



Co-operative Councils

Innovation Network

STRATEGY



Democratic Engagement



Co-production



Walking the talk

Branding.coop working with the CCIN

Putting cooperative values and principles into practice



COOP Brand Ltd (Branding.coop) was established in January 2016; its director Nicola Huckerby is on a mission to help coops become mainstream. She believes that if people can identify a cooperative when they walk along the high street, visit a website, or browse a publication, then choosing cooperatives above businesses owned by their shareholders will be more likely, leading to a better and fairer world.

With 18 years in local government, including economic development and marketing, and more than a decade working in the cooperative movement including five years at the International Cooperative Alliance, Nicola Huckerby established COOP Brand Ltd to help deliver this mission. Since June 2016 she has managed the operations and communications for the Co-operative Councils' Innovation Network. During that time, the CCIN has grown from 19 councils to over 120 members and supporters. Nicola provides a focal point for Members, prospective members, and partner organisations, ensuring the smooth running of the Network.

Left to right: Cllr Louise Gittins – Chair of CCIN & Leader of Chester West and Cheshire Council, Baroness Taylor of Stevenage, Lisa Nandy MP – Shadow Secretary of State for Levelling Up, Housing, Communities and Local Government, Nicola Huckerby – Director, Branding.coop at the LGA Conference 2022.

Committed to exceeding expectations, services comprise:

- **Communications & Marketing**
- **Event Strategy**
- **Website Strategy**
- **Social Media management, engagement, and content**
- **Membership recruitment, servicing, and retention**
- **Provision of CCIN Secretariat and Governance Support**
- **Project management of Network funded projects**
- **CRM & GDPR**
- **Strategy and Action Plan – managing monitoring and tracking delivery.**



Cllr Brigid Jones – Deputy Leader of Birmingham City Council with Nicola Huckerby – Director, Branding.coop in Birmingham Council House (June 2022).

For further information contact:

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