

Sustainable Wales
Cymru Gynhaliol



Annual Report & Accounts

6th April 2014 - 5th April 2015

www.sustainablewales.org.uk

4/5 JAMES STREET, PORTHCAWL, CF36 3BG
www.sustainablewales.org.uk



Printed on 100% recycled paper



CONTENTS

Sustainable Wales.....	3
Staff, Volunteers, Trustees, Advisors, Patrons.....	4
ANNUAL REPORT 2014-15	
Chairman's Comments	5
Director's Report.....	7
Financial Review	14



Sustainable Wales Cymru Gynhaliol

SW Mission:

Our mission is to encourage solutions for the unsustainable way we live and to ignite passion for sustainable living practices.

SW's Aims:

- To be an organisation that helps revitalise the local economy, promotes social progress, and is enterprising, creative and internationally aware.
- We are committed to society, artistic creativity and the natural world. We work with communities, voluntary groups, businesses and government. We believe in this way we can foster a fairer, and an exciting future for Wales that doesn't cost us the Earth.

SW Purpose: Stated by its *charitable objects* (Charity No.1065789/0) are:-

To advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects provided that the useful results of such study are disseminated to the public at large.

To promote sustainable development for the benefit of the public by:
(a) the preservation, conservation and the protection of the environment and the prudent use of resources;
(b) the promotion of social and cultural welfare and wellbeing for the benefit of present and future generations;
(c) the promotion of sustainable means of achieving economic improvement and regeneration.

Sustainable development (SD) means "*development which meets the needs of the present without compromising the ability of future generations to meet their own needs*", from the Brundtland Report, 1987 (Our Common Future).

SW's Community + Strategic Engagement Themes

- **Active Citizenship** - empowering communities, building capacity, increasing participation and sustainable outcomes including jobs and skills for local people.
- **Healthy living and quality of life** - increasing well-being, creativity, diversity and reconnecting with nature, creating opportunities to improve life chances.
- **Food and Drink** – supporting local sourcing of food, biodiversity, ethical purchasing, fair trade and food growing and producing, good diet, cooking and baking.
- **Energy Concerns and Climate Change** - advocating and helping enable resilience to the impacts of climate change and reduction of greenhouse gas emissions.
- **Waste and resource use** – encouraging circular economy, systems & design thinking and LCA, encouraging reduce, re-use, recycling and promotion of more durable goods.
- **Support responsible business** – encourage a sharing economy, considerate consumerism, purchasing local, organic, ethical and fairly traded goods.



OFFICER

Margaret Minhinnick Director

TRUSTEES

Richard Thomas Chairman

Philip Marks
Bruce Kennedy
Peter Morgan

ADVISORS

Robert Minhinnick
Frank O'Connor
Martin Little
Martin Fitton
Kris Evans
Rhodri Thomas

OTHER VOLUNTEERS

Luke Evans	Saulat and Rhiannon Abbasi
Siobhan Grice	Catrin Dalton
Val Lea	Tracy Evans
Gaynor and John Hanson	Hilary Williams
Sian Williams	Jane Questle
Eamon and Lucy Bourke	Jonathon Beynon
Peter Adamson	Callum David
Rhys Felton	Kevin Cornelius
Catherine Felton	Allison Felton
Tim Lages	

PARNERS inc...

Bridgend Fairtrade Partnership (includes Coop, Parc Prison, Bridgend, local Churches, Schools, Quakers, Fairtrade Wales), Tools For Self Reliance, Porthcawl Town Centre Partnership, Chamber of Trade, WCVA's Environment Wales, RENEW Wales, BAVO, Cynnal Cymru

PATRONS

Jonathon Porritt	Writer, broadcaster, environmentalist, former chair UK Sustainable Development Commission
John Barnie	Former editor 'Planet' magazine and writer
Dafydd Iwan	President Plaid Cymru, writer, musician, broadcaster
John Humphries	Former editor 'Western Mail'
Angharad Tomos	Writer
Hilary Llewellyn-Williams	Poet



ANNUAL REPORT 2014/15

CHAIRMAN'S REPORT

I am personally proud of the grassroots work of this progressive charity: focusing on community action, consumerism, co-operation, active citizenship, social enterprise and responsible stewardship of people and planet: Sustainable Wales (SW) is one of very few Welsh NGO's able to turn environmental and lifestyle ideals into practical action.

Though austerity still rules, the charity has continued to develop a 'place-based approach' by harnessing people with skills, knowledge and confidence. The aims are to establish, support and strengthen local groups or networks across a wide-range of activities designed to inspire green and ethical growth, participation, social wellbeing and sustainable development.

It is good, also, to see the development of a smart, brand new [website](#). Along with our social media platforms the website will be our main communication tool planning also to offer a rich response to Wales-wide and international concerns.

The charity are collectively proud of our evolving Green Room as it transforms into an intimate space for performance, readings, debates, talks and workshops into a flexible and responsive 'event space' also at other venues and events.

The organisation has support from many talented people and so it is gratifying to see that contracts obtained have been awarded locally and secured by members involved in SW's 'Arts For The Earth Group'. The contracts also represent a shift from restricted grant funding towards self-generated income. It is heartening to see the level of income was a healthy £26,500, and while outgoings have been minimised due to huge levels of voluntary support, the charity has been able to consolidate its financial position since the co-location of premises with the trading enterprise SUSSED.

This year saw an expansion of our support to WCVA's Environment Wales grants panel with myself joining the group, alongside our Director. We also offer ideas and advice, as well as encouragement to their development team. Also, the Director provided evidence to the planning inspectorate at the Swansea Bay Tidal Lagoon in favour of renewable energy.

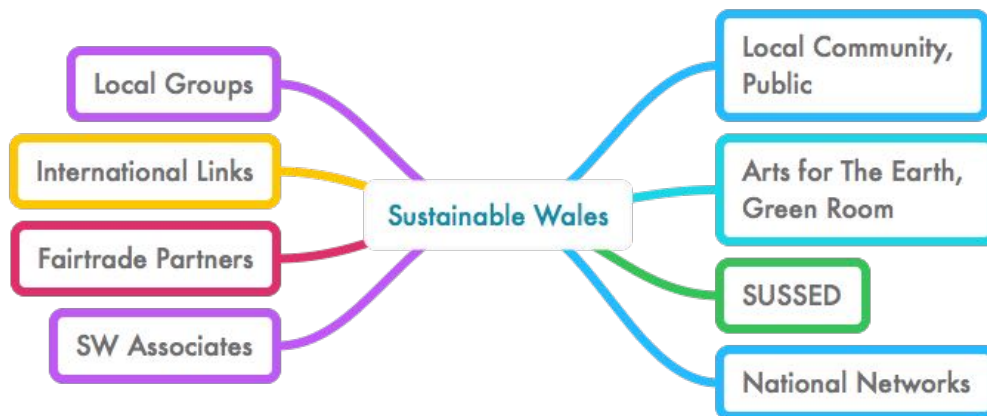
The facilitated day, involving trustees, advisors and volunteers was organised by Dr Frank O Connor, to help refresh thinking. A team of active people was



formalised and the Trustees decided to reorganise to streamline their formal meetings to the required two meetings + an AGM in the year. Later the outline development strategy was consolidated to help with future project development, grant applications and funding.

The Future is Here

The plans for 'The Future is Here' programme will be central to securing and developing the work of the charity by providing the staffing resource to professionalise and advance the volunteer-run efforts of the Trustees, Director, and all the Sustainable Wales groups, associates and partnerships (academics, professional practitioners, environmentalists, artists, community activists, politicians, volunteers and students).



Our volunteers and supporters remain crucial to maintaining the work of the charity and I express my gratitude to all of those involved.

Richard Thomas, Chairman Sustainable Wales



DIRECTOR'S REPORT

PERSONNEL

Trustee, Richard Thomas accepted the position of chairman of the board of trustees, at the AGM, with former chair, Bruce Kennedy, remaining an active and valued member of the board. Richard also assisted with large grant applications. Trustee, Peter Morgan, has continued to take a major lead with IT/ web and digital development along with Dr Frank O' Connor. Robert Minhinnick and Kris Evans have made important contributions to the web's cultural content and the Green Room activities. Meanwhile, Martin Little and Luke Evans have managed payments and maintained the finances.

Once again, Sustainable Wales provided much needed experience from various demographics, including a 6-month full-time job for a school leaver, as part of Welsh Government *Jobs Growth Wales* programme.



Sustainable Wales has continued to offer a range of training opportunities, internships and local school placements for those looking for experience in a number of fields such as sustainable development, administration, IT, events management, finance and retail (via sister organisation, SUSSED). The support we give these young people is quite considerable, taking a great deal of our own time and effort, which we feel is undervalued in our society today.



Find out more about the team [online](#) in the Who We Are section of www.sustainablewales.org.uk.

FINANCES

Sustainable Wales generated income of around £26,500 this financial year, of which, £6,000 was restricted grant income.

Contracts have included Renew Wales (£5,650), Cynnal Cymru (£1500) and Bridgend County Borough Council BCBC (£10,000) for the Porthcawl Town Centre Partnership; grants have come from the Lottery (Awards for All - £4950) and BAVO (Bridgend Association Voluntary Organisations - £950). Fundraising including events, donations and commissions) amounts to £2,500.



The net profit of over £9,900 (14% increase on 2013/14 was the highest sum in 9 years, and together with a decline of restricted income as proportion of total, exemplifies how Sustainable Wales has become gradually less dependent on grant funding, and increasingly able to generate its own revenue via delivering contracts and fundraising.

Total expenditure (£16,650) largely consisted of project resources (£10,750). Sustainable Wales continued to receive in-kind support from sister organisation [SUSSED Wales](#), via the free/subsidised provision and sharing of materials and office space.

ACTIVITIES

Cynnal Cymru Contract:

The year began with a research contract for Cynnal Cymru - *The Wales We Want* – a national conversation on behalf of the Welsh Government.

The role was to conduct six in-depth interviews with community representatives regarding opinion re: the future of Wales, and draft a summary for the Welsh Government, to assist with the development of the for the 2015 *Well-being of Future Generation's (Wales) Act*. [Download the results summary document](#)

The task was intensive but interesting. In addition we also produced a short film to go with the report. *The Wales We Want*. (Later we were asked to present our findings to the Sustainable Development Commissioner and a group for discussion organised by Cynnal Cymru).

DTA (Development Trusts Association) Wales Contract:

The DTA Wales' Renew Wales project has continued to be a valuable source of income when Sustainable Wales helps other voluntary organisations with free support to reduce their carbon footprints. (Wilderness Allotments and Badgers Brook Allotments re: environmental policy development)

Kris Evans was funded by RENEW to attend the 'Zero Carbon Britain' weekend workshop held at CAT (Centre of Alternative Technology in Machynlleth).

Help was provided also to draft 'SUSSED lighting report'- a guide to households and offices to reduce their carbon footprint and end up saving money, by selecting the right light bulbs. The report sheds light onto what can be a murky and confusing subject to many.

Bridgend County Borough Council (BCBC) Contracts:

BCBC obtained Welsh Assembly funding aimed at town centre renewal. They formed a new Porthcawl Town Centre Partnership and the charities bid to organise a *Jamboree* for the Porthcawl high street was accepted and also another proposal to undertake an extensive feasibility into an Arts, Culture and Craft Trail for Porthcawl. Both events had to be achieved with a very rapid turn-around and the contracts were undertaken by members from the Arts Group.



The Porthcawl Jamboree included significant organisation and promotion for 20+ street stalls, music, talks, a live art installation from recycled materials etc. The combination of wind and rain prevented our plans for the main focus being street activity and high-street renewal, but the indoor events were still very successful.

The consultation and evaluation phase of the Arts, Craft and Culture Trail had considerable support from the artistic community, the crafters who are involved in SUSSED and local politicians. We hope to obtain funding to take this part of our agenda forward.

Grants:

A 'Big Lottery Awards 4 All' (£4,950) will allow Sustainable Wales to make a series of community-based promotional/educational videos. This planning has begun.

The Bridgend Association Voluntary Organisations *BAVO* grant (£950) enabled a much-needed renewal of the office IT equipment and volunteer expenses.

Large grant applications were made to Esme Fairbairn and Rowntree Trust but unfortunately they failed.

Events:

Activities and stalls at the town council's Porthcawl Christmas Fair raised income and involved a number of volunteers (providing and serving mulled wine, cakes, soup and refreshments; dealing with a tombola and a raffle (£360)). The Dylan Thomas performance events (£170), the Christmas Ethical Feast (£320), 2 x Frock Swaps (£85) and the Green Room events (£450)

Development Work:

A) **SUSSED Wales**

The power of your purse is a vote you can use every time you shop. With the significant help of a volunteer group, the charity maintains support and management to its social enterprise, [SUSSED Wales](#), retailing new local, fairly traded and green goods. An aim to mainstream ethical consumption.



Recently eBay and SUSSED internet-sales sites have been developed. The co-op has strong potential to advance its trading via franchising, expansion or replication, developing its online sales or by diversification.

It trades close to the town centre in Porthcawl, also offering individual and business membership, support to schools (Education for Sustainable Development and Global Citizenship) and community groups. The First Minister, Carwyn Jones AM



was one of its early members.

SUSSED, importantly, provides the space and support for the charity's office and administration, aiming also to generate surplus profits towards the development work of the charity.

The charity thus helps SUSSED operate an environmental 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, also selecting fairtrade and biodegradable products.

Fairtrade

Sustainable Wales have continued act as both host and contributors to the Bridgend Fairtrade Partnership. Based in the Green Room, the group plans activities aimed at advancing the Bridgend County Fairtrade Action Plan and retain our Fairtrade County status.



We work with schools, churches, councils, and other groups to increase awareness of Fairtrade and issues surrounding social justice. We also provide Fairtrade stalls and literature, having chance from time-to-time to deliver talks re: fairtrade, ethical and green purchasing, sustainable procurement. The charity also organised for Muhammad Younas, a journalist from Pakistan, to give a Green Room presentation about prevalence of child labour in the developing world, and the challenges it brings.

The Green Room



Sustainable Wales has always integrated a cultural dimension to its work and members of the Arts For The Earth Group also aim to advance sustainability principles as they work as individuals or together.

The Green Room, including catering services, was hired by Environment Wales and also Orange Box Company as a training venue.

The space has provided an open opportunity for members of the public to join in, share, learn and enjoy - offering frock swaps, open mics, café experiences, performance, music, training and talks from Alchemy to Archaeology and Climate Change and readings from writers, poets and publishers.



Website Development and Communications:

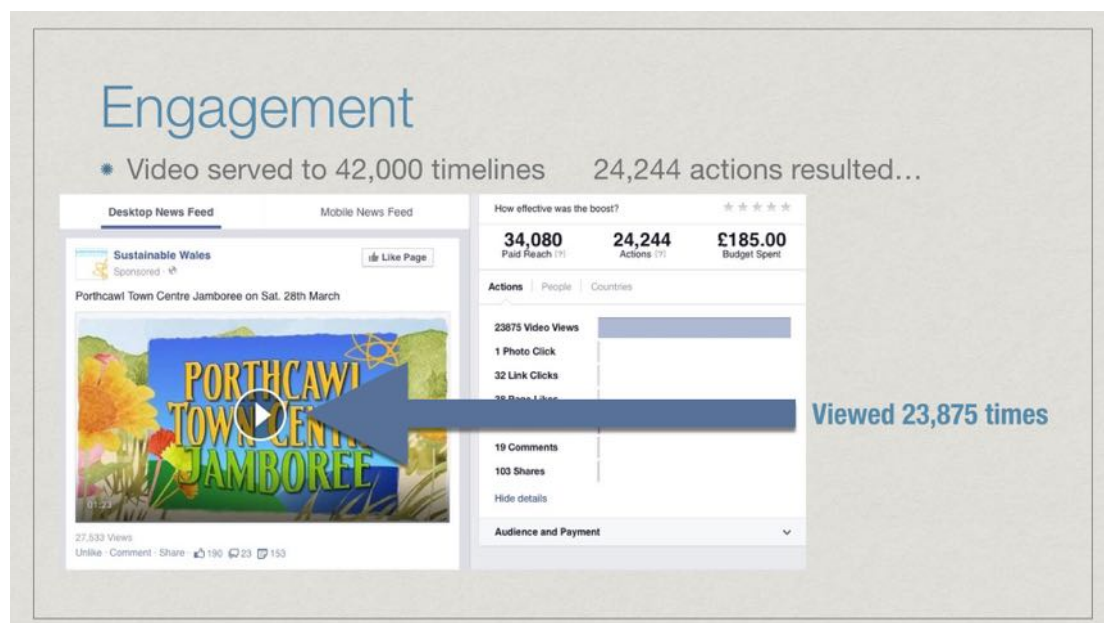
The Sustainable Wales [website](#) was redesigned in-house with the goal of creating a modern, clear and compelling design. This is important as the website is often the first point of contact with our charity. The new site is fully compatible with mobile and tablet devices and features simplified navigation and greater use of graphics. Original content, such as blog posts and supporting videos for sections have resulted in a positive response from users of the new site.

The new site went live at the end of March 2015 resulting in 1900 page views in the first fortnight of launch.

Social Media – The facebook site continues to be a popular method of communication with over 4500 followers (likes) and the @suswales twitter feed has grown to just over 850 followers who often interact with our daily posts. Social media alongside email, is used to promote the regular Green Room events, share relevant news items and encourage action on key issues. A new Green Room twitter account has been created in 2015 to support and report the various events.

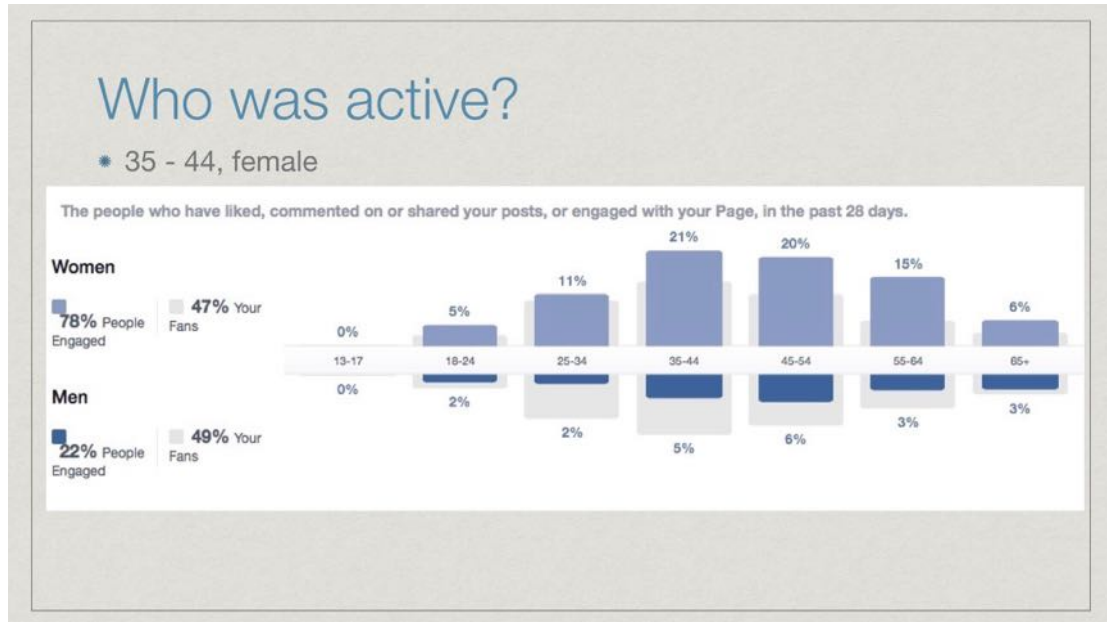
A powerful example of the impact and reach of the social media activity of Sustainable Wales was the marketing campaign contract for the Porthcawl Town Centre Jamboree held in March 2015 for BCBC/Porthcawl Town Council.

The campaign utilised the established website and social media platforms of Sustainable Wales with a combination of teaser campaigns, imagery and video. The results from a limited budget were 63,963 people were served facebook posts with a high level of engagement, particularly popular was a short, happy video created to highlight the event, viewed 23,875 times in a fortnight:

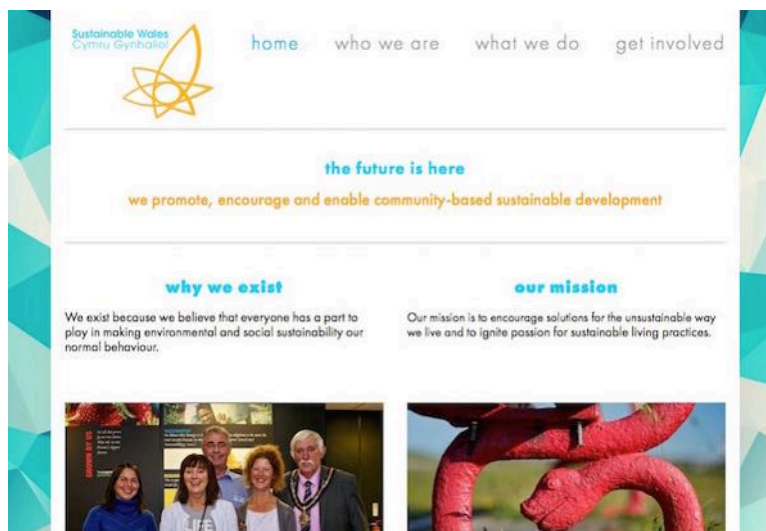




The most active facebook members were women aged 35-44



We are pleased that the [website](#) continues to grow with new content added frequently.





Sustainable Wales is particularly delighted that we are the publisher of the unique 'Kenfig Journals' by Kristian Evans. This is a wonderful example of high quality writing about the natural environment, local history and a unique locale.

Additionally we produced 2 films shared on Vimeo about ourselves: 'Getting involved – what can you bring?' and 'Sustainable Wales - who we are'.

THE FUTURE

The Welsh Government's *Well-being of Future Generations (Wales) Act* (May 2015) is legislation to create a unique statutory duty on public services in Wales to deliver sustainable outcomes and so think more long-term. <http://gov.wales/docs/dsjlg/publications/150623-guide-to-the-fg-act-en.pdf> As such, the charity is perfectly placed to help Wales take this progressive legislation forward at a grass-roots level, testing its effectiveness, acting as a practical enabler, demonstrating political leadership underpinned by effective community development. We all look forward to that challenge.

THANKS

My thanks go out to many individuals over the year taking time and trouble to support the work of this charity. Frankly, without their splendid contributions little of the above would be possible.

A handwritten signature in blue ink, which appears to read 'M. Minhinnick'. The signature is written in a cursive, flowing style.

Margaret Minhinnick, Director Sustainable Wales