



Renewal Feedback Form

Renewal for Fairtrade Town/Village Status:

December 2011

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Population concerned: 153,700

Date Fairtrade status declared: 5th March 2004 **Last Renewal Achieved:** January 2009

Goal 1: Local council passes a resolution supporting Fairtrade*. The resolution should include a commitment to serve Fairtrade* tea and coffee at its meetings and in its offices and canteens whenever hot drinks are served. How has the local council executed the decisions in the resolution? How does the council intend to develop their areas of work in the coming year?

Progress or achievements since last renewal:

Raising Awareness

Oxford City Council actively continues in its support for the Oxford Fairtrade Coalition by the provision of funding and in-kind support for Fairtrade in Oxford. The Council provides free venues for meetings and events (e.g. the Assembly Hall and Old Library for a Fairtrade week event showcasing Fairtrade products) and providing free printing and distribution of publicity to both its various departments and linked organisations about Fairtrade initiatives in the city. This includes the production and distribution of an updated Oxfordshire Fairtrade Directory and Oxford City Council's support for Fairtrade in the local area continues to be publicised through the City Council website (<http://www.oxford.gov.uk/business/fairtrade.cfm>) and (<http://www.oxford.gov.uk/oxonline/food-fairtrade-links.cfm>).

Providing further council support for Fairtrade

Two City Council representatives regularly attend Oxford Fair Trade Coalition meetings. Oxford City Councillors continue to publicly show their support of Fairtrade in the City e.g. The Lord Mayor of Oxford's (in conjunction with the Fair Trade Coalition) letter of support for World Fairtrade Day celebrations. Oxford East MP Andrew Smith expressed his willingness to put forward parliamentary questions and raise issues on the Oxford Fair Trade Coalition's behalf.

They have also given a contribution of £1,000 in the current year.

Using Fairtrade

The catering and café contract is up for tender. Essential criteria in the evaluation process will continue to be the provision and development of fairly traded produce. Suppliers will be scored against this in the tender process.

Future Plans:

The Council has agreed to cover news of Oxford's Fairtrade City status renewal (if granted) in its quarterly newsletter 'Your Oxford', that goes out to all Oxford citizens.

The Procurement Team is reviewing vending services in Council buildings (offices, depots, leisure facilities and other sites open to the public) and will continue to require fairly traded snacks and drinks to be provided.

Oxford is organising the first of a series of European seminars as part of a local government initiative to encourage co-operation and understanding between local government and NGOs over the next three years. The first of these will be in Oxford and will focus on Fairtrade due to interest in the way the Fairtrade movement in the UK is citizen rather than government-led.

Result: Goal maintained

Congratulations on successfully maintaining this goal and on the continued and pro-active support from the City Council to use and support Fairtrade. We are pleased to see that the Council has made such a firm commitment to use Fairtrade products in catering and vending contracts and to promote Fairtrade locally and continues to take a variety of practical and positive steps to bring alive their commitment to support the Oxford Fairtrade City campaign.

It is great to see the Council’s intention to bring awareness to other European cities and we look forward to hearing about how well the seminars are received. We congratulate you on an excellent example of local authorities using their position and influence to open doors and raise awareness of Fairtrade. There will likely be many other organisations and public bodies the Council could further use their position to work with other, the police, libraries, fire service and hospitals, to encourage those who have not already done so to convert to using Fairtrade products and to support Oxford’s Fairtrade campaign.

We look forward to seeing how this partnership continues to develop in the future and further builds upon efforts to raise awareness of the full range of Fairtrade products to its staff and visitors.

Goal 2: A range of (at least two) Fairtrade products are readily available in the area’s shops and are served in local cafés/catering establishments. How has the number of retail and catering outlets increased, and how has the range of Fairtrade products been increased within the retail outlets? How has the Fairtrade directory been developed? How many of these directories have been distributed?

Achievements since last renewal:

Retail Outlet Target	30
Number of retail outlets at time of last renewal	37
Current number of retail outlets	66

Catering Outlet Target	15
Number of catering outlets at time of last renewal	32
Current number of catering outlets	43

Key Achievements / Progress:

A further increase in the number of retail and catering outlets

Since 2008 the city has made increased and significant progress in raising the profile of Fairtrade issues and increasing the number of outlets for Fairtrade products. The current total of 66 retail and 43 catering outlets far exceed the required minimum for the city of Oxford. This is partly attributable to the increase in supermarkets and other chain stores but also due to some new independent traders (including at least four new dedicated Fairtrade shops).

A 2011 survey of Fairtrade outlets was undertaken by inviting volunteers from across the city to take part in a Fairtrade Day of Action and Celebration (June 2011) and to explore their local areas for Fairtrade outlets. Volunteers visited shops and restaurants in their local areas before, during and after the Day of Action and Celebration, talking to proprietors about Fairtrade and the Fairtrade label. Businesses that provided two or more products were given a window sticker proclaiming their part in making Oxford a Fairtrade city. Many who sold none or only one Fairtrade product expressed interest in stocking more, and were given an information sheet on Fairtrade for Businesses. This also showed some of the reasons for not stocking Fairtrade products, namely price or where specialist shops/restaurants catering for a particular national cuisine (e.g. Polish, Spanish, Indian) were unable to source Fairtrade products or did not know how to go about it. During this Day of Action a giant physical map of Oxford was created on which Fairtrade outlets were marked as the information, was received. An information stall in a busy City Centre shopping street on the Day of Action was seen by hundreds of passers by who stopped to find out more.

Oxford City Council have produced a second Oxfordshire Fairtrade Directory

Future

A pocket-sized version of the map for public use will be produced, in collaboration with Daily Info (a well known local information sheet and website). They will publicise which of the catering outlets they advertise are Fairtrade and encourage new advertisers to say if they are Fairtrade or not.

Hope to launch on-line map with Fairtrade providers marked on it in the autumn.

Result: Goal maintained

Congratulations on a very impressive achievement, utilising the active community of local residents in Oxford to get involved on such a personal and prolific level in this way. We will be citing the Day of Action as an outstanding example of how to involve local communities into taking action (and collecting valuable information at the same time) hopefully inspiring other Fairtrade towns to follow suit.

Fairtrade products are becoming increasingly available at competitive prices through many mainstream suppliers, cash and carry stores, and specialist wholesalers. Many business owners may be surprised to learn quite how many products are available to them through their existing suppliers – although a comprehensive list of wholesalers and catering contractors is available on our website at www.fairtrade.org.uk/products. Fairtrade campaigners in the South West created a purchasing guide aimed at businesses, cafes and restaurants that you can find [here](#). Many of the suppliers listed will also serve Oxford, or you might like to create a smaller personalised version to help local businesses make the switch to Fairtrade.

Moving forward, it looks like you already have some promising plans in the pocket guide and online map. The Fairtrade Town renewal process will be changing, so we would like to encourage the steering group to think about how you would like to develop your actions around this goal for your next renewal – without the obligation of reporting the numbers of outlets and products, if you don't want to spend your time this way. You could choose to focus on getting more outlets to sell Fairtrade, expanding the range of those already engaged, target a particular sector such as

independent cafes, or focus on promoting the availability of Fairtrade products through your guide – or all of the above! Further details of the changes are [available online](#) (pgs 3-6).

Goal 3: Fairtrade products are used by an appropriate number of local work places (offices, shops, B&Bs etc.) and community organisations (faith communities, schools, universities etc). For larger populations (over 100,000) a flagship employer is expected as well as the local authority listed under Goal 1. How have the number work places and community organisations using Fairtrade products increased? Is there an additional flagship employer? Have any faith groups, schools or universities gained Fairtrade status?

Key Achievements / Progress:

Flagship Employers

Flagship employers; Oxfam, Oxford University Press and Oxford Brookes University continue with their commitment to Fairtrade. However although the fourth flagship employer Midcounties Co-operative Society has moved its headquarters out of Oxford it continues to support Fairtrade events within the city and there are remaining co-operative stores.

Education

Oxford Brookes University and Oxford University remain actively involved in promoting and supplying and increasing awareness of Fairtrade and Fairtrade certified products to undergraduates and around the university.

A large number of members of the Oxford University Students Union Environment and Ethics committee are actively involved in promoting Fairtrade - and have established a number of new 'Fairtrade Officer' roles. They organized a "Campaigners Connected" dinner which was attended by four members of the OFTC and was a valuable networking opportunity.

In May the Sustainable Kellogg Society hosted the college's first Fairtrade Fashion Show.

Schools and Faith Communities

Headington Fairtrade Co-operative and its new Windmill shop has the support of many of the churches in Headington, and many of the volunteers are involved in the local churches. They also have the support of senior local figures such as city councillors for the Headington, Marston and Barton wards and the Bishop of Oxford. The shop was opened by Lord Mayor of Oxford and was later visited by Archbishop Desmond Tutu and John Pritchard, Bishop of Oxford. The Diocesan magazine 'Open Door', BBC TV news, BBC Oxford and the Oxford Mail all covered the issue.

Fairtrade churches send representatives to both the Oxford Fairtrade Coalition and Fair Trade in Oxfordshire.

Cheney School and East Oxford Primary School confirm they use Fairtrade products in their staff rooms. Cherwell school ran a session about Fairtrade chocolate in 2010. SS Mary & John Primary School source products from the Schools Ethical Supplies Initiative based in Oxford.

A number of schools and churches contributed to the bunting making activities that OFTC organized for Fairtrade Fortnight 2011.

The following schools in Oxford are registered with the Fairtrade Foundation to work towards being a Fairtrade School:

- Caldecott Primary School
- Forest Farm School
- Lynams Dragon Pre Prep School
- Marlborough Church of England School
- Oxford Community School
- St Andrew's CE Primary School
- St Barnabas C of E Primary
- St Nicholas Primary School
- The Cherwell School
- Wheatley Park School

Challenges and Difficulties

Asylum Welcome, an Oxford-based charity providing support for refugees and asylum seekers and advocating for their rights has cited price as a factor in not choosing to use Fairtrade products in its offices. Several schools have also cited price as a factor in not choosing to use Fairtrade products.

Future

In October 2011 a new students venue is being set up by Oxhub (the focal point for charitable activity at Oxford University, connecting students with causes..." and enabling them to "get involved in charitable, volunteer and socially entrepreneurial activities, and for training and information on a range of social and environmental issues, events, and careers."). The new venue will be serving Fairtrade products <http://oxfordhub.org/newhome>

Kellogg College, a large, international graduate college, part of Oxford University, is aiming to achieve Fairtrade status.

Result: Goal maintained

Suggestions:

Well done for maintaining the support of your flagship employers and practical support from The Mid-Counties Co-operative Society.

It's great to see the continued interest in Fairtrade from the Universities and various Student Union representatives – do keep up your links to ensure Fairtrade is embedded in to College's catering and stays on the agenda with each new intake of students.

One way to combat the price barrier in schools, is exploiting the economies of scale offered by joint contracts that usually makes Fairtrade products competitive. If school catering is managed through local authority purchasing for example this could be a very effective way to roll out Fairtrade bananas, or other products across all schools, as some other towns and counties have done. With Fairtrade so widely available through mainstream suppliers now, it's always worth shopping around for a better price for Fairtrade products. Of course, in schools the educational aspect Fairtrade, unfair trade and where products like cocoa come from is equally as important – in order to embed ethical consumption in the thinking of future consumers. This could be a better angle to approach schools where price is an issue.

Building on your success so far with schools, and their involvement in the bunting activity, have you any plans to target schools in Oxford to support Fairtrade, or even work towards Fairtrade School status in their own right? According to our records, there are currently no Fairtrade Schools in Oxford, although 10 have registered (listed above) with us to work towards, and may be a good start. We've created [this guide to engaging schools](#) that may provide some ideas, and there are many further resources at www.fairtrade.org.uk/schools.

We hope that you enjoyed the bunting activity and thanks to your support in decorating enough bunting to break the world record 10 times over! The latest news on the campaign is [online here](#), and a certificate you can give to all groups that took part [here](#).

Goal 4: Attract media coverage and popular support for the campaign. How has your relationship with the press developed in order that the meaning behind the FAIRTRADE Mark is communicated effectively? Is there on-going support for the campaign and do Fairtrade Fortnight events feature in the local media?

Key Achievements / Progress:

Press

Coverage of Fairtrade events and issues have appeared regularly in Oxford local media since 2008. There have been too many Fairtrade events taking place in Oxford over the last three years to mention all of them individually.

Highlights:

- Key Fairtrade event of the last couple of years was the 'Fair Trade Futures: Authenticity and Action' conference in November 2009 at the University of Oxford's Said Business School. This was a one-day conference looking at key issues for the future of Fair Trade. The conference was organized by Oxford Fair Trade Coalition in partnership with the Skoll Centre, Said Business School, University of Oxford; Christian Concern for One World and Partnership for Change. Highlights of the day were captured in audio, video and twitter which they used to share real-time updates from the event.
- During Fairtrade Fortnight 2011 we linked up with the Oxford International Women's Festival to organise a Fairtrade bunting-making event. Campaigners from across Oxford and Oxfordshire came together in the centre of Oxford to celebrate Fairtrade Fortnight by wrapping Fairtrade Cotton bunting around key landmarks (decorated by schools, churches and community groups from across the county). David McCullough, Trading Director of Oxfam, spoke about the importance of Fairtrade Cotton. Two photographers from the Oxford Flickr Group documented the wrapping of Oxford Landmarks in Fairtrade bunting and one of these photographs was used on the Fairtrade Foundation's own on-line newsletter.
- The Fairtrade City Day of Action was given a slot on BBC Radio Oxford and covered in the Oxford Times. It was also publicized on the Jack FM and Oxford Hub websites.
- Oxford based Fairtrade fashion company, Trading for Development, (a member of Oxford Fair Trade Coalition) has been active organising a wide range of events (Fairtrade fashion shows, weaving workshops, knitting events, exhibitions, talks etc.) On the 25th anniversary of Oxford twinning with Nicaragua, they organized an event with Nicaraguan speakers: Jessica Hill from Christian Aid talked about fair trade coffee in Nicaragua and there was an exhibition of fair trade products from Nicaragua.

- July 2011 – OFTC and UK Friends of Khwendo Kor organised a talk at the Friends Meeting House in Oxford by Maryam Bibi, founder/director of Khwendo Kor (sisters together) speaking about her work building schools and income generation projects for women in remote Taleban-held area of Pakistan. Khwendo Kor handicrafts and fair trade tea was sold at stalls after event.

Survey

The 2011 survey (described in detail above) involved reaching out to over a thousand potential volunteers through email cascades, call-outs for volunteers on websites and activist email groups, local radio station websites etc. We also linked with other organisations such as Midcounties Co-operative, the Oxford University Ethics and Environment Committee and Young Quakers to publicise the event and gather information.

Facebook and Twitter are also used to promote awareness and to promote Fairtrade.

Result: Goal maintained

This Goal is designed to ensure that Fairtrade is supported and understood by the general public and based on the events you have organised and the range of publications that have featured Fairtrade, it is obvious that this goal has been maintained. It is fantastic that you have continued to organise such a range of events, catering to those already committed to Fairtrade who want to deepen their understanding through to those new to Fairtrade with inclusive events, such as the bunting and the 2011 survey. The 2009 conference must have involved a lot of preparation – and developed the knowledge and commitment of participation – congratulations. It is apparent that the strong bedrock of support for Fairtrade in Oxford present in 2009 has not abated thanks to all your endeavours.

We would again like to congratulate you on your efforts to use Oxford's reputation as an area of educational and academic excellence to become a leading global centre for Fairtrade. As the Fairtrade movement continues to rapidly grow and to enter the mainstream, it is important that research and discussion continues to take place to ensure that the movement continues to innovate and challenge itself.

We were delighted to see stunning bunting images from around Oxford in Fairtrade Fortnight 2011 and are pleased to announce the theme 'Take a step for Fairtrade' for Fairtrade Fortnight 2012 (27 February – 11 March). We hope that many people in Oxford will take steps for Fairtrade, and we plan to collect 1.5 million steps from across the UK – one for each farmer and worker in the Fairtrade system. Action Guides and other resources are now available to download and order from www.fairtrade.org.uk/step. In a change from previous years, the theme will run throughout 2012, so we'll be providing more ideas and resources for World Fair Trade Day, the summer period and autumn – and you can pick and choose how to get involved.

Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status. How has the membership of the steering group changed to reflect the wider community's support for Fairtrade? Does the steering group still continue to meet regularly and what recent decisions have been made to ensure continued commitment to its Fairtrade Town status?

Actions taken:

The Oxford Fair Trade Coalition meets every month. There are almost 40 contacts on its mailing list and a core of 10-20 of these regularly attend the meetings and include representatives from Oxford City Council, Said Business School, local fair trade retailers, faith groups and local individuals. The last AGM hosted talks from a lecturer in social entrepreneurship, Just Change (organisation which facilitates sale of tea from a co-operative in South India), Christian Concern for One World and local business, French Letter Fairtrade Condoms.

A number of different communities with a variety of skills are engaged in the coalition as well as one-off engagement groups such as the Oxford Flickr group (for bunting photos) and Oxford Young Quakers (for mapping).

The Coalition organises regular events for Fairtrade Fortnight and other key dates throughout the year and maintains a website (oxfairtrade.wordpress.com) to keep Oxford residents and visitors informed of Fairtrade provision, events and news in the City and beyond.

Future plans:

Creation and distribution of stickers to all shops and restaurants selling two or more Fairtrade products.

The Coalition intend to plan further in advance of Fairtrade Fortnight 2012 and fundraise to enable them to run larger improved events to raise the profile of Fairtrade and Oxford's status as a Fairtrade City.

Result: Goal maintained

Congratulations on the progress made under this goal. It is quite an achievement to have been able to sustain monthly meetings and this is a testimony to the core steering group of 10-20 dedicated members. You have also demonstrated great initiative in facilitating one-off engagements with groups that have been able to provide you with their time and expertise with regard to the city's events and campaigns.

Window stickers are a great next step to support the work around goal two and engage further with businesses. We have a series of template designs for stickers and other materials that can be personalised available at www.fairtrade.org.uk/campaignertemplates that you may like to use.

Final comment:

Congratulations on maintaining Fairtrade City status for Oxford and for the great work you have achieved over the past few years. It has been inspiring to hear about all the progress that has been made since 2009. Once again we would like to thank everyone that has been involved in ensuring that the Oxford Fairtrade campaign continues to go from strength to strength. As you are aware it is because of campaigns such as this that Fairtrade continues to grow and now brings benefits to more than 7 million people – producers and their families – in over 50 countries.

Your next renewal will be due in December 2013 but please note we are currently updating the renewal process, so the latest guidance will be available from www.fairtrade.org.uk/towns nearer the time. We look forward with great interest to hearing more about your achievements then.

Please do not hesitate to contact us in the meantime should you require any additional support, ideas or assistance.



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Signed:
Name:
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