



Renewal Report

17 May 2006

Subject: Feedback and goals for: Garstang

Date when Fairtrade Town status was last achieved: 13/08/2003

Population: 4,549 (from the 2001 census)
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Area covered: Garstang Town

Goal 1: Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens.

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?

Actions taken:

Date achieved :April 2000

Details (Please state the exact wording of the resolution):

Garstang Council's resolution was: To declare Garstang as a Fairtrade Town, and agree to serve Fairtrade goods at any council events.

Any other progress or achievements:

Wyre Borough Council produced postcards depicting Garstang as the World's first Fairtrade Town. FT display maintained at the WBC Discovery Centre (Tourist information). The Town Council has pledged to use FT goods whenever possible. Wyre Borough Council is working towards Fairtrade status.

Result: Goal Maintained

Comments and Further appropriate actions:

Congratulations, this goal is maintained. Unfortunately we don't seem to have a copy of the Council Resolution in our files, so maybe at some point in the future (latest by your next renewal) you could either send us a copy of same, or a the exact wording of it, of course incorporating details of the pledge you mention in the other progress section.

Can you also let us know if the Town Council has come up with any funding, as mentioned in your previous renewal ?

We would like to wish you well for your ongoing work with Wyre Borough Council and we look forward to seeing some results by the time of your next annual renewal. As you are probably aware, the Council itself cannot achieve Fairtrade status, but Wyre Borough can, and it will be a good start for the Borough Council to pass a resolution in support of Fairtrade and supporting all the aims of this goal.

Goal 2: A range of (at least two) Fairtrade products are readily available in the area's shops. Fairtrade products are served in local cafés/catering establishments. It should be easy for people to find Fairtrade products as they do their everyday shopping. Targets are suggested below*. Retail stockists could include a selection of health and whole food shops, supermarkets, or fair trade shops.

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?

Actions taken:

Date achieved: List current update 2005

Details of Outlets (Names, contact details, and the number and type of Fairtrade* goods provided):

The following retail outlets sell two or more Fairtrade goods: 9 outlets

Booths Supermarket, Parkhill Road, Garstang. Fairtrade stock includes tea, coffee, biscuits, confectionary, pineapples, bananas, roses.

The Cooperative Pioneer, High Street, Garstang. Fairtrade stock includes tea, coffee, confectionary, biscuits, "Geobars", sugars, preserves, honey, mangoes, bananas, pineapples, fruit juices, wines, beers.

Garstang Health Food Stores, High Street, Garstang. Fairtrade stock includes dried mangoes, honey, teas.

Houghton's Petrol Station, A6 Road, Cabus. Stocks Divine Bars (white and milk chocolate) and Dubble Bars

Londis, Lancaster Road, Cabus. Stocks Fairtrade tea, coffee and Green and Black's Maya Gold Fairtrade chocolate.

The Mustard Seed, Methodist Church, Park Hill Road, Garstang. Fairtrade stock includes teas, coffees, fruit juices, confectionary, sugars, preserves, honeys, dried fruit, biscuits, drinking

chocolate, breakfast cereals. Also acts as a café serving Fairtrade coffee (instant and ground), tea, fruit juice and biscuits.

Simply Delicious Delicatessen, Cross House, Market Place, Garstang, stocks Café Direct ground coffee and Green and Black's Maya Gold chocolate.

Somerfield, Park Hill Road, Garstang. Fairtrade stock includes bananas, coffees, teas, and Green and Black's Maya Gold Fairtrade chocolate.

The Discovery Centre, High Street, Garstang, sells Fairtrade chocolate bars, postcards depicting "Garstang - The World's First Fairtrade Town"

The following catering outlets serve two or more Fairtrade goods: (4 outlets)

Coffee Pot Café, Church Street, Garstang, serves Fairtrade tea and coffee, and uses Fairtrade fruit in cakes etc.

The Crown Hotel, High Street, Garstang. Serves Fairtrade tea, coffee and wine (red and white).

The Calderbank Country Lodge, Oakenclough Pub, Restaurant and B and B, serves Fairtrade coffee and tea, and is working towards serving Fairtrade wines.

The Arts Centre, The Old Grammar School, Croston Weind, Garstang. Sells Fairtrade tea, coffee and orange juice to visitors

The Steering Group is in the process of updating our directory of outlets and list of workplaces. I have only listed those which we know are stocking the listed items at present. It is hoped that by the time our next renewal is due, we will have a more comprehensive and extensive list.

The following outlets sell one Fairtrade item:

Forrester's Newsagent, Market Place, Garstang. Sells Dubble chocolate bars.

We are working to encourage them to stock a wider range of Fairtrade items in order to qualify for Fairtrade status.

Other achievements:

1. The following Churches hold monthly Fairtrade stalls, stock including confectionary, tea, coffee, biscuits, breakfast cereals, fruit juices, drinking chocolate, preserves, honey:

St. Thomas' CE Church, Church Street, Garstang

Garstang United Reformed Church, Croston Road, Garstang.

2. Traidcraft Fairtraders:

There are 6 Traidcraft Fairtraders within Garstang.

Traidcraft Key Contact in Garstang is Elaine Gisbourne (details on this form).

Result: Goal Maintained

Comments and Further appropriate actions:

Congratulations, this goal is very well maintained.

The minimum number of outlets selling FT products for a population of Garstang is only 2 at present and there are currently 9 which far exceeds the required number, also the 4 catering outlets exceeds the 1 required, so well done on this score. Although this is indeed an excellent number of outlets in total, we believe that this can still be improved upon and would encourage you to continue to spread the word as much as possible, and get some more outlets onboard in time for your next renewal.

We understand that Calderbank Country Lodge has only just switched making it the only place of accommodation in Garstang that uses Fairtrade products for its residents, so we would like to offer you our congratulations and hope that you can encourage more places of accommodation to come on board for the renewal, although it should be emphasised that where Fairtrade products are only available to residents the premises should be listed under Goal 3.

As the first Fairtrade Town it is important that you continue to act as a shining beacon for other Fairtrade Towns that have developed as a result of your initiative and therefore there is a greater need in Garstang for further progress. We wish you every success with your future progress.

Goal 3: Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc).

How many more work places and community organisations use Fairtrade products? What steps have been taken to include a flagship employer, if there has not been one previously?

Actions taken:

Date achieved: as at 2005

Details (Names of work places and organisations, and their contact details):

Workplaces (3)

Kwik Kuts Hairdresser, Park Hill Road, Garstang. Fairtrade tea and coffee is used by the staff for their own consumption.

LBT Motors, High Street, Garstang. Fairtrade tea and coffee is used by the staff for their own consumption.

Top Knot Hairdressers, Croston Weind, Garstang. Fairtrade tea and coffee is used by the staff, and sold to their customers.

Faith groups: (6 out of 6 Churches)

St. Thomas' CofE Church, Church Street, Garstang is a Fairtrade Church, and part of a Fairtrade Diocese.

Methodist Church, Park Hill Road, Garstang is a Fairtrade Church, and part of a Fairtrade Diocese.

Garstang United Reformed Church, Croston Road, Garstang is a Fairtrade Church.

St, Mary and Michael's RC Church, Bonds Lane, Garstang, serves Fairtrade tea and coffee to it's congregation.

Calder Bridge Meeting House, Calder House Lane, Bowgreave, Garstang, serves Fairtrade tea and coffee to it's members.

The Free Methodist Church, Windsor Road, Garstang serves Fairtrade coffee and tea to its congregation.

Schools (2)

Garstang High School, Garstang Road, Bowgreave, Garstang sells exclusively Fairtrade chocolate bars, Divine and Dubble in it's canteen and tuck shop. The students are involved in Fairtrade activities, and participated in a "Design a poster" competition for Fairtrade Fortnight 2006 as well as making a monk's habit to depict "Make Fairtrade your Habit". The steering group continue to work closely with the school, encouraging further fairtrade activities and the school hopes to achieve Fairtrade status.

St. Thomas' CE Primary School, Kepple Lane, Garstang, is a very active supporter of Fairtrade. Fairtrade tea, coffee and sugar is used exclusively in the staff room. The children engaged in a week of activities during Fairtrade Fortnight, including visits to local Fairtrade stockists, designing posters, cooking with Fairtrade ingredients and running a Fairtrade café and cake stall. They also hosted a visit from Fairtrade mango producers, and will have a day with Robin Graham, poet, creating poems on a Fairtrade theme. They are working towards forming a link with a school in Ghana via the Garstang - Ghana link. The school is hoping to achieve Fairtrade status.

Areas of ongoing and future action:

1. When Garstang declared Fairtrade Town status, 95% of workplaces signed a pledge to use Fairtrade goods. The Steering Group is working towards renewing this, and I have only listed those workplaces which we know are using Fairtrade goods at present. It is hoped that this will be complete by the time our next renewal is due.
2. SS Mary and Michael's RC Primary School and Pre-school need to be followed up regarding their Fairtrade commitment, as does Garstang Community Primary School where a staff change has resulted in the loss of our Fairtrade contact.
3. The Steering Group are aiming to work with the Youth Centre and the Scout and Guides in order to secure their Fairtrade commitment. It is hoped that this will be achieved before our next renewal is due.

Any other progress or achievements

There is ongoing work with the Chamber of Trade to include FT suppliers in their directory.

Result: Goal Maintained

Comments and Further appropriate actions:

Well done. It is good to see that there is ongoing work with the various organisations particularly as there has been a huge drop in participating businesses. As Fairtrade has increased in popularity it should now be easier to regain most of the lost participants. There are many resources available for schools making it easy to incorporate Fairtrade into the curriculum and therefore bring the list back to full complement. Please continue to encourage them to do so. Maybe you could direct the High School to the Fairtrade website section on schools, http://www.fairtrade.org.uk/get_involved_school.htm and they might want to consider the

either the People or Planet or Your Co-operatives schemes. As for the Primary schools, maybe you could encourage them to participate in the CAFOD scheme, details of which can be obtained by calling 020 7733 7900 and direct them to the excellent Co-op pack 'Make your School Fairtrade Friendly'

Goal 4: Attract media coverage and popular support for the campaign. For the press, the story can be revived as each goal is achieved, organising a big splash for the Fairtrade endorsement ceremony, and developing a strategy to keep it in the news long after. This will also enable local businesses and organisations to benefit from their involvement.

How has your relationship with the press developed in order that the meaning behind the FAIRTRADE Mark is communicated effectively? There is on-going support for the campaign and Fairtrade Fortnight events feature in the local media.

Actions taken:

Date achieved: Ongoing

Details Fairtrade activities receives regular coverage in the local newspaper, Garstang Courier, estimated at 30% per year (figure from Bruce Crowther). Bruce keeps copies of all documentation, and will supply the file if requested.

Since 2003, we have had Radio coverage of our events, most recently Fairtrade Fortnight and 5th Anniversary of Garstang's Fairtrade Town status, on Radio Lancashire, Rock FM, Century FM and student radio (UCL).

Television coverage of Fairtrade Fortnight events 2006: BBC Northwest Tonight 10th March 2006
BBC Politics Show Sunday 19th March 2006

Both of these involved filming an interviews in Garstang, The Politics Show included a live dialogue between Chair of the Steering Group, and Ben Wallace, MP.

Previous television coverage: BBC Politics Show, Sept 2004, coverage of Fairtrade link with Ghana.
BBC Northwest Tonight "Fair trading places" Aug. 2004, covering the Ghana exchange.

Any other progress or achievements :

Involvement in BBC Radio 4 Food Programme Sept. 4th 2005.

Regular visits from overseas visitors, including Japan, for an article in a Japanese publication Jan 2006, South Korea, USA, France. Frequent enquiries from overseas for advice or information for publication, most recently from Italy and Korea (April 2006).

Producer visit, and visit of George Alagiah during Fairtrade Fortnight, and part of our 5th Anniversary celebrations attracted much media interest, as highlighted above. Mr. Alagiah undertook a visit of the town and a booksigning of "A Fair Feast" cookery book,(75 copies were signed in one hour).

5th Anniversary of Garstang Fairtrade Town, celebrations took place during Fairtrade Fortnight 2006. A party was held for over 100 guests, including guest of honour Mr. George Alagiah and Mrs. Alagiah, who gave the toast and cut the cakes. This event attracted much local and media interest, and also marked the launch of Lancashire Fairtrade County Campaign.

The Corner Bookshop, St. Thomas' Weind, Garstang, stocks "Fair Feast" Fairtrade recipe book, and hosted a booksigning of this book by George Alagiah during Fairtrade Fortnight.

Result: Goal Maintained

Comments and Further appropriate actions:

The press coverage for Garstang is, as usual, very impressive. This is where the majority of the public are reminded constantly of the presence of Fairtrade and the positive reasons for switching. Well done!

Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status. This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the five goals. The group organises special events for Fairtrade Fortnight in March each year.

How has the membership of the steering group changed to reflect the wider community's support for Fairtrade? How frequently does the steering group meet and what recent decisions have been made to ensure continued commitment to its Fairtrade Town status?

Date achieved :ongoing

Details of Steering Group (How often the group meets and the names, organisations, and contact details of members):Currently meeting monthly.

Members:

Elaine Gisbourne (Chair): elainegisbourne@fish.co.uk (liase with Churches and St. Thomas' School)

Ben Andrews (Treasurer): dyerdene@fish.co.uk

Lara Hurley: (Assistant Treasurer) lhurley@myerscough.ac.uk

Alex Briault: (Assistant Chair) alexcg2@tiscali.co.uk

Tom Bamber: (IT and publicity) tedbamber@hotmail.com

John Allen: john4bv@beeb.net (Mustard Seed One World Shop)

John Corkish: johncorkish@teleco4u.net

Gillian Lamb: (Assistant admin and letterwriter) david.lamb6@btinternet.com (Town Councillor)

Graham and Belinda Hulme: hulmesons@yahoo.co.uk (also of Oxfam group)

Anne Humphries: anne.Humphries@teleco4u.net (Town Councillor)

Pip Riley: rileyhouse@onetel.com

Ruth Cowell:

Any other progress or achievements:

New chair elected Sept 2005. Since 2003, a constitution has been developed, and a bank account with the Co-operative Bank, was opened. AGM to be held April 2006.

Membership scheme being reviewed, to include "Household" membership, and "Business membership". This is ongoing.

Result: Goal Maintained

Comments and Further appropriate actions:

If possible, we would perhaps encourage you to try and attract more representatives from businesses as this can only further your campaign in this area.

Congratulations on maintaining Fairtrade Town status for Garstang. Do not forget that you will be required to submit an annual renewal with full details of any new achievements over the coming year.

Signed



Name

Bruce Crowther

Meredith Cochrane

Doug Buckingham

Position

Fairtrade Towns Co-ordinator

Campaigns Manager

Fairtrade Towns Volunteer
