

TELFORD & WREKIN COUNCIL

FAIRTRADE STATUS : PROGRESS REPORT

COUNCIL – 28th JANUARY 2010

REPORT OF THE HEAD OF PLANNING & TRANSPORT

1.0 PURPOSE

- 1.1 To provide an update on work that has been undertaken to promote Fairtrade in the Borough of Telford & Wrekin in support of the resolution adopted by Council on 27th April, 2005.

2.0 RECOMMENDATION

- 2.1 That council note the progress that has been achieved.

3.0 SUMMARY

- 3.1 This report provides an update on the activities of the Fairtrade Group on behalf of Telford & Wrekin Council and summarises the Group's plans for the coming year.

4.0 PREVIOUS MINUTES

- 4.1 Minutes of the Meeting of the Council held on 27 April 2005 endorsing the motion to support the principles of Fairtrade.
- 4.2 Minutes of the Meeting of the Council held on 6 March 2008 that continued to endorse the motion to support the principles of Fairtrade.

5.0 INFORMATION

Fairtrade

- 5.1 Fairtrade guarantees a better deal for third world producers. Fairtrade gives power back to both producers and consumers – producers get fair wages, good working conditions, help with the development of products and marketing, while consumers are given the choice to make a difference by buying Fairtrade products whenever they can.
- 5.2 Fairtrade organisations and advocates share and support the following principles for trading relations:

- Creating opportunities for economically disadvantaged producers
- Transparency and accountability.
- Capacity building
- Payment of a fair price
- Gender equality
- Working conditions
- Environmental protection

5.3 On 27 April 2005¹ the Council passed a motion that the Authority wholly supported the principles of Fair Trading. Fairtrade status was granted to the Shropshire Coalition by the Fairtrade Foundation in 2007. The Council renewed the commitment again on 6 March 2008².

Fairtrade Goals

- Pass a resolution supporting the campaign and use Fairtrade tea and coffee at meetings and in its offices and canteens;
- Make available at least two Fairtrade products in the area's shops and local cafes / catering establishments;
- Ensure Fairtrade products are used by an appropriate number of local work places (including a large flagship employer) and community organisations;
- Demonstrate media coverage and popular support;
- Convene a local Fairtrade Group to continue the commitment to Fairtrade products.

5.4 **Progress against each of the Fairtrade Goals**

Appendix 1 provides details of progress to date. In summary, the following actions have been achieved:-

- Tea and coffee ordered from the Catering Team for meetings in the Council is Fairtrade;
- The Shropshire Coalition far exceeds the number of required retail and

¹ Meeting of the Borough of Telford & Wrekin – 27 April 2005:

“That this Borough of Telford and Wrekin wholly support the principles of fair trading throughout the world and that we in the Borough of Telford and Wrekin will seek to promote this worthy cause both from within the Council and that we will encourage local businesses, commercial outlets and other Public Agencies to support this initiative.”

² Meeting of the Borough of Telford & Wrekin – 6 March 2008:

“Telford & Wrekin Council resolves to continue its support of the principles of its Fairtrade status granted on 13 July 2007 by, wherever possible, supplying Fairtrade products within the Council premises and schools, purchasing supplies from Fairtrade sourced producers, encouraging local employers to utilise Fairtrade products in their businesses, promoting and encouraging Fairtrade principles and raising awareness of Fairtrade goods in Council publications.”

- catering outlets selling at least 2 Fairtrade products;
- A number of local work places and organisations use Fairtrade products including schools, faith groups and the flagship employer, the Ironbridge Gorge Museum Trust;
- There have been a number of press releases across the coalition area and literature is available on the Council's intranet;
- The Fairtrade Stall has operated in Civic Offices on numerous occasions since 2008;
- The Telford & Wrekin Council Fairtrade Group has been meeting regularly since 2008. Harjot Rayet (Environmental Policy Officer) was assigned to the Group as Lead Officer in September 2009.

5.5 Next Year's Priorities

Appendix 2 provides the Fairtrade Action Plan for the Council. In summary, the principal actions for 2010/11 are to:

- Develop an action plan to focus on priorities;
- Raise awareness of Fairtrade issues amongst staff;
- Arrange Fairtrade Christmas and Fairtrade Fortnight activities;
- Establish a Fairtrade webpage on the Council's website.

6.0 **EQUALITY & DIVERSITY**

6.1 There are no direct equality or diversity implications.

6.2 By supporting Fairtrade the Council demonstrates a commitment to reducing the inequalities faced by communities in some of the most disadvantaged areas of the world.

7.0 **ENVIRONMENTAL IMPACT**

7.1 Fairtrade adheres to high environmental standards and financially rewards farming communities that engage in sustainable farming practices.

8.0 **LEGAL COMMENT**

8.1 There are considerations to be made when 'social issues' such as the use of Fairtrade products are incorporated into public sector purchasing, but the EU Procurement Rules do not apply to situations where staff or members of the public buy goods direct from the contractor.

9.0 **LINKS WITH CORPORATE PRIORITIES**

9.1 The policy is in line with Priority 3: Maintaining a High Quality Attractive and Sustainable Environment and Sub Priority 1: Addressing Climate Change and Enhancing the Natural Environment.

10.0 OPPORTUNITIES AND RISKS

10.1 By not demonstrating commitment and leadership in this and other areas of sustainability issues the Council risks damage to its reputation.

11.0 FINANCIAL IMPLICATIONS

11.1 This report seeks only to provide an update on the progress made to date and outline priorities for 2010/11. There are no financial implications, which will not be covered from existing resources.

12.0 WARD IMPLICATIONS

12.1 All

13.0 BACKGROUND PAPERS

Telford and Wrekin Council Fairtrade Group Minutes

Report Prepared by Harjot Rayet, Environmental Policy Officer (tel: 01952 384219)
--

Appendix 1 Progress against each of Telford & Wrekin's Fairtrade Goals

Goal 1: Local Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade tea and coffee at its meetings and in its offices and canteens.

Telford & Wrekin Council continues to be a key partner in line with the Council's resolution.

The resolution has committed the Council to promoting awareness of Fairtrade. Following the resolution, Fairtrade tea and coffee has been made available within the Council.

Goal 2: A range of at least two Fairtrade products are readily available in the area's shops and local cafes / catering establishments

With a population of 450,000 Shropshire Coalition requires 45 retail outlets and 23 catering outlets selling two or more Fairtrade products. As of 2nd December 2009, there were a total of 143 known retail and 28 known catering outlets meeting the Fairtrade standard within the Shropshire Coalition area. Of which there are 20 known retail outlets and 3 known catering outlets selling Fairtrade produce within the Borough of Telford & Wrekin, these are listed below:

Retail Outlets

ASDA, St. George's Rd, Donnington Wood	ASDA, Telford Town Centre
Body Shop, Telford Town Centre	Co-op, Limes Walk, Oakengates
Co-op, Wrekin Dr, Donnington	Co-op, High St, Dawley
Healthy Thymes, Wellington Market	Holland & Barrett, Telford Town Centre
Sainsbury's, Telford Forge Retail Park, Colliers Way, Old Park	Julian Graves, Telford Town Centre
Marks and Spencer, Telford Town Centre	Somerfield, Madeley Centre
Somerfield, Stirchley Centre	Telford Christian Centre, Meeting Point House, Wellington
Tesco, Arlington Way	Tesco, Wrekin Retail Park, Arleston
The Red Rooster, High St, Ironbridge	Tsabok, Halesfield
Morrisons, Spring Hill, Wellington	Co-op, Priorslee Avenue, Priorslee

Catering Outlets

Café Revive (Marks and Spencer), Telford Shopping Centre	Costa Coffee, Telford Shopping Centre
Meeting Point Trust Ltd	

<i>Goal 3: Fairtrade products are used by an appropriate number of local work places (estate agents, hairdressers etc. for a small town, and a large flagship employer for a large town or city) and community organisations (churches, schools, universities etc.)</i>	
The Coalition has one main flagship employer (which is situated within the Borough of Telford & Wrekin) – the Ironbridge Gorge Museum Trust. The Trust has made Fairtrade products available in all catering outlets and in conference and hospitality packages.	
Overall within the Shropshire Coalition area there are 23 workplaces using Fairtrade products of which the Ironbridge Gorge Museum Trust is one. Of the remaining 22 workplaces there are approximately 6 workplaces that fall within the Borough of Telford & Wrekin, these are listed below:	
Care Ironbridge	Community Health Education Centre, Madeley, Telford
Harvest Help (Development Charity), Wellington	Greenwood Trust, Ironbridge
Telford and Wrekin Primary Care Trust (Health Promotion), Telford	Meeting Point House, Telford
There are also currently 78 known churches signed up to Fairtrade within the Shropshire Coalition area. Of these, there are 21 within the Borough of Telford & Wrekin:	
St Andrew's, Church Aston	St Michael's, Water Upton
St Leonard, Malinslee	All Saints, Stirchley
St Peter's, Edgmond	All Saints, Wellington
St Michael & All Angels, Lilleshall	Christ Church, Wellington
Buildwas Holy Trinity	Eaton Constantine St Mary
High Ercall St Mary, Crudgington	High Ercall St Michael and All Angels
Leighton St Mary	Longdon-uponTern St Bartholomew
Rodington St George	Rowton All Hallows
Uffington Holy Trinity	Uppington Holy Trinity
Upton Magna St Lucia	Withington St John the Baptist
Wrockwardine St Peter	
Additionally, there are currently 94 known Schools signed up to Fairtrade within the Shropshire Coalition area. Of these, there are 24 within the Borough of Telford & Wrekin:	
Wrekin College, Wellington	Moorfield Primary School, Newport
Telford College of Arts & Technology	Madeley Court School
New College (Sixth Form)	Lord Silkin School

Harper Adams University College, Newport	Lawley Primary School
Blessed Robert Johnson Catholic College (11-18 yrs)	Ercall Wood School
Short Wood Primary School	Dothill Junior School
Three Oaks Primary School	Donnington Wood Infant School
Sutherland School	Windmill Primary School
Stirchley Primary School	Aqueduct County Primary School
Randlay Primary School	Apley Wood Primary School
Phoenix School	Adams' Grammar School
Muxton Primary School	Redhill Primary School

Goal 4: Attract media coverage and popular support for the campaign

Within the Shropshire Coalition area, Fairtrade has been published through publications such as the Bridgnorth Journal to the Shrewsbury Chronicle. Within the Council, the campaign has been publicised through the e-bulletin. Additionally, Fairtrade has been promoted through events during the year, especially during Fairtrade Fortnight. A particular highlight for the year was the Pre-Christmas Stall (18th November 2009) organized by Jo and Ken Pattison which operated in the Scrutiny Room, Civic Offices. The stall stocked a variety of Fairtrade and other fairly traded products.

Additionally, Fairtrade literature on Procurement is now available on the Corporate Procurement & Payments Unit Intranet Webpage with information on:

- Introducing Fairtrade into Public Procurement
- How to minimise legal uncertainties within Fairtrade
- Tender Models for Fairtrade
- Fairtrade Further Promotion Presentation

Goal 5: A local Steering Group is convened to ensure progress and continued commitment to the campaign

A Fairtrade Lead Officer has been established for Telford & Wrekin – the Environmental Policy Officer, who will provide representation at the Shropshire Fairtrade Coalition as well as events both locally and nationally. The Telford & Wrekin Council Fairtrade Group will meet on four occasions during the year to review progress to date and set actions. Membership of the group is diverse and includes the following:

- Councillor Veronica Fletcher
- Ken Pattison Shropshire Fairtrade Coalition
- Ann Baxendale Internal Communications Officer
- Harjot Rayet Environmental Policy Officer
- Clare Francis Environmental Projects Officer
- Kerry Hughes Procurement Officer
- Kate Sumner Cleaning Services Manager
- Fiona Wright Education for Sustainable Development

Appendix 2 Fairtrade Action Plan 2010/11

Action	Recommended Lead
Goal 1: Local Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens	
Procurement to try wherever possible to include a fairly traded option in relevant tenders	Corporate Procurement Unit Environmental Projects Team
Encourage school shops / vending machines to stock Fairtrade products	Environmental Projects Team Education for Sustainable Development Officer Catering Services
Goal 2: A range of (at least two) Fairtrade products are readily available in the area's shops. Fairtrade products are served in local cafes / catering establishments	
Publicise on the forthcoming Fairtrade webpage which retail outlets stock Fairtrade products, by providing a link to the Shropshire Fairtrade Coalition Directory	Environmental Projects Team
Goal 3: Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)	
Offer advice and support to local work places and community groups to promote Fairtrade products via the forthcoming Fairtrade webpage	Environmental Projects Team
Encourage and promote Fairtrade activities within Schools Encourage schools across the Borough to go for Fairtrade status	Environmental Projects Team Education for Sustainable Development Officer
Goal 4: Attract media coverage and popular support for the campaign	
Ensure widespread press coverage about the campaign and events	Public Relations
Develop a Fairtrade webpage on the Council's website	Environmental Projects Team
Provide information through the e-bulletin	Public Relations
Carry out a number a promotional activities	Environmental Projects Team Public Relations
Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town Status	
The Council's Fairtrade Group to progress Council-specific actions	All Members of the Fairtrade Group