

KESWICK AND DISTRICT FAIR TRADE CAMPAIGN

Summary Report, Year 1: March 2003 - June 2004

Where have we come from?

- ♦ **2001:** Keswick Churches Together established Keswick Fair World Group to focus on Debt, Trade and Conflict and Peace. Three sub-groups formed around these issues.
- ♦ **February 2003:** Trade sub-group formed a separate campaign, ***Keswick and District Fair Trade Campaign***, with a constitution approved by Keswick Fair World Group on 20 March 2003. Three main aims: (i) to promote the buying of Third World Fair Trade goods in Keswick and District in order to contribute to global poverty reduction; (ii) to explore ways in which the principles of Fair Trade can be applied to local producers; (iii) to lobby the Government, Europe, WTO, commercial companies and others to change policies on trade related issues to contribute to global poverty reduction.
- ♦ **June 2003:** Inaugural Meeting to launch Keswick and District Fair Trade Campaign in the Moot Hall.

Who are we?

- ♦ We are a committee of 8. We meet every week for 2 hours. Our membership is over 80, including our MP. Cost of membership is £5.00/head/year. Many of our members are from Keswick Fair World group, but we have a growing number from people involved in accommodation and tourism. We have had three generous gifts totalling £1,850.

What have we done so far?

- ♦ **March 2003:** Fairtrade Fortnight: Market Stall. Gathered signatures for a petition to the Town Council (which eventually totalled 600) to support our goal of achieving Fairtrade Town Status for Keswick. Also undertook a survey of 285 residents' and visitors' attitudes to Fair Trade, which revealed high awareness of and commitment to Fair Trade amongst both groups (much higher than the national averages at the time).
- ♦ **June 2003:** Very successful inaugural meeting and launch, under the slogan: KESWICK FOR FAIR TRADE: FAIR TRADE FOR KESWICK, attended by 60 people, including the Mayors of Keswick and Allerdale. Stan Hinde, County Councillor, presented cheque for £500.00, being a start-up grant from Keswick and District Neighbourhood Forum.
- ♦ **June 2003:** Lobbied Tony Cunningham MP, prior to WTO September Cancun Meeting.
- ♦ **Spring 2003:** Article in Keswick Tourism Association Newsletter on Fair Trade. (We have had updates in each subsequent issue.)
- ♦ **August 2003:** half hour presentation to Town Council, including handing over the petition in support of our bid to gain Fairtrade Town status, on the basis that not only would Keswick be good for Fair Trade, but that Fair Trade would be good for Keswick.
- ♦ **August 2003:** Keswick Agricultural Show: Tent with exhibition on coffee. 400 cups of free Fair Trade coffee dispensed and many samples given away. Keswick Street Theatre presented play on the Ethiopian Coffee Crisis and attracted much attention. First local Fair Trade Directory launched listing all local Fair Trade providers and supporters.
- ♦ **October 2003:** Town Council debated whether to give their support to the Campaign's bid for Fairtrade Town status. Voted 4:3 against.
- ♦ **October 2003:** We served Fair Trade at Hospice at Home Fundraising Event (and continue to look for other opportunities of this kind).
- ♦ **December 2003:** Successful stall at the Victorian Fayre: 400 cups of free Fair Trade tea/coffee dispensed, much interest shown.
- ♦ **December 2003:** Very successful Christmas lunch for accommodation sector in Crosthwaite Parish Room, with the Fairground, (Staveley based Fair Trade Wholesalers) providing teas and coffees, and Lakeland Pedlar and Abraham's supplying food. Attended by 60 people, many already serving Fair Trade to their guests, and many more interested. This investment is now beginning to show returns with new guest houses coming 'on board'.
- ♦ **December 2003:** Very successful Celebration Christmas Lunch for members, and others interested in Fair Trade.

- ♦ **Christmas 2003:** Fair Trade chocolate given to 300 people at Christmas Eve Carol Singing.
- ♦ **January 2004:** we were instrumental in setting up Cumbria Fair Trade Network, attended by representatives of 9 Cumbrian Fair Trade Groups, County Councillors, LEA Inspectors and Advisers, etc. There are now 12 towns in this Network, of which Kendal and Millom have Fair-trade Town status; others working for it include Windermere, Ambleside and Brampton and us.
- ♦ **February 2004:** Southey Street Methodist Church declared Keswick's first Fairtrade Church.
- ♦ **February 2004:** presentation to Keswick Tourism Association seeking their support for our proposal to 'flag' Fair Trade accommodation providers in future brochures. (See below.)
- ♦ **February 2004:** formally set up regular lobbying group (to meet monthly) to write letters in fulfilment of our lobbying objective. Currently involved in lobbying on sugar, sportswear, coffee.
- ♦ **March 2004:** Fairtrade Fortnight: Market Stall to mark 10th Anniversary of the Fairtrade Mark. Birthday Cake cut by Tony Cunningham, MP. Fair Trade chocolate promoted. Many samples tasted, a lot sold and much interest generated. Third Newsletter issued, and second edition of Directory launched listing 16 local accommodation providers who serve Fair Trade, 4 cafés/restaurants, the YHA, virtually all local food shops, plus many other local establishments/organisations that support Fair Trade (including churches, schools, Moot Hall, National Trust, Theatre Green Room and others). Leafleting shoppers at Booths. (Booths and the Co-op were excellent in promoting Fair Trade during Fair Trade Fortnight.)
- ♦ **March 2004:** Directory available in Moot Hall following presentation photocall with Manager and with local accommodation sector Fair Trade providers.
- ♦ **March 2004:** Accommodation Sector Coffee Morning, Keswick Country House Hotel, to introduce more providers to Fair Trade.
- ♦ **March 2004:** general purpose Fair Trade leaflet published and distributed, aimed primarily at people staying in local guest houses where Fair Trade is served.
- ♦ **March 2004:** Article in Fishers The Update, No. 46, on 'Fair Trade and Sustainable Tourism'.
- ♦ **Spring 2004:** Some work in Keswick School and Braithwaite Primary School on Fair Trade.
- ♦ **Throughout the period** under review we have generated lots of media coverage in local newspapers. We have also had interviews on Radio Cumbria.
- ♦ **Now underway:** Discussions with Keswick Tourism Association and Cumbria Tourist Board about 'flagging' Fair Trade establishments in their 2006 brochures. To this end, in June 2004 the first meeting will take place with local Fair Trade accommodation providers to agree minimum standards for 'flagging'. The KTA, CTB and FT Foundation will be kept informed.
- ♦ **Imminent:** With other Cumbrian Fair Trade campaigners, we have been asked to be at the Cumbria Tourist Board AGM, 6 May, to further Fair Trade in the tourism sector countywide.

Where are we going: What are our ambitions for this year and beyond?

- ♦ To continue with and develop our lobbying capacity with HMG, EU, WTO, commercial organisations and others on trade related issues (including reform of the CAP).
- ♦ To double the number of guest houses and restaurants, etc. serving Fair Trade in Keswick and District between January 2004 and June 2005.
- ♦ To 'flag' Fair Trade establishments in KTA and CTB brochures from 2006 onwards.
- ♦ To have web-site with links to all Fair Trade guest houses by our June AGM (07/06)
- ♦ To double our membership in 18 months, January 2004 and June 2005.
- ♦ To continue to support schools work on Fair Trade in whatever ways they want of us.
- ♦ To encourage more churches, community groups and employers to 'go' Fair Trade.
- ♦ To work with Cumbria Fair Trade Network to expand Fair Trade in Cumbria.
- ♦ To get Fair Trade Town status for Keswick.

Under consideration:

- ♦ To host (or co-host?) a major Fair Trade Conference (for Cumbria?) in 2005 or 2006?
- ♦ To set up a bursary scheme for 2 Keswick School students to visit to FT producers 2005/2006.
- ♦ To get Charity Status.

Not under current consideration:

- ♦ While we would support consumers buying from local producers we do not have the capacity to explore local/domestic Fair Trade validation at the moment. It is an extremely complex area, which even the Fairtrade Foundation have had to 'park' for the time being.