

## Case Study: Ealing Fairtrade Fair 2006

### **Project Manager:**

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### **1. Introduction**

This events project focused on the promotion and development of: Ealing's Fairtrade Group, Fairtrade goods, local businesses and local distinctiveness. The aim of staging Ealing's Fairtrade Fair was in order to contribute to the improvement of Ealing's:

- Food Security
- Food Nutrition and Health
- Food Safety
- Food Sustainability

### **2. Context**

In 2003, a multi-agency team in Ealing developed a Food Matters Strategy and Action Plan, with the following objectives:

1. To optimise opportunities for education and employment, increase income, and improve living conditions so that each part of the community is empowered to make their own living choices;
2. To improve physical and economic access to food which will contribute to health and quality of life;
3. To achieve long term improvements in diet and nutrition;
4. To reduce the risk of Coronary Heart Disease (CHD), diabetes, cancers, stroke and obesity and dental caries in the community;
5. To ensure safety, composition, and information about food produced, imported, sold and consumed;
6. To reduce the incidence of food poisoning;
7. To encourage and promote both a sustainable food supply, and food industry; and,
8. To encourage and promote local sourcing and fair trade that minimises adverse environmental impact and addresses consumer concerns.

Details of Ealing's Food Strategy and Action Plan can be found on Ealing Council's website (see:

[http://www.ealing.gov.uk/services/council/strategies\\_and\\_policies/food\\_matters\\_strategy/index.html](http://www.ealing.gov.uk/services/council/strategies_and_policies/food_matters_strategy/index.html))

### **3. Scope and Rationale**

This project was given priority as it realised objectives 1,2,5,6,7 and 8.

#### **Stakeholder Analysis and engagement**

This project focused on the planning, design and delivery of a 2006 Fairtrade Fair in order to primarily promote and develop Ealing's Fairtrade Group, Fairtrade goods, local businesses and local distinctiveness. As such the project's envisaged impacts were dependent on and affected the following key stakeholders:

- Project Team:
  - Ealing Fairtrade Group (including EH Project Officer)
- Sponsors:



- Ealing Broadway Centre Partnerships
- Ealing Council
- West London YMCA
- HaHa Bar and Canteen

**Direct Impacts:**

- Food, Fairtrade, and other businesses/organizations in and around Ealing
- Visitors to Ealing and Ealing's Residents
- Ealing Council's public standing with relation to: delivering against resolutions passed on Fairtrade.

**Resources and activities**

- PC + MS Windows software packages + Internet access
- Printed materials (letters, posters, and event documentation<sup>1</sup>)
- Materials for stallholders: 34 Trestle Tables, 5 Gazebos (2 from Ealing Council; 3 from Ealing Fairtrade Group), 'Introduction to Health and Safety' and 'Food Hygiene' booklets.
- Materials for the event project team: 15-20 Hi-Vis jackets; Loud Hailer; First Aid kit; steward, volunteer and events project team contact sheets and badges; site plans; raffle, tombola and collection tins equipment; and information stall materials<sup>2</sup>.
- General site materials: Bouncy Castle (from West London YMCA); 2 football nets (Brentford FC Community Development); netball hoop and stand; 6 bins; bin bags; perimeter tape and stakes.

Planning Ealing's 2006 Fairtrade Fair started in December 2006. It is approximated that the EH Project Officer spent three weeks working on the event, including acting as Fire, Health and Safety Manager and Steward Coordinator for the event.

**Activities**

Project team members took time to undertake tasks such as:

- Attend meetings
- Perform research
- Network and consult
- Secure funding
- Design, develop, and distribute appropriate event documentation
- Recruit and train volunteers and stewards to assist with the event
- Secure event: materials, site, and stallholders.
- Co-ordinate event activities in line with relevant legislation and protocols.

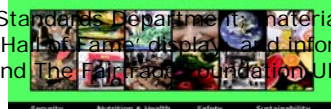
**4. General Report**

Ealing's Fairtrade Fair was received well. Over 500 people (approx.) attended the event and the 34 stallholders selling and/or promoting ethically-produced clothes, food, jewellery and other goods, and HaHa Bar were pleased with their trading on the day.

Volunteers and stewards performed well. The event was also an opportunity for four students to complete work for their respective courses; and, to support the local Fairtrade Group, strengthen local partnerships and engage local businesses.

<sup>1</sup> Includes event: site plan; safety plan; crowd control plan; application form for hire of parks; roles and responsibilities; accountancy; stallholder information, equipment, and contract documentation; networking and marketing/securing funding documentation; and press releases

<sup>2</sup> Includes information leaflets from Ealing Council's Environmental Health and Trading Standards Department; materials from Environmental Services (domestic waste collection); 'Hall of Fame' display; and information materials from London (Ealing) Fire Brigade, Oxfam, and The Fairtrade Foundation UK (provided by Alex Beckett)



## 5. Conclusion

Ealing's Fairtrade Fair 2006 was successful for the following reasons:

- Ealing Council delivered on several resolutions it had passed with regard to:
  - Supporting the work of Ealing's Fairtrade Group by providing resources for the event;
- Local and Fairtrade businesses, NGOs, charities, and not-for-profit organisations were engaged with their town centre partnership;
- Extensive networking and cross-promotional development activities have resulted in:
  - Strengthening partnerships;
  - Developing social capital within the community;
  - Raising awareness of public services and sustainability matters; and,
  - Supporting economic vibrancy.

