



Renewal Feedback Form

Renewal for Fairtrade Town Status: Garstang

02 July 2010

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Population concerned: 5,000
Date Fairtrade status declared: 22 November 2001
Date of last renewal: 11 June 2008

Goal 1: Local council passes a resolution supporting Fairtrade*. The resolution should include a commitment to serve Fairtrade* tea and coffee at its meetings and in its offices and canteens whenever hot drinks are served. How has the local council executed the decisions in the resolution? How does the council intend to develop their areas of work in the coming year?

Progress or achievements since application/last renewal:

At the Annual Public meeting on 27th April 2000 the people of Garstang voted to make Garstang a Fairtrade Town.

At the Council Meeting on 11th May 2000 Garstang Town Council resolved:

"To ratify the Resolution that Garstang become a Fairtrade Town."

At the Council Meeting on 10th August 2000 it was resolved that:

"The Council be a Fair Trade Council using Fair Trade goods and promoting Fair Trade products when reasonably practicable"

Garstang Town Council Resolution updated in May 2007 stated:

"The Council agreed to renew its commitment to include the use of Fairtrade products at Town Council meetings and functions."

The group were delighted to announce that Wyre Borough Council passed the following resolution on 4th December 2008:

"This Council supports the principle of fair trade and seeks to promote fair trade within the Wyre Borough. The Council will seek to use fairly traded products (as certified with the FAIRTRADE Mark) whenever possible and will work with the Wyre Strategic Partnership to promote fair trade across the borough.

We also support local production and will work with relevant organisations to strive to promote local products and a fair deal for Lancashire producers."

Wyre Borough Council has now nominated a member of staff to explore and facilitate a campaign to make Wyre Borough a Fairtrade Borough. This has been supported by the neighbouring Fylde Borough council. Fylde Borough became a Fairtrade Borough in June 2008.

Despite the positive moves by Wyre Borough Council unfortunately Garstang Town Council is still not forthcoming in showing active support for the campaign. At the review meeting in January 2009

it was suggested that the Town Council could demonstrate their support by using the Fairtrade Towns logo on their letterheads. This was discussed at the council meeting held the following year in January 2010 and was rejected. The Town council also declined to ask the Town's lengths man to clean the brass Fairtrade Town plaque unveiled by Tony Robinson at the declaration in 2001. They stated that it was *"Rejected because it is written in the 'constitution' that care of the plaque and road signs was the responsibility of the FTSG."*

Despite this lack of support from the Town council the group have enjoyed full support from the individual Mayors and Mayoresses since the last renewal in 2008 and hope that this will continue. The Goal 1 targets set for the 2008/10 strategy have all been met with the exception of gaining evidence of a fuller commitment to Fairtrade by Garstang Town Council.

Result: Goal maintained

Congratulations on successfully maintaining this goal. Despite the lack of active support from Garstang Town Council, the group should still be congratulated on their perseverance and we hope that the strong support shown by neighbouring Councils will encourage Garstang Council to become a more active partner in the Fairtrade Town campaign. A guide to Fairtrade and Local Authorities has recently been produced and there are some good ideas in there that may be useful. Many of these illustrate the role councils can and do and play in increasing understanding and support through using their unique position, contacts and leadership and offer good, inspiring examples of what ground-breaking local authorities are doing around Fairtrade.

http://www.fairtradetowns.org/wp-content/uploads/local_authorities_guide_final2010.pdf

It is great news to see such a comprehensive resolution passed by Wyre Town Council and very positive to see active support for Fairtrade from the Borough Council. It is really encouraging to see that the council has made such a firm commitment to use Fairtrade products and to promote Fairtrade within the Borough. We are particularly encouraged to see that they have nominated a member of their staff to explore and facilitate a campaign to make Wyre Borough a Fairtrade Borough. It is also great to hear of the support they have from Fylde Borough council and we are sure their experience, knowledge and ideas (in addition to that of the Garstang Fairtrade Town campaign) will be a huge benefit to the Wyre campaign.

Despite the surprising lack of pride in Garstang's achievements and status on the part of the Town Council, it is clear that the community led campaign has inspired neighbouring areas – and authorities – to take action. We look forward to seeing how this develops and grows and are obviously more than happy to offer any support, advice or assistance along the way.

Goal 2: A range of (at least two) Fairtrade products are readily available in the area's shops and are served in local cafés/catering establishments. How has the number of retail and catering outlets increased, and how has the range of Fairtrade products been increased within the retail outlets? How has the Fairtrade directory been developed? How many of these directories have been distributed?

Achievements since last renewal:

Retail Outlet Target	2
Number of retail outlets at time of last renewal	12
Current number of retail outlets	12

Catering Outlet Target	1
Number of catering outlets at time of last renewal	7
Current number of catering outlets	10

Key Achievements / Progress:

A full list of retail and catering outlets with the Fairtrade products they are selling in May 2010 is available on the following website:

www.garstangfairtrade.org.uk/about-fairtrade/fairtrade-directory.html

Although the group welcome the move by Cadbury and Nestle to put the FAIRTRADE Mark on their Dairy Milk and four finger Kit Kat respectively they have decided not to include premises that only sell these products.

Retail outlets gained (4):

1. Sainsbury's
2. Greenlivinggifts
3. Market Place News
4. Carrs sweet shop* (Chocaid milk and dark chocolate)

Retail outlets lost (4):

1. Somerfield - Changed to Sainsbury's
2. Good Health Naturally – Closed
3. No. 18 – Stopped selling Fairtrade smoothies and cola.
4. Threshers – Stopped selling Fairtrade wine and closed.

Catering outlets gained (4)

1. Garstang Country Hotel and Golf Club
2. Crofters Hotel
3. [Th'Owd](#) Tithe Barn
4. Booths 1847 cafe

Catering outlets lost (1)

1. Calderbank Country Lodge Guest House - Closed

Any other progress or achievements:

After succeeding in getting 4 outlets selling Ubuntu cola in 2008 none of them have continued to stock the item. Market Place News however, has recently gained a new owner who not only stocks Ubuntu cola but also sells a full range of Divine chocolate and other Fairtrade items such as coffee and orange juice. With time they hope to further extend their range and are presently considering selling Fairtrade ice cream.

The group are working with nearby Myerscough College (a Fairtrade University) in trying to get Fairtrade sports balls sold in Garstang in Mike's Sports World. Nearby Old Holly Farm stocks some Fairtrade products and the group are working with them to try and extend their range. One of the dairy farmers at Old Holly Farm is a member of the Garstang and New Koforidua Linking Association (GANKLA).

The 2008/10 strategy stated that the group should aim to increase the number of catering outlets by 2/year while maintaining the level of retail outlets. It also stated that the group wanted to have at least one retail outlet selling Ubuntu cola in Garstang. If the group include the Pickerings Hotel

(listed under Goal 3) they so far have 11 catering outlets selling Fairtrade products so are well on track to meet their target.

Result: Goal maintained

Congratulations for continuing to encourage retail and catering outlets to sell and serve Fairtrade products and for the progress made since the last renewal. It is particularly good to see a rise in the number of small independent caterers stocking products with the FAIRTRADE Mark and great that the group is having such success on the targets it has set itself. As more and more of the big national names make a commitment to Fairtrade at a Head Office level (thanks to the demand generated by Fairtrade supporters across the country) bringing independent caterers and retailers on board demonstrates the impact the local campaign has had and it's clear that the Garstang Steering Group is really changing hearts and minds! At the same time, it's important to remember that those big names only made the decision to switch to Fairtrade because people (campaigners and customers) asked them to. Please do keep the pressure on so that the range of products on shelves in Garstang continues to grow.

We welcome the steering groups decision not to include retail outlets selling only Cadburys Dairy Milk or Kit Kat by default, but it may be constructive to have a word with some of these shop managers and encourage them to actively expand the range they offer. Perhaps one target for the future could perhaps be to use the 'default arrival' of Fairtrade products like Dairy Milk as an opportunity to help business owners understand what Fairtrade is, why it's important and encourage them to consciously increase their Fairtrade range. With the online directory, we would suggest adding one line to let people know that Dairy Milk and other widely available brands are now Fairtrade certified and available in corner shops, kiosks and garages across the town.

We are sure the group will have its' own ideas and targets to develop activity to date and as always, find it challenging to suggest ways to further build on an incredibly impressive record of campaign achievement!

With an established campaign such as this we hope that businesses will 'pick up the banner' so to speak and consider running tasting events or other in-store activities to increase understanding of Fairtrade. Obviously the expertise of the group will be invaluable in terms of advice on what works and what doesn't, and through passing on their knowledge of Fairtrade and what it means to farmers and workers in developing countries.

It may also be helpful to note that Goal 2 will be revised this year and any changes communicated to all Fairtrade Town groups. Obviously it's important that the campaigning activities of local groups continue to take Fairtrade to the next level and we appreciate that 'two or more Fairtrade products' are often readily and automatically available across many communities.

Congratulations to the group on setting themselves such clear targets to develop availability in Garstang and for the progress made against these.

Goal 3: Fairtrade products are used by an appropriate number of local work places (offices, shops, B&Bs etc.) and community organisations (faith communities, schools, universities etc). For larger populations (over 100,000) a flagship employer is expected as well as the local authority listed under Goal 1. How have the number work places and community organisations using Fairtrade products increased? Is there an additional flagship employer? Have any faith groups, schools or universities gained Fairtrade status?

		Total using Fairtrade at time of previous renewal	Current total using Fairtrade
Workplaces		15	21
Faith Communities	Total in area 6	6	6
Educational Establishments	Total in area 4	4	4
Community Organisations		4	5

Pledge forms are awarded to any business, faith group, school or community organisation that is willing to make a pledge to sell and/or use Fairtrade products. These pledges are dated and are renewed each year.

A full list of premises using Fairtrade is available on the Garstang Fairtrade Town website at: <http://www.garstangfairtrade.org.uk/about-fairtrade/fairtrade-supporters.html>

Workplaces

All the following places have pledge forms stating the use of at least one Fairtrade product.

1. Pickerings Country House Hotel, Catterall - (tea and coffee in all hotel rooms)
2. Ben Wallace MP Constituency Office
3. Top Knot Hairdressers
4. Kwik Kutz Hairdressers
5. Garstang Post Office
6. Garstang Courier Editorial
7. Nickson's DIY & Kitchens
8. LBT Motors
9. Corner Bookshop
10. Bulman's
11. Billington's Electrical
12. Garstang Fine Art
13. Turner Pearson Solicitors
14. Thurnhills Solicitors
15. Age Concern Charity Shop
16. Save the Children Charity Shop
17. Clare & Howard Opticians
18. The Flower Shop by Morgan
19. Lloyds TSB Bank
20. Richard Seed Stationer & bookseller
21. The Artroom Gallery

Faith Groups

There are 6 faith groups in Garstang all of which are using Fairtrade products as follows:

Fairtrade Churches

1. St. Thomas's C of E Church
2. URC Church
3. Methodist Church
4. Free Methodist Church
5. Garstang Quaker Local Meeting
6. St. Mary & Michael's RC Church*

(use Fairtrade tea, coffee & other products & promote Fairtrade, they said they would apply for Fairtrade Church status but still awaiting news)

Educational establishments

Schools

There are 4 schools in Garstang all of which are using Fairtrade products and have stated that they are working towards gaining Fairtrade School status but none have yet done so.

1. St.Thomas' CE Primary School
2. SS Mary & Michael Catholic Primary School
3. Garstang High School
4. Garstang Community Primary School

Universities

The following universities and colleges in the Garstang, Lancaster and Preston region have all achieved Fairtrade status.

30/5/07 Lancaster and Morecambe College (HE & FE)

27/7/07 Lancaster University

25/2/08 University of Central Lancashire, Preston

23/8/09 Myerscough College

Other community organisations

All the following places have pledge forms stating the use of at least one Fairtrade product. These pledges are dated and are renewed each year.

1. 1st Garstang (Castle) Scout Group (use Fairtrade tea & coffee & promote Fairtrade)
2. Garstang Rural District Guides, Brownies and Rainbows (use Fairtrade tea & coffee & promote Fairtrade)
3. Wyre Coast and Countryside Service (use Fairtrade tea & coffee)
4. Calder Vale Scouts (use Fairtrade products for refreshments during meetings and activities)
5. Soroptimist International of Garstang (use Fairtrade tea, coffee and sugar at all events they organise)

LOST

1. Garstang District Partnership – Closed in September 2009.

GAINED

1. Calder Vale Scouts (use Fairtrade products for refreshments during meetings and activities)
2. Soroptimist International of Garstang (use Fairtrade tea, coffee and sugar at all events they organise)

Any other progress or achievements:

The 2008/10 strategy included a target of 36 pledge forms awarded to workplaces and community organisations with all schools and faith groups being Fairtrade accredited by the end of 2010. 26 pledge forms have so far been awarded. Although they are actively supporting Fairtrade in many ways the group are having difficulty encouraging the schools and SS Mary & Michael Catholic Church to apply for Fairtrade status.

Result: Goal maintained

Well done on maintaining the number of Workplaces, Educational establishments and Faith groups for this goal. It is wonderful to see that Fairtrade is really becoming a part of Garstang through the active support shown by the groups, organizations and businesses listed under this goal! Well

done and we would like to take this opportunity to thank all the organizations listed for the support they have shown and for the part they have played in this campaign. We hope that their continued support develops further and encourages others to become a part of the Garstang Fairtrade Town campaign.

It's great to see so many new workplaces making the switch to Fairtrade and we do hope they are promoting their support to staff and customers. In addition to making Fairtrade a part of everyday life through using products, perhaps these workplaces could also be encouraged to organise their own events – perhaps show one of the short films or make sure copies of Fair Comment are available for customers in the Hairdressers to look through – so that their support helps more people understand what Fairtrade is all about.

It would now be good to look at ways to create networks between supporters in different sectors – for example, perhaps students and teachers could present their experiences making Fairtrade a part of the curriculum and catering to other schools, sharing what works and inspiring others to take Fairtrade further. Perhaps some Fairtrade Schools from outside Garstang would be willing to come and talk to some of the schools to share their experience of becoming a fairtrade School and the impact they felt this had for students and teachers.

Some groups have also successfully created 'Church Networks' to help share newsletter articles. Each church writes one update on Fairtrade which is then shared with others to help the news reach as many people as possible. These networks and exchanges can really help to ensure that there continues to be a strong, vibrant foundation of support for Fairtrade across the community from which the Garstang Fairtrade Town campaign can go from strength to strength in coming years and across future generations.

Given the support of a number of colleges and universities in the area and the relationships built with schools in Garstang – perhaps the group could encourage these to get involved with the Wear Fair Cotton Campaign led by People and Planet and designed to encourage educational establishments to make Fairtrade cotton part of school uniforms and university merchandise. Fairtrade Fortnight 2011 will have a focus on cotton so lots of opportunities there to build excitement and be part of action across the UK! <http://peopleandplanet.org/wearfair>

Our thanks also to the community organisations for their support and we hope that they will continue to be a part of the Garstang Fairtrade Town campaign in to the future. It would be great if Fairtrade was included in any activities or events organized by these groups and we hope other clubs, societies, groups and associations will also choose Fairtrade and play their part in taking the local campaign further still.

Well done!

Goal 4: Attract media coverage and popular support for the campaign. How has your relationship with the press developed in order that the meaning behind the FAIRTRADE Mark is communicated effectively? Is there on-going support for the campaign and do Fairtrade Fortnight events feature in the local media?

Key Achievements / Progress:

Events since the last Renewal in May 2008

The group continue to ensure that Fairtrade is not just something that is focused on during Fairtrade Fortnight or that events are held just to promote Fairtrade. Instead they emphasise that as the world's first Fairtrade Town Fairtrade should be included whenever events and festivals are

held in the town. As Joanne Golton from the Garstang Market Town Initiative once said: *"I think a Fairtrade town is like a stick of rock with Fairtrade running right through it. Fairtrade should automatically be a part of everything, a natural and integral ingredient of every event, every newsletter and every shopping basket."*

5th June 2008 - 'Environment Day' exhibition - at Bleasedale as part of annual Bowland Festival. Fairtrade stall.

9th June 2008 - Meet the Fairtrade Farmers at the Crofters Hotel – Including the showing of 'Black Gold' and Joe Human's 'After Black Gold' presentation. Attended by two Ethiopian coffee farmers this event saw the Crofters switch to using 100% Fairtrade tea and coffee which soon encouraged other hotels to follow.

13th June 2008 – Schools Event – Jocelyn and Stephen, two school children from New Koforidua who were visiting the UK with Comic Relief joined children from Garstang's three Primary schools to take part in a Fairtrade picnic, traditional English and Ghanaian dancing and visited shops to encourage them to stock Fairtrade chocolate as well as congratulating those that were already supporters.

August/September 2008 –Fairtrade survey – conducted on Garstang High Street. 200 local people sampled. Results are on the website at:
<http://www.garstangfairtrade.org.uk/history/survey2008.html>

August 6th 2008 - European Entente Florale - Garstang's entry was judged by a panel of judges from the 9 competing countries during a whole day tour. Fairtrade featured where ever appropriate. A promotional DVD was shown that included the visit by the Choose Fairtrade Bus in Fairtrade Fortnight 2008, a Fairtrade stall at the Country Market and the Mustard Seed. Fairtrade outlets on route gave visibility to their pledges and other ways they support Fairtrade.

Garstang Arts Festival 2008

August 17th - Fair Trade Singalong with Pip at the Arts Centre, Garstang - 60's and 70's songs. Fairtrade refreshments included.

August 18th –24th 2008 - Garstang Music Festival - Fairtrade stall.

August 28th 2008 - Sauda Conference - Bruce Crowther attended a conference in Sauda, Norway's first Fairtrade Town. Following the visit the Garstang and Sauda Groups helped establish a network of all the first Fairtrade Town campaigns in the world.

September 24th 2008 –Presentation to Soroptimist International of Garstang - Bruce Crowther gave a presentation to the Garstang Soroptimists on Fairtrade and the New Koforidua link. As a consequence Ruth Bruce joined the Group and will be the next Chair.

October 2008 - Garstang & Bowland Food Festival - Fairtrade stall at Country Market.

November 4th – 19th 2008 – Visit by Samuel Ofori – A teacher from New Koforidua. While visiting the Fairtrade towns, villages and cities of London, Coventry, Haworth, Lancaster, Manchester and Liverpool Samuel took the opportunity to promote Fairtrade and especially the sale of Divine chocolate everywhere that he went. He spoke to many of Garstang's store managers and presented Fairtrade Pledges to those already showing their support. Samuel visited all four of Garstang's schools and spent much time talking with the children. This consolidated support for both Fairtrade and the link and greatly supported the work to encourage all Garstang schools to become Fairtrade schools. Samuel was able to show the prototype cotton bags made in New Koforidua for the Garstang Chamber of Trade. They were approved and the Chamber of Trade ordered 1,000 bags to be made from Ghanaian 'fairly traded' cotton. Samuel visited the Fairtrade

Foundation office in the UK and was invited to speak at the 2009 international Fairtrade Towns conference where he jointly ran a workshop to explore the idea of Fairtrade Towns in the South.

The visit also included the following Fairtrade events:

Tuesday 4th - Visited Chester, the first Fairtrade City.

Attended GANKLA Meeting

Thursday 6th – Visited the new Fairtrade Foundation Office at Ibex House.

Attended the Divine 10th Birthday party & photo exhibition.

Friday 7th - Gave workshop at the UKOWLA Conference, Coventry to explore benefits of the link.

Sunday 9th – Visited Haworth and met members of the Haworth Fairtrade Group.

Monday 10th - Photo call with Ben Wallace MP and Cllr. Michael Halford, Mayor of Garstang at Garstang Travel. They both showed support for the Fair Trade Triangle developing with Media in the USA.

Tuesday 11th - Visited New Century House in Manchester to promote Fairtrade chocolate to Co-op staff and met with Peter Marks, Chief Executive of the Co-op. Also met with Tameen, the Fairtrade cotton company who made, & jointly sponsored with the Co-op, the Fairtrade shirts for New Koforidua FC.

Wednesday 12th – Visited Garstang Community Primary School. Attended assembly and spoke to all the classes.

Attended Garstang Fairtrade Group Meeting.

Thursday 13th – Visited the Liverpool international slavery museum. The following message was left at the museum on behalf of our link; “Do not feel shame but let these past injustices strengthen and motivate you to take positive action today against their legacy. Say no to racism, say no to unfair trade and put an end to poverty now!”

Friday 14th – Visited SS Mary and Michael Primary School. Attended assembly and spoke to all the classes.

Visited Jamea Mosque, Preston.

Monday 17th – Visited St. Thomas' Primary School, Garstang. Attended assembly and spoke to all the classes.

Tuesday 18th – Presented Fairtrade Pledge Forms to Garstang businesses.

Visited Garstang High School.

December 15th/16th 2008 – Victorian Festival – Fairtrade Stall with Tombola.

February 17th 2009 – John Allen gave a Fairtrade talk to Preesall Mothers Union (St Oswalds).

Fairtrade Fortnight 2009

Monday 23rd and Thursday 26th February – Myerscough College students did a Fairtrade promotion / tasting. Myerscough College also ran a series of events to raise cultural awareness during Fairtrade Fortnight.

Tuesday 24th February - An Introduction to Fairtrade at Wesley's Coffee Lounge for Tea and Chat.

Thursday 5th March - Lancs Federation of WIs Coffee Morning. Bruce Crowther gave a presentation on Fairtrade Towns at the event and gave a guided tour of Garstang in the afternoon. WI members only.

Thursday 5th March - 'Handbag and Fairtrade Chocolate' Evening at Wesley's Coffee Lounge. A promotion of fair trade handbags and chocolate with fair trade tea, coffee and biscuits.

Friday 6th - Saturday 7th March - Garstang's contribution to the 24 hour world record attempt at eating Fairtrade bananas. Over 2,000 people ate bananas including:

Myerscough College - Estimated 450 staff and students.

St. Thomas's Church of England Primary School - 212 staff and pupils (including 15 from Garstang Community Primary school and 26 from SS Mary and Michael's Primary school). They had a video link with the Friends Providence school in Media and a phone link with New Koforidua.

Garstang Community Primary School - 218 staff and pupils.
SS Mary and Michael's Primary School - Estimated 120 staff and pupils.
New Koforidua cocoa farming community in Ghana - 850 people connected by a phone link with St. Thomas's Church of England Primary school.
Friends Providence School in Media, the first Fair Trade Town in the USA - 117 staff and pupils. They had a video link with St. Thomas's Church of England Primary school.
Selene Whole Foods Co-op in Media, the first Fair Trade Town in the USA - Estimated 20 people.

Soroptimist International of Garstang stall - 68 people bought and ate bananas from the stall.

Friday 6th March - Public meeting to launch the campaign to make Wyre Borough a Fairtrade Borough attended by over 75 people. Bruce Crowther gave a presentation on Fairtrade Towns at the event and 75 people ate Fairtrade bananas as part of the world record attempt.

Saturday 7th March - Garstang Town Council hosted a Fairtrade Coffee morning at the United Reformed Church Hall when 24 people ate Fairtrade bananas as part of the world record attempt.

- 25 members of the Garstang Cycling Club ate bananas at the start of the weekly Saturday ride outside the Royal Oak pub in the town centre.

Throughout Fairtrade Fortnight the Crofters Hotel and Pipers Restaurant in Garstang offered a special Fairtrade menu. Fairtrade beverages are served at these establishments all year round.

Saturday 9th May 2009 – World Fair Trade Day Trail – A guided tour of the Fairtrade sites of Garstang led by Bruce Crowther as part of the Garstang Walking Festival.

Sunday 19th July 2009 at 1pm – The Garstang Big Brunch – As part of the Eden Project 'Big Lunch' a Fairtrade/Local Produce picnic was held on the newly opened Millennium Green Family Picnic Area. Despite the rain over 70 people attended. The event was done jointly with New Koforidua in Ghana and Media in the USA as part of our Fair Trade Triangular link. Media joined Garstang for breakfast hence they called the event 'Big Brunch' instead of 'Big Lunch'

Garstang Arts Festival 2009

August 23rd - Fair Trade Singalong with Pip at the Arts Centre, Garstang - 60's and 70's songs. Fairtrade refreshments and money raised for the Garstang Fairtrade campaign.

Wednesday 21st October 2009 – Fairtrade Conference at City University, London attended by group member Pip Riley who represented the Garstang Fairtrade campaign on a panel of 4 speakers debating the pros and cons of Fairtrade as a global movement.

Sunday 25th – Friday 30th October 2009 – The Fairtrade Way – Six representatives from the Garstang Fairtrade Group and the Garstang Oxfam Group walked 80 miles from Garstang to Keswick to pioneer the 'Fairtrade Way'.

See www.garstangfairtrade.org.uk/history/Fairtrade_Way.html

Saturday 7th November 2009 – Shared Interest NW Regional Meeting at the University of Central Lancashire, Preston. Pip Riley was a key note speaker on Fairtrade

Monday 14th December 2009 – Victorian Festival – Human 'fruit machine' using 4 different Fairtrade products and Fairtrade prizes to highlight the range of Fairtrade products now available.

Wednesday 3rd - Sunday 7th February 2010 – Visit by Mineo Kageya organiser of the Japan in Fairtrade Towns project to approach schools, churches and other community organisations with regard to holding the project in Garstang. See below for April 2010.

Saturday 20th February – The Fairtrade Way – Ray Gill sets off from Garstang to Bridgnorth to extend the 'Fairtrade Way' southward. The send off was attended by the Mayor and Mayoress of Garstang and announced by the Town Crier. Twenty people took part in a Flask Mob.

Fairtrade Fortnight 2010

Tuesday 23rd February 7.30pm - 'Local Scouts going Fairtrade'. Fairtrade presentation by Pip Riley to a group of 18 Calder Vale Scouts. Used DVD and group work activities. The Scouts have since been awarded a Fairtrade pledge form from the Garstang Group.

Wednesday 24th February - Mad Hatter's Tea Party Friendship Evening held by Soroptimist International of Garstang attended by the Mayoress of Garstang and seven Soroptimist Clubs from the North West Region and the Isle of Man. The tea included Fairtrade and locally produced food. Sponsored by the North West and North Midlands Region Cooperative Membership.

Thursday 25th February 2pm – 4pm – Fairtrade Stall in the Garstang Co-operative store to sample Fairtrade goods. Sponsored by the North West and North Midlands Region Cooperative Membership.

Friday 26th February 9pm- Singalong the 60's at the Crown Hotel, Garstang Group member Pip Riley sings 60's and 70's songs in support of Fairtrade. Fairtrade refreshments served.

Saturday 6th March 9.30am - Garstang Cycling Club 'goes bananas' Riders energised with Fairtrade bananas at the start of its Saturday ride, outside the Royal Oak.

Saturday 6th March 10.00am- 12.00pm Fairtrade Stall in the Garstang Co-operative store to sample Fairtrade Goods. Sponsored by the North West and North Midlands Region Cooperative Membership

Saturday 6th March 7.30pm - Fairtrade Fashion Show at Wesley's Coffee Lounge, Park Hill Road featuring women's, men's and children's clothing from Bishopton Trading.

Monday 8th March 2010 - Fairtrade Presentation at Quernmore Junior School by Pip Riley to 20 pupils in years 5 and 6. Used DVD and group work. The school is working towards becoming a Fairtrade school.

Thursday 11th March 2010 – Fairtrade Presentation at Cockerham Junior School by Pip Riley to 25 pupils in years 5 and 6. Used DVD and group work.

Thursday 1st April 2010 - Fairtrade Fair at Quernmore Junior School attended by Pip Riley following earlier visit in March.

Friday 23rd April - Saturday 29th May 2010 – Japan in Fairtrade Towns initiative organised by Mineo Kageya. Originally five Japanese delegates (including 2 from Kumamoto, potentially Japan's first Fairtrade City) were to visit Garstang and stay with host families from 15th April to 9th May. Due to the eruption of the Icelandic volcano plans had to be altered however. Shoko Akashi (the founder of the Kumamoto Fair Trade Town campaign) first arrived in Garstang on 23rd April and Mineo will be the last to leave on Saturday 29th May. During their stay they worked with schools, churches and Fairtrade retail outlets to share Japanese culture and learn about Fairtrade and Fairtrade Towns. Garstang was chosen as the pilot town for this project which hopefully will spread to other Fairtrade towns in the UK, Europe and possibly beyond.

Wednesday 28th April 2010 – Wyre Stars in Tourism Award – Bruce Crowther was given the 2010 award for 'Star Volunteer' for promoting Garstang as the world's first Fairtrade Town.

Saturday 24th April 2010 – 10th Anniversary celebration for Garstang as the world's first Fairtrade Town – Attended by over 100 people including guest speaker Harriet Lamb. Garstang received over 50 congratulatory messages from across the globe and held live video links with

New Koforidua and Media. The 16 minute slide show telling the history of the Garstang Fairtrade town campaign was available to download from the international Fairtrade Towns website. The event also saw the launch of the new directly-traded coffee Mzuzu that will first be sold in the Mustard Seed, Garstang's very own One World Shop, proving that even after ten years Garstang will continue to pioneer new Fairtrade initiatives. The following local traders and FTO's had stalls at the event: Corner Bookshop, Garstang (selling copies of Harriet's book and recipe book), Mustard Seed, One World Shop, Garstang, Market Place News, Garstang, Greenlivinggifts, Garstang, Ubuntu Cola and the Co-op. The Goody Bags were sponsored by the following: Market Place News, Greenlivinggifts, Pipers restaurant, Tropical Wholefoods, JP juices, Ubuntu cola, Divine chocolate, The Co-op, Sainsbury and the Mustard Seed.

See <http://www.garstangfairtrade.org.uk/news/index.html>

Saturday 15th May 2010 – The Fairtrade Way - A group of people walked the first leg of the Fairtrade Way from Garstang to Lancaster as part of Garstang's Walking Festival.

Media coverage since the last Renewal in May 2008

In the 2008/10 strategy the aim was to maintain at least 50% coverage from the local press and with 27 out of 52 (52%) weekly editions of the Garstang Courier having at least one article on Fairtrade and/or our link with New Koforidua in Ghana over the last year they have met this target. Also in the last year 5 out of 12 (42%) monthly editions of the free publication Garstang Focus that is sent to all residents contained Fairtrade/Ghana articles.

The strategy also stated that they would achieve at least one piece of TV and Radio coverage each year and although they have not achieved any TV coverage since 2008 the group have surpassed the target for Radio coverage.

Other coverage (excluding Courier & Focus) includes:

31st December 2008 – Radio Lancashire - Interview with Bruce Crowther on receiving an MBE for services to Oxfam and Fairtrade.

31st December 2008 – Lancashire Evening Post – “New Year’s Honours for our Lancastrians”. Including Bruce Crowther receiving an MBE.

31st December 2008 – Blackpool Gazette - “Fairtrade rewarded”. Article on Bruce Crowther receiving an MBE.

6th March 2009 – BBC Website home page – An article on the banana eating world record attempt with a specific mention of the Media-Garstang video link. Quote "Residents in the first Fairtrade towns in the UK and the US - Garstang in Lancashire and Media in Pennsylvania - will watch each other taking part in the record attempt via video link." Also included a link to the story about the exchange between Garstang and New Koforidua in 2004.

6th – 7th March 2009 – Radio Lancashire – Coverage of the Garstang schools banana eating event and mentioned on the website throughout the weekend.

6th March 2009 – Rock FM – Coverage of the Garstang schools banana eating event and the following appeared on the website. “The Fairtrade town of the UK - Garstang - along with people across the Fylde Coast - are teaming up with the Fairtrade town of the US - Pennsylvania - to see if they can set a new world record for the amount of bananas eaten in 24 hours. It's all part of Fairtrade Fortnight - it starts at noon today and finishes at noon tomorrow.”

6th March 2009 – NBC 10 News, USA – Good coverage of the Garstang – Media banana eating event. They showed a video of children eating bananas and showed the link. Tim Lake of NBC News said, "What do school students in two parts of the world, the internet, and Fair Trade bananas all have in common? Well, a unique exercise in social action, that's what. NBC 10 at the Media Providence Friends School today where students ate bananas while watching their counterparts in the United Kingdom do the same by internet Skype camera. Their goal is to raise awareness about buying Fair Trade items like bananas that help underdeveloped nations compete economically."

7th March 2009 – The Shropshire Star - Mentioned the schools banana event. Quote "Residents in the first Fairtrade towns in the UK and the United States - Garstang in Lancashire and Media in Pennsylvania - were watching each other take part in the record attempt via a live video link."

7th March 2009 – Lancashire Evening Post – "Children go bananas over eating competition". Article about the schools banana eating event.

April 2009 – Vision (Lancashire County Council Newsletter) – "Fairtrade starts search for bosses". About Lancashire Fairtrade County campaign

27th June 2009 – Radio Preston FM – Bruce Crowther gave a live interview at Preston's 5th anniversary as a Fairtrade City when he spoke about Fairtrade and Garstang's link with New Koforidua.

30th June 2009 – Radio Preston FM – The talk given by Bruce Crowther at the Preston 5th Anniversary was broadcast on the African-Caribbean One World Show.

17th July 2009 11am – 1pm – Radio Lancashire – Bruce Crowther was on the discussion panel for the Sally Temple show when he had the chance to mention the Fairtrade/Local Produce Big Brunch event and also the sale of fairly traded cotton bags from New Koforidua.

30th September 2009 3.30pm – Radio Lancashire – Live interview with Bruce Crowther on location in Garstang.

10th October 2009 – Guardian Fairtrade Supplement – Included an interview with Bruce Crowther telling the Garstang story.

5th November 2009 – The Westmorland Gazette – "Ramblers with a cause spread Fairtrade message". Article about the Fairtrade Way walkers in Kendal.

6th November 2009 – The Keswick Reminder – "Walkers arrive in Keswick". Article about the Fairtrade Way walkers at the end of their 80 mile walk.

19th December 2009 – Financial Times - "Growth in Fairtrade towns defies downturn" including article about the Garstang campaign and its link to the anti slavery movement.

28th February and 7th March 2010 – Radio Lancashire – Elaine Gisbourne (Ex Chair of the Garstang Fairtrade Group) gave two Sunday morning interviews for the Joe Wilson show during Fairtrade Fortnight. The first was about the history of Garstang as a Fairtrade Town, and the second was about the future and where we go from here.

12th April 2010 8.45am – Radio Lancashire - Bruce Crowther gave a 5 minute live interview about Garstang's 10th anniversary as the world's first Fairtrade town.

20th April 2010 – Radio Preston FM – A recorded interview with Bruce Crowther about Garstang's 10th anniversary as the world's first Fairtrade town.

April 2010 – Lancashire Evening Post – Coverage of Garstang's 10th anniversary as the world's first Fairtrade town.

April 2010 – Lancaster Guardian – Coverage of Garstang's 10th anniversary as the world's first Fairtrade town.

22nd April 2010 7.40am - BBC Radio Northampton Breakfast show – Bruce Crowther gave a 5 minute live interview about Garstang's 10th anniversary as the world's first Fairtrade town.

May 2010 Soroptimist News photo and article on Soroptimist International of Garstang's Friendship Evening in Fairtrade Fortnight featuring Fairtrade and local ingredients.

Book Publications:

The Garstang Fairtrade campaign has been included in the following books published since our last Renewal in 2008:

“**Ghana**” – By Tom Bamber. A selection of photographs taken during the visit to New Koforidua in June 2008 includes mentions of Fairtrade and the Ghana link.

“**Garstang An Award Winning Lancashire Market Town** – A 42 page souvenir booklet that devotes two pages to Garstang's first Fairtrade Town status.

Any other progress or achievements:

September 2008 - The Belgian European Think tank « Pour la solidarité » gathered 100 good practices of sustainable development in cities and towns from 27 EU member states, to help European local decision makers find ideas in order to make their local authority more sustainable. They selected Garstang's Fairtrade policy to be in this study as a good example for other towns in Europe. A questionnaire was completed by the Garstang Fairtrade Steering Group.

Garstang & District Partnership (GDP) support

Up to the closure of the GDP in September 2009 they have continued to promote Garstang's status as the world's first Fairtrade Town as follows:

- Assistance with printing of Pledge Forms.
- Including Garstang as the world's first Fairtrade Town in the tourist leaflets 'Garstang – An Award Winning Lancashire Market Town' (attached)
- Regularly bringing Fairtrade into GDP events such as Garstang's Arts Festival.
- During renovation of the town centre they ensured that three new finger posts in Garstang included the 'World's First Fairtrade Town' finials.

Other

As mentioned in the last renewal the group had gained funding from the Garstang & District Partnership to purchase New Consumer Fairtrade Directories for Garstang every year for 3 years from 2008. Unfortunately New Consumer ceased trading and the group were not able to produce the Directories in 2009 or 2010. The money could not be refunded to pay for replacement Directories. The on-line Directory is still regularly updated however.

The group did have permanent displays on Fairtrade and the link with New Koforidua in the Tourist Information Centre but unfortunately this was moved to a new modern 'more professional' premises in Cherastanc Square and they have been unable to maintain the display. There is still a display in the Mustard Seed however.

The 2008/10 strategy stated that the group would reach 80% recognition of the FAIRTRADE Mark in Garstang by the end of 2010. The survey conducted in 2008 showed 92.5% of local people recognised the FAIRTRADE mark from a sample size of 200. The group intended repeating this

survey every two years and therefore it will need to be conducted in the summer of 2010. All survey results can be viewed on the website at:

www.garstangfairtrade.org.uk/history/index.html

Farrell & Heyworth Estate Agents included the following statement on the rightmove website while promoting a house built by Russell Armer Homes:

“Garstang was the first Fair Trade town in Britain and is a regular gold medal winner in the Britain in Bloom competition and in 2008 Garstang were Champions of Europe in the Entente Florale competition.”

‘Active Wyre’ Tourism promotion magazine for Wyre Borough in 2010 included promoting Garstang as the world’s first Fairtrade Town.

Result: Goal maintained

This goal is designed to ensure that the wider community understands Fairtrade and is encouraged to make a commitment to Fairtrade at an individual level through events and media coverage which both inform and entertain. Based on the list of events you have organised and the range of publications that you have featured, it is obvious that the Steering Group has done an incredible amount since status was last renewed, all of which will have kept Fairtrade in the public eye and ensured that there are opportunities for people to learn more about Fairtrade and the difference it makes to farmers and workers in developing countries. It is clear that the Fairtrade campaign has really caught the attention of the press and no doubt added to the impact of ongoing events and publicity generated by each Fairtrade campaign throughout the town. We are delighted to see that Fairtrade continues to be an automatic part of the life of the Town and congratulate everyone involved on making Fairtrade the norm – not an exception!

The creativity and dedication of the Steering group has also succeeded in generating a great deal of press coverage and it’s wonderful to see so many mentions of Fairtrade in the local media. Many thanks for keeping such a comprehensive record of all press cuttings with publication and date details and it’s been a huge pleasure to look through it all.

We congratulate you in particular on getting Fairtrade into as many events and festivals as possible in Garstang. Community events is a great way to keep Fairtrade in the public eye and can often reach people who may not come to an event specifically about Fairtrade. We are sure that all these events will have made a real splash in Garstang and hopefully encourage many more people to look for Fairtrade when they shop in addition to making Garstang’s commitment to Fairtrade a real and visible part of the town.

Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status. How has the membership of the steering group changed to reflect the wider community’s support for Fairtrade? Does the steering group still continue to meet regularly and what recent decisions have been made to ensure continued commitment to its Fairtrade Town status?

The Garstang Fairtrade steering Group meets whenever it is required and has met 8 times over the last 12 months.

A three year strategy was agreed at a special meeting in January 2008 and a review meeting facilitated by Joe Human was held in January 2009. This strategy will be reassessed and achievements evaluated at another meeting planned for early 2011.

The group has suffered badly over the last 6 months with the loss of several members including the resignation of the Treasurer. Former Chair Bruce Crowther also temporarily left the group at our AGM in May 2010. The group have so far failed to recruit any of the members that were

targeted in the 2008/10 strategy (see 'Future Plans' below). The group have maintained two Garstang Town Council representatives in the group although one has recently resigned but will be replaced at the Council meeting in May 2010. The membership has reduced from 19 in 2008 to 16 now and the group fear this will decrease further. Goal 5 is the area of least success with regard to reaching targets set in the 2008/10 strategy and gaining new recruits has to be the main focus for the next 12 months.

Members as of our AGM in May 2010 are:

1. Ruth Bruce mbruce@toucansurf.com – Chair & Garstang Soroptomists
2. Sarah Young svlyoung@hotmail.com - Secretary
3. Danny Callery danny@hotmail.com - Treasurer
4. Bill Hewitt bill@hewitt34.freeseve.co.uk - Communications & Press Officer
5. Anne Humphreys anne.humphreys5@btinternet.com – Garstang Town Councillor
6. A second Garstang Town Councillor rep. to be appointed at the Town Council Meeting in May 2010.
7. Belinda Hulme Hulmesons@btinternet.com - Schools Rep
8. Will Nightingale – Methodist Church, Mustard Seed & Myerscough College
9. Graham Hulme Hulmesons@btinternet.com – Garstang Oxfam Group
10. Sue Ritchie spritchie@telecomplus.org.uk – Chamber of Trade
11. Tom Bamber tedbamber@hotmail.com - Website Designer
12. Alex Briault alexcg2@tiscali.co.uk
13. Pip Riley pipriley61@yahoo.co.uk
14. Fiona Riley fionarileyuk@yahoo.co.uk
15. Crispin Myerscough crispin@myerscough.co.uk
16. Marion Myerscough marion@myerscough.co.uk

Future plans:

The group will reassess the 2008/11 strategy and evaluate their achievements at a meeting planned for early 2011. They have so far achieved most of the targets set in January 2008 but still need to achieve the following by the end of 2010 if they are to achieve 100% success.

Goal 1

1. Evidence of fuller commitment to Fairtrade by Garstang Town Council

Goal 2

1. Gain 1 more catering outlet selling at least one Fairtrade product.

Goal 3

1. Award 10 more workplaces and community organisations with a pledge to reach the target total of 36.
2. SS Mary and Michael Catholic Church to gain Fairtrade Church status.
3. All 4 schools to gain Fairtrade School status
4. To award a pledge form to at least one Youth Club

Goal 4

1. Maintain a Permanent public display on Fairtrade in Garstang
2. Publish an annual Garstang Fairtrade Directory – This can no longer be achieved in this time frame.

Goal 5

1. To have a Britain in Bloom member on the Steering Group.
2. To have at least one local producer on the Steering Group.
3. To have at least one member less than 25 years old on the Steering Group (other than Tom Bamber who can no longer attend meetings).

In addition to this the group also want to continue targeting the Muslim community in Preston. Unfortunately they have lost their link with the Jamea Mosque who are no longer members of the Garstang and New Koforidua Linking Association (GANKLA). The group are starting to build up a good relationship with the African Beads Foundation International (ABFI) and the African Caribbean World Show on Preston FM (163.2).

Future Events

As per the 2008/10 strategy which includes conducting our biennial survey in Garstang before the end of 2010.

Result: Goal maintained

Congratulations for maintaining a dedicated and proactive Steering Group who, together, have succeeded in setting a clear, structured and well-thought plan on how to take the campaign forward and develop achievements to date. We welcome the focus on recruiting new members and appreciate that this can be challenging to do. Perhaps people could get involved through playing a part in one specific event or activity which reflects their interests and skills and from that, maybe begin to play more of a role in the steering group as a whole?

It's great to see that you do already have representatives from a wide section of society and we are confident that your campaign will continue to develop and flourish well into the future. It's particularly good to see such broad cross community representation and a mix of organisations and experiences on the group.

We love the list of plans for the future and the clear targets you have set as the campaign continues to mature. We are sure they will enable an even great impact in terms of understanding, support and availability of Fairtrade in Garstang. As the group has already identified, many campaigns find that the role and objectives of the Steering Group change slightly as the campaign matures. We're pleased to hear the group have spent time reviewing and planning ahead for priorities and objectives for the future.

Finally we would like to thank all the Steering Group members for their dedication and energy. We do appreciate how much time and hard work is involved in developing a campaign such as this and would like to congratulate all the members on their achievements and to thank them on behalf of the producer communities who are able to benefit directly as a result of ordinary people doing quite extraordinary things.

Final comment:

Congratulations on maintaining Fairtrade Town status for Garstang. Our thanks once again for all your hard work and our congratulations on all that has been achieved to date. Fairtrade has always been characterised by pioneers, those people across the world that continue to innovate and take this unique movement for change further forward. We are delighted that Garstang has successfully renewed Fairtrade Status and look forward greatly to seeing how the campaign continues to develop, innovate and inspire. Your next renewal will be due in two years (30 June 2012) and do let us know if there are any questions in the meantime or if you would like any specific advice

Well done and we look forward to hearing more from Garstang Fairtrade Town in the future!



Signed:
Name:
Position:

Hannah Reed
Campaign Manager
(Fairtrade Towns)

Jenny Harper
Fairtrade Towns Volunteer