

Report of	Meeting	Date
Chief Executive	Council	8 January 2013

FAIRTRADE – PROPOSED RESOLUTION

PURPOSE OF REPORT

1. The purpose of this report is to commence the process by which Chorley will seek to become a Fairtrade Town. The starting point in the process is for the Council to pass a resolution to make a formal commitment to being a Fairtrade Town.

RECOMMENDATION(S)

2. That The Council passes a resolution to support Fairtrade and agrees to serve Fairtrade products.

EXECUTIVE SUMMARY OF REPORT

3. According to the Fairtrade Foundation, Fairtrade is a trading partnership based on dialogue, transparency and respect, it seeks greater equity in international trade. It is about better prices, decent working conditions, local sustainability and fair terms of trade for farmers and workers in the developing world. This is achieved by requiring companies to pay sustainable prices (which must never fall below the market price), it is intended that this action addresses injustices in conventional trade and enables the poorest producer to improve their position and have more control over their lives.
4. There are many Fairtrade Towns in the UK, they are communities that:
 - Supports Fairtrade and deepens understanding of the benefits Fairtrade brings.
 - Takes action by choosing Fairtrade products whenever possible and encourages others to do likewise.
 - Achieves and continues to take action on the five Fairtrade Town goals set by the Fairtrade Foundation.

Confidential report Please bold as appropriate		No
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REASONS FOR RECOMMENDATION(S)

5. This will commence the process by which Chorley will seek to become a Fairtrade Town.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

6. An alternative related option is to support Rainforest Alliance certification. Fairtrade labelling standards are designed to tackle poverty and empower producers in the world's poorest countries, giving them a guaranteed price for their products. Rather than emphasising how products are traded, Rainforest Alliance certification focuses on how farms are managed

through SAN (Sustainable Agriculture Network). It should be noted, however, that Fairtrade certified products are completely certified whereas Rain Forest Alliance certified products need only contain 30%certified content to be awarded the Rainforest Alliance label as therefore not are considered to be the preferred option.

CORPORATE PRIORITIES

7. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	
Clean, safe and healthy communities	x	An ambitious council that does more to meet the needs of residents and the local area	x

BACKGROUND

8. Fairtrade has been supported in Britain by organisations for over 60 years. The Fairtrade Foundation was founded in 1994 as the UK national labelling organisation responsible for licensing use of the FAIRTRADE mark in this country. The Fairtrade Mark is an international certificate label awarded to products that meet specific independent standards set by the International Fairtrade Labelling Organisation (FLO).
9. Driving the movement and making international development a local issue are in the region of 450 Fairtrade Towns in the UK.
10. It is proposed that Chorley seek to become a Fairtrade Town to give local people the opportunity to make a positive impact on the lives of people in the developing world.

What is Fairtrade?

11. Source fairtrade.org.uk website: Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

What is a Fairtrade Town?

12. A Fairtrade Town is a town, city, village, island, borough, county, zone, region or community that:
 - Supports Fairtrade and deepens understanding of the benefits Fairtrade brings.
 - Takes action by choosing Fairtrade products whenever possible and encourages others to do likewise.
 - Achieves and continues to take action on the five Fairtrade Town goals set by the Fairtrade Foundation.

Local Authorities and Fairtrade

13. With regard to what a Local Authority can do it suggests a simply starting point is to serve tea and coffee at council meetings. In addition to the 5 goals above it recommends that best practice includes nominating at least one council representative to join the Fairtrade Town steering group and to go the extra mile this involves:-

- Promote Fairtrade through council publications and website.
- Promote awareness of Fairtrade to staff and partners.
- Extend the range of Fairtrade products.
- Support the steering group through funding, providing facilities and staff time.
- Work with and encourage other public bodies e.g. host competitions for Fairtrade themes poster with local schools.
- Erect street signs with Fairtrade status.
- Work with Fairtrade steering group to develop action plan and develop activity thereon.
- Work with other local authorities in the area to develop a joint Fairtrade procurement strategy.

14. Fairtrade Products now includes: Tea and Coffee; Cotton; Flowers; Juices and soft drinks; Hot Chocolate; Fresh fruits; Dried fruits; Chocolate and cocoa; Cakes and brownies; Biscuits; Cereals and bars; Sweets; Honey; Wine and Spirits; Beers and ale.

What do you need to do to become a Fairtrade town?

15. In summary there are 5 goals to be achieved in varying degrees according to the size of the town. These are:
- I. Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens).
 - II. A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs). The population of the area will determine the target number of outlets.
 - III. Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer.
 - IV. Media coverage and events raise awareness and understanding of Fairtrade across the community.
 - V. A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.

Why Support Fairtrade?

16. Initial research has suggested that the following are positives that local authorities who have become a Fairtrade Town:-
- Demonstrates a commitment to sustainability.
 - Creates opportunities to work with and engage the community and open new channels of communication.
 - Demonstrates effective citizenship and leadership by joining the community as a partner towards a common goal.
 - Promotes civic pride.
 - Benefits the local community and raises awareness of where food comes from and the people behind the product.

Implications for Chorley Council – How should we proceed once a decision has been made?

17. Any defined geographical area can achieve Fairtrade status, be that Town, Village, Island, Borough, County or Zone, the same five goals and application processes apply. The first stage would therefore be to define the geographical area we wish to focus on and identify the population of the area concerned in order to meet the targets for Goal 2. The population of Chorley Borough is 107,000. For populations of greater than 100,000 and up to 110,000 the target is **21 retail outlets and 11 catering outlets.**

18. It is proposed that firstly Chorley focusses on becoming a Fairtrade Town. The town population will be dependent on how we elect to define this area, but for illustrative purposes, if we assume this includes Chorley NE, SE, NW and SW wards the population would be 27,700. For populations of greater than 25,000 and up to 30,000 the target is **6 retail outlets and 3 catering outlets.**

19. The next steps are as follows:-
 - Register with the Fairtrade Foundation to let them know we are getting started.
 - Launch the campaign. Bring a group of enthusiastic and committed people together, this could include the Council, caterers and retailers, local media, schools, colleges, Clubs, Societies and Interest Groups, local workplaces, Commercial licensees and 100% Fairtrade companies, Faith groups, political parties. Launch the campaign, bring new people on board and have the local press publicise the campaign.
 - Share ideas and opportunities with other experienced Fairtrade Town Groups. It's worth noting that both Preston CC and SRBC are registered as having Fairtrade status.
 - Prepare an action plan for the campaign. Set targets and milestones to monitor progress and celebrate success, both as a group and publicly via the local press.
 - Get started on achieving the goals – The goals can be achieved in any order and most organisations start with the easiest to boost morale and encourage others to pledge support.
 - Once we are confident that the requirements for each goal can be evidenced as being met, download and complete the application. Allow 6 weeks for the application to be processed.
 - If successful, celebrate and publicise the achievement.
 - If not successful, celebrate what has been achieved to date and use the feedback to address the goals that need more work and re-apply when ready.
 - Renew application one year after status is achieved and declared and after two years after that.

IMPLICATIONS OF REPORT

20. This report has implications in the following areas and the relevant Directors' comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal		Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	X

COMMENTS OF THE STATUTORY FINANCE OFFICER

21. There are no financial implications as a result of the recommendation made in this report that will impact on the Council's overall budget requirement. The resource implications of the above will be minimal and will be accommodated within existing resources.

COMMENTS OF THE MONITORING OFFICER

22. There are no legal implications.

GARY HALL
CHIEF EXECUTIVE

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
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