

East of  
England  
**COOP**

**MEET**  
*your*  
**CANDIDATES**

**YOUR VOTE MATTERS**  
*have a say*

**ELECTION OF DIRECTORS 2022**

This year we have five candidates standing for four vacancies on our Board of Directors, the body responsible for setting policy and strategy and for overseeing its implementation. Please take the time to read the details of the candidates in this leaflet carefully. Once you have made your choice, you can vote on the enclosed ballot paper and return it in the self-addressed envelope or vote online at [www.cesvotes.com/eastofenglandcoop2022](http://www.cesvotes.com/eastofenglandcoop2022).

The results for the Election of Directors 2022 will be announced at our Annual Members' Meeting on 19 May 2022. You can find out more about this event as well as updating your details with us in the leaflet enclosed.

### Board Information

The Board has 16 Directors. All are non-Executive. The normal term of office is four years with Directors retiring by rotation each year. To find out more about the current Board of Directors, please visit [www.eastofengland.coop/board](http://www.eastofengland.coop/board).

### Bev Perkins



Society Director  
May 2013 to date

I am a problem solver with a conscience, a significant record of success and a keen sense of community purpose.

As a Director of East of England Co-op, I have served as Chair and Vice-Chair of Membership & Community Engagement, Performance and Remuneration & Search Committees. I represent the EoE Co-op at the Co-op National Members Council and Senate. I work with the Board and Executives to embed our values in business decisions while ensuring the sustainability of our Co-op. I am immensely proud of our campaigns and colleagues and the difference they make to our members and communities throughout the region.

In my community, I have volunteered for 30 years, working with the homeless; founding a festival raising £100,000 for good causes; promoting local services and volunteering; establishing allotments; working as an NHS Community First Responder and as Deputy Mayor.

As Chief Officer of Citizens Advice I enable our partners, staff and volunteers to support and empower the people of Colchester to deal with life's (considerable) challenges. Prior to that I worked for over 25 years in management roles culminating in a Board position.

I hold a Postgraduate Diploma in Strategic Management and a Masters in Environment, Science and Society. As Vice-President of the Co-op Council (2016-2020) my role included responsibility for review of core business strategy, performance, risk management, finance and governance.

I want your support to continue to work to benefit our Co-op (colleagues, members and suppliers) and see our communities become more resilient, grow and prosper.

The following information has been provided by the Secretary:

**Board service since last AMM (May 2021)**  
**Board meetings: 10 out of 10**  
**Remuneration & Search Committee: 8 out of 8**

### Sally Chicken



Society Director  
May 2018 to date  
and  
May 2009 to  
May 2017

In my many years on this Board, I served as President until 2020, and am currently on the Remuneration and Search committee.

I ask you to vote for me and the other experienced Directors in this election. We've encouraged new talent onto our Board but we also need continuity, especially at this very challenging time coming out of the pandemic. Our Board currently has a good mix of ages, gender balance and length of service.

I'm a strong advocate of our Sourced Locally strategy to support the local economy and provide high quality foods that our members want to buy. My priority has been to make our values commercially successful. I have encouraged new food stores, refurbishments and new products. Our funeral business is very long standing and I'm proud of it, and it's great to see our newer Security business flourishing.

Committing to a sensible budget and living within it means we've made careful decisions. At the same time, I have supported investing in new areas to ensure we keep innovating.

I helped launch the Shotley Heritage Charitable Community Benefit Society to buy Shotley Pier for the community. I have supported the formation of Student Co-op homes and Equal Care Co-op which gives care in the community to vulnerable adults.

It's clear there is tremendous pride in our Co-op, let's keep it that way. I hope you will support me to continue.

The following information has been provided by the Secretary:

**Board service since last AMM (May 2021)**  
**Board meetings: 10 out of 10**  
**Remuneration & Search Committee: 7 out of 8**

### Frank Moxon



Society Director  
May 2018 to date

I was elected President of this Society 16 months ago, after serving as Chair of the Audit & Risk Committee. I joined the Remuneration and Search Committee in 2021. I also represent our Society on the Board of the Coop Loan Fund. I am an active and collaborative chair and Board-level contributor with the ability to challenge constructively, assist with the successful development and monitoring of strategies, find solutions and deliver results.

I have over 30 years' experience as a financial, strategic and corporate governance adviser to companies, from start-ups to over £3 billion in size, in many industry sectors including retail and property. I am or have been, during the last 25 years, a director, trustee or governor of private and quoted companies up to £1.2 billion in size, a professional body, charities up to £30 million by annual turnover and an Essex comprehensive school. I have also chaired a Suffolk fundraising branch of a national charity.

Cooperation, hard work and determination from our colleagues, executives and directors, strongly supported by our members, has enabled the Society to navigate its way through Covid and Brexit. Further challenges ahead will require continuity and flexibility in our management, strategy and tactics while wholeheartedly applying cooperative values and our industry-leading initiatives to serve our members and our community.

I hope you can support me so that I may serve you by continuing to play an active role in ensuring that the East of England Co-op continues to thrive.

The following information has been provided by the Secretary:

**Board service since last AMM (May 2021)**  
**Board meetings: 10 out of 10**  
**Remuneration & Search Committee: 8 out of 8**

### Belinda Bulsing



Society Director  
May 2014 to date

I am married, have two children, qualified as a Solicitor in 1995 and practiced in Colchester. I am not practicing at the moment. Between 2011 and 2014 I worked for a small, profitable, Suffolk, wholesale business, helping the Finance Director and running the office while the owners were away. Since 2014 I have been a Director of the East of England Co-op and since 2018, Vice-President.

In addition to my duties, I have been a member of the Performance Review Committee. This holds the Leadership Team to account for its performance of strategy. It is also the Committee which monitors sustainability policy and performance. Last Summer, I decided to spend two days at the Centre for Alternative Technology in Wales, to learn more about sustainable practices, building materials and developments in renewable energy in order to benefit our Co-op.

I am very supportive of the idea of democracy and have been a Parish Councillor since 2011. Since 2019, I have acted jointly with another Councillor as Joint Interim Parish Clerk and sole Responsible Financial Officer. This involves preparing the budget, the documents for internal audit, monitoring compliance with GDPR and working with our Parish Councillors to strengthen our local voice.

Since 2019 I have been a volunteer at the Ipswich Night-shelter between November and March.

I shop at the East of England Co-op and support maintaining the extending the use of local suppliers, improving the quality and content of food and drink and achieving the best outcome for Co-op Members.

The following information has been provided by the Secretary:

**Board service since last AMM (May 2021)**  
**Board meetings: 9 out of 10**  
**Performance Review Committee: 4 out of 4**

### Steve Shaw



Society Director  
May 2015 to  
November 2020

Dear Member,

I would like your Valued votes and support to be able to return to the Board, to help our Society and community, to shape the East of England Co-op.

I ran my own business for over 15 years, where I was able to meet many other members of the society. Like me they are passionate on how the society is run.

I was on the Board for five years from 2015, I was on the membership committee and was a trustee for the Coop Juniors Theatre Company.

I have worked and shopped for Co-op for over 35 years in Suffolk and London.

I listen to members and staff; I will bring their concerns to other board members and the Leadership team.

The Co-op was set up on ethics and principles, some have changed over the years. Other Business try to be like the society.

All my life I have lived and worked on these ethics and principles, before I knew it was the Co-op way of doing things.

# YOUR VOTE MATTERS

*have a say*

To vote online, visit:  
[www.cesvotes.com/eastofenglandcoop2022](http://www.cesvotes.com/eastofenglandcoop2022)