



AN INVITATION

TO BECOME A MEMBER OF A WILD HEARTH
COMMUNITY BREAD CO-OPERATIVE

A Wild Hearth Bakery Community Bread Co-operative is a collection of people who order our products under the stewardship of a local Co-op Leader and collect from a central location organised by the Co-op Leader. In some cases, the Co-op Leader may arrange delivery to vulnerable people for whom collection is not possible under government regulations for managing the Covid-19 pandemic.

FREE DELIVERY TO DESIGNATED CO-OP LOCATION

WILD HEARTH BAKERY

15A CULTYBRAGGAN

CAMP. COMRIE.

SCOTLAND. PH6 2AB

wildhearthbakery.com



WILD HEARTH BAKERY

would like to invite you to become a member of our Community Co-operative Initiative.

The aims of this initiative are to:

- strengthen and build on community relationships
- provide an important service to your community by enabling access to world class sourdough baked products
- support local business
- create new community relationships around the Real Bread movement
- give priority invitations to our Wild Hearth social events and access to our home delivery products

The following pages give more detail about how the initiative will run.

If you like the idea of joining a Wild Hearth community bread cooperative you can discuss this with your Co-op Leader, who will have sent you this document. They will answer any questions you have.

Or if you need to speak to Wild Hearth Bakery, email breadcoops@wildhearthbakery.com

Oo roo! – Sourdough John 😊

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ANSWERS TO YOUR QUESTIONS ABOUT BECOMING A MEMBER OF A COMMUNITY BREAD COOPERATIVE

WHAT IS A WILD HEARTH BAKERY COMMUNITY BREAD COOPERATIVE?

A Wild Hearth Bakery Community Bread Cooperative is a collection of people who order our products under the stewardship of a local Co-op Leader and collect from a central location organised by the Co-op Leader. In some cases, the Co-op Leader may arrange delivery to vulnerable people for whom collection is not possible under government regulations for managing the Covid-19 pandemic.

A bread cooperative can be anything from a small collection of friends and neighbours to a larger group servicing the wider local community and satellite areas that fall outside our delivery zone. The collection point could be from a private home, or from a community premises such as a hall or church. It could be weekly or fortnightly. The exact nature of the cooperative is completely in the control of the Co-op Leader.

If a Co-op leader is comfortable accepting new members they don't know, we may connect them with people who stay nearby, especially when this is outside our delivery zone. Whether Co-op Leaders wish us to pass on their contact details or would prefer that we passed on the prospective members' contact details is entirely up to them.

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WHY HAVE COOPERATIVES?

The catalyst for setting up community bread cooperatives was the Covid-19 pandemic, which forced us to move quickly to make up for the sudden loss of about 70 percent of our sales brought about by the shutdown of the hospitality sector. In the face of a massive logistical challenge, a few generous people contacted us and offered to coordinate local bread cooperatives, and this proved a godsend. It has allowed us to keep delivery free and maintain a service to people right across the central belt of Scotland.

But even before the pandemic, we had envisaged this model as a sustainable way to supply the community with real bread and pastries. Community engagement is central to Wild Hearth Bakery's mission and community bread cooperatives have the potential to build connections within local communities, between communities, and to enrich the extended Wild Hearth Bakery family.

We think community cooperatives are here to stay, and we will be looking to grow the concept into something that brings outstanding local produce directly from local producers to you and enriches local communities in the process. And we'd love you to be part of that process.

Post-pandemic, we will look to engage with cooperative members in novel ways, for example by offering affordable sourdough baking workshops and supporting local co-op events where we can. We expect all sorts of unexpected collaborations to come from this.

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WHAT ARE THE OTHER BENEFITS?

So there's helping us to stay sane and while delivering a free service across a large area, and there's building local community, but there are other benefits for members. These include things like:

- **priority access** – as the demand for our service is already greater than we can supply, access to home delivery is likely to be restricted to bread co-ops, vulnerable people and people who cannot easily access a cooperative
- **a lower minimum order** – a minimum order is essential to justify the work involved in packing and delivering. However, we appreciate that people in smaller households will find it difficult to consume £15 of bread and pastries in a week. As a cooperative makes delivery more efficient for us, we will offer a reduced minimum order of £8
- **special products** – we will look at the possibility of making certain products available only to co-op members, such as sourdough pizza bases and third-party products such as organic vegetables from our local organic market garden.

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WHAT ARE THE PRINCIPLES?

I've put some thinking into what I think the guiding principles for Community Bread Coops should be and here are my thoughts:

- Practices are in place to ensure a very high standard of hygiene at every stage in the process. The model must comply with government regulations in relation to the pandemic.
- Wild Hearth Bakery will design the process to be as efficient as possible with minimal potential for error.
- The model will support payments to be made directly by members to relieve Co-op Leaders from the need to pay and recover money.
- Co-op Leaders are in full control of the size and nature of the co-op, and who joins.
- We will seek identify opportunities for social engagement with Co-op Leaders.

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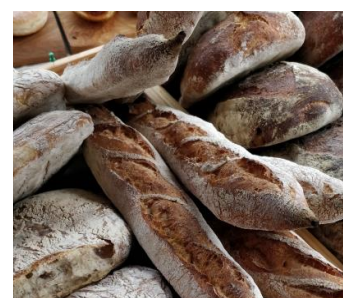
HOW WE SEE IT WORKING

A run through of how the Co-op groups will work.

Stage	Who	Description
Establishing a Co-op	Wild Hearth Co-op Leader	<i>A co-operative can be established very quickly once a Co-op Leader decides to set one up. Wild Hearth assigns a six letter Co-operative Code, for example, CoKirk for the Kirkliston Cooperative. The Co-op Leader decides how they wish their co-op to run, eg size, pick up location, frequency of deliveries etc.</i>
Gathering members	Co-op Leader	<i>Invites people to join the co-op, including people referred to them by Wild Hearth where the Co-op Leader wishes this to happen.</i>
Briefing members	Co-op Leader	<i>Briefs members on how the Co-op works, as each co-op may operate differently.</i>
Registration	Co-op members	<i>When undertaking the online registration, members use the Co-op Code as a prefix, eg CoKirk Mary Blogs (Kirkliston Cooperative).</i>
Reminders	Co-op Leader	<i>Sends reminders to members when it's time to order.</i>
Place orders	Co-op members	<i>Submit their order and pay using WHB's online ordering system.</i>

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Packing & labelling	Wild Hearth	<i>Generates a consolidated packing list for each co-op and packs each member's order individually, with all items in closed bags or boxes, labelled with order number and initials.</i>
Delivery to co-op	Wild Hearth	<i>Advises an approximate time and delivers on the specified day. For larger co-ops, orders will be dropped as stacks of 60 x 40 cm supermarket crates, labelled with names for easy access to members' orders. Any crates from a previous delivery will be bagged and taken away by the delivery driver.</i>
Provide pick-up point	Co-op Leader	<i>Ensures a hygienic pick up location, with adequate sanitation measures, such as alcohol gel, if warranted.</i>
Collection	Co-op members	<i>Collect orders, following instructions from the Co-op leader.</i>
Delivery to vulnerable members	Co-op Leader	<i>May choose to deliver in some cases, for example to vulnerable people who are strictly self-isolating</i>
Do good stuff	Co-op Leader Wild Hearth Co-op Members	<i>Socialise, learn, collaborate, sow seeds, make connections, build community</i>