

Minutes from Inaugural Meeting of Biggleswade Fairtrade Town Steering Group

Date/time and location: 8pm, Wednesday 23rd May 2007, St. Peter's Church, Biggleswade

Present: Steve Luff (SWL Supplies Ltd), Jane Parker (St. Andrew's Church), Carol Inskip (Girlguiding Biggleswade), Pam Ekiert (Biggleswade Baptist Church), Frances Arnold (Churches Together in Biggleswade: St. Andrew's Church), Sharon Pattison (Sainsbury's), Cathrine Ward (Bedfordshire County Council Youth Service), Neil Spencer (Churches Together in Biggleswade: St. Peter's Church)

1. Welcome and introductions

Neil Spencer welcomed everyone to the meeting. Everyone present introduced themselves.

2. Apologies for absence

Representative(s) from ASDA. After the meeting, apologies were received from Jonathan Medlock (Surfin' Café and Biggleswade Chamber of Trade).

3. Overview: the Five Goals and purpose of Steering Group

3.1. What is Fairtrade?

3.2. Goal 1: local council to pass resolution supporting Fairtrade

3.3. Goal 2: Fairtrade products available in local shops, cafés, etc.

3.4. Goal 3: Fairtrade products used in local workplaces/community organisations

3.5. Goal 4: attract media coverage and popular support for campaign

3.6. Goal 5: convene steering group to ensure continued commitment to Fairtrade

The "Five Goals for a Fairtrade Town, City or Zone" issued by the Fairtrade Foundation (paper 1) were introduced.

4. Terms of Reference/Constitution for Steering Group

The "Fairtrade Town Group Constitution" and "Terms of Reference for a Fairtrade Town Steering Group (based on Ashford)" (papers 2 and 3) from the Fairtrade Foundation website were discussed as possible models for Biggleswade's group. The consensus was to adopt the latter as the model for the Biggleswade group, with the following amendments.

i) The name of the group. The Biggleswade Chronicle is to be approached by Sharon Pattison. They will be asked to run a competition to name the group, with Sainsbury's providing a prize.

Action: Sharon Pattison.

ii) In the fourth bullet point under "Objectives", the word "universities" to be deleted.

iii) Under "Meetings", the text to read "The Group will meet on a regular basis with an Annual General Meeting in April.". Note: it is the intention at present for "regular" to mean approximately every six weeks.

iv) Under "Finance", the text "Y" to be replaced by "A nominated person" and the text "as necessary" to be added between "annually" and "in relation" in the second bullet point.

The agreed terms of reference with these amendments are attached as paper 4.

5. Steering Group post(s)

It was agreed by consensus that (in line with the adopted terms of reference) only one post was needed: Chair. Neil Spencer offered to take up this post. No other nominations were made. The meeting agreed by consensus that Neil Spencer should be elected.

6. Moving ahead

6.1. Goal 1: local council to pass resolution supporting Fairtrade

The experiences of Fairtrade Towns roughly the same size as Biggleswade (e.g. Leighton Buzzard) would be sought. Mid Beds District Council and their person responsible for Agenda 21 would also be approached.

Action: Neil Spencer.

6.2. Goal 2: Fairtrade products available in local shops, cafés, etc.

6.3. Goal 3: Fairtrade products used in local workplaces/community organisations

At the next meeting, a list of all possible local shops, cafés, community groups etc. would be compiled. Carol Inskip suggested that subsequently the Biggleswade Girlguides might be able to undertake an audit. Cathrine Ward suggested that the Youth Service might also be able to participate in the audit as well.

Action: all to contribute to list of possible local shops, cafés, community groups, etc. at next meeting.

It was also suggested that shops which stocked Fairtrade products could display something (e.g. sticker/certificate) to advertise the fact.

6.4. Goal 4: attract media coverage and popular support for campaign

Publications and broadcast media were discussed as ways of publicising the campaign. These included BigglesFM, BBC Three Counties Radio, Mid Beds District Council Horizon magazine, Aragon Housing Association newsletter (Dawn Mimmagh), Aragon Housing Association's Community Development Officer (Nicola King).

Action: Frances Arnold to see about getting campaign publicised on BigglesFM.

[Note from Neil Spencer: my notes of the meeting have failed to list any other specific actions under this item, but I believe that some may have been agreed. Apologies for this uncertainty. Please do let me know if you believe you were left with an action under this item.]

It was also suggested that an information display might be possible at the library.

6.5. Goal 5: convene steering group to ensure continued commitment to Fairtrade

See items 4 and 5.

6.6. Other

The subject of a web site for the group was discussed.

Action: Pam Ekiert to contact Stratton School about possibility of linking this with a student project.

Action: Neil Spencer to contact Alan Dansey (www.biggleswade.org).

7. Any other business

Cathrine Ward asked if it would be OK to bring young people to future meetings. The consensus of the meeting was that they would be very welcome.

It was suggested that church bulletins could be used to encourage people to purchase Fairtrade items.

Action: representatives associated with churches.

8. Date and location of next meeting.

Tuesday 3rd July, 8pm, Sainsbury Coffee Shop.

http://www.fairtrade.org.uk/get_involved_fairtrade_towns.htm

Five Goals for a Fairtrade Town, City or Zone

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.

In order to fulfil this aim by becoming a Fairtrade Town, the following five **goals** must be realised. When they are, a signed and dated certificate will be presented by the Fairtrade Foundation. The **goals** are in **bold**. *Optional extras*, recommended but not required, are in *italics*.

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

- *Local council commits itself to promoting awareness of Fairtrade* to its constituency on a regular basis, through its free publication (if it has one) and other outlets.

- *Local council allocates Fairtrade Town responsibilities to a member of staff or committee* (possibly its Environmental or Agenda 21 officer, working in partnership with a local Fairtrade steering group – see below) to ensure continued commitment to its Fairtrade Town status.

- *Street signs are erected declaring it as a Fairtrade Town.*

- **A range of (at least two) Fairtrade products is readily available in the area's shops and local cafés/catering establishments.** It should be easy for local people to find Fairtrade products as they do their everyday shopping. Targets are given below*. Retail stockists could include a selection of health and whole food shops, supermarkets, or fair trade shops.

- *These should display literature or placards* advertising the fact that they serve or sell FAIRTRADE Mark products.

- *A local Fairtrade directory could be produced* advising people where they can buy or find Fairtrade products – both on paper, and on-line.

- **Fairtrade products are used by a number of local work places (estate agents, hairdressers etc) and community organisations (churches, schools etc)**

- *Aim to include a flagship employer*

- *Venues should display stickers, posters or a certificate* advising users that they use Fairtrade products and/or support the local Fairtrade Town campaign.

- *Educational campaigns are organised in these places* to deepen people's understanding of the issues and deepen their commitment to Fairtrade.

- **Attract media coverage and popular support for the campaign.** For the press, the story can be revived as each goal is achieved, organising a big splash for the Fairtrade endorsement ceremony, and developing a strategy to keep it in the news long after. This will also enable local businesses and organisations to benefit from their involvement.

- **A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.** This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the five goals. The group organises special events for Fairtrade Fortnight in March each year.

- *An educational event or competition is organised* to raise awareness of trade issues and Fairtrade amongst young people.

* **Target for number of retail outlets:** Population of < 10000 - 1 retail outlet per 2500: Population < 200000 - 1 retail outlet per 5000: Population of < 500000 - 1 retail outlet per 10000

Target for number of catering outlets: Population of < 10000 - 1 catering outlet per 5000: Population < 200000 - 1 catering outlet per 10000: Population of < 500000 - 1 catering outlet per 20000

Paper 2

Fairtrade Town Group Constitution

Name

The name of the group shall be

Objectives

- To promote the concept of Fairtrade
- To raise awareness of the FAIRTRADE Mark
- To achieve Fairtrade Town/City status for....., as detailed in the Fairtrade Foundation's Fairtrade Town Goals and Action Pack.

Membership

Members will be those who have expressed a commitment to promoting the objectives of the Fairtrade Group. All members will have the right to be involved with all decision-making and have voting rights.

Finance

Members will be encouraged to make a voluntary annual subscription. A statement of income and expenditure will be prepared annually and presented for approval to the members' meeting.

Dissolution

On dissolution of the group any assets remaining after all debts and liabilities have been discharged shall not be distributed among the members but shall be handed to the Fairtrade Foundation, Suite 204, 16 Baldwin's Gardens, London, EC1N 7RJ, to be administered in a manner which is exclusively charitable at law.

Presented and agreed upon by the membership on _____

Signed _____

Date _____

Signed _____

Date _____

Paper 3

Terms of Reference for a Fairtrade Town Steering Group (based on Ashford)

Objectives

- To promote the concept of Fairtrade and increase the availability of Fairtrade products within X.
- To raise awareness of the FAIRTRADE Mark.
- To ensure continued commitment and drive towards gaining Fairtrade Town Status for X, by achieving the five criteria of a Fairtrade Town as set out in the Fairtrade Foundation's 'Fairtrade Town Goals and Action Guide', and to maintaining the accreditation once it has been achieved.
- To encourage workplaces, schools, universities and churches to work to promote and use Fairtrade products.

Activities

In order to achieve the above objectives, the Group will:

- Organise special events for Fairtrade Fortnight in March each year.
- Be responsible for an annual assessment to monitor whether the area is meeting the five goals of a Fairtrade Town.
- Organise ongoing events to increase public awareness of and participation in Fairtrade.
- Maintain a strong relationship with the local press and other media to ensure that the campaign retains a high profile.

Membership

- Members will be those who have expressed a commitment to promoting the objectives of the X Fairtrade Steering Group. All members will have the right to be involved with all decision-making and have voting rights.

Meetings

- The Group will meet on a quarterly/monthly basis with an Annual General Meeting (month?).

Decision-making

- The Steering Group will be responsible for making decisions on policy and strategic issues.
- Decisions will be made by consensus as far as possible; otherwise by majority rule, with all Steering Group members entitled to vote.

Officer

- The Group will elect a Chair on an annual basis.

Finance

- Y will hold any funds obtained towards the work of X Fairtrade Steering Group.
- Income and expenditure statements will be prepared annually in relation to any such funds.

Dissolution

- In the event of the dissolution of the Group, any assets remaining after all debts and liabilities have been discharged shall not be distributed among the members but shall be handed to the Fairtrade Foundation, Suite 204, 16 Baldwin's Gardens, London EC1N 7RJ, to be administered in a manner which is exclusively charitable at law.

Paper 4

Terms of Reference for Biggleswade Fairtrade Town Steering Group¹

Objectives

- To promote the concept of Fairtrade and increase the availability of Fairtrade products within Biggleswade.
- To raise awareness of the FAIRTRADE Mark.
- To ensure continued commitment and drive towards gaining Fairtrade Town Status for Biggleswade, by achieving the five criteria of a Fairtrade Town as set out in the Fairtrade Foundation's 'Fairtrade Town Goals and Action Guide', and to maintaining the accreditation once it has been achieved.
- To encourage workplaces, schools and churches to work to promote and use Fairtrade products.

Activities

In order to achieve the above objectives, the Group will:

- Organise special events for Fairtrade Fortnight in March each year.
- Be responsible for an annual assessment to monitor whether the area is meeting the five goals of a Fairtrade Town.
- Organise ongoing events to increase public awareness of and participation in Fairtrade.
- Maintain a strong relationship with the local press and other media to ensure that the campaign retains a high profile.

Membership

- Members will be those who have expressed a commitment to promoting the objectives of the Biggleswade Fairtrade Town Steering Group¹. All members will have the right to be involved with all decision-making and have voting rights.

Meetings

- The Group will meet on a regular basis with an Annual General Meeting (April).

Decision-making

- The Steering Group will be responsible for making decisions on policy and strategic issues.
- Decisions will be made by consensus as far as possible; otherwise by majority rule, with all Steering Group members entitled to vote.

Officer

- The Group will elect a Chair on an annual basis.

Finance

- A nominated person will hold any funds obtained towards the work of Biggleswade Fairtrade Town Steering Group¹.
- Income and expenditure statements will be prepared annually as necessary in relation to any such funds.

Dissolution

- In the event of the dissolution of the Group, any assets remaining after all debts and liabilities have been discharged shall not be distributed among the members but shall be handed to the Fairtrade Foundation, Suite 204, 16 Baldwin's Gardens, London EC1N 7RJ, to be administered in a manner which is exclusively charitable at law.

¹ The name of the group is to be determined.