

Report of the Cabinet Member for Health and Community Engagement

York – Fairtrade City

Summary

1. The purpose of this report is to advise Cabinet Members regarding recent progress made under the York Fairtrade City initiative. This is particularly timely given the need to renew the city's Fairtrade Status in November 2014 and develop an accompanying plan of action through to November 2016. This report, therefore, also considers the next steps as a Fairtrade City.

Background

2. The Fairtrade Foundation seeks to transform the lives of farmers and workers in developing countries by enabling them to use their skills and resources to trade their way out of poverty. It seeks to achieve better prices, decent working conditions, local sustainability and fair terms of trade for the producers.
3. The Fairtrade Towns initiative was set up by the Fairtrade Foundation as a means of local communities demonstrating their commitment to Fairtrade in a high profile way. The world's first Fairtrade Town, Garstang in Lancashire, was declared in 1999, and the number of Fairtrade towns and cities in the UK has grown steadily since to 579. This figure also includes Yorkshire, which was designated as the first region in the UK to receive accreditation.
4. York received Fairtrade City status on 3 March 2004 and recently celebrated the 10th anniversary of this achievement with a day of activities and Civic Reception in the Mansion House on the 8th March. Local MP, Hugh Bayley, has also proposed an early day motion to celebrate a decade of Fairtrade in York:

That this House recognises the achievement of the City of York in celebrating 10 years of being a Fairtrade city; commends the hard work and distinct changes that local shops, schools, businesses and universities have made to achieve York's Fairtrade status; acknowledges the consistent work that York Fair Trade Forum—a voluntary organisation helping to sustain York's Fairtrade city status and create awareness in communities throughout York—does to make people more aware of Fairtrade and to support it; highlights the city's awareness and value of ensuring sustainable development for farmers and other producers globally; notes that more still needs to be achieved to create fairness for developing workers across the globe; and looks forward to many more decades of Fairtrade support and awareness in York and elsewhere in the UK.

5. In order to become and remain a Fairtrade City, five goals must be met:
- The local council must pass a resolution supporting Fairtrade and serve Fairtrade coffee and tea at its meetings and in offices and canteens.
 - A range of Fairtrade products must be readily available in the area's shops and served in local cafes and catering establishments (targets are set in relation to population).
 - Fairtrade products must be used by a number of local work places and community organisations.
 - The council must attract popular support for the campaign.
 - A local Fairtrade Steering Group must be convened to ensure continued commitment to Fairtrade status.
6. Progress against these goals since November 2012, when Fairtrade status was last renewed, and actions for the remainder of the year are summarised below:

	Activities agreed for Nov 2012-14	Achieved ✓ /Comment
Goal 1	Council renewal of resolution	✓
	Meeting with procurement officers	✓ - The council's Procurement Strategy is being updated and will incorporate ethical and sustainable principles, with Fairtrade mentioned alongside other social, economic, environmental benefits.
	Fairtrade poster on display at	<ul style="list-style-type: none"> • Explore libraries all provide

	point of sale in cafes and leaflets available on tables	<p>Fairtrade tea and coffee.</p> <ul style="list-style-type: none"> • All drinks and sugar provided for meetings in West Offices are Fairtrade. • Café West serve Rainforest Alliance coffee as standard, but Fairtrade is available on request at a supplement of 10p per cup. • Fairtrade options are planned for the drinks vending machines in West Offices and Hazel Court. • Fairtrade chocolate will be trialled in the food vending machines to test for popularity amongst staff.
	Certificate displayed in new offices	<ul style="list-style-type: none"> • The Fairtrade certificate is displayed in West Offices. Consideration should be given to displaying it in the foyer.
	Council to provide free meeting room for Forum	✓
	Fairtrade highlighted on CYC website	✓
Goal 2	A Fairtrade Family Trail to be developed for sale in hotels and B&Bs	✓ The Fairtrade family trail is available. It is not yet stocked by Visit York, however, so this is an area for further discussion.
	New Fairtrade Directory	✓ - an online directory highlights 50+ cafes / 90+ shops selling Fairtrade product in York.
	York Fairtrade Forum website and facebook page	✓
Goal 3	York University and York St John to renew Fairtrade status	York University achieved, but York St John's accreditation has lapsed. Further discussion will take place with them.
	Encourage students to sit on the Forum	✓ Several students from Uni of York have joined Forum meetings and helped with the 10 th anniversary celebrations.
	Work with more schools to get Fairtrade status	The number of Fairtrade accredited schools now stands at three. (Huntington & Park Grove Primaries and Canon Lee Secondary). The

		Schools Fairtrade mark is relatively difficult to secure compared to Eco School Status, which also includes Fairtrade work and initiatives. There are 28 CYC primary and 5 secondary schools in the city with Eco status.
	Encourage more churches to promote Fairtrade	The current number of Fairtrade churches in York now stands at 76.
Goal 4	Fairtrade Conference for schools and colleges (Jan 2014)	✓ - 3 rd annual conference took place on 23 Jan 14 organised by Centre for Global Education.
	Information stalls at city events	<ul style="list-style-type: none"> • Fairtrade Fortnight Feb-March • Fairtrade market - 10 May 14 • Fairtrade AGM – 22 Sep 14 • Fairtrade Pioneer booklet launch – Nov 14
	Fairtrade Market during Fairtrade fortnight	✓ Took place 24 Feb – 9 March
	Letters to local media, lobby MPs	✓ Several letters submitted to the local media and meetings arranged with Julian Sturdy and Hugh Bayley.
Goal 5 & beyond	Encourage wider representation on the Forum	✓ Forum membership - now stands at 17 active members with more participating in specific events.
	Developing working relationship with Fairtrade Yorkshire and other Yorkshire towns	✓ Yorkshire was declared a Fairtrade region on 18 Jan 13. The Forum is in communication with several Fairtrade towns in Yorkshire and arranging exchange visits.
	Explore links with growers for reciprocal visits	✓ Aimeth Fernandez Angulo, banana farmer spoke at the Fairtrade 10 th anniversary event. There is the possibility of further work to link cocoa suppliers with York's confectionary history.

Potential future development / actions

7. The city must renew its Fairtrade Town status every two years. The renewal process incorporates an update on what has happened since the status was last achieved and a two year action plan detailing what the Steering Group intend to progress over the next

two years. This provides an opportunity to take stock of what has been achieved and to consider how best the initiative can be supported.

8. There are several specific areas in which there are opportunities to promote the principles and ethos of Fairtrade and encourage greater knowledge and awareness of the Fairtrade movement. These include:

a) Procurement – The council is taking a stronger stance in using procurement to support broader social outcomes from its supply chain spend. This is recently evidenced through its adoption of the Living Wage.

The council's Procurement Strategy is being renewed, and will include guidance regarding Fairtrade and broader ethical procurement considerations. To ensure that these considerations are routinely factored into procurement activity, a toolkit is being developed that will include a guide for staff on ethical sourcing. This will include advice on when to include Fairtrade in specifications and which rules can and can't be applied when selecting tenderers and evaluating tender responses.

There may also be an opportunity to look at existing contracts with, for example, the school meals catering service or United Response (Café West) to check whether any more could be done to encourage the promotion of Fairtrade products using our procurement process.

- b) Communicating Fairtrade status – To date, the city has not chosen to visibly promote its Fairtrade status. The result of this is that it will be unknown to many within the city and to the millions of visitors arriving in York each year. There would be clear benefit in working with our Partners to raise the profile of Fairtrade to ensure that residents and visitors alike know where to access Fairtrade products should they chose to. This might take the form of window stickers for the organisations that provide Fairtrade goods, social media campaigns, and information in the local press.
- c) Network contacts – The council works with many influential organisations, partnerships and network contacts that could be encouraged to embrace York's Fairtrade City status. For example, some of the city's larger employers could be encouraged to sign

up to stocking or using Fairtrade products in their canteens and vending machines via the York Economic Partnership or the Business Forum.

9. Officers will continue to work through the possibilities in the above areas, leading to a proposed action plan for the renewal process. This will be taken to a decision session for the Cabinet Member for Health and Community Engagement, prior to submission.

Consultation

10. Consultation to date has primarily taken place with the York Fairtrade Forum. Clearly there is opportunity to work further with partners across the city and this would form the basis of an action plan as part of the renewal process. Key to the success of the Fairtrade initiative is sharing the messages of how fairly traded goods and services contribute to making the world a fairer place. This, by definition, needs the engagement of communities and it is the intention to build on the networks already created and maintained over the past decade in drawing up the action plan for renewal of status.

Council Plan

11. Improving the Council's contribution to the Fairtrade initiative is encompassed within its community leadership role in promoting and embedding sustainable lifestyles that have a positive effect on the natural environment in its widest sense. The Council Plan recognises York's fundamental responsibility to future generations to promote and invest in sustainability and that the city must work at a local level to contribute to national and international commitments, of which the Fairtrade movement already has the council's support.

Implications

- **Financial** – The revised Procurement Strategy will ensure that senior managers have an options appraisal when signing off a specification to go to market, showing exactly how the incorporation of a label or requirement could be requested and what the effect on returned tenders would be, in order for a joint decision to be taken about inclusion of that requirement. Some aspects of procurement law may prohibit a blanket mandating of Fairtrade products. For instance, labels like the Fairtrade mark

can only be requested where directly relevant to the services performed or goods received. For this reason, each procurement exercise must consider the relevance of benefit of specifying Fairtrade, as part of the overall consideration of ensuring the product or service is fit for purpose.

- In terms of Fairtrade products themselves, they are not necessarily more expensive than the alternatives. As availability and volume of Fairtrade products increases, costs are becoming increasingly more comparable with conventional products and, in some cases, they can be cheaper. Also, because Fairtrade relationships are more direct than conventional trade, there are fewer points along the supply chain where a middleman can raise the price. In spite of this, standard procurement considerations would still be required to assess best value against ethical and environmental objectives.
- **Human Resources (HR)** None
- **Equalities** – The principles of Fairtrade align completely with the council’s drive to eradicate poverty. Whilst the poverty in question is far beyond York’s city walls, spreading awareness of these principles is important in raising issues and increasing understanding of fairness both here and abroad. Our moral obligation to promote prosperity for all should not be defined by our boundaries.
- **Legal** None
- **Crime and Disorder** None
- **Information Technology (IT)** None
- **Property** None
- **Other** None

Risk Management

12. There are no identified risks, although the actions proposed as part of the renewal of our status will be assessed for their risks and impacts, positive and negative.

Recommendations

13. Cabinet Members are asked to:

- Confirm City of York Council's continued desire for Fairtrade City status.
- Note the suggestions for future work in support of Fairtrade City.

Reason: To allow the continuation of work to achieve the renewal of Fairtrade City status.

Contact Details

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Specialist Implications Officer(s)			
Wards Affected: All			√
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Background Papers:

None

Annexes

None