



Committee and Date

Annual Council

29th April 2010

Item

16

Public

BACKGROUND REPORT TO MOTION RE FAIRTRADE STATUS RECEIVED FROM MR K BARROW

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Background

Shropshire successfully became a Fairtrade County in 2007, which entailed fulfilling a number of criteria including support from the local Council.

In 2005, Shropshire County Council had pledged its support for this, by passing a motion which stated the following...

"That Shropshire County Council wholly supports the principles of fair trading throughout the world and will seek to promote this cause both within the Council and by encouraging local businesses, commercial outlets and other public agencies to support this initiative."

For Shropshire to retain its Fairtrade status, it must renew its application and provide evidence that activity supporting Fairtrade is still current in Shropshire. It is also important to show that Shropshire Council will support this aim to retain the status.

Fairtrade Status Goals are:

Goal 1: Local council passes a resolution supporting Fairtrade

Goal 2: A range of (at least two) Fairtrade products are readily available in the area's shops and are served in local cafés/catering establishments.

Goal 3: Fairtrade products are used by an appropriate number of local work places (offices, shops, B&Bs etc.) and community organisations (faith communities, schools, universities).

Goal 4: Attract media coverage and popular support for the campaign.

Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade status.

In order to fulfil this resolution, Shropshire Council will:

1. Review all Shropshire Council premises to ensure the supply of fair-trade refreshments in all council establishments. The Council already serves fair-trade beverages in the Shirehall restaurant and stocks fair trade products in the shop. Posters and campaigns promoting fair-trade are displayed at the entrance to the restaurant. Fairtrade options are available to schools through Shire Services and West Mercia Supplies and are provided for council meetings. External outlets, such as the Discovery Centre, also serve fair-trade produce.
2. Promote awareness of fair-trade on a regular basis through our various publications, such as 'Talking Shrop' and 'Shropshire' magazines and on our web site.
3. Ensure its Sustainability Officer supports renewing fair-trade status for the county by attending meetings of the Shropshire Fairtrade Coalition where appropriate and report to Members on progress made.
4. Support links with the Economic Development Unit to encourage other businesses and establishments to stock and support fair-trade across the county.
5. Organise an annual promotion of fair trade products within the Council to raise awareness of fair trade.
6. Begin discussions with the Children and Young People's Directorate and Shire Services to organise an education event to raise awareness of trade issues and fair-trade amongst local young people.

Supporting Documents

Copy of letter to be signed by Kim Ryley

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Human Rights Act Appraisal

There are no known human rights implications of these proposals.

Environmental Appraisal

Fairtrade Status provides more than ethical working conditions, aims for a more sustainable product and supports small and local producers globally to create a range of products in a more ethical way.

Risk Management Appraisal

Shropshire County has been a Fairtrade County. To fail to pass this resolution will mean a loss of status which will result in a loss of reputation for the Council – previously regarded as supportive for fair trade activity.

Community / Consultations Appraisal

None in preparation for this report.

Cabinet Member

Councillor Ann Hartley

Local Member

All

Appendices