

21 January 2018

Dear Jackie,

Congratulations to you and your group for successfully renewing Fairtrade status for Warrington. Please find enclosed your new Fairtrade Borough renewal certificate.

We have enjoyed hearing about everything that you have achieved since your town last renewed Fairtrade status. It is clear that a lot of time and energy has been put in to make Fairtrade a part of the community, so we would like to pass on our congratulations and say thank you to everyone who has been involved. From your renewal form it is apparent that Fairtrade is continuing to grow in 2017 and we were particularly impressed with your engagement with schools and young people. It is very impressive that in 2016 you hosted 13 assemblies and 4 lessons reaching 2,600 pupils. You kept up the momentum this year by again hosting school assemblies and helping with setting up tuck shops and more lessons. You managed to sustain roughly the same number of pupils you reached in 2016. This is excellent work, well done!

We are happy to hear you have managed to maintain full support from the Council by having a Fairtrade Champion to be a representative at Council meetings, the Fairtrade directory being hosted on the Council's website and other types of support. Although you have found working with local businesses challenging, it is amazing to hear that you persuaded a big law firm to switch to using Fairtrade products. It is good you still monitor shops and update your directory on a regular basis. Your determination to keep Fairtrade a part of the community is shown by the massive support you have from local churches. It is wonderful that the majority of churches in Warrington have Fairtrade status and that Fairtrade's leaflet about gold has been passed on to the Bishop of Warrington in the hope he will use Fairtrade gold rings. Regarding media and publicity, it is great you have gained a lot of media attention from Warrington Guardian and South Warrington News. This shows you are able to generate public support for Fairtrade. We are proud of the numerous successful events you have hosted in the community since your last renewal. These have certainly attracted public attention to your campaign.

Looking to the future, having road signs displaying your Fairtrade status is a great idea to showcase your achievements as a Fairtrade Borough. It is great you are still willing to encourage local businesses to support Fairtrade by networking with representatives through the quarterly Mission in the Economy lunches. It would be great to get a local business representative to join the steering group. It is wonderful that the first Muslim Mayor wants to promote Fairtrade in mosques and you are willing to help them do so. As for further community outreach, you might want to consider supporting schools in Warrington to achieve Fairtrade status if they haven't already. Finally, building a relationship with Radio Warrington will increase the reach to the local public and you can find useful tips in our media guide overleaf.

Overleaf we have included some web links which may provide useful information for your campaign, however if you have any more specific questions or anything that you would like to discuss, please don't hesitate to get in touch.

The next renewal will be due on 14 December 2019, when we will invite you to reflect on this action plan, and develop your objectives and plans for the following two years.

Congratulations again and best wishes with your continued campaigning!



Chrysi Dimaki
Communities Campaigns Officer

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Fairtrade Towns – current campaigns and useful links

Fairtrade Fortnight 2018

'For hundreds of years we were taught to serve, to be workers. Now with Fairtrade, we are entrepreneurs'. These are the words of Marcial Quintero, a banana producer from Panama when describing how selling on Fairtrade terms has opened doors for Marcial and his fellow cooperative members to transform their community. Sadly, Marcial is still the exception, not the rule. The majority of farmers and workers around the world who work hard to feed us too often don't earn enough to provide for their own families. Come on in this Fairtrade Fortnight, and stand with hard-working producers like Marcial to close the door on exploitation. Join us opening more doors to Fairtrade, by inviting people to 'Come on in to Fairtrade' - to see the difference choosing Fairtrade makes, and what exploitation looks like when trade isn't fair. Visit our [Fairtrade Fortnight 2018](#) page to get involved. You'll find more from Marcial, ideas and inspiration for inviting people in to Fairtrade, resources and materials.

Working with schools and young people

Young people are not only the consumers and decision makers of the future, but a fantastic way to share the Fairtrade message across the community if you can work them in to your events and activities. We've collected some ideas and advice in this [Fairtrade Towns guide to working with Schools](#) – and you'll find lots more resources and activities on the Fairtrade Schools website: <http://schools.fairtrade.org.uk>.

Materials

The [resource library](#) is live! Email volunteer.towns@fairtrade.org.uk if there are any specific resources that you require. Alternatively, you may prefer to start from scratch and create your own, however please be aware that there are various guidelines to follow, and an approval process when using the FAIRTRADE Mark in your design. More information is [available online](#). There is also a range of materials and merchandise available from: <http://shop.fairtrade.org.uk/>

Using social and local media

Social media can be a very effective way of getting your message out to the community. It's all part of achieving Goal 4 – gaining media coverage and holding events to raise awareness and understanding of Fairtrade in your area. Our [media guide](#), [radio tips](#) and [social media guide](#) will give you ideas on using social media and other publicity opportunities. We also have some [useful press releases](#) available to download on the website.

Stay in touch

Are you in touch with all the latest Fairtrade news? The monthly Fairtrade Towns newsletters are crucial for any Fairtrade activist and you can [sign up online](#). Keep an eye on www.fairtrade.org.uk for the regularly updated news blog containing opinions and analysis of a whole range of issues relating to Fairtrade. Follow us on Facebook and Twitter too at www.facebook.com/fairtradeuk and www.twitter.com/fairtradeuk - you can recycle posts for communicating with your own supporters locally.

Public liability insurance for events

Fairtrade Town groups are often required to hold public liability insurance for their activities, which is available from most insurance brokers or through a specialist service offered by CaSE Insurance. The [CaSE Insurance scheme](#) provides £5m of public liability cover and is subsidised by the Fairtrade Foundation.