

## Keswick and District Fair Trade Campaign Annual Report, Year 3: June 2005 – May 2006

Once again this last year we set ourselves some ambitious goals. While we have not been able to achieve everything which we set out to do, our successes have been enough for Radio Cumbria to say of Keswick that it is the 'Fairtrade Capital of Cumbria'! Here is a summary.

### What have we done to grow Fairtrade in Keswick this year?

When we started serious campaigning with the tourism sector, in December 2003 there were 9 or 10 guest houses in and around Keswick offering Fairtrade teas and coffees to their guests. By this time last year were 32. During the year we set out to grow this by 14, and have done so: in fact there are now 47! We would love to name all here, but room does not allow. However, they are all listed on our Keswick Fairtrade Campaign **website** ([www.fairtradekeswick.org.uk](http://www.fairtradekeswick.org.uk)) and in our local **Directory**. And all those who are members of the KTA can now 'flag' their Fairtrade accreditation on the excellent, revamped KTA website ([www.keswick.org.uk](http://www.keswick.org.uk)) and in the 2006 Keswick tourism brochure.

With the recent closure of **Ashley's** we lost a strong and very popular Fairtrade café. However, **Theatre by the Lake** Café is offering a growing range of Fairtrade products as are others. Through the creation of a 'portfolio' of materials, we have been very successful in helping 'Fairtrade' guest houses, cafés and restaurants with 'bespoke' signage (such as 'tent cards'), certificates and logos. We have also provided them with Directories and an updated version of our 'accommodation sector' leaflet. The Theatre Café has undoubtedly led the way amongst the coffee shops, producing their own highly visible signs and Fairtrade 'branded' menus.

The number of shops has increased: the **Olive Branch** (selling chocolate, biscuits and coffee), **Stripey Sheep**, in Maysons, (selling fairly traded and Fairtrade clothes) and **Touchwood**, in Packhorse Court, (selling fairly traded toys). There are now three market stalls (**Go-Fair**, **Stripey Sheep** and **Old Smithy**) selling Fairtrade and fairly traded goods. We have not been able to break into the confectionary market (except at the petrol station at High Hill), nor the cinema. However, we are told that at the **Co-op** Fairtrade continues to grow very rapidly, and that our campaigning, as well as the Coop's unrivalled commitment to producing more and more Fairtrade products, is a key factor. The range which **Booths** offers is also expanding all the time, though it is not so easy to find, because of lack of good signage. Both had brilliant Fairtrade

Fortnight promotions The **Oxfam** range of Fairtrade foods and fairly traded craft goods grows. A recent major success has been persuading **Four Seasons** to wholesale a small range of Fairtrade products, which they hope to expand.

We produced **Edition 8** of the **Directory** in October, with a print run of 2000, to keep down costs and to last us through the winter. The Directory is not only important for the information it contains, but also as a very useful campaigning tool. We keep supplies constantly topped up in the Moot Hall, at the Theatre, in Oxfam and the Olive Branch. We use about 4000 a year.

Our **Christmas Campaign** was very visible with excellent fliers and posters designed by Jim Taylor, which we gave out in Booths and the Coop, with the slogan: '*Be Fair and Festive.*' Many churches promoted the message, too, from the pulpit and through Christmas newsletters. Our **Easter Egg Campaign** was lower key, and hampered by insufficient stocks at the Coop and Oxfam to keep up with demand.

The **Convention** was wonderful to work with last summer. They distributed large numbers of Directories to conventioners, who will have done a lot to stimulate demand in town. They used an exhibition which we prepared specially for them, and ran workshops on Fairtrade, Trade Justice and **MAKEPOVERTYHISTORY**. Bless them!

**Our membership** has continued to grow. This time last year it was just 150 (including individuals within joint / family memberships). It is now nearly 230. No other local Fairtrade campaign that we know has such a strong membership. *We thank you all for your continued support and your contributions to our work.*

One of the highlights of the year was the 'Fairtrade-in-flowers' in **Hope Park** last summer, which was the inspiration and work of the gardeners entirely. If you did not see it, look at a photo on our website, or on Cumbria Fair Trade Network web-site ([www.cumbriafairtrade.org.uk](http://www.cumbriafairtrade.org.uk)).

## We have also been busy lobbying ...

- A large number of us took part in the **Edinburgh MAKEPOVERTYHISTORY G8 Rally** on 2<sup>nd</sup> July, as part of the Keswick contingent. It was a truly inspiring gathering of a quarter of a million people, brilliantly organised, by a Fairtrade city which clearly took its role in promoting greater fairness for the world's poor very seriously.
- We met our MP, Tony Cunningham, in the House of Commons, at the biggest ever **Trade Justice Westminster Lobby** on 2<sup>nd</sup> November.
- With the MPH group we had a highly successful end of year 'open' **audit** with Tony Cunningham on 2<sup>nd</sup> December attended by 60 people at Keswick School.
- We gathered over 200 signatures on a **petition** in Keswick Market on 10<sup>th</sup> December, and faxed it to Peter Mandelson (EU Trade negotiator) that very afternoon, just prior to the WTO gathering in Hong Kong. The WTO meeting fell far short of achieving Trade Justice campaign goals. Negotiations drag on as the developing countries continue to resist the bullying tactics of the developed nations.
- At the start of this year the lobbying sub-group merged with the Keswick **MAKEPOVERTY HISTORY** group and has met regularly since then, continuing to lobby on the Doha Round, with letters to ministers and our MP.

## ... and running & taking part in many events

- **Strawberry Tea, Borrowdale**, 26<sup>th</sup> June, 2005: Over 130 people enjoyed a scrumptious strawberries and cream at Northside, Grange, which boosted our funds by nearly £900.
- **Keswick Agricultural Show**, 19<sup>th</sup> August: We had a stand under the banner of **MAKEPOVERTYHISTORY**, which attracted much interest, many new members, and more for our funds.
- **Hospice at Home Fundraising Event**, 29<sup>th</sup> October: Again we served the tea and coffee.
- **Promotional Coffee Morning**, 1<sup>st</sup> November: Hosted by Helen and Tony Farqharson at Allerdale House, to introduce more guest house proprietors to Fairtrade. The attendance was rather disappointing, but there was much interest from those who came, and we had some new members.

- **Victorian Fayre**, 4<sup>th</sup> December: Another successful stall, with Indigo, our Newfoundland Fayre Trader, promoting the raffle and attracting the crowds.
- **Christmas Eve Carols**: Much Co-op Fairtrade chocolate was again given out in the Market Square to over 300 carollers, before many of them went off to mid-night services.
- **Theatre Coffee Mornings**, January, February, and March, 2006: Each attended by an average of 70 people. We have also maintained a permanent Fairtrade exhibition in the Theatre bar throughout the year.
- **Fairtrade Reception**, 11<sup>th</sup> March at Keswick School: A wonderful event to celebrate our achievements, with the BBC's George Alagiah and Shailesh Patel from Agrocel, India (which sells newly certified Fairtrade cotton into the UK market). Attended by 140 people, it was followed by a second reception in the evening to celebrate the award of Fairtrade County to Cumbria.

## Ethiopia, and its Effects

Three of us visited coffee farmers in Oromia, in Southwest Ethiopia, who sell some of their coffee into the Fairtrade market. The visit was facilitated by Tadesse Meskela of the Oromia Coffee Farmers' Cooperative Union, who presented Keswick with its Fairtrade town award on 8<sup>th</sup> March, 2005. The purpose of the visit was to explore the possibilities of forging a link between our campaign and a coffee farming community, and to gather stories about the impact of Fairtrade on their lives. It was highly successful on both counts. The committee has now decided that a second visit should be made in October, with a larger group, to take the linking forward. The community with whom we shall develop this link is Choche, the 'birthplace' of coffee. In terms of the use to which we have put the stories we gathered, since returning we have given 26 talks to 1300 people, mostly school children and students. These have included a Lent Lunch Dialogue, a full day at Braithwaite Primary School, two assemblies (at Keswick School and Settlebeck School, Sedbergh), 6 lessons with Year 9 at Keswick School, and a Sixth Form Conference in Kendal. There is no doubt that the visit to Ethiopia has generated much interest in our campaigning, since we now have personal stories to tell.