

AGENDA ITEM 7

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

3 SEPTEMBER 2014

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 application for the Town and Borough's Fairtrade status in 2014/15.

2.0 RECOMMENDATIONS

- 2.1 **Members support The Melton Mowbray Fairtrade Town Steering Group in their 2014/15 renewal application, to renew Melton Mowbray's Fairtrade status.**
- 2.2 **That the promotion and use of Fairtrade refreshments be supported within the council premises; including meeting rooms, community centres and the council offices.**

3.0 KEY ISSUES / BACKGROUND

- 3.1 On 13th October 2010, a council resolution was passed at Full Council in support of the Fairtrade Town Status renewal.
- 3.2 On 31st October 2012, at a meeting of REEA, members approved the Council's support of the bid by the Melton Fairtrade Town Steering Group to renew Melton Mowbray's Fairtrade Town status.
- 3.3 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.
- 3.4 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.
- 3.5 Attendance and promotion at events, such as the Fairtrade Fortnight market event, Melton Food & Drink festival and other town centre events, continue to raise awareness and publicise the 2014/15 renewal campaign, as has the development of the Fairtrade Steering Group website: www.meltonmowbrayfairtrade.org.uk
- 3.6 Other events, organised by the Fairtrade Steering Group have included Fair Trade Fashion shows in 2013 and 2014, Christmas Stalls, a Fairtrade Big Knit, Fairtrade Fortnight and

numerous visits to schools, WI's and other groups as requested. The group regularly update a Facebook page and keep a scrapbook of all of the events organised, which was highly praised by the Fairtrade Foundation at the last renewal.

- 3.7 The Melton Mowbray BID Business Directory 2014 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 A, Fairtrade Stockists.
- 3.8 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 2014/15, 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.

The development of a borough wide status can only further enhance these priorities

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 Stockists 2014

Date: 15 August 2014