



FAIRTRADE
FOUNDATION

17 November 2016

Dear Barbara,

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

We have enjoyed hearing about everything that you have achieved since your city 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 2016 and we were particularly impressed with the variety and far-reaching nature of your engagement. Your activities and outputs are of a consistently high quality, reflected by your runner-up award in 2015's Annual Campaign Awards, and your whole group should feel very proud of your achievements.

It's clear that the relationship that exists between the steering group and the Council continues to go from strength to strength. The increased council support and engagement with the Fairtrade group seems to have had a positive impact on your wider success, which was shown in the direct involvement of senior council officials in events for Fairtrade Fortnight 2016. The City of Wolverhampton College achieving Fairtrade status in 2014 is testament to the work that the WCFTP has done in forging partnerships with organisations in the wider community. It is great that with this achievement such a large number of people have the opportunity to become more engaged with Fairtrade. The success of the Fairtrade shop, despite disruptions, is also very impressive as are the new connections that have been built within faith communities which helps to increase the reach of your group even further.

Looking to the future, the introduction of the City of Wolverhampton Fairtrade chocolate bar is clearly an exciting event which can be used to raise awareness of Fairtrade more widely. Through utilising your connections across the city, this can hopefully be a great success and if it can be widely publicised across both local and social media platforms then even better. It is fantastic that you are still aiming to engage with more large employers within Wolverhampton and that with your diverse contacts this can hopefully be successful. We hope that with these aims for expansion alongside the continued growth of the Fairtrade shop and regular activities, you will continue to promote Fairtrade values and products in your community for many years to come.

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 16 November 2018, 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!

Rachael Sweet
Communities Campaigns Officer

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