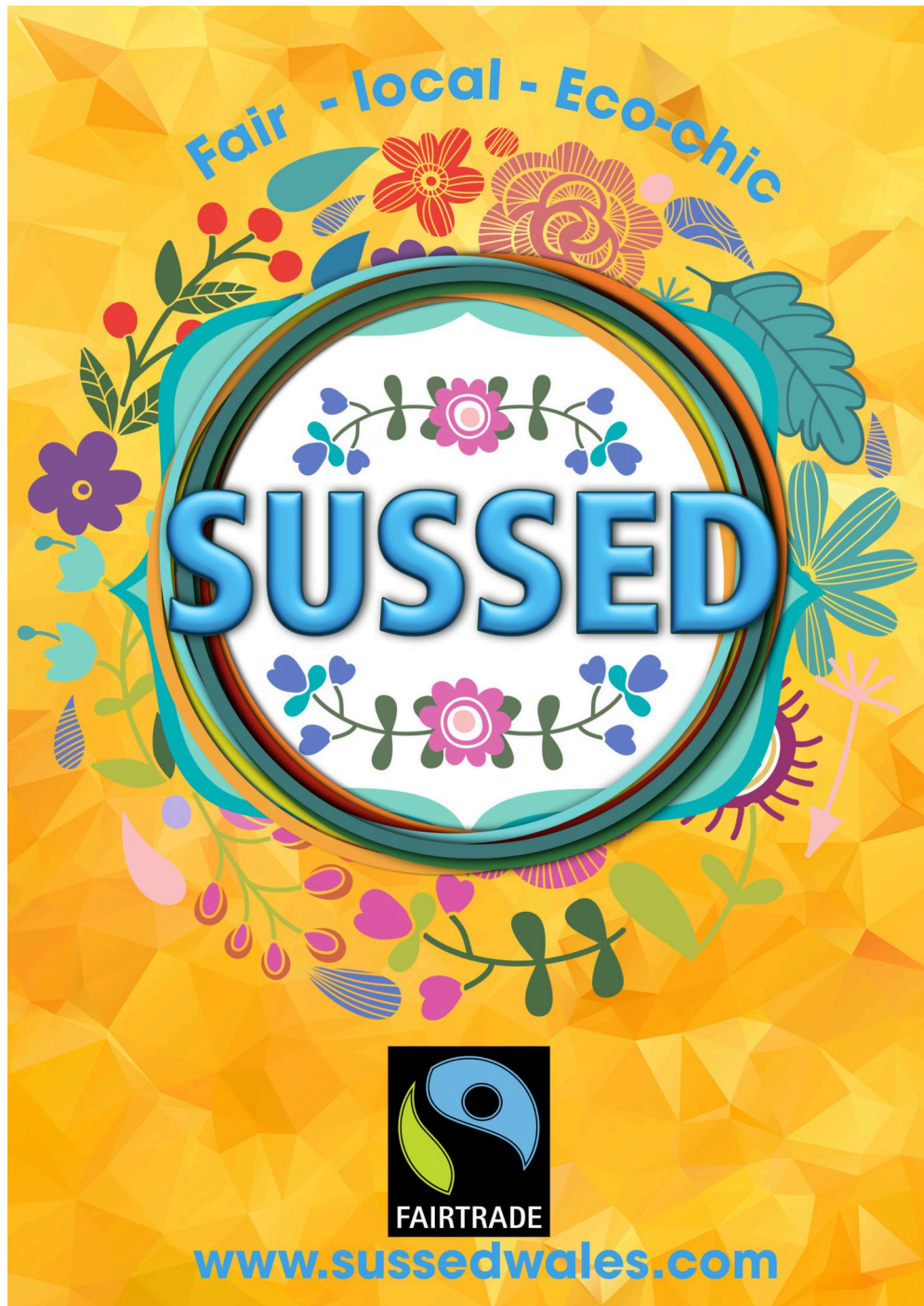


# SUSSED Directors' Report

## Annual General Meeting

July 1<sup>st</sup> 2014 – June 30<sup>th</sup> 2016



## 1. 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.

**For people, for planet**

### **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.



### **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.

**SUSSED Wales' work makes a valuable contribution in helping to deliver at a community level the Welsh Government's Well-being and Future Generations Act 2015 and the new International Development Goals.**

#### **Directors:**

Martin Little

Margaret Minhinick

Peter Morgan

Robert Minhinick

Luke Evans - 2015

Melanie Johnson - 2015

## 2. Company Secretary/Directors' Report



### Directors' Summary

SUSSED is a community enterprise, thus owned by the community, for the benefit of the community whilst supporting the charity Sustainable Wales.

Volunteers are very important to the success of this business and these include the board of directors. They have remained the same as the previous years, with the addition of Luke Evans and Melanie Johnson in 2015. The directors offer environmental and ethical knowledge, management, marketing, website, retail and accounts skills.

A desire of SUSSED is to mainstream ethical consumption, providing the community with an opportunity to act politically, while building a local distinct business, and shopping ethically. We do business because we believe people and planet matter.

Our membership of loyal customers, who shop regularly, are key to maintaining this agenda. They receive 10% discount on all but food, toiletries, books or local crafts, are invited to events and the AGM.

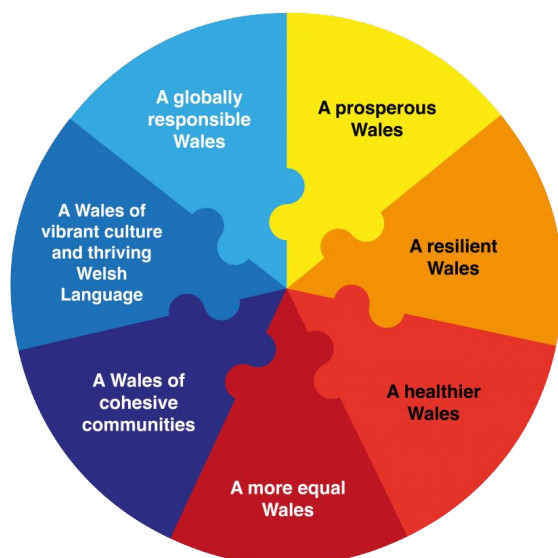
'The power of your purse' is a principle we can invoke every time we shop. Thus we are also contributing to the new United Nations International Development Goals, which have been superseded by 'Transforming Our World - the 2030 Agenda for Sustainable Development'. (September 2015). The UK Government is a signatory. The aim to eradicate extreme hunger and poverty and reduce child mortality overseas. New 2015 Sustainable Development Goals have been added to protect the environment and address climate change.

The fair trade nature of much of our stock means we are helping to reduce poverty by trade rather than aid, and bring dignity to work. More information:

<https://sustainabledevelopment.un.org/?menu=1300>.



The project also offers a local response to the principles now outlined in the Welsh Government's [‘Future Generations and Well-being Act 2015’](#).



The act is about improving the social, economic, environmental and cultural well-being of Wales and seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. All statutory agencies in Wales have to adopt the requirements of this Act.

Whilst trading close to the town centre in Porthcawl, offering individual and business membership, SUSSED also supports community groups and schools. Schools have ESDGC curriculum responsibilities (Education for Sustainable Development and Global Citizenship) and have to maintain or develop their Fairtrade Status.

Outreach stalls and talks are thus an important activity, contributing also to our cooperative's income. Porthcawl Comprehensive School takes a regular lead in this area, but various schools and some community groups call in for 'sale or return' stalls.

We have an online presence <http://www.sussedwales.com/> and also make use of social media and general media to communicate information, newsletters, activities, new products or sales.

Support us on social media: facebook: <https://www.facebook.com/sussedwales/>, twitter: <https://twitter.com/sussedwales> (@sussedwales), instagram: [https://www.instagram.com/sussed\\_wales/](https://www.instagram.com/sussed_wales/) (@sussed\_wales), Pinterest (image boards): <https://uk.pinterest.com/sussedwales/>

[eBay](#) and SUSSED internet sales sites have been developed and are adding slowly to our sales and we hope to increase their potential.





A small grant from Fairtrade Wales/Wales Africa Hub supported some promotional resources, admin. costs, volunteer expenses and free samples for stalls and events.

Sustainable Wales, our charity, has assisted the employment of a part-time Community Development Officer since February 2016, whose aim is to increase income.

As mentioned earlier committed volunteers of all ages are crucial to this business, without them we would fail. People make new friends, use their skills or gain confidence and work experience, add to CVs, have free membership and have fun.

With their significant help and advice from the Trustees and the charity, Sustainable Wales, the shop has remained opened six days a week throughout the report's period.



## Supporting Our Charity - Sustainable Wales:

SUSSED, importantly, provides the space and support for [Sustainable Wales'](#) office and administration, whilst aiming also to generate surplus profits towards the work of the charity.



The charity's main campaign this year, *Shine a Light?* is a series of films and resources now available on our website and YouTube, which profile community renewable energy solutions. They support the idea of democratising our energy supply whilst reducing climate change. Dedicated Shine a Light? webpage: <http://www.sustainablewales.org.uk/shine-light> .

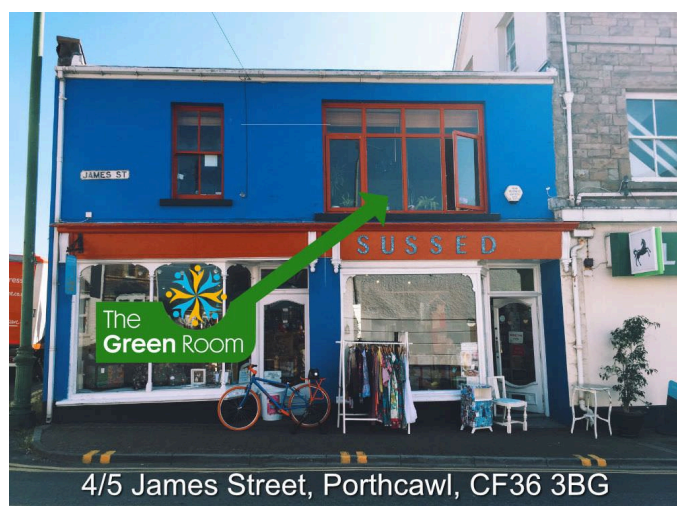




As such, [‘The Green Room’](#), above the shop, is now an evolving initiative developed by the charity, offering event/meeting space, training facilities, performance, a pop-up café, etc. It is [available for hire](#) and offers a small catering service.

"Genuine and progressive people forming a great team based on passion and beliefs. As an outlet they have given us the opportunity to market our physical product in our home town, also showcasing the band at the intimate setting of the wonderful Green Room. Long may they prosper in offering a diverse and engaging community experience."

Ed Rees, Musician, [One Time Alive](#)



The space has provided opportunity for members of the public to join in, learn and enjoy, with frock swaps; open mics; café experiences; performance; music; training and talks including Alchemy, Archaeology, Climate Change, Swansea Bay Tidal Lagoon and Pollinators; and readings from writers, poets and publishers.



**Bridgend Fairtrade Partnership** – both SUSSED and Sustainable Wales are members and the group use the space for meetings quite regularly, sharing also some activities. An open-evening, with a talk from Elin Jones - Fair Trade Wales, a quiz and wine tasting event, being the most recent.

## Other Partnerships and Associates include:

Tools for Self- Reliance - Bridgend Association of Voluntary Organisations - Fairtrade Wales - Porthcawl Chamber of Trade

The Cooperative Store - WCVA - Environment Wales - Cynnal Cymru





## Sustainable Development Policy Management System:

SUSSED operates an environmental and ethical management policy: keeping final waste disposal and energy use to a minimum, using recycled paper, purchasing renewable energy (we are powered by Good Energy, the UK's only 100% renewable electricity supplier), local goods and services when possible, banking with the Cooperative Bank, also selecting fairtrade and biodegradable products.

### Future:

Sustainable Wales has provided us with funding for a part-time Community Enterprise Development Officer, who has produced a strategy which we are now implementing, aiming to raise income.

