

Mental Wellbeing Support



Hi, my name is Kitty and I'm a Co-op Member from Cardiff.

My favourite Co-op own-brand product is the Irresistible Luxuriously Creamy Vanilla Custard. It's a quick and easy dessert, works well on its own, and tastes just like white chocolate.

I'm a big fan because it's good value and lasts about four servings so it goes a long way. And because it's from the Irresistible range, it feels like you get that element of luxury too. The custard is so versatile; you can just eat it whenever and wherever so it's great for breakfast or even to take on a picnic.



I visited Cruse Bereavement Support Hub in Splott to find out more about what they do and how every time I buy custard and other own brand products at Co-op, 2p goes back to my community to support projects like this.

I met with Nigel, one of the community officers from Cruse, who explained how the hub brings the community together to support one another with bereavement and grief.



As well as plenty of support leaflets, there were lots of books about loss that people can borrow to help them with their own and others grief. I was particularly touched by the little cartoon books that were there to help young children who had lost a parent.

There was a large table where people could sit and talk openly to each other or just take a moment to reflect. There were also wooden hearts that you could write a tribute or memory on and put in a jar, which I thought was lovely. It was amazing to see such a nice open place giving support and a safe space to those that need it so that they can chat and feel more confident about doing that.

The group also organises events like park walks to bring people together to connect, talk about their grief and raise awareness. It was great to learn how to talk about bereavement and make it more of an everyday conversation.



As a Co-op Member, it makes me feel empowered to know that every time I swipe my membership card and enjoy some of my favourite custard, I'm also making a huge impact by funding projects like this one in Splott with Cruse Bereavement Support.

Co-op own brand products are really good quality, so it feels like a no-brainer to choose Co-op. Why wouldn't you want to become a member, save yourself money, and give back to the community? It gives me that real feelgood factor and makes it easy for me to do good.

Thanks for reading! Kitty