

KESWICK AND DISTRICT FAIR TRADE CAMPAIGN

Annual Report, Year 2: June 2004 – May 2005

At our AGM on 7th June, 2005, we set out our broad objectives for this year under the question:

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

Against the objectives (which followed from this question) we have now measured our achievements and can report that the year has been very successful. Specific activities will be reported at the AGM.

1. 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).

The lobbying sub-group has met regularly, engaging on a number of Trade Justice issues, including the reform of the Common Agricultural Policy (particularly the sugar regime), labour standards in the sports wear industry (around the 2004 Olympics), and the Doha Round of the WTO negotiations. We have met twice with our MP, Tony Cunningham, most recently as part of pre-election lobbying, and have had many useful exchanges of correspondence with him, and with Ministers. Tony has acknowledged the role we have played in his lobbying work with the Government. In turn we find him very constructive to work with. Of course we accept that we alone have changed nothing, but we are part of the wider Trade Justice Movement which has unquestionably had significant influence on government thinking and on trade related policy positions (most notably, recently, on the issue of Economic Partnership Agreements). In February we got underway the Make Poverty History Campaign in Keswick, which is being coordinated by a group entirely independent of us, but with which we have good links, and with whom we shall be involved in several MPH events, including the Edinburgh G8 Rally on 2nd July.

2. To double the number of guest houses and restaurants, etc. serving Fairtrade in Keswick and District between January 2004 and June 2005.

When we started serious campaigning within the tourism sector in late 2003 and early 2004 we reckoned there were 9 or 10 guest houses offering Fairtrade to their guests and 4 restaurants and coffee shops serving it to their customers. Our latest Directory (No.7, April 2005) lists 31 guest houses and hotels, 5 hostels, 4 self-catering properties, 18 restaurants, cafés, campsites and field centres. We accept that not all of the places listed offer the same level of support for Fairtrade, but not all are able to. And

not all make their offer as obvious as we would like, but that is their choice. However, in addition to the growth in numbers we also perceive a growth in commitment in most places. Thus, many guest houses which at first served Fairtrade tea and coffee in the dining room only, now extend this to bedrooms. We can also report that the number of shops with Fairtrade lines has grown hugely (from 4 when we started, to 12 now), and the range of Fairtrade on offer grows, especially in our two supermarkets, as the overall product range expands (it now stands at 834). The UK is now the world's largest market for Fairtrade goods, worth £140 million last year.

3. To 'flag' Fairtrade establishments in KTA and CTB brochures from 2006 onwards.

This will happen for the KTA brochure in 2006, having been trailed in 2005. Work with the CTB has temporarily stalled partly through a change of staff but we are still pursuing it. We also started to work with the Lakes Hospitality Association with Fairtrade campaigners in Windermere and Ambleside. After a promising initial meeting with the Chair we have seemingly got nowhere.

4. To have web-site links to all 'Fairtrade guest houses' by our June AGM (07/06).

Our website is now well developed, well maintained and up-to-date. It lists all the entries in the Directory, with web-links to all guest houses; has up-to-date news, including our Newsletter; explains what Fairtrade is; and has links to other Fairtrade and Trade Justice websites.

5. To double our membership in 18 months, January 2004 and June 2005.

We see our membership as providing an important pool of support for events, for giving us credible community support, and for providing a significant contribution to our funds. In January 2004 our membership was 50. Now, at the time of writing, it is over 150 (including individuals within joint/family memberships). We have ambitious plans for next year to increase our membership further.

6. To continue to support schools work on Fairtrade in whatever ways they want of us.

We have developed a good working relationship with RE staff at Keswick School for whom we have given 9 lessons on Fairtrade in their Business Ethics module in Year 9. We know that other good Fairtrade work is happening lower down the school with no input from us, and that this will grow.

7. To encourage more churches, community groups and employers to 'go' Fairtrade.

In January we listed 13 local organisations committed to Fairtrade; now the number is 24. Most churches are committed, two of which are certified as Fairtrade Churches by the Fairtrade Foundation. We have more work to do in this area.

8. To work with Cumbria Fair Trade Network to expand Fairtrade in Cumbria.

We were instrumental in getting the Cumbria Fairtrade Network started in early 2004. In the year since our last report there have been two more workshops for Cumbrian Fairtrade Campaigners to share and learn from each other. There are now representatives of 16 campaigning groups in the Network, 7 of whom have succeeded in getting Fairtrade City/Town/Village/Zone status for their communities (Ambleside 2005, Brampton 2005, Carlisle 2005, Kendal 2003, Keswick 2005, Millom 2004, Windermere/Bowness 2004). Other towns are on their way to becoming Fairtrade places, having received the support of their Councils. These include Barrow, Penrith (with Eden), and Wigton. We are also part of the Allerdale Fairtrade Group organised by a Councillor who has been instrumental in getting Allerdale Council to pass a resolution of support for Fairtrade. We are helping to run a workshop for Allerdale campaigners in June. And at our September Cumbria workshop we hope to consider the issue of Fairtrade County status for Cumbria.

9. To get Fairtrade Town status for Keswick.

Having had our request for support from the Town Council turned down in October 2003 we returned in December 2004 and won it, in a second vote, by a large majority. Almost immediately we filed our application to the Fairtrade Foundation and on 11th January, received the award - the 78th community in the country to do so. The Fairtrade Foundation acknowledged the particular strength of our case.

For a community of our size the take-up of Fairtrade in 18 months has been outstanding, and is a tribute to the receptivity of Keswick people to the Fairtrade cause, and – not to show false modesty – to our own hard work! But without the Council's support our application could never have been submitted even though for some time we had met convincingly the other four criteria. On 8th March at a special ceremony in the Studio at the Theatre by the Lake, the formal Declaration of Fairtrade status was made. Tadesse Meskela, General Manager of the Oromia Coffee Farmers' Cooperative Union (a Fairtrade producer) in Ethiopia, presented the award from the Fairtrade Foundation to the Mayor, Cllr. Elizabeth Barraclough, who received it on behalf of our community. While we have never regarded the receipt of the award as an end in itself it is immensely gratifying to receive it in recognition of Keswick's contribution to the Fairtrade cause. It also helps to give us more energy, and to provide us with 'leverage' in our future work to the benefit of Keswick and of Fairtrade.

In June 2004 we also had 'under consideration':

10. To host (or co-host?) a major Fair Trade Conference (for Cumbria?) in 2005 or 2006.

We are now planning to hold a major Sixth Form Trade Justice Conference in Spring 2006.

11. To set up a bursary scheme for 2 Keswick School students to visit Fairtrade producers 2005/2006.

We are now in the very early stages of planning a link with an Ethiopian Fairtrade coffee farming community through Tadesse Meskela in Oromia. We see any 'bursary scheme' as fitting in with these wider plans. If this linking takes off it will become a key part of our future work, involving the wider community.

12. To get Charity Status.

Having had so much on our plate in 2004/05, we shall now work on this as a priority in 2005/06, as part of the process of building our capacity, resources and credibility.

**Joe Human,
Secretary,
Keswick and District Fair Trade Campaign,**

04.05.05.