

FAIRTRADE SUPPORT STATEMENT

Lewes Town Council's Fairtrade policy was adopted by resolution at its meeting on 17th July 2003. This extract from the minutes of that meeting (FC2003/21.2) states the Council's position:

This Council resolves to support FAIRTRADE; agrees to serve FAIRTRADE coffee and tea at its meetings and in its offices; to assist local people in promoting awareness of FAIRTRADE locally as appropriate; and to provide a representative on the local FAIRTRADE Steering Group (when convened), to ensure that there is continued commitment to FAIRTRADE Town status in Lewes

Background information presented to the Council

Fair trade was set up to guarantee a better deal for third world producers of items such as tea, coffee, chocolate, bananas etc. Garstang in the Borough of Wyre in Lancashire was the world's first Fairtrade town. The idea came from the local Oxfam group in 1999.

The purpose of a Fairtrade town is "to contribute to the Fairtrade Foundation's aim of tackling poverty by enabling disadvantaged producers from poor countries to receive a better deal, through encouraging support for the Fairtrade mark." (Fairtrade Foundation leaflet)

There are five goals to reach to become a Fairtrade town; some aspects of each goal are compulsory, others are recommended but not required. When a town achieves all five goals it can be declared a Fairtrade Town and presented with a signed and dated certificate by the Fairtrade Foundation.

Garstang has been joined by Leicester, Chester, Ammanford, Nailsworth, Stroud, Wells, Aberfeldy and Strathaven. This year Nottingham, Frome, Bolton, Derby, Bolton, Newcastle, Croydon London and Kendal have been working towards the goals and intending to declare.

The goals are:

1. Local Council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens.

(Optional items here have to do with promoting awareness of Fairtrade regularly, allocating responsibility for Fairtrade to a member of staff and having street signs which declare that the town is a Fairtrade one).

2. A range of at least two Fairtrade products are readily available in the area's shops. Fairtrade products are served in local cafes and catering establishments. (Optional items here include displaying literature or placards in shops etc to denote Fairtrade products, and producing a local Fairtrade directory either on paper or on-line)

3. Fairtrade products are used by a number of local workplaces (estate agents, hairdressers etc) and community organisations (churches, schools etc). (Optional items here include having a flagship employer as a participant, stickers displayed in venues, educational campaigns in these places to deepen staff understanding of Fairtrade).

4. Attract media coverage and popular support for the campaign. (e.g. through having the story printed as each goal is achieved, organising a "splash" for the endorsement ceremony, and developing a strategy to keep the story in the news thereafter, helping local businesses and organisations to benefit from their involvement).

5. A local Fairtrade Steering Group is convened to ensure that there is continued commitment to the Fairtrade Town status. This should ideally include a council representative, campaigners and people representing the town's schools, churches and businesses. The group is responsible for an annual assessment to see if the town continues to meet the five goals. Special events are organised for Fairtrade Fortnight in March each year. (Optional item is to organise an educational event or competition to raise awareness of trade issues and Fairtrade amongst young people.)

The Fairtrade Foundation is at Suite 204 16 Baldwin's Gardens, London, EC1 N 7RJ
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Lewes Town Council July 2003