



## **Full Council Meeting**

**Date: 24<sup>th</sup> November 2022**

**Number: FC115 – To Consider whether to proceed with the application process to become a Fairtrade Town**

### **1. Introduction**

This report will provide an overview of the process required to apply to become a Fairtrade Town.

### **2. Findings**

In order to qualify as a Fairtrade Town there are five goals that must be met prior to submitting an application. These are:

- 1.** Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens).
- 2.** A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs).
- 3.** Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible.
- 4.** Media coverage and events raise awareness and understanding of Fairtrade across the community.
- 5.** A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support

Further details relating to these goals and how they can be achieved are in this guide:

[Fairtrade Towns Action Guide.pdf \(fairtradeprod.wordpress.com\)](https://www.fairtrade.org.uk/what-we-do/fairtrade-towns/fairtrade-towns-action-guide)

### **3. Process Summary**

Full details can be seen in the link above, including a handy flow chart on page 4.

- Define the geographical area to be focused on.
- Register with the Fairtrade Foundation.
- Hold a public meeting to launch the campaign, and identify people to join the committee to work on Fairtrade accreditation. Invite the press to the meeting to ensure maximum publicity.
- Liaise with other experienced Fairtrade Town groups for ideas to progress.
- Prepare an action plan.
- Get Going! Meet the goals outlined above.
- Make an application!

- Submit application 1 year after successfully achieving Fairtrade status, and then every 2 years after that.

As we have a population below 5,000, our catering target would be 1, and the retail target would be 2.

4. **Costs**

The costs to complete this initiative are unknown at this time, however the set up costs should not be onerous as we can use the hall for meetings without charge.

5. **Recommendations**

Council must consider whether it will be realistic to achieve the support required for this initiative from within the village, and whether there is the appetite to drive this forwards.

Name: Sam Heynes

Title Clerk

Date: 26<sup>th</sup> October 2022