



CO-OPERATIVES
FORTNIGHT
19 JUNE - 3 JULY 2010

Momentum is building for the first ever Co-operatives Fortnight (19 June to 3 July 2010). Co-operatives^{UK} really want to make this something to remember and need your help to do it!

Advocates of co-operation up and down the country are asked to help promote co-operatives as a better alternative. The Fortnight, with the timely theme - *There is an Alternative*, will be a major campaign to

Co-operatives Fortnight - be part of it!

spread the message about the co-operative alternative, with a new dedicated website - www.thereisanalternative.coop - full of resources and ideas.

Co-operatives^{UK} are asking individuals, communities and businesses everywhere to showcase what makes them and co-operation different and to be more co-operative and help make the Fortnight a success.

Ed Mayo, Secretary General of Co-operatives^{UK}, said: "The Fortnight is going to be truly collaborative. We want all co-operatives to do something during

the Fortnight, no matter how big or small. Whether that's putting up posters, holding a meal for members, hosting an open day for the public or collaborating with other nearby co-operatives, it's taking part that matters. It's going to be powerful. And the more people that take part, the bigger impact we'll have."

By joining in and doing something during Co-operatives Fortnight, co-operatives will not only be able to promote co-operation as a better alternative, but will also be able to raise the profile of their own organisation. So, what can you do? Well you can:

- Go to the website
- Tell colleagues and members about Co-operatives Fortnight
- Start thinking about how your co-operative could take advantage of Co-operatives Fortnight
- Share information about the Fortnight on social networking sites and tweet #coops14
- Submit ideas on the website for how people can be more co-operative
- Download & order resources from the Co-operatives Fortnight website

There has already been widespread support for the Fortnight, with all kinds of organisations expressing excitement at the opportunity of holding events or promotions during the 14 day initiative.



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East of England
CO-OPERATIVE SOCIETY
Building a better Society

The co-operative
membership: 3.

thePhoneCo-op
the year call

The Midlands Co-operative 

Midlands Co-operative

Do you want to know a dirty secret?

In Alberta, Canada, most of the major oil companies are now extracting tar sands to feed the world's demand for oil. These vast extraction operations devastate the local environment, threatening the heritage and way of life of local indigenous communities. They release on average three times more CO₂ than conventional oil production and risk runaway climate change. This isn't happening in a country in turmoil or supported by an oppressive regime. This is happening in a country very much like our own, to ordinary families and communities trying to take a

stand against multi-national corporations. In an area that is fast becoming the size of England – this is a very big and very dirty secret.

So why should you be involved? Although the immediate impacts of tar sands developments are local, their real consequences are global. The film *Dirty Oil* helps us understand the enormous impact such dirty industry can have on all our lives – and the responsibility we all have to end this. Imagine if it happened here – wouldn't you want someone to help?

The Co-operative is proud to support

the premiere of *Dirty Oil*, a new film that powerfully illustrates the devastating impact of tar sands development. *Dirty Oil* tells the story of ordinary people pushed to the limits.

Come along, find out more and help us bring this dirty secret out into the open. Limited free tickets are offered to members of The Co-operative Group. Please visit www.co-operativedirtyoil.co.uk for further information.



Hatfield Peverel welcomes Co-op's new eco-food store

East of England Co-op Foodstore - The Street, Hatfield Peverel, Essex, CM3 2EH



The East of England Co-operative Society's new food store at Hatfield Peverel opened on Thursday 3rd December. Society President, Gillian Bober, cut the ribbon to officially open the new store at 10am, assisted by Kent Reagan, Store Manager, and colleagues.

Costing £1.6 million the newly built store stocks over 3,000 products including more than 1,000 items from the 'Co-operative' own brand range, plus many Fairtrade and locally sourced products.

The store also has a living roof of Sedum and will employ a range of energy saving measures to reduce its carbon footprint.

Richard Samson, Chief Executive of the East of England Co-operative Society said: "This is an excellent new development for the Society and for the Hatfield Peverel community. The success of our retail business, which has produced 15 successive quarters of like-for-like growth in food retail sales, has enabled us to continue our multi-million pound, self-funded development programme across East Anglia. We have already updated many of our stores and will be continuing with our programme of investment across the region. We are delighted to be providing



a new local shop for the Hatfield Peverel community and will encourage shoppers to become Members of the Society so that they can share in our profits through our Members' Dividend Scheme, which provided a £4.2 million payout earlier this year."

The Store Manager, Kent Regan, will be working alongside 20 colleagues, all from the local area, and they look forward to establishing strong links with the community.

The new store will offer fresh fruit and vegetables, fresh meat, chilled and frozen food, groceries, beers, wines and spirits, as well as regular special offers. There will also be a wide range of Fairtrade items, plus locally sourced products provided through Tastes of Anglia, the regional food and drink marketing group.

As well as a Sedum roof, the 3,000 sq. ft. store has other energy saving measures including the highest specification of insulation, energy efficient lighting and refrigeration with heat recovery. A sun pipe brings natural light into the office at the centre of the building and the three two-bedroom flats located above the shop have solar panels to provide hot water.

The building has been designed by local architectural practice The David Rackham Partnership from Hatfield Peverel and was built by T.J. Evers, building contractors from nearby Tiptree in association with the Society's own Building Services Department.

Liquid Plastics Green Roof Systems has provided a high performance roofing

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East of England Co-op Oral History preserved for the future

The Co-op Oral History Group, part of the activities of the East of England Co-operative Society, was very active in the early 1990's meeting at the Co-op Education Centre in Ipswich. With many willing and talented volunteers, members and Education Committee representatives, they recorded the voice of co-op local history from Co-op employees and supporters. These recordings, together with other recordings made between 1962 and 2001, resulted in a treasured archive of cassette tapes – but one that was gathering dust and one that would inevitably deteriorate!

Bill Knowles, retired employee, local historian and member of the Society's Membership & Communities Committee, along with Pam Walker, the Society's Education Development Officer investigated the possibilities for preservation. The Suffolk Records Office recognised the importance of this collection and the Society's Board of Directors, acknowledging the danger of losing this valued resource, authorised the



Left to right: Bill Knowles, Richard Helliwell, ICT Services Controller, Pam Walker, Education Development Officer, Mike Hirst, DAS360

Facts and figures:

- There are 96 cassettes in the collection.
- Recorded material dates from 1962 to 2001.
- The collection covers a period of nearly 40 years.
- 92hrs 37 mins audio has been digitised.
- Digital collection is made up of 172 audio files.
- Average file duration is 31mins 47secs.
- The longest file is 48mins 22secs.
- The shortest file is 7mins 52secs.
- There are 104 CDs.
- There are 48 DVDs.
- The hard drive contains 54GB data.

digitisation of the cassette tapes.

Mike Hirst from DAS 360 Digital Archive Services, who won the tender for the digitisation, said: "This has been a thoroughly enjoyable project. The recordings are of a very high standard both in relation to the quality of record and interview technique. I've enjoyed listening to the memories of what it was like working for the Co-op in the 1930s, reminiscences of the Co-op Choir and the Co-op Juniors. I'm sure this material will be invaluable to researchers, social historians and anyone with an interest in the way that people's lives have changed over the past 70 years."

A copy of the collection will eventually be placed with the Suffolk Records Office and the Co-operative College, who hold the national Co-operative Archive Collection, and the Society are looking at how the collection can be made available to the wider interested public in the future.

For further information please contact Pam Walker, Education Development Officer
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system for the building which is made up of a number of layers. These include a protective waterproof membrane, capillary matting and a layer of Sedum substrate topped by a pre-grown Sedum blanket.

Living roof of Sedum provides a green space to help oxygenate urban areas; it absorbs carbon dioxide emissions and helps to limit rainfall discharge. Sedum is low maintenance and the fleshy, thick skinned succulents have excellent insulating properties, reduce noise, and also help filter out air pollutants. A green roof provides a natural habitat for insects and wildlife. It also enhances the aesthetics of the building and the plants change in colour and texture with the seasons.

The East of England Co-operative Society has a commitment to reducing its carbon footprint and buys all of its electricity from green sources such as wind farms

and small hydro-electric generators. It uses smart energy metering to monitor and reduce energy consumption and recycles all plastics and cardboard used within its trading outlets.

In the first year of its innovative carrier bag reduction initiative the Society saved over 29 million* regular plastic carrier bags from going to landfill in the region, an 84% reduction on the previous year.

This is far ahead of the industry average and these major savings are continuing. (*September 2008 - September 2009.)

There have been many other development projects taking place over the last few months and these include major refurbishments to the Society's large supermarkets in Frinton-on-Sea, Brightlingsea and Burnham-on-Crouch in Essex.

Forthcoming events

30 June 2010 General Meeting and Networking Opportunity

Theme: **Brag and Brandish**

Put up a stall, make a splash! A Co-operatives Fortnight event

Venue: Co-op Education Centre, Ipswich

23 Sept 2010 Annual General Meeting and Earth Wind and Fire event:

Co-operation in food, energy and rural issues

Principal speaker: **Ed Mayo**, Secretary General, Co-operativesUK

Venue details TBA

Please put these dates in your diary to avoid disappointment. Please contact the Secretariat if you would like to be involved in either of these events in any way.

Support for Co-operation is vital for next Government

Co-operatives^{UK} has launched a 'co-operative call to action' for the forthcoming General Election asking all political parties to focus on co-operation as a major force in addressing issues ranging from economic renewal to fairness in society.

Ed Mayo, Secretary General of Co-operatives^{UK}, said: "Unprecedented events such as the financial crisis and the climate threat show the importance of co-operation.

"There is increasing evidence that people are co-operative as much as they are also competitive and we wish to see the next government make a commitment to encourage a diverse economy where the co-operative business model features strongly."

The call to action addresses five key areas including: economic renewal; social innovation; a fairer society; climate change and digital futures.

Key asks of the next government include:

- A clear vision for supporting the development of co-operatives;

- A clear policy framework to define how co-operatives can deliver public services;
- An 'emergency support service' for struggling pubs, enabling people to save their pubs from closure using the co-operative model;
- A wholesale review of energy markets to hand greater power and control to users of energy through co-operatives;
- A programme to encourage rural communities to take control of digital services by promoting community ownership and implementation of fibre-optic broadband access to rural communities in the UK.

Ed Mayo said: "As the UK is now technically out of recession, the time really has come for a new agenda of co-operation.

"The financial and ensuing economic crisis has had negative impacts on many enterprises. However, co-operatives across the globe are showing resilience to the crisis. Financial co-operatives, in particular, remain financially sound and

consumer co-operatives are reporting increased turnover. Current debate in the UK about employee owned co-operatives is welcome and there is growth in such co-operatives as people choose the co-operative form in response to new economic realities.

As businesses with a member and community focus, they are able to deliver both in strictly financial terms but also as an important alternative to a solely investor led model."

The co-operative enterprise hub

The Co-operative Enterprise hub runs a UK-wide programme to provide free business support to new and existing co-operatives, as well as companies who would like to adopt a more co-operative approach to doing business. For more information, and to apply, please visit the new website: www.co-operative.coop/enterprisecenter.

The delivery agent for the Co-operative Enterprise hub's Advice and Training programme in the East of England is The Co-operative Gateway East of England, a consortium of three experienced co-operative Development Bodies. Please visit www.cgee.coop for more information.



About Co-operatives^{East}

The mission of Co-operatives East is to be the voice of the co-operative movement in the East of England region – that is, Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk.

Co-operatives^{East} aims to:

- Bring together consumer and worker co-operatives, credit unions, housing co-ops, co-operative development bodies and other organisations sharing co-operative values and principles
- Represent and promote co-operative values and principles
- Raise the profile of the co-operative sector in the region
- Represent the co-operative movement and promote the co-operative difference to regional strategic development bodies and opinion formers. By working together, we can make our voice heard and ensure that decision makers consider the role that co-operative, mutual and social enterprises have in contributing to the economy and culture of the region
- Represent the co-operative sector within regional media and regional forums (including regional groupings and sub-regional networks)
- Involve members and potential members in the wider co-operative movement and in particular in active membership of Co-operatives^{UK}
- Build partnership structures and arrangements with organisations with similar objectives
- Support the work of co-operative development bodies at regional level.

Contact us

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