



YOU SAID, WE DID

Together, we've made a difference.



OWNED BY YOU.
RIGHT BY YOU.

An update on our 2024 AGM motions

Here's an update on the motions you voted for at our AGM last year. More details on these motions and other initiatives are on our website: www.co-operative.coop

11 – Motion from Council – Economic Value

Member Prices on Healthy Products:

We ask the Board to ensure that our Co-op invests in Member Prices on more healthy products and ingredients.

At a time when household budgets are stretched and we all have busy lives, it can sometimes be hard to make healthy meal choices. It can also be difficult to find good value household basics and personal care items in local shops.

We would like our Co-op to invest in Member Prices on more healthy foods and provide inspiration and education around healthier products and ingredients so we can make quick, fresh, tasty meals at home. We would also like to see Member Prices on more everyday essential personal care items and household basics in our local Co-op stores.

What we did

At Co-op, we believe we have a role to play in helping our member-owners make well balanced and healthy food choices that offer convenience and value and have worked hard across the year to strengthen our offering.

In 2024 we invested in over 170 own brand products as part of our Member Price campaign, including everyday staples like fruits and vegetables, milk, bread, eggs, pasta and meat and continued our popular Fresh 3 offer, which means that we now have 3 Member Price deals on produce all the time, making it cheaper and easier for member-owners to aim for their 5 a day.

We have also reviewed our evening meal deal and are providing a wider range of healthier sides, such as a Co-op salad bowl side in the Big Night In Big Night Out deal and led with the healthier alternatives in marketing. To encourage members to choose healthier snacks as part of our lunchtime meal deal, we introduced more whole fresh fruit options alongside prepared fruit and veg snack options. We have also made the deal suitable for those that would like to take advantage of a healthy breakfast on the go and added larger fruit packs as a main.

To support those member-owners who want to include more plant based and vegetarian products in their diet, we have included these as options in the 5 for £5 freezer filler deal. We have also increased the amount of vegetables in our traditional ready meals and launched new vegetarian options.

To help inspire our members to cook at home we have also included recipe cards in store featuring healthier recipes and ensuring at least one is vegetarian or vegan and implemented an in-store trial encouraging member-owners to add beans or pulses to their meals ('make your meals go further by adding natural plant protein') and pennants at fixture with links to recipes.

During our app rewards trial, selected members have been able to earn booster offers based on how many times they've shopped with Co-op and what they're buying. All member-owners have been given a 'fruit and veg' booster too, which is added to their membership card for a future shop. These offers have proved to be the most redeemed product booster offer available to our members, and we will continue with the boosters and explore other offers too.

We also know that vegetables are a core part of a healthy diet, yet most of us don't consume enough. This is a particular problem in young children so we

are proud to work with Veg Power, a not-for-profit nationwide alliance who run the successful campaign 'Eat Them To Defeat Them' which has been proven to get children and their parents to eat more vegetables.

In addition, we know that Co-op members continue to be concerned about the effects of stretched budgets within their communities and supporting access to food and household essentials. Since 2021 Co-op's Partnerships with Hubbub and Your Local Pantry have doubled the network of Community Fridges and Local Pantries across the UK to provide access to food, prevent waste and save money. Since June 2021 we have funded over 370 new community fridges across the UK, allowing local residents to come together to learn new food cooking and growing skills, access affordable food and connect with their neighbours. We've supported Your Local Pantry to open 71 new Pantries since July 2022, growing their network to more than 121 Pantries. In 2024, 58,614 people were support by Your Local Pantry, with 793,000 people being supported by the Community Fridge Network. We have added additional value through our commercial Partners such as Brewgooder, Stella Artois, Kellanova and Kimberley Clarke who have contributed donations of goods and cash to support

access to food.

We also understand that it's important to offer our member-owners good value on household basics and personal care items and we have seen a fantastic sales boost with Home and Personal Care items on Member Prices, especially with Pampers nappies and pet food and we're exploring more opportunities in this space to ensure unbeatable value across every member journey.

We will continue to strengthen our healthy eating and value proposition across 2025, where our focus is on introducing exciting new items, including seasonal favourites, while continuing to deliver outstanding value for our member-owners.



12 – Motion from Council – Social Value

Retail Crime and Re-offending

We ask the Board to increase the focus of our Safer Colleagues, Safer Communities Campaign on tackling the cycle of re-offending to keep our colleagues and communities safer.

Co-op members have successfully campaigned together over several years to make sure that retail crime and shop worker violence is taken seriously by Parliament, the police and the courts.

However, retail crime is just the tip of the iceberg of crime which blights our communities and will, unless re-offending is tackled, continue to do so.

We know that there is no single intervention that reduces re-offending but rather a range of actions which includes education and training, substance abuse rehabilitation and permanent employment.

We ask the Board to lobby Government to stress the importance of tackling re-offending to protect our colleagues and communities.

What we did

Co-op member-owners have led the call for stronger protection for shop workers against violence for nearly eight years which resulted in a standalone offence already being introduced in Scotland, the creation of the police's first Retail Crime Action Plan in October 2023 and the Policing and Crime Bill 2025 which is going through Parliament in the first half of 2025 and includes the introduction of a standalone offence in England and Wales.

The Home Secretary and the Policing Minister have both made clear that their decision to legislate for the standalone offence is as a result of the campaigning of the Co-op and USDAW recognising the Co-op's leading and influential voice on this issue.

Over the last 3 years, we've worked tirelessly with police forces to engage more meaningfully with them, resulting in an increasing number of successful partnerships and better outcomes for our stores overall. As a result of the Retail Crime Action Plan published in October 2023, we have seen attendance by the police where we have the offender detained in our stores increase from 22% before October 2023 to nearly 70% since.

In addition, the Co-op has created more than a dozen specific partnerships with key police forces to tackle retail crime and in 2024 alone, we have seen more than 400 offenders managed just through those partnerships, which is 160% more than last year. That equates to over 97 years' worth of prison sentences handed down, along with rehab orders and criminal behaviour orders.

On a practical level, we're always looking for solutions to reduce and prevent crime from happening in the first place. We've spent £238m to date on colleague safety tools, including body cameras and secure kiosks – on average we spend three times the sector average per store on security and safety measures.

Most importantly, the combination of our investment,

our partnerships and the improved police response means that, according to reports from external bodies, there is less crime in our Co-op stores than the sector as a whole. While there remains too much crime and too many colleagues hurt, we believe we are beginning to see the situation in our Co-op improve at a national level.

The focus of our Safer Colleagues, Safer Communities campaign has always been to keep colleagues safe in the long term, not just the short term important though that is, which means tackling re-offending because more than 70% of those who attack our colleagues and stores are prolific and persistent offenders. At times, what stops that pattern of offending will be prison but sometimes, it will need different forms of intervention, like rehabilitation, support to secure employment after release from prison or detention - or other means of securing justice.

Therefore, the Co-op is looking to address the root causes of retail crime and we have to date invested over £1.3m on more than 400 projects doing exactly this, and a further £44m on 16,000 projects delivering services that government policy suggests will help to reduce crime in a community.

We support programmes like 'Offender to Rehab' which ensure serial, prolific offenders - driven by substance abuse, get the support they need to kick their habit and stop offending and we are also increasingly working with organisations like the New Futures Network to support ex-offenders back into work because we know employment will often prevent re-offending, and will help break the otherwise, vicious circle. Indeed, colleagues have been active in the Employment Advisory Boards at prisons including chairing one of those Boards in the North West.

We continue working with a range of stakeholders to bring together what a comprehensive response from public bodies and private business would look like to stop re-offending.

13 – Motion from Council – Ownership Value

Our Co-op DNA

We want the Board to do much more to shout about what it means to be a member-owned business which puts people before profit.

Our members own our Co-op and we exist to create value for them, not to make money for shareholders.

Being a member-owner means we are rewarded when we buy products and services from our Co-op and together with other Co-op members, we make a real difference on the big social issues we care about. Because we are member-owned, we can focus on doing the right thing and make decisions based on our values which are for the long-term benefit of our members, our communities and the environment.

We want the Board to do more to celebrate what it means to belong to our Co-op and why being a member-owner is special.

What we did

It would not be too far of a stretch to say that 2024 was unlike any year in Co-op recent history. We refocused the entire organisation on member-ownership and made it the central tenet of our group strategy. By doing so, we were able to drive both profit and purpose: making strong progress towards growing our Co-op, while working hard for our members, communities, colleagues and planet.

We entered 2024 with 5.1m active members but exited 2024 with over 6.2m active members (an average of 30,000 people become members of our Co-op every seven days – more people than could fit in Co-op Live were joining every week). We are comfortably on track to achieve our target of 8m active members by 2030.

A significant driver of our performance this year has been our commitment to communicate the fullness of our membership offer via the launch of our 'Owned By You. Right By You' campaign.

This campaign was launched across every single member and customer touch point. Across broadcast media, email, the Co-op App, direct mail to our member-owners, PR and every digital channel, we told the story of what it means to be a Co-op, what makes a Co-op different and why that difference (Member-Ownership) matters to the millions that we serve across the UK.

The results were astounding. In addition to our stellar active member growth, we drove equally strong member engagement with 1.7m members getting involved with our Co-op – influencing strategy, choosing our leaders and creating products like our Fairtrade Pretzel and Salted Caramel chocolate bar. 2024 saw an over 60% increase in member engagement, with some months posting improvements of well over 100%. Additionally, we launched our 'Winners Share It All' competition with 1.5 million members taking part for the chance to win £500 for you and £5000 for your chosen cause. We further celebrated the fullness of Co-op Membership with the evolution of our November

Member Engagement program and saw an increase of 10x engagement across Cardiff, Edinburgh and London (over 4,000 members joined us across 3 events vs. c.400 the year before).

2024 also saw us significantly increase member engagement through new and unique forms of member engagement such as Co-op Live and our evolving Festival partnership. c.25% of all member acquisition has come through Co-op Live and Festivals and we have seen a 66% increase in new members under the age of 25. A clear indication that our focus on member value is helping us to attract a new generation of co-operators.

Most pleasing, however, is the fact that our focus on membership and the creation of member value, has driven strong commercial results for our Co-op. Member sales in our Food business now represent 40% of total sales and those sales grew by 22% in 2024. This is a clear indication of the power of delivering member value for our Co-op. We have plans to continue to deliver against this objective in 2025 with the expansion of Economic Value across all business units, the re-launch of our evolved Social Value strategy and, maybe most exciting of all, our hosting of the ICA Board and General Assembly meeting in Manchester, with the launch of our first 'Festival of Co-operation' – an event that will celebrate and educate members and non-members on the co-operative movement, while envisioning the next 180 years for our Co-op.

In 2024, we took the decision to replace our team of Member Pioneers, who worked a limited number of hours each week focusing on local community activity, with a team of 90 Member Activators. The role of the Member Activators is to engage with our member-owners across all aspects of member value, encouraging member participation in our campaigning, democratic and sustainability activities as well as maintaining strong connections at a local community level. Our Activator team was in place from July 2024 and engaged over 75,000 members in 2024 through local member forums, Fairtrade events in September and Celebration events in November.

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