

Fairtrade Town

Goals and Action Guide



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 (*right*).

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

C7 ITEM 73

Rye Town Council

From: "Madeleine Gorman" <madeleine.gorman@rother.gov.uk>
To: <richardfarhall@tiscali.co.uk>; "Rye Town Council" <townhall@ryetowncouncil.gov.uk>
Cc: "Anna Hambridge" <Anna.Hambridge@rother.gov.uk>
Sent: 23 October 2008 12:07
Subject: No.7 Wish Ward, Rye

As I mentioned last night we have a request from the owner at no.7 Wish Ward to take possession / manage the small area of public land located between no.5 and no.7 Wish Ward.

No.7 Wish Ward has been inconvenienced for some time by the anti-social behaviour of people inappropriately using the public space between the houses.

He has asked the Council to consider a formal agreement (a licence or a lease) to take possession of and manage the land. Having considered this request we have no immediate objections as the area offers minimal public benefit and provided access to the electrical services can be maintained I am happy to proceed with a formal agreement.

I would be grateful if you would consider this matter and contact me if you have any concerns or objections.

So that we can progress this with minimal delay, I shall proceed if no objections have been received by end November.

Thanks.

Madeleine Gorman
Head of Amenities
Rother District Council

Tel: 01424 787530
www.rother.gov.uk

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CT ITEM 74

and Local Government

community, opportunity, prosperity

To Chief Executives of:
County Councils and District Councils in England
London Borough Councils
The Greater London Authority
National Park Authorities
The Broads Authority

9 October 2008

The Clerk of:
City of London
Council of the Isle of Scilly
Combined Fire and Rescue Authorities
Fire and Civil Defence Authorities
Police Authorities in England and Wales

The Clerk of:
Parish and Town Councils in England

Dear Colleague,

Communities in control: Real people, real power: Codes of conduct for local authority members and employees – A consultation

I am writing to draw your attention to the above consultation paper which was published on the Communities and Local Government website on 1 October. I also enclose a paper copy of the consultation for your consideration.

You will see that this is the next in a series of Communities in Control consultation documents following the publication of the Local Government Empowerment White Paper, *Communities in Control: Real people, real power*, on 9 July, and building on work still in progress from the 2006 White Paper, *Strong and Prosperous Communities*.

This paper invites views on proposals for revising the Local Authorities (Model Code of Conduct) Order 2007 and the Relevant Authorities (General Principles) Order 2001. It also seeks views on the proposed introduction of a model code of conduct for local government employees. Particular questions on which we would welcome comments are summarised at Annex A to the paper.

Paul Rowsell, Deputy Director, Local Democracy
Communities and Local Government
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Bressenden Place
London SW1E 5DU

Tel 020 7944 5962 Fax 020 7944 4109
Email: conductcode@communities.gsi.gov.uk

Copies of the consultation paper are being sent to all principal local authorities, parish councils and other organisations and individuals who have a particular interest in these issues. If you wish to comment, please send responses either by post to:

Karl Holden
Conduct and Council Constitutions Team
Communities and Local Government
Zone 5/B2, Eland House
Bressenden Place
London
SW1E 5DU

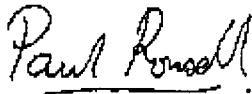
Or by e-mail to: conductcode@communities.gsi.gov.uk

By Wednesday 24 December 2008.

Any queries you may have about this letter or the enclosed paper should be directed to Karl Holden (tel: 0207 944 5962; conductcode@communities.gsi.gov.uk).

You will also be interested to know that, as announced in the *Communities in control: Real people, real power: Improving local accountability* consultation paper, we will be consulting at the end of October on proposals to revise the code of recommended practice on local authority publicity. A paper copy of the consultation paper will be sent to you on publication.

Yours sincerely

A handwritten signature in black ink that reads "Paul Rowsell". The signature is written in a cursive style and is underlined.

Paul Rowsell