

Meeting:	Overview and Scrutiny
Date:	25 April 2006
Subject:	Fairtrade
Responsible Officer:	Chief Executive
Contact Officer:	Claire McGill
Portfolio Holder:	Communications, Partnership & Human Resources
Key Decision:	No
Status:	Public, Part 1

Section 1: Summary

Decision Required

Note the report

Reason for report

Link to engaging with communities, putting Harrow on the map and a more business like organisation

Benefits

Working with local business, schools and communities in mutual promotion
Civic pride from local residents
Impact on performance measures of engagement etc

Cost of Proposals

N/a

Risks

Resources, budget, partners, community involvement, public uptake and sense of priority

Implications if recommendations rejected

Disgruntlement and disappointment from key community groups who are backing Fairtrade

Section 2: Report

2.1 Brief History

What has happened since the motion to council was considered

The motion for the Harrow to become a Fairtrade borough was passed in January 2006.

Since then the following has taken place:

- Draft communications and marketing strategy and action plan written (please see below)
- Community engagement regarding the way forward for the council
- Press releases sent out about how the council is supporting Fairtrade Fortnight
- Community meetings – have now met twice - action plan created
- Fairtrade events organised in conjunction with schools, local communities and businesses for 6 & 17 March
 - 6 March – St Georges Centre (Fairtrade literature obtained from Fairtrade Foundation, Divine Chocolate, Jambohut, CafeDirect) Stall holders involved – Oxfam, Agenda21, SoulSurvivor, Harrow Baptist Church
 - 17 March – Civic Centre (Fairtrade literature obtained from Fairtrade Foundation, Divine Chocolate, Jambohut, CafeDirect) Stall holders involved – Freshcafe; Traidcraft; Oxfam; Agenda21; Harrow Baptist Church; Marks and Spencer; Whitefriar's School; Ann Gardening
- Sign up sheet prepared for signatures from local people to encourage local shops and businesses to stock, supply and use Fairtrade

- Harrow Council March edition – cover feature and article about Fairtrade with local champion interviewed
- Fairtrade website with regular updates on Harrow Council website – www.harrow.gov.uk/fairtrade
 - List of suppliers of Fairtrade products in the borough included – regular updates from community members and local businesses
 - Local church Fairtrade events included
 - The 5 aims of Harrow to become a Fairtrade borough included
- Local Fairtrade supporters database created
- Information supplied internally to staff via the intranet and newsletter
- Catering suppliers now using Fairtrade products for internal council use
- Fairtrade posters and literature put up around the Civic Centre

Achievements

Fairtrade Fortnight (March 2006) update

Fairtrade events organised in conjunction with schools, local communities and businesses

- **Sunday 5 March** – run by SoulSurvivor, St George's Centre
Literature on Fairtrade and how to get involved – aimed at young people in particular
Review: successful interaction from young people to other young people
- **Monday 6 March** – St George's Centre (Fairtrade literature obtained from Fairtrade Foundation, Divine Chocolate, Jambohut, CafeDirect)
Stall holders involved – Oxfam, Agenda21, Harrow Baptist Church, Harrow Council
Review: successful awareness raising with the general public; Westminster University film students filming re event
- **Friday 17 March** – Civic Centre (Fairtrade literature obtained from Fairtrade Foundation, Divine Chocolate, Jambohut, CafeDirect)
Stall holders involved – Freshcafe; Traidcraft; Oxfam; Harrow Baptist Church; Whitefriar's School; Ann Gardening; Nower Hill School; Harrow Council
Additional: Gareth Thomas MP attendance and 250 bananas supplied by Waitrose

Review: MP attendance raised awareness via photoshoot (local paper uptake successful); awareness raising for staff (in particular) and public very successful; Fairtrade samples an added bonus

- Community sub-groups (schools, business, publicity) set up to lobby and champion the Fairtrade cause in order to persuade local businesses to offer Fairtrade products, schools to educate young people as champions of Fairtrade and to encourage the local community to buy Fairtrade

Where the council is with its aims on Fairtrade

To become a *Fairtrade Town*, Harrow must meet the following 5 goals must be met:

1. The local council must pass a resolution supporting Fairtrade, and serve Fairtrade coffee and tea at its meetings and in offices and canteens

We now serve tea and coffee and are encouraging staff who buy their own to buy Fairtrade.

2. A range of Fairtrade products must be readily available in the area's shops and served in local cafes and catering establishments (targets are set in relation to population)

We are running a survey to find out from restaurants, hotels, B&Bs, etc whether they supply Fairtrade products (info supplied via tourism officer)

3. Fairtrade products must be used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)

We are running a survey to find out which of the above mentioned are supplying Fairtrade products (info supplied by community groups, marketing manager, website)

4. The council must attract popular support for the campaign

We are using Fairtrade Foundation promotional material and local press, schools and champions to highlight the Fairtrade campaign (at the moment we do not have any funding)

5. A local Fairtrade steering groups must be concerned to ensure continued commitment to *Fairtrade Town* status

This has been set up and meets every two months (it comprises local community and church groups, voluntary sectors and businesses)

Areas to note:

No money has so far been spent on promoting Fairtrade in the borough. All publicity material has been received free of charge from the Fairtrade Foundation and other Fairtrade suppliers, who have provided literature and samples.

Partner involvement not yet approached. Opportunity now arises to develop Fairtrade with HSP and via community engagement.

Harrow in Business have been approached about Fairtrade and getting it on their agenda. No response so far.

This Fairtrade Fortnight, Fairtrade Synagogues was launched with the first Synagogue receiving a certificate in Birmingham on Thursday 9 March – the Fairtrade Foundation is looking at working with other religious groups to promote Fairtrade.

Fairtrade Marketing and Communications Strategy

Outline

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.

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Aims & Objectives

In October 2005 Harrow Council passed the resolution of part one of goal one. Following on from this, the second part of that goal and the following four goals must be achieved.

The marketing and communications strategy will seek to:

- Promote the use of Fairtrade products internally, outlining the reasons behind this and encourage staff to share their Fairtrade commitments
- Promote the use of Fairtrade products to local shops, cafés, restaurants and businesses and encourage them to share their ideas for use of products with the community
- Create a marketing and communications campaign to highlight and support the use of Fairtrade products within the borough

Marketing and Communications Action Plan

- Harrow commits itself to promoting awareness of Fairtrade to its constituency on a regular basis, through Harrow People, the council website, intranet, Harrow in Business newsletter, Harrow Strategic Partnership newsletter and other appropriate communications outlets.
- Street signs are erected declaring it as a Fairtrade Town – a “launch event” / press call takes place
- Press release re council trailblazing the use of Fairtrade products in its meetings – photo opp, internal and external publicity
- Local shops, cafes and restaurants sent information about Fairtrade products and champions for the cause are established to help push put message (and sponsor marketing materials)
- A Fairtrade Products Guide/Directory to Harrow is promoted via Harrow People, website, Harrow in Business and available in public receptions, shops, cafes and restaurants
- Fairtrade exhibition roadshow to tour schools (educational campaign)
- Schools invited to present exhibitions during Fairtrade fortnight (6-19 March 2006) in schools receptions/streets/centres/villages
- Harrow People article by appropriate councillor to highlight message and show why Harrow is supporting Fairtrade

- Literature about Harrow's commitment to Fairtrade distributed to shops, cafes and restaurants
- Stickers created for shop windows advertising the fact that they serve or sell Fairtrade products.
- Promotional and marketing items (stickers, hats, bugs, fruit etc) created for schools, young people, and shop, café and restaurant staff to wear/use etc in order to promote Fairtrade
- Attract media coverage and popular support for the campaign (for the press, the story can highlight when 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)
- Use community contacts who have links with Fairtrade countries to promote the reasons behind the need for commitment to Fairtrade products and to promote Fairtrade to a range of ethnic communities
- Engage with community groups and young people to gain their endorsement for the campaign and encourage them to be champions
- Fairtrade Fortnight – press campaign; exhibitions; stalls in town and village centres; at community halls; schools exhibitions; tasting sessions
- Seek local celebrity endorsement of campaign for launch, ceremony and opening of Fairtrade Fortnight

Purchasing/procurement issues and ethical purchasing issues

Procurement has been talking to the council's key suppliers about Fairtrade options.

They are continuing to source the Fairtrade market and are supporting internal catering to buy and supply Fairtrade, as well as supporting the local business community externally to buy Fairtrade products.

Taking Fairtrade forward

Having researched other London authorities' approaches to Fairtrade, it became clear the responsibility for delivery did not sit within Communications.

For example, other boroughs have the following departments taking the lead:

Camden - Environmental Policy and Projects Team

Brent – Environment and Culture

Southwark – Strategic Services (community engagement and environment & leisure)

It would, therefore, seem opportune to find a department that can fully deliver the requirements of Fairtrade.

2.2 Options considered

None

2.3 Consultation

None

2.4 Financial Implications

None

2.5 Legal Implications

Section 2 of the Local Government Act 2000 gives the local authority the power to do anything which they consider is likely to achieve promotion or improvement of the economic, social or environmental well being of the area.

2.6 Equalities Impact

None

2.7 Section 17 Crime and Disorder Act 1998 Considerations

N/A

Section 3: Supporting Information/Background Documents

Background Documents: None.