



CALNE Community Area FAIRTRADE Group

www.calnefairtrade.org.uk

Stan Woods (Chairman) c/o Woodlands Lodge, Wenhill Lane, Calne SN11 0JG
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To: Holker, David David.Holker@wiltshire.gov.uk

18th April 2018

**Subject: Calne Area Board Grant 2495: Application Submitted August 2017, Grant Awarded September 2017
6 month Status Report on Project & Grant Spend**

Hello, David, Following my interim report to you by email earlier this year, here is a more detailed update on our project.

Project Summary (as per application)

The project supports our Campaign to achieve Fairtrade Foundation Fairtrade Community status for Calne Town and the surrounding Parishes. The project requires hardwearing 12-24 months outside banners and Poster board A-Frames to start a static advertising activity across the town and parishes and in fairtrading premises to raise awareness while the Fairtrade Campaign progresses. Banners will be placed in medium term strategic positions and at one off community Fairtrade events over the next 12-24 months. Retail catering and community organisations including churches that are already or about to support Fairtrade products will display a prominent decal in their windows. A small collapsible projection screen for small events and presentations to promote the campaign to various interested parties e.g. Calne Parish Forum Our Place Meetings Schools chamber of commerce churches, etc, etc. Often one arrives at a venue only to find there is no suitable wall or local screen to project onto.

This project of the Calne Community Fairtrade Campaign is largely advertising and presentation. The advertising is about working towards the award of Fairtrade Community Status for the Town and Parishes which we hope to apply for some time in the latter half of 2018.

Fairtrade Campaign Objective

To apply to the Fairtrade Foundation for "Fairtrade Community" Status for the Town and The Parishes and achieve it.

1. Status of the Grant Spend & Variances

We have now spent the major proportion of the grant as follows (items in order of original submission with amendments in the spreadsheet overleaf):



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CAB Grant 2495 - Application August 2017 - Awarded September 2017 - Account as at 18th April 2017									
Total Grant Requested							880.69		
IID	Description of Project Item	Image	Requested Qty	Total Cost (Inc VAT)	Bought Qty	Total Spent (Inc VAT)	Variance	Reason for Variance	
O1	Advertising Aluminium A1 Poster A-Frames	P1	3	187.20	2	136.74	-50.46	Upon Review decided 2x A-Frames would be sufficient - This cost includes shipping originally omitted from application.	
O2	Campaign Support special Window Decals (140x75) for Target FT Outlets	P2	75	114.75	50	71.28	-43.47	Having reviewed supporting targets being audited decided 50 off would be sufficient. Subsequently, found a small but insignificant printing error - <u>Printers replaced all for free, plus they supplied on a roll rather than cut so sent as further 50 for free! This now means we will be able to use also for car stickers which will increase campaign coverage beyond what we had originally envisaged.</u>	
O3	Main Outside Campaign Banners (3mx1m)	N/A	3	270.00	0	0.00	-270.00	After completing a survey of campaign advertising locations in more depth, concluded that more small banners (as below) were likely to be more effective, and easier to place on the surveyed locations, and could be varied to include more John Bentley School Fairtrade Artwork.	
Item O3 replaced by:									
R3a	Campaign Banner 1450x400 V1 SS (Outside Vinyl-Waterproof)	P3			2	64.80	64.80	Campaign Banner including John Bentley School Fairtrade Artwork Version 1 Size 1	
R3a	Campaign Banner 1450x400 V2 SS (Outside Vinyl-Waterproof)	P4			2	64.80	64.80	Campaign Banner including John Bentley School Fairtrade Artwork Version 2 Size 1	
R3a	Campaign Banner 1100x500 V1 SS (Outside Vinyl-Waterproof)	P5			2	60.00	60.00	Campaign Banner including John Bentley School Fairtrade Artwork Version 1 Size 2	
R3a	Campaign Banner 1100x500 V2 SS (Outside Vinyl-Waterproof)	P6			2	60.00	60.00	Campaign Banner including John Bentley School Fairtrade Artwork Version 2 Size 2	
O4	Campaign Support Rugged (A1 PORTRAIT) Waterproof Posters for A-Frames (Key Promotion: Fairtrade Fortnight Town Hall Event)	P7	6	86.40		86.40	0.00	Key FT Campaign highlight of the year: Campaign promotion of Fairtrade fortnight Event at the Town Hall.	
A5	Campaign Support Rugged (A1 LANDSCAPE) Waterproof Posters for RAILINGS (Key Promotion: Fairtrade Fortnight Town Hall Event)	P8			6	86.40	86.40	This item was added to improve our coverage across town centre locations of the Keynote Campaign Fairtrade Fortnight Event at the Town Hall.	
O6	A-Frame antiglare replacement 4 pack	P9	1	24.00	1	24.00	0.00	No variance - spent as requested.	
O7	Collapsible Projection Screen	P10	1	83.14	1	93.95	10.81	Slightly higher cost to include shipping cost omitted in original application.	
O8	Campaign Banner (Our Place Gazebo sharing) 3mx300mm	P11	2	72.00	2	66.00	-6.00	Banner size slightly reduced to 2.5mx300mm to better fit Gazebo sides.	
O9	A2 Poster Waterproof for Parishes	N/A	6	43.20	0		-43.20	We have not produced these yet as the campaign in the parishes is taking much more time than anticipated - ongoing Parish campaigning.	
A10	Posters & Banner stick-on amendments-set) for Delayed Fairtrade Fortnight Town Hall Event				1	36.00	36.00	This item(set) has been added & ordered - see Town Hall Event Note2 below .	
Total Grant Awarded							880.69	Spent	850.37
								to date	
Note1: Some funds were reallocated to similar advertising items as shown in the spreadsheet									
Note2: FAIRTRADE FORTNIGHT Keynote Campaign EVENT at the TOWN HALL									
The Fairtrade Fortnight Event at the Town Hall on Sat 3rd March 2018 had to be cancelled because of the Snow.									
This event have been rescheduled at the Town Hall for Sat 5th May 2018 - The Mayor will be in attendance									
The A1 A-Frame Posters & Railing Banners for this event are being refreshed with stick-on alterations (Corsham Print)									



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As you will see from the detailed spreadsheet above, the banner & poster items have somewhat been revamped in terms of size and quantity following a closer audit of advertising locations, space and promotional coverage – we hope that this is acceptable. The overall nature of the items has not changed, just the mix – maintaining the intention and the spirit of the Grant application.

We have deployed the Campaign banners around the town centre. The posters and banners for the Keynote Fairtrade Fortnight Event at the town Hall on 3rd March were deployed also around the town and on the A-Frames, but due to the snow had to be cancelled. This event has been rescheduled for the 5th May at the Town Hall, while incurring a small cost to have stickers to “refresh” the posters and banners to avoid wasting the investment in this part of the Fairtrade Campaign promotion – we hope that this is acceptable.

We purchased two instead of three A-Frames after further review of their use.

We have not yet spent the item for A2 Parish Campaign posters, because this aspect of our campaign is proving rather more protracted than anticipated and may take some more time yet to penetrate the Parish Councils for Fairtrade. We have not yet deployed the portable projection screen for the same reason, as this item was primarily intended for parish council and other local presentations yet to be achieved.

Nevertheless, we have managed to keep within the campaign promotional budget.

2. Fairtrade Campaign Progress Summary – to show the extent of the Campaign

We have acknowledged Wiltshire support on our website, letterheads and other materials as they arise. We have posted acknowledgment on Community Matters.

Promotion Materials - Targets

Designs for the banners, posters & and “roundals” (i.e. window sticker decals) received Fairtrade Foundation approvals. “Roundals” have started to be deployed at Target Retailers that have been audited. Auditing is an ongoing process. Because we have been fortunate in obtaining many more decals (150 instead of 50!) than paid for in the budget (because of minor Printer Errors – see spreadsheet) we will be using a number of them deployed as car stickers! Where window stickers (two cases) were unacceptable we were requested to design an A5 card to put with guest information in bedrooms.



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One has so far been completed and delivered. The “roundals” are used at our campaign target premises who are selling or serving or engaged in Fairtrade.

Audits on our targets are – In priority order 1. Cafes/local shops/supermarkets, churches and schools; 2. Other businesses; 3. All else on our target database.

School Assemblies: We led a Year 8 Fairtrade assembly in September 2017 at the John Bentley School and a whole school assembly at Hilmarton School in March 2018. We continue to target schools.

We are getting responses from churches and now have five formally resolved to comply to the minimum Fairtrade requirements for this campaign.

Banners and Posters have been deployed outside Sainsbury’s, Coop Food, Town Council, Riverside opposite the library, The John Bentley School, Calne Baptist Church.

Major Fairtrade Food Stores

The **Coop Food** had a very good Fairtrade stall in the store during Fairtrade Fortnight, and also offered space for a School Art exhibition during Fairtrade Fortnight, but we were unable to engage schools on this occasion. We continue to encourage schools on this front.

Our meeting with the Manager and Department heads at **Sainsbury’s** was very encouraging, and along with **Coop Food** they will be manning a stall each at the delayed Fairtrade Fortnight Event at the Town Hall on 5th May. We continue to try to get a discussion going with the New Tesco Store.

Media Visibility

We have had a good number of articles in local publications, both Town and Parish. While we have not yet succeeded in getting to present to individual Parish Councils, we did present to the Parish Forum in 2017.

We are keeping our website www.calnefairtrade.org.uk up to date as we make progress.

The hit statistics for our website is growing, indicative of a wider awareness of what we are doing. We started to monitor the stats in December 2017 when the rolling weekly total was 59 unique visitors and 125 page views, and which now stands at 113 unique visitors and 544 page views, an overall gain of 192%! Peak unique visitors reached 135 and page views 544.

3. Images of Grant funded Goods

I have included below some images of the items we have purchased with the grant.



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The Roundal (Window Decal) – Note that the grey area is in fact transparent on the printed item



Various Sized Campaign Banners

1450x400 V1 & V2





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1100x500 V1 & V2



1820x500



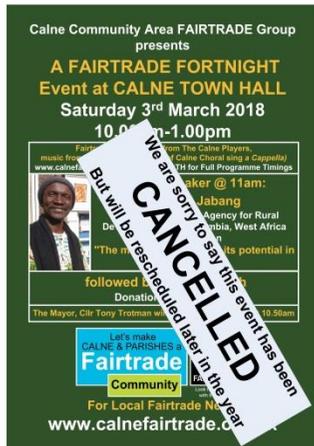


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A1 Campaign Posters (note the updated 5th May white A1 posters will actually be the original green ones with update stickers)



A1 A-Frames & Portable Projection screen



We also have many images of the banners and posters deployed in the Town Centre if you wish to see them.



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4. Receipts

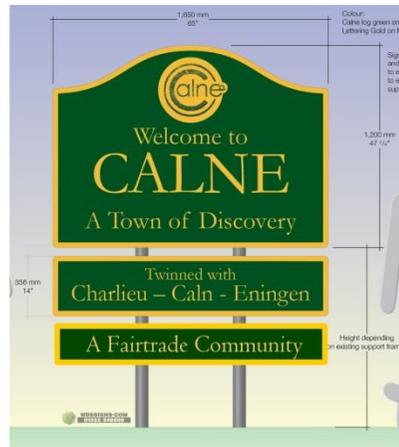
We can provide receipts for all goods as required. Please let us know if you require these.

5. Campaign Objective

We plan to make an application to the Fairtrade Foundation for "Fairtrade Community" Status for the Town and The Parishes towards the end of 2018. However, if our campaign with the parishes does not improve between now and then, we may need to apply for "Fairtrade Town" Status in the first instance.

6. Road Signs (for information – not part of the Current Grant)

We have designed a Fairtrade Community plate for the new road signs and intend to apply to highways to install them. We will be seeking some funding later in the year to cover the costs of these, which according to "Calne Our Place", are likely to cost £350-£400 plus VAT for the four required assuming we achieve Fairtrade Status and Highways grant permission. We have been liaising with Calne OUR PLACE from the beginning on this.



We would be happy to present the status of our campaign and the grant spend at a CAB meeting should you wish us to.

We hope this project update is satisfactory. Please let me know if you require any further information or questions or clarifications.



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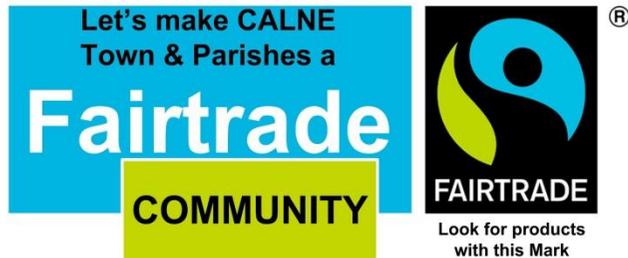
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I look forward to your response.

Kind regards

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