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Instagram: https://www.instagram.com/sussed_wales/

Pinterest: <http://www.ebay.co.uk/usr/sussedporthcawl>

YouTube: <https://www.youtube.com/channel/UCmIFd3JhZon9p6GhdeW3Rkg>





Director's Report

SUSSED supports the principle of decent incomes for farmers and producers throughout the world, with no worker, child or environmental exploitation. Wales was the first Fairtrade nation June 6th 2008 and SUSSED directly supports this.

All of us have the power to make change through our purchasing choices. Creating more demand for sustainable and ethically produced products will push companies to do better, as will advocacy and regulations.

As a community cooperative with a membership SUSSED volunteer Directors offer democratic participation in decision-making, encourage active citizenship, not just passive consumerism and provide the public with a practical opportunity to respond to the sustainable development agenda. www.sussedwales.com.

This financial year has seen prominent UK campaigns around plastic pollution, fast fashion and palm oil which seem to have placed ethical consumption on the public's radar.

Last year, UK shoppers spent over £83bn on ethical goods with the continued growth driven by increased environmental concern, showing that more consumers than ever are looking for ways to shop that help people and planet.

According to Ethical Consumer Markets Report survey, at least 49% of the UK population have chosen not to buy a particular product or shop at a particular outlet because of concerns about its ethical reputation. Also, that young people in particular are turning towards more sustainable options.

The most popular types of personal boycott operated by shoppers in the UK, in October 2018, were against businesses with poor animal welfare standards (31%), a negative environmental impact (27%) and unethical corporate practices (19%). <https://www.ethicalconsumer.org/research-hub/uk-ethical-consumer-markets-report>

The Report shows that though government measures have slowed green overall spending more people are attempting to improve the sustainability of their purchasing.

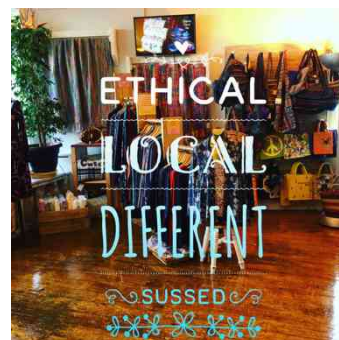
In SUSSED too, we have also seen over this year an increase of shoppers keen to do 'the right thing'.



Trading

General trading was improving throughout the reporting period with the following highlights:

- Christmas trading in November up 5% and December up 7% year on year
- Summer trading strong with 2018 up c. 31% year on year
- Summer 2019 also performed well, with June up 35% year on year
- After a slow start in Jan-Feb 2019, trading in March 2019 recovered to 24% above March 2018.
- Seven of the twelve months trading covered in this report were above the previous year's sales. Four of these months were above 20% better than the previous year.



This was achieved in a period marked by negative coverage in the news about UK retailing, with major chains closing completely and others reducing outlets due to difficult trading conditions.



Also...

[The latest research](#), commissioned by Social Business Wales, shows that social businesses are now worth £3.18 billion to the Welsh economy, employing 55,000 people. They are seen in policy circles as a means of rebalancing economic thinking by moving the emphasis on profit maximisation towards benefiting the communities in which they are located. SUSSED is identified within the listings in this document.

We of course are rooted, provide a local service i.e. ethical retail, volunteering opportunities, school placements and stalls, training and information. Importantly, SUSSED currently financially supports Sustainable Wales' administration, office space and provides access to the Green Room and its facilities.

Our **Green Room** hosts our own and Sustainable Wales' meetings, those for Bridgend Fairtrade Partnership and the Bridgend Local Energy Group as well as a range of cultural events. It continues to expand with regular poetry open mics, performances, pop up Cafés, swap shops and workshops. Our [events](#) page updates on what's currently scheduled. <https://www.sustainablewales.org.uk/green-room>. It is a space for meetings, training, discussions and debates. The room has had a 'make-over' this year and is now also available for hire.

Communication & Social Media



A major achievement this year was Sustainable Wales film production **'Every Little Thing'** funded by a BAVO grant. The theme was to encourage volunteering, highlight Fairtrade, SUSSED and ethical issues. The young comprehensive school students, assisted by teacher Mrs Alison Felton made their own story board, banners, stunts and placards. (Isobel Comley, Libby

Geddes, Ella Hunt, Amy Thomson & Manchester Uni Fashion student Isobel Overton). An evening [launch](#) was held in the Green Room with parents and teachers attending.

[Watch the film on YouTube](#)

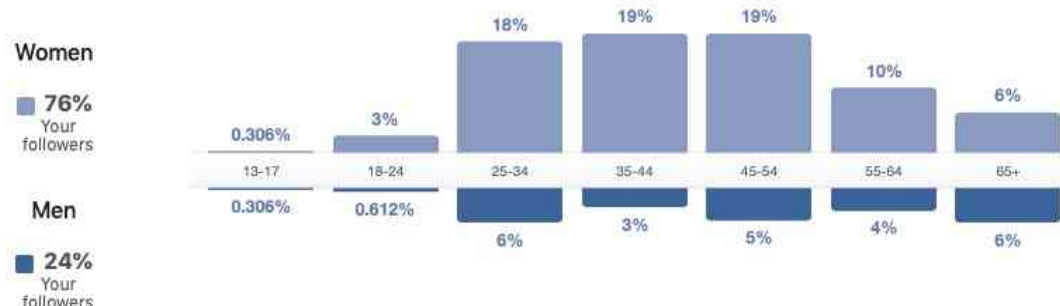


The filming took place on the hottest day of the year! Park6productions filmed, edited and produced both English and Welsh language versions.

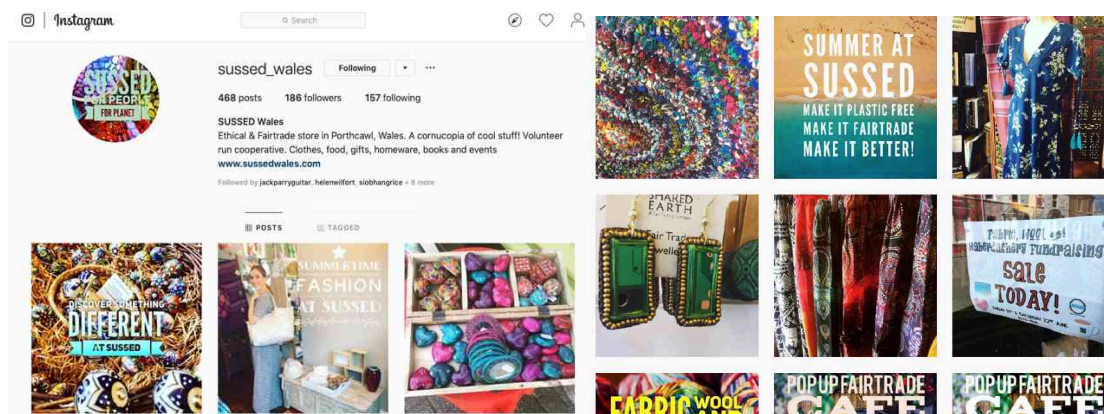
SUSSED commodities and campaign messages have been promoted regularly via social media and local newspapers. Our reach on social media has successfully increased in 2018-19 following an effort to post more frequently and with more visually interesting posts. Facebook followers rose to 300+ from a low start (<https://www.facebook.com/sussedwales/>) post reach rose to c.400 per month for each post. Reviews on facebook by customers have been positive and encouraging.

Our facebook followers profile is predominantly women, across a broad age range:

The people who follow your Page. This number is an estimate.



Instagram (https://www.instagram.com/sussed_wales/?hl=en) was used to regularly post images of SUSSED and new stock, each post was cross posted to our facebook and twitter to improve visibility.



Twitter is frequently used by SUSSED, with around 350 followers, <https://twitter.com/sussedwales> conversations and engagement is increasing and there is potential for more growth on twitter.

New branding messages for the shop windows were installed in English and Welsh in spring 2019, as well as large SUSSED and Sustainable Wales logos on the doors.

Fair trade, ethical

Fairly traded goods are our **priority** selection ranging from food, chocolate, clothes, accessories, jewellery and gifts.



A third of the world's population live on less than a dollar a day and the current trading system is failing them.

Survey data from Kantar Worldpanel shows that 83% of people trust the Fairtrade mark. Fairtrade volume sales were up 2.5%, however this was far outstripped by growth in value sales – up 7.0% for the year –, suggesting that buyers are placing greater value on Fairtrade goods.

Clothing & Fashion #fairtradefashion !



Clothing sales make the most income for SUSSED.

The fashion industry is the second biggest polluter in the world. Clothing accounts for around 3% of global production of CO2 emissions, [according to The Carbon Trust](#).

100 billion items are made annually.

Most high street clothing companies are focused on producing disposable fast fashion that relies on overworked and underpaid factory workers. This puts profit over people, the planet and animals.

UK sales for ethical clothing reached an estimated total

of £42m in 2017. This figure only accounts for organic cotton clothing and Fairtrade cotton clothing, and the total is quite small relative to other sectors.

Clothing and accessories for SUSSED are selected from 'Thought', 'Namaste', 'Shared Earth' and local family run 'Gringo'; all companies supporting the ethical agenda. Organic cotton, hemp, bamboo and wool items arrive and even some made from recycled saris and plastic bottles!



Food and household items

We select from Suma, a large cooperative wholesaler, who can deliver weekly and if regular customers offer suggestions or need gluten-free or vegan commodities etc, etc we are pleased to try to accommodate.

David Attenborough's BBC 'Blue Planet' series propelled public outrage regarding plastics and SUSSED has added to its range of plastic-free goods.



The plastic in our oceans could circle the planet 400 times threatening marine ecosystems and contributing to climate change.

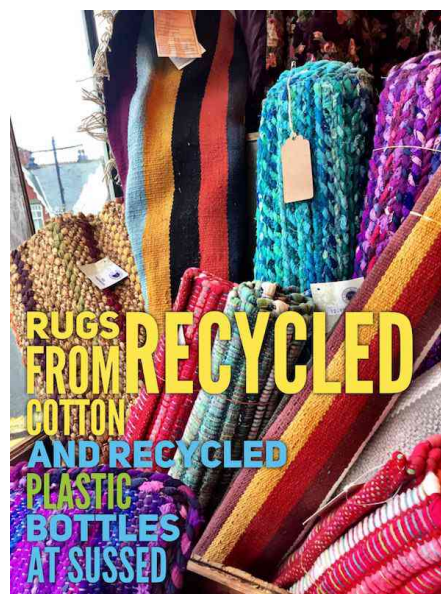


Around 80 million tonnes of plastic packaging is produced globally each year and if left unchecked the amount is expected to triple by 2050.

But 95 per cent is binned after just one use with much ending up in landfill or the oceans where it breaks down and is ingested by wildlife.

SUSSED's Plastic-free/reuse ranges include

Household and Cleaning products: green sponges, natural loofco cleaning pads, brown sandwich bags, paper straws, bamboo straws, wheat straws, bamboo coffee cups, soaps and shampoo bars, washing powder.

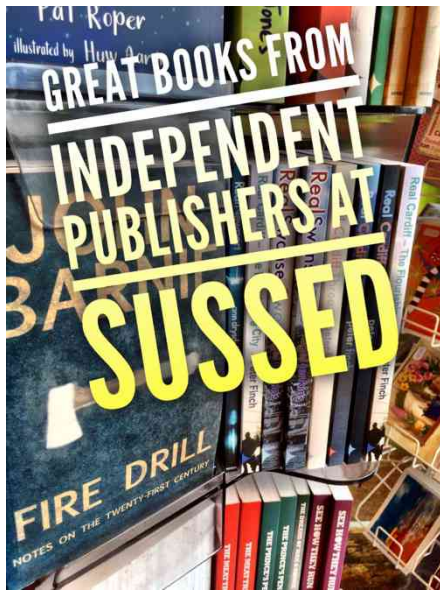


- Reuse/Refillable commodities: washing up liquid, laundry liquid,
- Recycled plastic goods include; pegs, kitchen sink brushes,
- Clipper plastic-free Earl Grey tea bags
- Earrings made from old circuit boards!
- Skirts from recycled saris, jackets from 100% plastic bottles.

Local goods

A variety of local crafters offer items throughout the year on a sale or return basis

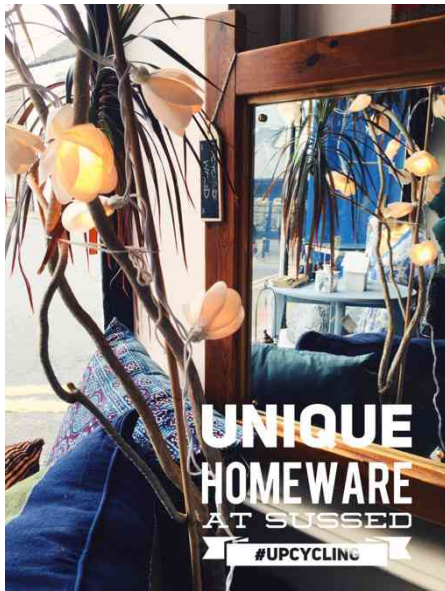




We have two book spinners from Seren books, a leading Welsh publishers, based in Bridgend.

Gifts and home furnishing – something different

Gifts are for all ages and change by season. The rugs, throws, cushions, and furniture add to a great ethnic look.



Outreach activities

Schools and groups take advantage of our sale or return service, taking our stock for events they are holding, which helps them retain or gain Fairtrade status, whilst adding to the overall income of SUSSED.

We welcome groups to SUSSED offering a talk/discussion and tour of the shop. This helps their understanding of the ethical agenda with a real live experience.

In June 2019 Bargoed Primary School brought around sixty children to visit the shop and the 2 groups also had a fairtrade presentation.

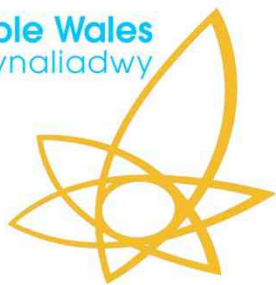


Partners include

The cooperative continues to collaborate with charity Sustainable Wales, Bridgend Fairtrade Partnership, Fairtrade Wales, the Bridgend Local Energy Group, Porthcawl Chamber of Trade, Porthcawl Wilderness Allotments Association and others across Wales.

SUSSED remains a drop-off point for 'Tools for Self-Reliance' and the volunteers help explain this project to customers who ask for information.

Sustainable Wales
Cymru Gynaliadwy



Membership



People wishing to join can do so online as well as in person at SUSSED, <http://www.sussedwales.com/membership/> Payment by Direct Debit is also available.

Volunteers, students and work placements

Last But Not Least!

This project would not survive without the commitment of all our volunteers – some of course are Directors, but all play an important part in maintaining the street presence of SUSSED.

Volunteers are of all ages with varying skills and abilities. Some need work experience for their c.v., for Duke of Edinburgh Certifications, the Welsh Baccalaureate or to make new friends.



Saulat Abbasi has continued, on our behalf, to replant seasonally and maintain the roadside welcoming 'boat garden', with dedicated Wilderness Allotments Association members, which is sited on the way into Porthcawl, below Danygraig Hill.

We are extremely grateful to ALL of them.



Volunteer Roles also include

- **Managing** the retail area, customer services, stock ordering/control, stalls; developing IT sales, Coop membership, information/IT/communications; coordination, volunteer support, meetings, partnerships.
- **Servicing outreach** for school, group stalls and our own street activities which are all important for income but also to increase awareness of the ethical agenda.
- **Offering the shop as** a daily public drop-off point for Tools for Self-Reliance – a local group whose aims are to relieve extreme poverty, by refurbishing hundreds of unused tools annually - shipping them off to workshops in Africa, to help create sustainable livelihoods for the recipients.
- **Establishing a space called The Green Room**
This space has provided an open opportunity for members of the public to join in, share, learn and enjoy or hire, offering catering facilities, HDTV/equipment display output etc. E.g. frock swaps, open mics, café experiences, performance, music, meetings, training and talks, integrating a cultural dimension involving professional and local artists. <https://www.sustainablewales.org.uk/green-room>
- **Hosting meetings** (c.12 pa) and as a contributing member of **Bridgend Fairtrade Partnership**, planning activities aimed at advancing the Bridgend County Fairtrade Action Plan and retaining our Fair trade County status. The partnership works with schools, churches, councils, and groups to increase awareness of Fairtrade and issues surrounding trade and social justice. <https://www.sustainablewales.org.uk/bridgend-fairtrade-partnership-1>



- **Offering Information** at the point of sale on the goods, in digital newsletters and online.
- **Supporting people** like Porthcawl Comprehensive's 5/6th formers needing work experience to add to cv's (c.6), or work placements for people trying to gain confidence to get back into work (c.4). SUSSED also offers summer internships (c.2).
- **Supporting** a growing list of local crafters and 'upcyclers' offering an outlet for their goods.
- **Developing membership** of the community cooperative
<http://www.sussedwales.com/join>
- **Maintaining the website and regular communications** to members and other contacts. Including publicising many activities and events in the wider media and via social networks. www.sussedwales.com



Sustainable Development Policy Statement



The social enterprise operates an environmental and ethical management policy: keeping final waste disposal and energy use to a minimum, using recycled paper products, reducing and reusing, purchasing renewable energy (we are powered by Good Energy), local goods and services when possible, banking with the Cooperative Bank at the local Post Office and also selecting fairly traded and biodegradable products. This policy is updated regularly.



Directors

Peter Morgan, Martin Little, Luke Evans,
Margaret Minhinnick, Robert Minhinnick, Melanie Johnson.



Financial Year

During the period 1st July 2018 to 30th June 2019, the business made profits and losses concurrent with anticipated cyclical retail trend we have experienced in previous years.

Retail sales returned to levels concurrent with 2016-17 but with a slight reduction in cost of sales the Gross Profit increased by 4.3% compared with last year.

Overheads also reduced slightly by £300 resulting in an EBITDA of £6k compared to last year's £3k. A substantial improvement based on small increases and decreases. This shows the importance of making small adjustments to our day to day operating procedures.

Working Capital

Technically, overall working capital has decreased but only because there has been an increase in stock from previous year. However, reality is that there is no issue of the business being able to liquidate the stock in the short term and can only contribute to increased or at least consistent sales in the months since June.

Short Term Cash Flow

The short-term cash flow for the business remains constant with minimal creditors and a bank balance that has seen little change from last year.

Forecast Summary

Overheads are essentially fixed, and the company is operating at a bare minimum. The issue of succession planning remains unchanged and must be addressed.



Financial Statements

For the period

1 July 2018 to 30 June 2019

Sussed Wales Ltd.

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Registered Office

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Directors

Mrs Margaret Minhinnick
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