

CUMBRIA FAIR TRADE NETWORK ACTIVITIES REPORT 2014 / 2015
AGM 7th MARCH, 2015 LAKES SCHOOL, WINDERMERE

A. INTRODUCTION

Once again as I put this report together from your contributions, for which many thanks, I am struck by just how much is still going on all around the County after all these years of campaigning. Read on and be inspired just as I have been!

B. GENERAL REPORTS

CFTN Steering Committee: Has met bimonthly at CDEC in Ambleside. We have continued to benefit from the presence of Katie Carr, CDEC's Director, through whom we have been able to work closely in support of the World from our Doorstep Project. We are very grateful to all groups who have contributed generously to the fund to bring Alvaro Pop to Cumbria in Fairtrade Fortnight this year.

There was no Open Meeting in the autumn, but eleven of us from Cumbria attended the North Regional Forum in Sunderland on 20th September in the Stadium of Light. Yvonne Ewington was re-elected as the Region's Representative on the National Campaigner Committee. Millom F.L.A.G. received the Fairtrade Towns Inspiring Supporter Award (see Millom Report). It was an inspiring day with speakers: Dhawal Mane, Fairtrade cotton farmer representative and sustainability consultant from India, Adam Brett, founder of Fulwell Mill (makers of Tropical Wholefoods) and Patricia Alexander, Director of Shared Interest. There were also breakout sessions, one of which was run by Katie (*Where next for Fairtrade Schools?*), Jo (*Trade Justice*) and Joe (*Funding your campaign*).

There will be a separate Churches report.

C. GROUP REPORTS

Arnside (Rachel Dutfield):

Arnside Fairtrade group has continued to promote Fairtrade in the village. Regular Fairtrade stalls are held at the Methodist Church, St James' Church and at Yealand Quaker Meeting House. In addition we have had a presence at fundraising events for the annual Arnside Fun Day, the Fun Day itself and at Arnside Vintage Day on the prom. Our small Fairtrade garden on the lower promenade has been further developed and is a permanent and enjoyable reminder to residents and visitors that we are a Fairtrade village. We held another successful Fairtrade coffee morning in November.

Arnside National School has moved a step closer to hopefully applying for and gaining Fairtrade status. We believe that our encouragement and constant reminders of how important this is spurred them on to set up a Fairtrade council in the school, which consists of 12 members, a boy and girl from each year. They had their first meeting in November and had no shortage of ideas for extending a Fairtrade ethos in the school. This included a Christmas bake sale with Fairtrade ingredients and a monthly Fairtrade tuck shop. The school is looking forward to the visit by Alvaro Pop in Fairtrade Fortnight starting with a

question and answer session between the producer and the Fairtrade council. This will be followed by a presentation by the Alvaro to the whole school.

During Fairtrade Fortnight we will have a PR stall at Arnside Village Market - the first time we have been allowed to have this opportunity.

Finally we must report that Delphine Gratrix, a key member of our group, has recently moved to Kendal. We can only trust that our loss will be Kendal's gain.

Barrow:

We have no news of the Barrow Group. Their convenor, David Edmondson, moved away from area last August and at the time of leaving had been unable to find anyone to take his place, causing him concern as Barrow needed to renew its status as a Fairtrade Borough.

Brampton (Kate Allan):

- Fairtrade Status renewed. It was reported that they were very impressed with the large amount of community work we undertake to publicise Fairtrade.
- Katie Carr from CDEC was the excellent speaker for our autumn AGM. 14 local primary schools invited. The draft copy of their new book, *Thea Discovers Chocolate* was read and appreciated. We will invite local primary schools to use it in lessons.
- A new banner purchased from Screen print, Carlisle *** ready for our 2015 10 year celebration. *'Brampton Fairtrade Town Group, Promoting Fairtrade since 2005'*
- Shares in Carlisle World Shop Co-operative purchased. This has been set up on the retirement of Lorna Strong. Some members attended the 1st meeting of the new Co-operative.
- Plans for Fairtrade 2015 and our 10 year celebration began early in 2014, and long before Fairtrade Fortnight decided what the 2015 theme would be. Planning takes a long time for a small group!
- Events for Fairtrade Fortnight 10 year celebration February / March 2015:
 - i. New Fairtrade town directory. 500 printed to start with. Gordon Swindlehurst of BBC Radio Cumbria invited to launch this at a pre FTF coffee morning with coffee tasting (to encourage people away from the stereotypes of Fairtrade supplying poor quality bad tasting coffee), Traidcraft Stall, FT baking , FT raffle. Display of photos and posters of 10 years of FT in Brampton.
 - ii. Fairtrade lunch for up to 50 at Brampton Methodist Church Hall. Use of FT ingredients. Display again. Traidcraft stall. Banner to be used.
 - iii. Fairtrade and Vintage Fashion Show at William Howard School., with the pupils taking part in the organisation and publicising Fairtrade in the school. Nomad clothes from a Brampton shop and Carlisle World Shop on display. Fourteen very local craft stalls + Traidcraft, and Carlisle World Shop. Fairtrade wine from our local Co-Op + locally produced Birdoswold cheese. Alvaro Pop will be there, too.
 - iv. Three local businesses will put Fairtrade displays in their windows for FT fortnight.
 - v. Our chairman, Rev. Andrew Longshaw, will take Fairtrade assemblies in 3 local schools and Irthington Primary will hold a FT coffee afternoon again this year.
 - vi. Good Cumberland News advanced coverage of these celebrations.

- vii. April 2015 we shall be serving Fairtrade refreshments at a Farmers Market day at Houghton village hall, between Brampton and Carlisle. This is a new venture and we were specifically invited by the organisers.

Caldbeck and Hesket Newmarket (Susan Beale):

1. The Fair World Shop in Caldbeck traded every afternoon Monday to Saturday from Easter to Christmas 2014.
2. 24th - 26th May Fairtrade stall at Greystoke Craft Fair.
3. 23rd - 25th August Fairtrade stall at Greystoke Craft Fair.
4. 30th August 2014: Stand at Hesket Newmarket Agricultural Show
5. 28th, 29th, 30th November 2014 Fairtrade Christmas Tree in the Caldbeck Christmas Tree Festival.
6. 28th and 29th November 2014 Stand at the Northern Fells Christmas Fair in Mungrisedale.
7. 28th February 2015 Local and Fair Coffee Morning in St. Kentigern's Church, Caldbeck.
8. 28th February 2015 to Easter Week. Fairtrade Display in St. Kentigern's Church
9. First of our Fairtrade Recipe Cards launched 28th February 2015.
10. 3rd March our Vicar to give a Fairtrade Assembly in Caldbeck Primary School using Fairtrade Thea book.

Carlisle (Claire Feeney):

Fairtrade Fortnight 2014:

1. Fairtrade Wine Tasting at James Rennie School: a very successful evening, very good support and hosted by Cumberland News writer, Julian Whittle.
2. Fairtrade Local & Global coffee morning: Annual coffee morning hosted by Fairtrade & Christian Aid Group, stalls were also provided by Fair Food Carlisle and Carlisle World Shop. This event was attended by the Mayor.
3. University of Cumbria Fairtrade Fashion Show at Unit bar, Carlisle: a vibrant event organised by students at the University and supported by Carlisle Fairtrade Group. Clothing was showcased from Carlisle World Shop and Victoria's in Penrith, who also ran stalls. The event had a real feel good factor.
4. Koolskools ethical clothing project visited a number of Carlisle schools also.

• World Fair Trade Day 2014:

To celebrate World Fair Trade Day a community walk was organised from the Sands Centre in Carlisle to Brampton, where walkers followed the Cumbria Fairtrade Way walking route from Carlisle to Brampton. This walk was made extra special as walkers were accompanied by Bruce Crowther- and the weather stayed dry. This event marked the culmination of a lot of work and fundraising to produce a Cumbria Fairtrade Way map produced by Carlisle Fairtrade Group in conjunction with Carlisle City Council.

Dalton in Furness (Barry Doughty):

We were granted Fairtrade town status in November. We have delayed the announcement so that we can get maximum publicity prior to and during Fairtrade fortnight. We had the launch on Friday 13th February and we will be carrying out other events on 28th in our local Coop.

Gosforth and Wasdale Fairtrade Group (Jonathan Faulkner):

1. During Fairtrade Fortnight, an exhibition about Bananas was staged at Gosforth Methodist Church, and was attended by three local primary schools on 24/25 February, as well as by members of the public.
2. On 6 March Joy Hughes gave an illustrated talk about her 'Meet the Producers' visit to Viet Nam, and on 19 June Rev Philip Peacock also reported on his visit to Chile.
3. Monthly Fairtrade stalls are held at St Mary's Church, Gosforth after the morning service; stalls are also arranged on suitable occasions at Gosforth Methodist Church, and at a number of outside events such as the Wasdale May Festival. Although outside Gosforth and Wasdale, our support and encouragement are given for occasional stalls at Seascale Methodist Church and at St Peter's Church, Drigg. The PCC of St Cuthbert's Church, Seascale are working towards Fairtrade Church status.
4. Our long-term chairperson and tireless worker, Joy Hughes, left during the year and is now living near Salisbury. Jonathan Falkner has taken over as Convenor of the steering group, but is not able to continue much of the work Joy was doing.
5. We have delayed applying to renew our Fairtrade Village status. Our total population is about 1,500 and the number of shops and other outlets is very limited. Our steering group currently has 7 members. We are trying to maintain existing activities, in particular the stalls, plus events in Fairtrade Fortnight and One World Week, but do not feel able to add to this. We find that the renewal process expects new projects every time, which is entirely unrealistic in such a small group in a rural area.

Kendal (Janet Antrobus):

During Fairtrade Fortnight we had an exhibition at the library and a good banana promotion at the 'Birdcage'. The Scout group asked for a short talk with chocolate-tasting for the Cubs and Beavers. They latter raised £200 on a sponsored walk for Oxfam. In July we had a party to bid a sad farewell to Sarah Webb, but a good contact at Kendal College joined the group. In late November we set up our second 'pop-up' shop in the Westmorland shopping centre, then opened for six days, selling goods from the Craft Aid shop in Lancaster.

Keswick (Joe Human):

We completed a lengthy audit of accommodation providers who indicate their Fairtrade commitment in the Keswick Tourism Guide. We discovered several businesses offering Fairtrade tea and coffee to their guests which we did not know about. But we also discovered several whose commitment was distinctly flaky and who should not have been using the **Ft** 'flag'. We have lost some cafés and restaurants recently due to changes in ownership but we have a over 100 businesses in and around the town (accommodation providers of all kinds, as well as coffee and tea shops) which legitimately fly the Fairtrade flag. We held our AGM in May and our annual Strawberry Tea in June (our main fundraiser). We served hundred of cups of Fairtrade teas and coffees, as well as bananas and chocolate at Keswick Agricultural Show. At Keswick's Victorian Fayre in December we focussed on chocolate: selling, serving and sipping!

Eight of us visited the FIG Tree in Garstang in June, and Keswick Museum and Art Gallery displayed the FIG Tree's Exhibition from the **Slave Trade to Fairtrade** from mid-December to

early February. They also hosted two chocolate workshops for children run by Bruce Crowther on 30th December. While the exhibition was in Keswick the Museum received 1,134 visitors.

In November a group of four, representing Keswick and District Fair Trade Campaign and Keswick Rotary, spent a week with the community of coffee farmers of Choche in Ethiopia with whom we have a friendship link. There we saw the impact of Rotary's 'Million Birr Project', started in 2013, to: i) upgrade coffee stocks, ii) fund women's enterprises and iii) help unemployed youths to start income generating activities. We were very impressed, as we were by the massive strides taken by the cooperative to invest increasingly large amounts of Fairtrade premium money in the community. The growth in their premium fund has been caused by the huge surge in the numbers of farmers joining the cooperative in recent times.

Kirkby Lonsdale (Liz Saunders):

1. Kirkby has kept a programme of coffee mornings throughout the year. We often feature Fairtrade products at these. A Traidcraft stall is an attraction as is the Zaytoun range of products.
2. We supported the town's weekend event in September by putting on quite an authentic Edwardian tea party, using Fairtrade and local products.
3. The World Fairtrade breakfast has become a regular event and we have had donations from Booths to support this.
4. We look to support other town events with managing the teas and coffees and raffle prizes.
5. Most of our events are held in the Lunesdale Hall but this year we have had some good evenings at the homes of supporters e.g. A pancake and bananas night; a celebration of 20 years when we had a magnificent cake of the logo!
6. Still are waiting for our road signs!

Lake District Local + Fair (Martin Sleath):

It has been a challenging year for Lake District Local+Fair! The National Park Authority underwent a major staff restructure which resulted in the loss of another key LDNPA member of the steering group (Nicky Wood) and also compelled a focus on 'core business'. Therefore we were unfortunately unable to pursue any significant Fairtrade activities, although we did have our Action Plan approved by the National Park Partnership. Martin Sleath was however able to attend the regional conference in Sunderland which was very inspiring and motivating! 2015 is looking brighter though: we are well underway with planning a joint event with CDEC for Fairtrade Fortnight, and we have a new 'buyer' in the Authority with whom we are working to improve the Fairtrade offer in our outlets. We are always interested in fresh input, so if you are interested in joining our steering group, please get in touch with Martin!

Millom F.L.A.G. (Val Towndrow):

Another busy year for the group with the encouragement of being awarded 'The Most Inspirational Fairtrade Town in the North Region'. To say we were gobsmacked is an understatement! Here is a list of what we did in 2014:

1. We had our town status as a Fairtrade town renewed until 2016.
2. We celebrated our 10th. Birthday with a meal at the Lighthouse Centre Haverigg.
3. We held a special lunch when we were given our 'Inspirational Town' award by Jo Alberti with Joe Human. This was awarded by the North Region at the Fairtrade Regional Conference held in Sunderland in September.
4. We held a free cheese and wine evening when framed certificates were awarded to local businesses and organisations.
5. We have worked with local schools, Primary and Secondary.
6. There was a Fairtrade tree at the annual Christmas tree festival.
7. We organized a pancake lunch at the Methodist Hall and a Pie and Pea supper with Fairtrade chocolate Bingo.
8. We have done bag packing in Tesco for Fairtrade.
9. Tesco ran a 3 day awareness event for staff and customers about the Fairtrade products stocked.
10. The 'Fairtrade Stall' based at the Baptist church sold £2,000 of products.
11. We had a Fairtrade stall at Bootle Church garden party.

All the above accomplished by dedicated volunteers, friends, town council and businesses that support Millom Fairtrade Local and Global.

Penrith and Eden (Victoria Stephenson):

We have concentrated our efforts mainly around Fair Trade Fortnight (2014/2015):

1. We put up a Fairtrade display in Penrith Library.
2. We have done schools workshops.
3. We're displaying Fairtrade posters around as many shops in Penrith town centre as will allow us.
4. We are putting up our big outside banner along St. Andrew's church railings for the duration of Fairtrade Fortnight
5. Two new indoor banners have been produced to be used at all local events.
6. We had a very successful Christmas coffee morning in Penrith Methodist church last November 2014. There were three Fair Trade stalls.
7. We did a fund-raising fashion show in November 2014 for a local pre-school group in Greystoke.
8. By 7th March 2015, we will have helped Raughton Head school towards Fairtrade status with a fashion event.
9. Our committee have decide to use some more of our funds to support Shared Interest projects.

Ulverston (Ann Thomson):

- **Local profile and publicity**

We have fairly good relations with the local press. Our updated webpage is shortly to be added to the Council-run Ulverston town website. Participation in local events (see below) maintains visibility.

- **Local Fairtrade outlets**

28 local (mainly independent) shops took part in Fairtrade Treasure Hunt (children's Easter holiday competition). A gratifying number routinely stock Fairtrade lines. We are disappointed by an apparent decline in local Booths store's commitment to Fairtrade. Letters to the company have been ineffective.

- **Schools**

Two primary schools have active Fairtrade groups. One is having to re-apply for Fairtrade School status after Fairtrade Foundation took so long to respond that criteria had changed! A third school runs occasional Fairtrade events. We keep alert for openings in other schools.

- **Events in which we have participated**

1. Fairtrade Treasure Hunt around Ulverston shops (April, see above)
2. Stall at Ford Park Community Association Family Day (Easter Monday)
3. Float at Ulverston Carnival (July) – banana theme
4. Stall at Ulverston Dickensian Festival (November)
5. Fairtrade Fortnight 2015: Coffee morning with various stalls etc. (a high-profile twice-weekly event in Ulverston Coronation Hall, organised by & for the benefit of numerous charities & community groups)

- **Future plans**

We have a healthy committed membership, but continue to seek new members from unrepresented sectors of the community. We hope soon to appoint a new Chair to replace long-serving chairperson Hilary Thomas, who has moved out of the area. Meanwhile members chair meetings in rotation. We aim to embark on encouraging use of Fairtrade products in local B&B establishments. We anticipate involvement in a calendar of events broadly similar to last year's.

Wigton (Trish and Terry Fallows):

Trish and Hannah ran through Wigton in banana suits in Fairtrade Fortnight 2014. Trish led assemblies in the 3 primary schools, highlighting the Foncho campaign. One schools gained a photo in the Cumberland News, but the write-up was disappointing. We had an exhibition in the local library during Fairtrade Fortnight and again in October during One World Week

Windermere and Bowness (Theresa Wooll):

The group celebrated its 10th birthday in May 2014 with a coffee morning "birthday party" which the Mayor attended and around £150.00 was raised.

At that time the group comprised 14 members but today that number has been reduced to seven. One person moved away and the others felt that they did not wish to participate in the group's activities any more, although a couple of them have expressed an interest in still receiving minutes of any meetings held. We propose just to have two meeting per year with communication at other times via email.

Theresa Wooll who is the newest member of the group has now been appointed coordinator and secretary. Jenny Baker felt that after ten years as the group's coordinator it was time for someone else to take over. Unfortunately nobody was prepared to act as secretary so that task also now rests with Theresa. The group held a lunch in early December and presented Jenny with flowers in recognition of all her hard work as coordinator since the group's inception.

Three of the members are now coordinating with local area schools. One person is going to be in touch with the local churches to see if they would like any articles via email from time to time that can be included in their weekly bulletins. Judith Bird who has worked so hard to provide the various churches and other faith based organizations with Fairtrade supplies from Traidcraft for their sales is continuing this task.

For Fairtrade Fortnight this year we will participate on 1st March running an information stand at a Local and Fair Event organized by Lake District National Park.

Joe

18.02.15