

Equality Impact Needs Assessment



The Diversity Promise - *Making it Happen!*

Title of Policy/Service/Project	Fairtrade Council and Fairtrade Bournemouth Campaign
Service Unit	Environmental Health & Consumer Services
Lead Responsible Officer and Job Title	Lee Green, Environmental Strategy & Sustainability Manager
Members of the Assessment Team:	Alana Williamson
Date assessment completed:	11/10/11

About the Policy/Service/Project:

What type of policy/service/project is this? (delete as appropriate)	
New/proposed	
What are the aims/objectives of the policy/service/project? (please include here all expected outcomes)	
To pass council resolution to support Fairtrade and lead a town wide campaign supported by the Earth Charter Leadership Group and Fairtrade Steering Group	
Are there any associated services, policies or procedures?	Yes
If 'Yes', please list below:	
Procurement	

List the main people, or groups of people, that this policy/service/project is designed to benefit and any other stakeholders involved?

Aims to positively educate and influence businesses in Bournemouth to become Fairtrade organisations, and all communities in Bournemouth to use their purchasing powers positively. This will be achieved through the promotion of Fairtrade principles which ultimately aim to protect workers in developing countries.

Other Stakeholders:

Earth Charter Leadership Group
Bournemouth 2026 Environment Forum
Bournemouth University
BH Live
Mouchel

Will this policy/service/impact on any other organisation, statutory, voluntary or community and their clients/service users?

Consultation, Monitoring and Research

Where there is still insufficient information to properly assess the policy, appropriate and proportionate measures will be needed to fill the data gaps. Examples include one-off studies or surveys, or holding informal consultation exercises to supplement the available statistical and qualitative data.

If there is insufficient time before the implementation of the policy to inform the EINA, specific action points will be need to be clearly set out in the action plan. Steps must include monitoring arrangements which measure the actual impact and a date for a policy review.

Consultation:

What involvement/consultation has been done in relation to this (or a similar) policy/service/project and what are the results?

Unanimous support from a diverse range of community partners through the Earth Charter Leadership Group.

Chris Shiel, Director of Centre for Global Perspectives. Full support from Bournemouth University as Bournemouth's flagship employer and proposed leader of the Fairtrade Bournemouth Campaign Steering Group.

Angela Pooley, Chair, Bournemouth 2026 Environment Forum. "It's important that this is viewed as a positive aim for all organisations across the Borough not just the Council and Town Centre."

Council food procurement manager - Jane Geis (Mouchel) who supports the initiative advising *"Mouchel is undertaking a full review of the catering supply chain for the Terrace Café and vending provision in order to include wherever possible Fairtrade products, the expectation is that a minimum of 4 products will be permanently available on sale as Fairtrade. There will be no additional cost to the Council in the offer of Fairtrade products in Council meetings, canteens and cafes"*.

BH Live Catering Contract and Food procurement manager - Paula Loughlin is expecting to be a key partner in supporting the campaign advising *"BH Live are happy to support Bournemouth Borough Council's intention to achieve a Fairtrade Town Status. At present we are endeavouring to provide a wide range of Fairtrade Products at our venues and intend for this to develop in close partnership with the Council"*.

Georgia Turner, Corporate Communications Manager. "We are pleased to support this campaign given the resources already dedicated to this through the Earth Charter Leadership Group and that our operational involvement is limited to a campaign launch release and advice on development / delivery of the campaign programme. With everyone doing a bit from their respective organisations, the campaign organiser should be able to have a good, on-going programme of activity with many parties delivering. Really good news potential."

Green champion Councillor Anniina Davie, through a preliminary briefing on 12th July involving Tony Williams, Mike Edwards and Lee Green. Further expressions of support from Kieran Humphrey, Mouchel Partnership Contract Manager; Beccy Brookwell, Council Facilities Contract Manager and Graham Twigg, Head of Service, Facilities Management Mouchel.

Councillor Robert Lawton, Cabinet Member with the Earth Charter Portfolio. "This campaign has my full support. It is fantastic that so many of Council partners are determined to help us demonstrate this very significant commitment by the whole Town to the Earth Charter and Fairtrade principles."

If you have not carried out any consultation, or if you need to carry out further consultation, who will you be consulting with and by what methods?

Monitoring and Research:

What data, research and other evidence or information is available which is relevant to this EINA?

See [discussion paper](#) presented for ECLG.

Is there any service user/employee monitoring data available and relevant to this policy/service/project? What does it show in relation to equality groups?

If there is a lack of information, what further information do you need to carry out the assessment and how are you going to gather this?

Assessing the Impact

	Actual or potential benefit	Actual or potential negative outcome
Age	Educational Benefits around ethical shopping	

	Actual or potential benefit	Actual or potential negative outcome
Disability	Educational Benefits around ethical shopping	
Gender	Educational Benefits around ethical shopping	
Race	Educational Benefits around ethical shopping	
Religion or Belief	Educational Benefits around ethical shopping	
Sexual Orientation	Educational Benefits around ethical shopping	
Transgender	Educational Benefits around ethical shopping	
Any other factor/ groups e.g. socio-economic status/carers etc	<p>Educational Benefits around ethical shopping for local businesses and communities helping consumers exercise their purchasing power positively.</p> <p>Supporting benefits to international communities by improving the livelihoods and well being of producers through market access, strengthening the producer organisations, paying a better price and providing continuity in partnership trading.</p>	
Human Rights	Educational Benefits around ethical shopping. Contribution to international equality and human	

	Actual or potential benefit	Actual or potential negative outcome
	rights (see above).	

Stop - Any policy which shows actual or potential unlawful discrimination must be stopped, removed or changed.

If impacts have been identified include in the action plan what will be done to reduce these impacts, this could include a range of options from making adjustments to the policy to stopping and removing the policy altogether. If no change is to be made, explain your decision:

Action Plan

Include:

- What has/will be done to reduce the negative impacts on groups as identified above.
- The arrangements for monitoring the actual impact of the policy/service/project

Issue identified	Action required to reduce impact	Timescale	Responsible officer	Which Business Plan does this action link to e.g. Service Equality Action Plan/Team Plan
Ensure that the campaign programme communications and engagement is designed to be inclusive.	Ensure appropriate planning within Fairtrade Steering Group	Duration of campaign 12 months+	Alana Williamson	

Please complete this summary of the EINA to enable the results to be published on the website.

Name of Policy/Service:	Fairtrade Bournemouth Campaign
Date of Assessment:	11/10/2011
Name of lead officer:	Lee Green
Job title of lead officer:	Environmental Strategy & Sustainability Manager

Summary of Key findings:	Educational benefits around ethical shopping. Contribution to international equality and human rights.
Summary of Future actions:	Fairtrade Steering group should ensure that the campaign programme communications and engagement is designed to be inclusive.