

Report of Director of Resources

Report to Executive Board

Date: 2nd November 2011

Subject: Response to the Deputation to Council by the Leeds Fairtrade Steering Group

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. The report provides Executive Board with further information regarding the council's support of fairtrade issues, in response to the deputation made to full council on 14th September 2011.

Recommendations

2. Executive Board is recommended to note the good work that has already been undertaken by the council and continues to do so, and agrees to support the city's application to retain it's status as a Fairtrade City.
3. To engage further with the Leeds Fairtrade Steering Group to explore ways of maintaining and promoting the status of Leeds as a Fairtrade City.

1 Purpose of this report

- 1.1 The purpose of this report is to provide Executive Board with information relating to the deputation made to full council on 14th September 2011 by the Leeds Fairtrade Steering Group.

2 Background information

- 2.1 The council has for many years supported fairtrade issues, including the work of the Leeds Fairtrade Steering Group and their efforts to obtain the status of Fairtrade City for Leeds.
- 2.2 The council passed a resolution on 4th November 2003 to support the local campaign for Leeds to become a Fairtrade City and for it to implement fairtrade principles wherever possible.
- 2.3 The council has previously engaged with the work of the steering group which was previously chaired by a senior councillor and had officer representation.
- 2.4 The outstanding work of the city to promote fairtrade issues has previously won much praise, including acknowledgement by the Fairtrade Foundation.
- 2.5 The council supports fairtrade in a number of ways including:
 - Serving fairtrade refreshments at all meetings in the Civic Hall.
 - Providing fairtrade products at most of the catering outlets owned or operated by the council.
 - Providing fairtrade vended products, including tea and coffee, at all council owned leisure centres and associated cafes.
 - Leading on a fairtrade project that resulted in the creation of a region wide contract for the supply of fairtrade products.

3 Main issues

- 3.1 A deputation was made to full council on 14th September 2011 by the Leeds Fairtrade Steering Group asking the council to support the renewal of the city's fairtrade status.
- 3.2 The group welcomes the support provided by the council over recent years to support the work of the group and wider fairtrade issues in the city.
- 3.3 The time has now come for the city to apply to the Fairtrade Foundation to make an application to renew the Fairtrade City status.
- 3.4 In order to support their application and raise the profile of fairtrade in the city, within their deputation, they have asked that the council gives consideration to incorporating the 'We are a Fairtrade City' logo in the following areas:-

- On publications and leaflets
- As an email signature
- On council stationery
- On the council website – with a link to the Fairtrade City website
- On council vehicles
- In the Tourist Information Centre
- On councillors business cards

They also request that:

- Fairtrade City certificates are displayed in the Civic Hall and Town Hall
- A council representative attends their bi-monthly Fairtrade Steering Group meetings
- The council reaffirms the Fairtrade City motion passed in 2003
- That they are allowed to place a banner outside the Town Hall during Fairtrade Fortnight annually in March with the wording 'Leeds celebrates Fairtrade Fortnight'

The council's communications and marketing team has advised on the proposals for promoting the status of Leeds as a Fairtrade City and consider that some of the suggested actions are not necessarily the best way of explaining the status. It is considered that further discussions should take place with the steering group to discuss the required benefits and outcomes.

4 Corporate Considerations

4.1 Consultation and Engagement

4.1.1 There is a strong tradition in Leeds of supporting issues that affect the wider world. When the city originally gained Fairtrade status in 2004 there was a strong lobby from the citizens of Leeds to support the campaign to gain the status.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 The issues of fairtrade introduce principles of equality and diversity on a global basis and demonstrates how a comparably wealthy city like Leeds can help improve the lives of farmers and producers around the world.

4.3 Council Policies and City Priorities

4.3.1 The support of fairtrade compliments the council's plan to expand its status as an important international city and to be the best city in the country.

4.4 Resources and Value for Money

4.4.1 The principles of fairtrade are already included in the council's contracts such as the provision of vending machines, which are provided at no extra cost to the council, as part of our existing arrangements. Any actions to support the campaign should be identified as cost neutral to the council.

4.5 Legal Implications, Access to Information and Call In

4.5.1 This report does not contain any exempt or confidential information and is available for call-in.

4.6 Risk Management

4.6.1 Support of this work does not raise any major issues of risk.

5 Conclusions

5.1 The support of fairtrade issues within Leeds is considered an important issue and has a great deal of support within the city. It also underlines Leeds' status as an important international city and to be the best city in the country.

5.2 It is considered that some of the suggested actions are not necessarily the best way of explaining Fairtrade City status and would not be cost neutral. The use of external logos on stationery and vehicles etc. have been limited to contractual situations and the council receives numerous requests from a variety of organisations for the reciprocal use of logos. It is the awareness raising activities and campaigning that takes place within the community that increases the impact and understanding of fairtrade issues.

5.3 The council is involved in campaigns relating to sustainability and the environment, where the promotion of fairtrade is better placed.

5.4 However, the council should engage further with the steering group to discuss how the promotion of Fairtrade City status can be used as a complementary tool in integrated city wide campaigns, in line with supporting delivery of the city priority plan outcomes.

6 Recommendations

6.1 Executive Board is recommended to note the good work that has already been undertaken by the council in support of fairtrade and agrees to support the city's application to retain it's status as a Fairtrade City.

6.2 That appropriate officers, including representation from the communications and marketing team, engage with the steering group to develop promotional activities further.

7 Background documents

7.1 Verbatim report of the deputation made to council on 14th September 2011.