

Dear Barbara,

Congratulations! We're glad to let you know that your Fairtrade Town renewal for Wolverhampton has been successful. It's been fantastic to hear about everything that you have achieved in the past two years. Your group has demonstrated an amazing drive to take your campaign forward and ensure Fairtrade becomes part of daily life in Wolverhampton. Your local campaigning activities help more farmers in their fight for a fair deal so they can earn their way out of poverty. This is why we would like to thank everyone who has been involved for dedicating their time in our shared effort to make trade fair.

We were impressed by the numerous stakeholders, businesses and local organisations, you have been engaged with, and your efforts at the University of Wolverhampton are particularly impressive. It is obvious that you have built a very strong network locally with well-established links. Well done! We noticed that you had some troubles with your media engagement as you were finding it a challenging to gain coverage on the local evening paper. We are glad to hear that this is improving but we would encourage you to also use social media platforms such as Facebook or Twitter. These can be an alternative pathway to advertise the great work you are doing. You will also be able to engage with younger audiences and you may find your efforts at the university may further improve with a social media campaign.

You should soon receive in the post your new Fairtrade Town renewal certificate. Your next renewal will be due on **13/12/2020**.

In the meantime we invite you to take a moment to celebrate your success with the other members of your steering group. We also ask you to start working on an action plan to develop your objectives and plans for the following two years. In this process you might find it useful to use the attached action plan template. It's up to you if you want to use this or design your own template as long as it supports you in the planning of your next steps.

If you have any questions or anything that you would like to discuss, please get in touch at volunteer.towns@fairtrade.org.uk.

Congratulations again and best wishes with your continued campaigning!

Best wishes,

Stephen Hardy | Campaigns Volunteer
The Fairtrade Foundation

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