

Report

Subject : Salisbury Fairtrade City
Report to : The Cabinet
Date : Wednesday 05 September 2007
Author : Robin Townsend, Head of Community Initiatives
Leader of the Cabinet : Councillor Paul Sample

1. Report Summary:

1.1. To bring forward recommendations to Cabinet as requested to consider proposals to develop the principles of Fairtrade and in particular to ensure priority and adequate resource is given to enable Salisbury to gain 'Fairtrade City' Status.

and if agreed

1.2. To pass a resolution supporting Fairtrade

2. Introduction and Background:

2.1. The Cabinet is in the process of reviewing its political and organisational themes, one area for discussion is likely to revolve around the environmental role of the Council and its commitment to protecting and enhancing the environment, both locally and globally.

2.2. In line with this theme, there is a desire to increase the role that the Council has to play in this area and to establish more robust environmental initiatives.

2.3. One such initiative that the Cabinet is keen to progress with immediately is to re-invigorate work initiated several years ago to support the principles of Fairtrade and in particular to ensure priority and adequate resource is given to enable Salisbury to gain 'Fairtrade City' Status.

3. Fair Trade City:

3.1. A Fairtrade City or Town is a community which has made a commitment to supporting Fairtrade, and through it to support disadvantaged farmers and workers in developing countries.

3.2. The purpose of a Fairtrade City or 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.

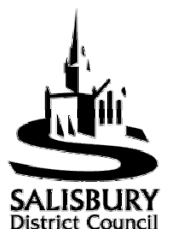


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3.3. In order to fulfil this aim by becoming a Fairtrade City, the following five goals must be realised. When they are, a signed and dated certificate will be presented by the Fairtrade Foundation. The **goals** are in **bold**. *Optional extras*,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

3.3.1 **Salisbury District Council passes a resolution** supporting Fairtrade, and agrees to serve Fairtrade tea and coffee at **all** its meetings and in **all** its offices and canteens.

- *Commitment is given to promoting awareness of Fairtrade across the authority on a regular basis, using mechanisms such as the website and Citizen and other outlets as well as organising events and promotions such as Fairtrade Fortnight.*
 - *Allocation of Fairtrade Town responsibilities is given to a member of staff or committee, working in partnership with a local Fairtrade steering groups to ensure continued commitment to its Fairtrade Town status.*
 - *Street signs are erected declaring it as a Fairtrade Town.*
- **A range of (at least two) Fairtrade products is readily available in the area's shops and local cafés/catering establishments.** It should be easy for local people to find Fairtrade products as they do their everyday shopping. Targets are given 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.*
 - *A local Fairtrade directory could be produced advising people where they can buy or find Fairtrade products – both on paper, and on-line.*
- **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.*
- **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.
- **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.
- *An educational event or competition is organised to raise awareness of trade issues and Fairtrade amongst young people.*

* **Target for number of retail outlets:** Population of < 10000 - 1 retail outlet per 2500:

Population < 200000 -1 retail outlet per 5000: Population of < 500000 - 1 retail outlet per 10000

Target for number of catering outlets: Population of < 10000 - 1 catering outlet per 5000:

Population < 200000 - 1 catering outlet per 10000: Population of < 500000 - 1 catering outlet per 20000

3.4. In practical terms, this means the community will have significant levels of awareness and understanding of the concept of Fairtrade, Fairtrade products will be widely available, bought and used, and a commitment will have been made to increasing sales and awareness further still, through promotional and educational activities.

4. The Way Forward:

- 4.1. If the Cabinet does determine one of its priorities over this term of office is to support the principles of Fairtrade and to revive ambitions for Salisbury to gain 'Fairtrade status' then it is essential that a sustainable approach is taken.
- 4.2. Success will be dependent on a number of factors the primary ones being:
 - the work is adequately resourced
 - a long term, sustainable approach is taken that takes into account possible changes that may arise from the establishment of a Wiltshire Council. It is likely to take up to a year to get this up and running based on previous experience, so all the issues surrounding the new unitary authority and priorities need to be taken into consideration
 - an active steering group, underpinned by the support and drive of key stakeholders, partnerships and forums that have an interest in Fairtrade, Agenda 21 and environmental issues in general.
 - there is political leadership with a Member Champion appointed to represent Salisbury District Council on the Steering group.
- 4.3. There is currently no capacity within the council to take on this piece of work and when taking into account the factors identified above, it is suggested that a feasible way forward would be to commission City Centre Management (CCM) to act as the Strategic Owner of the work, supported by the Member Champion and relevant Units within the council as and when required.
- 4.4. Initial discussions with CCM suggest that this proposal would be acceptable, however there would be a need for the council to provide it with resources to undertake the work and a sum of £20K would be considered reasonable to enable both a part time officer to be appointed and a working budget to be provided. There is leeway within existing budgets to accommodate the costs associated with this proposal due to the relatively high turn over in staff being experienced at the moment and the resultant vacancy factor that arises as a consequence.
- 4.5. If this proposal was considered acceptable a draft PID has been developed (appendix A) that could be used as the basis to take the initiative forward.

5. Fairtrade Resolution:

- 5.1. The Council needs to lead by example and it is suggested that Members approve a resolution to support the concept of Fairtrade and in doing so commits the Council to supporting and promoting Fairtrade.
- 5.2. The following draft resolution is put forward for consideration:

Salisbury District Council aims to be recognised by residents; local businesses, schools, local fairtrade and A21 partnerships as well as its suppliers and employees and other local councils as a council that actively supports and promotes the concept of Fairtrade – ensuring that producers from developing countries get a fair price for their goods and labour. The Council resolves to:

1. *Support the City Centre Management and the Fairtrade City Steering Group in its work to achieve Fairtrade City status and nominate a Member Champion to represent the council on the steering group*
2. *Promote awareness of Fairtrade issues, and provide a resource to make publicity and educational information available to local people, businesses, schools and other local organisations concerning the worldwide impact of unfair trade and opportunities that Fairtrade provides to promote sustainable development*
3. *Investigate the council's own purchasing policies to enable the purchase of Fairtrade products such as those carrying the FAIRTRADE Mark, as they become available*
4. *Purchase Fairtrade products, where ever possible when catering for Council meetings and functions and ensure that all Council managed facilities provide Fairtrade products for sale*

6. Recommendations:

Cabinet is recommended to:

- 6.1. agree to support City Centre Management taking strategic ownership of the Fairtrade City bid
- 6.2. approve the principle that a sum of £20K is vired from the salaries budget to another revenue budget to cover the costs associated with the proposal outlined in 4.3 of the report
- 6.3. nominate a Fairtrade Member Champion for Salisbury District Council who will subsequently act as the representative member on the Fairtrade Steering Group and any other relevant groups.

6.4. pass the resolution outlined in paragraph 5.2 of the report.

7. Background papers:

Details relating to Fairtrade Foundation can be found on their website - www.fairtrade.org.uk where there are also other relevant documents relating to the 'Fairtrade Towns Initiative'

8. Implications:

- 8.1. **Financial:** It is considered that £20K budgetary provision can be made available by approving a virement from the salaries budget into another revenue budget. There will also be further costs implications for the council associated with buying Fairtrade products as they are normally more expensive than existing products. Operationally the budget needs to cover areas such as the development of a Fairtrade directory that will require regular updating to keep it current. Cabinet may also wish to consider whether the budget for this project should be contained within the City Special Expenses Levee
- 8.2. **Legal:** under s2 Local Government Act 2000 the Council may do anything which it considers likely to promote or improve the economic social or environmental well-being of its area including incurring expenditure and giving financial assistance and/or entering into agreements with anyone else. The Council must not however fetter its discretion should it give CCM strategic ownership of any bid. Any grant funding should have regard to the Code of Guidance on Funding External Bodies.
With regard to the proposed resolution:
- Publicity is governed by the Local Government Act 1986 and the Council is required to have regard to the Local Government Code of Publicity when promoting Fairtrade. The Council should not promote any specific suppliers and/or brands of product
 - Any contracts for the supply of Fairtrade must be awarded without reference to the non commercial matters specified in s17 Local Government Act 1988 and in accordance with the Council's contract standing orders. None at this stage
- 8.3. **Personnel:** None at this stage
- 8.4. **Community Safety:** None at this stage
- 8.5. **Environmental:** None at this stage
- 8.6. **Human Rights:** None at this stage
- 8.7. **Equality and Diversity:** An Equality Impact Assessment will need to be undertaken as the project develops.
- 8.8. **Risks** – The project is not seen as a priority of the new unitary and proposals are not sustainable. Establish a group and work stream that is not supported by the new authority (particularly where there has been a strong lead in the past from the V&C sector). Continuity of the Member champion and any officer representation as the unitary authority is established. No single unit in the Council has a direct responsibility for Fairtrade Other risks will include the possibility of low interest from the retail market and lack of ownership from the steering group
- 8.9. **Ward(s) Affected:** Potentially all within the SDC area.
- 8.10. **Core Values** - Fairness & Equality, Progressive employer, Open Learning Council & Willing Partner, Communicating with the Public, Supporting the Disadvantaged, Excellent Service, Thriving Economy;
- 8.11. **Consultation:** – None at this Stage

Project Initiation Document

Project Title	Salisbury Fairtrade City
Strategic Purpose	Working in Partnership with keystakeholders to: <ul style="list-style-type: none">• Raise awareness of trade issues and Fairtrade• Increase the number of local retailers, businesses,, schools, and other outlets who sell, supply or use Fairtrade products• Gain national recognition for Salisbury's activities• Strengthen and develop local Fairtrade groups and partnerships so that they are self financing
Sponsor	Salisbury District council
Strategic Owners	City Centre Management; Salisbury Fairtrade Group; Salisbury District council; Wiltshire Fairtrade Partnership; Wiltshire Agenda 21; Faith groups; local charities
Project Owner	Salisbury City Management; Salisbury Fairtrade Steering Group
Project Team	To be determined, potentially could include: City Centre Manager; local Fairtrade activists; Trade Justice Movement; Wiltshire; Churches together; representative from Oxfam; School rep.
Project Purpose	<ul style="list-style-type: none">• Support the aims of local Fairtrade groups and Wiltshire A21 activities• Work on the 5 goals for Fairtrade City:<ol style="list-style-type: none">1. Salisbury District council passes a resolution supporting Fairtrade2. A range of (at least 2) Fairtrade products are readily available in local shops and Fairtrade products are served in local cafes /catering establishments.3. Fairtrade products are used by a number of local work places and community organisations (churches, schools etc including the Council)4. Attract media coverage and popular support for the campaign5. Establish a local Fairtrade steering group
Desired Outcomes	<ul style="list-style-type: none">• Achieve Fairtrade City status• Gain support from retailers, businesses and schools• Gather information that will help retailers, businesses and schools to start selling /providing Fairtrade products• Increase numbers of retailers selling Fairtrade products.• Formalise local interesting Fairtrade and trade issues by setting up a strong, formal Fairtrade network that has ownership of the City bid, and hold regular, well attended meetings• Encourage better networking amongst interested stakeholders, to support and enable more Fairtrade projects across the district• Disseminate better information on becoming a Fairtrade City• Raise the profile of Fairtrade issues across the district and with member organisations
Milestones 3 months	Goal 1 <ul style="list-style-type: none">• Present paper to Cabinet and get a resolution passed supporting Fairtrade

- Get agreement that Fairtrade tea and coffee are provided at all formal council meetings, and serviced in all the facilities and increase visibility thereof.
- SDC Cabinet to provide a financial resource to support the work
- Salisbury City Management to be approached to take the lead role to take forward the Fairtrade City bid

Goal 2

- Establish Fairtrade City Steering group
- Ensure the group is well supported and meets regularly

Goal 3

- Undertake an audit of all retailers currently selling Fairtrade products
- Establish a Fairtrade Directory and form a basis to measure change
- Collate existing information from Fairtrade Foundation and local wholesalers for businesses to help them switch to fairtrade products
- Increase information available to retailers who may wish to switch to Fairtrade.

Goal 4

- Increase information available to employers and non-retail businesses on how they can contribute to the City bid
- Establish a 'flagship' employer

Goal 5

- Attract media and popular support for the campaign
- Develop website and other mechanisms to promote Fairtrade such as information packs and publicity material

Goal 6

- Re-ignite support for Fairtrade Fortnight

6 months

Goal 1

- Gain support from MED&T and Salisbury Tourism Partnership and explore possible sources of long term Fairtrade promotion
- Work with schools to promote Fairtrade products
- Incorporate Fairtrade into Schools environment day for 2008
- Increase information available to schools

Goal 2

- Application for Fairtrade City submitted
- Fairtrade Steering group established to develop a sustainable long term action plan
- Signs are erected declaring Salisbury as a Fairtrade City

Potential costs

£10,000 for part time officer resource in City Centre Management Team
 £10,000 for a working budget