

**TONBRIDGE & MALLING BOROUGH COUNCIL**  
**ECONOMIC REGENERATION ADVISORY BOARD**

**21 February 2018**

**Report of the Chief Executive**

**Part 1- Public**

**Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)**

**1 TONBRIDGE FAIRTRADE TOWN – PROPOSAL**

**Following an approach from the Tonbridge Town Team, this report sets out proposals aimed at making Tonbridge a Fairtrade town.**

**1.1 Background:**

- 1.1.1 Fair Trade is a trading partnership that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers.
- 1.1.2 Fairtrade products are sold in over 22 countries across five continents and with switches to Fairtrade by companies such as Sainsbury, Waitrose and Tate & Lyle, Fairtrade has become a well-recognised brand over the past 10 years.
- 1.1.3 Helping to drive the movement and making international development a local issue are over 600 Fairtrade Towns in the UK and more than 2,000 across 18 countries worldwide.

**1.2 Fairtrade Towns:**

- 1.2.1 A vibrant Fairtrade Town brings together a cross-section of the community, united in their support for Fairtrade and for farmers and workers in developing countries. In essence, the Fairtrade Foundation set out 5 steps that are required to be undertaken in order for a town to become a Fairtrade Town. These are:
- The local council is required to pass a resolution supporting Fairtrade, and to agree to have Fairtrade products available internally.
  - A range of (at least four) Fairtrade products being readily available in the town's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafes, restaurants, pubs). The number of outlets needing to supply Fairtrade products is dictated by the size of the town's population.
  - Local workplaces and community organisations (places of worship, schools, universities, colleges etc.) support Fairtrade and use Fairtrade products wherever possible.

- Media coverage and events raise awareness and understanding of Fairtrade across the community.
- A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.

1.2.2 A couple of other towns across West Kent have already achieved Fairtrade Town status. These include:

- **Edenbridge** was the first Fairtrade Town in Kent, gaining the status in 2005.
- **Sevenoaks** also achieved Fairtrade Town status later on in 2005.
- **Tunbridge Wells** has been a Fairtrade Town since 2007 and runs regular events with local schools, churches and businesses.

1.2.3 The feedback from Sevenoaks District Council and Tunbridge Wells Borough Council officers has been broadly positive inasmuch as the initiative has helped to encourage collaboration between the local community (particularly local faith groups and schools) and some of the multinational companies that have already signed up to promoting Fairtrade.

### **1.3 Tonbridge Fairtrade Town:**

1.3.1 The Council was initially approached by members of the Tonbridge Town Team in August 2017 about supporting the establishment of Tonbridge as a Fairtrade town.

1.3.2 To date, Sainsbury's and Waitrose would both be willing to join a local steering group, as would Tonbridge School and a local representative from the Traidcraft charity.

1.3.3 Should there be a resolution from the Council to support this initiative, then further multinationals, such as Starbucks and Greggs, schools and community groups will be approached about engaging with the initiative.

1.3.4 As Tonbridge has a population of over 40,000, there would need to be at least 9 retailers and 5 catering companies signed up to sell a range of Fairtrade produce. These businesses will be supported by local community groups who will sign up to use Fairtrade produce.

### **1.4 Role of the Council:**

1.4.1 As mentioned in paragraph 1.2.1, the Council is required to pass a resolution to support Fairtrade. The following resolution is taken from a standard template and amended to reflect the capacity of the Council to support this initiative:

*Tonbridge & Malling Borough Council, as an important consumer and opinion leader, should support a strategy to facilitate the promotion and purchase of foods with the Fairtrade Mark as part*

*of its commitment to sustainable development and to give marginalised producers a fair deal.*

*In supporting Fairtrade, the Council hopes that Tonbridge will be recognised by the residents and business community, suppliers, employees and other local authorities, as a town that actively supports and promotes Fairtrade and to increase the sale of products with the Fairtrade Mark.*

*Tonbridge & Malling Borough Council resolves to contribute to the campaign to increase sales of products with the Fairtrade Mark by supporting the campaign to achieve Fairtrade status for Tonbridge as detailed in the Fairtrade Foundation's Fairtrade Towns Initiative. To this end, Tonbridge & Malling Borough Council resolves to:*

- Offer Fairtrade Marked food and drink options internally*
- Promote the Fairtrade Mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters*
- Use influence to urge local retailers to provide Fairtrade options for residents*
- Use influence to urge local business to offer Fairtrade options to their staff and promote the Fairtrade Mark internally*
- Support media campaigns to publicise the Fairtrade Towns initiative*
- Nominate a council representative (member or officer) to sit on the Fairtrade Steering Group and support ongoing work to promote Fairtrade*
- Support the Fairtrade Steering Group to organise events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the Fairtrade Mark.*

1.4.2 For the purposes of clarity, whilst the standard template encourages the supply of Fairtrade products in canteens and meetings:

- a) We no longer have a canteen on site although we do have a vending machine that supplies some Fairtrade chocolate bars
- b) Water is supplied for the vast majority of meetings rather than teas and coffees.
- c) The Coffee Machines do not supply Fairtrade coffee, although Cadbury's drinking chocolate is Fairtrade.

## **1.5 Legal Implications**

1.5.1 There are no legal implications arising from this report.

## **1.6 Financial and Value for Money Considerations**

1.6.1 These are no financial implications arising from the report.

## **1.7 Risk Assessment**

1.7.1 Not applicable.

## **1.8 Equality Impact Assessment**

1.8.1 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

## **1.9 Recommendations**

1.9.1 That the resolution set out in paragraph 1.4 **BE SUPPORTED**.

1.9.2 That a representative from Tonbridge & Malling Borough Council **BE APPOINTED** to the Tonbridge Fairtrade Steering Group

The Cabinet Member for Economic Regeneration and the Chief Executive confirm that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

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