

MUNICIPAL YEAR 2014/2015 REPORT NO. 4A

MEETING TITLE AND DATE:

Cabinet – 25th June 2014
Council – 16th July 2014
(for information only)

REPORT OF:

Director of Finance,
Resources and Customer
Services

Agenda – Part: 1

Item: 9

Subject: Enfield's re-accreditation as a
Fairtrade Borough
Wards: All

Cabinet Member consulted: Councillor
Andrew Stafford

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1. EXECUTIVE SUMMARY

- 1.1 This report details the Council's application to continue accreditation as a Fairtrade Borough, which was approved by Cabinet on 25th June 2014. In approving the application, Cabinet also agreed to refer the report on to Council for information.
- 1.2 The Council did not reapply for re-accreditation in 2012 but the Fairtrade Foundation has given the Council a period of grace within which the Council must lodge their application.
- 1.3 The application must be submitted and approved by the Fairtrade Foundation by the 31st August 2014.

2. RECOMMENDATIONS

Council is asked to note that Cabinet:

- 2.1 agreed the intention to apply for re-accreditation to remain a Fairtrade Borough and the benefits Fairtrade provides.
- 2.2 agreed to change from Rainforest Alliance to Fairtrade teas and coffees for the Civic Centre Restaurant.

3. BACKGROUND

- 3.1 Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.
- 3.2 In January 2007, Full Council approved the recommendation for Enfield to become a Fairtrade Borough and agreed that a Fairtrade Steering Group would be set up to oversee the progress and to offer a coordination role for the activities to be completed by the Council and the involved community groups.
- 3.3 The Borough's community Fairtrade Steering Group, over the latter period, has reduced in numbers and become less active than previously.
- 3.4 If a number of Fairtrade boroughs lose their accreditation, London will also lose its accreditation as a Fairtrade City. Twenty-four out of thirty-three boroughs in London are currently accredited.
- 3.5 In March 2014, the Director of Finance, Resources and Customer Services (FRCS) was asked by the Cabinet member for Finance to prepare the Council for re-accreditation of Enfield as a Fairtrade Borough. The Council will need to submit the application for its approval by the 31st August 2014.

4. FAIRTRADE FOUNDATION RE-ACCREDITATION GOALS

- 4.1 The table below provides a summary outline of goals to be achieved for re-accreditation, who would be responsible for completing the re-accreditation goals (with cost to the Council shown in the final column):

Re-accreditation Goals	Action	Who	Council Cost
Council agrees to continue to be a Fairtrade Borough and agrees to serve Fairtrade products	<ul style="list-style-type: none">• Serving Fairtrade Products• Promoting and advertising Fairtrade• A Council representative / Councillor on the Steering Group	Council	No direct cost
A range of Fairtrade products are readily available in the area's shops and served in local cafes/catering establishments	<ul style="list-style-type: none">• Encourage shops and cafes to serve Fairtrade	Steering Group	No direct cost

Local work places and community organisations support Fairtrade and use Fairtrade products whenever possible.	A Flagship employer is required for populations over 100,000 people – Christian Action Housing <ul style="list-style-type: none"> • Places of worship representing the religious make-up of the community promote and use Fairtrade • Teachers and students use and learn about Fairtrade 	Council and Steering Group	No direct cost
Events and media coverage raise awareness and understanding of Fairtrade across the community	<ul style="list-style-type: none"> • Articles about Fairtrade and the local Fairtrade campaign appear in a range of different local media and publication • Fairtrade Events to take place over Fairtrade Fortnight and other times of the year. 	Council and Steering Group	Possible publicity cost
A local Fairtrade Steering Group representing a range of local organisations and sectors meets regularly to ensure the Fairtrade Town continues to develop and gain support	<ul style="list-style-type: none"> • Steering Group to meet regularly, at least once a year • Members represent a range of local organisations and sectors • Steering Group will be responsible for ensuring events are organised during Fairtrade Fortnight each year 	Council and current Steering Group	No direct costs

4.2 The Council has previously served Fairtrade tea and coffee but currently serves Rainforest Alliance hot drinks. Fairtrade chocolate, bananas, and juice are available in the Civic Centre restaurant. However, the Council must agree to provide Fairtrade teas and coffee in the future to be accredited. Fairtrade was designed to tackle poverty and empower producers in the world's poorest countries, giving them a guaranteed price for their products. (The Rainforest Alliance ensures sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour.)

4.3 As Enfield has a population over 100,000 it is required to have a Fairtrade Flagship employer. It is this employer's responsibility to serve and promote Fairtrade. Christian Action Housing has agreed to be Enfield's Flagship employer as they are already using Fairtrade products and wish to promote Fairtrade objectives further.

4.4 Good Food for London is an annual publication (produced by the London food Board chaired by Rosie Boycott) which explains how London Boroughs can help secure a healthy and sustainable food future. The magazine has a borough league table displaying the achievements of each borough on issues such as Fairtrade Food, Community Food Growing, Sustainable Fish and so on. Enfield is currently joint 4th in the league table. However, if it is decided to no longer be a Fairtrade Borough Enfield will move down the league table.

A high position is important as it shows a commitment to the broader food growing initiatives of the Council. Making a commitment to Fairtrade shows the Council would like to embed Fairtrade objectives providing positive environmental, economic and social impacts.

- 4.5 The Council's priorities reflect the objectives of Fairtrade by promoting fairness to all and tackling inequality, creating sustainable environments and encouraging active citizenship.

5. COMMUNITY SECTOR INVOLVEMENT

- 5.1 The interest in Fairtrade within the Enfield Community Sector goes back several years. The members of the Fairtrade Steering Group will work closely with the Council and provide a coordination role for the activities to be completed by the Council and community groups involved. The Council will work in partnership with a range of community organisations and representatives, creating real community engagement. Responding to local support for Fairtrade and joining the community as a partner towards a common goal shows that the Council is in touch with the community and shares their priorities.

6. PROMOTION OF PARTICULAR PRODUCTS

- 6.1 It is important to note the initiative promotes the FAIRTRADE mark, the symbol on all Fairtrade products, which highlights that they have achieved particular social objectives, and not the products themselves. There are over 1,500 Fairtrade products now on offer. Their accreditation as a Fairtrade item is reviewed annually and will change if the producer reneges on their promises to provide better opportunities for their workers. Becoming re-accredited as a Fairtrade borough is about informing residents of their options.

7. ALTERNATIVE OPTIONS CONSIDERED

- 7.1 That the Council agrees to support the concepts of Fairtrade without formally signing up to them.
- 7.2 That the Council continues to operate as at present.

8. REASONS FOR RECOMMENDATIONS

- 8.1 The consideration by Enfield Council to be re-accredited as a Fairtrade Borough follows a request from the Cabinet Member for FRCS.

9. COMMENTS OF THE DIRECTOR OF FINANCE, RESOURCES AND CUSTOMER SERVICES AND OTHER DEPARTMENTS

9.1 Financial Implications

The majority of Fairtrade products purchased, are for onward sale, and the final price of these goods may need to be reviewed to recover any additional costs. Therefore there will be no effect on existing budgets.

9.2 Legal Implications

9.2.1 The Council has power under section 1(1) of the Localism Act 2011 to do anything that individuals generally may do provided it is not prohibited by legislation and subject to Public Law principles. There is no express prohibition, restriction or limitation contained in a statute against use of the power in this way. In addition, section 111 of the Local Government Act 1972 gives a local authority power to do anything which is calculated to facilitate, or is conducive or incidental to, the discharge of any of its functions. The recommendations detailed in this report are in accordance with these powers.

9.2.2 The procurement of the supplies in accordance with Fairtrade will need to be in accordance with the Councils Constitution, in particular Contract Procedure Rules.

9.2.3 All legal agreements required in accordance with this report will be in a form approved by the Assistant Director of Legal Services.

9.3 Property Implications

None

10. KEY RISKS

Loss of Fairtrade accreditation as a Fairtrade Borough and potential reputational risk.

11. IMPACT ON COUNCIL PRIORITIES

11.1 Fairness for All

Products accredited as Fairtrade items promise to provide better opportunities for all their workers. Purchasing of Fairtrade goods is seen as the easiest and most popular way for individual consumers to become involved in 'making a difference' to ethical and global consumers. Becoming re-accredited as a Fairtrade borough is about informing residents of their options.

11.2 Growth and Sustainability

Every Local Authority in the UK has a commitment to promote sustainable development in their area. Supporting Fairtrade is one, simple way to take action towards more sustainable developmental patterns, giving producers in developing countries the trade terms they need to create a more sustainable future through our everyday procurement choices.

11.3 Strong Communities

The members of the Fairtrade Steering Group will work closely with the Council and provide a coordination role for the activities to be completed by the Council and community groups involved. The Council will work in partnership with a range of community organisations and representatives, creating real community engagement.

12. EQUALITIES IMPACT IMPLICATIONS

None

13. PERFORMANCE MANAGEMENT IMPLICATIONS

Fairtrade status contributes towards the Borough League table, which was recently highlighted in the local press (Good Food for London 2013).

14. HEALTH AND SAFETY IMPLICATIONS

None

15. HR IMPLICATIONS

None

16. PUBLIC HEALTH IMPLICATIONS

None

Background Papers

None