

# The co-operative good for everyone

As the UK's largest co-operative, owned by its members, The Co-operative is built on trust and sound ethics. Under The Co-operative brand, its family of businesses is experiencing a renaissance as consumers increasingly see the value in its integrity. The rebrand of the Somerfield estate and the merger of the Britannia Building Society with The Co-operative Banking Group have cemented The Co-operative as one of Britain's strongest brands.

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**Proud to serve Britain for over 165 years**

- 1844:** First shop opened by the Rochdale Pioneers.
- 1948:** First self-service supermarket in the UK.
- 1986:** First to introduce customer friendly labelling.
- 1999:** First internet bank launched in the UK.
- 2000:** First Fairtrade bananas in the UK.
- 2001:** First UK pharmacy to use Braille on our own-brand medicines.
- 2005:** Successful brand pilot in Northampton and Hull.
- 2007:** We sell food grown by us.
- 2007:** All fresh beef, pork & poultry is 100% British.
- 2008:** First ever RSPCA lifetime achievement award for animal welfare.
- 2008:** First to change all our own-brand hot drinks to Fairtrade.
- 2008:** All our own-brand fish is responsibly sourced.
- 2009:** Launch of our biggest ever brand campaign.
- 2009:** First UK travel agent to launch an ethical strategy.
- 2010:** Over 1 million members trading with more than 1 Co-operative business.
- 2011:** WE'RE TAKING ETHICS TO THE NEXT LEVEL. We unveiled our landmark Ethical Operating Plan.

## Market

The Co-operative is now the clear leader in the community food sector – the fastest growing area of the grocery market. Since 2009, The Co-operative has become the fifth largest food retailer in the country. In its food business alone, more than 2,900 stores generate annual sales of more than £8 billion, with approximately 20 million customers per week.

With footholds in food, funerals, travel, pharmacy, electrical, motors, farms, financial services and legal services, The Co-operative's broad portfolio has helped it to increase both turnover and profits in a difficult climate. Its operating model, which means it does not answer to stock markets and speculators, has appealed to those concerned by

### Did You Know?

The Co-operative operates in every postal area in the UK.

The Co-operative has turned away more than £1 billion of loans to businesses that contravened its Ethical Policy.

the way in which big businesses operate, especially in light of the recent economic crisis.

More than four million new members have joined The Co-operative since it relaunched its membership scheme in 2006. There are now more than six

million members, all of whom are entitled

to a say in how the business operates and are rewarded by sharing in the organisation's profits. In 2010, the Group members earned £70.5 million as a share of profits.

### Product

Now united under the umbrella brand, The Co-operative's businesses embrace multiple sectors

### Did You Know?

The Co-operative was the first major retailer to adopt the RSPCA Freedom Food scheme, and today sells 73 accredited products.

More than 5,000 branches of The Co-operative are powered by renewable energy.

and offer unparalleled reach across all areas of the country. Best

known for its food stores, The Co-operative is also

one of the most diversified financial businesses in the UK; is the third largest retail pharmacy chain; and has become Europe's leading funeral business.

Perhaps less well known amongst its activities is the fact that The Co-operative is the

UK's largest farmer, with more than 50,000 acres in England and Scotland. It is also diversifying into wind farms and aims to generate 15 per cent of its own energy by 2012 through these and other renewable energy sources such as hydropower, biomass and ground-source heat.

In 2006, The Co-operative set out on the largest rebranding exercise in UK corporate history



when it began the task of converting its entire estate to 'The Co-operative'. The £1.5 billion upgrading exercise involves refitting and rebranding its stores; to date, 4,400 of its outlets have undergone this transformation.

branches and 20 corporate banking centres. The Britannia branch fascias have been updated to overtly link The Co-operative and Britannia on the high street.

## Achievements

The Co-operative has won an array of awards across its family of businesses. Some of its most notable in 2011 include being named Green Retailer of the Year at the Grocer Gold Awards for the second year running, and Responsible Retailer of the Year at the Oracle Retail Week Awards for the fourth consecutive year.

In 2010, The Co-operative Financial Services claimed the prestigious title of Financial Times Sustainable Bank of the Year, beating 110 financial institutions from 44 countries in the process.

## Recent Developments

By the end of October 2011, The Co-operative had rebranded more than 600 Somerfield stores to its award-winning Co-operative brand. In another acquisition, The Co-operative Bank merger with the Britannia Building Society has created a business of real scale with £70 billion of assets, 7.8 million Banking Group customers, 10,000 employees, more than 300



## Promotion

In 2011, The Co-operative took a great leap forward with the launch of a new Ethical Operating Plan, and the aim to be clearly recognised as the UK's most socially responsible business.

Every year it supports thousands of initiatives, both local and global, helping people to change the world around them.

The Co-operative aims to inspire even more people to get involved and has set goals in

eight key areas: democratic control and reward, supporting co-operatives, keeping communities thriving, inspiring young people, tackling global poverty, protecting the environment, responsible retailing, and ethical finance.

It's a challenging time to be a young person in Britain, so The Co-operative has established a community programme that will directly benefit 250,000 young people across the UK, and help them to change their world through active citizenship. In particular, The Co-operative's Green Schools Revolution raises young



## Brand History

► **1844:** The Rochdale Pioneers create a local co-operative and open their first store to avoid exploitation by unscrupulous shopkeepers.

► **1872:** The Co-operative Bank is set up, initially as the CWS Loan and Deposit Department.

► **1942:** The London Co-operative Society opens the UK's first self-service shop. By 1950, 90 per cent of self-service stores are operated by co-operatives.

► **1965:** Dividend Stamps are introduced as an alternative to the traditional methods of paying the 'divi'. The CWS launches the national Dividend Stamp Scheme in 1969.

► **1985:** The CWS stops all animal testing on its own-brand toiletries and household products. It co-sponsors a Private Member's Bill to improve labelling for products tested on animals.

► **1992:** The Co-operative Bank becomes the world's first bank to introduce a customer-led Ethical Policy.

► **2003:** The Co-operative switches all own-brand coffee to Fairtrade, generating an extra £1 million each year for coffee farmers in the developing world.

► **2007:** The Co-operative Group and United Co-operatives merge, successfully becoming one business within one year.

► **2009:** The Co-operative acquires Somerfield, merges with Britannia Building Society, and launches its biggest ever brand campaign.

► **2010:** The rebrand of the 500th Somerfield store to The Co-operative takes place.

► **2011:** The Co-operative's landmark Ethical Operating Plan is unveiled.

people's awareness of how to create a clean, green, sustainable future.

## Brand Values

The Co-operative's vision is to be 'Good for Everyone' with five key components forming the DNA of its brand: consistent quality, trustworthy, rewarding, championing and community.

The Co-operative is a consumer-owned business in which its members have a democratic say in the way the business is run, how its profits are distributed, and how it achieves its goals. Just £1 allows anyone to join The Co-operative and each member has an equal say: collective action lies at the heart of the business.

► [www.co-operative.co.uk](http://www.co-operative.co.uk)