

LEICESTER FAIRTRADE

TRAIL

9 FEBRUARY - 8 MARCH 2015



Artwork by WHITEHALL PRIMARY SCHOOL

LEICESTER FAIRTRADE

In 2002, Leicester was one of the first places to be registered as a Fairtrade City. This means we are pledged to promote Fairtrade and products with the Fairtrade Mark.

Buying Fairtrade means that the people who make these products get better prices, better working conditions and money they can spend on making their lives better.

How does Fairtrade change lives?

Fairtrade Minimum Price

A fair, stable price paid to producers for what they grow.

Fairtrade Premium

An extra sum of money that farmers and workers choose how to invest in projects that benefit their business or community.

Leicester Fairtrade Trail

There are plenty of shops, cafes and restaurants in Leicester where you can buy Fairtrade goods. We've put pictures in some of these places around the city centre. Each picture shows one word related to Fairtrade. There is one word for each letter of the alphabet.

Can you find all 26 pictures, write the word from the picture on the

attached sheet and complete the Fairtrade Trail?

The map on the next page tells you where to find all the shops, businesses and cafes with pictures in. Follow the trail guide step-by-step and you should get all 26 words! Write these words on the back page of this booklet.

When you've got all 26, hand these in to the Just Fair Trade shop and you will be entered for a chance to win the FAIRTRADE HAMPER!

Deadline for the trail hand in is Sunday 8th March

Pop-up Shop Saturday 28th February

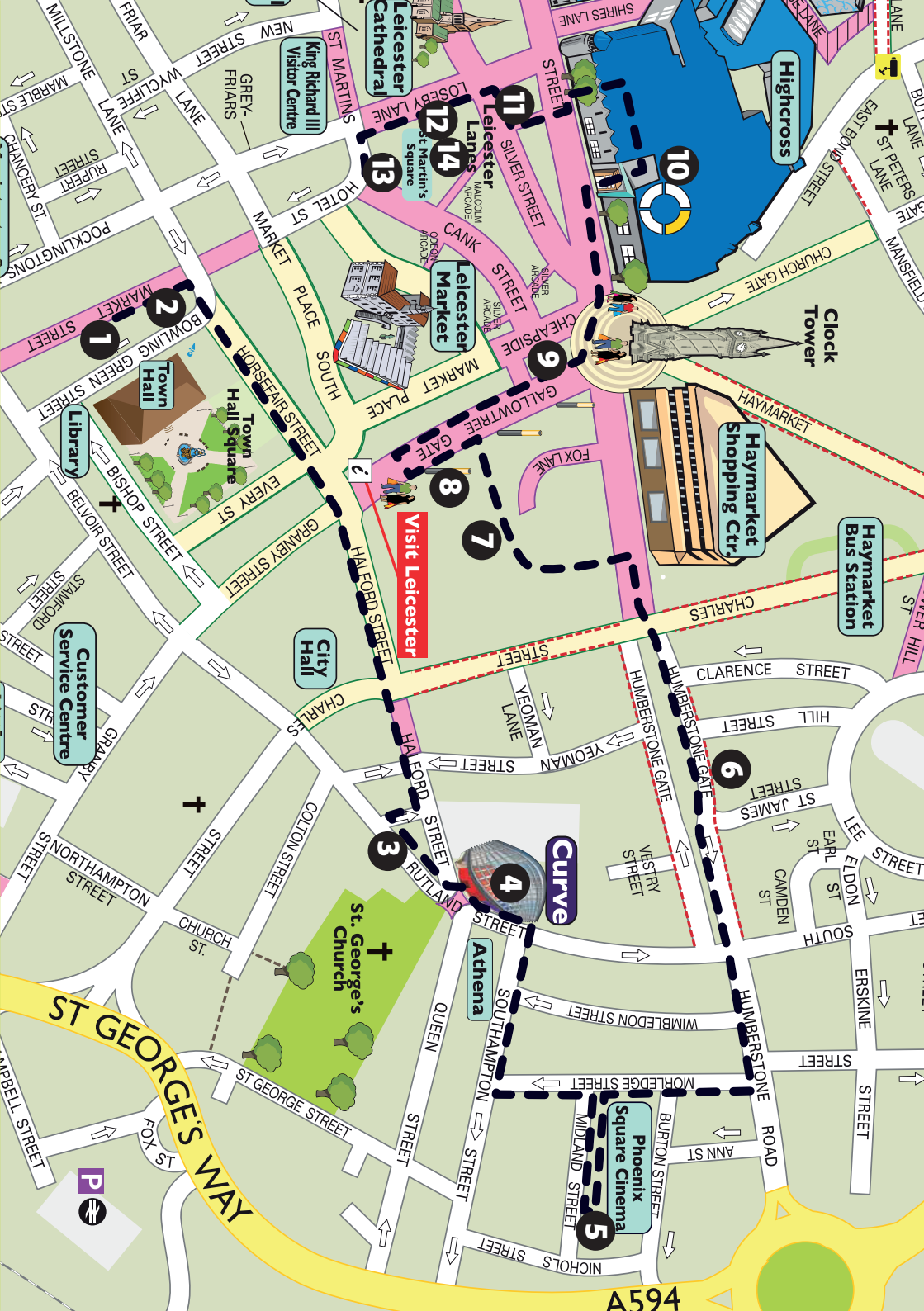
Want to learn more about Fairtrade? Come to the pop-up shop in St Martin's Square on Saturday 28th February between 11am and 3pm.

SCHOOLS – Find out how your Fairtrade work can be supported by Leicester City Council:
schools.leicester.gov.uk/eco-schools

Walking the Trail

Follow this route to discover the 26 A-Z boards which make up the Trail. Place names in bold.

- [1]** Start at the **OXFAM** shop in Market Street, where you will find your first two boards.
- [2]** Move along Market Street to **GREGGS** to find your next board.
- [3]** Go further up Market Street, then turn right down Horsefair Street. Keep going as Horsefair Street turns into Halford Street. Cross straight over Charles Street, then turn right down Wigston Street to Belvoir Street. Find **GRAYS CAFÉ** in the **LCB Depot** for your next two boards.
- [4]** Turn right out of Grays Café and continue down to **CURVE** for your next board. This will be next to the café bar.
- [5]** Coming out of the Curve, go left down Rutland Street, then right down Southampton Street, left down Morledge Street, then right down Midland Street. The **PHOENIX CINEMA AND ART CENTRE** is where you'll find your next two boards. Look for one in the foyer and one in the café.
- [6]** Turn back down Midland Street and go right down Morledge Street. Turn left on Humberstone Road. Find your next two boards at **SAINSBURY'S** by the customer notice board.
- [7]** Turn right out of Sainsbury's down Humberstone Gate and find the next two boards in the Food Hall at **MARKS AND SPENCER**.
- [8]** Continue out the other exit of Marks and Spencer and turn left into **BOOTS** to find two more boards.
- [9]** Turn back on yourself and find the next board in **LUSH**.
- [10]** Head to Highcross Shopping Centre and head to the first floor to find **BOOTS HIGHCROSS** for your next two boards. Look for one in the downstairs window and one upstairs.
- [11]** Exit Highcross onto the High Street. Turn down the Royal Arcade onto Silver Street and find **THE VERY BAZAAR** for your next board.
- [12]** Turn onto Loseby Lane and find **CURRANT AFFAIRS**.
- [13]** Come out of Currant Affairs, go further down Loseby Lane and turn onto St Martins into St Martin's Square. Your next two boards will be in the windows of **GELATO VILLAGE**
- [14]** Head towards the Silver Street exit of St Martin's Square. Find the last three boards in **JUST FAIRTRADE** and hand in your completed booklet.



King Richard III Visitor Centre

Leicester Cathedral

Leicester Lanes St. Martin's Square

Highcross

1

2

Town Hall

Library

Leicester Market

9

10

Clock Tower

Haymarket Shopping Ctr.

Haymarket Bus Station

Visit Leicester

8

7

City Hall

Customer Service Centre

3

4

Curve

St. George's Church

Athena

6

Phoenix Square Cinema

5

ST GEORGE'S WAY

A594



Thank you to Crown Hills Community College, English Martyrs' Catholic School, Granby Primary School, Humberstone Junior Academy, Mellor Community Primary School, Sandfield Close Primary School, Whitehall Primary School and Rolleston Primary School for their contributions of artwork for the Trail.



Trail names

NAME _____

TEL. _____ EMAIL _____

A _____ B _____

C _____ D _____

E _____ F _____

G _____ H _____

I _____ J _____

K _____ L _____

M _____ N _____

O _____ P _____

Q _____ R _____

S _____ T _____

U _____ V _____

W _____ X _____

Y _____ Z _____

To enter to win the FAIRTRADE HAMPER hand this in to staff at the Just Fairtrade Shop, where the trail ends.

The deadline for the trail hand in is Sunday 8th March



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