



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

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

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

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

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



The Context



The United Nations Sustainable Development Goals

represent the global goals that governments, civil society organisations, and businesses around the world have agreed to achieve together by 2030.

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



The Welsh Government's

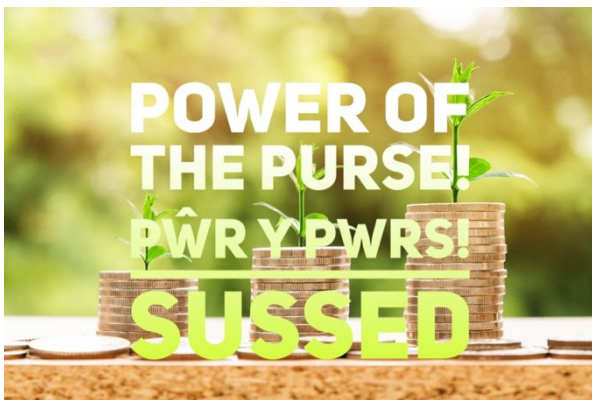
- **Well-being of Future Generations (Wales) Act May 2015**
<https://www.futuregenerations.wales/about-us/future-generations-act/>
- **The Environment (Wales) Act 2016** is a commitment to position Wales as a low carbon, green economy, ready to adapt to the impacts of climate change. Act
<https://gov.wales/environment-wales-act-2016-factsheets>
- **Prosperity For All – Economic Action Plan 2019**
<https://www.gov.wales/prosperity-all-economic-action-plan>
- **Net Zero Carbon Budget** <https://www.gov.wales/net-zero-wales-carbon-budget-2-2021-2025>
- **Successful Futures** - Education for Sustainable Development and Global Citizenship (ESDGC) The developing curriculum seeks to give learners at all stages of education an understanding of the impact of their choices on other people, the economy and the environment. To be introduced in schools from **2022**
<https://gov.wales/sites/default/files/publications/2018-03/successful-futures-a-summary-of-professor-graham-donaldsons-report.pdf>

SUSSED ANNUAL REPORT 2021-22

Current Context

The Power of the Purse

Just as we are emerging from the pandemic, the Russian invasion of Ukraine in February 2022 is throwing everything out of balance again. Government boycotts on Russian gas and oil, which makes up 60% of Russia's exports, began with energy prices souring.



The way we spend our money can help change the world.

SUSSED selects products from companies who are trying to do the right thing. Paying their workers fairly, not poverty wages or stashing their profits in offshore tax havens. Whilst also taking responsibility for environmental protection, animal welfare and human rights.

Though, as a country, we are reducing our emissions our carbon footprint as consumers is very large. The SUSSED cooperative, in its small way, tries to also offer shoppers the opportunity to purchase ethically and reduce their carbon footprint with a wide range of consumer choices. Our selection choice is fairly traded goods, green and local.

Our sister charity, Sustainable Wales (SW), assists this with information and ideas. The SUSSED cooperative, in turn, provides SW's office costs and support for events in the Green Room.

Fairtrade sales

According to the latest GlobeScan 2021 data, 65% of people in the UK say they choose Fairtrade, demonstrating continued consumer commitment to products that are ethically and sustainably produced, says Fairtrade Foundation.

Fairtrade (FT) brands commit to two things. One, to pay a minimum price, no matter how low the market price for the commodity falls. If the market price is higher, they pay the higher price. This payment goes directly to the farmers.

A premium is also paid to the producer coops (£73 million in 2020) to invest in the projects *they* prioritise (e.g. supplies of organic compost and fertiliser; a laboratory to grade the quality of their members coffee; or a maternity clinic to benefit mothers in remote communities who would otherwise have to travel long distances to a hospital).



In 2020, 50% of the premium was spent on services to farmer members, 48% was spent on investments in co-operatives, and 2% of services to communities. The crucial aspect of the Fairtrade premium is **farmer empowerment**. The decision is not made in a boardroom halfway across the world by someone who has less understanding of the needs of communities.

SUSSED's newest and most exciting fairtrade commodity is **Jenipher's Coffee** imported from Uganda by Porthcawl resident, Elen Jones. The coffee, available in beans or ground, is roast in Wales oldest coffee roaster, **Ferrari's, Bridgend**. Jenipher actually attended SUSSED's AGM last year, after her trip to COP 26 in Glasgow and a worldwind tour of some of Wales' Fairtrade groups.



Organic sales continue to increase, The Soil Association Organic market 2022 report reveals another strong year with a 5.2% growth which is now worth over £3 billion.

Overall, **ethical consumer spending** in the UK is growing. Ethical Consumer magazine figures show that the value of ethical spending in the UK has increased by 2.4% in the past decade from £51bn in 2010. This figure reached £122bn in 2020, an increase of 23.7%, or £23.4bn from the previous year.

SUSSED activities...

Volunteers have not only played a part directly with shop sales, with ordering and pricing, they have:

- held a Christmas Late Night Shopping event,
- promoted Fairtrade goods and held a Fairtrade Wine tasting during the Fairtrade Fortnight, organised a talk on FT and what is a cooperative.

- hosted and learned more about Jenipher's Coffi from Jenipher at SUSSED's AGM, after she had completed her contribution to COP 26 in Glasgow.
- held a joint Queen's Jubilee celebration event in early June with the Porthcawl Chamber of Trade. The enjoyed celebration cake was provided by the Porthcawl Town Council.



- with Sustainable Wales, SUSSED supported **Valleys to Coast and Pencoed college** who held a sustainability weekend fair in summer, by providing information, leaflets, posters, pledges and commodity displays, encouraging shop local and shop fair.



Air Pollution

Air pollution from particulates can cause lung cancer, worsen asthma and heart and lung disease. Research has found there is no safe limit of exposure. The fumes also contribute to climate change.

Exhaust emissions contain a range of air pollutants such as carbon monoxide, nitrogen dioxide, and particulate matter. These can affect the air quality of the surrounding environment and the air we breathe.



An idling engine can produce up to twice as many exhaust emissions as an engine in motion.

Our sister charity Sustainable Wales helped SUSSED shop volunteers draw attention to the dangerous air quality they are exposed to daily from exhaust fumes. The shop is situated in the centre of Porthcawl town and some drivers ‘temporarily park’ leaving engines running directly outside the shop entrance. The gases are flowing into the shop and also affect people running street stalls.

The charity obtained a small grant from BAVO for bilingual banners and leaflets. ITV arrived and Bridgend Member of the Senedd, Sarah Murphy MS, supported our street demonstration.

We erected the banners and then politely requested drivers to switch off any idling car engines, providing them with the leaflet for more information.

Indeed, children are disproportionately affected by poor air quality thanks to their higher breathing rate and greater levels of physical activity compared to adults.

AIR POLLUTION KILLS SO KILL YOUR ENGINE!

"An idling engine can produce up to twice as many exhaust emissions as an engine in motion".

There is no safe limit or exposure. Air quality is a public health issue.

c.40,000 early deaths per year (more than obesity or alcohol).

Exhaust gases are flowing into our shop, SUSSED on James St.

The particles can cause lung cancer, worsen heart and respiratory diseases like asthma, are linked to dementia and can lead to smaller lungs in children and even reduced IQ.

These invisible pollutants also contribute to climate change.

We need urgent and tougher legislation from politicians. In planning, public health policies and the environment. But we also have a role as citizens to act!

www.sustainablewales.org.uk/air-pollution

twitter @susedwales Sustainable Wales @suswales

Sustainable Wales Cymru Gynaliadwy

Printed on recycled paper

See <https://www.sustainablewales.org.uk/air-pollution>

Porthcawl Planters

<http://www.sussedwales.com/blog/plntrs22apr>



Saulat and Rhiannon are prime movers on these activities. Adding to the wonderful work they have been doing over many years to create a welcoming floral display in the boat as people arrive from the eastern side of the town, down Dan y Graig hill.

This year they began improving the look of the access into Porthcawl Town Centre from Hilsboro Place Car Park, through to James Street. The planters were fashioned by Saulat from old wooden pallets and then planting began using peat free compost and plants donated from local florist, AJ Guttridge. Porthcawl residents have long awaited, and at times over the years, requested that this particular access into Porthcawl Town Centre is made to look more attractive and inviting. It has been widely welcomed. This project was registered with Renew Wales. www.renewwales.org.uk



Porthcawl Chamber of Trade. (PCOT)

As members of the Chamber we contribute to their monthly meetings and have assisted the development of their new website, by providing photos of our joint activities e.g. the Hilsboro Planters mentioned above and the bunting outlined below.



We obtained a significant commission from PCOT to contract Cwtchable Creations crafters to produce cotton St David Day Welsh flag bunting for the town shops. Establishing a move away from plastic and advancing the benefit of shopping local and reuse.

Reduce, Reuse, Recycling

SUMA Cooperative supplies our food and household goods, they take back for refill and reuse the gallon washing up/laundry drums and the Suma boxes used for packaging and distribution.



Labelled recycling bins are in use upstairs and downstairs at SUSSED.

Namaste, Shared Earth and Thought have also selected environmentally friendly packaging for distribution to retailers.

Our own customer refill system continues for bio-D laundry and washing up liquids.

The shop volunteers reuse the bags goods arrived in giving to customers who need their sale items protected.



SUSSED Trading Report

Trading at SUSSED has been consistently increasing across recent years, despite the pandemic and economic difficulties. SUSSED revenue has continued to grow at times when the retail growth of the UK was in decline.

The start of 2021 saw retail lockdowns for three months but the trading improved by June 2021 when SUSSED had its highest June sales ever, bolstered by locally made mask sales.

Local craft sales increased their contribution to revenue in 2021-22 with Cwtchable Creations' cushions and aprons, Jayne's, Cheryl's and Gwen's handmade greeting cards and also Sapphire & Salt jewellery made from recovered plastic from local beaches being notably popular. Jennipher's Coffi was also popular, being a fairtrade Ugandan speciality coffee which is roasted by Ferraris in Bridgend. SUSSED remains committed to providing an outlet for local products and unique handmade items.

Highlight of the period covered by this report was the Christmas 2021 sales, which generated £11,277 in revenue for December. This was by far the highest amount ever generated at Christmas by SUSSED. For comparison, trading revenue in December 2019 was £5855 (2020 was impacted by a retail lockdown in the week before Christmas). Christmas shopping also began earlier in 2021, with advent calendars being sold in October, and ethical and locally made gifts sales increasing in early November.

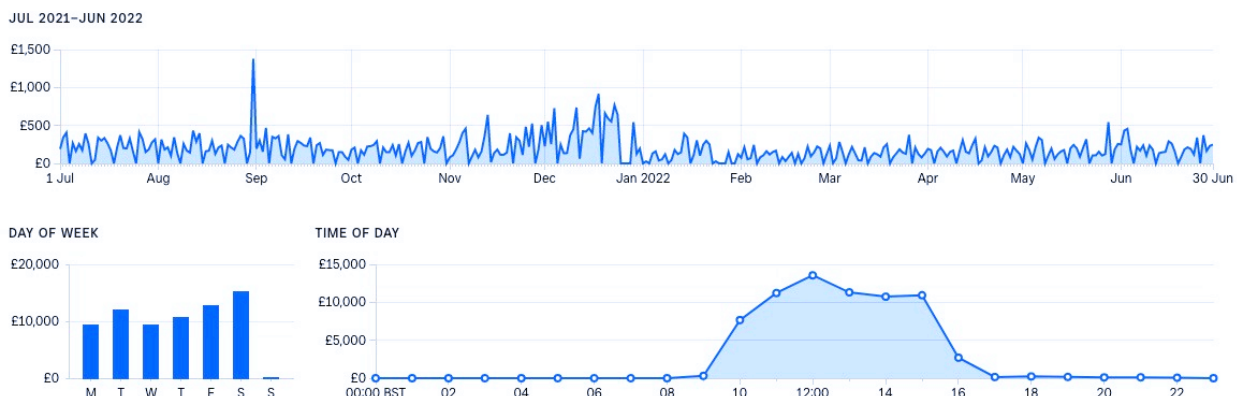
Decline in mask sales in 2022 and worsening economic conditions, meant the sales for the first half of the year were slightly lower; but still respectable averaging £4,147 per month.

Some details of the sales in the period:

- 1,444 Cwtchable Creations handmade masks
- £2625 worth of books
- 477 bars of Fairtrade chocolate
- 2638 locally made items
- 404 packs of incense
- 383 Fairtrade Coffee and Tea boxes and bags
- 112 refilled bottles of bio-D Laundry Liquid and Washing up liquid
- 975 bars of soap
- 390 pairs of bamboo socks
- 5815 transactions averaging £11.78 per sale

The Graphs below illustrate the daily takings across the period, and the time of day of sales.

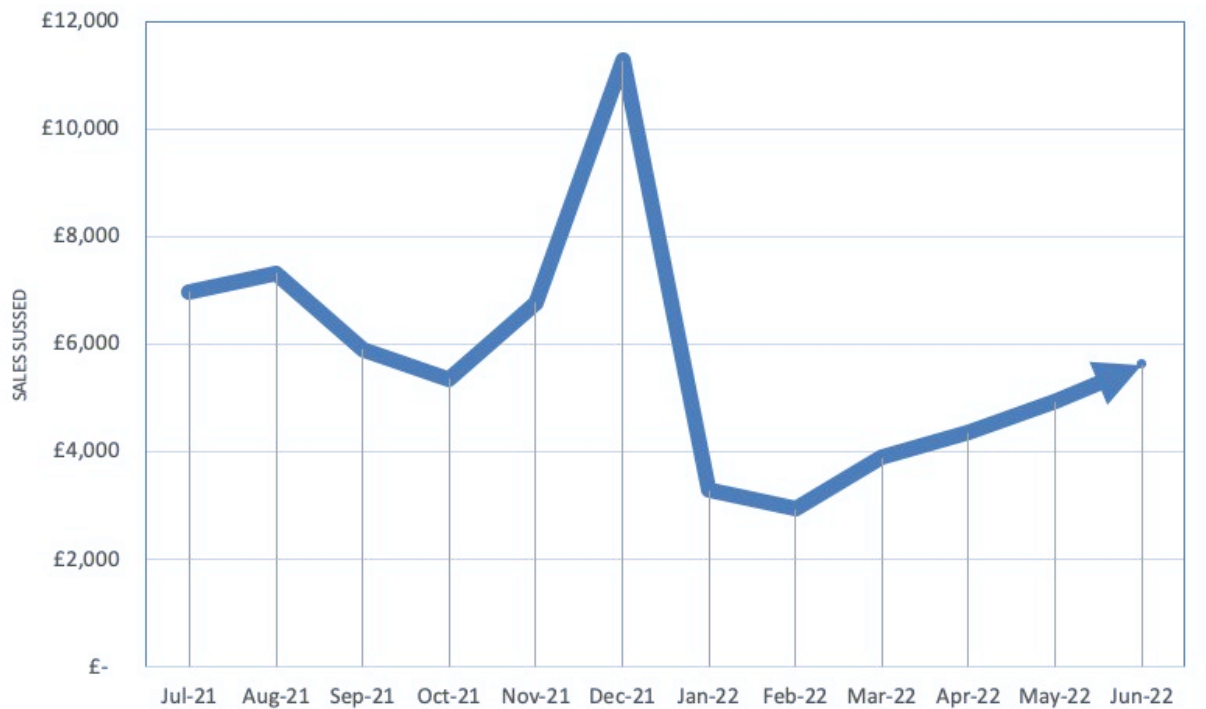
1 Jul 2021–30 Jun 2022



The Graph below illustrates the takings month by month for 2021 and into 2022 for the report period.

Note:

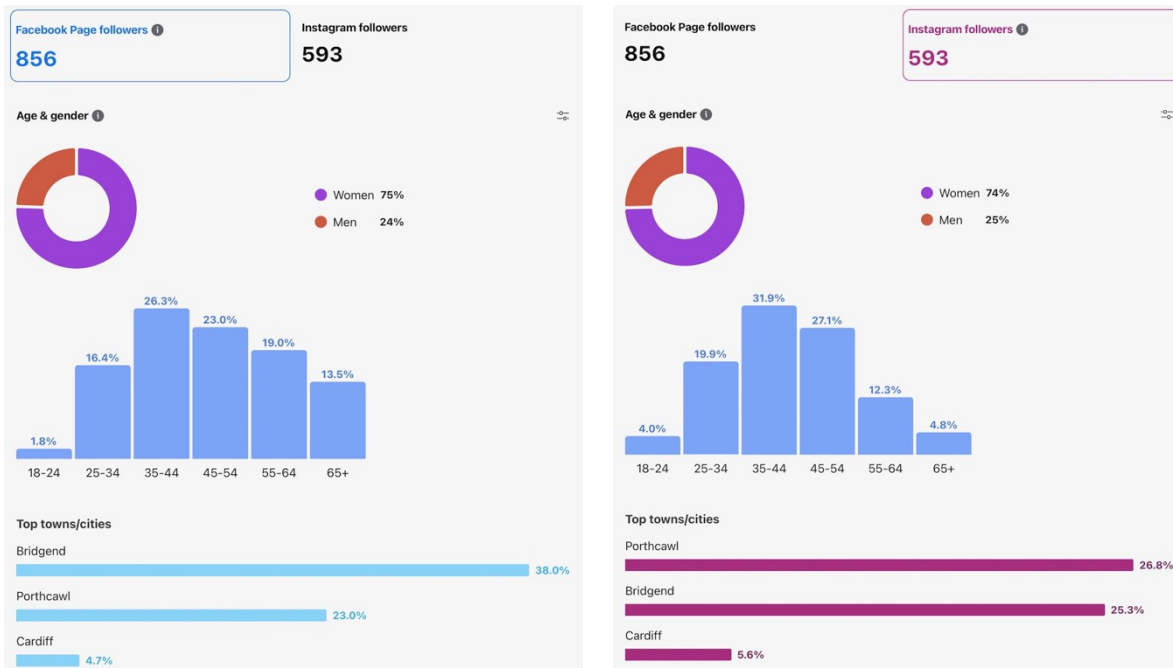
- Highest ever sales at Christmas Nov-Dec 2021
 - Lockdowns in Jan to March 2022
 - Sales building back in summer 2022



Supporting Sustainable Wales

Improved finances meant for the first time SUSSED was able to contribute direct funds to our founding charity Sustainable Wales from trading, with a transfer of funds in summer 2022 of £1000. This direct contribution is set to continue if trading is favourable. This donation was in addition to the ongoing fundraising activity that continues throughout the year and the existing costs sharing agreement with Sustainable Wales.

Communications & Social Media



Currently Facebook 856 followers 593 Instagram followers

Across the period of the report, facebook page reach was 8.5k and instagram reach was 11.2k. Instagram remains more responsive with greater reach than facebook. Both platforms show a majority of our followers being women. The top performing post on facebook had a reach of 792 and the top instagram post (a video reel) achieved a reach of 2,341.

Regular posts to facebook and instagram in the form of graphics, images and video continued in this period. Our website blog (<http://www.sussedwales.com/blog>) carried updates and more detailed descriptions of events and featured items.

Newsletters were sent out across the period with updates on events and issues as well as new items in SUSSED. There is a sign up form on each page of <http://www.sussedwales.com/> for the newsletter.

Volunteers

Thanks to all the volunteers past and present, who make SUSSED possible! <http://www.sussedwales.com/volunteer>



Finance Reports

Sussed Wales Ltd. Reg.
5481972

Registered Office:

4-5 James Street
Porthcawl
Bridgend
CF36 3BG

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