



Values and Principles Board Meeting
17 June 2016
13.30-1700 Unity Hall, Westgate, Wakefield

Attendees

Councillors: Chris Penberthy – Chair (Plymouth), Chris Herries (Norwich)

Officers: Simon Parkinson (Co-op College), Nick Matthews (Co-operatives UK), Matt Dykes (TUC), Emma Hoddinott (Co-op Party), Nicola Huckerby (COOP Brand Ltd).

Apologies

Councillors: Cllr Greaves (Bassetlaw), McCarty, Scanlan, Powers (Newcastle City Council).

Officers: Phil Spooner (Sunderland)

Welcome

Councillor Penberthy welcomed new member Councillor Scanlan to the Board.

Minutes

The board approved the minutes of the last meeting.

Membership Update

The Board noted the membership update.

A discussion followed regarding other Local Authorities that are interested in joining CCIN.

Action: It is proposed that the following Councillors be approached as part of the recruitment drive for the network –

- Brighton and Hove;
- Bristol;
- Birmingham;
- Ealing;
- Preston

Action: The group also discussed as part of the CCIN marketing and recruitment strategies that we should consider the merits of affiliate membership to the network for

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- Police and Crime Commissioners;
- Combined Local Authorities;
- Other organisations such as Co-ops UK;
- Opposition Administrations of Councils;
- International Local Government organisations/bodies;

- Co-operative Organisations;
- Co-operative Party Councillors;

The group requested that when the marketing and recruitment strategy is drafted that the above is considered.

Year Ahead

The group noted the year ahead documents circulated as part of the papers and discussed the reference within this document to the expanding role of the Values and Principles Board. The TOR of the Board were handed out at this meeting and the group acknowledged the increasing role that the Board had to play in the network and as a result, that they should be revisited.

Within the consideration of the Boards emerging role in the future, the Membership application form was handed around the Board for them to review, in its current structure.

New members to the board asked for some detail around the CCIN structure so they could envisage the role in the year ahead. The group was reminded that CCIN is a special interest group of the LGA, which perhaps should be considered more in promotional literature.

Action:

- **Review TOR of the Board consider a strand within them that references commitment to Employees/ workforce and Citizens;**
- **Consider a CCIN structure chart for new members.**

Policy Lab

The Board noted the Policy Lab Updates received.

The Board discussed that the next round of Policy Labs were to be scheduled shortly and that they should continue to have a proactive role in the applications and development of these. It was discussed how Octobers AGM may be an opportunity to show case some of the achievements of the labs.

The board also discussed the opportunity in future to shape/promote the future areas for Policy Labs. Some potential areas discussed included –

- Co-operative leadership - what does that mean in local authority – how does it promote/ translate the growth of worker co-operatives
- Economic Drivers and Co-operative economies;
- Social Care provision – real opportunities under devolution powers/and the integration of services/co-operative commissioning opportunities.

Action:

- **Policy Labs continue to update the network with their progress;**
- **Those that had not updated their progress yet do so;**
- **The board to submit their proposals for the future areas of policy labs.**

Proposal for Communication Service COOP Brand

The board noted Nicola's paper and welcomed her proposals.

Nicola Huckerby's Policy Lab application (attached with papers for the meeting). Noted the use in future of the 'place.coop' domain as a place-based conduit to co-operative activity, broader than the co-operative sector and extending into the broader, values based and campaigning movement

Supported the importance underlined of a sharp, professional and focused web offering provided rapidly prior to any further marketing during the summer of 2016

Membership strategy

The Board noted NH proposal submitted with the paper. Members of the EOC were urged to contact Nicola Huckerby at hello@branding.coop with any further ideas. The group also discussed that the new consultancy framework should be included as a key advantage to membership. The group also requested that when a co-operative council was appointed to pair with Nicola around the membership development work that they should be updated.

Developing a Co-operative Peer Review Process

Councillor Penberthy updated the Board on the progress of the first two policy commissions held. The Board noted the next steps -

- Oldham and Plymouth to work together around finalising some SMART core areas that capture the co-operative difference. Within this conversation there should be a key consideration of the synergies and links with the Co-operative Performance Framework that they were developing, alongside the criteria for a co-operative kite mark, although there had been an acknowledgement that the kite-mark should remain separate to the peer review process but feed in.
- Giles (Assistant Chief from Plymouth) to discuss the products with the LGA and keep them informed and engaged in the process;
- Theresa from Plymouth to begin to gauge interest from CCIN members around participating as Peer Reviewers;

The Board noted progress and wanted to launch the products from the Peer Review Commission at the AGM where all members would be scheduled to attend in October.

Up and coming

- Assist with the networks development of the Membership Strategy and Communications Strategy.
- Revisit the terms of reference of the Board/network to be sure that they are inclusive of and reference employee/ workforce and citizens within co-operative councils;
- Continue to input in policy labs and shape influence the policy/direction of future policy labs suggested topics being –
 - Co-operative leadership- what does that mean in local authorities?
– how does this promote/ translate the growth of worker co-operatives?
 - Economic Drivers and Co-operative economies;
 - Social Care provision – real opportunities under devolution powers/ and the integration of services/co-operative commissioning opportunities.
 - Workforce co-operatives/ alternative service provision models.