

TELFORD & WREKIN COUNCIL**COUNCIL****12 JULY 2012****FAIRTRADE PROGRESS REPORT****REPORT OF ASSISTANT DIRECTOR – DEVELOPMENT, BUSINESS & HOUSING****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

1.1 Achieving Fairtrade status for the Borough is a priority for the Cooperative Council and is supported by the Employee Commission for Social Responsibility. In 2011 the Council renewed its commitment to Fairtrade with the appointment of a Cabinet Lead for Fairtrade, Cllr Clive Elliot and a Fairtrade Champion, Cllr Veronica Fletcher. This Report provides an update on the Council's Fairtrade activities during 2011/12.

2. RECOMMENDATIONS

2.1 That Council note the progress that has been achieved.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	- improve local people's prospects through education and skills training - improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	No	
TARGET COMPLETION/ DELIVERY DATE	n/a – information report only	
FINANCIAL/VALUE FOR MONEY IMPACT	No	This report seeks only to provide an update on the progress made to date and outline priorities for 2012/13. Any financial implications will be covered from existing resources.
LEGAL ISSUES	No	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.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	The commitment and leadership TWC is taking reflects the Council's sense of social responsibility, cooperative principles and commitment to promote sustainable development
IMPACT ON SPECIFIC WARDS	No	Potential to impact on all wards.

PART B) – ADDITIONAL INFORMATION**4. INFORMATION**

4.1 Fairtrade guarantees a better deal for third world producers through fair wages, good working conditions and assistance with the development of products and marketing. Through the work of the TWC Fairtrade Group initiatives including Fairtrade Friday, and the annual programme of events and activities focussed around Fairtrade Fortnight have continued to raise the profile and support for Fairtrade.

4.2 Between 27th Feb and 11th March **Fairtrade Fortnight** included a range of events and activities:-:

- An exhibition in Telford Town Centre during which over 100 people completed a questionnaire winning prizes donated by partners including ASDA and Body Shop

- Fairtrade stalls at various Council Offices.
 - A Fairtrade 5-a-side football tournament involving Members and Officers with proceeds donated to a Fairtrade Charity.
 - Events in schools including Redhill Primary School, already accredited as a Fairtrade School, who compiled and sold 'The World in our School Cookbook' and undertook a webcast on the benefits of cooperative working on the lives of the children in Ghana.
- 4.3 On 28th February local businesses, schools and organisations attended an event to explore how to work collectively to promote Fairtrade in the Borough. Subsequently, 17 organisations have expressed interest in forming a Borough Fairtrade Partnership. The Asian Business Association have taken a step further preparing a Memorandum of Understanding committing to promote Fairtrade signed by Cllr Veronica Fletcher in her role as Fairtrade Champion and the Association Chair Sherrel Fikeis.
- 4.4 The Council promoted World Fairtrade Day in May via the Council's webpages and through targeted emails to businesses and schools.
- 4.5 **Moving Forward in Partnership** - The first meeting of the Telford & Wrekin Fairtrade Partnership took place on 11 June chaired by Harper Adams University College. Attendees included schools, retailers including Marks & Spencers and ASDA, TWC Officers and Members and Harper Adams. The Partnership will take a lead developing an action plan to widen support and commitment to Fairtrade across the borough and planning for promotions at Christmas and during Fairtrade Fortnight 2013. TWC will provide administrative support and in relation to communications and promotion.
5. **PREVIOUS MINUTES** Council held on 28 January 2010 & 11 January 2011
6. **BACKGROUND PAPERS** – None

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