

**Subject: Feedback and goals for Garstang**  
**Date: 13 August 2003**  
**Date when Fairtrade status was last achieved: November 2001**

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For the town of: Garstang ([www.garstangfairtrade.org.uk](http://www.garstangfairtrade.org.uk))

**Goal ☐: 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:* The Council is now committed to support Lancaster and Morecambe District Council on behalf of their local Fairtrade groups.

*Further appropriate actions:* Please provide us with any further information regarding how the Council intends to develop their support to Fairtrade, eg.funding.

**Goal ☒: 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:* At present 15 retailers and cafés / catering establishments selling and catering FT products have been identified in Garstang town, including two supermarkets (Booths and Safeway), a FT shop.

*Further appropriate actions:* Please provide us with a copy of the updated list of retailers and cafés / catering establishments which use Fairtrade products.

\* **Target for number of retail outlets:** Population of < 10000 - 1 retail outlet per 2500: Population of < 200000 -1 retail outlet per 5000: Population of < 500000 - 1 retail outlet per 10000

**Target for number of catering outlets:** Population of < 10000 - 1 catering outlet per 5000: Population of < 200000 - 1 catering outlet per 10000: Population of < 500000 - 1 catering outlet per 20000

**Goal ☓: 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:* At present around 90 local organisations use Fairtrade products, including travel agencies, hairdressers and health centres.

*Further appropriate actions:* Please provide us with a copy of the updated list of local organisations which use Fairtrade products.

**Goal c: 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:* Articles promoting Fairtrade have been frequently published in local and national press and the National Japanese TV (NHE) has featured Garstang as a Fairtrade town in a consumer programme.

**Goal e: 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?

*Actions taken:* The Steering Group has been holding a meeting approximately quarterly to monitor and encourage Fairtrade activities in the town.

On 23th November 2002, they successfully celebrated the twinning of Garstang town with New Koforidua, Guana and the Ghanaian cocoa farmer Comfort Kwaasibea, visited Garstang on 16th March to open Garstang's schools competition to design a flag celebrating Garstang's link with its twin town New Koforidua. An exchange trip between Garstang and twin town [New Koforidua](#) is planned for the Summer of 2004.

On 15th March a team of cyclists traveled from Garstang to Bolton to join in Bolton's celebration on becoming the UK's largest Fairtrade Town.

In March 2003 the BBC visited Garstang to interview local people involved with the Fairtrade Town initiative. The report will be shown on the programme 'Working Lunch' in December.

*Further appropriate actions:* Please provide us with further information regarding the decisions have been taken by F.T.S.G. to ensure continuing commitment to Garstang Fairtrade Status.

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Signed \_\_\_\_\_

Name \_\_\_\_\_

Position/organization \_\_\_\_\_

Date \_\_\_\_\_