



WWW.SUSSEDWALES.COM



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SUSSED Wales

SUSSED Directors' Report

Annual General Meeting

July 1st 2016 – June 30th 2017

Profile of SUSSED Wales

SUSSED Wales is registered in Companies House and is a Community Cooperative business, limited by guarantee. It trades under the name "SUSSED." The terms are used interchangeably throughout the report.

SUSSED Wales' aims

- To provide a high street educational retail facility and outreach service, promoting and trading in environmentally-friendly consumer products and with ethically sound principles
- To support the work of the charity Sustainable Wales (www.sustainablewales.org.uk).

SUSSED Wales' objectives

- To focus on the local economy and consumer choices
- To support local crafters, green producers, farmers and workers in developing countries through the sale of 'local, environmentally-friendly and fair trade' products.
- To raise awareness of sustainable development and fair trade through the development of a proactive community service.
- To involve volunteers.





Environmental Management Policy

There is an informal in-house environmental management system (based on knowledge of the Green Dragon Award) and there is a commitment to recognising the "triple bottom-line" of the enterprise. Energy is from renewable sources. Banking is with the Cooperative. Purchases are local and fairly traded.



Political Context

SUSSED Wales' work makes a valuable contribution in helping to deliver at a community level the Welsh Government's (WG) and the United Nation's Sustainable Development Goals and the WG's Environment and Educational Policies. It also assists in setting a 'future thinking' agenda:

1. The United Nations General Assembly new Millennium Development Goals expired in 2015 with [17 Sustainable Development Goals](#) - 'Transforming Our World - the 2030 Agenda for Sustainable Development.

<https://sustainabledevelopment.un.org/post2015/transformingourworld> (Goal 12 is to ensure sustainable consumption and production and Goal 13 focuses on climate change and decarbonisation. The Welsh Government has selected these two key areas to focus on regarding our global responsibility.)]

2. The Welsh Government's [Well-being of Future Generations \(Wales\) Act \(May 2015\)](#) created a unique statutory duty on public services in Wales to deliver sustainable outcomes. The community sector has an important role to play - championing, demonstrating, sharing these goals.

3. The [Environment \(Wales\) Act 2016](#) aims to position Wales as a low carbon, green economy, ready to adapt to the impacts of climate change. See the [animation](#) here.

4. Education for Sustainable Development and Global Citizenship (ESDGC) seeks to give all learners an understanding of the impact of their choices on other people, the economy and the environment.

<http://gov.wales/topics/educationandskills/allsectorpolicies/europeanandinternational/sustainabledevelop/?lang=en>



DIRECTORS' REPORT

SUSSED Wales and its activities are a response locally to global issues with a 'people and planet' focus. Established as a democratic community-cooperative, the underlying themes consider 'lifestyle' and 'quality of life', our collective responsibilities and opportunities now and for the future.

The initiative offers local people chances to participate in the issues involved in the green and ethical agenda by making a personal response when purchasing goods, thus helping to counter the uneven benefits of 'globalisation'.

Money is a vote which we can use every time we shop and SUSSED helps make ethical shopping easier. The cooperative also advocates the goal of trade justice and good practice by citizens, producers and politicians to enhance living standards, community well-being and environmental security for the long-term.

The contract funded by Sustainable Wales for a Community Enterprise Development Officer was terminated after the first quarter, by mutual consent, meaning SUSSED cooperative once again returned to being managed by the charity.

The aim had been to secure the stability of the Cooperative and its volunteer role, but, it became clear to all that the staff member was not likely to achieve this in the timeframe allocated. Benefits accrued including staffing the shop, organising volunteers, writing a marketing strategy, helping to identify appropriate revenue streams, saving some money.

Thanks must go to all our wonderful volunteers who are all ages and also to the Big Lottery 'Awards For All' Programme. This provided support towards volunteer expenses, new computers, a flat TV screen for the shop to advertise and offer more information to shoppers, membership development and promotion.



**ARIENNIR GAN Y LOTERI
LOTTERY FUNDED**



The members and other regular SUSSED customers are our life-blood and we are grateful for their continued support.

ACTIVITIES and EVENTS



Key events this year have included supporting the monthly '**Pop-up CAFÉ** in The Green Room. Our involvement with the **Bridgend Fairtrade Partnership's Fairtrade Festival** held in Bridgend's Carnegie House, helping organise a bake-off, stalls, raffles, music, PR and coffee bar. During **Fairtrade Fortnight** SUSSED



offered free tastings of chocolate and beverages whilst organising a number of school stalls.

Volunteer, Saulat Abbasi has been managing the planting for 5 years now, on behalf Porthcawl Town Council, of the '**boat garden**', sited on the westbound A4106 entry into Porthcawl from Tythgeston. A new boat has been found and is being replaced and replanted.

SUSSED's support for local school pupils

offering **work-placements and internships** is also an important annual role. Moreover, SUSSED takes responsibility for individuals throughout the year who are looking for work experience and needing to increase their confidence and self-esteem.

This social role, alongside assisting charity Sustainable Wales and helping develop the cultural opportunity for Porthcawl in the Green Room, is significant. (See SW' Annual Report for particularities).



From left to right: MM, Cian Sparrow, Nia Eastment, Jessica Townsend

SUSSED supports short-term, internment places for local 6 formers.

Cian commented "I have worked as a volunteer before and I recommend the experience very strongly to anyone my age. The benefits are countless, we learn new skills as well as making new friends and the experiences are lifelong."

Nia said that "I wasn't 100% clear about the fair-trade campaign, but now see its importance."

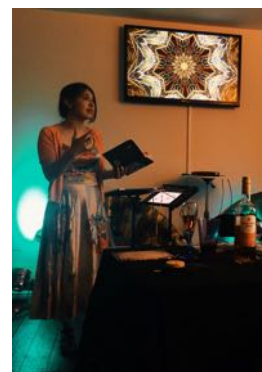
Jessica added "It allows us to interact confidently in new situations and working in the fair-trade movement helps us expand our knowledge."

Volunteers (c25) <http://www.sussedwales.com/volunteer/> are crucial to our business model to enable the maintenance of an ethical social enterprise on the high



street. Roles 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.
- Porthcawl Comprehensive takes stalls very regularly and a selection of primary schools include them in their festivals and fairs (c25 events annually) to also secure their status as 'fairtrade schools'.
- **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.
- **Assisting our charity Sustainable Wales** with office and administration costs and at its local events (c12).
- **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 (12) and as a contributing member of Bridgend Fairtrade Partnership**, planning activities aimed at advancing the Bridgend County Fairtrade Action Plan and retaining our Fairtrade 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 (1000's)
- **Supporting people** like Porthcawl Comprehensive's 5/6th formers needing work experience to add to cv's (6), or Bridgend Council's 'Bridges into Work' work placements for people trying to gain confidence to get back into work (4). SUSSED also offers summer internships (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/membership/>

- **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
- **Maintaining an eBay trading presence.**

Financial Year

During the period 1st July 2016 to 30th June 2017, the business made profits and losses concurrent with anticipated cyclical retail trend as we have experienced in previous years.

Retail sales reduced by £6.5k compared to the previous year in part due to the shop being closed for more days per week in the last 6 months of the financial year, from 6 days to 4.

Consequently, direct costs (purchases) decreased along with direct expenses.

After reasonable trading on eBay for the Christmas 2016 period, activity has declined in 2017. Previously the main seller was bamboo socks; SUSSED has attempted to increase the range of items on sale with scarves now being sold on eBay since March. Development of eBay sales has considerable potential but would require an increase in stock placed online and a part-time volunteer dedicated to handling the processes. Eventually if online trade were reasonable a paid position could be possible.

It is important to note that despite the fall in sales, our gross margin remained exactly the same as last year – 45%. This shows that we are trading with the same amount of margin on our product.

The toilet refurbishment undertaken was urgent and essential. The main jobs were undertaken by a local plumber, but the DIY decoration was by our volunteers.

These overheads produced some additional costs increasing maintenance. However, we made a substantial cost saving (and CO2) in heat, light and power.

The result was a profit of £4,062.87 compared to a profit in the previous year of £9,107.02.

Forecast Summary

It should be borne in mind that although 2016-17 profit is lower than the previous year, it is higher than 2014-15 and represents the third successive year that SUSSED has shown a net profit.

This is a substantial achievement and special mention should be made of Luke

Evans and Melanie Johnson who have helped immeasurably with the day to day running of the business. Both were appointed as directors on 20th July 2016.

Much has been made of the plight of high street business and according to the recently released survey from Business Advice, 92% of independent retailers who responded to their 'High Street' Initiative survey stated that trading conditions had not improved at all for the last five years.

What makes SUSSED so different?

Obviously, all of us are volunteers which although not ideal does show our commitment to what SUSSED is trying to achieve. To achieve three years of net profit means we are delivering superior customer service with greater more in-depth knowledge about the products we sell.

Future

In terms of the methods independent retailers are using to future-proof their firms, the survey goes on to state that the largest proportion (30%) view building an online presence as the most important factor, whilst 19% see a secure future for their high-street business in building a strong network of local decision-makers.

Both have policies we have been slowly developing over the year. Such activities take time to bring to fruition and can only be achieved by people with a strong belief in community and citizenship.

Delivering meaningful financial return on all these activities must be our focus for the year ahead.

Directors

Margaret Minhinnick, Robert Minhinnick, Martin Little

Peter Morgan, Luke Evans, Melanie Johnson



Financial Statements

For the Period

1 July 2016 to 30 June 2017

Sussed Wales Ltd Reg. No.
5481972

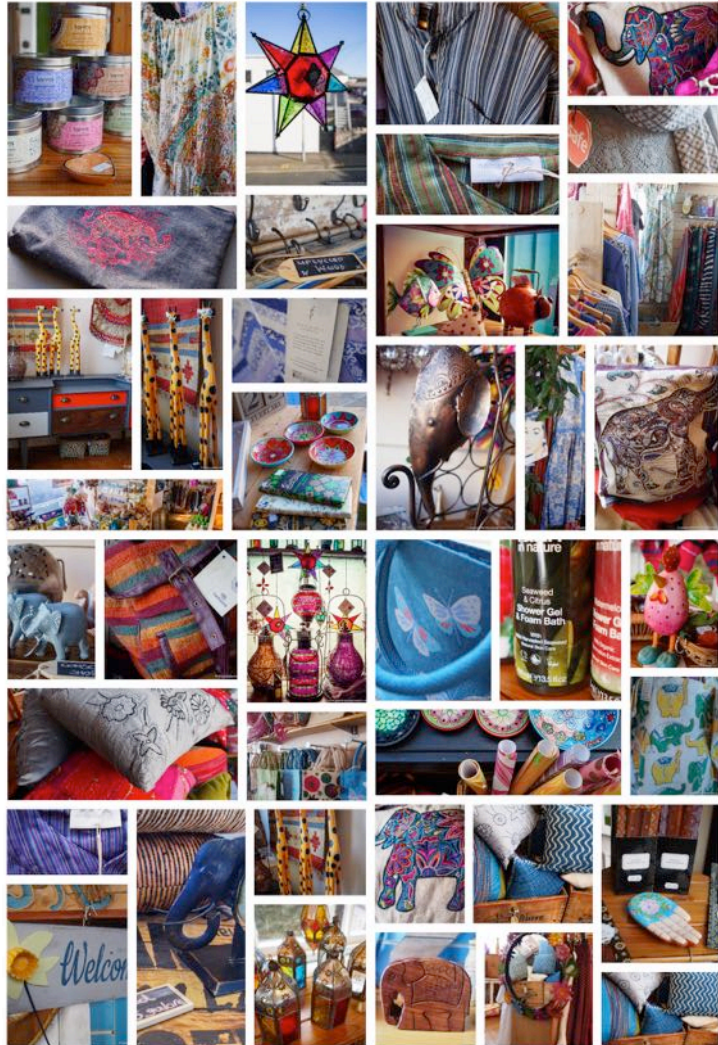
Registered Office: 4 / 5
James Street, Porthcawl,
CF36 3BG

Directors:

Mrs Margaret Minhinnick
Mr Robert Minhinnick
Mr Martin Little
Mr Peter Morgan
Mr Luke Evans
Ms Melanie Johnson

Bankers:

Co-operative Bank
PO Box 250, Delf House
Southway, Skelmersdale
WN8 6WT



SUSSED WALES Profit & Loss Statement 01/07/16 to 30/06/17		
Sales		
Product Sales		£34,592.31
Export Sales		£0.00
Other Sales		£5,315.40
		£39,907.71
Purchases		
Purchases		£19,210.55
		£19,210.55
Direct Expenses		
Labour		£2,552.00
Sales Promotion		£130.07
Miscellaneous Expenses		£150.00
		£2,832.07
Gross Profit/(Loss)		£17,865.09
		45%
Overheads		
Gross Wages		£0.00
Rent and Rates		£7,678.86
Heat, Light and Power		£871.47
Travelling and Entertainment		£0.00
Motor Expenses		£21.60
Printing and Stationery		£2,504.71
Professional Fees		£0.00
Maintenance		£1,406.71
Bank Charges and Interest		£0.40
Depreciation		£952.46
General Expenses		£366.01
Suspense & Mispostings		£0.00
		£13,802.22
Net Profit/(Loss)		£4,062.87

SUSSED WALES
4-5 James Street
Porthcawl
Bridgend
CF36 3BG
Balance Sheet
As of June 2017

Fixed Assets

Office Equipment	£2,213.73
Furniture and Fixtures	£24.71
	£2,238.44

Current Assets

Stock	£4,731.05
Debtors	£2,045.61
Deposits and Cash	£1,986.16
Bank Account	£5,387.16
	£14,149.98

Current Liabilities

Creditors: Short Term	£667.00
Taxation	£0.00
Wages	£0.00
Bank Account	£0.00
	£667.00

Current Assets less Current Liabilities **£13,482.98**

Total Assets less Current Liabilities **£15,721.42**

Long Term Liabilities

Creditors: Long Term	£0.00
	£0.00

Total Assets less Total Liabilities **£15,721.42**

Capital & Reserves

Reserves	£11,658.55
P&L Account	£4,062.87
Previous Year Adj	£0.00
	£15,721.42