

SUSTAINABILITY CABINET COMMITTEE

Agenda Item 14

Brighton & Hove City Council

Subject: Brighton & Hove Fair Trade Steering Group
Date of Meeting: 23 July 2010
Report of: Head of Sustainability & Environmental Policy
Contact Officer: Name: Thurstan Crockett Tel: 29-2503
E-mail: Thurstan.crockett@brighton-hove.gov.uk
Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This is an update on the work of Brighton & Hove's Fair Trade Steering Group following this committee's decision in January to help establish the group.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Committee welcome the progress made by the steering group to date.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Brighton & Hove City Council was the first Fairtrade town in the UK. It achieved Fairtrade City status in 2004. The original steering group lost momentum over the years and on January 21, 2010 the Sustainability cabinet Committee accepted the following recommendations:
- (1) That a steering group be formed to examine the benefits of continued 'Fairtrade City' status and develop a city programme, with a remit to report its findings to the Committee for approval.
 - (2) That delegated power be granted to the Head of Sustainability and Environmental Policy to establish the steering group.
- 3.2 The city council went ahead and has attracted a broad and very experienced range of people to form the group, drawing particularly on the significant number of Fair Trade retailers now established in the city. The council has hosted three meetings of the steering group, which includes the following people:

Maria Antoniou (Development Manager - Friends Centre)
Ian Chisnall (Churches Together in Sussex)
Christine Gent (External Affairs, World Fair Trade Organisation)
Helen Burrows (World Development Movement)
Deborah Miarkowska (EcoChic Collection - an online ethical and fairtrade fashion boutique and eco glossy magazine)
Barb Wilson (LovethatStuff Fair Trade Shop & Internet business)

Siobhan Wilson (owner of FAIR & Kolkata Fair Trade shops)
Naz Harrison, President, University of Brighton
Alison Hadfield, Brighton & Hove High School, representing Eco Schools
Vic Else, Director, Brighton & Hove Food Partnership
Ruth England (Education Coordinator - Brighton Peace & Environment Centre)
Tamsin Jones (FAIR volunteer) - administrator

- 3.3 The group has agreed a core aim: “To support, encourage and celebrate Fair Trade, so that Brighton & Hove becomes well known as a place that fosters and is closely associated with Fair Trade” , as well as a clear set of aims and goals (See Appendix 1).
- 3.4 Key projects being worked include targeting many of the 120 churches in the city – nineteen are already registered as Fair Trade churches and there is great potential to add to this number.
- 3.5 The Friends Centre is also developing both learning about fair trade and work for Fairtrade Fortnight in 2011, including collaboration with the Co-Op on an Eat with Ethics evening and a fairtrade show.
- 3.6 The local Fair Trade website is being overhauled and improved and a new leaflet “Celebrating Fair Trade Businesses in Brighton & Hove” has been produced to promote Fairtrade shops and other outlets and their locations in the city centre, including Kolkata, FAIR, Shared Earth, RYico, Lovethatstuff, and the Friends Centre; as well as locally-based Fair Trade businesses: Before You Can, Ciel, Ecochic Collection and Fairly Covered.
- 3.7 Future agenda items include working with the national Fairtrade Foundation, The Sussex Fairtrade Network, Brighton & Hove Albion, on procurement, marketing and publicity work with the city council, and work towards Fairtrade Fortnight events.

4. CONSULTATION

- 4.1 The following departments were consulted: Procurement, the Sustainability Team, Communications and Food Partnership.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There are limited financial implications arising from this report. Staff time and associated meeting costs in relation to the operation of the steering group will be met within the existing budget of the Sustainability Team.

Finance Officer Consulted: Peter Francis

Date: 13/07/10

Legal Implications:

- 5.2 The recommendations at paragraph 3.1 are consistent with the Sustainability Cabinet Committee’s terms of reference. The Committee therefore has proper authority to give effect to those recommendations.

5.3 There are no other legal implications arising directly from the report.

Lawyer Consulted:

Oliver Dixon

Date: 13/07/10

Equalities Implications:

5.4 Fairtrade issues focus on international social justice.

Sustainability Implications:

5.5 This report addresses sustainability issues by encouraging and promoting the use of fairtrade products within the local community and in the City Council.

Crime & Disorder Implications:

5.6 None

Risk & Opportunity Management Implications:

5.7 The reputational risk is if that if the City Council had not taken steps to ensure fairtrade activity in the city is co-ordinated, sooner or later the city's commitment to fairtrade would have been questioned and challenged in more depth and detail. However, now more time and resources are committed to the promotion of fairtrade and the city will retain its fair trade status, with an external partnership lead, and council backing.

Corporate / Citywide Implications:

5.8 Fairtrade City Status is a citywide accolade showing that the city cares about international issues and the welfare of producers in developing countries.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 If we had done nothing Brighton and Hove City Council could have been in danger of losing its status as a fairtrade city.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 The Sustainability Cabinet Committee called for work on this to be developed at its January meeting.

7.2 A dedicated group promoting fairtrade polices on a regular basis will enable the City's populace to continually be reminded the importance of buying fairtrade products.

SUPPORTING DOCUMENTATION

Appendices:

1. Aims and core Five Goals for the Fair Trade Steering Group: Brighton & Hove in Sussex

Documents in Members' Rooms

None

Background Documents

1. Brighton & Fairtrade city website: <http://www.bhft.org.uk/home.htm>