### Business Support for Co-ops

Co-operatives UK and The Co‑operative Bank – supporting fair and ethical businesses together.

#### Comms pack

Co-operatives UK and The Co-operative Bank are proud to announce they’re extending their partnership through the [Business Support for Co-ops](https://www.uk.coop/business-support-co-ops) programme. Formerly known as The Hive, the programme helps build better co-operative businesses by offering up to six days expert support to those wanting to start, develop or convert to a co-op.

You can use the information in this comms pack to spread the word about the programme to the people in your network. We’ve also created it to update stakeholders with our new branding and copy to replace any Hive assets you may be using.

#### What’s in the pack?

1. Web page copy  
2. Newsletter copy   
3. Social media posts  
4. Contact details for further information  
5. Graphics (on resource page with this document)

#### 1. Web page copy

**Get the help you need with Business Support for Co-ops**

If you’re curious about setting up a new business as a co-op, are keen to grow your existing cooperative, or looking to convert to one, [Business Support for Co-ops](https://www.uk.coop/business-support-co-ops) is designed for you.

Brought to you by [Co-operatives UK](https://www.uk.coop/) and [The Co-operative Bank](https://www.co-operativebank.co.uk/), working in partnership to support fair, ethical enterprise, the programme helps build better co-operative businesses by offering up to six days expert support to:

* Start-up businesses that want to be co-ops.
* Existing co-ops that want to grow or adapt their services or meet challenges.
* Businesses that want to convert to the co-op model.

From bespoke guidance and mentoring in HR, marketing, finance, governance and more, to digital tools and events – the programme offers a wide range of easy-to-access services to help co-op businesses start, grow and succeed. Support is tailored to the business’s specific needs and schedule – and can include peer mentoring from an established co-op.

Any kind of business can be a co-op. There are co-op bakeries, breweries, energy suppliers, bookstores, community gardens, farmers, sports clubs, acting agencies – and much more. But they all have one key thing in common: they are owned and controlled by their members, who have a say in how the business is run and a share in its success.

Co-ops are worth around £40 billion to the UK economy each year and are also resilient in challenging economic conditions. They were five times less likely to stop trading in 2021, compared to businesses generally. The [evidence of their contribution to a stronger, fairer, and more ethical economy](https://www.uk.coop/resources/co-operatives-stronger-fairer-greener-everyday-economy) is compelling.

Want to know more? Find out about the [Business Support for Co-ops programme here](https://www.uk.coop/business-support-co-ops).

**2. Newsletter copy**

**Start-up and development support for fair, ethical businesses**

[Co-operatives UK](https://www.uk.coop/) and [The Co-operative Bank](https://www.co-operativebank.co.uk/) have extended their partnership through the [Business Support for Co-ops](https://www.uk.coop/business-support-co-ops) programme to help new and existing co-ops.

Created to help build better co-operative businesses, the programme provides up to six days of expert support to:

* Start-up businesses that want to be co-ops.
* Existing co-ops that want to grow or adapt their services or meet challenges.
* Businesses that want to convert to the co-op model.

From bespoke guidance and mentoring in HR, marketing, finance, governance and more, to digital tools and events – the programme offers a wide range of easy-to-access services to help businesses on their journey towards a fairer way of working.

​Support is tailored to the business’s specific needs and schedule – and can include peer mentoring from an established co-op. If you’ve got a great business idea, want to operate more ethically or need to develop your co-op – this programme is designed for you.

The support is made possible thanks to the partnership between Co-operatives UK and The Co-operative Bank – supporting fair and ethical business together.

Want to know more? Find out about the [Business Support for Co-ops programme here](https://www.uk.coop/business-support-co-ops).

#### 3. Social media posts

#### Twitter

👋😀Good news for co-ops! @CooperativeBank and @CooperativesUK have extended their partnership through the Business Support for Co-ops programme, helping start and grow new and existing #coops. They’re supporting fair, ethical business together. More info: <https://www.uk.coop/support>

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🌟Good news for fair, ethical businesses – @CooperativeBank and @CooperativesUK have extended their partnership through the Business Support for Co-ops programme, offering expert support to help #coops start, grow and succeed. Find out more: <https://www.uk.coop/support>

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😇Support for fair and ethical businesses from @CooperativeBank and @CooperativesUK. Business Support for Co-ops offers tailored guidance, mentoring, digital tools and more to help you start or grow a co-op. More info: <https://www.uk.coop/support>

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🌱Starting a business? Want to be a co-op? @CooperativesUK & @CooperativeBank are supporting fair, ethical businesses together through the Business Support for Co-ops programme – to help you set up your co-op and get it off to a great start. Find out more: <https://www.uk.coop/support>

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🌳Co-ops! If you want to grow, adapt or tackle challenges, @CooperativesUK and @CooperativeBank are here to help.💪Supporting fair, ethical businesses together, their Business Support for Co-ops programme offers up to six days of tailored expert support: <https://www.uk.coop/support>

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🌟If you’re a business looking for a fairer way of working – convert to the co-op model, with the help of Business Support for Co-ops from @CooperativesUK and @CooperativeBank. 💚Access up to six days of tailored expert support. Find out more: <https://www.uk.coop/support>

**Other social media**

👋😀Good news for co-ops! The Co-operative Bank and Co-operatives UK have extended their partnership through the Business Support for Co-ops programme, helping start and grow new and existing #coops. They’re supporting fair, ethical business together. More info: <https://www.uk.coop/support>

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| **Posts about the Business Support for Co-ops programme to share** | **Tag @CooperativesUK on social media** |
| * [Facebook](https://www.facebook.com/CooperativesUK/photos/a.10150283798792617/10159195315912617/?locale=en_GB) * [Twitter](https://twitter.com/CooperativesUK/status/1648959787390869504) * [Instagram](https://www.instagram.com/p/CrQB9rqsdpN/) * [LinkedIn](https://www.linkedin.com/feed/update/urn:li:activity:7054725480762986496) | * [Facebook](https://www.facebook.com/CooperativesUK) * [Twitter](https://twitter.com/CooperativesUK) * [Instagram](https://www.instagram.com/cooperativesuk/) * [LinkedIn](https://www.linkedin.com/company/cooperativesuk/) |

#### 4. Contact details

If you have questions about the Business Support for Co-ops programme, please contact Leila O’Sullivan, Marketing and Communications Manager: [leila.osullivan@uk.coop](mailto:leila.osullivan@uk.coop)