
PROMOTING FAIRTRADE

**Responsible Cabinet Member(s) – Councillor Chris McEwan,
Community Protection Portfolio**

Responsible Director(s) – John Buxton, Director of Development and Environment

Purpose of Report

1. To inform Cabinet Members of a recommendation of the Public Protection and Community Partnerships Scrutiny Committee in relation to promoting Fairtrade within Darlington.

Information and Analysis

2. The Darlington Environmental Forum received a verbal report on Fairtrade from the Sustainable Development Officer at their meeting on 28 June 2004. It was suggested that in relation to Fairtrade Town status, the matter be referred to the Public Protection and Community Partnerships Scrutiny Committee to investigate the implications of Darlington becoming a Fairtrade Town.
3. At the meeting of the Public Protection and Community Partnerships Scrutiny Committee held on 31 August 2004 Members of the Committee were informed of the Fairtrade initiative and their views sought on developing Darlington as a Fairtrade Town.
4. Following discussion, the Scrutiny Committee resolved:
 - (a) That this Committee supports the development of Darlington as a Fairtrade Town.
 - (b) That this Committee recommends to Cabinet that the principles of Fairtrade be adopted by the Council.

Matters for Consideration

5. Fairtrade Towns can demonstrate that they support and promote Fairtrade and to achieve this status they must meet five goals as outlined below:
 - (a) The Council must pass a resolution supporting Fairtrade and agree to serve Fairtrade tea and coffee where refreshments are offered at meetings and in offices and canteens. This can be alongside non-Fairtrade products. The resolution should involve a commitment to:

- (i) Widely offer Fairtrade marked food and drink options internally and make them available for internal meetings if refreshments are offered.
 - (ii) Promote the Fairtrade mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters.
 - (iii) Use influence to urge local retailers to provide Fairtrade options for residents.
 - (iv) Use influence to urge local business to offer Fairtrade options to their staff and promote the Fairtrade mark internally.
 - (v) Engage in a media campaign to publicise the Fairtrade Towns initiative.
 - (vi) Allocate responsibility for progression of the Fairtrade Town initiative to a member or group of staff.
 - (vii) Organise events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the Fairtrade Mark.
- (b) A range of Fairtrade products must be available in the area's shops and served in local cafes/catering establishments.
- (c) Fairtrade products must be used by a number of local workplaces and community organisations.
- (d) Attract media and popular support for the campaign.
- (e) A local Fairtrade Steering Group should be set up to ensure continued commitment to the Fairtrade Town status.
6. Of the five goals the first is the most critical. To achieve this first goal Darlington Council must pass a resolution/motion outlining support for the Fairtrade Initiative after which much of the work required could be carried out by the Sustainable Development Officer with support from appropriate areas and within existing resources.
7. In passing such a resolution the Council would provide an example of support for the Fairtrade Initiative to other interested parties in the Borough and facilitate the promotion and purchase of Fairtrade products. The Council is an important and influential consumer and opinion leader and can therefore provide a leading example in working to achieve the other 4 goals by supporting Fairtrade itself.
8. Each of the other four goals are already being achieved to a certain extent:
- (a) Darlington Borough Council currently promotes Fairtrade products on a regular basis. The Sustainable Development Officer ensures that Fairtrade Foundation materials are on display at all publicity events and that free samples of Fairtrade tea and coffee are provided.
 - (b) There are several retail outlets that sell Fairtrade products within Darlington.
 - (c) Council support for the Fairtrade Initiative would provide further influence in urging other retailers to stock Fairtrade products and also encourage local businesses to become involved.

- (d) Whilst there is no Fairtrade group set up in Darlington, there is interest already present amongst several groups relating to Fairtrade, which can be built upon.

Outcome of Consultation

9. Members of the Darlington Environmental Forum, Public Protection and Community Partnerships Scrutiny Committee and the Economy and Environment themed group of the Darlington Partnership have all been consulted on this matter. All have confirmed their support for the initiative. Community Services, who provide refreshments at Council premises, have also been consulted and have agreed to include Fairtrade products in the future.

Legal Implications

10. This report has been considered by the Borough Solicitor for legal implications in accordance with the Council's approved procedures. There are no issues which the Borough Solicitor considers need to be brought to the specific attention of Members, other than those highlighted in the report.

Section 17 of the Crime and Disorder Act 1998

11. The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely, the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. It is not considered that the contents of this report have any such effect.

Council Policy Framework

12. The issues contained within this report do not represent change to Council policy or the Council's policy framework.

Decision Deadline

13. For the purpose of the 'call-in' procedure this does not represent an urgent matter.

Recommendation

14. It is recommended that developing Darlington as a Fairtrade town be supported and in order to so, the goals outlined in the report be agreed.

Reasons

15. The recommendation is supported by the following reasons:

- (a) To support the international Fairtrade Initiative.
- (b) To support Sustainable Development on a global level.

John Buxton
Director of Development and Environment

Background Papers

Minutes of the Darlington Environmental Forum Meeting held on 28 June, 2004 and the Minutes of the Public Protection and Community Partnerships Scrutiny Committee meeting held on 31 August, 2004.

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