

# Midcounties is best Co-operative in the UK

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/EINPresswire.com/ UK (submitpressrelease123.com - press release) The Midcounties Co-operative was named Co-operative of the Year 2012 at the annual Co-operative Awards which celebrate excellence, innovation and ethics in business.

Midcounties has already shown forward thinking by setting up Co-operative Energy to take on the big six energy providers and create a co-operative alternative. The company is keen to encourage people to reduce their carbon footprint, and as such, has developed a [Cycle To Work Scheme](#), available for all businesses. Not only can employers save up to £138 per employee, this scheme will also mean a healthier workforce.

Its Co-operative Flexible Benefits has developed [Childcare Vouchers](#) as a way for employees to pay for their chosen childcare through salary sacrifice. Employees can save up to a massive £933 per year on childcare costs, making this an incredibly attractive benefit for employers to offer; it encourages employee retention, motivation, and can also be used as a recruitment incentive.

The success of these developments enabled Midcounties to not only invest in the business but to also provide an impressive £2.8 million in community support last year. Furthermore, the firm made The Sunday Times Best 25 Big Companies To Work For list for the second year running in 2012.

Ben Reid, Chief Executive, said: "This is a great honour from the co-operative movement and we are extremely proud to be recognised by our peers with this prestigious award.

"We have had the confidence to invest and diversify despite the challenging economy because we believe in the co-operative way of doing business.

"Winning Co-operative of the Year is a fine endorsement of our approach and recognises what is very much a team effort with colleagues who share our commitment to providing excellent customer service and engaging with the members and communities we serve."

Midcounties employs more than 9,000 colleagues and has more than 470 branches and 245,000 active trading members. It's Energy, Childcare and [Employee Benefits](#) businesses trade across the UK.

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