



Chesham4Fairtrade

Annual Report 2014-15

Welcome to our Annual Report for 2014-15. This report is intended to provide you with a brief overview of Chesham's Fairtrade activities over the last year. If you have any suggestions for future events and activities, or would like to help out, please get in touch with Kathryn via policy@chesham.gov.uk or 01494 583798.



Ten Years a Fairtrade Town!

We have celebrated our 10 years of Fairtrade Town status with this beautiful floral design on Red Lion Street, created by the Town Council's Parks team. We would like to thank Chesham in Bloom, Chesham Action Partnership, the Town Council, Potter & Ford, Stephen Blandamer, Phil Folly and Chris Boulter for their generous donations which made the flowerbed a reality.

Fairtrade Diversity

We appreciate every shop and food outlet in Chesham that sells Fairtrade produce. But we would particularly like to thank Healthright, Oxfam, Sainsbury's & Waitrose, who all sell at least 4 Fairtrade product ranges (and in some cases much more). You can now find Fairtrade beauty products, flowers, wine, fruit, chocolate, tea, coffee & more in our High Street.

Celebrating Lydia Hardy

In 2015, we have been celebrating not only a decade of Fairtrade in Chesham, but **260 years** since the birth of one of Chesham's first fair trade campaigners, Lydia Hardy.

Now largely forgotten in her home town, in 1792 Lydia was actively involved in the boycott of West Indian sugar, which was produced by slave labour. That same year, Chesham was one of many towns and cities that sent a petition to Parliament protesting against the slave trade.

Sadly, Lydia died aged just 39 in 1794, and never got to see the abolition of slavery. But we are proud to make her story better known, and celebrate Chesham's long involvement in campaigning for a fairer world.



Bollywood Came to Chesham!

We were thrilled that the Chairman of international development organisation Traidcraft, Ram Gidoomal, came to our Bollywood night in September 2014. He spoke passionately about the beneficial impacts of Fairtrade that he has witnessed firsthand, in India and around the world. Our sell-out night also featured a dance workshop from the wonderful Bollywood Vibes and amazing food from local restaurant Papad. We would like to thank Cllr Mark Shaw, Chiltern District Council, Chesham Town Council, Cadbury Hill Estates, Healthright, Waitrose, Sainsbury's, Oxfam & Broadway Baptist Church for their contributions to this fun & informative night.



Keep Up to Date with Chesham4Fairtrade!

You can find out more about the Chesham4Fairtrade campaign on our web site www.chesham4fairtrade.co.uk. But we are also on [Twitter](#) @Chesham4FT and you can find us on [Facebook](#), by searching for Chesham4Fairtrade. We'd love for you to "follow" and "like" us!

Fairtrade All Year

Over the last year we've been at all sorts of Chesham events, including holding our Fairtrade lucky-dip Advent Calendar game at Christmas in Chesham in November, parading our mannequin of Lydia Hardy in the Schools of Chesham Carnival in June in the pouring rain and having a stall at BURYFields. Our Fairtrade banana fairies even attended the first ever Lowndesbourne Picnic!

Our activities throughout the year help to raise the Fairtrade profile. If you could help out, e.g. by manning a stall, please do get in touch.



Busy, Busy, Busy.....Fairtrade Fortnight 2015

14 Fairtrade events took place across town during Fairtrade Fortnight, including a tea & cake sale, a Fairtrade Taste Test at the Local Produce Market, Coffee mornings, a Fairtrade breakfast, Traidcraft stalls and a pancake morning. We'd particularly like to thank the many local churches who participated. In total, over £800 of Fairtrade goods were sold and £318 in donations were raised for the international development charity Traidcraft Exchange.