

# WEST DUNBARTONSHIRE COUNCIL

## Report by the Chief Executive

Community Participation Committee – Wednesday 19<sup>th</sup> April 2006

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### Subject :- Fairtrade Status for West Dunbartonshire

#### 1. Purpose of Report

This report informs members of the actions which are underway to obtain 'Fairtrade' designation for towns in West Dunbartonshire. It notes that the Council and Community Planning Partners have begun action in support of the Fairtrade approach, and proposes that we should aim to raise awareness of the issues involved in conjunction with local community representatives.

#### 2. Background

##### 2.1. Fairtrade Foundation

The Fairtrade Foundation is a registered charity, established in 1992, which aims to alleviate poverty in developing countries by encouraging Fairtrade. It does this by licensing a Fairtrade mark or label to producers and brands which meet the Fairtrade standards. (Brief details of the Fairtrade Foundation are attached as appendix 1. Its website address is [www.fairtrade.org.uk](http://www.fairtrade.org.uk) )

The Fairtrade Foundation can provide information and materials to support local campaigns.

##### 2.2. Benefits

Although there are clear benefits for the producers and communities in developing countries, there is also the potential for considerable benefits to the local community in West Dunbartonshire. These might include:

- awareness raising within local communities – with opportunities for links with some specific communities in developing countries
- educational opportunities – particularly for young people
- tourism development opportunities
- general promotion of wider ethical trading issues.

##### 2.3. West Dunbartonshire Council has agreed that, although it has specific responsibilities to local citizens, the Council – along with its Community Planning Partners - is well placed to take action at a local level in support of activities which can:

- tackle poverty
- address exclusion and disadvantage
- promote sustainability at the wider international level.

## 2.4. Fairtrade Town Goals

The Fairtrade Foundation sets out 5 goals which must be achieved for a town (or city, village, district etc), to receive Fairtrade status. The minimum goals are as follows, (although in each case there are suggestions for additional activity):

### **Goal 1 - Local authority support**

This requires the Council to pass a resolution supporting Fairtrade and agreeing to serve Fairtrade tea/coffee etc at all meetings and in all offices and canteens.

West Dunbartonshire Council agreed this at its meeting in October 2005, and has now taken action to ensure that it complies with these standards.

### **Goal 2 – Product availability in the community**

This requires that a range, (at least two), Fairtrade products are readily available in the area's shops and that Fairtrade products are served in local cafes and catering establishments.

The standards require that Fairtrade goods are available in 18/19 retail outlets and 9/10 catering outlets if we are to achieve Fairtrade Status for the whole of West Dunbartonshire, (the numbers vary pro rata according to the population of the town/village/district seeking status).

### **Goal 3 – Use of Fairtrade products by local agencies, employers and community organisations**

This requires Fairtrade products to be used in a number of local workplaces (ideally with one flagship employer), and by community organisations, (such as churches and voluntary organizations).

As part of the resolution agreed at its October meeting, West Dunbartonshire Council has undertaken to act as a flagship employer, and we will be asking other Community Planning partners to make a commitment to using Fairtrade products in their workplaces.

### **Goal 4 – Media coverage and local support**

This involves attracting media coverage and local support, (for endorsement ceremonies, launch events etc.)

We have already generated media coverage of the Council's decision to support Fairtrade, and the issue has been promoted to Council staff using the 'in house' magazine. A number of local schools have also become involved in Fairtrade activity and have been using the issues raised as part of the teaching curriculum.

### **Goal 5 – Fairtrade Steering Group**

This requires the establishment of a Fairtrade Steering Group to ensure continued commitment to Fairtrade status.

At its meeting on 30<sup>th</sup> January 2006, the Community Planning Partnership agreed to establish a working group with the initial remit of reporting back on the actions needed to achieve Fairtrade status. This report will be made to the meeting of the CPP Board on 24<sup>th</sup> April. It will recommend that the working group is continued to ensure that the necessary action is taken.

(Further details of the discretionary activities associated with these goals are available in the Co-op Guide – Make your Town a Fairtrade Town, A Guide for Co-operators.)

### **3. Main Issues**

- 3.1. The development of the Fairtrade approach in West Dunbartonshire will involve the support of a range of interests in the local community. The membership of the initial working group includes representation from the Community Council Forum, (via the Community Planning Board), the Chamber of Commerce, Council for Voluntary Service, Clydebank College, Strathclyde Fire & Rescue and local business interests – along with representation from the Council. If the Community Planning Board accepts the recommendation to extend the role of the working group to oversee implementation and monitoring, then it may be that others would have an interest in joining this group.
- 3.2. The 3<sup>rd</sup> Fairtrade Goal requires that a range of local agencies, employers and community organisations agree to use Fairtrade products. It is suggested that the community organisations and umbrella groups represented on the CPC may wish to raise this with their committees and decide whether they would wish to add their support in this way.

### **4. Recommendations**

- 4.1. It is suggested that the Committee may wish to recommend the following action:
  - (i) that membership of the Fairtrade Working Group be open to any other interested parties from the CPC, (assuming the CPP Board agrees the extension of the working group remit on 24.4.06) ,
  - (ii) that all community groups represented through the CPC consider whether they should support this initiative by serving Fairtrade tea/coffee etc at all meetings and that they should report back to the CPC on the action agreed.

Tim Huntingford  
Chief Executive

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**Background Papers:** Co-op Guide – Make your Town a Fairtrade Town, A Guide for Co-operators