

CABINET MEMBER DECISION RECORD TEMPLATE

This form should be used to record
Executive decisions taken by Cabinet
Members

Decision Ref. No:

Responsible Officer:
Neil Short, Policy Development Manager

Subject: Application for Bournemouth Fairtrade Town Status

Decision taken: The Council confirms its ongoing commitment to the ideals of Fairtrade and will continue to support the campaign through the use & promotion of Fairtrade products in Council meetings, canteens and cafes - expanding the range & availability of products across Council sites wherever possible.

Reasons for the decision: to enable Bournemouth to apply for Fairtrade Town status in accordance with the previous Council motion carried in 2011.

Call-in and Urgency: the decision is subject to the Council's call-in procedures.

Background:

The Fairtrade mark is the most widely recognised labelling scheme for ethical products. It ensures that third-world producers are paid a fair price for their crops, in order that they may farm in a more sustainable way and provide facilities for their communities such as schools and medical centres.

The Council unanimously carried a motion on 6 December 2011 to endorse the development of a borough-wide campaign for Bournemouth to become a Fairtrade Town and serve Fairtrade tea and coffee in Council meetings, canteens and cafes. This helps to fulfil aspects of the Council's 'Improving Environment' Corporate priority and latterly, the Sustainable Local Food Cities Programme that the Council embarked upon in 2013. Furthermore, Fairtrade status positively assists in the achievement of other awards, such as Britain In Bloom and Entente Florale.

A steering group of officers and partner organisations has been overseeing the delivery of goals necessary to meet the requirements of a Fairtrade Town, as laid down by the Fairtrade Foundation. This involves working with local retailers, businesses, faith groups, schools, community groups and others to help the public understand the significance of Fairtrade and ensure that the required range of Fairtrade products are available to purchase locally.

All requirements have now been met and the application will be made at the end of December 2013. To add weight to this, the Council needs to reaffirm and strengthen its commitment as follows: *'The Council confirms its ongoing commitment to the ideals of Fairtrade and will continue to support the campaign through the use & promotion of Fairtrade products in Council*

meetings, canteens and cafes - expanding the range & availability of products across Council sites wherever possible.'

Options - and reasons for rejection:

Option 1: to not update the Council's commitment to Fairtrade.

This is rejected as the existing commitment may not be explicit enough to gain Fairtrade Town status.

Option 2: to update the Council's commitment to Fairtrade.

Recommended to ensure compliance with Fairtrade Town criteria and a successful application.

Consultations undertaken:

In updating the previous Council decision to continue to support Fairtrade, the following people were consulted:

- Sue Burley, Mouchel Catering Manager, was consulted on the result of the 2 year trial use of Fairtrade tea and coffee for Council meetings. This had proved 'cost neutral' in the two years since adoption.
- Adam Gardner, Communities Campaigns manager at the Fairtrade Foundation was consulted to confirm the suitability of the reaffirmed Council commitment.
- Organisations who have been consulted and given their positive support in making 'Fairtrade Town Status' both an aim of the new Local Sustainable Food City Region bid and also as part of the process of compiling the Fairtrade Town submission include: Bournemouth University, Bournemouth 2026, Public Health Dorset, Sustain Bournemouth, BH Live, The Co-operative, Bournemouth Chamber of Trade and Commerce, Bournemouth Highcliff Marriott Hotel, Avonbourne College, Interfaith Dorset Education & Action.

Finance/Resource Implications:

Mouchel are responsible for the procurement of tea & coffee in the Terrace Café & meeting rooms. To support the Council's Fairtrade Motion in 2011, Mouchel committed to supplying Fairtrade tea & coffee at no additional cost to the Council. This has been achieved through good "supply chain engagement".

There are no other financial implications to the Council arising from this report.

Name: Liz Wilkinson

Signature: (of Chief Finance Officer)

Date: 9.1.14

Legal implications:

None

Name: Tanya Coulter

Signature: (of Monitoring Officer)

Date: 9.1.14

Risk assessment:

Risks associated with this decision are **low**. These include:

- Bournemouth does not achieve Fairtrade Town status and Bournemouth Council decides not to continue to support Fairtrade. Both are mitigated by the approval of this decision.
- The risk of the price of basic Fairtrade products being higher in future than non-Fairtrade products, incurring cost to the Council, is slight. In 2011, Mouchel committed to supplying Fairtrade tea & coffee at no additional cost to the Council. This commitment continues to be upheld. Any price rises are likely to affect the whole consumables market, not just Fairtrade, so prices should remain level.

Name: Neil Short

Signature: (of Officer completing assessment)

Date: 20 Dec 2013

Impact Assessments:

Environmental - Positive impacts only:

- Fairtrade producers are able to improve the safety and wellbeing of workers and their communities through payment of the Fairtrade Premium, farm more sustainably, including reducing pesticide use which protects biodiversity and include practices that will help reduce the impact of climate change. There are no negative effects.

Equality and Diversity – Positive impacts only:

- Supporting Fairtrade provides better livelihoods for producers, their families and communities in developing countries. There are no negative effects on any equality characteristics.

Information for/not for publication:

- It is in the public interest for this decision to be published

Background papers:

- [Council motion of 6 December 2011.](#)
- Bournemouth Fairtrade Town Application 2013.
- Risk Assessment

Any conflict of interest declared by a Cabinet Member who is consulted by the Member taking the decision	Name of Cabinet Member	Nature of interest	Details of any dispensation granted by the Monitoring Officer
No			

Decision taken by:

Councillor David Smith

Cabinet Portfolio: Planning and Environment

Signed:

Date of decision:

Date of publication of record of decision: 31-January-2014

Date decision effective – that is 5 working days after the date of publication of the record of decision unless the decision is called-in for consideration by the relevant Overview and Scrutiny Panel:

7-February-2014

Support for Fairtrade Town status

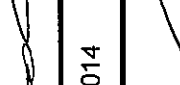
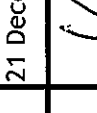
Activity :		Support for Fairtrade Town status									
NO	What Risks Exist?	Details and Considerations (i.e. what could trigger the risk? What would be the consequences? Etc)	What precautions have already been taken to control the risk?	Current Risk Level			Target Risk Level				
				Impact	Likelihood	Risk Rating (Impact x Likelihood)	Impact	Likelihood	Risk Rating (Impact x Likelihood)		
1	Description Bournemouth does not achieve Fairtrade Town status Category Competitive	Who is affected? all actors Triggers Application not of high quality Consequences lack of status in the eyes of partners/visitors	Much work has been done to ensure that all requirements are met	Low	Could Happen	LOW	Low	Unlikely to occur	LOW		
				1	2	2	1	1	1		
2	Description Price of basic Fairtrade products is higher than non-Fairtrade Category Financial	Who is affected? Council Services Triggers Rise in commodity price Consequences Small increased cost	2 year trial period of Fairtrade tea and coffee use for Council meetings has shown a cost-neutral result.	Low	Could Happen	LOW	Low	Could Happen	LOW		
				1	2	2	1	2	2		
3	Description Bournemouth Council decides not to continue to support fairtrade Category Competitive	Who is affected? Council Services Triggers Council decision Consequences Reputational damage in the eyes of partners, public, neighbouring LAs/disadvantaged in award schemes (e.g. Britain in Bloom, Entente Florale) /failing to fulfil Earth Charter commitments	Support previously given in 2011.	Low	Unlikely to occur	LOW	Low	Unlikely to occur	LOW		
				1	1	1	1	1	1		
4	Description	Who is affected?				None			None		

Support for Fairtrade Town status

Risk No	Risk Title	Risk Rating	Risk No	Risk Title	Risk Rating
<u>1</u>	Bournemouth does not achieve Fairtrade Town status	LOW	<u>21</u>		None
<u>2</u>	Price of basic Fairtrade products is higher than non-Fairtrade	LOW	<u>22</u>		None
<u>3</u>	Bournemouth Council decides not to continue to support fair	LOW	<u>23</u>		None
<u>4</u>		None	<u>24</u>		None
<u>5</u>		None	<u>25</u>		None
<u>6</u>		None	<u>26</u>		None
<u>7</u>		None	<u>27</u>		None
<u>8</u>		None	<u>28</u>		None
<u>9</u>		None	<u>29</u>		None
<u>10</u>		None	<u>30</u>		None
<u>11</u>		None	<u>31</u>		None
<u>12</u>		None	<u>32</u>		None
<u>13</u>		None	<u>33</u>		None
<u>14</u>		None	<u>34</u>		None
<u>15</u>		None	<u>35</u>		None
<u>16</u>		None	<u>36</u>		None
<u>17</u>		None	<u>37</u>		None
<u>18</u>		None	<u>38</u>		None
<u>19</u>		None	<u>39</u>		None
<u>20</u>		None	<u>40</u>		None

- 0 Critical Risks
- 0 High Risks
- 0 Medium Risks
- 3 Low Risks

* Please note, any actions highlighted in red text contain unallocated or overdue actions

Activity :	Support for Fairtrade Town status		Reference :
Risk Tolerance Level :	Nil (no financial exposure involved)	i.e. the maximum financial exposure the Council could tolerate	
Risk Assessment Completed by :	Roxanne Humphries	Assessor's Signature:	
Date of Assessment :	21 December 2013	Review Date :	21 December 2014
Manager Responsible for Action :	Neil Short	Manager's Signature :	
Date all additional control measures implemented :	31-Dec-13	Manager's Signature (Once completed):	

Please Click Here to Complete the Risk Assessment Detail

IMPACT	Examples	Score	LIKELIHOOD	Timeline	Score	RATING	Action	Score
Low	#VALUE!	1	Unlikely to occur	0 - 10% chance	1	LOW	Continue to monitor; Reassess if any significant changes; Have long term plans to eliminate or reduce hazards	1 - 2
Medium	#VALUE!	2	Could Happen	10 - 40% chance	2	MEDIUM	Try to eliminate or reduce hazards as soon as practicable; Reassess work routines and training; Increase controls; Continue to monitor.	3 - 6
High	#VALUE!	3	Likely to happen in time	40 - 80% chance	3	HIGH	Seek specialist advice; Try to eliminate or reduce hazards as soon as reasonably practicable; Reassess work routines and training; Increase awareness & controls; Increase monitoring.	8 - 16
Extreme	Total service loss for significant time period, fatality, financial loss exceeding Nil (no financial exposure involved), ministerial intervention in service running	4	Certain to happen	80% or more chance	4			



Application Form

Complete and return when you have succeeded!

A copy of this form should be completed and signed by two group members plus a local authority representative before returning to the Fairtrade Foundation. It is preferable that this form is sent electronically to towns.volunteer@fairtrade.org.uk with supporting documents posted to: Fairtrade Towns, the Fairtrade Foundation, 3rd Floor, IbeX House, 42 - 47 Minories, London EC3N 1DY.

Please note that completed Application Forms should only be sent in as a hard copy when absolutely necessary and by prior arrangement with the Fairtrade Towns Coordinator. A signed and dated certificate will be awarded when the area's Fairtrade status has been granted.

Contact name Dr Chris Shiel

Please tick if you are happy for us to pass on your contact details to Fairtrade supporters keen to join your campaign (it will not be given to any other organisations)

Organisation (if any) Bournemouth Fairtrade Town Steering Group (Chair) _____

Address Associate Professor, School of Applied Sciences, Bournemouth University _____

Telephone Daytime: _____ Evening: _____

E-mail address cshiel@bournemouth.ac.uk _____

Second Contact name Neil Short

Please tick if you are happy for us to pass on your contact details to Fairtrade supporters keen to join your campaign (it will not be given to any other organisations)

Address Bournemouth Borough Council, Town Hall Annexe, Bournemouth _____

Telephone Daytime: 01202 454857 _____ Evening: _____

E-mail address neil.short@bournemouth.gov.uk _____

Status applied for (tick one box only): Fairtrade Town Fairtrade City
 Fairtrade Village Fairtrade Zone Fairtrade Island Fairtrade County
 Fairtrade Borough

For the area of: Bournemouth _____

Population: 186,000 _____

Do you have a preferred date on which to declare? Yes No

If yes give date? (Please allow at least 6 weeks for the application to be processed and note that no date should be confirmed until you know that your application has been successful) _____

Goal 1: Local council passes a resolution supporting Fairtrade*. The resolution should include a commitment to serve Fairtrade* tea and coffee at its meetings and in its offices and canteens whenever hot drinks are served.

Date achieved: December 2011 and strengthened in December 2013

Please see **Appendix 1.**

Goal 2: At least four Fairtrade* product ranges are readily available in the area's shops and retail outlets, and two Fairtrade* products served in local cafés/catering establishments – suggested targets are given in the Action Guide.

Date achieved: November 2013

Suggested retail target required	<input type="checkbox"/>	29
Number of retailers achieved	<input checked="" type="checkbox"/>	40

Suggested catering target required	<input type="checkbox"/>	15
Number of catering outlets achieved	<input checked="" type="checkbox"/>	21

Details of Outlets (Please include separate lists for retail and catering outlets with contact details, days open if less than a normal working week, and the number and type of Fairtrade* goods provided):

Please see **Appendices 2 and 3**

Any other progress or achievements: (include here places that may sell only one Fairtrade item and/or fairly traded goods or is open for less than 3 days per week and news of any directories produced with copies sent in where appropriate):

Not applicable

Goal 3: Fairtrade* products are used by an appropriate number of local work places (offices, shops, B&Bs etc.) and community organisations (faith communities, schools, universities etc). For larger populations (over 100,000) a flagship employer is expected as well as the local authority listed under Goal 1.

Flagship Employer: Bournemouth Highcliff Marriott Hotel (see **Appendix 15**)

Details (Please include separate lists for work places, faith communities, educational establishments and other community organisations that are using Fairtrade products on their premises, specifying whether they have Fairtrade status and if not, how they are supporting Fairtrade. Give an estimation of the total number of schools and faith groups they are in your area so that we can calculate the proportion of which are supporting Fairtrade. Estimated staff numbers should be given for any flagship employer.):

Suggested workplace target required	<input type="checkbox"/>	12	
Number of workplace achieved	<input checked="" type="checkbox"/>	18	
Flagship Employer	<input checked="" type="checkbox"/>	1	Estimated employees: 160

Suggested faith group target required	<input type="checkbox"/>	37	Total faith groups: 74
Number of faith groups achieved	<input checked="" type="checkbox"/>	41	

Suggested schools target required	<input type="checkbox"/>	12	Total schools: 38
Number of schools achieved	<input checked="" type="checkbox"/>	15	

Suggested university target required	<input type="checkbox"/>	1	
Number of universities achieved	<input checked="" type="checkbox"/>	1	

Please see **Appendices 2 and 4**

Fairtrade Foundation, 3rd Floor, Ibex House, 42-47 Minories, London EC3N 1DY T: +44 (0)20 7405 5942 F: +44 (0)20 7977 0101 E: mail@fairtrade.org.uk
Registered charity number 1043886.

Any other progress or achievements (Include here places that support Fairtrade in other ways than using Fairtrade products and any ongoing or planned campaigns):

Fairtrade Status:

- Bournemouth University
- Avonbourne College
- St John's Church
- All Saints Church
- St Barnabus' Co of E Church

Sector Specific Fairtrade Fliers – see **Appendix 5**

Stickers and Certificates – see **Appendix 6**

Campaign Updates and Online Survey – see **Appendix 7**

Online Information and Social Media – see **Appendix 8**

Bournemouth University – see **Appendix 9**

Wave Arts – see **Appendix 10**

Surya Arts – see **Appendix 11**

Corgreen – see **Appendix 12**

Citrus Crew – see **Appendix 13**

Sustainable Food Cities – see **Appendix 14**

Marriott Highcliff Hotel – see **Appendix 15**

Goal 4: Attract media coverage and popular support for the campaign. For the press, the story can be revived as each goal is achieved, organising a big splash for the Fairtrade declaration ceremony, and developing a strategy to keep it in the news long after. This will also enable local businesses and organisations to benefit from their involvement.

Details (Please include separate lists for events organised and media coverage attracted with dates and copies of any press articles or promotional materials produced):

Please see **Appendices 16, 17 and 18**

Any other progress or achievements:

Not applicable

Goal 5: A local Steering Group is convened to ensure progress and continued commitment to the campaign. This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the five goals. The group organises special events for Fairtrade Fortnight in March each year.

Name of Steering Group: Bournemouth Fairtrade Town Steering group

Date of first meeting: 12 December 2011

How often is the Group presently meeting? Quarterly

Fairtrade Foundation, 3rd Floor, Ibex House, 42-47 Minories, London EC3N 1DY T: +44 (0)20 7405 5942 F: +44 (0)20 7977 0101 E: mail@fairtrade.org.uk
Registered charity number 1043886.

Details of Steering Group (Please include a list of members with contact details, roles and any organisations they may represent):

Name	Org/Job Title
Angela Pooley	East Dorset Friends of the Earth/ Sustain (Earth Charter & Sustainable Bournemouth Partnership) eastdorsetfoe@gmail.com
Chris Shiel (Chair)	BU, Associate Professor, School of Applied Sciences cshiel@bournemouth.ac.uk
Chris Kelu	BBC, Senior Economic Development Officer Christopher.kelu@bournemouth.ac.uk
Clare Hirst	Bournemouth 2026 Partnership Clare.Hirst@bournemouth2026.org.uk
Sue Burley	Mouchel Procurement Manager sue.burley@bournemouth.gov.uk
Jeff Coombs	Chair, Moore Avenue Park Community Group, & member of West Howe Street Improvement Group jeffrey.coombs@ntlworld.com
Kathryn Loughlan	Avonbourne School kathryn.loughnan@avonbourne.org
Martha Searle	BBC, Neighbourhood Worker West Howe Martha.searle@bournemouth.gov.uk
Marc Vernaeve	WDS, A Xerox Company marc.vernaeve@wds.co
Matthew Anderson	Research Fairtrade m.anderson@researchfairtrade.com
Matthew Budden	Executive Chef, Bournemouth Highcliff Marriott Hotel matthew.budden@marriotthotels.com
Mike Goff	Wilts & Dorset Area committee; Regional Board of the Co-operative Group mjgoff@live.co.uk
Mike Hodges	Transition Bournemouth michodges@googlemail.com
Dan Sorogyi	BBC Youth Service, Wave Arts
Neil Short	BBC, Environmental Health & Consumer Services neil.short@bournemouth.gov.uk
Neil Williams	The Co-operative Membership (SW Region) Neil.Williams@co-operative.coop
Paula Loughlin	BH Live paula.loughlin@bhlive.co.uk
Pauline Iveson	Fairtrade Christchurch christchurchfairtrade@hotmail.com
Paul Farwell	IDEA/Bournemouth Faith Groups ptofarwell@btinternet.com
Roxanne Humphries	BBC, Environment & Sustainability Officer Roxanne.humphries@bournemouth.gov.uk
Trish Zimmerman	Environmental Learning Solutions/Eco Schools tricia@itzimmerman.co.uk


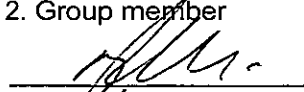

Steering Group Meeting Minutes (sample) – see **Appendix 19**

Future plans (Please identify any future plans and areas that you would like to focus on for the next year):

- Engage with more large employers within the Town
- Develop Fairtrade awareness in schools
- Work more closely with Flagship Employer
- Hold more events which engage a wide variety of stakeholders i.e. schools, businesses, public
- Networking with other groups which are working towards or have achieved Fairtrade status
- Twitter - develop greater frequency of tweets
- Linking up social media to maximise effect

*When referring to Fairtrade Towns, Fairtrade products (i.e. products which carry the FAIRTRADE Mark) and Fairtrade in any context relating to the Fairtrade Foundation, Fairtrade should always be written as one word with a capital 'F'.

This form should be signed by: two members of the Fairtrade steering group, and one representative of the relevant local authority (who may also be a member of the steering group).

	1. Group member	2. Group member	3. Local authority
Signed			
Name	Chris Shiel	Matt Budden	Neil Short
Position/organisation	Associate Professor School of Applied Sciences Bournemouth University	Executive Chef Marriott Hotels	Policy Dev. MGR Bournemouth Borough Council
Phone number			
Date	29.11.13	13/12/13	27/12/13

If this document is submitted in electronic format it can be deemed to be signed by the names given above.