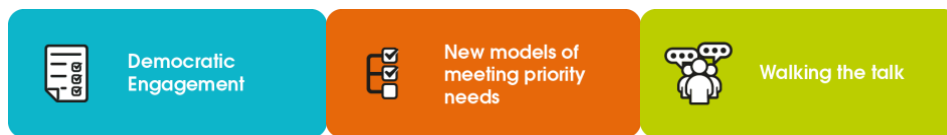




STRATEGY



Branding.coop working with the CCIN

Cooperatives Build a Better World

The Cooperative Councils' Innovation Network (CCIN) is now the fastest-growing cross-party network in local government. Founded in 2012 by three former council leaders—Baroness Taylor of Stevenage (now Parliamentary Under-Secretary of State for Housing, Communities & Local Government), Steve Reed OBE MP (Secretary of State for Environment, Food and Rural Affairs), and Jim McMahon OBE MP (Minister of State in the Department for Housing, Communities and Local Government)—the Network was established to demonstrate the power of cooperation in action. Their shared vision was to inspire councils and communities by showcasing how cooperative values can deliver tangible change and collective progress.

2012 not only marked the birth year of CCIN but also the first United Nations International Year of Cooperatives. That same year, Nicola Huckerby began her cooperative journey as the Coordinator of the International Year at the International Cooperative Alliance in Geneva. There, she witnessed firsthand how cooperative enterprises create a better world—an ethos she has carried into her work with CCIN. As the celebrations in 2025 commence, the second UN International Year of Cooperatives presents a



Figure 1- Nicola Huckerby at Cooperative Congress in Birmingham, June 2024.

pivotal moment for the Network as it contemplates evolving into a cooperative enterprise itself.



Figure 2 - Nicola Huckerby, Jim McMahon (Minister of State for Housing, Communities & Local Government), Cllr Jim Robbins, Chair of CCIN and Leader of Swindon Borough Council at the Cooperative Change event Manchester in October 2024.

Since taking on the CCIN operations contract in June 2016—managing all aspects of the Network, excluding finance—the Network has expanded from just 19 councils to a thriving community of 145 councils, organisations, and supporters. In 2020, Branding.coop, which manages the Network’s operations, doubled its workforce when Andrew Huckerby joined to oversee the new website, CRM systems, and broader digital infrastructure.

Over the years, we’ve had the privilege of working with three inspiring Chairs: Baroness Taylor, Councillor Louise Gittins (now Chair of the Local Government

Association), and Councillor Jim Robbins. This exponential growth has been fuelled by a deep, shared commitment to cooperative principles and a collective desire to connect like-minded leaders and innovators across the country.

It has been a privilege to work alongside so many passionate and visionary individuals. As we look ahead, we’re excited to see how this energy and commitment will shape the next chapter of the CCIN story.

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