



# Co-operative Councils

## Innovation Network

### STRATEGY



## Branding.coop working with the CCIN

### Building the Co-operative Council network

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

With both local government and international cooperative experience, Nicola has managed the operations and communications for the Co-operative Councils' Innovation Network since June 2016. She provides a focal point for CCIN Members, prospective members and other organisations wishing to learn more about the Network.

Committed to exceeding expectations, their services comprise:

- **Communications & Marketing** – production and dissemination of member communication via publications newsletters, member promotions, member-specific news, WhatsApp Groups etc. Brand guardian for the CCIN's visual identity
- **Event Strategy** – planning, organising, and attending events, conferences, and exhibitions (in person and online) on behalf of the Network, acting as an Ambassador and Spokesperson.
- **Website strategy** – launched a new website in February 2022 highlighting the Network's Statement of Values and Principles and its membership's Coop Difference. Managing and updating website content, including collating case studies, blogs, member news, and publications. Case Studies have grown from 70 to 400 over the last six years.
- **Social Media management, engagement, and content** – managing the reputation and profile of the Network.
- **Membership recruitment, servicing, and retention** – Since 2016, membership has grown from 20 councils to over 100 members and supporters. There are now three membership types: Full, Associate, Affiliate, and a Supporter category.

- **Provision of CCIN Secretariat and Governance Support** – organising Governance meetings, managing agendas, taking minutes, recording, and tracking decisions and actions. Organising elections.
- **Officer Network Support** – engaging officers in Network activity.
- **Project management of Network funded projects** - known as Policy Labs and Policy Prototypes. This activity is a significant body which requires monitoring and tracking through to sign-off by the Governance and launch.
- **CRM & GDPR** – as the Network has grown, so has the volume of member data. There are now more than 1000 contacts across seven audiences.
- **Strategy and Action Plan** – managing monitoring and tracking delivery.
- **Dynamic Purchasing System** – promoting the DPS and managing relationships with Suppliers.



L:R Steve Read OBE MP - CCIN Honorary President  
Cllr Sharon Taylor OBE - Chair of the CCIN and Leader of Stevenage Borough Council  
Nicola Huckerby – Branding.coop

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