or a new skill, there's nearly always a knock-on effect. They in turn are likely to put more into the community and take less out. So, for every pound we spend, many more pounds may well be generated or saved. It's like an investment in people and society.

But, as you can imagine, working out just how much each pound spent is truly worth is very complicated. That's why we turned to specialists Make an Impact CIC to compile our very first Social Impact Report. And it makes very interesting reading.



# THE SOCIAL IMPACT REPORT

Our Social Impact Report covers the period from September 2015 to August 2016 and is about sixty pages long, but here's just a taste of some of the findings.

One of the first things the report established is that Central England Co-operative make a big contribution to society.

**OVER £8  
MILLION  
OF SOCIAL VALUE**

It means that in total our investment in people and good causes adds up to a benefit to society worth £8,000,000.

We're very proud of this, and as somebody who uses the Co-op you should be too. It's your loyalty that helps make it possible to achieve our vision:

**"To be the UK's best consumer Co-operative society by making a real difference to our members and our communities."**

# PURPOSE BEYOND PROFIT

By shopping at Central England Co-operative or using any of our other services, you can feel part of something bigger. We're so much more than just a store. We are a big interconnected group of people who want to help each other make things better. Here's how we do it:



In other words, Central England Co-operative is an organisation that genuinely cares about you and your community.

**GIVING BACK TO THE COMMUNITY  
HELPS US HELP YOU**



**WHEN  
YOU SHOP  
WITH US**

**ANY SURPLUS WE MAKE,  
WE GIVE BACK TO OUR  
MEMBERS AND COMMUNITY**



**MEMBERS  
CLASSES**

**SENSE  
TO ASPIRE**

**WORK EXPERIENCE  
FOR YOUNG  
ADULTS**



**DONATIONS  
& GRANTS**

**AND MUCH MORE...**



**THE MONEY  
DOESN'T GO TO  
A SHAREHOLDER**

**FOR EVERY £1 WE  
INVEST IN COMMUNITY  
WE GENERATE**

**£20.50**

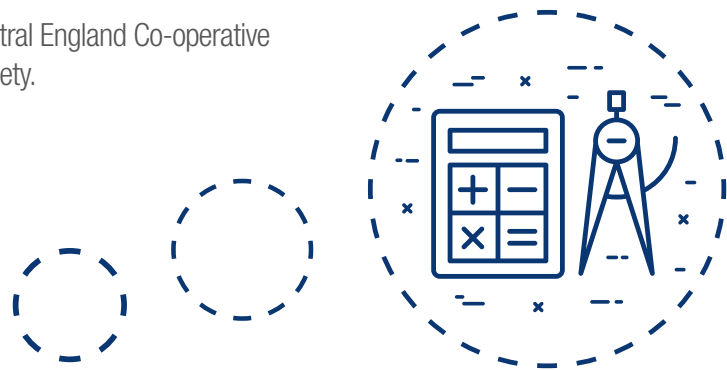
**ON AVERAGE**



# A DIFFERENCE YOU CAN MEASURE

An important part of the report was the Social Return on Investment (SROI) figures. Working out these figures is complicated, but understanding what they mean is easy.

Our experts looked at the three main areas where Central England Co-operative makes a contribution that could have a benefit for society.



They then applied formulas to work out how much each pound spent was worth in terms of its value to society. You'd expect if you put money into good causes that it would pay dividends in the effect it had, and now you can see just how much difference it made to our three main community initiatives in monetary value.

## CASE STUDY

### COMMUNITY DIVIDEND

# £280,049

TOTAL INVESTMENT  
IN THE LAST TWELVE  
MONTHS

## 100 GRANTS AWARDED THIS FINANCIAL YEAR



**“THIS GRANT HAS ALLOWED CHILDREN TO TAKE PART WHO WOULD STRUGGLE DUE TO FINANCIAL ISSUES.”**

Over the twelve months of the report, we gave grants worth £266,959 to various organisations and community groups in our area. A lot of the money goes to groups working with children or young people. It helps them afford better equipment, improved facilities and access to local services. All of which helps with the health and enthusiasm of the people involved.

**“THE SUPPORT YOU OFFER TO COMMUNITY SERVICES IS MAGNIFICENT.”**

## CASE STUDY

### SENSE TO ASPIRE

 **£23,829**  
**INVESTED**

EMPLOYABILITY PROGRAM FOR PUPILS  
WITH SPECIAL EDUCATIONAL NEEDS

**103**   
**YOUNG PEOPLE**  
**REACHED IN 2015/16**

 For every **£1** spent  
there is a **social return of**  
**£17.49**  
This creates added social  
value of **£0.42 million**



**"I WAS VERY NERVOUS  
ABOUT TAKING PART IN  
WORK EXPERIENCE, BUT  
ONCE I ARRIVED AT THE  
STORE THE TEAM MADE  
ME FEEL EXTREMELY  
WELCOME."**

This is a unique programme for students with special educational needs. We pay for classroom sessions and provide work experience in our shops to give the students life changing opportunities. They benefit from increased confidence and independence, plus the skills to get a job and much more.

**"EVERY STUDENT HAS  
COME BACK AND HAS  
ABSOLUTELY THRIVED."**

## CASE STUDY

**"I'VE MET SOME LOVELY  
PEOPLE AND KNOWING  
THEM HAS ENHANCED  
MY LIFE. IT ALSO HAS  
TAUGHT ME MANY  
DIFFERENT SKILLS."**

Central England Co-operative has 61 member groups attended by a total of 2,290 members. They enjoy lots of benefits including more social contact, a chance to learn new skills plus better mental and physical wellbeing.

**"I THINK THESE GROUPS  
ARE AN INVALUABLE  
SERVICE WHICH PROVIDES  
BENEFIT BOTH SOCIALLY  
AND ECONOMICALLY TO  
LOCAL COMMUNITIES."**

## MEMBER CLASSES

 **£85,000**  
**INVESTED**

**61** **MEMBER**  
**CLASSES**  
**RUNNING**

 **2,290**  
**MEMBERS CURRENTLY**  
**BENEFIT**

 For every **£1** spent  
there is a **social return of**  
**£21.81**  
This creates added social  
value of **£1.85 million**



