

OVERVIEW & SCRUTINY COMMITTEE

CHAIRMAN: Cllr Phil Bullivant

DATE: Tuesday 23 July 2019
REPORT OF: Economy and Assets
SUBJECT: Fairtrade Notice of Motion

PART I

RECOMMENDATION

1. To note the current actions being undertaken to promote Fairtrade
2. To endorse the recommended approaches as set out within Section 3 of the report
3. To confirm who the lead Councillor will be to Chair the Fairtrade Steering Group

1. PURPOSE

To set out how the Council can contribute to the campaign to increase sales of products with the FAIRTRADE Mark, and how it can support the campaign to achieve Fairtrade status for towns in Teignbridge.

2. BACKGROUND

At Full Council on 18 April 2019 a Notice of Motion was submitted for the Council to 'support a FAIRTRADE status, to facilitate the promotion and purchase of food and drinks with the FAIRTRADE mark. The Council should commit to sustainable development and give marginalised producers a fair deal to support their families and communities.'

The Notice of Motion was put to the vote and carried unanimously and it was resolved that the Council contribute to the campaign to increase sales of products with the FAIRTRADE Mark by supporting the campaign to achieve Fairtrade status for Teignbridge as detailed in the Fairtrade Foundation's Fairtrade Town Action Guide and:-

- a. Widely offer FAIRTRADE Marked food and drink options internally and make them available for appropriate internal meetings;
- b. Work in conjunction with the Fairtrade Foundation to promote the FAIRTRADE concept as often and as widely as practical;

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- c. Use influence to urge local retailers to provide Fairtrade options for residents. Similarly, to offer options to their staff;
- d. Use all practical means to promote Fairtrade principles;
- e. To act with and coordinate a steering group of interested persons from around Teignbridge to encourage and support the existing work;
- f. Nominate a representative (either officer or member or both) to sit on the Steering Group and report back at least once a year on progress via the Members Newsletter;
- g. Contact all Secondary Schools and Colleges within Teignbridge inviting participation on the Steering Group; and
- h. Organise event(s) and publicity during national Fairtrade Fortnight, the annual national campaign to promote sales of products with the Fairtrade Mark, in conjunction with Devon County Councils ongoing programme of work in this area.

3. MAIN IMPLICATIONS

Following an initial appraisal of the resolution, the implications that Members need to be aware of are as follows:

- a. A new café operator within Forde House has been approved and the menu currently being developed includes Fairtrade tea, coffee and a snack option/s.

Viability is an ongoing issue for the café providers at Forde House, the potential new provider has already indicated that the café customer will be facing noticeable increases in prices across the menu. The capacity to extend the Fairtrade offer further can be promoted, but may be limited due to insufficient bulk buying ability of the operator and customer demand.

However, as availability and volume of Fairtrade increases, costs are becoming increasingly comparative with conventional products and in some cases, are even cheaper.

- b. The Council is taking a proactive approach through the Resolution to support Fairtrade and agreement to serve Fairtrade products within the Council café, offices and meetings.

The four further goals to achieve Fairtrade status, as outlined in the [Fairtrade Towns Action Guide](#), will involve engaging with the local community to ensure:

- A range of Fairtrade products must be readily available within the retail outlets and food providers throughout the district

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- Local workplaces and community organisations (including education providers and places of worship) support Fairtrade products whenever possible. As a district with a population of over 100,000, a flagship employer is also required.
 - Media coverage and events to raise awareness and understanding of Fairtrade across the community.
 - A local Fairtrade steering group is convened to ensure Fairtrade Town campaign continues to develop and gain new support. The group will comprise of representatives from each town and each Town Council will be approached to agree who that will be.
- c. Fairtrade promotes sustainability through addressing the environmental, economic and social challenges suppliers' face, further supporting businesses and governments to make trade fairer whilst encouraging shoppers to think more about what they buy.

There are over [4,500 Fairtrade items](#) that are available, from food and drink to clothing and beauty products. The range of products available provides opportunities to promote Fairtrade throughout the district.

Through the Council's 'Going to Town' commitment we will work with representative groups within each town, including existing Fairtrade groups and the local business chambers. As part of that work we will encourage the promotion of Fairtrade options in each town.

- d. There will also be opportunity for joint working within the Council to support related initiatives such as Reduce, Reuse and Recycle and Better Business for All. Furthermore, through Council policy such as the Procurement Procedure to imbed and champion Fairtrade principles locally.

Fairtrade was launched in the UK 25 years ago. To highlight their work across the board they run various initiatives and campaigns, from joint working with other organisations petitioning government on [post-Brexit trade deals](#) to [Fairtrade Friday](#), a promotion and competition to highlight specific products run on the last Friday of each month.

By supporting such initiatives, cross marketing opportunities will be provided to the Council which can be promoted through stakeholders, existing communication channels, social media and the normal course of business.

- e. The Council will need to support and commit officer time to achieving and retaining Fairtrade District status and to further encourage towns to commit to the Fairtrade Town principles. It is recommended that the Overview and Scrutiny Committee identifies a lead member from the committee, to work with the Portfolio Holder and a lead officer.

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- f. The initiative will help toward achieving the Council Strategy with specific actions within the Strong Communities and Zero Hero projects, but is also closely aligned to the principles of Going to Town. The Executive Committee should therefore be approached to identify who they wish to be the lead Portfolio Holder and project manager.
- g. There are established relationships with the majority of secondary schools and colleges in the district to develop this work further. [Devon County](#) also achieved Fairtrade County Status in 2008 and work with Fairtrade Devon and Devon Development Education, who are the education authority. Working closely with the County will provide further opportunities to engage with the schools on this matter. Contact has been made with the lead officer at Devon County to make them aware of the Council's commitment and to engage with their work going forward.
- h. [National Fairtrade Fortnight](#) is a two week campaign which runs annually each February, with various initiatives to raise the profile and benefits of Fairtrade. The 2019 campaign promoted the Living Income as a Human Right and encouraged support through petitioning government, fundraising initiatives, a social media campaign #SheDeserves and choosing Fairtrade chocolate.

To achieve and retain Fairtrade Status, an annual budget allocation of £500 would help to deliver meaningful events and enable the purchase of promotional materials to support events such as Fairtrade Fortnight across the district. The monies would need to be allocated from existing budgets, which could impact on the delivery of other projects.

There is no financial impact beyond those identified in the report and no direct legal implications.

4. GROUPS TO BE CONSULTED

None.

5. WITNESSES TO BE CALLED

None.

6. TIME-SCALE

Subject to Executive appointment of Portfolio Holder and Project Manager.

7. CONCLUSION

The Committee RESOLVES to:

- 1 To note the current actions being undertaken to promote Fairtrade

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- 2 To endorse the recommended approaches as set out within Section 3 of the report
- 3 To confirm who the lead Councillor will be to Chair the Fairtrade Steering Group

Louisa Brinton, Economic Development Officer Town Centres

Wards affected	<i>All</i>
Contact for any more information	<i>Louisa Brinton</i>
Background Papers (For Part I reports only)	<i>None</i>
Key Decision	<i>No</i>
In Forward Plan	<i>Yes</i>
In O & S Work Programme	<i>Yes</i>