

Subject: Brighton & Hove Fairtrade City Status
Date of Meeting: 21 January 2010
Report of: Director of Strategy & Governance
Contact Officer: Name: Thurstan Crockett Tel: 29-3337
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 report offers a snapshot review of the City's 'Fairtrade City' status and recommends the formation of a steering group to develop the city programme.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Committee approves the formation of a steering group 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.
- 2.2 That delegated power be granted to the Head of Sustainability and Environmental Policy to establish the steering group.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The principle of Fairtrade is to guarantee a better deal for producers in the developing world.
- 3.2 Brighton & Hove City Council achieved Fairtrade City status in 2004.
- 3.3 Following the 2004 award of Fairtrade status, a steering group was inaugurated to monitor progress and compliance. The steering group was decommissioned as the principle of Fairtrade became mainstreamed throughout the council and across the city.
- 3.4 The subsequent five years have demonstrated variable degrees of compliance with Fairtrade principles. As such it is timely to re-investigate the council's approach and the city's adherence to the principles.
- 3.5 Opposition Members have raised specific concerns regarding the provision of Fairtrade products for refreshment at council functions.
- 3.6 The proposed revised steering group could include representatives of, but not be limited to: Brighton & Hove Food Partnership, World Development Movement,

the City Council, Universities, an independent Fairtrade business person, Brighton Peace and Environment Centre, Friends Centre and Churches Together.

- 3.7 A sample of internal and external teams were consulted to determine adherence to and promotion of the Fairtrade criteria (as described at Appendix 1). From within the authority, representatives from the Procurement team, the Sustainability team, Communications and the Food Partnership contributed to the exercise. Externally the following were consulted: a selection of supermarkets, 'Be Local Buy Local' participants, places of worship and Brighton Fair Trade Market.
- 3.8 **Council Canteen and Meetings held on premises:** All tea, coffee and sugar served within the canteen at Kings House or meeting rooms (Brighton Town Hall & Kings House) are Fairtrade.
- 3.9 **Press:** The momentum and news value of Fairtrade has declined since its initial adoption. The press team have not been required to issue press releases in recent months in regard to Fairtrade. However local media and national press are routinely monitored.
- 3.9 **Education:** The Environmental Education Officer actively promotes Fairtrade policies in schools during the annual 'Fairtrade Fortnight'. Schools across the city are invited to independently promote the Fairtrade principle throughout the year. Dorothy Stringer School run 'Cameroon Café' every Thursday, the proceeds of which are donated to a school in Cameroon with whom they are twinned. Cardinal Newman Catholic School has been awarded Fairtrade status.
- 3.10 The Fairtrade agenda is being promoted by schools and the availability of Fairtrade products supports this. The main impediment to their wider adoption of Fairtrade principles is the current school contract for meals; the longer term procurement cycles of which are challenging when attempting to integrate Fairtrade principles.
- 3.11 The Universities of both Sussex and Brighton actively promote Fairtrade and both have achieved Fairtrade status.
- 3.12 **Promotional Events within the Council:** Fairtrade events are organised biannually in March and November. Promotions are delivered in the councils main buildings.
- 3.13 **Food Partnership:** The main aim of the partnership is to strengthen the growth and development of a localised food system. The system is geared to promote social equity, economic prosperity, environmental sustainability, global fairtrade and the health and well being of residents. The partnership actively supports and promotes Fairtrade policies and works to increase the availability of Fairtrade products.
- 3.14 **Supermarkets:** Locally based major retailers offer a variety of Fairtrade products. There are over 1,000 Fairtrade products available within the UK.

- 3.15 **Places of Worship:** Many places of worship offer Fairtrade products. Brighton Road Baptist Church has attained Fairtrade Status. Synagogues also promote Fairtrade and Mosques are also starting to show a significant interest.
- 3.13 **Brighton Fairtrade Market:** There is a regular fairtrade market every third Saturday of each month at the Friends Meeting House and five fair trade shops: FAIR, Kolkata, Lovethatstuff Marina, People Tree and Shared Earth.

4. CONSULTATION

- 4.1 As noted above.

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: 09/12/09

Legal Implications:

- 5.2 The recommendations at paragraph 2 are consistent with the Sustainability Cabinet Committee's terms of reference. The Committee therefore has proper authority to give effect to those recommendations.

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

Lawyer Consulted:

Oliver Dixon

Date: 22/12/09

Equalities Implications:

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

Sustainability Implications:

- 5.4 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:

- 5.5 None.

Risk & Opportunity Management Implications:

- 5.6 The reputational risk is if that if the City Council does not take steps to ensure fairtrade activity in the city is co-ordinated, as the city's commitment to fairtrade will be questioned and challenged. This will require an external, partnership lead, with council light-touch support.

Corporate / Citywide Implications:

- 5.7 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 Brighton & Hove City Council may choose not to retain its Fairtrade City status but this is not recommended.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The steering group is requested to report their conclusions to the Sustainability Cabinet Committee in order to meet constitutional obligations.

SUPPORTING DOCUMENTATION

Appendices:

1. Criteria For Achieving Fairtrade Status and How B&HCC Compares as at November 2009.

Documents In Members' Rooms

None

Background Documents

1. Brighton & Fairtrade city website: <http://www.bhft.org.uk/home.htm>
2. Brighton & Hove city Council Procurement Code of Practice: Sustainability (January 2009)