

# HEADINGTON FAIRTRADE

Headington Fairtrade Co-operative Limited

**2021**



A co-operative society registered under the Co-operative and Community Benefit Societies Act 2014.

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# Headington Fairtrade Co-operative Limited Trading as Headington Fairtrade Annual Report 2021

The Directors present their report and the approved financial statements of the society for the year ending 31 December 2021.

PART 1: Review of the year - "Headington Fairtrade 2021"

PART 2: Unaudited financial statements and independent accountant's report

Parts 1 and 2 are presented as separate documents, both of which will be issued to shareholders in advance of the Annual General Meeting on 20 May 2022. Anyone can request copies of either document by contacting the Company Secretary at [secretary@headingtonfairtrade.org.uk](mailto:secretary@headingtonfairtrade.org.uk)

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## SOCIETY INFORMATION 2021 / 2022

<b>Registered number</b>	IP030543R
<b>Registered office</b>	104 London Road, Headington, Oxford OX3 9AJ
<b>Accountants</b>	Cox Hinkins <i>Chartered Certified Accountants</i> , The Old Dairy, 12 Stephen Rd, Headington, Oxford OX3 9AY
<b>Directors</b>	Mrs S Baker ( <i>Chair</i> ) Ms S Thompson ( <i>Treasurer</i> ) Mr R Williamson ( <i>Company Secretary</i> ) Dr J D Coyle ( <i>Committee member</i> ) Miss P Elphick ( <i>Committee member</i> ) Mrs A Gallacher ( <i>Committee member</i> ) Ms N Peace ( <i>Committee member</i> ) Ms R Walding ( <i>Committee member</i> )
<b>Shop staff</b>	Suzie Hodgson ( <i>Shop Manager</i> ) Iona Carruthers ( <i>Part-Time Assistant Manager</i> ) Beatrice Searle ( <i>Part-Time Media Assistant</i> )

**Shop volunteers:** Ann Brown, Anne Gallacher, Barbara Clothier, Caroline Pinder, Cecily Delderfield, Chrissie Charvill, Christine Tucker, Dave Brown, Diana Townsend, Esther Forey-Miller, Gita Konshak, Jan Wheeler, Jane Hedges, Joan Walding, John Coyle, Joyce Clapp, Judi Tarrant, Judy Bushrod, Kate MacFarlane, Lily Tebay, Lynn Bentley, Margaret Samuel, Meena Paplomatas, Nell Slocock, Nina Peace, Olivia Goodrich, Pip Elphick, Pru Dickson, Rachel Walding, Robin Williamson, Rodney Burr, Roz Smith, Sarah Smith, Sheila Coyle, Sue Baker, Susan Houlton, Toby Dawes, Val Glanville, Val Leggett.

## **Chair's Report 2021**

This year brought many challenges to us all as pandemic restrictions and lockdowns continued.

For the first three and a half months of 2021, the shop was closed because of Covid restrictions. We were very grateful for the government small retail grant, the furlough scheme, business rates relief and generous support from our landlord as our only income during this period was from Click and Collect sales and monthly stalls at Headington Market.

We were delighted when the shop was able to reopen after Easter and have been greatly encouraged by the support of our customers since then. We were excited to open a Pop-Up shop in mid-November in the covered market, in partnership with Fairtrade at St Michael's. We still managed to have a very good year of trading with annual sales of £143,000 - only £6000 less than 2019, which is fantastic, and will have helped our partners overseas greatly.

Our staff have been fantastic, in particular our manager Suzie Hodgson, ably supported by assistant manager Iona. Suzie's presence, knowledge, commitment, flair, artistic skill and efficiency is amazing!

Our social media presence has increased greatly during 2021 thanks to Bea Searle, our media assistant. This has really helped to publicise our shop and the wonderful things it sells.

Our volunteers continue to be amazing – we are really grateful for the time they give up to help in the shop, sometimes at short notice, and the time they spend outside of the shop helping to promote it.

Our committee work very hard in so many ways to support the shop. Many thanks to all of them.

Covid infections are finally reducing, and life seems to be returning to somewhat nearer normal. But, the cost of living is increasing both here and all over the world. We will be focussing on ways to increase our sales in the months ahead so we can continue to ensure the future of our suppliers and producers.

**Sue Baker, Chair of the Committee, May 2022**

## 2021 – 2022: Twelve Months in Detail

The events, issues, people and products that have featured in shop life this past year.

### January, February & March 2021

Having shut our doors on Christmas Eve 2020 for a well-earned Christmas break after a very successful December 2020, sadly we found ourselves in Covid Tier 4 (and therefore not allowed to open) by the 2nd of January 2021 (the date we had planned to re-open), and then by the 5th of January, we were back into a third national lockdown. With the shop deemed non-essential retail, the shop doors were closed until the 12th April 2021 along with all other non-essential retail.



During this time, Sue, Suzie and Bea worked together to ensure that the click-and-collect shop, which Bea set up at the end of 2020, worked for us while the physical shop was closed. In those early months of 2021, the online shop grew substantially, with hundreds of products added by Bea, including our entire Ecover range, all our Faith in Nature products and practically all our fairtrade food, tea, coffee and chocolate. We also added a big selection of greetings cards, a lot of household products, socks, scarves and more jewellery, amongst others.

We welcomed a good handful of customers getting in touch for specific items they wanted to order that were not yet on click-and-collect; and we added these items to the website swiftly and enjoyed the resulting orders.

Exclusively on click-and-collect, for the period the shop was closed during the national lockdown from January until April 2021, we sold £2882.20 worth of products which accounted for 588 individual items purchased, with revenue in February alone being a particularly impressive £1129.90.



*Click-and-collect orders ready to bag and hand over to happy customers*

Huge thanks must go to our Chair, Sue Baker, who single handedly (wo)manned the click-and-collect order email account, phoned each and every customer to arrange a convenient collection time, went into the shop, collated the order in the shop and then handed it over to the customer. This she did for 122 orders, and we could not have done it without her. Not to mention keeping Bea completely up to date with stock levels, order statuses and new items to add so that our customers were able to have the best online shopping experience possible.

During this period the committee also took the opportunity to paint the back of the shop (with help from kind volunteers), having done the front in the previous lockdown, so that the shop had a fresh lease of life when we reopened in April. We also continued to have a stall at Headington Market once a month, which was continuing in its new Covid-friendly location of Quarry Hollow Park. We had a special market stall celebrating (and during) Fairtrade Fortnight in February. This was also celebrated on social media, as well as in our shop window display on the theme of climate change and fairtrade (pictured below), and we introduced a special offer of a free 35g Divine chocolate bar with click-and-collect orders of £25 and over during the fortnight, to encourage sales.



A further Headington Market stall continued in March complete with Ecover washing up liquid and laundry liquid refills, which our customers much appreciated, as well as fairtrade Easter eggs and other essential items.

## Women in Fairtrade

March also saw both Mother's Day and International Women's Day within the space of a week and our thoughts turned to what fairtrade does for women. The truth is that around the world, women are not treated equitably. This looks different from region to region, but the root problem is the same. Though women make up the majority of people producing food, they rarely receive their share of the benefits of their hard labour.



"The truth is that the majority of the world's poorest people are women. Globally, there are 700 million fewer women in paid work than men. Women that are earning are more likely to be in low-paid, insecure employment, and all too often, they are barred from controlling the income they do earn. It's women, too, who disproportionately bear the burden of unpaid care work, and who face discrimination and exclusion on a daily basis." *Traidcraft Exchange*

However, when women are equipped with the knowledge and skills they need to get involved in trade, they have the power to shape a better future for themselves, their families, and their communities.

The worldwide fairtrade movement has developed a gender strategy that recognises that women's empowerment and gender equality need to be promoted at all levels. There is special emphasis placed on training and development that empowers the women working in fairtrade organisations.

This strategy includes:

- Setting standards that don't discriminate
- Training women to lead
- Fairtrade Premium funds (an extra amount of money paid on top of the selling price that farmers and workers invest in projects of their choice) going towards locally driven women's initiatives.
- Challenging historic gender-based patterns
- Breaking down stereotypes of "women's work"
- Developing interventions to dismantle inequality

Women have historically had less access to productive resources – thus reinforcing patterns of female disempowerment. Fairtrade is helping to challenge this recurrent gender gap, enabling women to stake their claim and succeed on their own terms.

## April 2021



We re-opened the shop on April 12th in line with the easing of lockdown for non-essential retail, and immediately had a very good week of trading on our first week back. It seemed that the rise of “shopping local” was a big help in this: as Andrew Goodacre, CEO of the British Independent Retail Association (BIRA) said at the time: “Generally, what’s happened is that in lockdown, people realised what was available to them locally and have been pleasantly surprised by what they found so want to keep shopping

there. After all, for many months the government was not encouraging the use of public transport, so people weren’t making the trip into the big cities or shopping centres and found they could often find exactly what they needed closer by.” As local independent shops tend to be smaller, too, many shoppers have been attracted to what perhaps feels like a ‘safer’ shopping experience. Surveys revealed that many consumers were keen to keep on shopping local even as restrictions eased.

During this time, we continued to follow our Covid safety routine, keeping the safety of our staff and volunteers (many of whom were in some way vulnerable or caring for vulnerable people) – and of course the safety of our customers – at the forefront of our minds. Volunteers wore masks in the shop and work surfaces were regularly disinfected, and ventilation throughout the shop was ensured. Other measures included:

- Keeping the safety screen at the till
- A hand sanitiser station
- Continuing the one way system around the shop with floor arrows
- Notices at the entrance to limit the number of customers
- Policing of the number of customers in the shop and undertaking regular cleaning routines.

This all made it easier for many of our regular volunteers to return to the shop, for which we were, and still are, most grateful. Over this year a few of our volunteers who have been with us since the beginning have decided that it is time to take a well earned rest - and we wish them well and thank them for their service to the shop! We have been incredibly lucky that new volunteers have stepped in and we continue to have a superb list of dedicated and willing volunteers who regularly give up their time to help us run the most amazing shop. Huge thanks go to all our volunteers for getting us through another difficult year in 2021.

Suzie bought in some new stock to give the shop a fresh feel, including cushions, lanterns and throws for garden events. With Covid ruling out indoor social events, meeting up with friends in gardens was the done thing in this period!



## May 2021

May saw World Fair Trade Day – a global celebration to showcase the role that fairtrade plays in the fight against poverty across the globe and an opportunity to showcase the small-scale producers at the heart of the fairtrade movement and the contributions they make to healthy and sustainable communities around the world. The 2021 World Fair Trade Day celebration focused on the recovery from the Covid-19 pandemic and not just building back better, but building back fairer.



Headington Fairtrade staff got involved in the social media Fair Trade Day Photo Challenge (photos above).

May also saw a return to our supplier Shared Earth. We ordered lots of products including Bolivian recycled glassware, jewellery, mosaic bowls and eco products including biodegradable and reusable rice husk travel cups (*pictured below*), eco friendly soaps and loofah bathroom products. These have all sold well.



## June, July & August 2021

Having reopened in April, we spent the following months getting back to some normality, selling lots of cushions, rugs and photo frames in particular, as well as the new jewellery ranges. Our window displays also had a marked impact on sales, with sales figures for the products in the window rising immediately. We continue to use this excellent marketing tool - our big shop window right on the main Headington thoroughfare - with Suzie and now Iona's beautiful window arranging expertise.

Covid continued to make things difficult, and it proved to be much harder to get stock this year. Lots of stock from our suppliers was stuck in containers and unable to reach the UK, for example Mexican glassware and mosaic mirrors from Gringo, which were then out of stock for three months or so. The cost of containers had increased too which had a knock on effect on wholesale prices, which had increased, making trading profitably - and keeping our consumer price low enough - a difficult proposition. As our store manager, Suzie did a sterling job keeping up to date with stock availability and then finding replacements for items which were out of stock with our suppliers, whilst still achieving a range of goods that sat well together in the shop.



Having said this, all our core suppliers have survived the pandemic and it is great to be ordering from them again. We have received some lovely notes from our suppliers as a result of our orders. An example is on the left from Cool Trade Winds. We were delighted to post this on social media to increase our customers' awareness of their part in the process; with the caption "Every time you make a purchase from us or we make an order from our suppliers, we are supporting small business, farmers, artisans and producers to improve their lives and their communities through fairtrade. Which makes more of a difference than ever in these difficult times".

We also ordered a range of more "manly" items for Father's Day in June, including compasses, bottle openers and beer bread mix which went down well, and on social media and in our blog posts on the website, we were able to harness days such as World Environment Day, World Refill Day, Traidcraft week, Plastic Free July and Zero Waste Week to encourage our followers to buy fairtrade and eco products and to use our refill service.

We also had some lovely comments from customers - one saying she had not been into the shop for a while but that we had such a lovely selection of new items and that the shop looked great, and many more positive comments on the window displays, which continued to draw customers into the shop.

## September 2021

In September the Headington Market returned to the London Road, and we started to open half an hour earlier - at 9.30 - on Saturdays, to make the most of the foot traffic outside our door. This had a positive effect on our sales.

We also (at last!) received a huge delivery of glassware from Mexico, which had previously been stuck in containers but was finally free to make its way to Oxford! We resupplied our stock of hand made recycled aluminium and enamelled dishes made by Indian artisans working in cooperatives, which are always popular with our customers and ordered a selection of colourful hand painted ceramic plates, tapas bowls, mugs and spice jars, painted by skilled artisans with pretty pastel colours in geometric patterns, inspired by the ancient civilisations of Central Asia, from our suppliers Namaste. Due to a general rise in the cost of transporting and buying stock since the pandemic, our prices to customers in general have had to rise over the previous few months, however sales remained good, despite price increases.

Suzie and the committee started to turn their thoughts towards Christmas, and Suzie was given free rein to start ordering for Christmas earlier than in previous years - to ensure stock arrived in time and to make sure we had enough.

### Fairtrade's Impact on Education



The start of the school year and National Literacy Day prompted a blog post on our website on how fairtrade is part of the solution to the global problem of millions of children and youth being unable to access school. We explained how fairtrade purchases help to make going back to school a little easier for our producer families and ensure that farmers can afford to keep their children in school and out of the fields:

On top of the price fairtrade farmers and workers receive for their produce or labour, they receive an extra sum of money to invest in improving the quality of their lives. This extra sum of money is called the Fairtrade Premium and it is what sets fairtrade apart from everyone else. Many fairtrade producers choose to invest their Fairtrade Premiums on education. From creating scholarship funds and computer centres, to purchasing backpacks and supplies for students, and even things like desks or new roofs for schools when catastrophic weather events happen, the additional income from fairtrade is giving children in remote farming communities the opportunity to learn and significantly reduces the school dropout rates. Some communities allocate funds to hold workshops and training for teachers and one has used Fairtrade Premiums to build a new computer room and community centre, now used by students to complete homework. Before the centre was built, students were forced to travel 14 kilometres to get to the nearest computer.

## October 2021

October saw us ordering stock in earnest for Christmas, particularly from some new suppliers - Silk Threads and a return to York Scarves, which both supplied us with beautiful silk scarves (*right*), which sold very well.

We also introduced fine silver jewellery from Luna Tree - this precious metal jewellery complemented our non-precious jewellery ranges well.

And we ordered a lot of beautifully presented and ethically made beauty products; bath bombs, body butters, balms, and candles, from the expanded Honeystreet Handmade range from New Overseas Traders.



Christmas buying was already well underway by the middle of October, with a real increase in our sales figures - we already had fairtrade advent calendars and other Christmas specific items in stock and the shop was looking lovely and inviting.

### Supplier Spotlight: Honeystreet Handmade

Honeystreet Handmade is a family company in the heart of the Wiltshire countryside who have sourced the finest fairtrade ingredients from across the world and individually hand make their products in small batches.

They have created a range of really luxurious products, made from lovely pure ingredients that leave your skin feeling silky and leave you feeling pampered. They are committed to avoiding any of the 'bad stuff' that is usually found in bath and body products; so their range has no parabens, no sulphates, no petrochemicals, no palm oil, no artificial colours or fragrances. The scent blends are all created using pure essential oils. The whole range is fairtrade certified.

Pure natural ingredients include olive oil, organic shea butter, Dead Sea salts and pure essential oils. None of the products or raw materials have been tested on animals, just friends and family! All of their packaging is eco-friendly and recyclable, with the paper being handmade from recycled cotton and hand screen printed in a fairtrade unit in India.



This month we also organised our sponsorship of a month in St Andrew's primary school's 2022 calendar, a fund raising project for the school. The calendar is to feature winning photos taken by the school children, and we sponsored the month of November 2022, so our logo and a short seasonal sales message will be prominently displayed in local homes for all of November 2022.

## November 2021



Iona represented us in an Oxford Fairtrade Zoom meeting early in November entitled "Climate and Fairtrade". Sales continued to increase for Christmas in a really busy final quarter and with a buoyant feeling in the shop. Our window (*above*) was a real draw for passers-by, as usual, and we saw particularly good sales of the items on display.

### Fairtrade in the Market

The main event in November however, was our new venture - Fairtrade in the Market. After much deliberation and some super speedy organisation, we were delighted to open a temporary pop-up shop in Oxford's Covered Market as a joint enterprise between Headington Fairtrade and our friends in the city centre, Fairtrade at St Michaels. This was able to happen with the help of Makespace Oxford's programme 'Meanwhile in Oxfordshire' (a programme aiming to transform underused space in Oxfordshire's urban centres). The unit that we took on was in the Covered Market, and our short term lease started in early November and ran until the end of February. The shop was run as a community cooperative shop, specialising in fairly traded, ethical and sustainable products from around the world. Just like our shop up the hill in Headington, we



offered gifts, accessories, toys, homewares, food and more, with more of a focus on gifts and gift food (so we didn't offer cleaning products or a refill service).

Rachel Walding, who took on the temporary paid role of shop manager, John Coyle and our excellent volunteers, Dave Brown, John Catterall, Robin Williamson, Pru Dickson, Rodney Burr, along with Headington shop manager and assistant managers Suzie and Iona, and Daniella Cromwell and Feng Ho from Fairtrade at St Michaels, as well as a number of family and friends (Ruth and Paul Gass, some of Rachel's family), worked tirelessly in the couple of weeks between collecting the keys to the new unit and opening the doors to the public. Their work involved designing logos and branding, refurbishing the shop, fitting out the shop displays, ordering stock, pricing stock, organising the volunteer rota and much more (*photos below*). Rachel even had a starring role on Radio Oxford talking about the shop!



The shop opened as planned on the 17th November 2021 and began to welcome customers keen to use their spending power for good. The shop was open Mondays to Saturdays, 10am until 5pm and Sundays in December and saw good sales in the run up to Christmas. Rachel Walding, Fairtrade in the Market Shop Manager and committee member at Headington Fairtrade said *"We're delighted to be starting this new venture in the Covered Market which will enable us to make a real difference in the lives of craftspeople and producers in other parts of the world who are struggling with the double impact of COVID and of climate change. It is great to be working with our friends at Fairtrade at St Michaels and to be alongside so many fantastic and varied independent traders here in the Covered Market in the centre of Oxford."*

## December 2021

Up the hill in Headington, December saw very good trading up to Christmas. We saw large daily totals and it was very busy, but there was a festive and cheerful feel to the shop and we had some lovely comments from customers about the stock. Staffing was looking good, with lots of volunteers to help out, and we opened on Sundays from 11am to 3pm in December as well, which was a popular addition to the week's opening hours with our customers. This year we decided against staying open for late evening trading during the week, as this was not hugely successful last December.

We featured heavily in the winter edition of the Headington Occasional, which describes itself as "an independent magazine for Headington. Written, produced and printed locally, the Headington Occasional immerses itself in everything that makes Headington one of Oxford's most vibrant and interesting areas". It is distributed throughout Headington and this winter issue featured a nice editorial piece about Fairtrade in the Market as well as promoting our Headington shop in a centrepiece "gift buying guide" showcasing some of our Christmas fayre (see an excerpt below):

### The Occasional guide to seasonal shopping

When it comes to Christmas shopping, or whenever you're looking for a special something for a special someone, there is a good chance that you will find it in OX3. Here's just a few of the things that have caught our eye under the shark, so think before you click and let's go local.

**HEADINGTON FAIRTRADE** has a whole host of gift ideas from among its vast range of fairly traded products. These **funky woollen socks** (1) are handmade in Nepal and are ideal for the cold winter nights, equally chilly days and lounging around the house. Hand-crocheted by a Fair Trade organisation in Nepal that is actively promoting the training and employment of stigmatised and marginalised members of their society. From £15.95. A **wide range of cushions**, including these (2) in a **peacock design**. Silk-screen printed by hand on cotton. Choose from cover-only or including cushion pad. £10.95 – £15.95. These gorgeous **Christmas baubles** (3) are handmade from recycled glass and finished with silver paint to give a vintage feel. Various sizes and designs. Made by Noah's Ark in India, a fantastic member of both the World Fair Trade Organisation (WFTO) and Fair Trade Forum India. From £4.95.

Wear your caffeine-loving heart on your sleeve with a **hoodie** (4) from **NEW GROUND**, Headington's own ethically driven speciality coffee roasters. Available in a variety of coffee-appropriate colours (ie black or white). £27.

Cafe. chocolatier and purveyor



As well as excellent coffee, at **IL BOTANICO** they have **tartufone** (8) at £12.99, plus panettone for all tastes, budgets and appetites.

**ICE hairdressing** has a variety of **gift packs** (9), offering cruelty-free and vegan-friendly products from Kevin Murphy and Davines. Who could resist the gift of Tangle Me Not or Angels Have Wings? Presentation boxes from £45.

This **epic fire-lighting kit** (10) from **YOU LIGHT MY FIRE** is a must for anyone with outdoorsy tendencies. With original period labels, the kit has all the essentials to get the flames going. Includes: a Ferrocerium rod and striker; Lifeboat matches; fireball and kapok that lights easily and burns fast; fatwood kindling with high resin content that lights even when wet. £10 per kit. Lovingly assembled within sight of the shark by local artisans. Sardines not included. Find them online at youlightmyfire on Etsy.com with 20% off for OX3 purchasers and free local delivery. Add code 'Striker' at checkout (until the end of 2021).

A fixture of Headington's vibrant retail offer for more than 25 years, **MONACO** has an extensive selection of jewellery, including **earrings, bangles and necklaces** (11) to suit all tastes, styles and budgets. They have a fabulous range of scarves

The pop-up shop, Fairtrade in the Market, continued to do well down in the Covered Market. Rachel Walding, (pop-up shop manager) reports: "Fairtrade in the Market was a unique experience and a good opportunity to widen our sales and promote fairtrade generally." Unfortunately the Covid-19

Omicron variant reared its head in December, and caused quite a fall in customer numbers, particularly in the city centre, where the pop up shop was based. We didn't feel quite so affected by this up in Headington - a clear example of the "shopping local" effect; Headington dwellers tended to visit us in Headington for their gifts rather than looking further afield as they may have done in the past - thus benefiting us up the hill - but in the same way, all those living in Oxford's suburbs were less willing to make a journey into town and the Covered Market for their Christmas shopping - to the detriment of Fairtrade in the Market. Despite this we did well and had lots of conversations with customers about fairtrade and were able to promote both our Headington shop and Fairtrade at St Michaels. The support from the whole Covered Market team, and especially the other three 'pop-up' shops which opened at the same time, was really good and went a long way to making the venture a positive one. The commitment of the shop volunteers was amazing, also there was a lot of good will from Headington Fairtrade volunteers (and staff) who felt unable to offer time due to time constraints or fears about Covid. Special thanks must go to Dave Brown who very generously offered to be in the shop two days a week and to everyone who helped set up and take down the shop at the beginning and end.

### **Summarising Thoughts for 2021**

Another difficult year for retail, with non-essential shops being forced to close for the whole of the first quarter and twelve days of the second, only re-opening on the 12th of April. Our staff were furloughed for some of this time. Government Covid grants, click-and-collect, and our presence at Headington's market in Quarry Hollow kept us going during these months, and social media posts kept us from being forgotten by our loyal customers!

Overall though, the year went very well, and Suzie and the team in the shop worked their socks off - nearly making up the deficit (in comparison to previous years) from the first quarter's lockdown - a great result. Window displays have been a fantastic way to attract our customers - with items in the window flying off the shelves each time we changed the display, and Suzie reports that she has seen our customer base enlarge over the last couple of years, with many younger shoppers, visitors to the John Radcliffe Hospital, and other visitors to Headington. As discussed earlier in this report, there has been a noticeable increase in shopping local too.

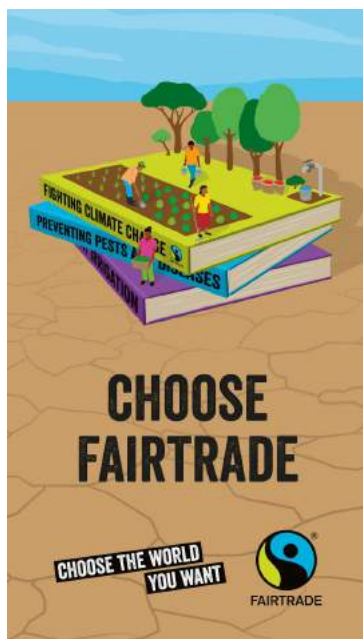
We struggled at times with stock from our suppliers being stuck in containers and unable to get to us for some of this year, but all our core suppliers have survived the pandemic and it has been fantastic to be ordering from them again, as well as welcoming some new suppliers. We have received lovely messages from suppliers, thanking us for our orders, and it is terrific to know that we are helping to support our suppliers and that our support is making even more of a difference during this year to the makers, growers and producers of all our products.

The pop-up shop, Fairtrade in the Market, was a really exciting venture for us in 2021, and is certainly something we would consider again. Financially we didn't do as well as we hoped partly down to the fact we were unable to open the shop before mid November which meant we missed some of the Christmas rush and then also had to remain open during the quieter retail months of January and February. However this is a lesson to take forward into the future. Our pop-up volunteers were extremely dedicated - when we decided we needed one fewer staff member in the shop after Christmas, it was hard to persuade the volunteers to step down! Thank you to all involved.



This is also a good point to say thank you to **ALL** our brilliant volunteers who contribute so much to the shop and with whom we simply could not do without. And thank you also to Suzie Hodgson, our excellent and dedicated shop manager for her commitment to the shop, her knowledge and vision for sourcing our fabulous selection of stock and for her creativity in putting together beautiful, relevant and appealing shop window displays. And also to Iona Carruthers, our assistant manager who has been proactive, engaged and full of good ideas! Thank you to Rachel Walding who at short notice took on the brand new role of shop manager at Fairtrade in the Market, dealing with all the teething problems of a new-to-us (but old!) unit, spreading the word about fairtrade to all our customers, making friends with the other pop-ups (and permanent units) in the market and putting up with the pigeons! Sue Baker once again has been our click-and-collect hero, calling each customer to arrange a collection time, and (in lockdown) coming into the shop to collate and then hand the order over.

Digitally, Google Search has been the biggest referrer for people to our website in 2021, and our biweekly blog posts which Media Assistant Bea Searle posts - on all aspects of fairtrade, the items we stock and our suppliers - really help to keep our google ranking high by using relevant words for search engine optimisation so that our website appears high up in searches using relevant search terms. Facebook, Instagram and Twitter continue to send people over to check out our website as well, ranking just below search engines in our referrals reports. Bea posts on all three social media sites about five times a week, mainly with photos of our new stock (and links to the click-and-collect shop where relevant), but also with wider fairtrade information, relevant quotes and supplier and producer stories, with the aim of creating a community of like minded local people who have an interest in fairtrade and the wider issues that go hand in hand with choosing fairtrade, such as the climate crisis, eco consciousness, reducing plastic use, people wanting to shop more locally, etc. Lots of visitors to our website go on to ask Google Maps for directions to the shop or to call us, so website visits not only translate into wider knowledge of our existence, but also to sales. As far as click-and-collect went, it was very quiet once the shop re-opened in April, however December saw a small jump in orders, with 14 orders within the month and £310 worth of sales being taken by click-and-collect.



In 2022 we look forward to more of a return to normality, with outside events like church fairtrade sales restarting and the Headington Festival again taking place in Bury Knowle Park, at which we will have a stall. We're looking at refreshing some of our marketing material in time for this, and in the longer term are considering various marketing and other strategies for increasing our sales - ensuring our future and that of our suppliers and producers, for whom we exist in the first place.

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