

AGENDA ITEM 14

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

31 OCTOBER 2012

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

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 two years. It also seeks to request that Melton Borough Council pass a council resolution, to again support the renewal of the town's Fairtrade status in 2012.

2.0 RECOMMENDATIONS

- 2.1 **Members support The Melton Mowbray Fairtrade Town Steering Group in their 2012 renewal application, to renew Melton Mowbray's Fairtrade status and recommend this support to Full Council.**
- 2.2 **That the promotion and use of Fairtrade refreshments be supported within the council premises; including meeting rooms, community centres and the new council offices.**

3.0 KEY ISSUES / BACKGROUND

- 3.1 On 13 October 2010 at the meeting of the Council, members approved the Council's support of the bid by the Melton Fairtrade Town Steering Group to renew Melton Mowbray's Fairtrade Town status.
- 3.2 The town's sustained status as a Fairtrade Town is subject to continued commitment on behalf of the local community, in supporting fairer trade practices. The Fairtrade Town Steering Group was set up in 2010 to continue to build upon the town's achievements. Working with Town Centre Managers, councillors, local media and the Melton Mowbray BID, it is hoped that the Fairtrade Town status will be championed more widely.
- 3.3 Leaflets, signage and media coverage/websites are demonstrating that an increasing number of establishments are selling Fairtrade products. The number of retail and catering outlets supplying two or more fair trade products has increased and six schools are now actively involved in Fairtrade promotion. Establishments include schools, catering outlets, churches, shops and workplaces, as detailed in Appendix A.
- 3.4 Attendance and promotion at events, such as the Fairtrade Fortnight market event, Olympic Torch Relay and East Midlands Food & Drink festival, continue to raise awareness and publicise the 2012 renewal campaign, as has the development of the Fairtrade Steering Group website: www.meltonmowbrayfairtrade.org.uk
- 3.5 Other events, organised by the Fairtrade Steering Group have included The India Evening, Christmas Stalls, Fairtrade Breakfast, Fairtrade Fortnight and the Producer Event 2012, as detailed in Appendix A.

3.6 The Melton Mowbray BID Business Directory 2012 will include a key indicating which businesses sell and support Fairtrade products. The Fairtrade directory was produced in 2011, which details all the suppliers of Fairtrade products, including catering and retail outlets with a town centre map. These outlets are also detailed in Appendix B, Fairtrade Stockists.

3.7 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.

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 2012, it will also contribute to key corporate priorities:

- Maximise the potential of Melton Mowbray town centre.
- Encourage people to take an active role in their communities.

5.0 **FINANCIAL AND OTHER RESOURCE IMPLICATIONS**

5.1 There are no specific financial implications.

6.0 **LEGAL IMPLICATIONS/POWERS**

6.1 No direct legal implications have been identified.

7.0 **COMMUNITY SAFETY**

7.1 There are no direct community safety implications arising from this report.

8.0 **EQUALITIES**

8.1 No equality impact assessment implications.

9.0 **RISKS**

9.1 There are no direct risks identified.

10.0 **CLIMATE CHANGE**

10.1 There are no climate change implications arising from this report.

11.0 **CONSULTATION**

11.0 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.

Contact Officer: Shelagh Core- Town Centre Manager

Appendices A – Fairtrade Melton Summary 2012
 B – Fairtrade Stockists 2012

Date: 10 October 2012