



MAKE YOUR VOICE COUNT

National Members' Council Elections
West Midlands



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RIGHT BY YOU.

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Bernadette O'Neill

Co-op Group businesses traded with in last 12 months

Food and Insurance

1. What do you regard as the most important priority for Co-op in 2025?

1. 2025 is the International Year of Co-operatives. The theme for the year is "Co-operatives Build a Better World".
2. Convenient stores (focus)
3. Safer colleagues
4. Increase membership (Member Activators)

2. How do you demonstrate a commitment to Co-op Values and Principles?

Values: Self-help, self-responsibility, democracy, equality, equity, Co-op is committed to fairness, solidarity.

Our principles: Voluntary and open membership, democratic, member economic participation, autonomy and independence, education, training and information, co-operation among co-operatives, concern for the community.

My whole career has been within social care, international development (working with co-operatives in Kenya and Uganda) and now the NHS has aligned with the co-operative values. From my childhood when my mother was in a credit union, how I choose where I buy my food, banking, insurance, broadband, mobile phone and voting decisions are co-operative organisations.

3. How will you add value to the Members' Council and what skills and experience would you use to do this?

Over the past few years, I've enjoyed finding my feet and getting confident in my role as a member of the National Members' Council (NMC). I have worked closely with my local Co-op community and used this knowledge to inform my voice on the NMC. My local Member Activators (previously Member Pioneers) and I have a good working relationship and support each other in our roles.

Recently I have joined the People and Communities Committee and want the opportunity to make a difference on this committee. I want the opportunity to use the knowledge I have gained over the past 3 years to help make a difference locally and nationally.



Adrian Knapper

Co-op Group businesses traded with in last 12 months

Food, Funeralcare and Insurance

1. What do you regard as the most important priority for Co-op in 2025?

As a passionate advocate for co-operative values, I believe the most critical priority for the Co-op in 2025 must be tackling the cost-of-living crisis through community-led solutions. This means expanding access to affordable essentials, investing in ethical supply chains to stabilise prices, and partnering with local organisations to support vulnerable households. Coupled with urgent climate action, we can build resilient communities by prioritising renewable energy, sustainable practices, and fair wages.

2. How do you demonstrate a commitment to Co-op Values and Principles?

My commitment to Co-operative Values and Principles is rooted in action. I champion democratic member control by pushing for transparent decision-making and regular member consultations. This also includes the championing of the re-establishment of local community neighbourhood active co-op groups for social engagement of our co-op societies' members.

As a community champion and former Member Pioneer, I've led initiatives that embody solidarity and self-help, such as food share schemes within my local community. I also prioritise ethical trading, especially Fairtrade, advocating for supply chains that respect workers' rights and environmental sustainability. By fostering co-operation among co-operatives, I believe in strengthening partnerships with other local co-op societies to amplify our collective impact.

My broader focus includes deepening member engagement, ensuring organisational transparency, and embedding social responsibility in every policy. With many years' experience in public governance, I will amplify members' voices to drive inclusive, forward-thinking strategies. Together, let's shape a Co-op that leads with integrity, equity, and shared prosperity.

3. How will you add value to the Members' Council and what skills and experience would you use to do this?

With decades of community involvement and experience in business and lifelong learning, I, Adrian Knapper, am committed to fairness, practical solutions, and people-focused action.

Priorities for 2025

Fair prices and safe workplaces: Transparent pricing and supportive environments.

Neighbourhood support: Local investment and grassroots partnerships.

Accessible retail: New stores, better design, and mobility access.

Inclusive practices: Diversity, dementia, and accessibility training.

Why me?

Proven leadership in community initiatives.

People-first approach with empathy and action.

Accountability to Co-op values.

Vote Adrian Knapper for fairness, progress, and integrity.



John Boyle

Co-op Group businesses traded with in last 12 months

Food

1. What do you regard as the most important priority for Co-op in 2025?

In the last three years, the Co-op Group has changed. It has grown in confidence, it has promoted its co-operative nature with a member recruitment campaign "Owned By You, Right By You" and the diversity campaign "Hate Divides Communities. Co-operation Builds Them".

2025 is the United Nations International Year of Co-operatives. This is such a brilliant opportunity for Co-op to promote its businesses. Building on this, we could example the Co-op Difference, educate and inform decision makers in government - there are actually laws that restrict the ability of co-ops to prosper. I would also concentrate on young people by asking young people to help with appropriate promotional campaigns.

2. How do you demonstrate a commitment to Co-op Values and Principles?

I have been actively involved in co-operatives for over 30 years. Both working in membership of a regional independent co-operative for 13 years and in organising national membership and promoting co-op principles for 10 years at the Co-operative Party. I am also a Director of a Fairtrade co-operative, Revolver Co-op, and a Director of a Charity Co-op, Kandoroo Co-operative CIC. I am also privileged to be on the Trustee Board of the Co-operative Heritage Trust. I work voluntarily on those 3 boards. I have also been fortunate enough to invest in and support Student Co-operative Homes, a co-operatively owned solar farm, as well as be a subscribing member of the Co-operative College and the Co-operative News.

3. How will you add value to the Members' Council and what skills and experience would you use to do this?

Before working for the Co-op Movement, I was a Civil Servant and then worked in social services as a benefits expert and tribunal representative. I had to explain and help people claim their rightful benefits. This taught me how to explain complex financial, health and social advice issues.

I have extensive knowledge of co-operatives and co-operative history. I have spoken to community groups, schools and colleges, as well as to members of co-ops about co-operation and its history.

In the Council over the last few years, I have been particularly proud of my part, with other Council Members, in the creation of the Co-operative Member Education, Training and Information Policy.

This policy is making a difference in the way colleague members and trading members are made aware of the Co-operative Values and Principles. I earned the support of the

Council, who elected me to the Senate. The Senate is a committee of the Council that has a close relationship with the Board.



Muhammad Ali

Co-op Group businesses traded with in last 12 months

Food

1. What do you regard as the most important priority for Co-op in 2025?

I think that the most important priority for the Co-op is going to be communicating its mission to customers, outlining its unique position that allows it to deliver high-quality goods at great value,

benefiting producers, suppliers and staff all through the value chain. As we continue down a path where it seems that many big companies are cutting costs, laying off workers and ripping off consumers with price gouging and shrinkflation, we must stand as a proud alternative and as a shining beacon of hope, setting an example for the wider Co-operative Movement to follow!

2. How do you demonstrate a commitment to Co-op Values and Principles?

I have been a member of the Co-operative Party for about 4 years now! I am passionate about the mission of co-operatives and truly believe that there are so many areas where co-operatives are needed now more than ever e.g. social care. I have demonstrated this belief in co-ops by working with some and trying to create opportunities with some in the past, such as Nottingham Student Housing Co-op.

3. How will you add value to the Members' Council and what skills and experience would you use to do this?

I have proven myself as a highly effective campaigner, candidate and elected official, thanks to my election as the University of Nottingham Students' Union Community Officer, winning the university-wide election with 67% of the vote. In this year-long, full-time position, I represented 40,000 students and worked with the university, city council, emergency services and local businesses to drive meaningful and lasting improvements to the lives of students in Nottingham.



THANKS FOR MAKING YOUR VOICE COUNT

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