

Fairtrade status for Brent

Why are we looking at this?

Fairtrade aims to address the injustices of conventional trade by getting a better deal for farmers and workers in the developing world. The Fairtrade Foundation is a development organisation that works to highlight and tackle the discrimination against the poorest and weakest producers by promoting sustainability and improving market access. One of its main tools is the Fairtrade mark which is an independent consumer label that guarantees that a product has been certified against internationally agreed standards that ensure a guaranteed minimum price and other benefits for producers. In addition the Fairtrade Foundation, through its 'Fairtrade Town Initiative' encourages local action to promote the sale and purchase of Fairtrade goods at a local level.

The Brent Fairtrade Network (BFN), a group made up of Brent residents and councillors, was launched in 2004 with the aim of promoting Fairtrade in Brent and achieving Fairtrade Borough status for Brent. The Network is supported by a council officer but receives no council funding. BFN's quarterly meetings are regularly advertised in the Brent magazine. The BFN works closely with its partners in Harrow, as well as with schools, churches, voluntary organisations and businesses.

In November 2004 the council's Executive agreed to support the Brent Fairtrade Network in its aim of achieving Fairtrade status by agreeing to serve Fairtrade tea and coffee at council meetings and encourage the wider use of Fairtrade products. In 2009 the Executive reconfirmed its support and agreed to continue to provide officer support to the Network.

Brent Council's commitment to, where possible, making sustainable choices in purchasing goods and services and supporting the work of the Brent Fairtrade Network to gain Fairtrade Borough status was set out in the Council's Corporate Strategy, Brent Our Future, 2010 – 14.

What are the main issues

Brent Fairtrade Network applied for Fairtrade Borough Status in 2009 but was unsuccessful on that occasion. The main issue was that the thresholds set by the Fairtrade Foundation for the number of faith groups, schools and catering outlets signed up and providing Fairtrade products could not be met.

The Brent Fairtrade Network will re-apply for Fairtrade Borough status by the end of this year. To achieve this there are five goals that must be achieved – details about these and the Borough's current performance against them are set out at the end of this paper. In line with the Corporate Strategy the task group could provide additional support to the Brent Fairtrade Network by focusing on the blockages and ensuring that the Council is doing all it can to help to overcome them.

What should the review cover?

The main purpose of the task group will be to support the Brent Fairtrade Network in achieving Fairtrade Borough Status. To do this it could:

Investigate how council policy towards Fairtrade is being implemented within the council and what council services can do to influence other organisations.

Support the work of the Brent Fairtrade Network by focusing on the main blockages to achieving Fairtrade Borough status and work with the Brent Fairtrade Network to overcome them. This will include encouraging more schools and faith groups to develop Fairtrade activities and register with the Fairtrade Foundation. It will also involve a focus on local businesses and the search for a flagship employer as a role model for support for Fairtrade.

What could the review achieve?

Provide evidence for the submission for Fairtrade Borough status. The formation of this task group would itself be substantial and very helpful evidence of the Council's commitment.

Ensure that council services are aware of the council's role in achieving Fairtrade Borough status and are assisting the Brent Fairtrade Network in clearing blockages.

Work with partnership groups to promote Fairtrade.

Influence external organisation such as businesses, schools and faith groups to promote and sign up to Fairtrade.

	Goal	Status	Plan
1.	Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens)	Achieved: The first resolution was passed by the Council Executive on 15 November 2004. An updated resolution was passed on 6 April 2009 to refresh the Council's commitment to Fairtrade.	Continue checking on procurement policies: Cllr James Powney and Brent Procurement Team
2.	A range of Fairtrade products are readily available* in the area's retail outlets (shops, supermarkets, newsagents and petrol stations) and served in local catering outlets (cafés, restaurants, pubs).	Current progress: Outlets selling two or more products with the Fairtrade Mark: a) Retail outlets: 39 (believed much higher now both 4 finger KitKat and Dairy Milk are Fairtrade). Data mostly 1-2 years old and need checking.	a) Retail outlets and b) Catering outlets: Borough list on maps of 30 shopping areas: 9 areas being checked as pilot and seeking volunteers to cover other areas, promoting

	<p>* Until May 2012 this means stocking 2 or more Fairtrade products. After May 2012 this means 4 or more.</p> <p>Targets based on population $\leq 280,000$:</p> <p>a) Retail outlets: 38 b) Catering outlets: 19</p>	<p>b) Catering outlets: 10 Data mostly 1-2 years old and need checking.</p> <p>Catering could be “Got X, promoted in Y, best we can do in an area like this”. Needs discussion with FTF who are now more flexible on Goal 2 targets.</p>	<p>Fairtrade in places that have none (autumn)</p> <p>Revise targets (September meeting and then FTF)</p>
3.	<p>Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible.</p> <p>No fixed targets but FTF suggested to Brent:</p> <p>a) 25% of faith groups</p> <p>b) 30% of schools registered: 96 in Brent so target is 29.</p> <p>c) Representative section of business community and other community-based organisations</p> <p>d) Flagship employer: A flagship employer is required for populations over 100,000.</p> <p>Needs to be a prominent local employer: cannot</p>	<p>Current progress:</p> <p>a) 15 faith communities – all Christian. Totals: 54 Christian, 7 Jewish, 5 Muslim, 5 Hindu, 1 Sikh and 1 Bahai = 73. Council website also lists 33 Pentecostal, Evangelical or informal churches.</p> <p>Suggest a realistic target such as 25% churches plus progress on others? 25% of the 54 is 14 (met), 25% of the 87 is 22.</p> <p>b) 9 schools registered (including 4 out of 15 secondary) and discussions/evidence at another 17. Also University of Westminster, Centre for Staff Development and 3 other educational establishments. Believe 30% target is high given what other Boroughs have done.</p> <p>c) Other organisations: 3 companies, Brent Lib Dems, Brent Unison, QPARA, Salusbury World Refugee Project</p> <p>d) Flagship employer: Discussions with North West London Hospitals NHS Trust</p>	<p>a) Faith communities</p> <ol style="list-style-type: none"> Engage with Multi Faith Forum Revise target (September meeting and then FTF) <p>b) Schools</p> <ol style="list-style-type: none"> Sustain current effort Autumn training (Peter) Check target (September meeting and then FTF) <p>c) Other organisations:</p> <ol style="list-style-type: none"> Letter sent to 250 businesses Continue tracking Olympic opportunities at Stadium and Arena <p>d) Flagship employer</p> <ol style="list-style-type: none"> North West London Hospitals NHS Trust Diageo Skanska

	be Council or University, can be Hospital.		
4.	Media coverage and events raise awareness and understanding of Fairtrade across the community.	Achieved: 2009 application listed 85 events in 2004-2009 and 32 examples of publicity and media coverage. FTF commented: "Congratulations on this outstanding and impressive record of achievements..."	Continue stalls in 2011 Kensal Green flower display
5.	A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.	Achieved: First met 11 March 2004 and now meets about 5 times a year. Strong new Committee in 2011.	Continue meetings, with regular updates to Network