



# Melton Mowbray: Fairtrade town

## Activity summary 2010-2012

1. The Fairtrade town initiative continues to be supported by key council employee and town centre manager, Shelagh Core. There is active support from the mayor.
2. The number of retail and catering outlets supplying two or more fair trade products has increased by four since the application was first submitted. The popularity of fair trade goods has increased with the Fairtrading Post being able to move into bigger premises and catering establishments continuing to carry Fairtrade product lines and expand their range. Stock for stalls and some small village shop provided by the Fair Trading Post provides for some exposure to fair trade in the Borough, as well as the town.
3. Six schools are actively involved in Fair trade promotion. The steering group engages with these schools by speaking at assemblies and by involving children in the Fairtrade fortnight and other events with participatory activities (bunting, poster design). The majority of faith groups provide Fair Trade refreshments. A range of community groups have invited speakers on Fair Trade. These activities extend outside the town to the Borough.
4. Local media are actively engaged with by regular contact with the newspaper, radio, the town business website and Face book. The website for the steering group has been updated.
5. A local fair-trade steering group has been established. They meet regularly and carry forward the fair trade promotional activities by active encouragement of the council to support fair trade, raise awareness at the promotional events of Fairtrade fortnight and the breakfast event, as well as participating in local events such as Olympic Torch Relay. Members of the group are active in speaking to various community groups including schools and churches.

1. The Fairtrade steering group, formed March 2010, has continued to be assisted most by council employee and town centre manager Shelagh Core in events and promotion. The Mayor, Alison Freer, has shown support. The named lead champion on the council for Fairtrade has been provided up until May 2012 by Pat Cumbers (involved in the original application for Fairtrade Town Status). As of May she has been replaced by Town Centre Champion, Cllr Pam Posnett. The Town Estate has been helpful in providing stall space for Fairtrade Fortnight events, and at other town events including the Olympic Torch (July 2012).

### 2. Retailers and catering outlets

<b>Retail Outlet Target</b>	6	
Number of retail outlets at time of application	9	
<b>Current number of retail outlets</b>	11 offer $\geq$ 2	5 at least 1 subject to availability
<b>Catering Outlet Target</b>	3	
Number of catering outlets at time of application	7	
<b>Current number of catering outlets</b>	8	
Outlets selling ethically traded products alone or in addition to Fairtrade	7	

The Fairtrade directory was produced in 2011, listing all suppliers of Fairtrade products including catering and retail outlets with a town centre map. This was done in collaboration with the town centre management. We have now developed our website to contain this information and allows for a more responsive site for updating.

### 3. Workplace, educational establishments, community organisations & faith communities

		Total using Fairtrade at time of application	Current total using Fairtrade
<b>Workplaces</b>		8	
<b>Faith Communities</b>	<b>Total in area</b> 8	9	6
<b>Educational Establishments</b>	<b>Total in area</b> 11	3	6 are involved in active promotion of Fair Trade. Schools no longer provide refreshments to staff.
<b>Community Organisations</b>		3	2: New council premises has resulted in merging of various services

#### **Schools and educational establishments**

Fairtrade Fortnight school activities:

- Brownwood Junior School has been encouraged to participate in Fair trade activities with opportunities to speak at school assemblies and participation in Fair Trade Fortnight activities.
- Three local primary schools and one special needs school had a Fairtrade speaker at 6 assemblies in 2011
- Longfield School Year 7 and 10 students hosted a coffee morning with a Fairtrade speaker as part of Fairtrade Fortnight activities.

Olympic Torch relay event: Children prepared flags for their schools as part of the Fairtrade stall held at the town Torch Relay event. A Fairtrade chocolate medal was given for the best flag.

The Hub, which is an educational option for youth unable to fit within the mainstream educational establishments, has taken over the Cafe in the Park. A fair trade baking event with the young people was organised.

#### **Business promotional events**

- The four Indian restaurants in the town were visited and asked about Fairtrade products prior to using one of them to provide snacks for the 'Fair Trade India Evening' (see below).
- The Fairtrade Fortnight Stalls have been held in the town centre.
- The Midlands Co-operative hosted a producer banana grower from St Lucia at an evening event for Fairtrade fortnight. This was particularly well attended by the local Brownie pack and their family with a big hit being a pedal powered banana smoothie machine. The speaker was well appreciated by the local audience.
- The annual East Midlands Food and Drink Festival: Stall 2010, 2011

#### **Other community groups include:**

The University of the Third Age (speaker event); The local Brownie Pack (producer Banana grower event); The Women's Institute at Burton Lazaars (Speaker event)

#### 4. Media coverage and popular support for the campaign.

We have excellent on-going support for the campaign and regular promotional events are continuing to be organised. Some of these have been featured in the local media.

##### Additional coverage includes

- Event details are posted on Radio Leicester and Melton Messenger websites.
- The group has space on the Melton Town Centre Partnership/Melton BID website, courtesy of Shelagh Core, to whom we send content and regular updates:  
[http://www.meltonbusiness.co.uk/index.php?option=com\\_content&view=article&id=74&Itemid=112](http://www.meltonbusiness.co.uk/index.php?option=com_content&view=article&id=74&Itemid=112)
- The Fair trade town steering group website has been updated.  
[www.meltonmowbrayfairtrade.org.uk](http://www.meltonmowbrayfairtrade.org.uk)

##### Special Events

- **The India Evening.** Following the visit to India with a Visit the Producers trip organised by Tradecraft by one of the group, the steering group organised an 'India Evening' with an interesting talk & an opportunity to showcase Fairtrade wines with food from one of the local town Indian restaurants.
- **Christmas Stalls.** The Fairtrading Post has a number of stalls, including the 'Preview' (see above) from October to December selling fair trade products as part of the Christmas seasons events.
- **Fairtrade Breakfast.** This event in 2012 was organised in the local Methodist church hall, in the car park of one of the major supermarkets.
- **Fairtrade Fortnight Stalls.** These have been held in the town market place annually and provide an opportunity to promote Fairtrade using the materials from the Foundation.
- **Producer Event 2012.** The Midlands Co-operative, in conjunction with the Fairtrade Steering Group, hosted the Banana producer from St.Lucia

#### 5. Fairtrade Steering Group

Since March 2010 the steering group of five has been active with quarterly meetings.

Present group members are:

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