

TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD

04 September 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 FAIRTRADE TONBRIDGE RENEWAL SUBMISSION

This report seeks endorsement to submit a renewal application to the Fairtrade Foundation for the renewal of Tonbridge's Fairtrade Town status.

1.1 Background

1.1.1 Fairtrade 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. Fairtrade products are sold in over 22 countries across five continents. Helping to drive the Fairtrade 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.

1.1.2 In February 2018, the Economic Regeneration Advisory Board approved a resolution supporting a bid to secure Fairtrade Town status for Tonbridge. On 22 October 2018, the Fairtrade Foundation announced that the bid had been successful, 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....We would like to emphasise how important it is that your group maintains momentum and keeps up the good work ...We look forward to hearing how your Fairtrade campaign has developed in your renewal application...."

1.1.3 Once a Fairtrade Town has been active for one-year, the Fairtrade Foundation requires the steering group to submit a renewal application to demonstrate that it is still active and undertaking a series of activities that support the Fairtrade Town status.

1.2 Fairtrade Tonbridge Renewal Submission

1.2.1 The Fairtrade Tonbridge Steering Group are required to submit a renewal application online by 22 October 2019 in order to maintain it's Fairtrade Town status for a further two year period (up until 22 October 2021).

1.2.2 The Fairtrade Foundation requires the following information to be provided:

- Steering Group and Members information
- Activities achieved to date, including business engagement, events and local press coverage
- Political Support from the Local Authority and Member of Parliament
- Action Plan setting out future activities

1.2.3 The following information will be provided in the renewal submission:

Steps	Lines of enquiry	Information to be provided
Steering Group and Members Information	Contact and Group Information	As administrative support, the Economic Regeneration Manager is currently the key contact. The group has seven members (2 from TMBC, 3 from faith groups, 1 business rep. and 1 schools rep) and meets every 2 months.
	Online Activity	Group does not have dedicated website or social media accounts at present but is supported by Tonbridge Town Team and TMBC websites and social media accounts.
	Willingness to engage with other Fairtrade Towns	Agree.
Activities Achieved to Date	No. of Businesses Engaged	12 Cafes and Restaurants 10 Supermarkets 9 Other Retailers
	No. of Local Organisations Engaged	3 Workplaces 3 Community Organisations 7 Places of Worship 1 College 6 Schools
	No. of Events Held or Taken Part in	Fairtrade Fortnight Activities - Speaker Event; Street Performances and Art Exhibition. Presence at monthly Farmers Market Food and Drink Festival (May 2019)

	Local Media/Press Coverage	6 articles in local papers and magazines since October 2018.
	Other Activities	Promotion at Tonbridge Station. Directory in the What's On Leaflet and Tonbridge Town Team website. Window Stickers Campaign for Shops selling Fairtrade produce.
Political Support	Local Authority (TMBC)	Passed a renewed resolution in February 2019 Provide administrative support to the steering group and Chairing of meetings. Provision of some seed funding for activities.
	Engagement with Political Representatives	The MP and his office have engaged proactively with the Steering Group on this agenda.
Action Plan	Possible Action Plan Ideas	Events – Fairtrade Fortnight events (lead) and look to have involvement in more Tonbridge Events where possible. Explore activities in local schools. Promotion – continue to use TMBC and Town Team websites, explore setting up of Facebook and Twitter accounts. Update local directory (with the aim of increased engagement) and continue with PR messaging. Steering Group – expansion of membership to include more business engagement.

1.3 Legal Implications

1.3.1 There are no legal implications arising from this report.

1.4 Financial and Value for Money Considerations

1.4.1 There are no financial issues arising from this report.

1.5 Risk Assessment

1.5.1 Not applicable.

1.6 Equality Impact Assessment

1.6.1 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.

1.7 Recommendations

1.7.1 That the contents of this report **BE NOTED**.

1.7.2 That the draft submission as outlined in 1.2.3 **BE ENDORSED**

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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