

COMMUNICATIONS
IN THE
BIRMINGHAM CO-OPERATIVE SOCIETY

(Note: Various diagrams and appendices were compiled during this study. Limitations of space have prevented their inclusion in this issue of the Bulletin.)

1. SELECTING THE STUDY

The report which follows is the product of work undertaken collectively by the members of the Birmingham Group of the Society for Co-operative Studies. This group was formed in September 1972 as a result of a pilot meeting at Fircroft College of representatives of the national officers of the society, the Midlands Section of the Co-operative Union and Birmingham Co-operative Society together with the Principal of Fircroft College, Mr. A.J. Corfield, who became Chairman of the Group, and Mr. D. Mordaunt, who became the convenor.

It is pleasing to report that academic staff from Birmingham and Aston Universities and Birmingham Polytechnic have occasionally attended. The main support for the group, however, has come from the Co-operative side and valuable assistance has been rendered by Mr. Stanley Martin of the Co-operative Union and both employees and members of Birmingham Co-operative Society.

The first working meeting of the group considered various projects which might be undertaken. It finally decided that a useful study might be made into the communications (mainly printed) directed by Birmingham Co-operative Society (and certain associated bodies) towards its members and prospective members over a twelve-month period. It was felt that this was a subject susceptible of a basic and fairly straightforward approach which might yet provide an interesting and fruitful insight into an activity vital to the democratic and educational work of the Movement - namely, its dissemination of information.

2. COMMUNICATIONS AND CO-OPERATIVE DEMOCRACY

Communications are one aspect of co-operative democracy, a hallowed topic in the Movement. Its democratic system of government is often put forward, very properly, as a distinguishing virtue of co-operative enterprise. The provision for membership participation and control, it is claimed, marks off the Co-operative Movement from its commercial rivals. The principle is universally endorsed in co-operative circles. Universal approval of the principle does not unfortunately, guarantee universal practice. Co-operative democracy, as measured in terms of membership involvement in its government, seems to have shrunk almost as dramatically as the dividend. There is widespread awareness of this in the Movement.

The mixture of pride and concern emerges clearly from the Independent Commission's Report in 1958. The Commissioners noted with approval that the Co-operative Movement still retained its responsibility

to its members as consumers and producers. The members ultimately controlled the Movement on the basis of one member, one vote. The Commissioners rejoiced in the opportunity to affirm that this fundamental principle of consumer democracy remained for practical purposes unchallenged within the Movement.

They could not, however, avoid recognising the hard statistical fact that there had been a decline in membership participation. They in part explained this, and in part explained it away, by claiming that it was a consequence of the growth in the sheer physical size of co-operation and in its units of management. The big modern co-operative society with a turnover running into tens of millions of pounds had necessarily to provide itself with professional management. The intimate day-to-day supervision of all aspects of its affairs by a committee of laymen was consequently no longer possible. The logic of size ruled it out as a means of practical management. Membership control inevitably became less direct, more impersonal, more wide-ranging and more technical. Committees had to concentrate more and more on broad policy decisions. The average rank-and-file co-operative member found himself unable to cope with it. Moreover, the bigger the society the smaller in relative terms seemed to be the number of laymen required in its governing committees.

Size and Participation

Such a trend has obviously occurred in the Birmingham Society, especially after it absorbed the

Alcester, Halesowen and Ten Acres Societies in the recent past. Indeed rather than increasing with the growth in size of the Society, participation in its governing members' meetings seems to have fallen. In 1954, Ostergaard recorded that with a membership of 323,500 only 150 (0.05%) attended business meetings. (1) The equivalent figures for 1972 were 585,900 members and 100 (0.02%).

The Commissioners accepted that some such trend was inevitable. It was in large part an ineluctable consequence of the movement's growth from a small minority organisation to its present nation-wide extent. But they refused to accept the trend passively. The Movement, they said, needed a higher proportion of active members. The need was to adapt the nature of democratic control to the altered circumstances of the size and complexity of the movement. They believed, without offering any evidence to support their belief, that the claims of democratic control and efficiency of management could perfectly well be reconciled. The means they suggest were that as areas of co-operative societies became regional in extent, the maximum local autonomy and identity should be encouraged.

The Commissioners made no attempt to provide any more practical advice about how this devoutly to be wished consummation could be achieved. As they pointed out, it did not fall within their terms of reference. Very few other people, it seems, have attempted to suggest what the solution to this problem could be. There has certainly been comparatively little serious

Power in Co-operatives, Ostergaard and Halsey (Basil Blackwell)

analysis of the purposes and processes of co-operative democracy. In its absence, it seems difficult to offer any reliable advice on which reform could be based.

The most thorough and virtually the only major investigations have been the studies into co-operative democracy undertaken by Banks and Ostergaard in 1955 (1) and Ostergaard and Halsey in 1965. (2) Ostergaard and his collaborators attempted to analyse the effectiveness of membership control in terms of statistics of attendance at meetings and levels of voting, educational involvement and familiarity with the Movement's publications. They paid comparatively little attention to the content of communications within the governing processes. They analysed the role of membership pressure groups and tried to assess their effect on elections, but they made no attempt to show the relationship between the official and unofficial systems of communication within the Movement. Indeed, this aspect of the democratic process was barely mentioned.

Role of Official Communications

This study attempts to fill part of this gap left by Ostergaard and his collaborators. It examines more thoroughly the official communications flow which underlies membership involvement in the government of the Birmingham Co-operative Society. The emphasis is on "official". This study is not concerned with the communications of members acting independently

-
- (1) Co-operative College Paper 1955, Banks & Ostergaard
 (2) Power in Co-operatives, G. Ostergaard & Halsey (Basil Blackwell)

in the electoral process. We recognise that these are important and should form the basis of a separate study. Our survey is restricted to the flow of information and advice between the Movement itself and the members for the maintenance and promotion of its democratic purposes.

Two further qualifications ought to be mentioned. Our survey is largely confined to communications in the form of the printed word and visual materials like posters and films. Communications by word of mouth are less fully documented. The printed word is, of course, substantially reinforced by the spoken word in a thousand and one places - in meetings, conferences, informal discussions on the doorstep and across the counter. Many of these spoken communications have been excluded because of the difficulty of recording them. Secondly, the analysis of costs has also been restricted to those incurred in providing printed and processed materials, leaflets, posters and films. The substantial costs of salaries of officials, of postage and administration and of expenses for the delegates in attending conferences etc. have also been excluded.

The communications system is an important element in the infrastructure of consumer democracy. A flow of relevant information is an important aid in the operation of any decision-making process. For one based on popular participation a flow in both directions is essential.

Good communications are not, of course, the only need. Popular participation depends upon many other factors. The quality of the lay leadership;

the calibre and the attitude of the professional management; the attitude of the workers towards participation and the freedom they have to participate in the government of their society; the commercial progress of the Movement and the general social and political climate may all be relevant. Nevertheless, communications are the wheels on which democracy runs. Any serious investigation into the promotion of democracy must include a study of how communications work.

3. PRINTED COMMUNICATIONS MATERIAL IN THE BIRMINGHAM SOCIETY

This study is largely concerned with the range of official visual communications which go out to the membership. The bulk of this material is impressive. Excluding the Co-operative News, which is issued weekly, the printed material - one copy of each document - sent out to members during 1972 by the main society and its associated organisations adds up to 73 separate documents. Not all of these of course, would necessarily be received by each individual member, not even by each active member. The number would depend on his or her involvement in the auxiliary organisations and the Co-operative Party. The total list of documents, the quantities produced and their costs are shown in a schedule at the end.

In analysing these documents we have divided them, necessarily somewhat arbitrarily, into those that relate directly to the government of the Movement, and those that refer more generally to the services available to the members as distinct

from mere customers. Advertising material about co-operative products and services is only regarded as relevant to the study if it contains some special message to members as members. For example, the brochure "Happy Shopping" provided to all new members is included in this study because it contains, in addition to its four pages of information about the goods and services available from the society, three pages about the responsibilities and rights of the members.

(a) Communications on the government of the Movement

The broad group of communications material relating to the government of the Co-operative Movement covers three main sections. First it includes explanatory statements setting out the ways in which members may participate in the decision-making processes. Next it contains the necessary communications for making the machinery of democracy work. Thirdly, it includes the documents actually imparting the governing decisions to the members.

(i) Explanatory material

The main document under this section is the society's rule book. This sets out the procedures which members must follow in participating in the government of the society. It also contains the framework of the laws within which decisions have to be made. The rule book is a 40-page document setting out the 85 rules and 2 amendments. It is not an annual publication.

Twenty-five were issued in 1972 to members on demand. Other documents informing the members of their rights and obligations in less official language are contained in the package provided for new members. These are described more fully in the paragraphs below dealing with services to the members. The one referring most directly to the way members can participate in the government of the society is the brochure "Happy Shopping".

(ii) Communications as part of the democratic process

This section includes the posters which announce the various stages in co-operative elections as laid down in the rules. Later in the schedule is set out a list of documents actually issued for the elections of the President and four directors in 1972. The first of these calls for nominations; the second contains names, addresses and occupations of each of the nominees as well as information about the election procedure and notice of the meeting at which the elections will take place (i.e. one of the quarterly meetings of members during the year). Other posters are issued for the three remaining quarterly meetings of members during the year. These announce the time and business of the meetings. There are six separate documents containing ballot papers. The first two of these are for the election of the lay governors of the Birmingham Society, the directors and members of the Education

Committee. Separate ballot papers are issued for the elections of the delegates going to the governing conferences of national and international co-operative organisations. These are the Co-operative Union's Congress; its Education Convention; the members' meetings of the Co-operative Wholesale Society and the Congress of the International Co-operative Alliance. The elections for the Co-operative Union's Congress and Education Convention take place annually; those for the C.W.S. twice yearly and those for the I.C.A.'s Congress every four years. The ballot paper contains, in addition to the name, address, length of membership and occupations of the candidates, brief details of their public service. The results of the elections are notified in the minutes of the members' meetings which are published in the succeeding directors' reports. The numbers voting for the various candidates in the elections are announced orally at the members' meetings but they are not given in the minutes.

(iii) Communications containing the decisions of the governing bodies

This group of documents also includes a selection of the printed reports issued by the Movement. In addition to Birmingham Society, the auxiliaries, the associated bodies like C.W.S., I.C.A., Co-op Press, all issue their own reports. In normal circumstances, the rank and file members would have access only to the Birmingham

Society's report and to that of any auxiliary organisation of which they were members. The Birmingham Society issues four main reports. An annual report is made available at the March members' meetings. This contains information about how the Board of Directors has carried out its stewardship. It also provides information about the finances and trading activities of the society in the form required by the Registrar of Friendly Societies. In addition it includes a report from the Education Committee setting out its record of activity for the preceding period. There are similar reports for each of the three other quarterly meetings of members. These provide information, limited to the previous quarter's activities, of both the Board of Directors and the Education Committee. Some 4,000 of each of these reports are printed and distributed. They also contain the minutes of the business of the meetings which include policy proposals tabled by the members or governing committees.

The method of distribution is different for each of these three groups of communications. The Rule Book is provided on demand from head office; notices of elections are posted up in 470 shops and offices; the ballot papers are issued, whenever elections arise, at quarterly meetings and at 40 polling stations; and the quarterly and annual reports are issued to members on request from head office. They are also given to everyone attending the quarterly meetings and are available on request at many of the Society's trading premises.

(b) Communications containing general information

The second broad group of material relates to the services which are available to co-operative members. Every new member receives a package of information. This contains a letter welcoming the member, setting out his rights and obligations; a leaflet setting out how the member's capital holdings in the society are entered up; a further leaflet explaining interest rates available on share capital; and two other leaflets drawing attention to the consumer services available. The first of these is called "Happy Shopping", as has already been described and concerns membership rights both as customers and as members of the society. In addition, the package for new members contains a plastic wallet, enclosing the member's share account for the current year, and a membership card. A book to contain dividend stamps is also included.

Some 2,000 of these packages were sent out in 1972. Much larger numbers of the individual leaflets were circulated.

The educational activities of the society are responsible for a large proportion of the published material. The Education Department provides information about its own varied assortment of activities and, in addition, acts as a distribution centre for the Co-operative Auxiliaries. The communications directly relating to the Education Department's own activities last year included three notices about educational courses for consumers. These courses were

designed to demonstrate some of the services available to customers through the Co-operative Society and to educate their members as consumers.

Another document advertised a conference on Value Added Tax for which tickets were separately printed. The purpose of this conference was to inform members about the effect of this tax change on the trading prospects of the society. The Education Department organised other courses for which publicity material was necessary. A leaflet on the course entitled "Birmingham through the Ages" advertised a series of lectures on local history which ran for several months. Other leaflets advertised Keep Fit classes, some of which ran for a period of weeks.

The Education Department also promotes or supports cultural activities. Last year it issued four leaflets. Three advertised amateur theatre productions, undertaken by members of the society, the fourth the Co-operative's local musical society. The Department is also directly responsible for promoting what are called junior youth organisations, for children between the ages of 9 to 14. There are no less than forty junior groups within the Birmingham Society. For these a leaflet is printed setting out the programme of activities available to the junior youth, as well as information about specific events. 1,000 of these leaflets were issued last year. The Department also provides information for new members who may be interested in its own activities on similar, though somewhat more modest lines, to what the society itself issues to its own new members. They receive a letter and a pre-

paid postcard upon which they can submit requests to the Department. The Department also acts as a distribution centre for copies of the Co-operative News.

About the Auxiliaries

Many of the activities of the Co-operative auxiliaries are publicised by the Education Department. The auxiliaries are the Women's Guild, the National Guild of Co-operators, the Woodcraft Folk and the Co-operative Youth Movement (for young people of 14 years and over). The auxiliaries are constitutionally quite independent of the Society. Indeed the Guilds began as external unofficial pressure groups. But the Birmingham Society as a matter of policy has encouraged its Education Department to act as agent for some of the social and educational activities of the auxiliaries and to allow them to make use of its communications network to the members for their own notices and publications.

The Education Department circulates the programmes of work of all the auxiliaries and publishes a directory giving information about their organisation and their range of activities. It also provides film shows for the auxiliaries and other interested organisations, some on directly co-operative subjects, and others of general educational interest. The Education Department does not, however, take responsibility for all the communications of the auxiliaries. Those involved in the democratic processes of their government are handled directly by their

own organisations. A flow of communications on somewhat similar lines to that of the Birmingham Society operates between each of the auxiliaries and its members.

The Education Department is also responsible for informing members of the international activities of the Movement, for which the International Co-operative Alliance has been established. The Department circulates its publications, one of which is a leaflet setting out in general terms what the Alliance does. There are other more specific publications, directing attention to individual activities of the Alliance. For example, the leaflet "Hands Across the World" describes a project for aid to Tanzania raising £10,000 in which the Birmingham Society participated. The Education Department also circularised advertising material and a souvenir programme for the annual International Co-operative Day.

The Co-operative Party has its own system of communications to its members. Some of its publications are broad explanatory documents which relate to the organisation, purpose and some of the main activities of the Party. Five such leaflets were issued last year: "Let's Have A Party", "Why the Co-operative Party?", "Co-operative Party Notes on the "Background to Politics", "With the Co-operative Party into the Future" and "Revolution down your Way". It issues a national broadsheet entitled "Platform", giving information about the current activities and policy of the Party. It produces a special

Co-operative Party diary which incorporates a calendar of events of political importance during the year and relevant background notes for party members. It also issues a printed Annual Report and a leaflet setting out its expenditure on publicity. It has again its own flow of communications for its own government between itself and its members.

The Expenditure

The analysis of the expenditure on communications in Birmingham shown at the foot of the schedule needs to be seen against the background of the Birmingham Society as a whole. The Society had in 1972 466 shops, in an area of approximately 500 square miles, in the counties of Warwickshire, Worcestershire and Staffordshire in and around Birmingham. It operated 1,004 delivery rounds, employed 7374 full and part-time workers and had an annual turnover of nearly £43 million. Its share and loan capital and reserves were some £11 millions and its annual surplus before tax was £1,175,000. The total expenditure of £3,750 on communications to the members works out at less than 32p for every £100 of pre-tax profit. Communications for running the government of the Society cost only 9p; information for new members 8p; communications for membership education nearly 13p and political expenditure only 2p on the same basis.

Looked at another way, each member of the Society in 1972 spent an average £73 (if we can assume that members and customers are about equal)

and helped in the creation of £2 profit before tax. On each member just over $\frac{1}{2}$ p was spent in 1972 on all types of Membership communications. $\frac{1}{8}$ p was spent on communications for running the government of the Society; another $\frac{1}{8}$ p on information for new members and $\frac{1}{4}$ p on communications for education.

4. THE PATTERN OF COMMUNICATIONS

The pattern of communications includes both a downward and an upward flow, and the interleaving of written and spoken media. Inevitably printed communications are more readily available for research than spoken ones. Information by the printed word is largely the monopoly of the establishment: the Society and the higher echelons of the national co-operative organisations alone have the resources to pay for printed material. The rank and file have in the main, though not entirely, to rely on the spoken word. The prevailing pattern of communications tends, therefore, to be a downward flow of the printed word and an upward flow of speech, supplemented by the crosses on the ballot papers in elections in which the rank and file are involved.

The pattern of communications is inevitably closely determined by the structure of government. The Birmingham Co-operative Society is run on the principle of direct democracy. Rank and file members attending the quarterly meetings form the sovereign body of the Society. Every member has the right to attend and participate. At the meetings the members have the right to endorse or refer back the reports from the Board of Directors and to advise on the

general lines of policy for the future conduct of the Society's business. They can also, within the limits laid down by the Registrar of Friendly Societies, alter the rules on which the government of the Society is based.

The members also have the right, subject to certain qualifications set out in the Rules, to nominate others or to accept nomination and stand for office themselves and to vote in the election of the President, the Directors and the members of the Education Committee of the Birmingham Co-operative Society.

The rank and file members of the Birmingham Co-operative Society have, therefore, very considerable powers over its government. In addition, they have the responsibility of electing the members' representatives to the governing congresses and conferences of several of the national bodies which make up the Co-operative Movement nationally. At the quarterly members' meetings they elect the members' delegates from the Birmingham area who will attend the governing conferences of the International Co-operative Alliance, the Co-operative Wholesale Society, the Co-operative Union Congress, and the Co-operative Union's Education Convention. Finally, if they are members of an auxiliary organisation or of the Co-operative Party, they have the responsibility for electing the officers on the committees of its local organisation and of participating in its meetings.

Members' Meetings

Very much the largest part of the members' responsibility for sustaining the government of the Co-operative Movement is exercised within the quarterly meetings of members. These are in consequence a major communications interchange. Through these meetings are passed down to the members any or all of the printed communications from the Co-operative Movement as they are required. The downward flow of the spoken word is also channelled through these meetings. The lay and full-time officers of the Society are always present to speak, answer questions and join in any debate about their reports. Conversely the main upward flow of communications from the members to the officials runs through these meetings. The ballot forms are collected, nominations for office are received and the spoken contributions of the members to policy are all made here. The members have the opportunity of discussing the official reports from the Board of Directors, the Education Committee and the delegates to national conference. They have the right either to accept these reports or refer them back. They may also introduce new business of their own. They may formulate or discuss and vote on motions raised directly by the members which help determine the Society's policy.

The extent and quality of the communications within the quarterly meetings are therefore critical in determining the effectiveness of membership participation in the Birmingham Society. Important though they are, the members' meetings are not the only channel of communications on government and

policy. Several others are used. The shops and offices of the Birmingham Society provide members with the opportunity of seeing articles and posters and collecting leaflets. At polling stations ballot papers are collected. The Society also makes substantial use of the post. All new members receive by mail the package of information about their rights and responsibilities within the Society. The Education Department also mails information and circulates copies of the Co-operative News to interested members. Rank and file members have some opportunity for utilising the published material issued by the Co-operative establishment. The Co-operative News, Platform, Cymbol and the other national publications have correspondence columns and from time to time publish letters and articles from individual members. For example in 1972 an article was published in Platform by the President of the Birmingham Co-operative Society in his capacity as a lay member. As these journals have a national coverage their interest for, and contributions from, Birmingham and District members tends to be limited. Members may also write directly to the President, other members of the Board of Directors, the Chairman of the Education Committee and any of the full-time officers of the Society or of the national organisation.

The flow of more general membership information is by its nature primarily one-way, downwards to the members and most of it is channelled through the Birmingham Co-operative Society and its Education Department. Not that it all by any means originates from these sources. A large part of the information sent out by the national organisations travels to

the members via the Education Department which acts as a distribution agency. The I.C.A., the Co-operative Press, and the Co-operative Union Limited publications come to the rank and file members in this way. It seems reasonable enough that much of the members' contact with the wider Co-operative Movement should be through this department. One of its roles is to give members the opportunity to widen the horizons of their understanding of the Movement and to engage in some of the voluntary Co-operative activities which range beyond the perimeter of their own society. In Birmingham, interestingly enough, much of the downward communications to the members of the auxiliaries also comes through the Education Department. Birmingham Society is indeed exceptional in giving this facility to these bodies. The Co-operative Party alone of all the national organisations operating within Birmingham maintains a completely separate flow of information to its rank and file members. It relies entirely on its own organisations for conveying its publications and notices to its members.

Outlets and Inlets

The physical outlets and inlets of the communications between the Society and its members can be divided into three main types. The first of these is formed by the shops and offices of the Birmingham Co-operative Society. Here posters are displayed and leaflets are made available for collection. They also provide the polling stations which form an important channel of communication upward from the members. Secondly, there are the

members' meetings which form a major entrepôt for communication upwards and downwards. Finally there is the post. This also has a two-way function. There is direct mailing down to the members, and the members use the post in return to send letters to the lay and part-time officials and to the national journal.

These three channels in practice serve different, though largely overlapping, ranges of people. The 470 shops and offices provide information to all the customers in the Society. These make literally millions of visits to shops in the Birmingham Society every year. They provide the location for the 40 polling stations established at election times.

The general meetings of members, held quarterly in Birmingham, although technically open to all the 585,966 members of the Society in 1971-72, in practice are attended by about 100 at each meeting. The direct mailing list includes many members who may not attend the quarterly meetings, 5,730 information packages were sent out to new members during the period October 1971 to September 1972. In addition, the Education Department had its own mailing list. This was limited to those active members who also participated in the educational activities of the Society. Between October 1971 and September 1972 approximately 1000 members received information from time to time and 206 the weekly copy of the Co-operative News.

5. CONCLUSION

To the best of our belief this is the only study of its kind ever undertaken into this aspect of a British Society. We are, however, very much aware of its limitations. There are some complete gaps and some other very thinly covered areas in the survey. Some of the communications - particularly those in the journals published by the Co-operative Movement - have not been thoroughly explored, nor have the reports given at quarterly members' meetings by Birmingham delegates to the conferences of the national Co-operative bodies. Communications between the members and the guilds and the Co-operative Party have only been treated in the sketchiest of ways.

One set of statistics in this study seems to reveal a major trend. Membership participation seems to have shrunk both relatively and absolutely over the last two decades in the Birmingham Society. At least this seems the case if the current statistics of attendance at the quarterly meetings are compared with those provided by Ostergaard in 1954. But the purpose of this study is not directed to this aspect of membership democracy. It is concerned exclusively with the communications pattern on which membership participation is sustained.

In any case judgement upon the effectiveness of communications depends upon what is expected of the system of government in the Co-operative Movement. As a group we did not feel competent to assess this within the time and resources available for the study

This is why we have been reluctant to make judgements. We have made no assessments as to whether the communications we analysed were good or bad, sufficient or insufficient. We hope, however, that this survey may arouse the interest of similar groups working in other centres and suggest other more ambitious and wide-ranging investigations.

SCHEDULE OF DOCUMENTS AND OTHER VISUAL MATERIAL ISSUED THROUGH
THE BIRMINGHAM CO-OPERATIVE SOCIETY FROM OCTOBER 1971 TO SEPTEMBER 1972

NUMBER	COST	METHOD OF PRODUCTION	REMARKS
	£		
<p>Note: Material dealing with trading matters is excluded unless it has some relevance to the rights and responsibilities of members as members.</p>			
<p><u>I DEMOCRATIC PROCESSES MATERIAL within the Birmingham Co-operative Society</u></p>			
Ballot Paper I.C.A. Congress representation)		Printed	
" " C.W.S. Half Yearly Meeting)		"	
" " in May & Oct.)		"	
" " Co-op Congress)	150.00	"	
" " Education Committee)		"	
" " Directors)	600.00	"	
Directors' Report - 4 Quarterly Reports	0.96	Duplicated	
Education Committee - Representatives' Report			
Poster - Election of Directors)			
" - Half Yearly Meeting of Members)			
" - Quarterly " ")			
" - Annual " ")	300.00	Printed	
Rule Books	25	Printed	
	<u>£1053.46</u>		
<p><u>II INFORMATION FOR NEW MEMBERS provided by the Birmingham Co-operative Society</u></p>			
A Guide to Your New Share Account - handout	100,000	"	377.00
Happy Shopping " " "	16,000	"	404.00
New Interest Rates on Share Capital - " "	50,000	"	142.00

SCHEDULE OF DOCUMENTS AND OTHER VISUAL MATERIAL ISSUED THROUGH THE BIRMINGHAM SOCIETY continued....

	NUMBER	COST	METHOD OF PRODUCTION	REMARKS
Letter from Society Secretary	2,000	7.00	"	
TOTAL:		<u>£930.00</u>		
III <u>Information Circulated by or Through the Education Department</u>				
a) <u>Co-op Auxiliaries</u>				
B.C.S. Auxiliary Branch Programmes (half yearly)	1,000	102.40	Duplicated	
Directory of B.C.S. Organisations and Activities - 20 pages	1,000	64.00	Duplicated	
Auxiliary - Various material	4,000	12.80	"	
Co-op. Women's Guild - handout	-	-	Printed	Free issue from C.W.G.
The Woman of Today Steps Out - poster	-	-	"	" " " "
Chained to Your Chores - poster	-	-	"	" " " "
National Guild of Co-operators Recruitment Poster	-	-	"	" " " N.G.C.
" " " " Recruitment - handout	-	-	"	" " " "
C.Y.M. - "Symbol" Quarterly Journal	-	-	"	" " " C.Y.M.
" - National Conference Programme	-	-	"	" " " "
" - " " Resolutions	-	-	"	" " " "
" - Handout	-	-	"	" " " "
National Guild of Co-operators Annual Report	-	-	"	" " " N.G.C.

SCHEDULE OF DOCUMENTS AND OTHER MATERIAL ISSUED THROUGH THE BIRMINGHAM SOCIETY continued.....

	NUMBER	COST	METHOD OF PRODUCTION	REMARKS
C.Y.M. - HANDOUT	-	-	Printed	Free issue from C.Y.M.
" Duke of Edinburgh Award Scheme - Enrolment Form	-	-	"	"
" Printed letter	-	-	"	"
" Constitution	-	-	"	"
" Certificate of Membership	-	-	"	"
" Conference & Week-end School Letter	-	-	"	"
" Letter to Leaders	-	-	"	"
Woodcraft Folk - Why not Invest in Future - handout	-	-	"	" Woodcraft Folk
" " - Lead an active life - handout.	-	-	"	"
" " - Tomorrow's Citizens	-	-	"	"
" " - For an Active Life	-	-	"	"
" " - Invest in Future	-	-	"	"
" " - Annual Report	-	-	"	"
" " - Deed Covenant	-	-	"	"
" " - Be in Good Company - poster	-	-	"	"
" " - Outdoor Activities	-	-	"	"
Woodcraft Poster	-	-	"	"
- Indoor Activities	-	-	"	"
- International	-	-	"	"
- Fellowship is Life	-	-	"	"
- Recruitment	-	-	"	"

SCHEDULE OF DOCUMENTS AND OTHER MATERIAL ISSUED THROUGH THE BIRMINGHAM SOCIETY continued....

	NUMBER	COST	METHOD OF PRODUCTION	REMARKS
National Guild of Co-operative - Greetings Card	100	0.32	Duplicated	" " N.C.C.
" " " Local Recruitment handout	-	-	Printed	" " " "
" " " Introducing the League - handout	-	-	"	" " " "
" " " Mind Your Own Business	-	-	"	" " " "
Film Shows		357.00		
b) <u>Study Courses & Conferences</u>				
Conference "Value Added Tax" handout & tickets	4,000	16.60	Duplicated	
Birmingham Through the Ages - handout	4,000	12.80	"	
Consumer Course - An Evening of Fabric - handout	4,000	12.80	"	
Keep Fit Classes - handout	1,000	3.20	"	
Consumer Course - An Evening with the GreenGrocery Dept. - handout	4,000	12.80	"	
" " - An evening with the Butchery Dept. - handout	4,000	12.80	"	
c) <u>Cultural Events</u>				
Theatre Promotion - "Oliver" Publicity	-	190.00	Printing	
Friday Night Theatre - handout	6,000	19.20	Duplicated	
"The Sound of Music" - Publicity	500	1.60	Printed	

SCHEDULE OF DOCUMENTS AND OTHER MATERIAL ISSUED THROUGH THE BIRMINGHAM SOCIETY continued....

REMARKS	NUMBER	COST	METHOD OF PRODUCTION
Belmont Musical Society - New Members Welcome - handout	500	1.60	Duplicated
d) <u>International Co-operative Alliance</u> International Co-operative Day Celebrations, handout	2,500	8.00	"
I.C.A. Declaration	1,000	3.20	"
" Review Bi-monthly	6	9.00	Printed
" Its Aims & Work - booklet	30	3.00	"
International Co-operative Celebrations Souvenir Programme	15,000	4.80	Duplicated
Hands Across the World-Tanzania handout	500	-	
e) Miscellaneous			
Junior Youth Events - handout	1,000	3.20	"
Co-operative News - each week @ 4p	206	428.00	Printed
New Members - letter	-	24.22	"
" " - Reception - prepaid postcard	-	36.00	"
TOTAL:		<u>£1494.74</u>	
<u>IV Information Circulated by the Birmingham & District Co-operative Party</u> Annual Report Birmingham & District Co-opera- tive Party	2,750	63.00	Printed

Published by I.C.A.

" " "

Free issue from Co-operative
Union Education Department

Co-operative Press publication

SCHEDULE OF DOCUMENTS AND OTHER MATERIAL ISSUED THROUGH THE BIRMINGHAM SOCIETY continued...

	NUMBER	COST	METHOD OF PRODUCTION	REMARKS
Statement of Expenditure on publicity - leaflet	1,000	3.37	Printed	
Revolution Down Your Way	100	1.00	"	National Co-operative Party
Let's have a Party - handout	2,000	11.50	"	
Why the Co-operative Party? handout	1,000	3.00	"	National Co-operative Party
With the Co-operative Party into the Future - handout	10,000	26.00	"	"
Birmingham & District Co-operative Party Diary	750	140.00	"	"
Co-operative Party Notes - Background to Politics	432	7.20	"	National Co-operative Party
Platform - Co-operative Party	1,080	18.00	"	"
TOTAL:		<u>£273.07</u>		
		£		
TOTALS				
Democratic Processes Material	£1053.46			
New Members Material	930.00			
Education Committees Material	1494.74			
Co-operative Party Material	273.07			
	<u>£3751.27</u>			

NOTE: I.C.A. - International Co-operative Alliance
 C.W.G. - Co-operative Women's Guild
 C.Y.M. - Co-operative Youth Movement
 N.G.C. - National Guild of Co-operators