



STRATEGY

Branding.coop working with the CCIN

Communications, Membership & Events for the CCIN

Established in 2016, branding.coop provides hands-on support and guidance to organisations wishing to promote their cooperative identity.

Since June 2016 Nicola has managed the communications, membership and events for the Co-operative Councils' Innovation Network, providing a centralised point for CCIN Members, prospective members and other organisations wishing to find out more about the Network.

This hands-on support has included:

- Liaison with partners and stakeholders to ensure that the Network is Action Focused.
- Co-ordinating the recruitment and retention of CCIN membership and management of the membership database and prospects
- Managing the CCIN website, www.councils.coop, print and social media platforms, acting as brand guardian
- Organising the CCIN's Annual Conference and managing the Network's participation at political conferences, events, and exhibitions
- Promotion of Member projects using Case studies. These have grown from 70 to 260 in the last four years
- Support to the Network's governance: Executive Oversight Committee and Values & Principles Board
- Monitoring the delivery of the CCIN Strategy and Action Plan
- Management of the Network's online Membership Forum

In the last four years the Network has grown from 19 Members to 66 Councils and Member organisations from across the UK.

For further information contact:

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