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Chief Executive

Date: 05 November 2012



Hinckley & Bosworth
Borough Council

A Borough to be proud of

Dear Member

COUNCIL – 13 NOVEMBER 2012

Please see attached a report which should have been sent out as part of the agenda for Council on 13 November, but was omitted in error.

Yours sincerely

A handwritten signature in black ink, appearing to read 'RK Owen'.

Miss RK Owen
Democratic Services Officer

A G E N D A

- (a) Fairtrade Borough Resolution (Pages 1 - 8)

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COUNCIL – 13 NOVEMBER 2012

**REPORT TITLE: HINCKLEY AND BOSWORTH FAIRTRADE
BOROUGH RESOLUTION
REPORT OF DEPUTY CHIEF EXECUTIVE (COMMUNITY
DIRECTION)**



WARDS AFFECTED: [ALL WARDS]

1. **PURPOSE OF REPORT**

The report seeks to provide an update on the Borough's Fairtrade status and progress over the past five years. It also seeks to request a Council resolution to support the renewal of Hinckley and Bosworth Fairtrade Borough status.

2. **RECOMMENDATION**

That Council agrees the resolution at Appendix 2 to assist in seeking renewal of Hinckley and Bosworth Fairtrade Borough Status.

3. **BACKGROUND TO THE REPORT**

- 3.1 Hinckley and Bosworth was declared a Fairtrade Borough on 27th July 2007 following several years of activities by the Fairtrade Forum which had raised awareness of how buying items with the Fairtrade mark can begin to address inequalities in world trade practices. The Status requires renewal every 5 years.
- 3.2 Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalised by the conventional trading system. The Fairtrade mark is a certification label awarded to products sourced from the developing world that meet internationally recognised standards. This means paying a *just* price to producers that covers not only the cost of *sustainable* production but also a premium that they can invest in health schemes and education for their community.
- 3.3 The FAIRTRADE mark is awarded by the Fairtrade Foundation, an independent organisation set up in 1992 by CAFOD, Christian Aid, OXFAM, Traidcraft, Women's Institute and the World Development Movement.
- 3.4 Products awarded the Fairtrade mark are now in the mainstream with big businesses embracing the concept. There is no longer an argument that Fairtrade goods cost more to buy since large businesses and supermarkets now offer Fairtrade own branded goods, such is the demand from shoppers. This is evidenced by the outlets across the Borough which fulfil the new criteria of providing at least four *different* Fairtrade labelled products.
- 3.5 The Borough's sustained status as a Fairtrade Borough is subject to continued commitment on behalf of the local community in supporting fairer trade practices. The Fairtrade Forum Steering Group aims to continue to build upon the Borough's achievements by working with Hinckley & Bosworth BC, local businesses, churches, schools and colleges, the media and communities, to promote the access of farmers and workers in developing countries to fairer world markets.
- 3.6 Further details of the five goals to a Fairtrade Borough are attached to this report. The targets are based on population size but the number of outlets in the Borough now far exceeds the requirements to qualify for continuing FT Borough status.

- 3.7 By supporting the attached resolution Hinckley & Bosworth Borough Council will demonstrate its continuing commitment to the principles of Fairtrade and to meeting the first of the five goals to achieving renewal.
- 3.8 The Borough Council will also be reaffirming its role of community leader encouraging other communities to demonstrate how promoting a purchasing policy which acknowledges fairer trading principles benefits those at a severe disadvantage from inequitable systems globally. It also enables the Council to continue networking within schools, faith groups, businesses, academia and the wider public sector, possibly talking to people who have not been involved in community activity previously.
- 3.9 Since becoming a Fairtrade Borough in June 2007, the Fairtrade Forum has organised:
- five Fairtrade Fortnights including different events on virtually every day
 - in conjunction with North Warwickshire and Hinckley College collaborated on a major fashion design event using Fairtrade Fabric culminating in “Pride of Place” at their end of year Fashion Show
 - for five years acknowledged and awarded an annual Retailer of the Year
 - donated Fairtrade rugby balls to Hinckley Rugby Club and footballs to local clubs and promoted FT goodies at matches
 - been represented at hundreds of community events
 - visited or contacted most of the schools in the Borough with FT materials and talks
 - regularly featured in the media
 - built its own website in conjunction with North Warwickshire and Hinckley College
 - sold enough Kilombero Rice to provide five years of secondary school attendance in Malawi
 - visited at least 60 outlets
 - held over 50 meetings
 - The Fairtrade stall has been at annual events including Burbage Common Open Day, Shakerstone Show, Burbage Farmers Market, Norton Juxta Twycross Christmas Fair, Alternativity, the opening of the George Ward Centre.
- 3.10 Cllr Mathew Hulbert is the Fairtrade Champion for the Council and attends the Steering Group meetings. The Environmental Coordinator currently supports the forum.

4. FINANCIAL IMPLICATIONS [AG]

Approval of the renewal of Borough Status if approved would result in the ongoing cost of officer time to facilitate the Fairtrade Forum, in-house printing of promotional materials and erection of the Fairtrade banner for Fairtrade Fortnight (currently £150 per annum). Small scale signage can be accommodated within the overall budget.

5. LEGAL IMPLICATIONS [AB]

No legal implications

6. CORPORATE PLAN IMPLICATIONS

Contributing to Strong and Distinctive Communities by increasing the number of volunteers in the community and in some measure to a Thriving Economy by encouraging a greater footfall in local shops where Fairtrade is available.

7. CONSULTATION

Consultation with Hinckley & Bosworth Fairtrade Forum, local businesses and organisations involved with Fairtrade.

8. **RISK IMPLICATIONS**

It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.

It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

The following significant risks associated with this report / decisions were identified from this assessment:

Management of significant (Net Red) Risks		
Risk Description	Mitigating actions	Owner
Risk to reputation in not renewing the Fairtrade Borough status.	Submit a renewal application and continue to support the Hinckley and Bosworth Fairtrade Forum in developing further partnerships.	Jane Neachell

9. **KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS**

The Borough Status covers the whole borough and Fairtrade retailers are distributed through out the area.

The steering group actively encourages participation through volunteers and educational establishments.

10. **CORPORATE IMPLICATIONS**

By submitting this report, the report author has taken the following into account:

- Community Safety implications
- Environmental implications
- ICT implications
- Asset Management implications
- Human Resources implications
- Planning Implications
- Voluntary Sector – the Forum Steering Group is a partnership between the voluntary sector, local authority and local business.

Background papers: Application for Renewal of Fairtrade Borough Status

Contact Officer: [Jane Neachell Environmental Coordinator]
Executive Member: [Cllr David Gould]

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APPENDIX 1

Five Goals for A Fairtrade Town, City or Zone.

The purpose of a Fairtrade Town is to contribute to the Fairtrade Foundation's aim of tackling poverty by enabling disadvantaged producers from poor countries to receive a better deal, through encouraging support for the FAIRTRADE Mark (shown right).



In order to fulfil this aim by becoming a Fairtrade Town, City or Zone the following five **goals** must be realised. When they are signed and dated a certificate will be presented by the Fairtrade Foundation. The **goals** are in **bold**. *Optional extras*, recommended but not required, are in *italics*.

1. **Local council passes a resolution** supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and cafeterias.
 - *Local council commits itself to promoting awareness of Fairtrade to its Borough on a regular basis, through its free publication (if it has one) and other outlets.*
 - *Local council allocates Fairtrade Town responsibilities to a member of staff or committee (working in partnership with a local Fairtrade steering group - see below) to ensure continued commitment to its Fairtrade Town status*
 - *Promote awareness of Fairtrade to staff and partners (internally) - through posters, emails, tastings and events during Fairtrade Fortnight*
2. **A range of (at least four different) Fairtrade products are readily available in the area's shops and other Fairtrade establishments. Fairtrade products are served in local cafes/catering establishments.** It should be easy for local people to find Fairtrade products as they do their everyday shopping. Targets are suggested below*. Retail stockists could include a selection of health and whole food shops, supermarkets, or fair trade shops.
 - *These should display literature or placards advertising the fact that they serve or sell FAIRTRADE Mark products.*
 - *The local Fairtrade directory produced advising people where they can buy or find Fairtrade products should be kept up to date - both on paper and on-line.*
3. **Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)**
 - *Aim to include a flagship employer*
 - *Venues should display stickers, posters or a certificate advising users that they use Fairtrade products and / or support the local Fairtrade Town campaign.*
 - *Educational campaigns are organised in these places to deepen people's understanding of the issues and deepen their commitment to Fairtrade.*
4. **Attract media coverage and popular support for the campaign.** For the press, the story can be revived as each goal is achieved, organising a big splash for the Fairtrade endorsement ceremony, and developing a strategy to keep it in the news long after. This will also enable local businesses and organisations to benefit from their involvement.
5. **A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.** This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the five goals. The group organises special events for Fairtrade Fortnight in March each year.

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APPENDIX 2

PROPOSED COUNCIL RESOLUTION

HINCKLEY AND BOSWORTH FAIRTRADE BOROUGH 2012

1. That Hinckley and Bosworth Borough Council supports Fairtrade and is aware of how buying Fairtrade products is a strategy for poverty alleviation and sustainable development and creating opportunities for producers and workers who have been economically disadvantaged or marginalised by the conventional trading system.
2. That Hinckley & Bosworth Borough Council supports the Hinckley and Bosworth Fairtrade Forum Steering Group in their 2012 application to renew the Borough's Fairtrade Borough status.
3. That a lead Councillor continue to be appointed as Fairtrade Champion for the Borough and, as such, be a partner in the Fairtrade Forum Steering Group to ensure Borough Council commitment in the future.
4. That the promotion and use of Fairtrade refreshments be supported on all council premises including meeting rooms, community buildings, vending machines, the Hinckley Hub, franchises and included in HBBC procurement procedures.
5. That awareness of our Fairtrade Borough status among residents and the business community is increased through signage at prominent positions across the Borough, in publications, websites and at events where the Council has an input.

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