

Member Engagement Activator

Candidate Selection Exercise

Briefing

This exercise has been designed for you to demonstrate how you would approach the role of Member Engagement Activator.

The area referred to has been invented for the purposes of this exercise and the information contained is not real.

Your Task

Imagine that you have just started your role as a full time Member Engagement Activator. You are one of 60 colleagues covering the UK and you are responsible for the area below. You have been asked to meet up with your Regional Member Engagement Manager to discuss your community and member participation plan for your first three months. Your plan can be in any format eg word, excel, planner, use what you are most comfortable with.

When talking through your plan, please consider

- Where you want to focus your time in your area and why
- What relationships you'll want to build
- What networks you will want to develop
- How you would engage with Co-op members
- What sort of activities to deliver

Please ensure your plan is realistic considering the size of the area.

As part of your selection, you will be asked to share your screen and present your plan at interview with your hiring manager to bring it to life and answer any questions for clarification.

You will have 15 minutes to present your plan. Please consider this time and how you can present your information in a concise and engaging manner.

Stonefield County

Stonefield County has a larger growth of population compared to other counties. There are approx. 103,473 Co-op members.

There are 44 Food stores indicated by a pink tag on the map.

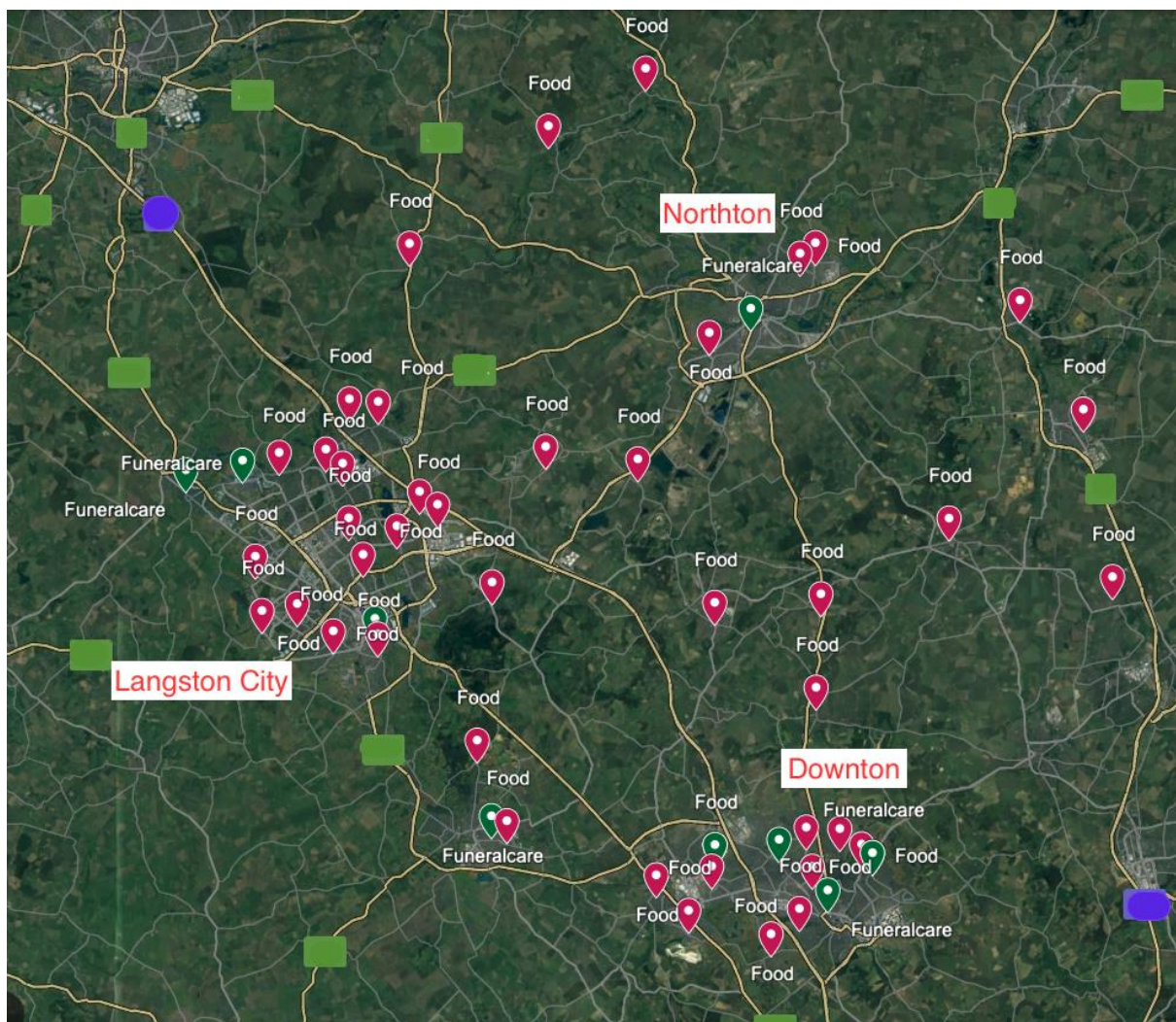
There are 9 Funeralcare outlets indicated by a green tag on the map.

Some of these outlets sit outside of the main towns or city in smaller village locations.

The county also has an independent Co-op society (Midfieldshire Cooperative Society) with multiple locations across Langston City and Downton.

The County has a growing number of social enterprises that aim to make a positive impact on society or the environment while running a successful business. Some social enterprises include:

- The ReUse Centre: A social enterprise that promotes waste reduction and recycling by selling second-hand furniture, electrical appliances, and other household items.
- The Cowshed: A social enterprise cafe that supports local farmers and producers by serving locally sourced food and drinks.
- Worktree: An organization that connects young people with local employers through career education programmes



Langston City

Langston is a city in Stonefield County, situated on the edge of Travernick Forest. Population is 288,000. Unemployment rate is 3.7%.

There are 15 food and 2 funeralcare locations within the city. One of the food stores is at one of the UK's largest shopping centres.

Langston is a university city with a big student population. On the university campus there are 2 Co-op franchise stores serving both the students and the neighbouring community.

Langston is made up of a diverse group of individuals. Due to its proximity to a main airport, in recent years it has seen an increase in the number of migrant families and individuals who have settled in the town. These individuals do not tend to get involved with community events to the same extent as others who have been living in the community for longer.

Downton Town

Downton is a large town to the south of Langston with a population of approx. 225,000. There are 9 food and 4 funeralcare locations in Downton.

The unemployment rate in Downton is 10.2% With the higher unemployment rate the area is less affluent and there is a greater reliance on Foodbanks and charities compared to other locations in the county.

Downton is known for its diverse community and vibrant local culture. It has a mix of residential areas, shopping centres, and green spaces. The town is home to a variety of cultural events, including an International Carnival and Mela festival, celebrating the town's multicultural population.

Downton also has good transport links, including a railway station and bus services, connecting it to nearby cities like Langston.

While slightly smaller than Langston it has a growing population due to its proximity to a major airport in the neighbouring city. The growth is above the national average and predicted to continue to grow over the next 10 years.

Northton

Northton sits in the north of the county with 3 food stores and 1 funeralcare location.

Northton is a historic town with a population of around 120,000 residents. The unemployment rate in Northton is 4.5%

There is an older population in Northton and a growing provision of 60+ residential accommodation in this area.

The town is situated on the River Snipe, offering scenic riverside walks. Northton includes landmarks such as the beautiful St. Paul's Church and the town is also known for its parks and green spaces, such as Northton Park and Priory Country Park, providing residents with tranquil spots to relax and enjoy nature.

Below is some member data to support you with your plan.

Location	No of Members	% Members selecting a cause	% Member Penetration	% Members taking digital offer
Langston	33650	35.25%	31.5%	33.3%
Downton	49140	19.2%	25.3%	22.3%
Northton	20683	27.5%	30.0%	27.2%

Area Business Partners

Jo Wilkins, Operations Manager

Jo covers all stores in Stonefield County.

Jo is a huge supporter of the Co-op and will talk to anyone about the benefits of becoming a member. Jo is an advocate of the difference that Co-op can make for and with its members.

Jo is very enthusiastic about the causes currently supported through the Local Community Fund and is familiar with the current causes.

There recently has been a new store open in Downton. While initial trading is good, Jo feels there is an opportunity to grow further by engaging with members and promoting the benefits of membership to the community.

Irfan Khan, Funeral Services Manager

Irfan covers all the branches in Stonefield County.

Irfan is well respected within the community and has good links with those within it.

Irfan is enthusiastic about supporting local causes and charities and can often be found attending community events or activities and offering support where possible.

Irfan has good links to the community because of his activities in the past and as a result has built up strong networks of local individuals.

Mary Brown, National Members Council

Mary has been an active member of our National Members' Council for the past 4 years. Currently Mary shows an active interest in member engagement and has a good local network. While Mary lives in a rural part of the county, she has previously supported local Co-op events and is regularly active on social media.

Community partners

Across the county there are several foodbanks, including a Co-op funded Community Fridge. This is in Langston and via links with community fridges has connections out to Downton and Northton.

The Local Community Fund is currently supporting the groups listed below which reach across the county.

1. **Multi-Language** is an after-school language club which is hosted at the local Buddhist Temple in Langston, offering language lessons to children and their parents. The main use of this school is for migrant families to learn English as a second language, although it is also used by others.
2. **Downton Environmental Group** dedicated to raising awareness about environmental issues and implementing sustainability projects across the county.
3. **Northton Youth Cabinet** represents the voices of young people in Northton, advocating for youth-related issues and initiatives.

The Co-op national charity partner **Barnardo's** are currently building a project to support young people in the county. The local Barnardo's contact Eileen Stocker is looking to have their initial project Showcase within the next couple of months. While this will be in Langston City the services will be available to neighbouring locations.

