

Fairtrade Haringey Group

Progress report and renewal action plan for the London Borough of Haringey

Fairtrade Borough status first granted 21st February 2011

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1. Introduction

The Fairtrade Haringey group came together in 2010 to encourage the use of Fairtrade in the London Borough of Haringey. With help from the Council, Fairtrade Borough status was achieved in February 2011. Since then, the group have been working hard to further promote Fairtrade through a variety of events and engagement with local schools, businesses, community organisations and places of worship.

This report looks at progress made over the last year, and sets out the priorities for further promoting Fairtrade in Haringey over the next two years.

2. Progress over the past year – February 2011 to February 2012

1.1. Events

Over the past year, various events have been organised to engage the public with different aspects of Fairtrade, alongside attending a diverse range of events throughout the borough. These include:

Fairtrade Fortnight 2011 – as part of the Fairtrade Foundations plan's for the fortnight, a number of Haringey schools decorated reams of Fairtrade cotton bunting, with much of this displayed in the windows of two Oxfam shops in the Borough. There were also Fairtrade assemblies at St Aidan's, Ferry Lane and Stroud Green Primary schools. Fairtrade stalls were held at the Women's World Day of Prayer service, and at Muswell Hill Baptist Church. This included a Fairtrade talk to the afternoon fellowship group.

20th April, Fairtrade Picnic - held in the grounds of Alexandra Palace, the picnic was the official celebration for becoming a Fairtrade Borough. Attended by over twenty people, who all brought home made Fairtrade food and drink along to share over Fairtrade chat. A new hand-made banner was displayed for the first time. We also welcomed Malcolm Clark, Fairtrade London coordinator, and Jane Walby, Chair of the Camden Fairtrade Group.

13th May, Fairtrade Soiree – this took place at the Stroud Green and Haringay Library, attended by around fifty people, including the Deputy Mayor and Deputy Council Leader, the chair of Enfield Fairtrade Group and children from the Fairtrade Steering Group at the local St Aidan's Primary School. The Soiree had two photo exhibitions: the Fairtrade Foundation's images of models in Fairtrade cotton, created by Trevor Leighton; and another from Liberation Foods in collaboration with Central St Martin's College. This exhibition revealed jewellery made from Fairtrade fruit and nuts, modelled by personalities like Jane Horrocks (wearing a brazil nut necklace) and Orla Brady (wearing a mango fascinator in her hair). These images were shown on a large plasma screen together with encouraging words from the models supporting Fairtrade.

Margaret Rooke from Liberation Foods gave a talk, looking at how and why the company was started by Twin Trading and Equal Exchange, together with footage of its famous supporter, comedian, Harry Hill. In addition, three children from the St Aidan's Primary School Fairtrade Steering Committee each told us why they supported Fairtrade and named their favourite Fairtrade food. Fairtrade nibbles and wine were available, alongside a Traidcraft stall selling plenty of Fairtrade goodies.

2nd June, talk by Leslie Somers of The Flame Tree in the Church on the Farm (Broadwater Farm) – Leslie displayed some of the lovely handmade textiles and crafts produced for Flame Tree by women in a poor area of Northern Ghana. Leslie's company aims to support and honour these women by making their crafts available to a wider public, as well as forging links between the community in Tottenham and that in Northern Ghana. This was attended by a dozen people. www.theflametree.co.uk

18th September, Harringay Green Lanes Food Festival - the Fairtrade Haringey group held an interactive stall at this event, which had an estimated attendance of over 15,000 local residents. The stall had free samples of Divine chocolate and Fairtrade nuts to give away to help spread the message of Fairtrade, and a number of people signed up to the Fairtrade Haringey mailing list to receive more information about the work of the group. Strategic contacts were also made with other businesses and organisations in the borough which will hopefully lead to future collaborations. In particular, the group are now looking at collaborating with the Haringey Independent Cinema who have a film evening every month. We were extremely grateful to Fair Deal Supermarket in Tottenham, who sponsored the Fairtrade Haringey stall. www.harringayfoodfestival.com

Other events over the year

- 5th Nov 2011, Fairtrade Stall at Muswell Hill Craft Fair,
- 5th Nov 2011, Fairtrade Stall at St Andrews Bazaar, Alexandra Park Road,
- 10th Dec 2011, Fairtrade Haringey Banner, joined the Tottenham Winter Wonderland Parade
- A series of Traidcraft coffee mornings held in resident's homes across the borough
- Regular Fairtrade stalls held after Sunday worship in borough churches

All of these events have helped to make the group a visible face of Fairtrade in the borough. Also given the diverse nature of Haringey, with many affluent neighbourhoods in the West, and some of the most deprived areas in the UK found in the East, the Fairtrade Haringey group have worked hard to ensure as many people as possible are reached.

1.2. Goal One

Haringey Council, like many other local authorities, has been put under great strain by government cuts. Despite this, the Council is still fully committed to supporting Fairtrade both throughout the borough, and within its own operations. Fairtrade Haringey meetings are attended by the Deputy Leader of the Council, alongside administrative support from Council officers.

Looking internally, the Council have been working to further promote the use of Fairtrade. In 2003, Haringey Council passed a resolution to adopt Fairtrade considerations in all relevant contracts let by, or on behalf of the Council. Wherever practicable, it requires all contracts to ensure produce and products are Fairtrade Certified. However, the council has recognised that it can do more, so from 1st August 2011 the Council will implement standards compliant with the Soil Association Food for Life Catering Bronze Mark across all catering, event and hospitality contacts. Using the Food for Life criteria, the council have produced a series of requirements for all of these contracts to meet. They expect all tea, coffee and hot chocolate to be Fairtrade Certified, alongside encouraging the use of other Fairtrade products throughout their services. All contractors must demonstrate how they will achieve this.

Externally, the Council have developed a Sustainable Food Strategy which includes nine 'key actions' to delivering sustainable food in the borough. One key action is to "Choose Fairtrade certified products wherever possible to ensure a fair deal for producers". The strategy looks to work with organisations and community groups to promote these actions across the borough. Further information on the strategy can be found at www.haringey.gov.uk/foodstrategy.

1.3. Goal Two

The changes to Goal Two have required us to check again on our retail outlets to ensure they carry four product ranges. This survey has yielded a few more shops to add to our list and some that need removing however we are still above our total of 33.

One member carried out a survey of cafes in Muswell Hill and with a variety of responses, some were interested in finding out more, a few were not even conversant with the meaning

of Fairtrade. We have however add two new cafes to our list. This is an area that will need more attention in the future.

We also have two dedicated craft importers FlameTree and Cascada with whom we continue to work closely. More recently a fashion designer who uses only sustainable fabrics such as fairtrade organic cotton, and silk and bamboo has started selling bridal gowns and evening wear in the Rococo Ethical Boutique, Avenue Mews Muswell Hill.

<http://www.theflametree.co.uk/>

<http://www.cascadaworld.co.uk/>

<http://www.rococoboutique.co.uk>

1.4. Goal Three

One new community group has been added to our list.

1.5. Goal Four

The Group have worked hard to ensure Fairtrade in Haringey has been well publicised. The Publicity Officer is in regular contact with three local newspapers, reaching a large audience across the borough.

The Hornsey and Tottenham Journals published our achievement of Fairtrade Borough status with an article and picture on 24th March 2011; several weeks later they published a picture of the celebratory Picnic and Alexandra Palace; and lastly promoted the Fairtrade Soiree at Stroud Green and Haringay Library. Discussions with the Haringey Independent and Haringey Advertiser have taken place to further promote events in those newspapers. The Council's magazine, Haringey People, which is delivered to all homes in the borough, devoted a page and a half to the group's success in their April 2011 edition.

In addition to press coverage, a publicity leaflet has been produced to hand out at events, and leave in local shops, businesses and libraries. This gives information on the group, meetings and where to find Fairtrade stockists in local areas.

The internet and social media play a major part in Fairtrade Haringey publicity. A website has been created to showcase the work of the group, it lists the Fairtrade shops, cafes and restaurants across the borough. Here past events are documented together with photos, and publicity is given on upcoming events. Alongside this, regular updates are displayed on the Fairtrade Haringey facebook page. This ensures a wide range of residents can be reached.

www.Fairtradeharingey.btck.co.uk

<http://www.facebook.com/pages/Haringey-Fairtrade-Steering-Group/217794491571192>

1.6. Goal Five

The Fairtrade Haringey group has met six times during the last year, with each meeting publicised through an email list and on the website. These meetings are used to plan events and outreach with the community, and are open for anyone to attend. The meetings have attracted regular core supporters, who each bring different expertise to the group. This includes the Chair, Publicity Officer, Administration and Web Officer, the Deputy Leader of the Council, a supporter from a local Fairtrade Church, a member who works in a national Fairtrade food company and a member with expertise of local community groups.

3. Two Year Action Plan - February 2012 to February 2014

1.1. Action one – continue to work with Haringey Council

Aim: continue to build and strengthen the relations we have with both Haringey councillors and Haringey Council staff on issues relating to Fairtrade.

Objectives

- keep councillors informed about Fair Trade activities in the borough
- continue to make use of council premises to hold Fairtrade meetings and to advertise Fairtrade events and products
- use Council communications to reach target audiences - such as the Haringey People magazine, the council website, Educoms (an email that goes to all schools on a regular basis)
- make contact with the Youth Council and raise issue of Fairtrade with them

1.2. Action two – Steering Group meetings

Aim to strengthen the attendance and work of the Steering Group over the next two years.

Objectives

- elect a treasurer and open a bank account
- involve and encourage newcomers to take on responsibility for promoting fairtrade, through attendance at events, making new contacts with eg schools, shops etc to help expand our list of fairtrade supporter organisations/institutions
- hold meetings in different parts of the borough to promote wider participation

1.3. Action three – piggyback on major events

2012 Olympic and Paralympic Games in London – the Olympic Torch will travel through and be kept overnight in the borough on its journey to the Games. The group will endeavour to ensure a Fairtrade presence in any related events.

Additionally, the Dutch national team, delegates and dignitaries will be based in Alexandra Palace in Haringey, with the creation of Holland Heineken House. The group is seeking to make links here, given that Fairtrade labelling was started by the Dutch, Max Havelaar Fairtrade Organisation in 1988.

Given this year is the Queen's Diamond Jubilee, it is probable there will be street parties and celebrations within the borough, the group will ensure where possible that Fairtrade is represented at any such events.

1.4. Action four – build the network of outlets

Continue to update the list of shops, supermarkets, cafes and restaurants in the borough. Shops could be encouraged to stock more Fairtrade products by group members asking for them through Customer Services.

In particular for cafes and restaurants, by using an action pack which will list Fairtrade suppliers on both a local (small quantities) and national (bulk quantities) basis we hope to educate and persuade more to change to Fairtrade.

1.5. Action five – target new sectors

At recent meetings, the group have discussed new areas to target over the next two years. These include:

Business sector: Hairdressers – given the sheer number and variety of shops in the borough, a particular business sector will be targeted. There are a large number of hairdressers in all areas of the borough, many of which serve drinks to clients. The group will create an action pack to encourage shops to serve Fairtrade drinks by telling them about the benefits of Fairtrade and where it can be purchased locally. Hairdressers that proceed to serve Fairtrade drinks will be given a sticker for their window. The action pack produced can also be tailored to suit cafes and restaurants. We intend to participate in the London wide stickers being currently pursued by Malcolm Clark.

Fairtrade films – in partnership with Haringey Independent Cinema (HIC). The possibility of showing Fairtrade-related films for either Fairtrade fortnight or around World Fairtrade Day will be explored. HIC screen monthly films and documentaries that are sometimes challenging, always thought-provoking and usually rarely shown. The possibility of working with other organisations will be explored, for example Moors Bar in Crouch End who have a monthly 'Green on the Screen' show, which would be empathetic to the aims of Fairtrade.

Schools Sector:

Footsteps Competition which will target primary schools during Fairtrade Fortnight 2012. Primary schools have been invited follow the theme for this years Fairtrade Fortnight, submitting their footprints to be judged within the borough. Our flagship employer has donated a prize and will be involved in the judging together with a local artist. We hope to have press coverage of this.

School Uniform - this would be something new for us, but this has been tried by other London groups. Around April/May time we would write to schools in the Borough about the purchase of Fairtrade cotton school uniforms for the coming September - this would be to inform schools about where fairtrade cotton garments can be purchased in the borough. We would encourage schools to include this in the information sent out to prospective parents. A second thread to this would be to write to schools again in late September or October promoting fairtrade uniform suppliers who produce hoodies, sweatshirts, poloshirts emblazoned with a school logo.

Fairtrade Footballs etc - our activities surrounding uniforms could then be extended by promoting other Fairtrade companies to school, eg Fairtrade Footballs.

These new sectors will then form part of our ongoing commitment to promoting Fairtrade in the borough throughout the year, particularly during Fairtrade Fortnight.

1.6. Action six – improve communication

Improve communications so we can better record Fairtrade actions and events taking place in the borough. Some fairtrade events we have heard about on a second hand basis. We need to take a more pro-active approach, perhaps using the telephone more to ask people what they are doing.

The group will report these and all self generated activities through press releases, its Facebook page and website, which also needs linking to the London Fairtrade website.

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