

Crest Co-operative's Social Impact Report 2014/15



Delivering Social Value

www.crestcooperative.co.uk

Crest Co-operative Social Impact Report 2014/2015

In this, our second social impact report, we aim to celebrate social enterprise and the value that it brings.

The report provides our supporters, partners and service users, with an overview of the social value that our community businesses have had.

2014-2015 has been a significant and challenging year for Crest Co-operative.

In December 2014, Crest Co-operative's Board of Directors made a difficult decision to close FareShare North Wales.

The food reuse enterprise had been running since 2010, but the enterprise was struggling to become sustainable and the demand for the service was lower than anticipated.

It was the first financial year for Draig Tex. The textile export centre was formed by a consortium of North Wales social enterprises, Crest Co-operative, Antur Waunfawr and Seren. Draig Tex was the first textile export centre in Wales and created 13 jobs for local people and saved 738 tonnes of textiles from landfill, to support the global market and keep the wealth of textiles in Wales.

Draig Tex faced challenging times during this period, with the changing international textile market.

It was a significant year for Crest Co-operative's partnership with housing association Cartrefi Conwy. Our five year working relationship led to the creation of a new subsidiary company: Creating Enterprise.

The planning for Creating Enterprise took place during 2014-2015, with the new company set to launch in April 2015. Creating Enterprise is a Community Interest company and will create employment and training opportunities for local people and Crest Co-operative is very proud to be part of this.

We hope you enjoy reading Crest Co-operative's Social Impact Report and this year we invite you to share some of the journeys made by our service users, which have made a difference to their lives.

Sharon Jones,
Chief Executive, Crest Co-operative Ltd



How this report is produced?

Over the course of the financial year, we worked to collect qualitative and quantitative data from all departments in our organisation.

We engaged with our service users, customers and stakeholders, to discover how our social businesses have impacted them.

The report is published on Crest Co-operative's new website at www.crestcooperative.co.uk.

The website provides details about our enterprises and the community services that we deliver.

Our Mission

**REDUCING landfill through
REUSE to help
PEOPLE in our communities**

**Crest Co-operative,
Brierley House, Ferry Farm Road,
Llandudno Junction, LL31 9SF
01492 596 783
info@crestcooperative.co.uk
www.crestcooperative.co.uk**

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Our Social Businesses

A look at the businesses within Crest Co-operative

Community shops

Crest Community Store and Crest Furniture Reclaim

Crest Co-operative operate three community shops.

Crest Community Store, Mostyn Broadway, Llandudno,

Crest Furniture Reclaim, Douglas Road,

Colwyn Bay and Crest Community Store, Ferry Farm Road, Llandudno Junction.

In 2015 Crest Co-operative re-opened the former retail unit in Llandudno Junction.

The aim was to create an increased number of work opportunities for Crest's team of adults with learning disabilities.

The Ferry Farm Road community shop was designed by Crest Co-operative's team of adults with learning disabilities and their support workers, who run the shop.

The shop stocks small items of reclaimed furniture, nearly new clothing and household goods.

Crest Waste Collections

In 2014- 2015 Crest Co-operative continued to deliver kerbside recycling services on behalf of Conwy County Borough Council. This was the fourth year of the local authority textile and small electrical kerbside recycling contract.

Crest Co-operative also operated a bulky waste contract and collected unwanted furniture and electricals from Conwy residents.

Crest Materials Reuse Centre

Crest Co-operative is an Approved Authorised Treatment Facility (AATF).

In 2014-2015 Crest Co-operative collected 4, 055 large home electrical appliances and brought them back to Crest's Materials Reuse Centre in Mochdre, to be tested and reused by Crest's team of electrical engineers. Household electricals were then sold in Crest's community shops.

Crest Training Centre

Crest Co-operative's Training Centre ran back to work schemes and government work placements during 2014-2015. The training centre offered service users opportunities to gain qualifications, soft skills and delivered job search training.

Training courses, including manual handling and first aid training, were delivered to businesses across North Wales.

FareShare North Wales

FareShare North Wales closed in December 2014. The food reuse enterprise had been running since 2010. The food reuse and delivery service had struggled to become sustainable.

Draig Tex

This was the first year of Draig Tex, a third sector textile export service. During the first year the enterprise created jobs for 11 local people. It faced a difficult first year, due to the changing international textile market.

The social value that we create

THE PEOPLE



Intermediate Labour Market (ILM)

Work opportunities for individuals with a criminal record. Provided work placements and soft skills sessions. The ILM continued from the previous financial year and had already provided placements for 16 people in 2013-2014.

Impact in numbers

Number of people taking part 2014-2015



Case study

Gareth Leedham



- * Unemployed for 10 years
- * Trained chef
- * Spent four years in drug and alcohol rehabilitation
- * Placement at Crest increased confidence
- * Gained full time employment at Draig Tex

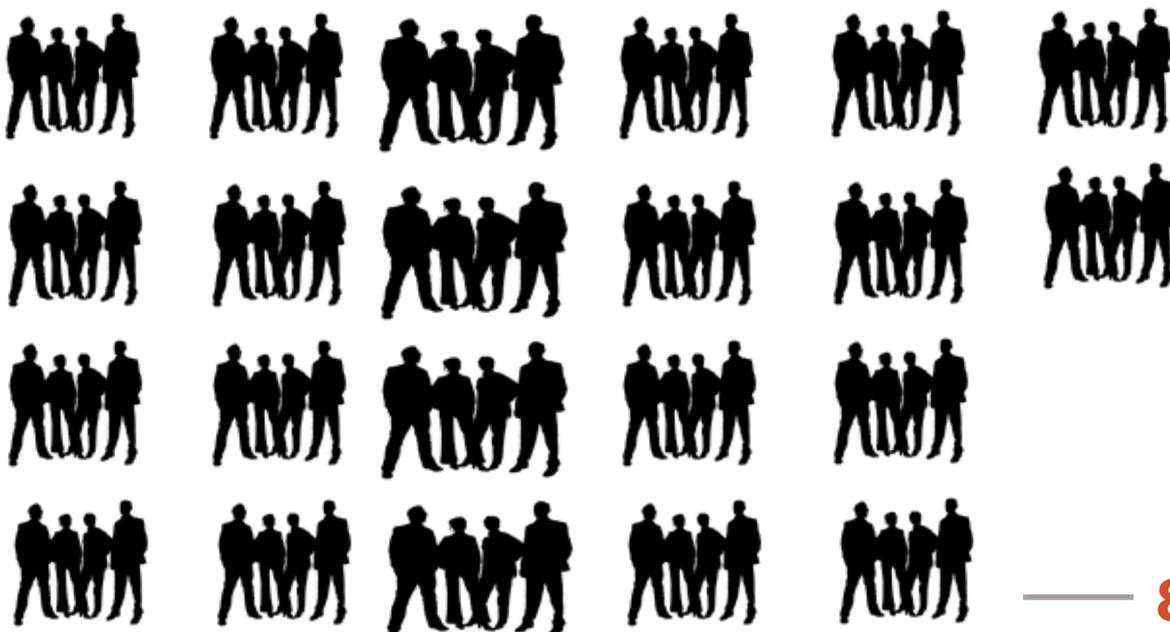
Community Work Programme

Crest Co-operative ran the government work placements, aimed to equip jobseekers with a valuable period of experience in a work-based environment, enabling them to develop the disciplines and skills associated with sustained employment, as well as to move them into employment.

THE PEOPLE

Impact in numbers

Number of people taking part



88

Case studies



Above: Glyn Davies



Above: Jessica Moorley

Glyn Davies

* Left work as a council refuse worker in 2005, due to health issues.
Speaking about his CWP placement at Crest Co-operative, Glyn Davies said: "I have gained confidence."

Jessica Moorley

* Mother-of-three was unemployed for 7 years
* Claiming Job Seekers Allowance (JSA)
* Came to Crest on CWP. Secured a job with a local business, but she needed extra hours to continue to claim JSA.
Crest Co-operative employed Jess in retail.
She said: "The extra hours were a lifesaver."

JOB OUTCOMES AND TRAINING

Crest's Training Centre



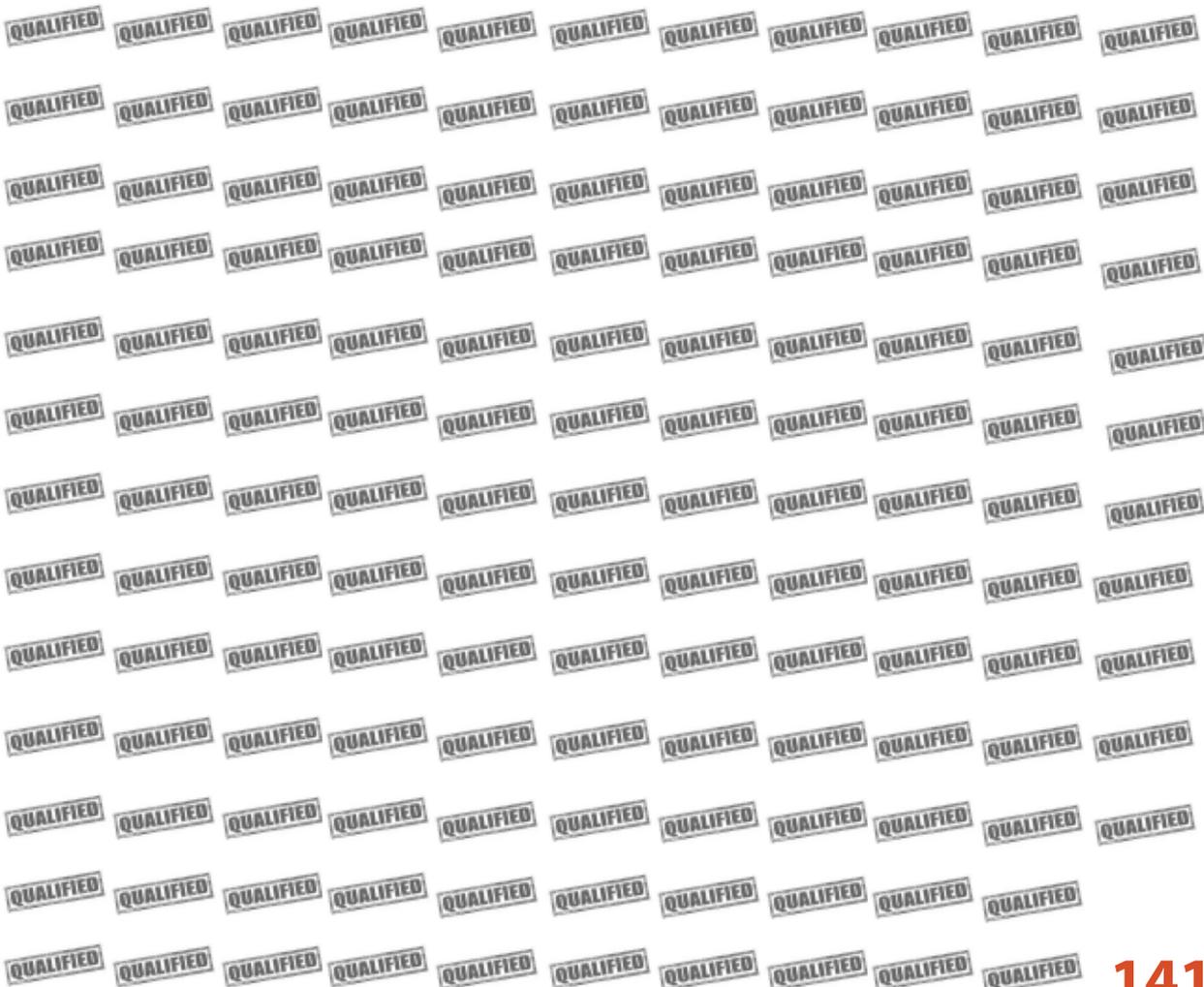
Impact in numbers

Number of people who secured jobs as a result of placements at Crest Co-operative



22

Number of qualifications achieved by local people in Crest's Training department



141

SOCIAL INCLUSION

Permanent, supported work placements for adults with learning and physical disabilities



Impact in numbers

Average number of individuals supported each month



Number of places supported over a year

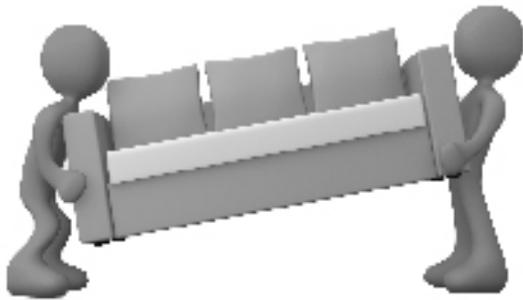


SOCIAL INCLUSION

Community Payback

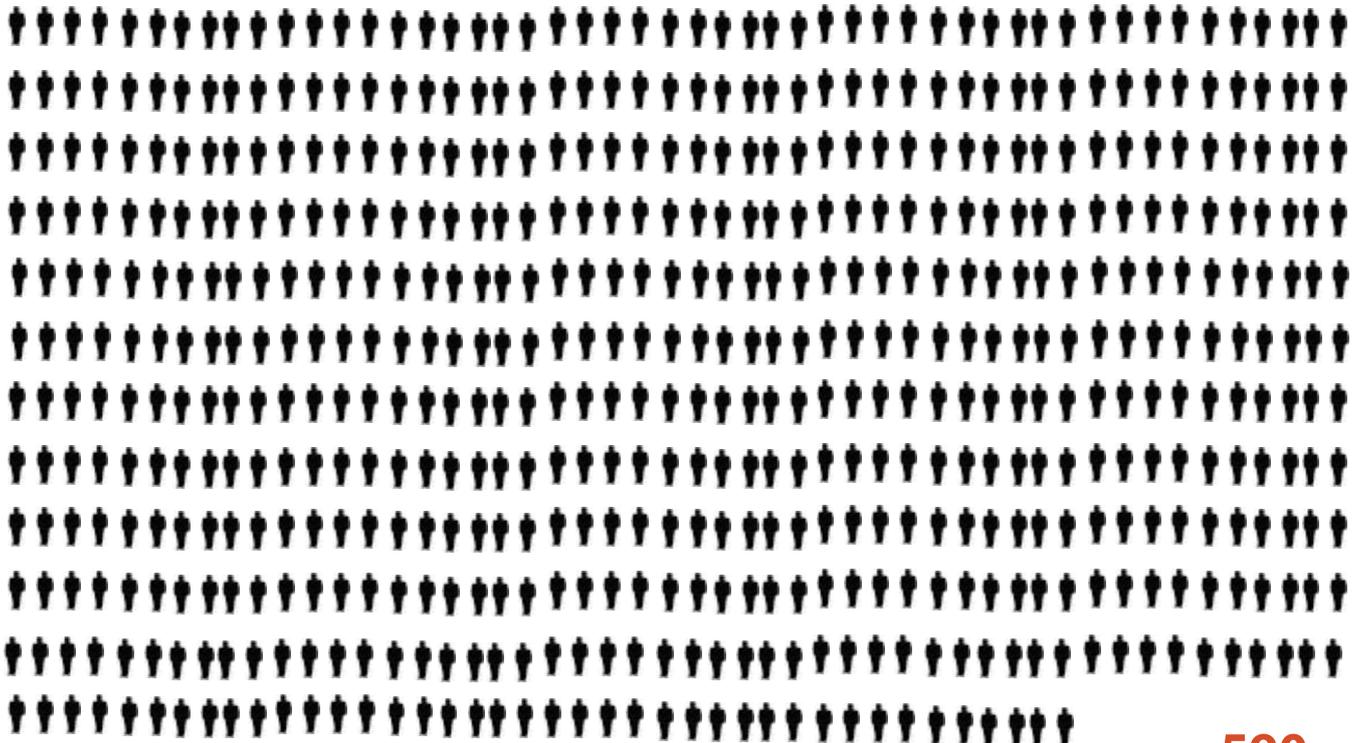
Impact in numbers

Number of Community Payback clients



88

Number of Community Payback places supported



590

Number of hours of community payback carried out at Crest Co-operative

3,928

THE PEOPLE

SOCIAL INCLUSION

Volunteers

Impact in Numbers

**Average number of people
volunteering each month**



13

**Number of hours of volunteering
over the year**



4,721

**Average number of people on Crest's
volunteer register over the past year**



11

The social value that we create

THE ENVIRONMENT

THE ENVIRONMENT



The environmental impact

COLLECTIONS AND KERBSIDE SERVICES

The 4th year of working with Conwy County Borough Council to deliver kerbside services

Textiles and clothing collected from kerbside

Year	 = 10 tonnes	
2013-2014		122 tonnes
2014-2015		127 tonnes

127 tonnes

Small electrical items (WEEE) collected from kerbside

Year	 = 10 tonnes	
2013-2014		29 tonnes
2014-2015		31 tonnes

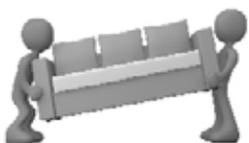
31 tonnes

Textiles collected from clothing banks



50 tonnes

Number of collections of unwanted furniture from Conwy homes



4,203

19%

increase in furniture collections from previous year

School and community group textile collections

In January 2015 Crest Co-operative introduced textile recycling containers into schools across rural Conwy.

The containers were funded by the Conwy Rural Partnership Rural Development Plan



Number of school textile containers in rural schools

16

School bin textile tonnage

1.5 tonnes

Number of textile collections made by community groups

32

Textile group tonnage

1.32 tonnes



The environmental impact Crest Co-operative's Electrical Reuse Hub

Electrical reuse in numbers

Number of large,
WEEE (electrical items)
brought to Crest's reuse hub

34% increase
from previous year

4,055

Number of electrical
items sold in Crest's stores

76% increase
from previous year

2,186

Number of electrical items
failing to be reused

1,106

If items can not be reused/resold we work with external recycling companies to recycle metal and electrical parts.



The impact that we create

OUR SHOPS

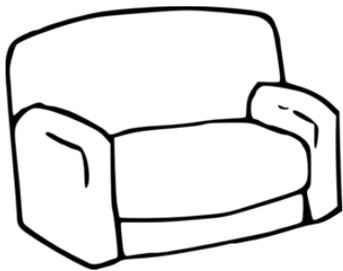


OUR SHOPS IN NUMBERS

Monthly average

Number of sales of pre-owned furniture and re-conditioned electrical items sold through our Llandudno shop

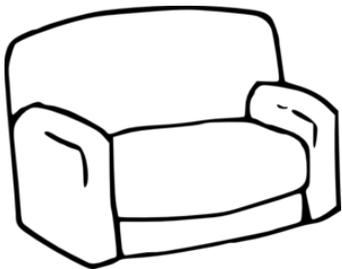
OUR SHOPS



314

Monthly average

Number of sales of pre-owned furniture and re-conditioned electrical items sold through our Colwyn Bay shop each month



253

Annual total

Total number of textiles sold through our stores



3 tonnes

OUR SHOPS IN NUMBERS

Number of furniture deliveries to customers

OUR SHOPS



1,732

5% increase in furniture deliveries from previous year

Helping people on low incomes

Payment plans

If customers are struggling to pay for items in full Crest Co-operative offer payment plans. Shoppers can pay for furniture and electrical items over a period of 4 to 8 weeks.

Average number of payment plans arranged for customers each month



3

Annual total

Number of sales made to individuals in need through referral agencies

49

Average number of referral agencies working with us each month

5

Working with housing association Cartrefi Conwy to help people on low incomes



**Bringing Crest Community Store to
Cartrefi Conwy's residential areas**

Number of POP UP community shops

2

**Number of Cartrefi Conwy tenants,
who have received a 15% discount
in Crest's shops
2014-2015**

420

Manufacturing and selling fence panels



Number of fence panels sold in our shops

1, 014

The social value that we create **OUR STAKEHOLDERS**



The impact that we create

OUR STAKEHOLDERS

What our shop customers say about us

Customer survey sample

"Will be a Crest customer forever! Best place to go for furniture."

"Very pleased washing machine works well."

"We always buy at Crest, we are big supporters."

"Will buy from Crest again, will go to both shops. Very satisfied."

"Crest is brilliant - keep going - its a great outlet."



How we consulted our customers

In store surveys

Over the phone customer satisfaction surveys

Ebay

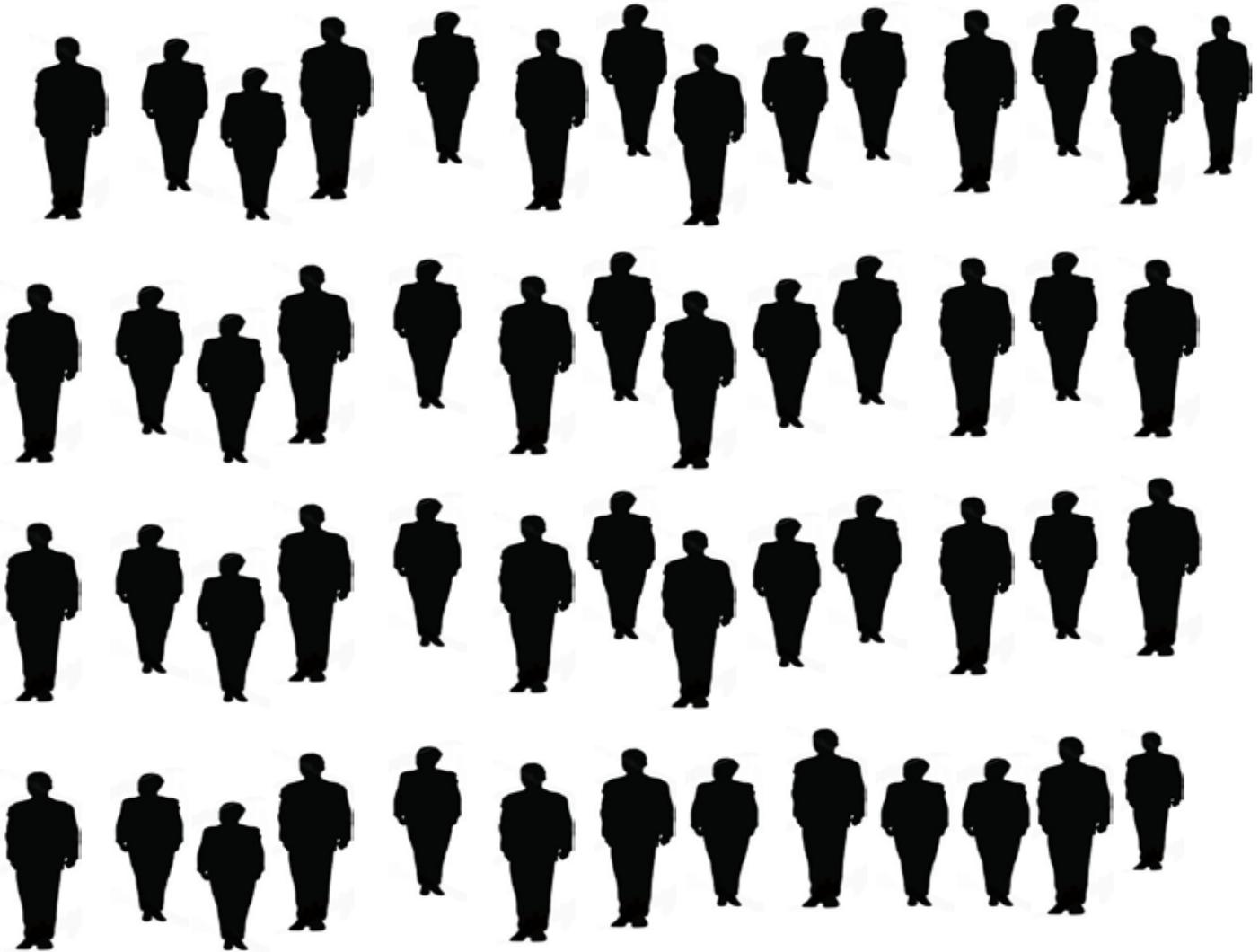
Online survey

Survey results

In a survey of 1, 989 customers

99% would use Crest's services again.

Average number of permanent employees over year



53

Number of Crest Co-operative Board Members



5

Number of Crest Co-operative Members



122

The impact that we create OUR STAKEHOLDERS

Collaborative working to increase our impact
Our Partnership with Cartrefi Conwy

Impact in numbers

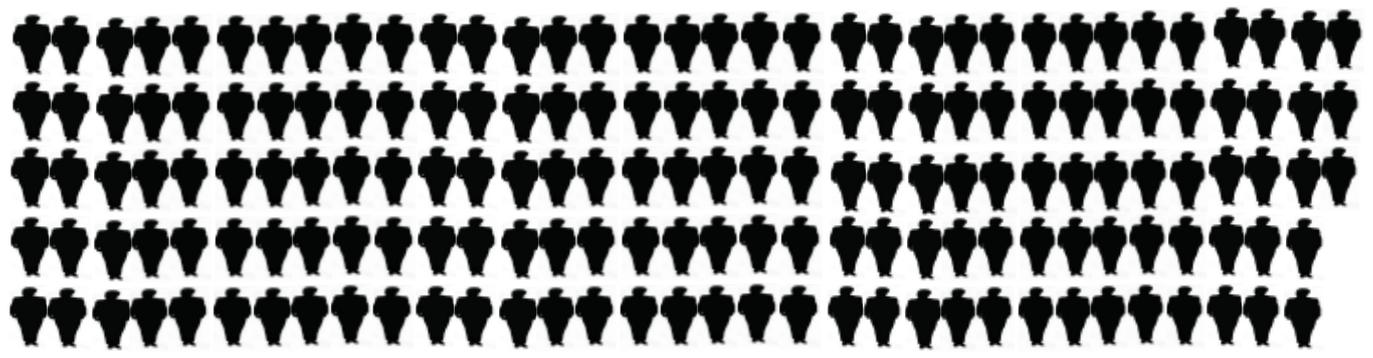
**Amount of waste diverted from landfill
and brought back to Crest's stores,
to be recycled and reused**

**182
tonnes**

Areas of work

Void properties, reactive maintenance and
house removals and fence panel manufacturing

**Number of social inclusion
and work placements**



168



What our stakeholders say about us...

Cartrefi Conwy

“The close partnership between Cartrefi Conwy and Crest Co-operative has really gone from strength to strength over the last 12 months, culminating in the creation of a new subsidiary company called Creating Enterprise. This brand new Community Interest Company builds on the firm foundations already established across the two organisations and takes these to yet another level.

“Creating Enterprise has been established to develop brand new employment and training opportunities for Cartrefi Conwy tenants and the wider community. In April 2015 we will see exciting paid employment opportunities offered to local people who may be struggling to get that first important step on the career ladder.

“I am incredibly excited to see where this journey takes us over the coming years and look forward to seeing some truly fantastic success stories in the near future,”

Andrew Bowden,
Chief Executive, Cartrefi Conwy



What our stakeholders say about us...

Conwy County Borough Council

“As a local authority, we are dedicated to supporting the community. Through our work with Crest Co-operative, we have not only seen how reducing waste and recycling more can improve the environment, but we have also seen how recycling can create opportunities and develop skills within the community,”

**Conwy County Borough Council,
Environment, Roads & Facilities**



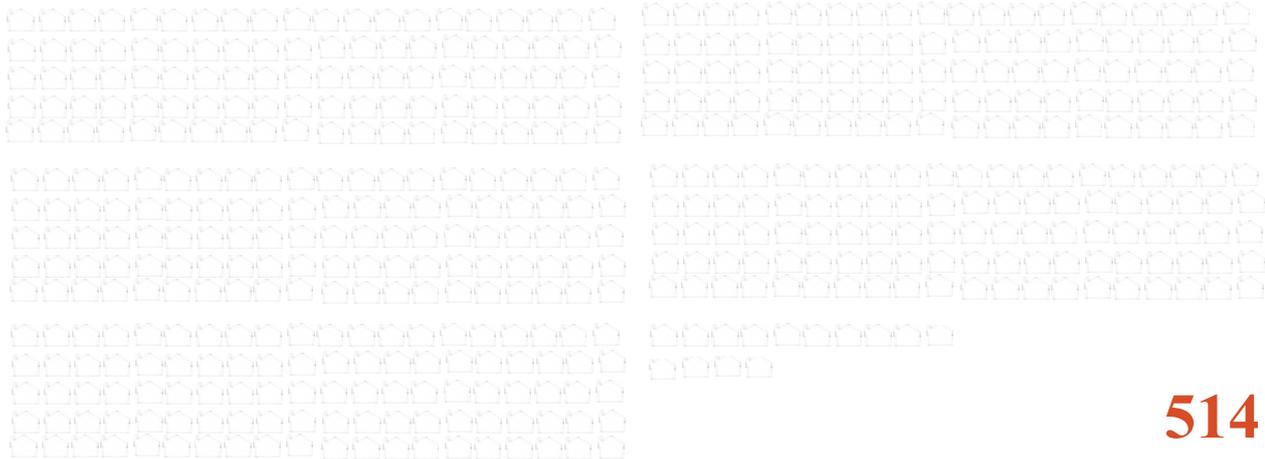
**Number of work placements created
for local people through local authority
kerbside recycling contract**

425

Collaborative working to increase our impact empty property (void) clearances

Working with Pennaf Housing Group

Number of void clearances



514

Number of work placements provided to local people through partnership work with Pennaf Housing Group



215



FareShare North Wales

FareShare North Wales closed in December 2014. The food reuse enterprise had been running since 2010. Crest Co-operative's Board of Directors made the decision to close FareShare North Wales, as the project was struggling to become sustainable.

Impact in numbers 2014/2015

Tonnage of food saved from landfill

91 tonnes

Average number of charities and community groups delivered to each month



24

Number of meals contributed to for service users across North Wales

152, 189

Average number of suppliers delivering food to FareShare North Wales each month

12

Number of volunteer hours at FareShare North Wales

992

Draig Tex

Working in partnership with a consortium of organisations.

The first third sector textile export centre in Wales.

Impact in numbers

Tonnage saved from landfill



738 tonnes

Number of job roles for local people in 2014-2015 at Draig Tex



13

Awards received



2

Areas exported to

Africa, Pakistan, Eastern Europe

The social value that we create

THE COMMUNITY



The Crest Community Fund Grants for Conwy community groups

Impact in numbers

Number of grants awarded



10

Value of funds donated _____ **£4, 246.95**

Case Study

Abergele baby club



A £500 grant provided play equipment, musical instruments, chairs, tables and a sensory table, for newly established Abergele Baby Club.

Families in the town benefited from the grant.

Working with Conwy's Eco Schools

Impact in numbers

Amount paid to Conwy community groups and schools for textile collections

Clothing and textile banks, textile containers and group collections



£3957.85

Social networking



Impact in numbers

Number of Crest Co-operative

Facebook likes at the end of 2014-2015

2,489

Number of @crestrecycle

Twitter followers at the end of 2014-2015

848

Crest in the community

Impact in numbers

Number of community events and

presentations attended/given by Crest

21

The Future

Looking ahead 2015 - 2016

In 2015 - 2016 Crest Co-operative will be working to ensure that all reuse enterprises are sustainable.



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