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“To be truly radical is to make hope possible, rather than  
despair convincing”.

(Raymond Williams, Resources of Hope, 1989, p. 118)

[www.sustainablewales.org.uk](http://www.sustainablewales.org.uk)

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Registered Charity 1065789/0 Unincorporated Charitable Trust

## Who we are...

Margaret Minhinnick      Director

## Trustees

Richard Thomas      Chair

Peter Morgan      Vice Chair

Melanie Johnson

Luke Evans      Treasurer

Paul Woodford



## Advisors

Robert Minhinnick

Martin Little

Martin Fitton

Kris Evans

Porthcawl Cllr Alex Harris

## Other Volunteers include

Catrin Dalton, Gaynor and John Hanson, Hilary Williams, Peter Adamson, Alison Felton, Debra John, Jayne MacDonald, Saulat Abbasi and members of the Wilderness Allotments Association.

Isobel Comley, Libby Geddes, Ella Hunt, Amy Thomson, Isobel Overton, Lucy Bourke

Numerous performers and speakers at the Green Room – see below,

## Sustainable Wales

Sustainable Wales - Cymru Gynaliadwy is a community-driven charity that has been based in Porthcawl and Bridgend County Borough for over twenty years. It is progressive in outlook, internationally aware and aims to encourage solutions for the unsustainable way we live - to enhance community well-being, social progress and environmental security for the long-term.

The projects and activities are instigated from the grassroots by volunteers responding to the need for community resilience with a 'people and planet' focus. They concentrate on 'lifestyle' and 'quality of life', and our collective responsibilities, creating engagement activities/practical opportunities for people to get involved in the green and ethical agendas. Alongside, advocating 'good practice' by citizens, producers and politicians.

The NGO encourages local ownership, participation and a self-help entrepreneurial spirit –seeing this as a practical way to 'mainstream' sustainable development. Current activities outlined are here... <https://www.sustainablewales.org.uk/current-projects>. (Activities are focused locally but are potentially replicable).

SW is also involved in a number of partnerships locally and nationally.

## The Political Context

a) 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/>

b) The Welsh Government's Well-being of Future Generations (Wales) Act (May 2015)

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. See the [animation](#) here.

**Education for Sustainable Development and Global Citizenship (ESDGC)** 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.

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



## Chairman's Remarks

"How many more nations in ruins do we need to see?" Greta Thunberg re: Hurricane Dorian, Sept 2019



"Prosperity, ultimately, is the art of living well on a finite planet. It is about the quality of our lives and relationships, about the resilience of our communities, and about our sense of individual and collective meaning. As the word itself suggests, prosperity is about hope. Fulfilling that hope remains a task worth engaging in". *Professor Tim Jackson. Beyond Consumer Capitalism – Foundations For A Sustainable Prosperity.*

### The Context

At the end of 2018, the United Nations Intergovernmental Panel on Climate Change warned that we have 12 years to make the necessary changes to limit a rise in global temperatures by 1.5°C.

Failure to act will see a significant and accelerating increase in sea levels and flooding, extreme and abrupt changes to weather patterns, crop failures, and extinctions of plant, insect and animal species. This will lead to global economic disruption and a humanitarian crisis, impacting billions of people.

Sir David Attenborough says...

"Right now, we are facing a man-made disaster of global scale, our greatest threat in thousands of years... if we don't take action, the collapse of our civilisations and the extinction of much of the natural world is on the horizon. The world's people have spoken, their message is clear. Time is running out."

"Are we the first generation to know we are destroying our planet and the last one that can do anything about it?" Tanya Steele, Chief Executive Worldwide Fund For Nature.

Although the situation is urgent, political action is painfully slow. The UK remains the second largest emitter of carbon dioxide in the EU after Germany, with latest statistics showing the UK was responsible for 11.6% of all EU emissions in 2016 (Eurostat, 2018).

Sustainable Wales believes that governments at all levels must meet the challenge posed by accelerating climate change and ecological collapse. Democratic leaders don't look far enough ahead. They look to the next election.

### **My thanks...**

Volunteers continue to be the backbone of the charity. All our work is led and delivered by volunteers: from the regular band who staff the shop-floor of SUSSED; the Bridgend Local Energy and the Fairtrade Groups, those involved in The Green Room, the dedicated Wilderness Allotments Association members who maintain a splendid floral display in the 'boat' sited at the side of Bridgend Road as you enter Porthcawl; to the trustees and strategic advisors who help with the governance and planning.

My thanks go to the unfailing voluntary efforts of the Director in maintaining the presence of the charity both at local level by engaging on key issues and project work with the local authority, town councils and local representative bodies, and also strategically with the links we have with key stakeholders nationally and internationally.

The breadth and scope of the issues addressed continues to be hugely impressive given the small band of people who do the work with their main reward being a knowledge that they are contributing to a movement of people who take seriously a moral responsibility to improve the future for ourselves and the next generation.



Richard Thomas, Chairman.



## Directors Report 2018/19

### Projects & Activities

## Theme - Climate Change, Climate Action

### a. Group Development



#### **Bridgend Local Energy Group (BLEG)**

<https://www.sustainablewales.org.uk/bleg> was established by the charity <https://www.sustainablewales.org.uk/> to explore options for developing local, community-based low carbon energy initiatives. This occurred with the support of RENEW Wales adding to the community engagement and information activities in 2017-2018, highlighted earlier by Sustainable Wales' production 'Shine a Light? campaign

<https://www.sustainablewales.org.uk/shine-light> .



The Sustainable Wales (SW) Director and some Trustees are members of the group and SW administers and mentors as appropriate. Information events and discussions have been held on EV's (electric vehicles) and heat source pumps. Members have attended various community energy training sessions organised by REGEN/Western Power Distribution and the Cross-Party Group on energy in the Welsh Assembly.

### EV Community Transport

BLEG meet in the Green Room and work has focused on the idea of a 'green' energy efficient electric bus, powered with the 'free' support offered by a local supplier of renewable energy, Cenin at Parc Stormy, Porthcawl. <http://www.ceninrenewables.co.uk/>



Transport accounted for 40% of the total energy consumption in the UK in 2016 with 74% of that from road transport<sup>1</sup>. Renewable electricity generation has seen a rapid uptake in recent years. However, transport is considered to be lagging behind.

<sup>1</sup> Energy Consumption in the UK, DBEI, 2017

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/633503/ECUK\\_2017.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633503/ECUK_2017.pdf)

The group subsequently were able to obtain a c. £7,000 grant from Reach – Bridgend Council’s Rural Development scheme to engage consultants to develop a feasibility study. The brief, to develop a sustainable business case for a renewable energy powered community transport service, to serve the rural wards around Porthcawl and linking to the new Health Centre in Newton.

The aims to mitigate the impact of the proposed reductions in public transport funding on vulnerable people in the rural areas and also to maximise the use of renewable energy produced at Cenin Renewables Stormy Down where an existing charging point is located.

If operational, the scheme will support the local community, contribute to renewable energy targets and help broaden the base of action on climate change, energy use and energy efficiency amongst local residents.

## b. Constructive Lobbying

### Public Meeting - Regeneration of Porthcawl



Attempting collaboration, the Director met members of the Porthcawl Civic Trust, her aim to strengthen a constructive approach to lobbying Bridgend Council. SW then decided to hold a much-needed **Public Meeting** regarding regeneration of the town. The purpose of the event was to examine Porthcawl’s future, stressing principles of sustainability.

**Guest Speakers:** Chairperson, Richard Thomas

- Bridgend County Borough’s Charles Smith, Cabinet Member Education and Regeneration.
- Porthcawl Town Councillor Alex Harris, from the Green Party, committed to sustainable development.
- Jessica King, Project Assessor – Cenin Renewables, based at Parc Stormy, the energy hub in Porthcawl.
- Simon Baston of Loft Co, specialising in urban regeneration. He has worked on the Tramshed Cardiff, Pumhouse in Barry and The Jennings building in Porthcawl.

SW expressed gratitude to all of contributors and especially to Cllr. Smith for putting up with difficult and challenging comments.

### c. BLEG Formal Response re: Regeneration of Porthcawl outlines a low carbon challenge

Later in April 2019 BLEG responded to the ‘**Regeneration of Porthcawl**’ outline plan recommending it is developed as a low carbon community

<https://www.sustainablewales.org.uk/blog/porthcawlregen19>

The challenge, outlined in the document was delivered to Chief Officers and Councillors, is to see Bridgend Borough Council at the forefront of leading Porthcawl’s transition into a low-carbon community.

The group’s response was submitted at exactly the same time that voices, from octogenarian Sir David Attenborough to teenager Greta Thunberg, were being raised to describe our climate emergency, whilst student strikes and Extinction Rebellion demonstrations were occurring internationally.

Sustainable Wales (SW) and BLEG want Bridgend Borough Council to build on its planning, energy and transport strategies and take a pioneering leadership role amongst local authorities.

### d. Plastic-Free



In January the charity began adding to the growing concern regarding plastic waste with letters urging headquarters of all UK and local supermarket managers and bosses to act and slash their plastic packaging.

The plastic in our oceans could circle the planet 400 times threatening marine ecosystems and contributing to climate change.

According to Greenpeace and Environment Investigation Agency (Dec 2018) the top 10 supermarkets collectively put more than 810,000 tonnes of plastic on the market each year. This is in addition to more than 1.1 billion single-use plastic bags, 958 million bags for life and 1.2 billion plastic produce bags for fruit and veg.

Research from Greenpeace showed that the supermarket plans were weak. More details here <https://checkingoutonplastics.org>

Conversations were held by the Director with the local Coop store manager and with the Porthcawl Chamber of Trade, a Plaid Cymru and Green Party Councillor, Alex Harris.

We join the local and national campaigns for a ban on all single-use plastic by 2021.

Information support is provided regularly to SUSSED.



## Theme - Ethical Consumerism - the foundations for the economy of tomorrow



Governments have a role in guiding our consumption. But we also need consumers to act and think like global citizens, adjusting their attitudes, values and behaviours to minimise the risk to future generations. This challenge will only get more pressing as three billion consumers are expected to enter the middle class by 2050.

2018 Ethical Consumer Markets Report shows that though government measures have slowed green overall spending more people are attempting to improve the sustainability of their purchasing. <https://www.ethicalconsumer.org/research-hub/uk-ethical-consumer-markets-report>

[The latest research](#), commissioned by Social Business Wales, shows that social businesses are now worth £3.18 billion to the Welsh economy, employing 55,000 people. They are seen in policy circles as a means of rebalancing economic thinking by moving the emphasis on profit maximisation towards benefiting the communities in which they are located.



### **SUSSED our social enterprise**

The charity manages our sister organisation **SUSSED Wales**, a community co-operative, retailing green, local and fairly-traded goods from

a town-centre shop. Its volunteers offer democratic participation in its decision-making encouraging active citizenship, not just passive consumerism, offering the public a practical opportunity to respond to the sustainable development agenda

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

Importantly, it currently financially supports SW's administration and office space. Both organisations have sustainable development management policies.



## Fairtrade



The **Bridgend Fairtrade Partnership** (BFP) is coordinated by the charity. Various events/activities are shared as well as those undertaken by each organisation involved.

<https://www.sustainablewales.org.uk/fairtrade-landing-page>.

Dedicated groups, churches and schools county-wide have throughout the last year participated in various activities which support and highlight the purpose of encouraging Fairtrade. (e.g. Fairtrade chocolate tasting, cake-baking, breakfasts, festival stalls etc.). This year's theme celebrated chocolate and the crucial role of women producers.

£1.86 is the amount a cocoa farmer in West Africa needs to earn each day in order to achieve a living income. Currently, a typical cocoa farmer in Cote d'Ivoire lives on around 74p a day. Almost all cocoa farmers in West Africa live in poverty.

The bi-annual report to Fairtrade Foundation presented in 2018 by the BFP, on these Borough-wide actions, resulted in a successfully renewing Fairtrade status for Bridgend County.

A major achievement this year was Sustainable Wales film production '**Every Little Thing**' funded by a BAVO grant. The theme was to encourage volunteering, highlight Fairtrade and ethical issues. The young comprehensive school students, assisted by teacher Mrs Alison Felton made their own story board, banners, stunts and placards. (Isobel Comley, Libby Geddes, Ella Hunt, Amy Thomson & Manchester Uni Fashion student Isobel Overton).



The filming took place on the hottest day of the year! Park6productions filmed, edited and produced a Welsh language version. An evening [launch](#) was held in the Green Room with parents and teachers attending.

[Watch the film on YouTube](#)

## Theme - Culture

Sustainable Wales is eager to prove that culture is integral to 'sustainability'. SUSSED offers the charity a free room above the shop. Our **Green Room** hosts a range of cultural events, allowing creative participation to flourish, bringing a sense of belonging, a shared common endeavour and a chance to pursue our potential.



Events continues to expand with regular poetry open mics, performances, pop up Cafés, swap shops and workshops. Check our [events](#) page for updates on what's currently scheduled.

An [audio podcast](#) of events in the Green Room is published occasionally, building into an extensive library of performances.

See for more information on the Green

Room project - <https://www.sustainablewales.org.uk/green-room>.

It is a space for meetings, training, discussions and debates. The room has had a make-over this year and is also available for hire.

### Events have included

- Porthcawl Elvis Festival weekend saw poet Peter Finch reading from his book 'The Roots of Rock' and Prof. Daniel Evans leading a discussion on the class element of the festival and also an excellent Elvis impersonator singing in the street;
- A poetry event with New Yorker, Margot Farrington and Kristian Evans;
- 'Non' – a performance by Dr Tracy Evans;
- Chris Meredith – a launch of his short story collection, 'Brief Lives';
- Other book launches include 'The Dunes' – art and poetry by Dan Llewellyn Hall and Robert Minhinnick;
- 'Man Under The Hat' - with performance by Gerry Ray;
- A 'Brexit' event with Amsterdam's Paul Evans



## Theme - Food

### The Green Room Pop-up Café

The café offers a varied homemade range of savouries, cakes, drinks - all at reasonable prices. Our volunteer bakers aim to use mainly fairtrade, organic and local ingredients offering tantalizing cakes, homemade bread, super soups, salads, sandwiches and snacks for coffee, lunch and tea. The menus including vegan and vegetarian choices and are often themed e.g. St David's Day, Easter, Xmas etc. The takings support the charity.



### Fairtrade Fortnight Fundraising Fairtrade Dinner



The event held in a new Porthcawl restaurant 'Dockside Bar and Grill' also celebrated the renewal of Fairtrade Status for the whole of Bridgend Borough mentioned above. The emphasis from the chef was on quality and trade justice with local, organic and fairly traded foods selected. From the guests, good conversation and fun.

Ecstatic raffle winner at the dinner!

## PR, Communication, Social Media

Social media plays an increasingly important part of our communication. Sustainable Wales has a significant presence on facebook

( <https://www.facebook.com/sustainablewales/> ) as a verified account. Post reach is around 2,500 views (average per month) and engagement with posts runs at an average of 900+ actions such as sharing, likes etc. per month. Page followers are at c.4,500 and increasing slowly. All growth is organic, no advertising or promotion has been paid for on facebook.

The twitter account has c.1800 followers (<https://twitter.com/SusWales>). Daily news is aggregated and then automatically published via our newsfeed at

(<https://paper.li/SusWales/1396409137#/>) – “Sustainable Connections”; as well as regular posts regarding current issues, our campaigns and event notices.

Communication via social media promotes our blog posts and event notices on the main website. There are two key blogs, a general blog:

<https://www.sustainablewales.org.uk/blog> and a blog specific to local energy

<https://www.sustainablewales.org.uk/blog-shine-a-light> .

**Sustainable Wales**  
Cymru Gynaliadwy



Sustainable Wales’ branding underwent a subtle change in 2018, with “Cymru Gynhaliol” being replaced with “Cymru Gynaliadwy”, reflecting a more current translation of the original 1990s era phrase.

Google searches for “Welsh sustainability”, “Wales sustainability” and related Wales or

Welsh sustainable living phrases all place our website in the first page of results and often in the top three results.

We share our office space SUSSED on James Street, Porthcawl. In February 2019 the new Sustainable Wales logo was installed on the window above the door to increase visibility of the branding.

## Sustainable Development Policy Statement



The charity operates an environmental and ethical management policy: keeping final waste disposal and energy use to a minimum, using recycled paper products, reducing and reusing, purchasing renewable energy (we are powered by Good Energy), local goods and services when possible, banking with the Cooperative Bank at the local Post Office and also selecting fairtrade and biodegradable products. This

policy is reviewed and updated regularly.



## Treasurer's Report 2018-19

The 2018/19 financial year saw a continuation of the trends characterising the previous year, as Sustainable Wales (SW) once again turned a net profit, whilst operating independent of all "restricted" grant funding.

### **Income for the period was mainly derived from three sources:**

- 1) Consultancy, mentoring and coordination work, classified as "contract work" via the Renew Wales programme, with aim of enabling and inspiring community groups to take action on climate change;
- 2) Fundraising via 'The Green Room', a community space for arts and debate, as well as a high street pop-up Cafe and community space for hire
- 3) Other fundraising events, including one-off stalls, raffles and tombolas, as well as donations received through the annual fundraising dinner, featuring sustainably/ethically sourced ingredients.

The notable drop in incoming resources compared with 2017/18 (down 30%) can be attributed to a number of one-off charitable donations that occurred in the previous year. However, this was more than off-set by the reduction in outgoing resources (62%), producing an overall net increase of £2,673 for the period (or +16% year-on-year).

SW's ability to continually reduce operating costs is largely dependent on the goodwill and support provided by sister organisation SUSSED Wales, which provides increasing returns to scale, whilst continuing to cover the lion's share of operating costs as part of an ongoing office-sharing agreement, which has been previously be valued at around £2,000/year. Moreover, SUSSED's retail outlet serves not only as an important contact point for communicating SW's message to a wider audience and a distribution point for SW goods and services (e.g. selling tickets for annual fundraiser), but SUSSED's volunteers continue to provide a large degree of non-financial support and expertise to the organisation.

This long-term use of this shared space (including all IT equipment, stationery etc.) means that the value of SW's tangible fixed assets have now fallen to zero, as per the Balance Sheet, meaning the entirety of the SW's assets are now stored in liquid cash. SW currently has no outstanding liabilities.

A review of future plans of the charity indicates that there is sufficient income to run the organisation for (at least) a further 12 months. There is currently a total of £25,750 of unrestricted funds available, which combined with SW's consistently low level of expenditure, means there are sufficient funds for future investment.



During this financial period, SW also agreed to temporarily hold onto the entirety of SUSSED's cash assets, due to an administrative issue that occurred whilst SUSSED were transferring bank accounts that left them with no account for a limited period. As such, these resources were accounted for separately and are not included in figures below. These funds were returned to SUSSED at the first possible opportunity and were fully accounted for. This was treated as an arms-length arrangement and neither entity gained financially from the arrangement.