



WOLVERHAMPTON CELEBRATES **10** YEARS OF
FAIRTRADE
STATUS



CONTENTS

- 3 How it all began
- 4 Dennis Turner
- 5 Wolverhampton Fair Trade
- 6 & 7 Supporters' quotes
- 8 Education, education, education
- 9 2014 events
- 10 Renewal of the City's Fairtrade status
- 11 Future plans
- 12 Producer's story



A MESSAGE FROM THE CHAIRMAN OF WOLVERHAMPTON CITY FAIRTRADE PARTNERSHIP

As members of Wolverhampton City Fairtrade Partnership, we are proud that our City was the first Fairtrade City in the country. Since 2004 the development of the movement has been rapid and immense.

By promoting the principles of Fairtrade we can help millions of farmers and producers in developing countries by offering them a fair price for the goods they produce. Fairtrade works to benefit the most marginalised in the global trade system. Our vision is to have justice and sustainable development at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential.

Sehdev Bismal MBE
Chairman, Wolverhampton City
Fairtrade Partnership



1993



20 YEARS OF FAIRTRADE IN UK

supermarket till receipt campaign launched.

HOW IT ALL BEGAN

In 1979 Traidcraft was set up as a Christian response to poverty, combining a trading company and a development charity. Traidcraft was one of the first companies to introduce Fairtrade products in the UK, often sold through churches. In Wolverhampton in the mid-1980s a group came together to sell Fairtrade goods but this folded. In 1991 a group re-established the sale of fairly traded goods on a permanent basis. In a musty, ill-lit room in the far wing of the imposing Darlington Street Methodist church Wolverhampton Fair Traid was set up.

People including Mavis McManus, Rosemary Quinn, Paul Abbs and Edward Pringle agreed to support local churches in running stalls selling fairly traded goods. This ran alongside the campaign by Christian Aid to get its supporters to present their till receipts to supermarket managers demanding fairer conditions for their producers. Goods on sale were sourced from Traidcraft - first craft goods and later foodstuffs. Over time Fairtrade stalls and promotional events were held at venues across the wide range of religious faith groups and schools in Wolverhampton and its environs. For a time a Fairtrade stall was held in Wolverhampton's weekly Friday market, and there was a pop-up Christmas shop in the City Centre for many years.



The breakthrough in growing Fairtrade in Wolverhampton was getting the City Council behind Fairtrade, leading to a Council resolution in 2003 to apply for Fairtrade City status with the Fairtrade Foundation. This was awarded to the City in 2004 – and in March 2004 Baroness Valerie Amos, former Secretary of State for International Development came to the City to present the Certificate. Dennis Turner (then MP for Bilston, later Lord Bilston) chaired the City's Fairtrade Partnership until January 2014.

**David Fulljames, Paul Abbs,
Wolverhampton Fair Traid**



Photo courtesy of Express and Star

1994



20 YEARS OF FAIRTRADE IN UK

FAIRTRADE mark launched. Fairtrade Foundation founded.

DENNIS TURNER 1942 - 2014

In February 2014 the Chairman of Wolverhampton City Fairtrade Partnership, Dennis Turner (Lord Bilston) sadly died from cancer. As MP for Bilston he had been instrumental in launching the City's bid for Fairtrade status in 2003. When the City achieved that status in 2004, he took on the role of chairman of the Partnership and served in that capacity until a month before his death.

Dennis was born in 1942 in Bradley, Bilston. He was a Black Country man through and through and lived in the area where he was born all his life. At the age of 24 he was the youngest person elected onto Wolverhampton Council where he served as Labour councillor until his election as MP for Bilston in the 1987 general election. He served as PPS to Clare Short when she was Secretary of State for International Development. Both Clare and Dennis ensured the Government maintained a commitment to Fairtrade. He stood down as MP in 2005 and took a life peerage as Lord Bilston. He served for a while as chairman of the House of Commons Catering Committee, where he tried to ensure more Fairtrade items were used in Westminster catering.

In Wolverhampton his support for Fairtrade was exemplary. He used every opportunity to promote Fairtrade and drive the work of the Partnership. His two themes were education and business and under his leadership he saw six Wolverhampton schools and the University of Wolverhampton gain FT status. Behind the scenes he used his influence and contacts for the work of the Partnership and was always happy to attend Fairtrade events –



whether that was speaking at a Gurdwara to a Sunday morning congregation or visiting the Fairtrade stall at an event in the City. Dennis's last public appearance was to open the first West Midlands Fairtrade Regional Forum in November 2014.

He remained a Black Country man all his life, but he had a heart for the world and in particular for international development in all its manifestations. He often quoted William Morris: "For the CAUSE alone is worthy till the good days bring the best".

Dennis will be sadly missed by the members of the Wolverhampton City Fairtrade Partnership, but we will endeavor to continue the legacy of his work. It has already been agreed that there will be an annual award for outstanding services to Fairtrade in the City, and Dennis's family have kindly agreed that this should be named The Lord Bilston Award in memory of Dennis Turner.

2000



20 YEARS OF FAIRTRADE IN UK

First Fairtrade bananas sold in UK by Coop.

WOLVERHAMPTON FAIR TRAIT THREE DECADES OF FAIRTRADE

In 1991 a group came together to establish the sale of fairly traded goods on a permanent basis in Wolverhampton. The group called itself Wolverhampton Fair Traid (WFT), and one of the early campaigns they were involved in led to the setting up of the Fairtrade Foundation. Representatives of WFT were founders of the City's Fairtrade Partnership.

Initial finance came from loans from individuals and churches of a hundred pounds or so each; these loans were eventually paid back as WFT prospered, or were converted by their donors to grants.

WFT operated from the Darlington Street Methodist Centre for four hours weekly, and had a number of other events annually, including a snack bar at the City Show. The source of Fairtrade goods has increased and the shop now claims to stock the widest range of Fairtrade goods of any shop in the City. In 2011 WFT converted to a Community Interest Company to give it a secure organisational basis. A Sale or Return service is still the main trade, with over 100 places of worship and schools using it.

Following a fire in the Darlington Street premises in March 2014, WFT moved into a retail shop premises and this has built up the level of personal retail trade.

Visit us at: 10 Salop Street, WV3 0SG



Photo courtesy of Express and Star

2011



20 YEARS OF FAIRTRADE IN UK

1,000 FT towns worldwide.

“ I am pleased to congratulate the City on achieving ten years of Fairtrade status. This would not be possible without the hard work and dedication of the many local volunteers who recognise the value of Fairtrade and are part of this real grassroots social justice movement. I am particularly proud of the role of The Wolverhampton City Fairtrade Partnership in supporting the Fairtrade City Status and its on-going work to increase the number of local outlets for Fairtrade goods. ”

Cllr Roger Lawrence, Leader of Wolverhampton City Council

“ Wolverhampton’s Fairtrade status is something to be justifiably proud of. We must do all we can to both retain it and build upon it. ”

Rt Revd Clive Gregory,
Bishop of Wolverhampton

“ When we first started there was practically nothing going on. Getting the Council behind us was the big break through leading to the Fairtrade City. ”

Mavis McManus



“ The original concept of Fairtrade was an inspiration and the story of its progress is as inspiring as the fact of millions of lives enriched a futures secured throughout the world as a result. ”

Roger Poole, Chair Wolverhampton
Christian Aid Committee

2012



20 YEARS OF FAIRTRADE IN UK

FT sales reach £1.5 billion.



“Wolverhampton has one of the strongest and most enduring Fairtrade campaigns. The Fairtrade Partnership really represents the breadth of the community and involves a variety of groups from local businesses to schools and universities. From their early work with church communities to more recent media outreach showcasing the campaign across the city, we have always enjoyed hearing about Wolverhampton’s progress!”

Rachael Sweet, Communities Campaigns Officer, Fairtrade Foundation

“I have always believed that Fairtrade is not a fashion – to ‘do’ and then to move to something else, but an ongoing commitment. Wolverhampton Fairtrade, in achieving ten years as a Fairtrade City, has proved this – well done!”

Revd John Howard, Chairman,
Wolverhampton and Shrewsbury Methodist District

2014



20 YEARS OF FAIRTRADE IN UK

Scotland declares itself the world’s second FT nation.

EDUCATION, EDUCATION, EDUCATION

Engaging children and students, teachers and lecturers with Fairtrade issues has always been part of the Fairtrade Partnership's campaigning work. In ten years there has been huge progress.

In 2014 the City of Wolverhampton College picked up the Fairtrade challenge, and has begun the process of applying for Fairtrade status.

SCHOOLS

In 2004 there were no Fairtrade schools in Wolverhampton – by 2013 there were six! Five primary schools have Fairtrade status – Bantock Primary School, Bilston C of E Primary School, Christ Church Junior School, Hill Avenue Primary School and St Paul's C of E School. In 2012 Wolverhampton Girls' High School became the first secondary school to gain Fairtrade status.

Each year schools take part in Fairtrade activities during Fairtrade Fortnight, including an art competition – producing work on the theme of Fairtrade. In 2014 the prizes were kindly sponsored by Bilston Rotary Club and Mid-Counties Co-op. The Fairtrade Partnership will continue to support schools applying for Fairtrade status.

Ann Bickley, Wolverhampton City Fairtrade Partnership

UNIVERSITY

The University of Wolverhampton has been proud to have achieved and maintained our Fairtrade status since 2008. Amongst our community of 25,000 staff and students we actively promote our Fairtrade goods and principles as one of our core values. The University works closely with the City Fairtrade Partnership to support events and awareness raising.

In 2010 we were the runners up in the National Fairtrade Fortnight Awards for our Outstanding Achievement. Guest lectures, debates and a Fairtrade Football Festival (with the Students Union) have all been part of our programme of activity. Events are regularly open to Schools, Colleges and members of the public. In 2014 the University's Fairtrade status was renewed again.

Jon Elsmore, Dean of Students,
University of Wolverhampton

2004



10 YEARS OF FAIRTRADE IN W'TON

FT status achieved.

2014 YEAR OF EVENTS



Date	Event
2 Nov 2013	Fairtrade Foundation West Midlands Regional Forum – University of Wolverhampton
31st January 2014	AGM
5 Feb 2014	Council FT resolution renewed
18 Feb 2014	Revd Dr Rowan Williams lecture 'Thinking about Poverty' University of Wolverhampton special lecture
23 Feb – 9 Mar 2014	Fairtrade Fortnight <ul style="list-style-type: none"> • Pat McFadden hosts first MP's FT coffee morning • Schools' FT service at Christ Church C of E Junior School • Schools' art competition, prizes sponsored by Bilston Rotary Club and Midcounties Coop • FT stall in the Civic Centre • University activities
7 March	Civic FT reception to celebrate ten years of Fairtrade status – Clare Short (former Secretary of State for International Development) guest speaker
2 May 2014	Meeting with Dr Camila Meija, Nicaraguan health worker and Trade Union representative, with a visit to Wolverhampton Fair Traid shop
10 May 2014	World Fairtrade Day picnic Bantock Park Tractor Shed Friends of Bantock House had FT teas in the Tractor Shed
10 May	Wolverhampton Fairtrade shop opens in Salop Street
22nd June 2014	FT Garden Party raised £300 for Traidcraft Exchange and Fairtrade Foundation's Innovation Fund
12/13 July	Fair Traid snack bar at City Show, with Fair Trade challenge
10 Oct	Fair Traid shop formal opening by Paul Uppal MP
30 Nov	FT Service at St Peter and St Paul Church with presentation of Dennis Turner prize to Mavis McManus

2008



10 YEARS OF FAIRTRADE IN W'TON

University of Wolverhampton gains FT status.

RENEWAL OF THE CITY'S FAIRTRADE STATUS

Fairtrade towns and cities are required to renew their status with the Fairtrade Foundation every two years. Below are quotes from the letter confirming the renewal of Wolverhampton's Fairtrade status in 2014.

"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 clear that Fairtrade is continuing to grow in Wolverhampton in the tenth year of Fairtrade City status, which is a truly important anniversary that you have celebrated well with the ambitious aims you set out at the start of your application, along with the events hosted over the year. We were particularly impressed by the Wolverhampton Partnership's close work with the council and it is really encouraging to see your determination to maintain the City's commitment to Fairtrade despite council cuts.

We applaud your laudable efforts to engage with a much wider cross-section of society, including larger businesses, diverse communities and new volunteers and wish you all the best."

Communities Campaigns Officer,
Fairtrade Foundation



2010



10 YEARS OF FAIRTRADE IN W'TON

George Alagiah visits City for World FT Day.



Wolverhampton City Fairtrade Partnership set out some ambitious plans for the next two years as part of the application for the renewal of Fairtrade status with the Fairtrade Foundation.

THESE INCLUDE

- Making it easier for outlets to let us know about their Fairtrade offer, by setting up an on-line registration facility with follow-up checking procedure, and an on-line event notification
- Supporting Wolverhampton Fair Trade Shop and ongoing plans for refurbishment of Darlington Street premises
- Re-engaging our supporter base, especially Churches and community organizations, for campaigning during FT Fortnight
- Involving new large and small employers in City building on existing links and contacts
- Having first Fairtrade Gurdwara or Mandir or Mosque in City by re-engaging with existing minority faith communities and ones not yet visited

- Increasing use of social media, increasing publicity coverage in local media and Asian print media, and increasing Partnership's participation in local events to raise the public profile of Fairtrade
- Widening membership of WCFT Partnership with larger businesses and organisations represented; launching hub for senior schools to apply for FT status and setting up regional Fairtrade network

DO YOU OR YOUR ORGANIZATION, COMMUNITY GROUP OR COMPANY WANT TO BE PART OF WOLVERHAMPTON'S FAIRTRADE WORK?



See contacts on the City Council's website www.wolverhampton.gov.uk/fairtrade

2012



10 YEARS OF FAIRTRADE IN W'TON

City's FT Partnership welcomes Olympic torch to City.

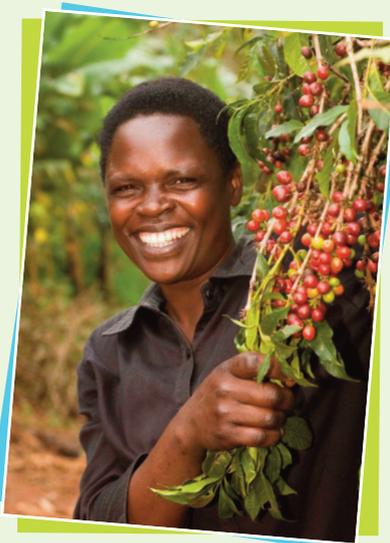
A PRODUCER'S STORY

Jennifer Wattaka sits on the Fairtrade premium committee. She and Kisolo Boaz are members of Nasufwa Growers Co-operative Society, Uganda. It is one of six co-operative societies which are affiliated to Gumutindo Co-op and its 570 members produce a total of around 100 tonnes of coffee each year.

Jennifer's coffee farm is two acres in size and her 2,000 coffee trees produce a crop of around 500kg of parchment coffee each year. The women farmers from Nasufwa Co-op are seen as a successful and positive role model by other local women. They get a higher income from their Fairtrade coffee and their co-op is making positive changes in the community.

Jennifer says, 'As a woman, being involved with Fairtrade is very helpful. They transport the coffee by lorry so we don't have to carry it on our backs. We understand the coffee business now and Fairtrade has taught us how to improve the quality of our coffee. It also helps women sell their coffee, we have a good market now.'

Fairtrade is also giving women freedom of speech. We have tasted Cafédirect which has our own coffee in it. It was very delicious!



Kisolo Boaz is chairperson of Nasufwa Co-op. 'Fairtrade sets the standard. It is good for our community' The co-op received its first Fairtrade premium in 2005 which was used to build a new coffee store that includes a small office and strong room as well as a dry, secure storage facility. In the future they hope to improve local roads and other infrastructure. First on the list is to build a small health post near the office where

they can store and distribute first aid drugs for malaria and diarrhoea, which are very common, 'so our farmers are not sick and we can produce more coffee'. Kisolo is proud that local coffee farmers are impressed by what his co-op is achieving. 'Farmers are knocking on our door, they want to be part of us,' he says.

FAIRTRADE PARTNERSHIP MEMBER ORGANISATIONS

Black Country Chamber of Commerce; Booker Wholesale; City of Wolverhampton College; Mid-Counties Co-operative; Revolver World; Soroptomists International; Unison; University of Wolverhampton; University of Wolverhampton Students' Union; Wolverhampton Amateur Boxing Association; Wolverhampton Churches; Wolverhampton City Council; Wolverhampton Fair Trade; Wolverhampton Interfaith Group; Wolverhampton Rotary Clubs; WWOne

2012



10 YEARS OF FAIRTRADE IN W'TON

City awarded FT Foundation prize in FT fortnight 2012.