

## **TO: Melton Borough Council**

Dear Councillors

### **MELTON MOWBRAY: FAIRTRADE TOWN**

#### **Aim to pass a council resolution in support of the 2010 renewal of our Fairtrade Town Status.**

As some Members may recall Melton Mowbray was awarded Fairtrade Town status in 2007 following a resolution passed by the borough council. This status is subject to sustained commitment on the part of the local community and the existence of a Fairtrade Town Steering Group dedicated to supporting fairer trade practices. As members of the current steering group we hope to show that Melton continues to make steady progress on criteria set by the Fairtrade Foundation when we submit an application for renewal of our Fairtrade Town status this autumn. Once again we seek a supportive resolution from yourselves and hope this can be discussed and approved at full council on 13<sup>th</sup> October 2010.

The five hundred or so Fairtrade Towns in the UK each had to meet five goals to achieve their award from the Fairtrade Foundation. The idea is that we then continue to build on our achievements: for example Melton can demonstrate that a proportion of establishments - schools, churches, catering outlets, shops and workplaces - are selling some fairly-traded products or enabling their use on site. A town centre shopping guide and later a Fairtrade directory will help indicate the extent of local support. The steering group is active and there has been a focus on using the media (newspaper, radio, newsletters and websites) to publicise our 2010 renewal campaign.

The ongoing support of the local council, especially through extending its own use of products bearing the FAIRTRADE Mark, is a key part of being a Fairtrade Town. The council can also influence sales of such products locally by helping to raise public awareness of the issues – for example working with the steering group on activities during Fairtrade Fortnight or at local events throughout the year. Council employees/councillors can be effective champions for the Fairtrade Town. In our case town centre manager Shelagh Core has been a great help to the steering group and together we have been communicating with councillor Alison Freer – who has agreed to propose the following resolution to council.

#### **Proposed Council Resolution Fairtrade Town 2010**

- That MBC is aware of how buying fair trade items including foods bearing the FAIRTRADE Mark is about trying to give marginalised producers a fairer deal and how this can contribute to supporting sustainable development overseas.
- That MBC supports the Melton Mowbray Fairtrade Town Steering Group in their 2010 application to renew Melton's status and that there be a lead councillor for working with the steering group, plus local and county-wide organisations where necessary, to ensure commitment in the future.
- That awareness of our Fairtrade Town status among residents and the business community be increased through some signage at prominent positions in the town; publications; websites and at events where the council has an input; and that a key council employee such as one of the town centre managers can continue to take this forward.
- That the promotion and use of Fairtrade refreshments be supported on all council premises – including in meetings, in community centres and vending machines at the new council offices – so both visitors and staff are introduced to a wide range of products bearing the FAIRTRADE Mark: these could include tea, coffee, hot chocolate, fruit juices, sugar, biscuits and other snacks.

Yours faithfully

Melton Mowbray Fairtrade Town Steering Group  
c/o The Fairtrading Post