



COALTOWN®
COFFEE ROASTERS

Certified



Corporation™

ANNUAL REVIEW
2019 ~ 2020

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“DOING ORDINARY THINGS EXTRAORDINARILY WELL”

AND WHAT A YEAR IT'S BEEN.

COALTOWN COFFEE'S NAVIGATION THROUGH THE LAST 12 MONTHS HAS BEEN AN EVER EVOLVING JOURNEY. LIKE THE MAJORITY OF COMPANIES WORKING THROUGH A GLOBAL PANDEMIC WE BANDED TOGETHER TO MAKE THE BEST OUT OF THE CARDS WE HAD BEEN DEALT.

THE THEME OF 2020 HAS MOST DEFINITELY BEEN “BIG CHANGES = BIG IMPACTS” IT IS VERY RARE IN THE BUSINESS WORLD, ESPECIALLY HOSPITALITY THAT A COMPANY HAS THE OPPORTUNITY TO PAUSE, AND HAVE THE LUXURY OF TIME TO REVIEW ALL ASPECTS OF THE BUSINESS. THIS YEAR HAS TAUGHT US THAT COALTOWN COFFEE IS ABOUT THE FINE DETAILS.

NO ONE EVER EXPECTS TO WAKE UP ONE MORNING AND THE WORLD TO BE A COMPLETELY DIFFERENT PLACE BUT ON THE 16TH OF MARCH THAT'S EXACTLY WHAT HAPPENED. WE GATHERED TOGETHER AND WATCHED THE NEWS WITH BATED BREATH, AND REALISED THAT THE NEXT YEAR WAS GOING TO INVOLVE MASSES OF CHANGE FOR SMALL AND LARGE BUSINESSES ALIKE.

AS A COMPANY WE ENJOY THE CHALLENGE OF ADAPTING TO NEW THINGS AND THIS YEAR ALLOWED US TO REALLY PUT THOSE SKILLS INTO PRACTICE. QUICK AND TIMELY DECISIONS MADE OUR TRANSITION INTO B2C RELATIVELY EASY AND OVER THE LAST YEAR WE HAVE ACHIEVED SOME AMAZING MILESTONES THAT WE CAN'T WAIT TO SHARE WITH YOU ALL.



2019 ~ 2020 IN NUMBERS

120,000

COFFEE BAGS
SAVED FROM
LANDFILL

32,500

COFFEE CUPS
RECYCLED

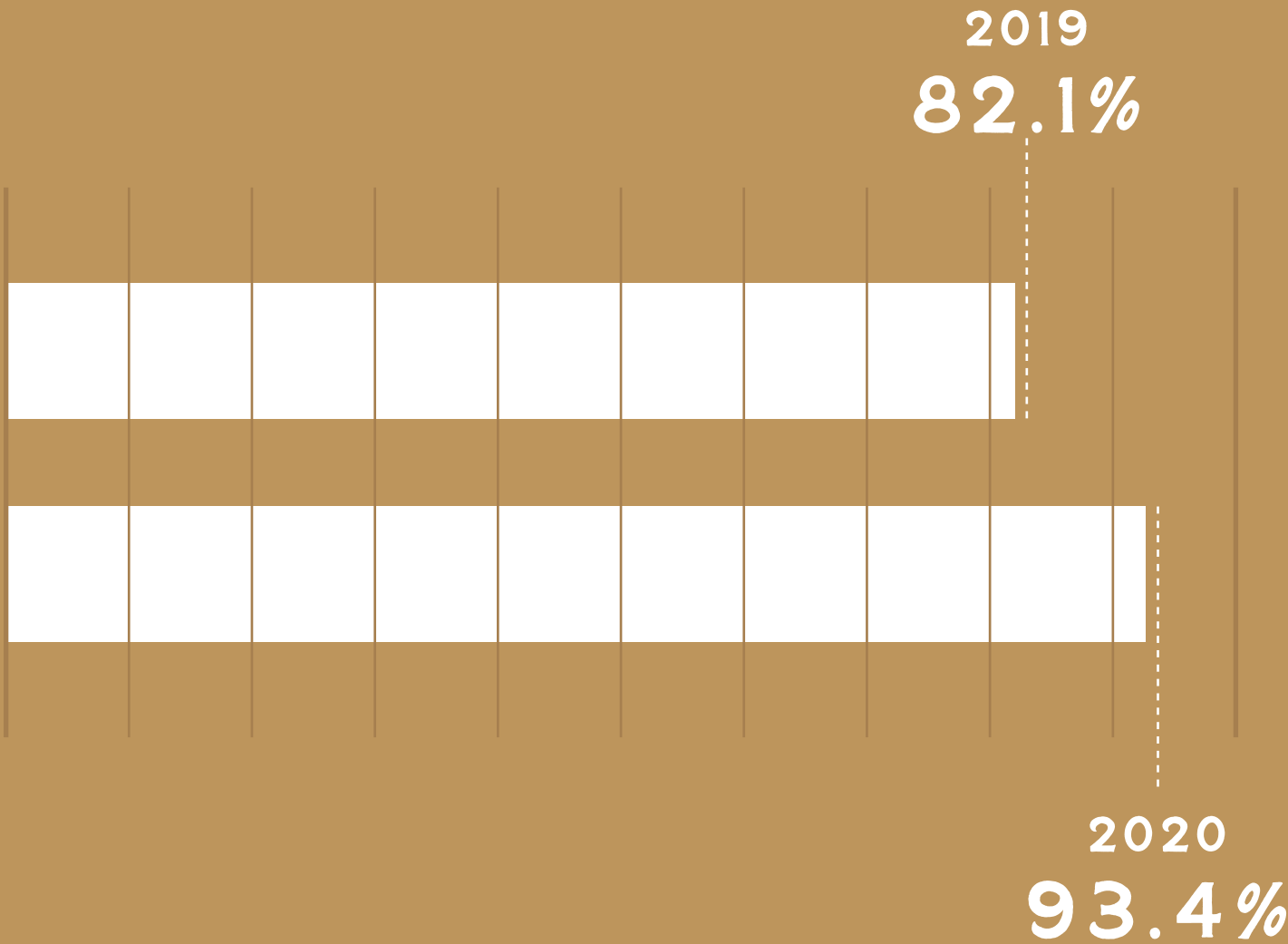
£1,240

MONEY RAISED
FOR CHARITY

£130,000

SPENT IN DIRECT
TRADE DEALS

COALTOWN
B-CORP SCORE



TASTE GOOD, DO GOOD



DIRECT TRADE: UGANDA TRIP 2019

TOWARDS THE END OF 2019 COALTOWN SET OFF ON ITS FIRST EXPEDITION TO VISIT ONE OF THE WORLD'S MOST RENOWNED AND UPCOMING SPECIALTY COFFEE ORIGINS, UGANDA.

OUR AMBITION WAS TO BRIDGE THE GAP BETWEEN FARMER AND ROASTER BY BUYING DIRECT WITH FULL TRACEABILITY AND FAIR PAY. IN TURN OFFERING SUPPORT AND THE MUCH-NEEDED FUNDS TO THESE SKILLED FARMERS AND FAMILIES.

THE PURPOSE OF THIS TRIP WAS TO SOURCE A NUMBER OF KEY COFFEES TO INTRODUCE IN 2020, WITH A LEVEL OF DETAIL AND KNOWLEDGE THAT CAN'T BE ACHIEVED WITHOUT VISITING THE FARMS FIRST HAND.

THE FIRST DESTINATION WAS THE KISINGA WASHING STATION OPERATED BY JONNY ROWLAND OF ARGİ-EVOLVE. ORIGINALLY A FARMER FROM THE UK, JONNY'S VISION OF IMPROVING THE FARMING IN AFRICA EVOLVED DURING A BREAK FROM HIS STUDIES IN UGANDA. AGRI-EVOLVE'S AIM IS TO DEVELOP AN ORGANISATION RUN BY UGANDAN PEOPLE - BUT WITH INPUT FROM STUDENTS AND EXPERTS FROM THE UK, WHO CAN ADVISE AND ASSIST FARMERS IN CREATING SUSTAINABLE OPERATIONS.

THEY ARE COMMITTED TO RETURNING 60% OF ALL PROFIT TO COMMUNITY AND AGRICULTURAL PROJECTS WITHIN THE AREA SUCH AS THE COMMUNITY ACTION INITIATIVE.

THE COFFEE CROP ALLOWS FOR A STEADY, DEPENDABLE INCOME FOR THE FARMERS, WITH THE WORK GENERALLY DONE BY HAND OVER 2 ACRES.

USING 'SHARE' FARMING MEANS THAT FARMERS ARE ABLE TO WORK TOGETHER TO PROCESS AND MARKET THEIR COFFEE, HELPING TO IMPROVE PROCESSING, MARKETING EFFECTIVENESS, AND QUALITY.

THE FARMERS PICK THE CHERRIES UP IN THE MOUNTAINS, BUT AS THEY ARE MANUALLY CARRIED, THEIR WEIGHT IS OFTEN TOO MUCH, LEAVING THE FARMERS TO LEAVE THEM ON THE GROUND TO DRY AND LESSEN IN WEIGHT OVER SEVERAL DAYS. VALUABLE QUALITY IS LOST HERE, BUT THIS IS NOT UNDERSTOOD BY THE FARMERS.

JONNY IS ATTEMPTING TO CHANGE THAT THROUGH HIS QUALITY TRAINING BUT UNDERSTANDS THAT THIS LACK OF PASSION STEMS FROM RECENT HISTORY. THE IDEA OF COFFEE WAS INTRODUCED TO RWENZORI 50-60 YEARS AGO, DURING COLONIAL TIMES, AND WAS NOT AS MUCH INTRODUCED AS FORCED UPON THE REGION. FARMERS WERE TOLD BY THE GOVERNMENT TO PLANT, AND WHILE THE FARMERS MAY NOT HAVE THOUGHT IT WAS A GOOD IDEA, ITS ENFORCEMENT BY THE ARMY MEANT THAT PLANTING SLOWLY GREW.

NOW, IF YOU WERE TO LOOK UP AT A COFFEE PLANT IN THE MOUNTAINS FROM BELOW, IT WOULD LIKELY LOOK AS IF COFFEE WAS FALLING FROM THE SKY!





THE GUYS THEN HEADED NORTH ALONG THE BASE OF THE RWENZORI'S TO BUGOYE COFFEE STATION, ONE OF JONNY'S MORE RECENT STATION SETUPS. THIS STATION WAS SET UP DUE TO A LARGE NUMBER OF HIGH ALTITUDE FARMS IN THE SURROUNDING MOUNTAINS THAT IN THE PAST, HAD STRUGGLED WITH TRANSPORTING THEIR CHERRIES DOWN THE TREACHEROUS TRACKS, HAVING TO COVER LARGE DISTANCES WITHOUT THE USE OF A VEHICLE IN MANY CASES.

BUGOYE STATION SITS AT THE FOOT OF A STEEP SECTION OF THE RWENZORI MOUNTAIN RANGE WHICH MADE FOR SPECTACULAR VIEWS, BUT ALSO DISPLAYED HOW DIFFICULT NAVIGATING THIS TERRAIN WOULD BE FOR THE FARM ALONG THE SUMMIT.

EVEN WITH THE NEW WASHING STATION LOCATION, THESE SMALLER YIELD FARMERS WERE STILL UNABLE TO TRAVEL THE DISTANCE REQUIRED. IN RESPONSE TO THIS JONNY SET UP A NETWORK OF BUYING STATIONS TO HELP BRIDGE THE GAP BETWEEN THESE SMALLER YIELD FARMERS AND HIS WASHING STATIONS.

FROM THERE NICK AND RHYS TRAVELED UP THE MOUNTAIN TO VISIT ONE OF THESE BUYING STATIONS WHERE IT WAS OBVIOUS TO SEE THE BENEFIT THIS PROVIDED THE LOCAL FARMERS, WITH MANY MANUALLY WALKING SACKS OF CHERRIES WITH NO ALTERNATIVE FORMS OF TRANSPORT AVAILABLE.

DURING THE TRIP THE GUYS WERE PRIVILEGED TO MEET SOME OF THE FARMERS AND THEIR FAMILIES IN THE SURROUNDING VILLAGES WHO HAD BECOME EXPERTS IN COFFEE FARMING.

THEY WERE INVITED INTO THEIR HOMES TO SEE THE OPPORTUNITIES AND BENEFITS THIS INDUSTRY HAD PROVIDED THROUGH KYAGALANYI COFFEE, INCLUDING AN EDUCATION AND FINANCIAL SUPPORT PROGRAM CALLED THE TOGETHERNESS INITIATIVE.

THIS INITIATIVE HAD BEEN INTRODUCED BY KYAGALANI COFFEE AND THEIR PARTNERS AS PART OF AN EDUCATIONAL PROGRAM COVERING FARMING PRACTICES, FINANCIAL RESPONSIBILITY AND SUPPORT, AND A GENDER PROGRAM TO IMPROVE GENDER EQUALITY.

THIS SUPPORT INCLUDED A SAVINGS AND LOAN ASSOCIATION THAT WOULD SUPPORT FARMERS THROUGH PERIODS OF POOR CROP OR LOW CHERRY YIELD DUE TO STUMPING TREES TO IMPROVE CHERRY GROWTH FOR FUTURE SEASONS. WE PLAYED A MONOPOLY STYLE GAME WITH THE FARMERS, DESIGNED TO EASILY ILLUSTRATE THE IMPACT KEY DECISIONS MADE ON THEIR FUTURE HARVEST AND INCOME, WHICH QUICKLY SHOWED HOW SUPPORT LIKE THE TOGETHERNESS INITIATIVE CAN HAVE A HUGE BENEFICIAL IMPACT ON THE LIVES OF THE COMMUNITIES THAT JOINED.

THIS ORIGIN TRIP AS A WHOLE WAS A HUGE SUCCESS FOR COALTOWN'S FIRST VISIT TO ORIGIN. THE RELATIONSHIPS MADE AND COFFEES SOURCED WILL BECOME OUR BENCHMARK TO BRIDGE THE GAP BETWEEN FARMER AND ROASTER FOR FUTURE COFFEE INTRODUCTIONS.





WOMENS PEACE CO-OPERATIVE

IN 2019 WE PLEDGED TO WORK WITH MORE MINORITY GROWERS AND IN 2020 SAW THE INTRODUCTION OF KIRINDERA WOMENS PEACE, DRC INTO THE COALTOWN COFFEE SHOP.

IN JULY 2016, COOPADE CREATED THE KIRINDERA WOMEN'S PEACE COFFEE SECTION WITH THE OBJECTIVE OF ALLOWING WOMEN COFFEE FARMERS TO CONTROL AND DEVELOP THEIR OWN COFFEE PRODUCTION THROUGH THE WHOLE CHAIN FROM PRODUCTION THROUGH TO EXPORT.

AS THE WOMEN IN THE DR CONGO ALREADY DO THE LARGEST PROPORTION OF THE WORK THE COFFEE FARMS, INCLUDING HARVEST, THIS HAS MEANT FOCUSING ON THE DELIVERY OF THE COFFEE CHERRIES TO THE WASHING STATION, AND THEN MANAGING THE ACTUAL WASHING AND DRYING OF THE PARCHMENT COFFEE.

THE WOMEN'S SECTION HAVE BUILT A TOTAL OF SEVEN OF THE FIFTEEN COOPADE WASHING STATIONS TO DATE, OF WHICH KIRINDERA WAS ONE OF THE FIRST.

THESE WASHING STATIONS ARE ENTIRELY MANAGED BY THE WOMEN'S SECTION. THE KIRINDERA WOMEN ARE EMPLOYING YOUNG PEOPLE AND PROVIDING THEM WITH AN ALTERNATIVE TO JOINING THE ARMED GROUPS THAT ARE DESTABILISING THE REGION.

GROUND CONTROL TO CAPTAIN TOM

CAPTAIN (NOW COLONEL) TOM MOORE... THERE ISN'T MUCH WE CAN SAY THAT HASN'T ALREADY BEEN SAID, A TRUE EXAMPLE OF HOW ONE PERSON'S ACTIONS CAN BRING ABOUT UNMEASURABLE GOOD IN THE WORLD. HIS UNWAVERING DEDICATION AND KINDNESS TO RAISE A PHENOMENAL AMOUNT OF MONEY FOR OUR NHS AND SUPPORT OUR FRONT-LINE WORKERS CAPTIVATED OUR HEARTS.

THE WAR VETERAN HAS RAISED MORE THAN £32M FOR THE NHS BY COMPLETING 100 LAPS OF HIS BEDFORDSHIRE GARDEN BY THE TIME HE REACHED HIS 100TH BIRTHDAY IN APRIL.

WE DID WHAT WE DO BEST AND CREATED THE 'GROUND CONTROL TO CAPTAIN TOM' CHARITY ADDITION COFFEE AS A HOMAGE TO OUR HERO. THE RESPONSE TO THE LAUNCH WAS AMAZING AND OVERWHELMED US WITH THE SHEER GENEROSITY DISPLAYED BY THE PUBLIC.

WE ARE IMMENSELY PROUD TO ANNOUNCE THAT PROFITS MADE HAVE AMOUNTED TO THE TUNE OF £1238.20 WHICH HAS NOW MADE ITS WAY TO COLONEL TOM'S JUST GIVING PAGE.

TOM'S PHENOMENAL RECORD-BREAKING EFFORTS CONTINUE TO MAKE A DIFFERENCE TO NHS STAFF, VOLUNTEERS AND PATIENTS, AND YOU CAN STILL PLAY YOUR PART IN SUPPORTING THEM IN THE FIGHT AGAINST COVID.



MORE THAN COFFEE



WORKING WITH LIKE MINDED COMPANIES

IN 2019 WE PLEDGED THAT 2020 WOULD SEE MORE RELATIONSHIPS BUILD WITH SUPPLIERS THAT SHARED OUR ETHICAL COMMITMENT AND WOULD IN TURN HELP US TO BECOME MORE SUSTAINABLE. WE ANALYSED OUR BIGGEST WASTE PRODUCERS AND WENT ABOUT OVER HAULING ALL MAJOR SUPPLIERS TO CREATE A ENVIRONMENTALLY SOUND PRODUCTION LINE.

FROM THE BAGS OUR COFFEES ARE PACKAGED IN, THE CUPS THE COFFEE IS DRUNK FROM AND TO THE SHIPPING COMPANIES WHO DELIVER OUR PRODUCTS TO CONSUMERS, EACH STEP HAS BEEN CAREFULLY REVIEWED AND IMPROVED TO MAKE COALTOWN THE BEST VERSION OF ITSELF.

BOITRE COFFEE BAGS

SWAPPING OVER TO BIOTRÉ BAGS HAS BEEN ONE OF THE MOST EFFECTIVE AND ETHICAL BUSINESS DECISIONS THE PAST YEAR HAS SEEN. THE BAGS CONSIST OF BIODEGRADABLE AND HEAT-SEALABLE BARRIER MATERIAL THAT EFFECTIVELY PRESERVES AND PROTECTS SENSITIVE PRODUCTS SUCH AS HIGH-QUALITY SPECIALTY COFFEE.

ALTHOUGH THE COST OF THE BAGS ARE SUBSTANTIALLY MORE THAN THE ORIGINAL BAGS WE WERE USING, THE ENVIRONMENTAL IMPACT WE CAN MAKE IN THE LONG TERM IS TOO SIGNIFICANT TO IGNORE. THE PRICE INCREASE FOR EACH BAG IS BETWEEN 120 - 190% MORE THAN WHAT THE PREVIOUS NON BIODEGRADABLE BAGS WERE.

OUR SUPPLIERS WEBER PACKAGING AND PACIFIC BAG (PBI) HAS INVESTED OVER TWO YEARS IN THE DEVELOPMENT OF BIOTRÉ FILM, A BIODEGRADABLE AND HEAT-SEALABLE BARRIER MATERIAL.

PBI CONDUCTED EXTENSIVE COMPOSTABILITY TESTING WITH INDUSTRY LEADERS IN THE PAST TO DEMONSTRATE THAT BIOTRÉ FILM WILL NOT ONLY BIODEGRADE UNDER INDUSTRIAL CONDITIONS, BUT WILL ACTUALLY BIODEGRADE IN REGULAR HOUSEHOLD COMPOST OVER A MUCH LONGER PERIOD OF TIME. ADDITIONAL THERMOFORMING TESTS OF THE FILM MATERIAL





HOW DOES IT WORK?

ORDINARY PLASTIC/FILM LAMINATE CONSISTS OF 100 PERCENT NON-RENEWABLE RESOURCES AND IS NOT CONSIDERED BIODEGRADABLE.

BIOTRÉ FILM CONSISTS PURELY IN TERMS OF ITS WEIGHT PROPORTION OF REGENERATIVE CELLULOSE TO 60 PERCENT AND IS - ESPECIALLY UNDER INDUSTRIAL CONDITIONS - VERY WELL BIODEGRADABLE. HOWEVER, THE TESTS ALREADY MENTIONED IN THE PREVIOUS SECTION OF THE TEXT HAVE SHOWN THAT BIOLOGICAL DECOMPOSITION IN AN ORDINARY GARDEN COMPOSTER IS BASICALLY POSSIBLE. AFTER ALL, IT LASTS MANY TIMES LONGER. THE REMAINING 40 PERCENT BY WEIGHT OF THE BIOTRÉ FILM IS PLASTIC WITH AN ADDITIVE THAT CAUSES IT TO DECOMPOSE WITHIN FIVE TO TEN YEARS. WITH A LITTLE EFFORT, HOWEVER, THIS MATERIAL CAN BE EASILY REMOVED FROM A GARDEN COMPOSTER AND DISPOSED OF.

PBI ARE CURRENTLY WORKING ON THE BIOTRÉ BAG 3.0 WHICH IS 100% RENEWABLE.

DECENT PACKAGING

“PLASTIC RECYCLING IS BROKEN”

FOR A LONG TIME, OUR ECONOMY HAS BEEN ‘LINEAR’. THIS MEANS THAT RAW MATERIALS ARE USED TO MAKE A PRODUCT, AND AFTER ITS USE - ANY WASTE (E.G. PACKAGING) IS DISPOSED OF IN LANDFILL OR INCINERATED. SINCE 1964 PLASTIC PRODUCTION HAS INCREASED TWENTY-FOLD, YET JUST 5% OF PLASTICS ARE RECYCLED EFFECTIVELY.

THE PLASTICS THAT ARE RECYCLED CAN ONLY BE RECYCLED ONCE OR TWICE BEFORE ENDING UP IN A LANDFILL WHICH CAN TAKE CENTURIES TO BREAKDOWN, OR ENDING UP IN INCINERATION WHICH EMITS 33 PERCENT MORE FOSSIL CO₂ THAN GAS FIRED POWER STATIONS.

DECENT PACKAGINGS MISSION IS SIMPLE, WHERE DISPOSABLE FOOD PACKAGING IS USED THEY WILL SUPPLY A SUSTAINABLE, COMPOSTABLE OPTION THAT IS MADE FROM PLANTS, YES PLANTS! THEY WANT TO ‘UNMAKE’ EVERYTHING THEY’VE MAKE, AND HAVE A VERY AGGRESSIVE TARGET TO GET ALL OF THEIR PACKAGING COMPOSTED AND MAKE THE BUSINESS COMPLETELY CIRCULAR.

AS OF JULY THIS YEAR DECENT PACKAGING ARE A CARBON ZERO CERTIFIED ORGANISATION WHICH MEANS THEY TRACK THE CO₂ EMISSIONS GENERATED BY THEIR OPERATION, HAVE AGGRESSIVE YEARLY ROLLING TARGETS TO REDUCE THESE EMISSIONS, AND OFFSET ALL THOSE THEY CANNOT AVOID BY BUYING CARBON CREDITS WHICH SUPPORT WORLDWIDE PROJECTS THAT ARE CERTIFIED TO ABSORB CO₂.





SBN MEMBER

SUSTAINABLE BUSINESS NETWORK LINKS LIKE-MINDED, ENVIRONMENTALLY COMMITTED BUSINESSES TO SHARE IDEAS AND BUILD WORKING RELATIONSHIPS.

DELOITTE FAST 50

IN 2018 DECENT PACKAGING WERE NAMED IN THE TOP 50 FASTEST GROWING BUSINESSES IN NEW ZEALAND. ALONG WITH THIS, WE WERE ALSO NAMED AS THE REGIONAL WINNERS FOR THE FASTEST GROWING MANUFACTURING BUSINESS IN AUCKLAND AND UPPER NORTH ISLAND.

LONDON COFFEE FESTIVAL

EARLIER IN 2019 DECENT PACKAGING OPENED THEIR UK OFFICE IN EAST LONDON. LAUNCHING AND PARTNERING WITH THE LONDON COFFEE FESTIVAL HELPING THEM SOLVE THEIR 300,000 CUP WASTE PROBLEM.

WITH 300,000 COFFEE CUPS GOING TO LANDFILL YEAR ON YEAR WE WORKED CLOSELY WITH LCF AND VEOLIA (WASTE MANAGEMENT) TO IMPLEMENT 80 BIN STATIONS WITH CLEAR INSTRUCTIONS FOR THE CONSUMERS. WE WERE ABLE TO DIVERT THE VAST MAJORITY OF CUPS FROM LCF 2019 TO A COMMERCIAL COMPOST SITE IN ESSEX, DIVERTING THE MOST WASTE FROM ANY EVENT HELD AT THE TRUMAN BREWERY ONE OF LONDON'S BUSIEST EVENT SPACES.

ETHICALLY SOURCED

DECENT PACKAGING USE THE LATEST IN INNOVATIVE MATERIAL SUCH AS FSC GROWN OR RECYCLED PAPER.

PAPER IS FANTASTIC, BUT NOT ALL TREES ARE GROWN EQUAL! THE FOREST STEWARDSHIP COUNCIL ENSURES FORESTS ARE RESPONSIBLY GROWN, LEAVING POSITIVE ENVIRONMENTAL AND SOCIAL IMPACTS. INNOCENT ONLY USES FSC OR RECYCLED PAPER, THIS PAPER CAN THEN BE RECYCLED AGAIN AND AGAIN OR COMPOSTED TOO.

PLA

PLA CAN BREAK DOWN FULLY, BACK INTO ORGANIC MOLECULES. SIMILAR TO CPLA (CRYSTALLISED FORM OF PLA) ITS HEAT TOLERANT COUSIN WHICH MAINTAINS THE SAME ABILITY TO COMPOST FULLY BUT IS OPAQUE INSTEAD OF CLEAR, AND A BIT MORE HARDY.

INKS, DYES & GLUES

DECENT USE PLANT BASED AND NON TOXIC INKS, DYES AND GLUES AT INNOCENT PACKAGING. PLANT PRODUCTS KNOW NO BOUNDS, ALL THEIR INKS ARE SOY BASED AND THE ADHESIVES THEY USE ARE MADE FROM PLANTS TOO. THEY ALSO WHITEN PAPER PRODUCTS WITHOUT BLEACH - USING NON TOXIC OXIDATION.





RAPANUI CLOTHING

LOCKDOWN 2020 GAVE US THE OPPORTUNITY TO SPEND TIME REDESIGNING EACH ASPECT OF THE BUSINESS EVEN DOWN TO OUR NEW UNIFORMS. STAFF VOICED THAT THEY WOULD LIKE COMFY MATERIAL THAT WASHES WELL BUT ISN'T DETRIMENTAL TO THE ENVIRONMENT. THEIR LIFELONG MISSION IS TO MAKE CLOTHING SUSTAINABLE.

100 BILLION ITEMS OF CLOTHING ARE BOUGHT EACH YEAR, AND WITH 3 OUT OF 5 TEES BOUGHT TODAY THROWN AWAY WITHIN 12 MONTHS, THAT'S A DUMP TRUCK OF CLOTHING GOING TO LANDFILL EVERY SECOND. WHEN MART THE FOUNDER WAS 5, HE WAS WORRIED ABOUT WASTE. TOGETHER WITH HIS BROTHER ROB, THEY STARTED A BRAND IN THE GARDEN SHED WITH A MISSION TO SOLVE IT. TODAY THE TEAM CONTINUES THAT WORK.

RAPANUI PRODUCTS ARE MADE FROM NATURAL MATERIALS, USING RENEWABLE ENERGY, AND EVERYTHING THEY MAKE IS DESIGNED FROM THE START TO BE SENT BACK WHEN IT IS WORN OUT. RAPANUI MAKE NEW PRODUCTS FROM THE MATERIALS RECOVERED. CREATING A CIRCULAR SUPPLY CHAIN.

IN THEIR FACTORY ON THE ISLE OF WIGHT, THE T-SHIRTS ARE PRODUCED IN REAL TIME, IN THE SECONDS AFTER THEY ARE ORDERED. THEY ONLY MAKE WHAT PEOPLE ACTUALLY NEED, WHEN THEY NEED IT. THE CONSCIENTIOUS APPLICATION OF TECHNOLOGY HAS ENABLED THEM TO DEMONSTRATE THAT THERE IS A DIFFERENT WAY OF OPERATING, AND IT WORKS.

RECENTLY THEY'VE BEEN BUILDING A PLATFORM SO THAT ANYONE IN THE WORLD HAS ACCESS TO THEIR SUPPLY CHAIN AND TECH. IT'S CALLED TEEMILL, AND IT'S FREE.

USING RAPANUI MEANS THAT WE ARE INVESTING IN THE PRACTICE OF ETHICAL BUSINESS. THE KEY FACTORS THAT DREW US TO THEM WERE:

- THEY USE PLASTIC FREE PACKAGING.
- THE MATERIALS ARE ALL NATURAL.
- THEIR PRODUCTION SITE IS POWERED BY WIND ENERGY.
- IT IS A CIRCULAR SUPPLY CHAIN SO NO WASTE CONTRIBUTION.





DPD DELIVERY

DPD ARE BY FAR THE MOST ECO CONSCIOUS SHIPPING COMPANY AVAILABLE TO COALTOWN COFFEE IN THE UK CURRENTLY.

DUBBED AS “THE REFERENCE PLAYER IN SUSTAINABLE DELIVERY” DPD STATE THAT BY 2025 THEY WANT TO REDUCE THEIR CO2 EMISSIONS PER PARCEL BY 30%. THEY STRIVE TO MAKE THE MOST MEANINGFUL IMPACT, AND WILL THEREFORE CONCENTRATE ON CITIES WHERE THE POLLUTION AND THE POPULATION DENSITY IS THE HIGHEST. THE TARGET IS TO DELIVER THE 200 LARGEST CITIES IN EUROPE BY 2025 WITH ZERO- AND LOW-EMISSION VEHICLES. THEY ARE COMMITTED TO BECOMING A KEY PARTNER FOR CITIES AND CUSTOMERS TO JOINTLY MAKE OUR PLANET A BETTER PLACE, BECAUSE WE ALL SHARE THE SAME ADDRESS.”

- 225 CITIES GREEN DELIVERED BY 2025
- 7,000 LOW EMISSIONS VEHICLES BY 2025
- -30% OF CO2 EMISSIONS PER PARCEL BY 2025

ROYAL MAIL DELIVERY

REDUCING THE AMOUNT OF WASTE THAT GOES INTO LANDFILL SITES IS A KEY PART OF ROYAL MAILS APPROACH TO MANAGING WASTE. IN 2017-18, THEIR TARGET WAS TO DIVERT 93 PER CENT OF WASTE FROM LANDFILL. IN TOTAL, ROYAL MAIL DIVERTED 99 PER CENT OF WASTE - THAT'S SIX PER CENT MORE THAN OUR TARGET FOR THE YEAR.

OPERATING WITH INTEGRITY

ROYAL MAIL CONTINUE TO BRING IN NEW MEASURES TO TACKLE THE PROBLEM OF SCAM MAIL. LAST YEAR THEY LAUNCHED A NEW SCHEME TO STOP SCAM MAIL AT DISTRIBUTION CENTRES BEFORE IT REACHES THE CUSTOMER'S LETTERBOX. THEY WORK CLOSELY WITH THE RELEVANT AUTHORITIES TO BLOCK AND IMPOUND SCAM MAIL. SINCE NOVEMBER 2016, THEY'VE STOPPED THREE MILLION ITEMS OF SCAM MAIL FROM REACHING CUSTOMERS.

HELPING THE ECONOMY

AS A MAJOR EMPLOYER AND BUYER OF GOODS AND SERVICES, ROYAL MAIL HAVE A SIGNIFICANT IMPACT ON THE ECONOMY. IN 2017-18, THE CENTRE FOR ECONOMICS AND BUSINESS RESEARCH LTD (CEBR) CARRIED OUT A COMPLETE UK ECONOMIC IMPACT ASSESSMENT OF ROYAL MAIL. THEY FOUND ROYAL MAIL ADDED £10.1 BILLION TO THE UK ECONOMY. THAT'S THE SEVENTH LARGEST CONTRIBUTION OF ANY UK COMPANY.





MENTAL HEALTH

ROYAL MAIL ARE WORKING WITH ACTION FOR CHILDREN, MIND, MENTAL HEALTH UK AND THE PRINCE'S TRUST ON A CAMPAIGN COVERING WORK PLACEMENTS, TRAINING AND OTHER AWARENESS RAISING ACTIVITIES. THEIR MENTAL HEALTH FILM, EVERYDAY PEOPLE, LAUNCHED IN JANUARY 2018. IT'S BEEN VIEWED MORE THAN 86,000 TIMES ON FACEBOOK AND YOUTUBE. THEY RECEIVED THE 'BREAKING BARRIERS: MENTAL HEALTH AWARD' AT THE PRINCE'S TRUST CORPORATE EMPLOYEE AWARDS THIS YEAR, RECOGNISING THE CAMPAIGN ON MENTAL HEALTH.

ACTION FOR CHILDREN

ROYAL MAIL'S PARTNERSHIP WITH ACTION FOR CHILDREN AIMS TO RAISE £2 MILLION - £1 MILLION RAISED BY STAFF AND £1 MILLION IN MATCHED GIVING FROM ROYAL MAIL. THE MONEY WILL HELP THE CHARITY EMPLOY SPECIALIST YOUTH WORKERS TO DELIVER FACE-TO-FACE SUPPORT SESSIONS FOR 8,000 YOUNG PEOPLE, HELPING PREVENT THEM FROM DEVELOPING MENTAL HEALTH PROBLEMS. ACTION FOR CHILDREN HELPS YOUNG PEOPLE AGED 15-18 YEARS WHO ARE AT RISK OF THE ONSET OF MAJOR DEPRESSION OR OTHER MENTAL HEALTH ISSUES.

SOCIAL AND ECONOMIC IMPACT

ROYAL MAIL PROVIDE A UNIVERSAL SERVICE. IT'S THE 'ONE PRICE GOES ANYWHERE' SERVICE ON A RANGE OF LETTERS AND PARCELS TO OVER 30 MILLION UK ADDRESSES, SIX DAYS A WEEK. IT'S A KEY PART OF THE DIGITAL ECONOMY AND VITAL TO THE UK'S ECONOMIC FUTURE. THEY MAKE THE SEVENTH LARGEST CONTRIBUTION OF ANY UK COMPANY TO THE UK ECONOMY. ONE IN EVERY 194 JOBS IN THE UK IS PROVIDED BY ROYAL MAIL.

OPUS ENERGY

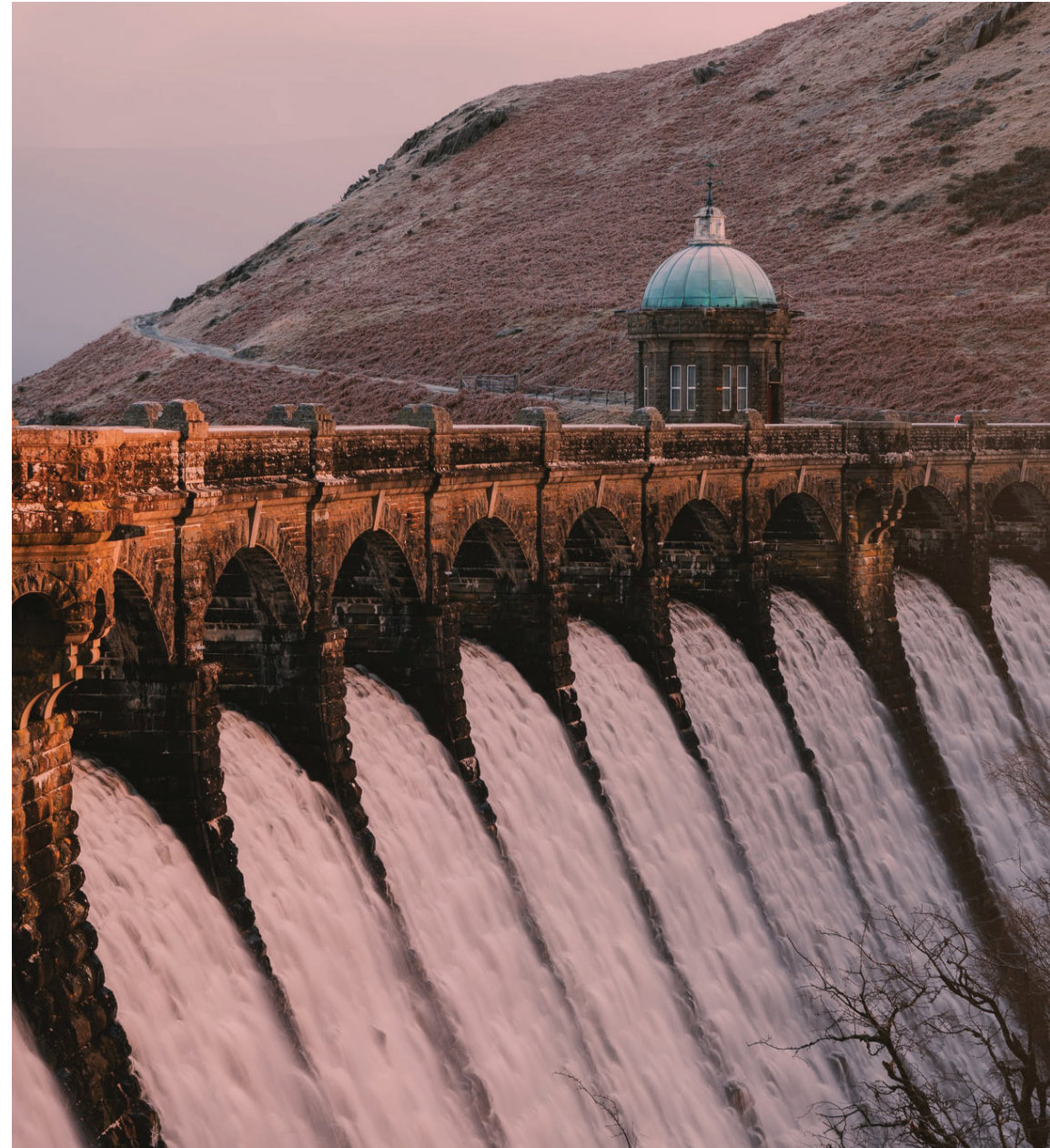
ONE OF 2020'S BIG CHANGES WAS REASSESSING OUR ENERGY PROVIDER AND FINDING A COMPANY THAT REFLECTED OUR ETHOS IN THEIR OFFERINGS. OPUS ENERGY STOOD OUT AS SPECIALISTS IN BUSINESS ENERGY.

THEY HAVE SUPPLIED BUSINESSES AND OTHER ORGANISATIONS SINCE 2002 AND CURRENTLY ENERGISE OVER 368,000 UK PREMISES. BY PROVIDING 100% RENEWABLE ELECTRICITY AS STANDARD, PLUS ENERGY SERVICES, THEY ARE MAKING A CONSCIOUS EFFORT TO HELP CUSTOMERS ACHIEVE THEIR SUSTAINABILITY GOALS.

OUR PARTNERSHIP WITH OPUS WILL ALLOW US TO WORK TOWARDS A BRIGHTER FUTURE. AS PART OF DRAX GROUP, OPUS ARE INNOVATING TO ACHIEVE NEGATIVE CARBON EMISSIONS AND SUPPORTING ORGANISATIONS THAT ALSO WANT TO BUILD A MORE SUSTAINABLE FUTURE.

DRAX RUNS THE UK'S BIGGEST SINGLE-SITE RENEWABLE POWER GENERATION PLANT AND WAS THE WORLD'S FIRST BUSINESS TO ANNOUNCE ITS AIM TO BE CARBON NEGATIVE BY 2030.

USING BIOENERGY WITH CARBON CAPTURE AND STORAGE (BECCS) DRAX WILL REMOVE MORE CARBON DIOXIDE FROM THE ATMOSPHERE THAN IT PRODUCES, CREATING A NEGATIVE CARBON FOOTPRINT FOR THE COMPANY.





DRAX'S AMBITION IS ONLY ACHIEVABLE WITH AN EFFECTIVE NEGATIVE EMISSIONS POLICY AND INVESTMENT FRAMEWORK. THE UK GOVERNMENT IS DEVELOPING THOSE AS PART OF ITS GLOBAL LEADERSHIP IN ADDRESSING THE CLIMATE CRISIS.

IN RECENT YEARS DRAX HAS UNDERGONE A WORLD-LEADING TRANSFORMATION, BECOMING EUROPE'S LARGEST DECARBONISATION PROJECT BY CONVERTING TWO-THIRDS OF ITS COAL-FIRED POWER STATION TO USE SUSTAINABLE BIOMASS.

IN THE FIRST HALF OF 2019, 94% OF THE POWER PRODUCED BY DRAX POWER STATION IN NORTH YORKSHIRE, ENGLAND, WAS RENEWABLE - DELIVERING CARBON SAVINGS OF MORE THAN 80% COMPARED TO WHEN IT ONLY USED COAL.

THE ENGINEERING SKILL AND EXPERTISE AT DRAX WHICH ENABLED THIS UNIQUE TRANSFORMATION IS NOW PIONEERING GROUND-BREAKING NEGATIVE EMISSIONS TECHNOLOGIES.

EARLIER THIS YEAR DRAX BECAME THE ONLY POWER GENERATOR IN THE WORLD TO HAVE CAPTURED CARBON DIOXIDE FROM A 100% BIOMASS FEEDSTOCK USING BECCS TECHNOLOGY, THROUGH ITS SUCCESSFUL PILOT PROJECT.

AFTER CLOSING ITS REMAINING TWO COAL GENERATING UNITS AT DRAX POWER STATION BY 2025 AND USING CARBON CAPTURE TECHNOLOGY ON ITS BIOMASS POWER GENERATING UNITS, ITS OPERATIONS WOULD BECOME CARBON NEGATIVE BY 2030.

BUILDING COMMUNITY

WALK & TALK WITH HAFAL

COALTOWN'S DRIVING FORCE WAS TO BRING A NEW INDUSTRY BACK TO THE LOCAL COMMUNITY, USING THIS A FIRM FOUNDATION WE USED 2020 AS AN OPPORTUNITY TO MOVE FORWARD WITH OUR COMMUNITY ENGAGEMENT PLANS.

WORKING ALONGSIDE HAFAL CYMRU'S AMMANFORD BRANCH WE SET ABOUT BUILDING A COMMUNITY LINK WITH THOSE WHO HAVE FACED ISOLATION DURING THE PANDEMIC.

HAFAL (MEANING 'EQUAL') IS THE PRINCIPAL ORGANISATION IN WALES WORKING WITH INDIVIDUALS RECOVERING FROM MENTAL HEALTH PROBLEMS - WITH A SPECIAL EMPHASIS ON THOSE WITH A SERIOUS MENTAL ILLNESS - AND THEIR CARERS AND FAMILIES.

HAFAL'S KEY AIMS

TO IMPROVE PEOPLE'S LIVES THROUGH THE FULFILMENT OF HOLISTIC, RECOVERY FOCUSED, INDIVIDUAL CARE AND TREATMENT PLANS FOR EVERYONE RECEIVING SECONDARY MENTAL HEALTH SERVICES AND EQUIVALENT HIGH QUALITY CARE PLANS FOR THEIR CARE TEAMS.

- TO REDUCE INEQUALITIES IN HEALTH AND SOCIAL CARE OUTCOMES FOR ALL THEIR CLIENTS AND CARERS
- TO ENSURE THAT SUPPORT AND FRIENDSHIP IS AVAILABLE TO ALL THEIR CLIENT GROUPS - AND NOT JUST THOSE IN DIRECT RECEIPT OF THEIR SERVICES - AS PART OF THEIR ON-GOING RECOVERY AND SUPPORT.





AS PART OF OUR PARTNERSHIP WITH HAFAL WE WANTED TO OFFER THE COMMUNITY AND THEIR CLIENTS A SOCIALLY DISTANCED OPPORTUNITY TO CONNECT WITH OTHERS IN A SAFE ENVIRONMENT. FOR CLOSE TO 6MONTHS HIGH RISK MEMBERS OF THE LOCAL COMMUNITY WERE FORCED TO SELF ISOLATE, MANY OF WHOM DID NOT HAVE THE MEANS OF AN EXTERNAL SUPPORT SYSTEM AND SOME NOT HAVING HAD CONTACT WITH ANYONE BAR DELIVERY DRIVERS DROPPING OFF SUPPLIES.

HUMAN INTERACTION PLAYS A MASSIVE ROLE IN INDIVIDUALS MENTAL HEALTH AND INCREASED CASES OF ISOLATION HAVE SEEN A DETRIMENTAL EFFECT ON PEOPLES WELLBEING.

TO HELP RELIEVE A LITTLE OF THE LONELINESS WE DECIDED TO CREATE AN EVENT WHICH TIES TOGETHER COFFEE & COMMUNITY, SEEING THE IDEA OF 'WALK & TALK' TAKE SHAPE.

IT WAS DECIDED THAT ONCE A MONTH WE WOULD HOLD A SOCIALLY DISTANCED EVENT WHICH ALLOWS ISOLATED INDIVIDUALS THE CHANCE TO GET OUTSIDE INTO THE FRESH AIR & ENJOY A FREE CUP OF COFFEE WHILE BEING ABLE TO CHAT TO OTHERS.

THE EVENT AND COFFEE IS FREE OF CHARGE AND REQUIRES NO COMMITMENT IN TERMS OF JOINING OR PRE-BOOKING. A MEMBER OF THE HAFAL TEAM ACCOMPANIES THE GROUP FOR THE WALK AND USES THE TIME TO TALK THROUGH SOME ISSUES THAT PEOPLE MAY BE FACING AND GIVE ADVICE TO THOSE WHO ASK.

THE PROGRAM IS CURRENTLY ON PAUSE DURING THE WELSH LOCKDOWN BUT WILL HOPEFULLY BE BACK RUNNING WHEN CASES DROP BACK DOWN TO SAFER NUMBERS.

CHWARAE TEG

CHWARAE TEG IS THE CHARITY INSPIRING, LEADING AND DELIVERING GENDER EQUALITY IN WALES. CREATING A FAIRER WALES WHERE WOMEN ACHIEVE AND PROSPER.

CHWARAE TEG HAVE A VISION OF A WALES WHERE EVERY WOMAN AND GIRL IS TREATED EQUALLY, IS ABLE TO FULLY PARTICIPATE IN THE ECONOMY, AND PUBLIC AND POLITICAL LIFE AND LIVE SAFE FROM VIOLENCE AND FEAR. WOMEN'S EQUALITY NETWORK (WEN) WALES, CHWARAE TEG, WOMEN CONNECT FIRST AND WELSH WOMEN'S AID LAUNCHED A MANIFESTO FOR EQUALITY FOR WOMEN AND GIRLS IN WALES.

SUPPORT

WOMEN IN THE ECONOMY ~ A FAIRER WALES WHERE WOMEN ACHIEVE AND PROSPER ACROSS ALL SECTORS AND AT ALL LEVELS IN THE ECONOMY

WOMEN REPRESENTED ~ A FAIRER WALES WHERE WOMEN ARE VISIBLE AND INFLUENTIAL ACROSS ALL SECTORS OF THE ECONOMY, SOCIETY AND IN PUBLIC LIFE

WOMEN AT RISK ~ A FAIRER WALES WHERE WOMEN ARE EMPOWERED TO ACHIEVE THEIR POTENTIAL, REGARDLESS OF THEIR BACKGROUND, SOCIAL STATUS, OR GEOGRAPHIC LOCATION

SINCE WORKING WITH CHWARAE TEG WE HAVE IMPLEMENTED NEW BEST PRACTICES WHICH INCORPORATES OUR ETHOS INTO ALL PEOPLE FOCUSED AVENUES.





COALTOWN ADVENT PROJECT

DECEMBER 2020 HAS SEEN US PARTNERING WITH AMMANFORD FOOD BANK TO DO SOMETHING A LITTLE DIFFERENT FOR CHRISTMAS. OUR ROASTERY HAS BECOME A DONATION DROP OFF SITE. WE ARE USING OUR SOCIAL MEDIA AND VOICES TO ENCOURAGE OUR CUSTOMERS TO GIVE A LITTLE SOMETHING EXTRA THIS SEASON.

WE LAUNCHED THE PROJECT LIVE ON SOCIAL MEDIA ON DECEMBER 1ST ACROSS INSTAGRAM AND FACEBOOK. EXPLAINING THAT EACH DAY WE WILL BE DONATING ITEMS THAT ARE NEEDED INTO THE DONATION BOX AND THE WEEK BEFORE CHRISTMAS DONATING IT ALL TO THE FOOD BANK.

COMPARED TO THE SAME PERIOD IN 2019, THROUGHOUT THE PANDEMIC (I.E. FROM MARCH 2020) AMMANFORD FOOD BANK HAVE SEEN A 70% UPSURGE IN FOODBANK USAGE. UNLIKE THE TREND AMONG OTHER FOODBANKS TO HAVE A STRONG CLIENTELE OF SINGLE PERSONS, THEY HAVE SEEN A LARGE REPRESENTATION OF FAMILIES WITH CHILDREN HAVING TO MAKE USE OF OUR SERVICES AND SADLY THIS 70% INCREASE STRONGLY SHOWS THAT CONTINUING TO BE THE CASE.

SADLY IT IS OFTEN THOUGHT THAT FOODBANKS ARE USED BY INDIVIDUALS IN RECEIPT OF BENEFIT WHO WANT TO FREE UP MONEY FOR OTHER REASONS. HOWEVER, THIS IS VERY MUCH NOT THE CASE. OF THE 13,500 PEOPLE FED SINCE MAY 2013 ALMOST HALF OF THOSE ARE AS A RESULT OF LOW INCOME; MEANING THAT EVEN THOUGH THERE IS A WAGE COMING INTO THE HOUSEHOLD, WHAT IS EARNED IS NOT ENOUGH TO COVER ALL THE MONTHLY COSTS AS WELL AS FOOD COSTS AND GROW SAVINGS OF ANY KIND.

AMMANFORD FOOD BANK ARE FIRM BELIEVERS THAT FOOD IS NOT THE ANSWER, BUT A PRACTICAL WAY OF HELPING PEOPLE AS THEY SEEK TO RESOLVE THE MATTERS THAT BROUGHT THEM TO OUR DOOR. A LARGE PART OF WHAT THEY DO IS SIGNPOSTING PEOPLE ONTO ORGANISATIONS AND RESOURCES THAT CAN HELP THEM GET OUT OF THEIR FINANCIAL CRISIS, BE IT DEBT ADVICE, BUDGETING HELP, MENTAL HEALTH SERVICES, HOUSING SUPPORT OR ANY OTHER SUPPORT THEY THINK MIGHT BE NEEDED. FOOD BANKS ARE NOT THE DESTINATION BUT RATHER AN OASIS THAT CAN DIRECT PEOPLE ONTO PERMANENT HELP.

AS SUCH, THEY DO NOT OPERATE A SELF-REFERRAL SCHEME WHEREBY ANYONE CAN WALK IN AND HAVE FOOD. INSTEAD THEY HAVE PARTNERED WITH VOUCHER DISTRIBUTORS THAT REFER MEN AND WOMEN TO THEM - DOCTORS, TEACHERS, HOUSING OFFICERS, MENTAL HEALTH SUPPORT TEAMS, CITIZENS ADVICE SERVICES TO NAME BUT A FEW. THIS MEANS THAT THEY ARE ABLE TO SEE MORE CLEARLY THE CAUSES THAT BRING CLIENTS TO FOOD BANKS, AS WELL AS ENSURING THEY ARE HELPING THOSE THAT REALLY NEED THEM.

HAVING THIS REFERRAL SETUP MEANS THEY ARE ABLE TO CONNECT CLIENTS TO SERVICES THEY MIGHT NOT HAVE HEARD OF OR WHICH THEY PREVIOUSLY HAVE BEEN TO EMBARRASSED TO APPROACH; GENTLE CONVERSATION AS THEY COLLECT A PARCEL MEANS THAT STAFF CAN HELP ELIMINATE ANY EMBARRASSMENT AND SHOW THAT IT'S OK TO NOT BE OKAY, THAT TO ADMIT THE NEED FOR HELP IS A BRAVE THING TO DO.

AT THE MOMENT AMMANFORD FOOD BANK GO THROUGH ABOUT HALF A TONNE OF FOOD EVERY WEEK, ALTHOUGH THIS IS SET TO RISE TO AT LEAST 3/4 TONNE PER WEEK IN DECEMBER BASED ON PREVIOUS YEARS.

WE WANT TO SEE AN END TO HUNGER POVERTY IN AMMANFORD AND BEYOND, BUT UNTIL THEN WE'LL KEEP WORKING TO SUPPORT ORGANISATIONS THAT NEED OUR HELP.



COALTOWN VS COVID-19



COALTOWN VS COVID-19

IN DECEMBER 31ST THE WORLD HEALTH ORGANISATION REGISTERED THAT AN UNKNOWN VIRUS WAS DETECTED IN EASTERN CHINA. THIS SOON SPREAD GLOBALLY WELCOMING A PANDEMIC THAT MODERN DAY BRITAIN HAD NEVER EXPERIENCED BEFORE.

THE UK GOVERNMENT DECIDED TO LOCK THE COUNTRY DOWN AND WITHIN A SINGLE DAY THE ENTIRETY OF OUR WHOLESALE CUSTOMERS DISAPPEARED. WITH THAT CAME THE CLOSURE OF OUR CAFE AND ESPRESSO BAR. THE MAJORITY OF OUR TEAM WERE FURLOUGHED AND FOR THE FIRST 3 MONTHS OF THE PANDEMIC WE RAN ON A SKELETON ROTA. FORTUNATELY FOR US OUR B2C SKY ROCKETED AND IN APRIL 2020 COMPARED TO APRIL 2019 OUR ONLINE SALES GREW BY 582%. THIS ALLOWED US TO NAVIGATE THE EVER CHANGING CLIMATE WITH A LITTLE MORE EASE.

ULTIMATELY WITH THE PRODUCTION INCREASE AND THE RISK MITIGATED BY HAVING AN OPEN PLAN ROASTERY AND CAFE, THE DECISION WAS MADE TO CLOSE THE SIT IN FACILITY FOR THE FORESEEABLE FUTURE. IN TURN THE DIRECTORS WERE FACED WITH THE INEVITABLE TASK OF MAKING THE SERVING AND WAITING STAFF REDUNDANT WHILE REVIEWING THE EXISTING STAFF'S ROLE PROFILES.

THIS CUT BACK, ALTHOUGH HEART BREAKING MEANT THAT THE COSTS WERE ABLE TO BE PUT TOWARDS SUSTAINING OUR PRODUCTION FACILITY AND INCREASE OUR E-COMMERCE PRESENCE.

THOUGH THE LAST 9 MONTHS HAVE SEEN US STRETCHED TO OUR LIMITS, WE HAVE PERSEVERED WITH DETERMINATION AND TEAMWORK. OUR ONLINE SALES HAVE INCREASED SIGNIFICANTLY AND IN TERMS OF OUR FUTURE BUSINESS PLAN WE HAVE ACHIEVED OUR E-COMMERCE ANNUAL TARGET IN A MERE 5 MONTHS.

HAVING LAID NEW FOUNDATIONS, WE HAVE ENSURED A STABLE AND PROFITABLE FUTURE IN THE NEW WORLD WE LIVE IN. THIS YEAR HAS TAUGHT US NOT TO SIT ON OUR LAURELS, TO PUT DIVIDEND INTO TRUSTING OUR IDEAS AND UTILISING EVERY STAFF MEMBER'S SKILLS TO OUR ADVANTAGE.

WE LOOK FORWARD TO WELCOMING IN 2021 AND WATCHING COALTOWN COFFEE CONTINUE TO EVOLVE, CREATE AND BE A VOICE FOR GOOD FOR THE PLANET AND PEOPLE.

ALL OUR LOVE,

THE COALTOWN COFFEE TEAM.





TRADE
SALT TOWN
COFFEE

Certified

Corporation

Certified in 2019
We are proud to be
using business as a
force for good
Find out how we are determining business as a force for good