

Segment	Non-financial Measure	Definition	2024/25 target
Members	% trade with members	The number of financial transactions made by our Members across our trading Groups as a percentage by period	40%
	Number of new members recruited	Measuring the number of new members that join our Society, helping us continue to grow our membership	78,000
	Members involved	The number of members engaged in Co-operative activities, including events, campaigns and online interaction	75,000
People	% score in colleague pulse survey for 'proud to work for our Society'	Information gained from the regular colleague pulse surveys to identify the % of colleagues who positively score the pulse survey question 'I am proud to work for our Society'.	75
	Voluntary colleague turnover	% number of colleagues voluntarily leaving the Society	32%
	Overall colleague satisfaction	The overall colleague satisfaction rate as measured through our regular pulse survey	79
Customer	*No. of compliments	Communication received from customers complementing our services or products we have provided (per 100,000 transactions)	*66
	*No. of complaints	Communication received from Customers that are not happy about the service or products we have provided	*5
	C – sat score	C-Sat score derived from customer feedback through surveying	75
Delivery	No. of accidents	Any accident/incident that is caused by our working practices	340
	Energy saved (kwh)	Measuring our reduction in energy usage across like for like sites in kwh, helping ensure that we continue to drive down our energy usage.	1.2 million kw/h
	% reduction in food waste	The reduction in the number of food items that are going to waste that could have been sold through our food Stores, compared to 2019.	25%

\*Per 100,000 transactions