



# Renewal Feedback Form

Renewal for Fairtrade Town Status: Wells-next-the-Sea

18 March 2010

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**Population concerned:** 2,000

**Date Fairtrade status declared:** 1<sup>st</sup> March 2007

**Date of last renewal (if applicable):** 2008

**Goal 1: Local council passes a resolution supporting Fairtrade\*.** The resolution should include a commitment to serve Fairtrade\* tea and coffee at its meetings and in its offices and canteens whenever hot drinks are served. 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?

## **Key Progress / Achievements:**

*"Wells Town Council passes a resolution supporting Fairtrade and agrees to serve Fairtrade tea and coffee at its meetings and functions where refreshments are served. Resolved."*

- The Town Council meets in a hired room in the town and does not serve refreshments at ordinary meetings.
- In Spring of 2008 a Parish Fair was held by the council. Fairtrade refreshments were served here and there was information stand run by the Fairtrade Town steering group.
- A member of the steering group is liaising with the clerk to the council and this year the group hope that the Fairtrade Town logo will be on the councils monthly minutes.

## **Suggestions:**

Congratulations on successfully maintaining this goal and securing the Council's continuous and increasing support for Fairtrade. It is great to see that the Council is actively supporting the campaign, taking positive action around the commitments made in the resolution by serving Fairtrade refreshments and allowing a Fairtrade information stand at the Parish Fair. Including the Fairtrade Town logo on the councils monthly minutes will be a great way of regularly reminding Councillors of the achievements made in gaining Fairtrade Town status and that their support is still vital as the campaign continues to move forward, reach more people and increase understanding of what Fairtrade is and the issues which make it so important.

We do hope that the Council will continue to identify ways they can support the activities of the Steering Group through small grants or goods in kind, advertising events and the supply of venues. Some Councils have helped get other organisations involved by requesting that community organisations booking the Town Hall for events also use Fairtrade when possible for refreshments. Again, this would be another good way the council could use their support and influence to help spread the word and get others involved in the ongoing Fairtrade Town campaign. The council could also work with other public bodies and contacts in the area, such as the police, schools, libraries and faith groups to encourage those who have not already done

so to switch to Fairtrade. Likewise, if the Council has any publications or newsletter that it sends to residents, it would be wonderful to see more articles about Fairtrade and updates from the local campaign in these.

Well done on all that has been achieved to date and we look forward to seeing how this partnership develops in the future.

## **Result: Goal maintained**

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**Goal 2: A range of (at least two) Fairtrade products are readily available in the area's shops and are served in local cafés/catering establishments.** 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?

### **Achievements since last renewal:**

Retail Outlet Target	1
Number of retail outlets at time of last renewal	2
Current number of retail outlets	4

Catering Outlet Target	1
Number of catering outlets at time of last renewal	3
Current number of catering outlets	5

### **Key Achievements / Progress:**

#### Additional Retail Outlets:

1. Goldings Sweet Shop – a range of Fairtrade chocolate
2. The Wells Flower Co. – sells Fairtrade flowers
3. Big Blue Sky, Warham Road – a range of FT chocolate made by Caleys of Norwich

#### Lost Retail Outlets:

1. The bakery closed and has only recently reopened under new management, it does not stock any FT items at present.

#### Additional Catering Outlets:

1. The Globe Hotel, The Buttlands – Fairtrade tea and coffee
2. French's, The Quay – Fairtrade tea and coffee
3. The Hamper, Staithe Street – Fairtrade coffee, tea and sugar

#### Lost Catering Outlets:

1. Nelson cafe now only serves Fairtrade hot chocolate having previously served coffee also.

### **Extra-Achievements**

#### Fairtrade Directory:

- The group have a new layout and some colour printing in the latest edition of the directory.
- In the last two years the group has also tried producing a small sketch map showing the location of shops stocking Fairtrade products.

- All of these are produced on a home computer and only small numbers printed at a time so that updating can be done. They are usually offered in conjunction with Fairtrade Foundation literature.
- The directory also has a list of B&Bs offering Fairtrade food and drink options.
- The group aim to have a supply available at the tourist information office during its seasonal opening period.

Other achievements:

- Members of the Steering group are emailing NISA the main supplier of the small supermarket asking them to widen the range of products available. The local shop is very willing to stock a wide range of products but is restricted by what the wholesaler will offer.

**Suggestions:**

Congratulations for continuing to encourage retail and catering outlets to sell and serve Fairtrade products and for the great progress made since Wells-next-the-Sea last renewed its Fairtrade Town status. It is fantastic to see that six new outlets have started providing Fairtrade products since your last renewal application.

We would also like to congratulate you on the production of an excellent Fairtrade directory. The Wells-next-the-Sea Fairtrade directory looks great, and is an effective way to recognize and publicize outlets that have already made a commitment to Fairtrade and will hopefully encourage other local stores and cafes to do likewise, in addition to helping residents and visitors find Fairtrade when they shop or eat out. We are confident that the 2010 directory will encourage more shops and cafes to stock Fairtrade in addition to helping people find Fairtrade products in a store near them. Likewise, a member of staff from the Fairtrade Foundation visited Wells-next-the-Sea last year and was delighted to see the stickers in the windows of those shops and cafes where Fairtrade is available. This is a really good way to make Fairtrade visible in the town and to promote those businesses who are supportive.

We hope that the Steering Group can keep encouraging those retail and catering outlets that have not yet switched to Fairtrade, to support the principles and values of Fairtrade and start offering Fairtrade products. Possible future targets of your Fairtrade Group would be to work with those retailers and caterers who have recently changed ownership as well as those such as Nelson cafe who currently only stock one Fairtrade item.

Congratulations on your outstanding achievements in this goal, we look forward to seeing the businesses listed expand their range and to seeing their example inspire and encourage other local shops, supermarkets, cafes and restaurants to become part of the ongoing Wells-next-the-Sea Fairtrade Town campaign.

**Result: Goal maintained**

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**Goal 3: Fairtrade products are used by an appropriate number of local work places (offices, shops, B&Bs etc.) and community organisations (faith communities, schools, universities etc).** For larger populations (over 100,000) a flagship employer is expected as well as the local authority listed under Goal 1. How have the number work places and community organisations using Fairtrade products increased? Is there an additional flagship employer? Have any faith groups, schools or universities gained Fairtrade status?

		Total using Fairtrade at time of previous renewal	Current total using Fairtrade
<b>Workplaces</b>		11	12
<b>Faith Communities</b>	Total in area Not given	4	6

<b>Educational Establishments</b>	<b>Total in area</b> Not given	3	3
<b>Community Organisations</b>		1	1

### **Key Achievements / Progress:**

#### Additional workplace:

- Wells Area Partnership -> use Fairtrade tea and coffee

#### Places of worship

- All churches in Wells support Fairtrade.
- Another church has applied to be recognised as a Fairtrade Church, this will mean that there is only one church that is not Fairtrade registered.
- Local Buddhist group who do not serve refreshments after meetings but if they have half or daylong meeting do use Fairtrade products.

### **Suggestions:**

Congratulations on the efforts made towards this goal especially given that nearly all the churches have achieved Fairtrade status and that another workplace has started supporting your campaign! We would like to take this opportunity to thank all the organisations listed for the support they have shown and for the part they are playing in maintaining and developing Wells-next-the-sea as a Fairtrade Town. We really hope that all the organisations listed continue to develop their support for Fairtrade and we would particularly like to wish all the churches every success in working towards and maintaining Fairtrade Church status.

Despite the achievements made towards this Goal, we would still like to encourage the group to keep working in order to gain even more support from amongst the community. We understand that as a small seaside town your campaign may have a different dynamic with regards to support compared to other areas. Nevertheless we do encourage you to keep persevering in gaining support from the local workplaces, hotels and B&Bs who have yet to make a commitment to Fairtrade. Indeed B&Bs and Hotels who support Fairtrade are brilliant at reaching not only the people in Wells-next-the-Sea but also spreading the Fairtrade message way beyond to their many guests and visitors. Just like the member of Fairtrade Foundation staff who returned to London very excited after her trip to the town having seen the window stickers and the Fairtrade Town flower bed!

It would also be worthwhile to make further efforts with the schools in Wells-next-the-Sea. It is great that you already have three schools in support of your campaign and it would be good to see these schools playing an increasing role in your campaigns. Schools can be very effective at putting on creative and engaging community events from fairs to fashion shows that can give lots of people the opportunity to learn more about Fairtrade and check out the range of products now available. Lessons, assemblies and Fairtrade themed home-clothes days are also powerful in both showing pupils the benefits of Fairtrade and helping them to take part in the campaign themselves.

The following websites both provide useful information and resources to help engage new supporters and give existing supporters ideas to take their activities and involvement to the next level:

Schools: [www.fairtrade.org.uk/schools](http://www.fairtrade.org.uk/schools)

Businesses: [www.fairtrade.org.uk/get\\_involved/work](http://www.fairtrade.org.uk/get_involved/work)

Places of worship: [www.fairtrade.org.uk/faiths](http://www.fairtrade.org.uk/faiths)

It is also important to remember that clubs, societies, friends of groups and local activist groups can be another great way to reach new people. The Council or local Voluntary Services Council should have a list of local interest groups and it would be great to encourage some of these to get involved. Perhaps some Fairtrade tea and coffee samples and information about what the benefits Fairtrade brings could get group started on making Fairtrade a part of their meetings or group activities!

We hope that the support for Fairtrade keeps developing and encourages others to become a part of the Wells-next-the-Sea campaign and we hope you are proud of the organisations that have already provided great support for your campaign.

## **Result: Goal maintained**

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**Goal 4: Attract media coverage and popular support for the campaign.** How has your relationship with the press developed in order that the meaning behind the FAIRTRADE Mark is communicated effectively? Is there on-going support for the campaign and do Fairtrade Fortnight events feature in the local media?

### **Key Achievements / Progress:**

#### **Events:**

##### **2008**

- Float entered in the town carnival, attracting media coverage and securing second place.
- The local primary school was visited and Fairtrade activities were run by two teachers with the oldest group of children. This included music, art work and games relating to understanding Fairtrade principles.
- WI held coffee mornings in their hall during fortnight with cake testing of home baking using FT ingredients.
- Tasting stalls in Staithe Street and displays to draw attention to what was available in local shops.
- Poster displays in the Wells Library
- FT info and Traidcraft stall on the Buttlands (grassy area in centre of town) on August Bank holidays.
- Info stall at parish fair run by town council
- Info stall at Field study centre open day
- At the Town Christmas Tide festival the steering group organised 100 cloth bags printed with "Wells Fairtrade Town" and the group's web address. These were given to the first 100 people to turn up at the information stand with a copy of the Quay, the local monthly news magazine which carried a reference to this Fairtrade giveaway event. The bags contained a map of the shopping street with shops stocking Fairtrade goods marked on it and general Foundation literature.

##### **2009**

- "Charlie and the Fairtrade Chocolate Factory" float entered in the town carnival, attracting media coverage and securing second place. Support from the local Brownies gave the group an opportunity to give a Fairtrade presentation to them. During the procession the group handed out lots of Fairtrade Foundation literature alongside Fairtrade chocolate.
- The local primary school was visited and Fairtrade activities were run by two teachers with the oldest group of children. This included music, art work and games relating to understanding Fairtrade principles.
- WI held coffee mornings in their hall during fortnight with cake testing of home baking using FT ingredients.
- Tasting stalls in Staithe Street and displays to draw attention to what was available in local shops.
- During the summer 2009 the parish church held a flower festival and the steering group contributed an arrangement which include a Fairtrade logo constructed from painted pebbles.

- During the summer of 2009 a cafe (which serves Fairtrade tea and coffee) and has a garden opening on to the street was approached and agreed to let the group build a raised bed and use it to plant up in the shape of the Fairtrade logo. This has created a lot of local interest and support, and gained some media coverage. The garden was at first planted with summer bedding flowers and is now planted up with bulbs for the spring.
- Poster displays in the Wells Library
- FT info and Traidcraft stall on the Buttlands (grassy area in centre of town) on August Bank holidays
- Talk to local brownie group
- At the Town Christmas Tide festival the steering group had a tree in a local church's Christmas tree Festival, and an information stall alongside a Traidcraft stall in the refreshment area.

### **Media Coverage:**

- 2008, *The Quay*, Some Fairtrade recipes are included in the News & Views section alongside some information about Fairtrade Fortnight.
- 2008, *The Gazette*, 'Wells-next-the-Sea coffee morning'
- 2008, *The Gazette*, 'Fair Trade treat'
- 2008, *The Quay*, 'Wells Action for Fairtrade'
- 2008, *Fakenham and District Sun*, 'Wells Fair Trade Christmas'
- 2009, *The Quay*, 'Wells Action for Fairtrade' – several articles throughout the year
- 2009, *The Quay*, 'Wells' B&Bs say "thanks"'
- The group continue to update and add to their website [www.wells-next-the-sea-fairtrade.org.uk](http://www.wells-next-the-sea-fairtrade.org.uk)
- An advertisement runs for 5 minutes before the films that are shown fortnightly at the Maltings Theatre in Wells. This shows the "we are a Fairtrade Town" logo and invites support for Fairtrade Fortnight.
- This year the group joined with other local Norfolk towns to prepare a joint press release for Fairtrade Fortnight for the largest regional news group.

### ***Key Challenges / Difficulties:***

- As a small seaside town media coverage is not easily captured. The group do however send out press releases and photographs whenever they do promotion.

### ***Suggestions:***

As you know, this goal is designed to ensure that the wider community understands Fairtrade and is encouraged to make a commitment to Fairtrade at an individual level through events and media coverage which both inform and entertain. Based on the list of events you have organised and the range of publications that you have featured in, it is obvious that the Steering Group has continued to keep Fairtrade in the public eye and ensured that there are opportunities for people to learn more about the difference they can make to farmers and workers in developing countries.

We congratulate you in particular on your active and creative involvement in the Wells-next-the-Sea Town Carnivals with two outstanding Fairtrade floats! We are also impressed with the way that you have kept your campaign active throughout the year and have made great use of the town's seasonal events. The bag give away at the Christmas Tide festival was an excellent idea and we would encourage you to keep putting on initiatives such as this. Do keep it up and for more ideas on events and successful media work, please feel free to download the Fairtrade Fortnight Action Guide and Event Guides (Fashion Show, Wine Tasting, Debate and Discuss and Cooking for Change) at [www.fairtrade.org.uk/resources](http://www.fairtrade.org.uk/resources) or join the Yahoo Fairtrade discussion group to brainstorm with other Fairtrade enthusiasts <http://groups.yahoo.com/group/FairtradeTown>.

We appreciate that it can be hard to catch the attention of the Press and would encourage you to keep identifying other information channels you could also use to get the word out. Parish, Council or church newsletters all reach a good number of local residents and it can be easier to get information in these. Given the Council support – we would also hope to see articles about Fairtrade and updates on the town campaign

in any council publications or mailings they produce as another way they can take practical action on the support they've pledged to the Fairtrade Town campaign.

Congratulations on keeping the momentum and press coverage, well done and we you the best of luck with your future events in 2010.

## **Result: Goal maintained**

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**Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.** How has the membership of the steering group changed to reflect the wider community's support for Fairtrade? Does the steering group still continue to meet regularly and what recent decisions have been made to ensure continued commitment to its Fairtrade Town status?

Alison Bowles, *Parish Church Link*, 01328711119

Kate Clodd, *Schools Link*, 01328 711312

Mary Cundy, *Traidcraft key contact*, 01328 710643

Rachel Henry, *Churches Together link*, 01328 711617

Carry Gates, *Wells Carnival Committee*, 01328 710316

Margaret Scott, *WI rep*, 01328 710408

Frances Redcliffe, *Wells resident*, francesredcliffe@googlemail.com

- Councillor Mike Gates does not attend steering group meetings but receives minutes of the meetings.

### **Future Plans:**

- Carnival float for August 2010, plans for Alice and the Mad Hatters Fairtrade Tea Party.
- To continue to work at establishing a working relationship with the secondary school, the group are slowly making contacts within the school. There is interest in co-operation with the steering group and the group plan to take every opportunity to build on this.

### **Suggestions:**

Congratulations for maintaining a dedicated and proactive Steering Group composed of such clearly committed members. We appreciate that coordinating a Fairtrade Town group such as this one requires a great deal of time, energy and dedication and would like to thank all the Steering Group members for their hard work to date. It is great to see that you have representatives from different sections of society and we would encourage you to keep looking out for any future members who could represent other areas such as workplaces or retail and catering outlets. It is good that you are informing the Council of your actions through sending them the minutes of your meetings; however we believe it is important for your campaign that you have a representative for the council actively attending your meetings. This way both the Council and the Fairtrade Group are informed of each other's actions and the partnership between them is further developed, strengthening the aims round Goal 1 and ensuring that opportunities when the Council can take action to support the development of other goals are identified and acted on. We would really like to see that there is a representative from the Council who is an active part of your Steering Group by the time of your next renewal in March 2012.

We welcome your future plans listed especially your aim to increase links with the secondary school and entering another creative float in the Town carnival. Both these plans will help your campaign reach out to more people and strengthen your campaign for the future. Some Steering Groups have found it helpful to prepare an Action Plan with clear targets and ways of measuring when these have been achieved. This can be an effective way to help keep members and supporters motivated, provide more opportunities to celebrate and offer a reason to communicate your success to other stakeholders, including the press!

Congratulations again on all that has been achieved so far.

## **Result: Goal maintained**

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### **Final comment:**

Congratulations on maintaining Fairtrade Town Status for Wells-next-the-Sea and for the great work you have achieved over the past years. It has been a pleasure to hear about all the fantastic events that have been organised and to see the support of your campaign develop and spread. We would like to thank everyone who has been involved in ensuring that the Wells-next-the-Sea Fairtrade campaign continues to go from strength to strength. It is because of campaigns such as this that Fairtrade continues to grow, bringing more benefits to more communities in developing countries and encouraging businesses big and small to put people back at the heart of trade.

Your next renewal will be due in **March 2012** and please ensure that your update includes everything that has occurred since February 2010 when this application was submitted. We thank you for all the hard work that has gone into completing this renewal application, both the electronic and hard copies you sent us helped give us a clear impression of your campaign and were a genuine pleasure to read. We look forward to hearing more when the next renewal is submitted and please do not hesitate to contact us in the meantime should you require any additional support, ideas or assistance.



Bruce Crowther  
Fairtrade Towns Co-ordinator



Hannah Reed  
Campaigns Co-ordinator

Michael Thompson  
Fairtrade Towns

Signed:  
Name:  
Position:  
Volunteer

(Fairtrade Towns Initiative)