



4 / 5 James Street, Porthcawl, CF36 3BG Tel: 01656 783962  
sussed@sustainablewales.org.uk

[www.sussedwales.com](http://www.sussedwales.com)

facebook: <https://www.facebook.com/sussedwales/>

twitter - X: <https://twitter.com/sussedwales>

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## SUSSED ANNUAL REPORT 2022-23



### The Power of the Purse

Every time we shop we're voting with our wallet. We can choose companies that pay workers a fair wage or ones that exploit children, despoil the environment or stash their profits in offshore tax havens (Amazon).

SUSSED tries to help shoppers do the right thing, support local crafters, encourage volunteering whilst backing our charity Sustainable Wales. Together, with Sustainable Wales, assisting the change in behaviour we all need to make in answer to the climate and biodiversity emergencies, developing people and planet-friendly responses.

## FAIRTRADE

Customers at SUSSED have been part of buying fairtrade and making a difference to people's lives on small scale farms and local businesses in the developing world.

The cost-of-living crisis and the post pandemic slump has meant that people are feeling the pinch with inflation eating into wages. Nonetheless, consumers all over the world are staying loyal to Fairtrade as the most visible and trusted ethical label, according to new research findings released by **GlobeScan and Fairtrade**.



Close to three in five (56 percent) of shoppers surveyed in 12 countries said they were willing to pay more for a Fairtrade product, despite the mounting cost of living. While consumers are increasingly concerned about rising food prices, small-scale farmers also face skyrocketing fuel, transport and fertiliser costs, putting their livelihoods even further at risk. They often lack formal contracts, trade union representation, health and safety conditions as well as low wages. Fairtrade plantations have made some headway, but there is much more to do.

The '[Coffee and Climate](#)' film produced by Sustainable Wales and assisted by SUSSED illustrates how climate change is affecting the coffee



Your favourite coffee bars are under threat by climate change! Watch our local film here.

Coffee and Climate





Coffee is a multi-billion pound industry and part of everyday life - but for how long? 50% of the appropriate land in coffee growing areas will be lost by 2050 due to climate change.

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crops. Filmed in Fairtrade Fortnight and later launched in the Senedd at the 15<sup>th</sup> Anniversary of Fairtrade Wales.

It asks us to stop and think where our coffee comes from, its importance socially and economically worldwide and the effects of climate change. We all need a low carbon future and sustainable ways of production and consumption; increasing funding to the countries suffering, to enable them to respond to the climate emergency.

## ECO-FRIENDLY BRANDS

According to a **2021 Mood Media survey**, 67% of consumers worldwide declare it is important to them that the brands they support are committed to being environmentally friendly.

From ditching cosmetics that contain parabens or palm oil and are sold in plastic packaging, or deselecting detergents with toxic chemicals whilst avoiding single use cleaners, people are pushing for re-use and zero-waste.

SUSSED holds a good selection of plastic free [soaps](#), shampoos, shaving creams, toiletries and [household cleaners](#).

Shoppers expressed that it was equally important (66%) to them that the stores themselves are environmentally friendly.

SUSSED is powered by 100% renewable energy and operates efficiency, reuse or refill and waste reduction strategies. e.g. SUMA wholesaler takes back their own cardboard packaging for reuse and any remaining we recycle. Packaging from our other suppliers is also more widely eco-friendly.

## VOLUNTEERS



There has been a noticeable decline in volunteering since Covid across the globe we have heard and SUSSED has experienced this too. The project wouldn't work without the significant help of volunteers and we extend our gratitude.

However, young people especially from the local comprehensive, are recognising the importance of SUSSED and the benefit to them personally of helping and also gaining advantages for their CV's.

Of course, we must also thank our Board of Directors and Peter our part-time manager who remain the backbone of the cooperative.

## OTHER ACTIVITIES

### Fairtrade Fortnight

This year saw a visit to SUSSED from politicians **Jane Hutt**, Welsh Government Minister for Social Justice and **Sarah Murphy**, Member of the Senedd for Bridgend.





**Naturally we joined in with the Sustainable Wales 25<sup>th</sup> Anniversary celebrations at the Atlantic Hotel.** Bridgend Borough Council Leader, Huw David and the Deputy Mayor of Porthcawl, Jonathon Pratt and partner, were the special guests, as were two fairtrade producers from Mount Elgon tree growing enterprise in Uganda, Jenipher Sambazi and Nimrod Wambette. SUSSED are delighted to sell Jenipher's Coffi.



Jenipher's Coffi is grown up to 3,000m above sea level by over 3,000 farmers who work hard to grow this very high-quality coffee, despite the challenges of climate change.

Ten days later, after a very busy schedule meeting people around Wales Nimrod and Jenipher returned to Porthcawl, to take part in the ["Coffee and Climate" film](#) we were starting to make.



## The Porthcawl Planters



Saulat and Rhiannon continue to maintain the 'Boat' you see as arriving into Porthcawl from the east, down Dan-y Graig Hill and the recycled wood planters sited at the entrance to the town centre from Hilsboro Car Park. Rhiannon has grown many of the plants she uses from seed. Watering in summer is not easy, but one way or another it is done. The boat and planters have been admired greatly by passers-by.

## SUSSED gets an overall outside repaint



Sustainable Wales received £1000 award from Arnold Clark Community Fund, which contributed significantly towards the re-painting and renewal of the

exterior of the James Street office and shop.

## Porthcawl Chamber of Trade

We have maintained our membership and contribute to meetings and events.

The locally made Welsh bunting (Cwtchable Creations) was offered to shops for reuse this St David's Day and for some at the King's Coronation Community Group Celebration, which we joined.

We also joined in the Christmas 'Late Night Shopping' with a few other traders.

## The Green Room

The space was used frequently by our sister organisation Sustainable Wales. They held **regular cultural events**, inviting guest performers, poets, open mics and speakers.



An **Air Pollution workshop** for West Park Primary School Eco Committee, Porthcawl was organised by the charity and held in the Green Room. SUSSED supplied the chocolate samples and fairtrade drinks.

Our support for **Pencoed College's Sustainable Living Festival** included a display of everyday ethical/green goods available, posters and leaflets recommending a series of

pledges people could make to reduce their carbon footprint.

The charity also held meetings and discussions regarding the latest Sustainable Wales film production **'Sleep Walking into Climate Change'** and we were able to invoice for services.

The **Arts group** continue to hire the Green Room space every week.

The **Porthcawl Chamber of Trade** have also held some meetings here. **What is Fairtrade?** A presentation followed by coffee and cakes was hosted for the Porthcawl Chamber. The speaker was Elen Jones, Sustainable Wales Trustee and importer and co-founder of the fairtrade Jenipher's Coffi.

## SUSSED Supported DEC's (Disaster Emergency Committee) fundraising appeals



**Porthcawl**  
Chamber of Trade

Sustainable Wales  
Cymru Gynaliadwy



**RAISING FUNDS FOR  
THE DEC PAKISTAN  
FLOODS APPEAL**

the future is here  
y dyfodol sydd yma

Alongside Sustainable Wales and the Porthcawl Chamber of Trade, SUSSED joined the fundraising appeal to swiftly collect £601 for the DEC **Pakistan Floods Appeal** and also £567 for the devastating **Earthquake Appeal Turkey Syria**, placing collection boxes in the local shops and SUSSED also handling any online donations. DEC and Big Give were able to double the money raised.

One third of the country – an area the size of the UK – had been submerged, according to the government of Pakistan, with floods sweeping away entire

communities and leaving more than a million homes destroyed or badly damaged. A series of devastating earthquakes hit southern Turkey and north-west Syria killing over 20,000 people and injuring many more.

SUSSED also raised £292 for the DEC Ukraine humanitarian appeal. *A total of nearly £1500 was raised for these emergency appeals in the period of this report.*

**King's Coronation. A BIG THANKS TO ALL!** On May 8<sup>th</sup> after the King's coronation, 'The Big Help Out' day, saw six million people in the UK volunteer, demonstrating the positive impact volunteering can have on communities and experience the rewarding feeling of making a difference.

Bad weather conditions curtailed all Porthcawl's community groups who had planned street activities that day. However, we all moved camp inside, thanks to the Y Centre.



**Victorian Day.** Traders in Porthcawl, alongside the Porthcawl museum organised this December, town centre event. SUSSED joined in with a Sustainable Wales supporting Victorian Café.

**Between The Trees.** SUSSED once again organised a local, green and fairtrade stall at the three day Between The Trees festival, held at Merthyr Mawr, Bridgend. Trading and conversations went well.

## NETWORKS, PARTNERS, ONLINE MEETINGS

These include Sustainable Wales, Bridgend Association of Voluntary Organisations and Wales Council for Voluntary Action, Fairtrade Wales, Porthcawl Fairtrade Group, Tools for Self Reliance, Porthcawl Chamber of Trade, the Better Porthcawl Partnership

## SOCIAL MEDIA & COMMUNICATIONS

SUSSED has an active instagram feed (641 followers) and also posts on twitter (393 followers) and facebook (876 followers). 75% of our facebook and instagram followers are women, with 60% of all followers based in the Bridgend and Porthcawl area. 50% of instagram followers are aged between 25 and 44. 57% of our facebook followers are aged between 45 and 65+. Across the period of this report, our facebook reach grew by 45% to 9.6k people and instagram reach grew by 350% to 5k people. In this period our facebook and instagram profiles were visited 1278 times.

Posts on social media relate to new items in stock and highlighting events and campaigning issues. These are often links to blog posts on our [website](#). Across the report period, visits to our site grew by 342% year on year, totalling 14,421 unique visitors. 18% of our visitors are using a mobile phone to view the site.



An occasional email newsletter is sent to over four hundred subscribers, covering issues and news, highlights of ethical products and forthcoming events.

## REDUCE, REUSE, RECYCLED

New recycling bins were purchased for upstairs and downstairs, in line with our recycling and reuse policies.



rawpixel

## SUSSED TRADING REPORT

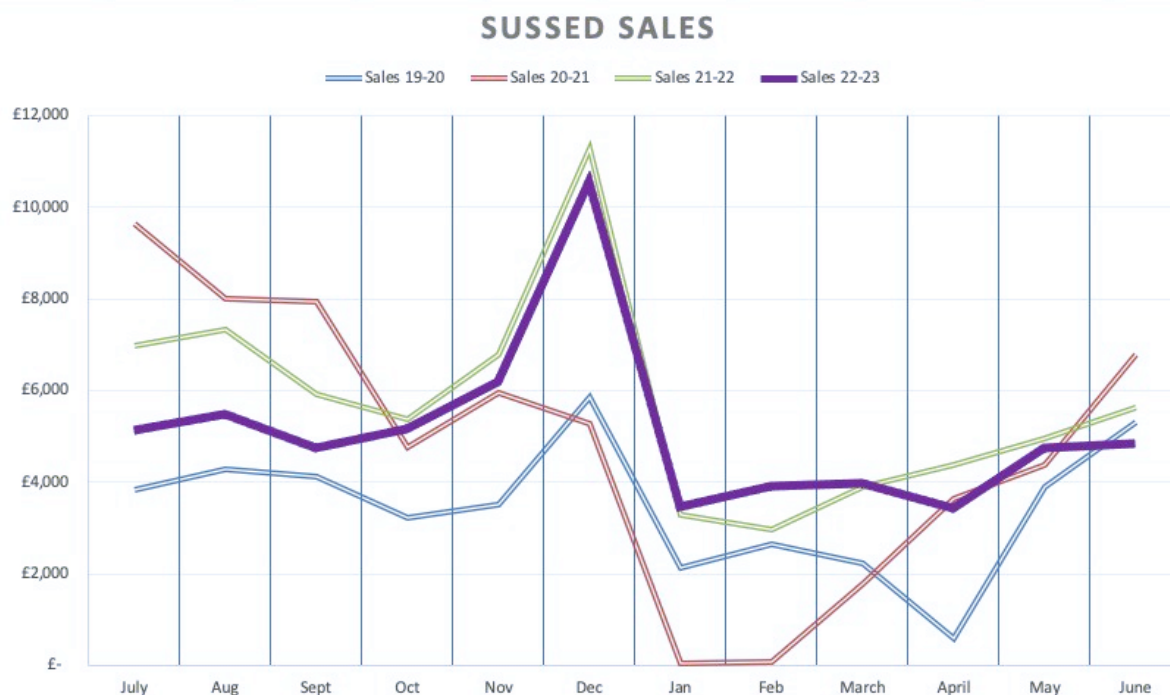
SUSSED trading for the period compared well against the previous year, given a difficult economic environment for retailers with the pressures of the cost of living and inflation. Costs of operation have increased with increases in energy costs and other utilities.

Price rises impacted many of our lines on sale with coffee, teas and some household cleaning items seeing steep increases. We have attempted to keep some items lower than RRP wherever possible.

Net sales were lower than 2021 in summer 2022 (In summer '21 SUSSED was still selling locally made masks which contributed to sales) but recovered in the Christmas period when SUSSED usually has its best trading period. The start of 2023 saw a good early start but a fall back in sales in April due to poor weather negatively affecting customer numbers.

Recent years have seen the growth of contactless cards as a preferred method of payment. In this period card payments account for 70% of all payments with 66% of all cards used issued by Visa.

The sales graph illustrates the June to June report periods for 2019 to 2023. It shows the importance of the Christmas period to sales at SUSSED and the relative improvement over previous years, which were subject to lockdowns.



SUSSED has around 800 different product lines stocked across the period and the top selling (by value) categories of items in this period were local crafters items, women’s clothes, cushions and homeware such as rugs, sales raising funds for Sustainable Wales, small gifts, soaps (such as Port Talbot based Folk Soap), socks and coffee. A growing in popularity new item in this period was Sapphire & Salt jewellery crafted by Owen Cartwright from discarded ocean plastics recovered from local beaches.

As ethical shopping becomes more mainstream SUSSED has a role to engage customers with the stories behind the items – e.g. many Namaste items sold by SUSSED help fund the Child Rescue Nepal charity responsible for freeing thousands of children from modern day slavery in workshops. This educational and communication element of our trading is as important as our turnover.



## Registered Office

4-5 James Street  
Porthcawl  
Bridgend  
CF36 3BG

SUSSED Wales Ltd No. 5481972

## Directors

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

## Company Secretary

Mr Martin Little

## Bankers

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