

# Local GUIDE

## WELCOME TO THE WALTHAM FOREST BOROUGH FAIRTRADE GUIDE

**W**e are Waltham Forest Fairtrade Campaign group, and we include Council officers, faith group leaders, local businesses and ordinary people who want to make a difference and are always delighted to welcome new members.

We work in a variety of ways to raise awareness of Fairtrade issues locally and increase the numbers of local Fairtrade outlets. We regularly run stalls at local events and fairs, we run local activities to spread awareness and hold annual events during Fairtrade Fortnight.

“Whether you are a consumer, business owner, employee, student, parent, school pupil, member of the public or simply a concerned citizen of this Borough, we can all do our bit to help communities in the developing world escape poverty.

“Fairtrade offers producers in the developing world a stable and fair price for their crop and a little bit more to put back into their community. You can help by buying Fairtrade Products readily available in supermarkets, bars, restaurants, and shops in Waltham Forest.

“This guide will tell you more about how you can support Fairtrade producers, buy or sell Fairtrade products and get involved in activities with the local Waltham Forest Fairtrade Campaign Group.

“I fully endorse Fairtrade, and I hope you will give it your support too.”

HARRY COHEN  
LEYTON AND WANSTEAD MP

Waltham Forest gained Fairtrade Borough status in March 2007. This means that products carrying the independent consumer label, the FAIRTRADE Mark, are widely available in the local shops, cafes, restaurants and work places.

Waltham Forest Council serves Fairtrade tea and coffee at its meetings and in its canteens and offices.



BELOW: VERONICA PASTEUR OF THE FAIRTRADE FOUNDATION PRESENTS THE FAIRTRADE STATUS CERTIFICATE TO MEMBERS OF THE WALTHAM FOREST FAIRTRADE CAMPAIGN GROUP, HARRY COHEN, MP, CLYDE LOAKES, LEADER OF WALTHAM FOREST COUNCIL AND FAROOQ QURESHI, MAYOR OF WALTHAM FOREST



# WALTHAM FOREST

## HOW DO WE PROMOTE FAIRTRADE IN WALTHAM FOREST?

Waltham Forest Fairtrade Campaign Group steering committee brings together representatives from the Council, voluntary organisations, local residents, schools and colleges, faith groups and the business community. It organises activities to raise public awareness of Fairtrade and hosts annual events for Fairtrade Fortnight.

## HOW YOU CAN GET INVOLVED: CONVERTING YOUR ORGANISATION TO FAIRTRADE

Organisations can give their employees Fairtrade catering options on products such as tea, coffee, sugar, hot chocolate, cereal bars, fruit juices and fruit. Fairtrade products are now available from a growing

number of wholesale suppliers and are competitively priced. Your organisation's decision to use Fairtrade is a first step and it will help if you can get commitment to Fairtrade from the highest level.

Being seen as an organisation that stocks Fairtrade makes good business sense and increases the positive profile of your organisation. For more advice contact: Fairtrade Foundation, 020 7405 5942, [mail@fairtrade.org.uk](mailto:mail@fairtrade.org.uk)

## FAIRTRADE IN THE WORKPLACE

Many employees are now offering staff the option of Fairtrade refreshments in their workplace, and building Fairtrade and ethical trading considerations into their general purchasing practices. To convert your workplace to FAIRTRADE, visit [www.fairtradeatwork.org.uk](http://www.fairtradeatwork.org.uk)

## Local Profile: Forest Recycling Project

Forest Recycling Project (FRP) is a not-for-profit community recycling business based in Walthamstow. FRP operates recycling services to local businesses, a paint reuse scheme, a computer refurbishing project and waste exchange events called Give or Take Days.

Alongside promoting reuse and recycling FRP also supply a range of Fairtrade items to businesses, community groups and schools. And they practice what they preach! All tea, coffee and sugar used internally by staff and volunteers are Fairtrade. For further details on the range of Fairtrade products available from FRP go to [www.frponline.org.uk](http://www.frponline.org.uk) or call 020 8539 3856

## Local Profile: Waltham Forest College

Waltham Forest College is fully committed to promoting and selling a range of Fairtrade products within its catering outlets at the College.

Waltham Forest Fairtrade Steering Group proudly launched their Fair-trade Borough Certificate at Waltham Forest College in May 2007.

Pat Howie, Chair of the group which is made up of local businesses, local residents and the local authority said she was delighted to achieve borough status and thanked the group for their commitment to achieving this.



CELEBRATING FAIRTRADE STATUS ON THE STEPS OF WALTHAM FOREST COLLEGE

# WALTHAM FOREST

The certificate has been erected in the foyer of the College and copies will also be displayed in Waltham Forest Town Hall and local Libraries.

If you are connected to any schools within the borough and would like to get involved with our Fairtrade campaign please contact Peter Stone, Catering Manager at the College on 020 8501 8208.

## CAFES, BARS, RESTAURANTS, AND RETAILERS

Why should I offer my customers Fairtrade? There are many good reasons.

You can let your customers know that every cup of Fairtrade coffee they buy will help producers in the developing world.

Your customers would like the choice to buy Fairtrade - a recent survey study by the Co-op (Shopping with Attitude, 2004) showed that 8 in 10 consumers want retailers to stock more products that help producers in the developing world.

The range of Fairtrade goods available is growing rapidly and now includes fruit, rice, wine and chocolate. And don't forget - Fairtrade products taste good!

## WHAT CAN I DO NOW?

Give Fairtrade a try. We can offer help, advice and materials to publicise your

move to Fairtrade. Don't forget to let Waltham Forest Fairtrade Group know if you are stocking Fairtrade products so that we can add your details onto the website and PDF guide of Waltham Forest Fairtrade outlets for free: [walthamforestfairtrade@hotmail.co.uk](mailto:walthamforestfairtrade@hotmail.co.uk)



## Local Profile: Star of India, Leytonstone

Star of India restaurant owner, Shah Ahmed, says "I support Fairtrade and use Fairtrade products in my restaurant. I hope other local cafes, restaurants and businesses in Waltham Forest will give it their support too."

## WALTHAM FOREST FAIRTRADE FOR CONSUMERS

When shopping for food and drink eating in restaurants or cafes, ask for Fairtrade products. See the list available at [www.fairtrade.org.uk/products.htm](http://www.fairtrade.org.uk/products.htm) For information on forthcoming events see [www.walthamforest.gov.uk/index/environment/](http://www.walthamforest.gov.uk/index/environment/fairtrade)

[fairtrade](mailto:walthamforestfairtrade@hotmail.co.uk). If you are keen to contribute your ideas and enthusiasm and volunteer to help spread the word then contact us and get involved in your Fairtrade Borough [walthamforestfairtrade@hotmail.co.uk](mailto:walthamforestfairtrade@hotmail.co.uk)

## FAIRTRADE SHOPPING IN WALTHAM FOREST

The Waltham Forest Fairtrade Campaign Group have been putting together a list of shops, catering establishments, faith and religious groups and workplaces which sell Fairtrade products. Check out the nearest ones to where you are below.

If they aren't stocking what you are looking for then please make sure you let the manager know - supermarkets especially have "Customer comment" cards for feedback.

This list isn't exhaustive so please let us know of any other Fairtrade stockists in the Borough whom we may have missed so that we can make sure they are included on the website and in the next edition of this guide. [walthamforestfairtrade@hotmail.co.uk](mailto:walthamforestfairtrade@hotmail.co.uk)

# WALTHAM FOREST

## LOCAL SHOPS

**Food and News kiosk**  
Walthamstow Central Bus Station

**Whipps Cross Hospital**  
Outpatients and A&E

**The Village Store**  
Orford Rd, Walthamstow, E17

**M&S Food @ BP Connect**  
666 High Rd, Leyton, E10

**Holland & Barrett**  
Selbourne Walk,  
Walthamstow, E17

**Le Petit Marche**  
180 Hoe Street,  
Walthamstow, E17

**Second Nature**  
78 Wood Street,  
Walthamstow, E17

**Natures Choice**  
47 Church Lane,  
Leytonstone, E11

**Vita Health Food**  
565 Lea Bridge Road,  
Leyton, E10

**Body Shop**  
Selbourne Walk,  
Walthamstow, E17

## CAFES AND RESTAURANTS

**Star of India**  
875 High Rd,  
Leytonstone, E11

**The Front Room**  
124 Station Road,  
Chingford, E4

**Scoffs**  
Village Arcade  
Station Road, Chingford, E4

**Upper Crust**  
Village Arcade,  
Station Road, Chingford, E4

**La Cafeteria**  
841 Forest Road, Walthamstow  
E17

**Cafe Horizon**  
Aveling Park,  
Walthamstow, E17

**Chef D'oeuvre Cafe**

112a High Street,  
Walthamstow, E17

**Continental Cafe**  
422 Hoe Street,  
Walthamstow, E17

**Hornbeam Cafe**  
458 Hoe Street,  
Walthamstow, E17



**Eat 17**  
30 Orford Rd,  
Walthamstow, E17

**Orford Saloon Tapas Bar**  
32 Orford Rd,  
Walthamstow, E17

**Village Bakery**  
71 Orford Road,  
Walthamstow, E17

**YMCA Cafe**  
640 Forest Road,  
Walthamstow, E17

**Windmill Cafe**  
18 High Street,  
Walthamstow, E17

**Waltham Forest College Cafe**  
Forest Road, Walthamstow, E17

## PAT HOWIE, CHAIR OF WALTHAM FOREST FAIRTRADE CAMPAIGN GROUP

"I do hope you enjoyed reading about Fairtrade in this magazine please pass this copy onto others as it greatly assists in raising awareness.

"You can obtain further copies from a wide variety of borough outlets these include local libraries and Council offices.

"Look out for our stall at local and borough events, local libraries, schools, colleges, café's, restaurants and business's".

"Furthermore I would like to thank you for your contribution in promoting Fairtrade through purchasing and consuming Fairtrade products in Waltham Forest this really helps raise the profile of Fairtrade."

If you require any further information please contact:  
[walthamforestfairtrade@hotmail.co.uk](mailto:walthamforestfairtrade@hotmail.co.uk)

Please view regularly for updates of our activities during 2008 via the Fairtrade link on the council's website:

[www.walthamforest.gov.uk](http://www.walthamforest.gov.uk)  
Your council contact is Ashley Brown on Tel: 0208496 4648  
[AshleyBrown@walthamforest.gov.uk](mailto:AshleyBrown@walthamforest.gov.uk)