

## MEETING OF THE COUNCIL

13 OCTOBER 2010

### REPORT OF THE HEAD OF SOCIAL & ECONOMIC DEVELOPMENT

#### MELTON MOWBRAY: FAIRTRADE TOWN

##### 1.0 PURPOSE OF REPORT

- 1.1 The report seeks to update Members on the town's Fairtrade status and progress over the last three years. It also seeks to request that Melton Borough Council pass a council resolution, to again support the renewal of the town's Fairtrade in 2010.

##### 2.0 RECOMMENDATIONS

- 2.1 **The Melton Mowbray Fairtrade Town Steering Group be supported in their 2010 renewal application, to renew Melton Mowbray's status.**
- 2.2 **A lead Councillor be appointed as part of the steering group, to ensure future commitment.**
- 2.3 **That the promotion and use of Fairtrade refreshments be supported on all council premises; including meeting rooms, community centres and potentially the new council offices.**

##### 3.0 KEY ISSUES

- 3.1 On 19 April 2006 at the meeting of the Council members approved that the Council supported the bid by the Melton Fairtrade Committee to make the town of Melton Mowbray a Fairtrade Town and to make the Borough of Melton a Fairtrade Borough.
- 3.2 Being 'Fairtrade' is being aware that by buying fair trade items, including those with the FAIRTRADE mark, that this is trying to give marginalised producers a fairer deal, and how this can then contribute to supporting sustainable development overseas.
- 3.3 The town's sustained status as a Fairtrade Town and Borough is subject to continued commitment on behalf of the local community, in supporting fairer trade practices. The Fairtrade Town Steering Group has been set up, to continue to build upon the town's achievements. Working with Town Centre Managers, councillors, local media and Melton Town Centre Partnership, it is hoped that the Fairtrade Town status will be championed more widely. Further information is provided in Appendix A.
- 3.4 Leaflets, signage and media coverage/websites are demonstrating that an increasing number of establishments are selling Fairtrade products. Establishments include schools, catering outlets, churches, shops and workplaces. A guide by the Fairtrade Foundation has been produced identifying the key issues for Local authorities and Fairtrade, which is attached in Appendix B.
- 3.3 Attendance and promotion at events, such as the Country Fair, Melton By Sea and East Midlands Food & Drink festival, continue to raise awareness and publicise the 2010 renewal campaign.
- 3.4 The Melton Mowbray Shopping Guide 2010 will include a key indicating which businesses sell and support Fairtrade products. An updated Fairtrade Directory will soon be published, which will focus solely on Fairtrade suppliers and supporters.
- 3.5 The Council can also influence sales of Fairtrade products locally, by helping to raise awareness of the issues. This can include working with the steering group on activities and local events; and nominating council employees and councillors as Champions for the

Fairtrade Town – currently undertaken by Town Centre Managers and Cllr Alison Freer.

#### **4.0 POLICY AND CORPORATE IMPLICATIONS**

4.1 The ongoing support of the Council and the local community is a key part of being a Fairtrade Town. This will not only support the renewal of the town's Fairtrade status in 2010; it will also contribute to key corporate priorities:

- Enhance the vitality and viability of Melton Town Centre.
- Achieve a sustainable, prosperous and vibrant community, a place where people want to live, work and visit.

#### **5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS**

5.1 There are no specific financial implications.

#### **6.0 LEGAL IMPLICATIONS/POWERS**

6.1 There are no specific legal issues.

#### **7.0 COMMUNITY SAFETY**

7.1 There are no specific legal issues.

#### **8.0 EQUALITIES**

8.1 No direct Equality issues have been identified.

#### **9.0 RISKS**

9.1 There are no direct risks identified.

#### **10.0 CLIMATE CHANGE**

No specific climate change implications.

#### **11.0 CONSULTATION**

11.1 Consultation on this report has been made with the Town Centre Manager, councillor, local community and businesses.

#### **12.0 WARDS AFFECTED**

12.1 All wards are affected.

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Contact Officer	Shelagh Core/Lisa Hammond
Date:	5 October 2010
Appendices :	A – Fairtrade Town B – Fairtrade Foundation Guide
Background Papers:	None
Reference :	X : Committees/Council/2010-11/131010

