

CO-OPERATIVES UK

Member Engagement Research brief.

Introduction

Co-operatives UK is looking to gain insights into the needs and preferences of our members, as well as their behaviours and motivations when it comes to engaging with our organisation. The aim of this research is to inform the development of our membership programme; the way our members interact with Co-operatives UK, how they engage with each other (as co-operatives as well as individuals working in co-operatives), to ensure that we are providing value to our members and meeting their expectations.

Our Problem Statement

Co-operatives UK's membership process does not effectively provide a way for our members to communicate or collaborate with us or each other, hindering their ability to connect, network, and deliver meaningful co-operation. This poses a risk to Co-operatives UK's ability to deliver on its mission, to serve the needs of our members and to deliver on the targets set out in our business plan.

Objectives

The main objectives of this research are to:

1. Identify the factors that motivate our members to engage with our organisation, as well as the barriers that prevent them from doing so
2. Explore the channels, methods, and touchpoints that our members use now to connect with our organisation and understand their experiences and satisfaction levels with these interactions and what they would like to use in the future
3. Understand the method of communication, collaborating and trading with other co-operatives and discover if a 'platform' is the right method for them and for Co-operatives UK and understanding if and how they are doing this at the moment.

Methodology

To achieve these objectives, we propose a mixed-methods approach that combines both qualitative and quantitative research methods. The research will consist of:

1. **An online survey:** A survey will be conducted to collect quantitative data on the demographics of our members, their needs, and preferences, as well as their engagement and satisfaction levels with Co-operatives UK

2. **In-depth interviews:** A series of in-depth interviews will be conducted with a representative sample of our members to gain deeper insights into their motivations, behaviours, and experiences with Co-operatives UK
3. **In-depth interviews:** In-depth interviews will be conducted with internal Cooperatives UK staff members and stakeholders
4. **Focus groups:** A set of focus groups will be conducted to explore specific topics in greater depth and to gather insights into the collective opinions and attitudes of our members.

We also propose that we host a session at our Co-op Congress – taking place in Manchester on 16-17 June. This is an additional opportunity to speak to engaged attendees to drop in and voice their opinions there (TBC). Please can your proposal confirm whether you'd be free to attend and run a session at Congress.

Sample group

The sample for this research will consist of our existing members, drawn from our membership database. We will aim to recruit a diverse range of:

- Members
 - Length of membership
 - Age of co-op
- Different types of co-operatives (*both sector and ownership type*)
- Ages, genders, geographic locations
- Internal stakeholders

Timeline

The research will be conducted over a period of 8 weeks, starting in May 2023, and ending in July 2023. The specific timeline for each method will be determined in consultation with the research team and will depend on the availability of participants.

Deliverables

The deliverables for this research will include:

1. A detailed report outlining the findings of the research, including key insights, trends, and recommendations for improving our membership program
2. A summary presentation of the research findings, which will be shared with our internal team and relevant stakeholders
3. A set of personas and journey maps building on existing research that capture the needs, preferences, and behaviours of our members, which will be used to inform the development of our membership communications
4. Raw data sets for each method, which will be made available to the research team and any other relevant stakeholders.

Scoring

Proposals will be scored against the following criteria:

- Understanding of brief
- Demonstration of experience
- Experience of co-ops
- Timescales
- Value for money

Contact details

Please send proposals to amy.gittins@uk.coop by 5th May.