

How to Run a



Fairtrade Café

By P6 Carlogie Primary School

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Introduction

Have you ever wondered how to set up and run a successful Fairtrade Café? Well if so this guide will help you on your way!

This guide has been written by the Primary 6s at Carlogie Primary School who have set up a very successful Fairtrade Café and are now planning to pass it on to the current Primary 5s to make sure their Café runs from year to year.

This guide will help you set up your Fairtrade Enterprise. We have looked at what went well and what things we would have changed if we had to do it all over again. You will find lots of handy hints and tips to get you started.

Running a Co-operative Enterprise project is great fun so read on and **GOOD LUCK.**





Enterprise Project

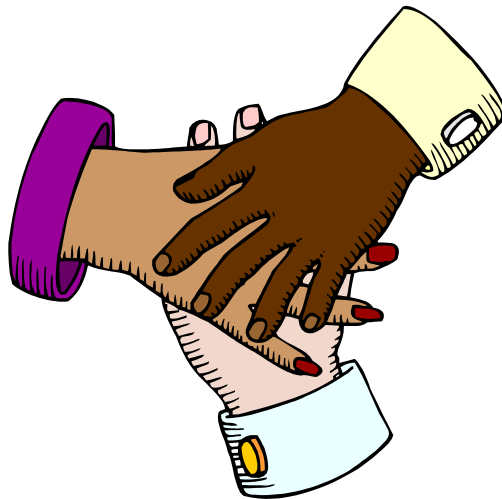
Before starting on an enterprise project you must first find out what enterprise means.

An enterprise project is like a business activity where you sell products to get something in return.

To run a successful business you need:

- Good team work
- Good communication
- Money
- Premises
- And every now and again, some help!

We feel the best way to run a Fairtrade Enterprise is to be democratic and co-operative. Democratic means to vote fairly and to make sure that everyone has a vote. Co-operative means to work well together. This means your enterprise project is run fairly.



Learning about Fairtrade

Before starting a Fairtrade Enterprise, you first have to learn about Fairtrade.

To do this you could: -

Play games- a good game we found was the "It's not fair" game (Oxfam). It really made us understand what it would feel like to be a fairtrade farmer not getting paid a fair amount for his/her crops, and having very little resources to work with.

Pa Pa Paa- Pa Pa Paa broadcasts are very interesting and showed us what life is like for the children of Ghana. We were very surprised at how proud the children were of their school, when to us it looked very run down and dirty with very little resources. This website makes you realise how lucky you are. We would definitely recommend this to anybody who wants to find out more about the children that live in Fairtrade countries.

Websites

We would recommend all these websites to help you find out more about Fairtrade.

- www.scottishfairtradeforum.org.uk
- www.fairtradefoundation.org.uk
- www.papapaa.org
- <http://www.oxfam.org.uk/education/>

Visitors

A good way to learn more about Fairtrade and how to run an enterprise is to ask visitors to come in to talk to you.

We asked: -

- Morag Pendry (CETS) who helped us to learn more about enterprise.
- Maggie Hart (Co-op farms) talked about Fairtrade foods and where they come from.
- Mr Bicket (church minister) told us about children's lives in Bangladesh and how Fairtrade helped them.
- Mrs Ross (P6 teacher) told us about her visit to Bangladesh and how much Fairtrade means to them.





Starting to Organise your Café



Deciding on where to hold your Café

When deciding on where to hold your Café you must consider the following: -

- Can you afford to pay rent?
- It must be easily accessible to as many people as possible.
- It must be large enough to hold a lot of people.
- It must have kitchen facilities.
- It must have toilets.

Working democratically, everyone must be able to voice his or her opinion and suggestions. Brainstorm everyone's ideas and discard all ideas that are not practical, e.g. if an outside area is suggested - what about a rainy day? Then you should all vote on the premises that are left. The one that gets the most votes should be where you decide to hold your Café.

Permission

It is important to ask permission from the owner of the place where you are holding your Café. This may be your head teacher, or if, like us, you set up your Café out of school, it may be somebody else.

You may need to learn new letter writing skills to make sure you write a good letter. Make sure you do a draft copy before you do a good copy. Keep a copy of your letter and note the date sent. Check for a reply and file with your letter.

Dates and times

You have to decide on a suitable time and date for your Café, e.g. we have our Café on the third Wednesday of every month from 10am-11: 30am. It is important to have your Café on the same day or date of every month so your customers remember and don't forget.

Deciding on a name

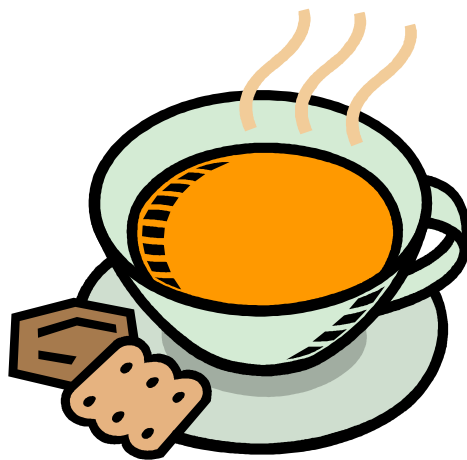
It is very important to decide on a catchy name for your enterprise because it is important to the success of your business that people remember it.

Your name should: -

- be short, snappy and catchy

- include something about Fairtrade
- include something about your school or organisation.

As you are a democratic enterprise everyone should have a chance to put forward a name for the Café. A good way to do this is to work in pairs with your shoulder partner and think of ideas. Next you could put all of the ideas on a board, discard any that don't fit the criteria, then vote on the best name. We chose Fairlogie as it included part of the word Fairtrade and part of our school name Carlogie.





Skills, Qualities and Application Forms



Skills and Qualities

The first thing you need to do when deciding on who is most suitable for each job is to assess your own skills and qualities. We used the Skills and Qualities bank in the Health-for-Wealth Booklet available from <http://www.cets.coop/resources/primary.html>.

This exercise will help you to assess the different things that you are good at and will then help you to decide on your own skills and qualities.

You need to consider your Personal Skills e.g.

- Good imagination
- Being a patient person
- Ability to work sensibly

And also your Social Skills e.g.

- Encourages others
- Works well with others
- Gives advice and support

Skills and Qualities for your Job

When you are comfortable with your own skills and qualities you must then match them to the job most suitable for you, taking into account your strengths and weaknesses. We used the job descriptions from the Health-for-Wealth Booklet available from <http://www.cets.coop/resources/primary.html>

The jobs we applied for were...

- Finance Team
- Advertising Team
- Sales Team
- Market Research Team

Once you have decided which job best suits you, you can complete an application form.

Application Forms

Once you have looked at and understood your own skills and qualities and those needed for the jobs, you are ready to complete an application form.

We used the application forms from the Health-for-Wealth Booklet available from

<http://www.cets.coop/resources/primary.html>.

The position you apply for must be based on your skills compared to the skills for the job.

The questions that we were asked on our application forms were:-

- What skills do you have that are relevant to the job?
- What qualities do you have that you could bring to the job?
- What are your strengths and development needs?

You might want to make up some questions of your own.

Assessing Application Forms

When you have finished your applications they need to be assessed. Our teachers assessed ours but we think there might have been a better way. Some people were happy with their jobs but others were disappointed because they didn't get the job they had applied for and they felt it would have been fairer if it wasn't their teacher that made the ultimate choice.

To solve this problem you might think about

- Asking everyone to choose a first choice and second choice of job on their application forms,
- Getting someone to choose the best application forms for each job,
- Giving all these people an interview.
- You might want to have a judging panel of people with nothing to do with your Café e.g. someone from the pupil council, parent council and maybe your head teacher.





The Teams

Sales

To be a good member of the sales team you need some of the following skills and qualities: -

- To be honest
- To be patient
- To be polite and friendly to customers
- To have good talking and listening skills

Some of the things the sales team may have to do are: -

- Write letters to supermarkets - make sure you write to supermarkets/shops that sell fairtrade products e.g. Co-op, Tesco and Sainsbury's, to ask them to support your Café.
- Create Menus - make sure they're bright and bold but make sure you don't put craft items on the menu because they may change frequently.
- Order products - we got our products from Traidcraft (www.traidcraftshop.co.uk/) but you can use another provider if you want.
- Pricing your products - you need to look at the price of the product and decide what to sell it for. You want to make a profit but be careful not to over price your products.
- Price Tags and Price Lists- we made the price lists on the computer and we made the price tags with card, make sure they're bold and bright.
- Stock control - It is a good idea to keep a record of your stock. We used Mango Data but you could use Excel or other software.

Finance

To be a good member of the finance team you need some of the following skills and qualities: -

- To be reliable
- To be excellent at maths
- To be honest.

The finance team is responsible for creating a business plan. It is a good idea to create a business plan to show others how your business was set up. In our business plan we included:

- Summary of what our business was about
- The values that we followed and an explanation of these
- The 7 principles of a co-operative,
 - voluntary and open membership,
 - democratic member control,
 - economic participation,
 - autonomy and independence,
 - education training and information,
 - co-operation among Co-operatives
 - concern for the Community.

And an explanation of how we thought we could achieve these.

- Swot analysis- Strengths (what are the strengths of your business), weaknesses (what do you feel you are not so good at), opportunities (how could you expand your business in the future) threats (what threats are there to your business e.g. another Fairtrade Café opening in your town)
- A selection of our application forms
- Copies of letters we had sent and received

If you don't have enough money to start your business you could ask for a loan or donation, we got a loan from our parent council that we agreed to repay on a monthly basis. You could also contact different organisations in your Community to ask for their support.

The finance team are also responsible for counting the money after each Café and recording the income (money you have received) and expenditure (money you have to pay out) in your cashbook. It is very important to keep a record of your invoices and make sure you have paid everything. We suggest you ask a local accountant to come in to help you set up your cashbook and explain how to record your invoices. It might also be an idea to ask your teacher to open a bank account in the name of your business.

Advertising team

To be a good member of the finance team you need some of the following skills and qualities: -

- To be artistic
- To be creative
- To have a good imagination
- To have excellent presentation skills
- To be enthusiastic.

The advertising team are responsible for:

- Making posters and flyers - when making flyers and posters they need to be eye-catching and colourful. Your posters need to put up in the local community. Think carefully about where you put your posters to make sure the maximum amount of people get to know about your Café.
- Telling the community about your Café - you need to tell everyone you know and tell them to tell others.
- Make table tents - table tents can be placed on the tables in your Café to tell your customers when your next Café is. If you make one lot of table tents and leave a space for the date you can simply stick on a new date for each Café (this is much more environmentally friendly).

Market Research Team.

To be a good member of the finance team you need some of the following skills and qualities: -

- To have good listening and talking skills,
- To have good ICT skills,
- To be organised,
- To be approachable.

The Market research team are responsible for:

- Survey-it is a good idea to write a survey to ask the public if they would enjoy a Fairtrade Café. This should be done well before your start date to allow you to analyse your findings.
- Display boards -display boards are a board that displays information about the topic you are focusing on. You can put recipes and any other interesting information about Fairtrade.
- Suggestion box-you can make a suggestion box and suggestion sheets to ask your customers if they enjoyed your Café and if they have anything that they would like you to improve on. After every Café you assess them and try to make improvements based on the suggestions.

First meetings and leaders

Team's first meetings:-

The first meeting is very important for you to meet all the people you are going to be working with and it is a good chance to choose your Team Leader.

Team leader: -

You need a team leader because if you don't your team will lose focus and they need to be able to organise all the jobs that need done.

- Deciding on your leader: -

Everyone in the team should get a chance to put their name forward for the Team Leader role but if a lot of people want this job this can lead to arguments. The best way to solve this is to ask all team members to vote on who they want to appoint and the person with the most votes is appointed. If there is more than one person with the same amount of votes you may want to hold interviews. You could ask questions like: -

Why do you think you would be good at the leader?

What skills and qualities could you bring to the job?

After the interviews you can then pick the most suitable person to lead your team.





Preparing for your First Café

Before you hold your first Café you need to be confident in what you are doing. We suggest you play games to help you figure out the change. We used our actual price lists to write customer scenarios. They stated what the customer bought and how much money they handed over we then passed our scenario to a partner and they had to add up the total cost and calculate the change due.

We didn't have a practise Café but you could think about having one. You could invite staff and parents. This would help you become more confident in running all aspects of your café before the big day and allow you to make changes, if necessary.

Choosing Jobs for the Café

When choosing jobs we suggest you write down 3 or 4 jobs that you would like to have at the Café in order of preference. You should then give them to your teacher to choose. Jobs should be allocated depending on the jobs that: -

- people want
- people would be good at
- people would undertake responsibly.

The jobs we had to choose from were: -

- Traidcraft stall - you sell Fairtrade craft items.
- Welcomers - you welcome people into your café.
- Money - you take the money and give the change.
- Display boards - you talk to people and explain about the benefits of buying Fairtrade. You also ask people for suggestions on how they think you could improve the Café.
- Tea and Coffee servers - you serve teas and coffees.
- Washers - they wash dirty dishes.
- Tidier - the tidier takes down the dirty dishes to the washers to wash. They also fill up the milk and sugar on the tables and make sure the tables are clean and tidy.
- Biscuit servers - they serve the biscuits using gloves or tongs.
- Photographer - takes photos of people working and people enjoying the Café.

You can decide on the jobs that are best suited for your Café.

Preparation before your Café

Depending on where your Café is we suggest you ask someone to take down the heavy goods that you could not carry, especially if you are walking to your Café.

You will have to make sure you have plenty of time to set up your Café before the customers arrive. You need to: -

- Set up the tables and chairs
- Set up the stalls
- Organise cups, plates, cutlery etc.
- Make sure everyone understands their jobs and are in the correct positions.





Working at your Café



How to behave at your Café

When working at your Café you must always remember:-

- To treat your customers with respect.
- The customer is always right.
- To be polite and behave at all times.
- If a customer asks for less or more of something do as they ask.
- Keep your tables clean and tidy. If a table is dirty this may put off new customers and they may leave.
- To keep your stalls stocked up. People may not buy something if they think it is your last one.

Health and Safety

When working at your Café you have to beware of health and safety issues.

- Wear disposable gloves or use tongs for handing out biscuits, cakes etc. You have to wear disposable gloves so you don't pass germs to your customers.
- Always let an adult pour out hot water for safety reasons. If you were to pour out the hot water you could very easily burn yourself. We were still able to serve the teas and coffees as we asked an adult to fill a locking flask with hot water and we used the flasks to serve the customers.
- If you have been given the job to clean and tidy cups, plates etc. you have to beware of the dangers in the kitchen and Café area such as: -
 - Broken glass on the floor
 - Puddles that you could slip on
 - Carrying too many things at once as they could fall and smash on the floor
 - Young children running around
 - Prams, handbags, peoples feet etc. that you could trip over.
- Always clear away your cups and plates so your Café doesn't look dirty.
- Keep your Café clean and fresh.

Always make sure your Café is SAFE and HEALTHY. It will encourage people to come again.



Training



If you want to keep your Café running year after year you would need to train others how to run your Café.

We suggest: -

- Setting up a training programme using a PowerPoint to show examples of how the Café operates. You could use photographs and examples from an actual Café.
- Inviting your trainees to a Café and let them shadow you doing the jobs, as people learn best when they are actually doing the activity themselves.
- Setting up a practise Café inviting staff or parents and let them try out some of the jobs with people they already know.
- Teaching some of the trainees how to record the income and expenditure and how to deal with the invoices, as this is very important. They can then train others later on.
- Choosing some experts to help at their first Café to make sure everything runs smoothly.





Over to You



You are now ready to start planning your Café.

We hope this book will help you open a successful business and guide you through your journey.

We have really enjoyed running our Café. We liked seeing everyone that turned up. We also enjoyed our jobs at the Café. We hope we have given you lots of good ideas for your business. The Café was fun because we got to learn new skills that we can use when we leave school.



Good Luck!

HAVE FUN!!



Quotes



Here are a selection of quotes from our members telling you about their experiences of running a Fairtrade Café and how they think they have changed because of it.

"I have really enjoyed working at the Café and meeting new people."

"I am now more confident and less shy when talking to people."

"I now think more about other people who are less fortunate than me."

"I think this experience has helped build my confidence and I think it might help me get a job in the future."

"I think it was a great opportunity."

"This experience has made me appreciate my life more and realise how lucky I am."

"The Café has helped me with my maths and I have learned to be more responsible for myself."

"The Café has helped us work better as a team and learn how to co-operate with each other."

"The Café has helped my confidence when speaking to people I don't know."

"I feel I can communicate and interact better with others."

"I am now much better at working as part of a team."

"I think working in the Café has been great fun and I feel more confident speaking to people now."

"It is very hard starting up your own business."

"I realise now that I have skills I didn't realise I had!"

