

TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD

20 February 2019

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 – ACTION PLAN

With Tonbridge successfully securing Fairtrade Town status in October 2018, this report seeks endorsement of the Annual Action Plan for 2019.

1.1 Background:

1.1.1 In February 2018, the Economic Regeneration Advisory Board approved a resolution supporting a bid to secure Fairtrade Town status for Tonbridge, and the establishment of a Steering Group, including representation from the Borough Council, to help take the bid forward (Report ERG 18/5).

1.1.2 Over the course of 6 months, work was undertaken to meet the requirements for obtaining Fairtrade Town status and pull together the submission document – this included undertaking surveys of businesses, schools, community and faith groups to ascertain their level of engagement with Fairtrade; establishing the Tonbridge Fairtrade Steering Group with Cllr Tombolis as Chairman; and promoting Fairtrade locally to businesses and the community.

1.1.3 On 22 October 2018, it was announced that the bid had been successful, with the Fairtrade Foundation stating:

“Congratulations on achieving Fairtrade Town status for Tonbridge. Doing so is a fantastic achievement, and it is not often that a town’s initial application is already as strong and comprehensive as yours.... It has been a great pleasure to learn more about all you have achieved and the obvious impact your hard work has had....We would like to emphasise how important it is that your group maintains momentum and keeps up the good work after Fairtrade status has been announced....

We look forward to hearing how your Fairtrade campaign has developed in your renewal application....Our thanks once again for all your hard work and our congratulations on all you have achieved. It is thanks to groups such as yours that Fairtrade is going from strength to strength and helping more communities in developing countries to earn enough for today and to invest in a better tomorrow”

1.2 Fairtrade Tonbridge Action Plan:

- 1.2.1 As mentioned in the quote under paragraph 1.1.3, there is a requirement to make a renewal application, in the form of an Action Plan with progress against each of the actions highlighted, by the end of 2019.
- 1.2.2 The proposed Action Plan, as set out in Appendix 1, sets out a number of actions for the year ahead, ensuring that the Steering Group remain focussed on activities that will help secured Fairtrade Town status in the short term. Broadly, these actions include the following themes:
- Increasing involvement in the Fairtrade Tonbridge initiative
 - Raising awareness of the initiative
 - Strengthening membership of the Steering Group

1.3 Fairtrade Resolution:

- 1.3.1 In addition, one of the requirements set out by the Fairtrade Foundation is to undertake a review of the resolution the Borough Council approved in February 2018 after 12 months. Having reviewed the resolution, it is proposed that it is amended to reflect the fact that Fairtrade status has now been achieved, the Steering Group is up and running, and Fairtrade products (teas and coffees) have been used at some Borough Council events. These alterations and additions have been highlighted in bold:

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 **Fairtrade Tonbridge Initiative**. To this end, Tonbridge & Malling Borough Council resolves to:*

- *Offer Fairtrade Marked food and drink options internally **or at external events where appropriate***
- *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*
- **Maintain** *council representation (member or officer) 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 Legal Implications

1.4.1 There are no legal implications arising from this report.

1.5 Financial and Value for Money Considerations

1.5.1 These are no financial implications arising from the report.

1.6 Risk Assessment

1.6.1 Not applicable.

1.7 Equality Impact Assessment

1.7.1 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.

1.8 Recommendations

1.8.1 That the Annual Action Plan as set out in Appendix 1 **BE ENDORSED**.

1.8.2 That the resolution as set out in Paragraph 1.3.1 **BE APPROVED**.

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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