

**TELFORD & WREKIN COUNCIL**

**COUNCIL – 27 JANUARY 2011**

**FAIRTRADE STATUS : PROGRESS REPORT**

**REPORT OF THE HEAD OF ENVIRONMENTAL SERVICES**

**1.0 SUMMARY OF MAIN PROPOSALS**

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

**2.0 RECOMMENDATION**

- 2.1 That Council note the progress that has been achieved.**

**3.0 PREVIOUS MINUTES**

- 3.1 Council - 27 April 2005 (Minute No. 91)  
3.2 Council - 6 March 2008 (Minute No. 79)  
3.3 Council – 28 January 2010 (Minute No. 80)

**4.0 INFORMATION**

- 4.1 Following the pattern of previous years, this report provides 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 27<sup>th</sup> April, 2005.

On 27 April 2005<sup>1</sup> 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 2008<sup>2</sup>.

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<sup>1</sup> 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.”*

<sup>2</sup> 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*

## 4.2 Progress since January 2010

The Fairtrade Group has undertaken the following activities to promote Fairtrade:

- Fairtrade stalls held within the Civic Offices on the 1<sup>st</sup> March (during Fairtrade Fortnight), 22<sup>nd</sup> July and the 19<sup>th</sup> November 2010 when the Mayor officially attended the pre-Christmas Fairtrade Stall.
- A Fairtrade page has been developed for the Council's intranet.
- The Council's internet featured the Fairtrade logo during Fairtrade Fortnight.
- A Fairtrade page on the council's internet is in preparation.
- The Fairtrade Flagship employer – Ironbridge Gorge Museum continues to support the cause.
- Shrewsbury Fair Trade offer support to the Group in promoting Fairtrade through offering to supply goods on sale or return to a wide range of community organisations throughout Telford & Wrekin.
- The Meadows Primary School has become a Fairtrade School.
- The School is the first to achieve this in the Borough of Telford & Wrekin.
- Priorslee Primery School have also attained Fairtrade Status.
- Redhill Primary School is also hoping to complete an application for Fairtrade School status soon. Redhill Primary School recently won the award for the best junior entry from People and Planet in their national Wear Fair fashion show competition.
- A Sustainable Schools Conference, featuring Fairtrade, was held for Telford & Wrekin Schools in February 2010.

## 4.3 Next Year's Priorities

In summary, the principal actions for 2011/12 are to:

- Continue to raise awareness of Fairtrade issues amongst staff;
- Continue to arrange Fairtrade Christmas and Fairtrade Fortnight activities;
- Establish a Fairtrade webpage on the Council's website.
- To develop the website to enable Schools to register events they have undertaken in regards to Fairtrade.
- To raise awareness of Fairtrade throughout the Borough by way of Press releases and Insight magazine during Fairtrade Fortnight.

## 5.0 **IMPLICATIONS**

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*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."*

### 5.1 Corporate Priorities

The policy is in line with the Environment and Rural Area Priority Plan and Sub Priority 1: Protect and Enhance the Green Network and Promote a Sustainable Community for Local People

### 5.2 Financial

This report seeks only to provide an update on the progress made to date and outline priorities for 2011/12. Any financial implications will be covered from existing resources. JAC 221210

### 5.3 Legal

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.

### 5.4 Other Impacts, Risks & Opportunities

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

### 5.5 Ward Issues

None

**Report prepared by Harjot Rayet, Environmental Policy Officer,  
Telephone: 01952 384219**