



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE JOINT OVERVIEW AND SCRUTINY BOARD

TUESDAY 19TH JANUARY 2010, AT 5.00 P.M.

THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors S. R. Colella (Chairman), D. L. Pardoe (Vice-Chairman), A. N. Blagg, Mrs. M. Bunker, R. J. Deeming, Mrs. R. L. Dent, Mrs. J. M. L. A. Griffiths, Mrs. J. D. Luck, S. R. Peters, C. R. Scurrall, Mrs. C. J. Spencer, C. B. Taylor, C. J. Tidmarsh and L. J. Turner

AGENDA

1. To receive apologies for absence
2. Declarations of Interest and whipping arrangements
3. To confirm the accuracy of the minutes of the meeting of the Joint Overview and Scrutiny Board held on 1st December 2009 (Pages 1 - 4)
4. Petition - "Save the Market Hall" (Pages 5 - 14)
5. Petition - "Fairtrade Bromsgrove" (Pages 15 - 58)
6. Medium Term Financial Plan 2010/11-2012/13 (Pages 59 - 78)
7. The Worcestershire Hub Joint Scrutiny Committee (Pages 79 - 82)
8. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

8th January 2010

Agenda Item 3

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE JOINT OVERVIEW AND SCRUTINY BOARD

TUESDAY, 1ST DECEMBER 2009 AT 6.00 P.M.

PRESENT: Councillors S. R. Colella (Chairman), D. L. Pardoe (Vice-Chairman), Mrs. M. Bunker, R. J. Deeming, Mrs. R. L. Dent, Mrs. J. M. L. A. Griffiths, Mrs. J. D. Luck, S. R. Peters, C. R. Scurrall, Mrs. C. J. Spencer, C. B. Taylor, C. J. Tidmarsh and L. J. Turner

Observers: Councillor B. Lewis

Officers: Mr. P. Street, Mrs. C. Felton, Ms. J. Pickering, Mrs. S. Sellers, Mr. M. Carr and Ms. A. Scarce

6/09 APOLOGIES

Councillor Mrs. C. J. Spencer gave apologies for having to retire from the meeting early. No other apologies were received.

7/09 DECLARATIONS OF INTEREST

No declarations of interest or whipping arrangements were received.

8/09 MINUTES

The minutes of the Joint Overview and Scrutiny Board meeting held on 9th June 2009 were submitted.

RESOLVED that the minutes be approved as a correct record.

9/09 JOINT OVERVIEW AND SCRUTINY BOARD WORK PROGRAMME 2009-2010

The Board considered a report of the Head of Legal, Equalities and Democratic Services to present the new Joint Overview & Scrutiny Board (JOSB) Work Programme 2009-2010.

RESOLVED that the Board:

- (a) note the Overview and Scrutiny work planning process for 2009-2010;
- (b) agree the JOSB Work Programme for 2009-2010 (as set out in Appendix 3); and
- (c) agree for two further meetings of the JOSB be held on 10th February 2010 and on 9th March 2010.

10/09 **UPDATE OF THE MEDIUM TERM FINANCIAL PLAN 2010/11-2012/13**

The Board received a report and presentation by the Head of Financial Services which reviewed the position of the Medium Term Financial Plan 2010/11 – 2012/13 and invited the Board to make recommendations to Cabinet in relation to the Budget.

The Head of Financial Services outlined the general assumptions made in the Medium Term Financial Plan 2010/11 – 2012/13. These were a reduction in the Formula Grant from Central Government of 5% (£252k) from 2010/2012 (approximately 15% reduction over a 3 year period), a General Inflation rate of 2.5%, an increase in the cost of utility bill payments in excess of 5%, interest of investments down to between 1.75% - 2.75%, vacancy management costs of 4%, a Council Tax increment increase at 2.5% (lower than the previously anticipated 4.45%) and a general staff salary increase of between 0-1%.

The Head of Financial Services also outlined the key unavoidable budget pressures: Dolphin Centre Car Park Refunds (£20k), Concessionary Travel Passes (£50k), Audit Inspection Fees (£30k), the loss of income from the Market Hall (£16k), and over 60s swimming facilities (£12k). In addition, Members attention was drawn to the significant departmental budget bids for 2010/11-2012/13: Strategic Planning – Flooding (£15k), the Age Well Scheme (£10k), Discretionary Housing Payments (£5k), funding for the Local Strategic Partnership (£25k), and the Mosaic system (£8k).

The Head of Financial Services also drew attention to the planned Key Savings/Income: management restructure as a part of shared services with Redditch (which was already in the base budget) (£246k), communal waste (which was already in the base budget) (£200k), increased car parking income (£133k), Dolphin Centre service changes (£100k).

The Board also received details of the proposed Capital Programme 2010/11-2012/13; which included depot site alarm system (£25k), funding for DFG's (£90k), the Pavilion roof enhancements (£55k), Cemetery maintenance (under review) (£95k).

The next stages of the budget setting process were outlined. These included the review of identified high and unavoidable budget pressures, the continued assessment of savings / efficiencies / joint working arrangements, a further report to Cabinet on 2nd December 2010 and a Member Briefing on 14th January 2010. The final budget for 2010/11 – 2012/3 Council Tax was due to be approved by full Council on 20th January 2010.

Members of the Board questioned the Head of Financial Services on various aspects of the Medium Term Financial Plan. She explained that only the “high” bids would be considered in the final budget, that the “medium” and “low” bids were inspirational and that if Members of the Board were so minded, they had the opportunity to recommend reprioritisation to the Cabinet before the final budget was approved.

She was asked what penalties may be imposed by Central Government if the budget did not balance; she responded that she would report back to Members of the Board with details of any possible penalties.

Members also queried Royal Mail charges as Royal Mail had levied additional postal charges and asked if a contract with an alternative postal service provider had been considered. The Head of Financial Services responded that it was not clear that this would deliver any savings but that she would investigate whether a lower priced competitor was available. It was suggested that the Council might lobby the LGA to see if it was possible to negotiate jointly for a nation wide contract with an alternative postal service provider at lower costs than through Royal Mail.

In response to questions about the high (significant) bids, the Board was informed that the housing payment of £5k would attract additional match funding from the Government and that the Mosaic system (a bid of £8k) was a software marketing tool that classified all consumers in the United Kingdom and profiled UK consumers in terms of demographics, socio-economics, lifestyles, culture and behaviour. It was explained that this would help to improve areas of weakness in the Council's Comprehensive Area Assessment (CAA) rating, as it was proposed that the Mosaic system be employed to improve customer knowledge of residents across the District.

The Head of Financial Services was also asked about sponsorship of roundabouts and she agreed there was a need to find more sponsorship for roundabouts to raise revenue.

RESOLVED that the Board note:

- (a) the pressures as identified in Appendix A of the report;
- (b) the unavoidable pressures identified at Appendix B of the report;
- (c) the savings identified at Appendix C of the report; and
- (d) the new bids for the Capital Programme as included at Appendix D of the report.

11/09 **TREASURY STRATEGY**

Members of the Board considered a report of the Head of Financial Services on the current Treasury Management arrangements in place to ensure the security and effectiveness of Council investments.

RESOLVED that the current arrangements for Treasury Management activities within the Council be noted.

12/09 **SCRUTINY OF CRIME AND DISORDER**

Members of Board considered a report of the Head of Legal, Equalities and Democratic Services which briefed Members of the Joint Overview and Scrutiny Board on the statutory provisions for the scrutiny of crime and disorder. The Scrutiny Officer briefed the Members of the Board on the key elements arising from the Police and Justice Act 2006, the associated crime and disorder scrutiny regulations arising in 2009 and outlined some of the

options available to the Board on how this might work in practice. It was proposed that the Chairman of the Board meet with the Portfolio Holder for Community Safety and the Chairman of the Community Safety Partnership to discuss the various options and report back to the Board with a proposal for a working arrangement and protocol.

There was some discussion on how the scrutiny of crime and disorder partnerships might work, how many meetings would be suitable to hold each year, what kinds of issues might be worthwhile considering and if the scrutiny process could feasibly add value to the existing process. It was clarified that the Crime and Disorder Reduction Partnership was known locally as the Bromsgrove Community Safety Partnership. There was some consensus that the Board should consider the annual performance of the Community Safety Partnership against its stated targets. It was noted that the Board had agreed two extra meetings on 10th February 2010 and 9th March 2010 to consider crime and disorder scrutiny matters.

RESOLVED:

- (a) that the requirements and role for the scrutiny of crime and disorder be noted;
- (b) that the Chairman of the Joint Overview and Scrutiny Board be requested to meet with the Portfolio Holder for Community and Customer Engagement and Community Safety and relevant officers, including a representative from the Community Safety Partnership, to discuss the approach and timetable for the scrutiny of crime and disorder in line with statutory requirements; and
- (c) that any proposed protocol resulting from the outcome of the meeting referred to in 2.2 of the report be submitted to the Joint Overview and Scrutiny Board and the Community Safety Partnership for formal approval.

The meeting closed at 7.50 p.m.

Chairman

BROMSGROVE DISTRICT COUNCIL

JOINT OVERVIEW AND SCRUTINY BOARD

19TH JANUARY 2010

PETITION - "SAVE THE MARKET HALL"

Responsible Portfolio Holder For Overview and Scrutiny	Councillor G. N. Denaro – Deputy Leader of the Council and Portfolio Holder for Resources
Responsible Head of Service For Overview and Scrutiny	Mrs. Claire Felton – Head of Legal, Equalities and Democratic Services
Non Key Decision	

1. SUMMARY

- 1.1 To consider a petition entitled "Save the Market Hall" submitted on 2nd December 2009.

2. RECOMMENDATION

- 2.1 Members of the Joint Overview and Scrutiny Board are asked to consider the petition and to either:
- take no further action;
 - request further information from a relevant source and re-consider once that information is available;
 - agree the topic is included in the work programme of either the Scrutiny Board or Overview Board and that the relevant board carry out an investigation;
 - make recommendations to Cabinet.

3. BACKGROUND

- 3.1. A petition entitled "Save the Market Hall" was submitted by Mr F. W. Stanley and received by the Monitoring Officer on 2nd December 2009 and in accordance with Article 2, 6.8 of the Council Constitution has been referred for consideration by the Joint Overview and Scrutiny Board (JOSB).
- 3.2. Overview and Scrutiny Committees cannot make executive decisions, but can make recommendations to the Cabinet and other decision makers. In accordance with the designated role of Joint Overview and Scrutiny Board, Members of the Board are asked to consider the petition and after receiving appropriate evidence to decide either to take no further action or, where it deems necessary to make recommendations for consideration by the Cabinet.

4. PROCEDURE FOR CONSIDERATION OF PETITIONS

- 4.1. In the consideration of the petition the JOSB may receive evidence and interview key stakeholders to determine what action, if any, to take in respect of the petition. It is anticipated that the JOSB will receive evidence from the lead petitioner who will introduce the petition, the Executive Director, Partnerships & Projects who will present a written report and the relevant Cabinet Portfolio Holder.
- 4.2. In order to ensure petitions are presented in a fair, consistent and efficient manner, Members of the JOSB are asked to adopt the following procedure:
- Introduction of the petition by the lead petitioner, allowing up to 5 minutes
 - Presentation of a report by the Executive Director and interview
 - Interview with the Cabinet Portfolio Holder
 - Discussion and consideration of what action, if any, to take in respect of the petition.
- 4.3. The consideration of any further evidence will be at the discretion of the Chairman and Members of the JOSB.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications arising from this report.

6. LEGAL IMPLICATIONS

- 6.1 The Local Government Act 2000 requires Councils operating Executive Arrangements to include one or more Overview and Scrutiny Committees within their Constitution, which may be composed of any councillors who are not on the Executive Committee of the Council.
- 6.2 Executive arrangements by a local authority must ensure that their overview and scrutiny committee has power (or their overview and scrutiny committees have power between them) to:
- a) to review or scrutinise decisions made, or other action taken, in connection with the discharge of any functions which are the responsibility of the executive,
 - b) to make reports or recommendations to the authority or the executive with respect to the discharge of any functions which are the responsibility of the executive,
 - c) to review or scrutinise decisions made, or other action taken, in connection with the discharge of any functions which are not the responsibility of the executive,
 - d) to make reports or recommendations to the authority or the executive with respect to the discharge of any functions which are not the responsibility of the executive,

- e) to make reports or recommendations to the authority or the executive on matters which affect the authority's area or the inhabitants of that area.

7. COUNCIL OBJECTIVES

- 7.1 Overview and Scrutiny links to Council Objective Three: Sense of Community and Wellbeing.

8. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

There are no direct risks associated with this report.

10. CUSTOMER IMPLICATIONS

- 10.1 Overview and Scrutiny aids transparency and accountability of local services to service users, council tax payers and other local residents through elected councillors.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 There are no implications of the Council's Equalities and Diversity Policies arising from this report.

12. VALUE FOR MONEY IMPLICATIONS

- 12.1 There are no value for money implications arising from this report.

13. CLIMATE CHANGE AND CARBON IMPLICATIONS

- 13.1 There are no climate change and carbon implications arising from this report.

14. OTHER IMPLICATIONS

Procurement Issues None
Personnel None
Governance/Performance Management In accordance with Article 2, 6.8 of the Council Constitution petitions are referred for consideration by the Joint Overview and Scrutiny Board.
Community Safety including Section 17 of Crime and Disorder Act 1998 None

Policy None
Biodiversity None

15. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	No
Corporate Procurement Team	No

16. WARDS AFFECTED

All Wards.

17. APPENDICES

Appendix 1 - Demolition of the Market Hall

18. BACKGROUND PAPERS

No background papers were used in the preparation of this report.

CONTACT OFFICER

Name: Michael Carr
E Mail: m.carr@bromsgrove.gov.uk
Tel: 01527 881407

Appendix 1 - Demolition of the Market Hall

BROMSGROVE DISTRICT COUNCIL

JOINT OVERVIEW & SCRUTINY BOARD

19th JANUARY 2010

DEMOLITION OF MARKET HALL

Responsible Portfolio Holder	Councillor Dr. D. Booth JP
Responsible Head of Service	Phil Street, Executive Director
Key Decision	

1. SUMMARY

- 1.1 At the Cabinet meeting on 2nd September 2009 demolition of the market hall was approved. The demolition is the first phase of the preparation of the site for redevelopment.

2. RECOMMENDATION

- 2.1 Members of the Joint Overview and Scrutiny Board are requested to note the information in this report as evidence in the consideration of the petition on the market hall.

3. BACKGROUND

- 3.1 The market hall was closed in February 2009 when the market was transferred on to the High Street. The establishment of the new outdoor market on the High Street has been a successful move.
- 3.2 The transfer left the market hall largely vacant although it is used on a weekly basis for an antique fair and very occasionally for other events, but other than a café facility the hall is empty and no longer in use.
- 3.3 Discussions have been held with the organiser of the antiques fair and efforts are being made to assist in relocating the fair. The café proprietor is aware of the decision to demolish the market hall.
- 3.4 There are continuing costs associated with the market hall including a payment of £22,300 for non domestic rates. In addition to the non-domestic rates the hall also requires £20,000 to insure, maintain and meet utility costs. It is probable that the longer the building remains unoccupied the more prone it could be to vandalism and damage. The costs of repair and maintenance would increase as a consequence. Despite efforts being made to find temporary occupants for the market hall, none of these have been successful.

- 3.5 The outlook for the market hall site, once the wider economy recovers, is that the Council will enter into an agreement with a developer to redevelop the site and this is to be pursued through the European Union procurement route. The redevelopment of the market hall site is central to the regeneration of the town centre.
- 3.6 It is estimated that the demolition will cost in the region of £20,000, but there will be additional costs associated with project management and utilities disconnection. Therefore, it is estimated the work will amount to £35,000.
- 3.7 The site will be cleared as the first stage in the redevelopment of the market hall site and in the short term could be used for additional car parking and garaging and storage for market stalls and vehicles necessitated by the demolition of the building. Early work is commencing on preparing to take the site through an Official Journal of the European Union (OJEU) procurement route, but this is being staggered in response to the prevailing economic conditions.
- 3.8 The current market hall car park is one of the Council's most used and attracts over £170,000 of income in a full year. It is suggested that the land remaining after the demolition of the market hall would provide up to a further 25% more car parking spaces and it is estimated that this car park may realise the Council some additional £25,000 per year.
- 3.9 The site will be redeveloped, but in the meantime the site will be converted into a temporary car park. This will be an interim measure for no longer than necessary. It is difficult to put a time limit on the exact length of time that it would be a car park as this would depend largely on the recovery in the property market.
- 3.10 The demolition of the Market Hall building and convert the top section of the site to additional car parking would require a planning application to be approved for a change of use. The tendering process is underway and the tenders will be submitted at the beginning of 2010 with a decision on the agreed contractor shortly afterwards.
- 3.11 It is anticipated that hall would be demolished by April 2010.

4. FINANCIAL IMPLICATIONS

- 4.1 The current market hall continues to attract non domestic rates of £22,300 per annum. The demolition of the hall will remove the need to pay these rates.
- 4.2 In addition to the non-domestic rates the hall also requires some £20,000 to insure, maintain and meet utility costs. It is probable that the longer the building remains unoccupied the more prone it could be to vandalism and damage. The costs of repair and maintenance may increase as a consequence.

- 4.3 The conversion of the site into additional car parking would provide the Council with additional capacity and given that this is one of the most popularly used car park the likelihood exists that the availability of greater capacity would attract additional revenue.
- 4.4 The cost of demolishing the building is estimated at £20,000.
- 4.5 The proposal is that work would continue on preparing the site for redevelopment and that the conversion into a car park would be an interim measure for no longer than necessary. It is difficult to put a time limit on the exact length of time that it would be a car park as this would depend largely on the recovery in the property market.

5. LEGAL IMPLICATIONS

- 5.1 To demolish the existing Market Hall building and convert the top section of the site to additional car parking would require a planning application to be approved for a change of use (limited to the area of the site that is not currently used as a car park).
- 5.2 In the longer term if the Council was looking to sell the top section of the site (currently occupied by the Market Hall) to a developer, this is a transaction which the Council is able to enter into as it owns the land in question. The only significant issue is that there are electric cables located under parts of the eastern boundary of the site which are the subject of a wayleave agreement between the Council and the current successor of The Midlands Electricity Board. This would have to be notified to any potential developer and there is a risk that if the cables impinged on their plans the Council may have to bear the costs of moving them as a condition of any sale.
- 5.3 With reference to the remainder of the site which is currently used as a car park the legal issues a potential developer would have to make allowances for are more numerous and complex. In summary they are that:-
- There is an electricity sub-station located in the car park. This is covered by a legal agreement with Central Networks who have the benefit of a 99 year lease granted in 1994. In the event of the Council wanting to move the sub-station, the Council would be required to identify and provide an alternative site including providing an equivalent lease, and to bear the cost of removal and re-installation works.
 - There are a number of businesses with frontages onto Worcester Road which are believed to have acquired prescriptive rights of way over the car park at the rear of their properties.
 - In addition two formal rights of way have been granted by the Council over the same strip of the car park for the benefit of the Dog and Pheasant public house and a residential development at 18 Worcester Road. These provide for rights of access and could in theory be varied to provide an alternative route although in practical

terms it is difficult to see how this could be achieved given geography of the site.

6. COUNCIL OBJECTIVES

- 6.1 The redevelopment of the town centre is the principal objective for the Council and the demolition of the market hall would be a first stage in the regeneration of that site.

7. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 7.1 Reputational damage by demolition of building – People expecting site to be developed for retail or services and cynicism created by demolition and not following demolition with construction work. It will be necessary to ensure public are informed that work will not start immediately on site, but that the vacant site is nothing other than a temporary measure until the property market recovers.
- 7.2 Damage to other buildings during demolition – Work will be undertaken by experienced and reputable company identified through an appropriate tendering arrangement.
- 7.3 Save the Market Hall group formed and takes action to oppose demolition – a group has been formed to save the market hall. It's of little if any architectural interest, but sentiment runs deep about such buildings as market halls. Pre-demolition consultation and communication would both inform the residents of the plans and proposals for the future.
- 7.4 Unable to get company to carry out demolition – this is unlikely and already companies have indicated an interest in carrying out the work.
- 7.5 Site remains vacant for lengthy period – the longer the site remains unoccupied the more likely it is that cynicism will develop. The market hall site is a key location for town centre regeneration. However, the poor state of the property market means that the Council would currently be unable to realise the appropriate return on the site.
- 7.6 Expectation of development raised or adversely affected – Communication about what was happening on the site needs to be prepared well in advance of demolition so that the future use of the site is understood and explained.

8. CUSTOMER IMPLICATIONS

- 8.1 There is no direct impact on customers except that the market hall is used for antique fairs on an occasional basis. The market has already successfully moved on to the High Street and the use of the site for car parking may prove beneficial to some users of the town centre.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 There are no apparent implications for the Council's Equalities and Diversity Policies.

10. VALUE FOR MONEY IMPLICATIONS

10.1 The market hall currently costs the Council expenditure in rates, repairs, maintenance, utility costs and security. The removal of these costs and their replacement with car park income which may provide additional satisfaction for customers would be seen as a positive action in terms of value for money.

10.2 Efforts have been made to identify a short term lease of the market hall, but these have been unsuccessful. Since the market moved on to the High Street the Council have not received any income from the market hall.

11. CLIMATE CHANGE AND CARBON IMPLICATIONS

11.1

12. OTHER IMPLICATIONS

Procurement Issues
Personnel
Governance/Performance Management None
Community Safety including Section 17 of Crime and Disorder Act 1998 None
Policy - Supports the Council's pursuit of the regeneration of the town centre
Biodiversity None

13. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director - Partnerships and Projects	Yes

Executive Director - Services	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Yes

14. WARDS AFFECTED

All wards

15. APPENDICES

None attached

16. BACKGROUND PAPERS

N/A

CONTACT OFFICER

Name: Phil Street – Executive Director
E Mail: p.street@bromsgrove.gov.uk
Tel: (01527) 881202

BROMSGROVE DISTRICT COUNCIL

JOINT OVERVIEW AND SCRUTINY BOARD

19TH JANUARY 2010

PETITION - "FAIRTRADE BROMSGROVE"

Responsible Portfolio Holder For Overview and Scrutiny	Councillor G. N. Denaro – Deputy Leader of the Council and Portfolio Holder for Resources
Responsible Head of Service For Overview and Scrutiny	Mrs. Claire Felton – Head of Legal, Equalities and Democratic Services
Non Key Decision	

1. SUMMARY

- 1.1 To consider a petition entitled "Fairtrade Bromsgrove Petition" submitted on 9th December 2009.

2. RECOMMENDATION

- 2.1 Members of the Joint Overview and Scrutiny Board are asked to consider the petition and to either:
- take no further action;
 - request further information from a relevant source and re-consider once that information is available;
 - agree the topic is included in the work programme of either the Scrutiny Board or Overview Board and that the relevant board carry out an investigation;
 - make recommendations to Cabinet.

3. BACKGROUND

- 3.1. A petition entitled "Fairtrade Bromsgrove Petition" was submitted by Mr Art Lavelle and received by the Monitoring Officer on 9th December 2009 and in accordance with Article 2, 6.8 of the Council Constitution has been referred for consideration by the Joint Overview and Scrutiny Board (JOSB).
- 3.2. Overview and Scrutiny Committees cannot make executive decisions, but can make recommendations to the Cabinet and other decision makers. In accordance with the designated role of Joint Overview and Scrutiny Board, Members of the Board are asked to consider the petition and after receiving appropriate evidence to decide either to take no further action or, where it deems necessary to make recommendations for consideration by the Cabinet.

4. PROCEDURE FOR CONSIDERATION OF PETITIONS

- 4.1. On the consideration of the petition the JOSB may receive evidence and interview key stakeholders to determine what action, if any, to take in respect of the petition. It is anticipated that the JOSB will receive evidence from the lead petitioner who will introduce the petition, the Assistant Chief Executive who will present a written report and the relevant Cabinet Portfolio Holder.
- 4.2. In order to ensure petitions are presented in a fair, consistent and efficient manner, Members of the JOSB are asked to adopt the following procedure:
- Introduction of the petition by the lead petitioner, allowing up to 5 minutes
 - Presentation of a report by the Assistant Chief Executive and interview
 - Interview with the Cabinet Portfolio Holder
 - Discussion and consideration of what action, if any, to take in respect of the petition.
- 4.3. The consideration of any further evidence will be at the discretion of the Chairman and Members of the JOSB.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications arising from this report.

6. LEGAL IMPLICATIONS

- 6.1 The Local Government Act 2000 requires Councils operating Executive Arrangements to include one or more Overview and Scrutiny Committees within their Constitution, which may be composed of any councillors who are not on the Executive Committee of the Council.
- 6.2 Executive arrangements by a local authority must ensure that their overview and scrutiny committee has power (or their overview and scrutiny committees have power between them) to:
- a) to review or scrutinise decisions made, or other action taken, in connection with the discharge of any functions which are the responsibility of the executive,
 - b) to make reports or recommendations to the authority or the executive with respect to the discharge of any functions which are the responsibility of the executive,
 - c) to review or scrutinise decisions made, or other action taken, in connection with the discharge of any functions which are not the responsibility of the executive,
 - d) to make reports or recommendations to the authority or the executive with respect to the discharge of any functions which are not the responsibility of the executive,

- e) to make reports or recommendations to the authority or the executive on matters which affect the authority's area or the inhabitants of that area.

7. COUNCIL OBJECTIVES

- 7.1 Overview and Scrutiny links to Council Objective Three: Sense of Community and Wellbeing.

8. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

There are no direct risks associated with this report.

10. CUSTOMER IMPLICATIONS

- 10.1 Overview and Scrutiny aids transparency and accountability of local services to service users, council tax payers and other local residents through elected councillors.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 There are no implications of the Council's Equalities and Diversity Policies arising from this report.

12. VALUE FOR MONEY IMPLICATIONS

- 12.1 There are no value for money implications arising from this report.

13. CLIMATE CHANGE AND CARBON IMPLICATIONS

- 13.1 There are no climate change and carbon implications arising from this report.

14. OTHER IMPLICATIONS

Procurement Issues None
Personnel None
Governance/Performance Management In accordance with Article 2, 6.8 of the Council Constitution petitions are referred for consideration by the Joint Overview and Scrutiny Board.
Community Safety including Section 17 of Crime and Disorder Act 1998 None

Policy None
Biodiversity None

15. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	No
Corporate Procurement Team	No

16. WARDS AFFECTED

All Wards.

17. APPENDICES

Appendix 1 – Fairtrade Towns

18. BACKGROUND PAPERS

No background papers were used in the preparation of this report.

CONTACT OFFICER

Name: Michael Carr
E Mail: m.carr@bromsgrove.gov.uk
Tel: 01527 881407

BROMSGROVE DISTRICT COUNCIL

JOINT OVERVIEW & SCRUTINY BOARD

19TH JANUARY 2010

FAIRTRADE TOWNS

Responsible Portfolio Holder	Roger Hollingworth, Leader of the Council
Responsible Head of Service	Hugh Bennett, Assistant Chief Executive
Non-Key Decision	

1. SUMMARY

- 1.1 This report follows a request seeking support for achieving Fairtrade Status for Bromsgrove town initially and then Bromsgrove District and to receive the petition from the Fairtrade Bromsgrove Steering Group.

2. RECOMMENDATION

- 2.1 Members of the Joint Overview & Scrutiny Board are requested to consider the contents of this report (and appendices) on Fairtrade Status, in conjunction with the Petition received from the Fairtrade Bromsgrove Steering Group, to assist them in deciding how they wish to deal with this matter.

3. BACKGROUND

- 3.1 Fairtrade ensures farmers and workers in developing countries obtain a fair price for their goods and labour. Producers registered with Fairtrade Labelling Organisations receive a minimum price that covers the cost of production and an extra premium that is invested in the local community. It enables communities to have some control over their own lives.
- 3.2 According to Oxfam two-thirds of the world's coffee growers live in absolute poverty. When prices collapse they can fall below the cost of production for many farmers. Fair trade buyers pay the "floor price" when world market prices are low, but pay the market rate when it rises above the "floor". A social premium is also paid, which is the extra money, on top of the guaranteed price, that goes to the producer community. The premium is small, perhaps 4% of the current fair trade price for coffee. Under fair trade rules the premium is saved or invested by the growers' co-operative and a collective decision is made how to use it. For the producers this small amount of money can go a long way. In Sri Lanka a tea co-operative uses

the premium for a vaccination programme, to build playgrounds and award scholarships so that more children can attend school. Pensioners, orphans and people with disabilities receive financial support. Windward Island banana growers invest in small loans for on-farm improvements and supporting health clinics. Tea pickers in Tanzania use theirs to build a maize mill, thus saving a 15km walk by local women. (The Fairtrade Foundation website ¹ has comprehensive information, including short videos of communities benefitting.)

- 3.3 In an ideal world governments would provide for all their people in the areas of healthcare, education etc. and there would be little need for the social premium, but we know that this is impossible in the poorest areas of the world. African economies have, overall, been shrinking in the last 20 years whilst the developed world has become richer.
- 3.4 Fairtrade is usually associated with plantations such as tea, coffee, cocoa and bananas grown in developing countries, but it now encompasses a much expanded and very varied set of products, 3,000 in all, including cotton, fruits, juices and wines.
- 3.5 In the UK Fairtrade is a well recognised brand, with sales in 2008 up 43% compared with the previous year. Fairtrade is now mainstream and available in most supermarkets.
- 3.6 The Fairtrade mark is managed in the UK by the Fairtrade Foundation, a charity that is supported by Christian Aid, Oxfam, the Women's Institute and many others. To continue to raise the profile of Fairtrade and ensure Fairtrade produce is widely available, the Fairtrade Foundation has introduced the nationally recognised Fairtrade Town initiative.
- 3.7 To qualify as a Fairtrade Town (or district, in the case of Bromsgrove) the following five goals must be realised –
 1. Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products
 2. A range of Fairtrade products are available locally
 3. Schools, workplaces, places of worship and community organisations support Fairtrade and use Fairtrade products whenever possible
 4. Media coverage and events raise awareness and understanding of Fairtrade across the community.

¹ Fairtrade website: <http://www.fairtrade.org.uk/>

5. A Fairtrade steering group representing different sectors is formed to co-ordinate action around the goals and develop them over the years.
- 3.8 By passing a resolution supporting Fairtrade, the Council would agree to serve Fairtrade products at its meetings and in its offices. The Fairtrade Foundation also recommends the following optional activities:
- Promoting Fairtrade through Council publications
 - Allocating Fairtrade responsibilities to a member of staff or committees
 - Erecting town signs declaring Fairtrade status, once awarded.
- 3.9 Gaining Fairtrade status is a process, enabling local and Council actions to develop over time.
- 3.10 A steering group has already been formed in Bromsgrove. Members have experience of gaining Fairtrade status, one involving Higher Education, others in local churches, a number of which have already gained the status. One member is experienced in working with councils and business, including Fairtrade in Oxford.
- 3.11 The steering group has established that Fairtrade products are available in local outlets, for example Morrisons, ASDA, Oxfam, the Co-ops shops in the District and some cafes. Schools are beginning to take note of Fairtrade too; Bromsgrove School has a Fairtrade café and North Bromsgrove High School has taken part in Fairtrade fortnight (first two weeks of March each year.)
- 3.12 It is becoming easier for more outlets to be recognised as Fairtrade supporters (a minimum of 2 products/outlet is required) with the recent announcement that Cadbury's Dairy Milk will be Fairtrade, and Tate and Lyle's entire range of sugars will be Fairtrade by the end of 2009.
- 3.13 Fair Trade sits alongside free trade, and working side by side they have the potential to alleviate poverty where it is most needed. The very recent Conservative Party green paper ² specifically supporting Fairtrade. The Government also supports Fairtrade, Douglas Alexander noting in the run-up to Fairtrade fortnight "Helping people in the developing world to help themselves is the right thing to do." (February 2009). The Government's white paper (July 2009) also supports Fairtrade ³.

² One World Conservatism, A conservative Policy for International Development (page 57)
<http://www.conservatives.com/~media/Files/Green%20Papers/OneWorldConservatism.ashx?dl>

³ DfID: Eliminating World Poverty. <http://www.dfid.gov.uk>

- 3.14 We are motivated too by the potential benefits to the people of Bromsgrove. By supporting Fairtrade status the Council will be affirming and encouraging the role of local groups, so enhancing Bromsgrove's 'social capital'. Bromsgrove is a more varied town that might first appear. Fairtrade involves a range of people and so brings the community together, so contributing to One Community. Fairtrade status can be instrumental in improving Bromsgrove's own economy. It can be linked to supporting local producers at the Farmer's Market and street market and be the focus of events and other initiatives that may attract shoppers into the town. As a number of local groups are already on board, these benefits can be gained with comparatively little work by the Council and with limited cost as the process recognises that any changes will be incremental. However, it will require the formal and enthusiastic commitment of the Council and the involvement of an officer or a councillor on the steering group.
- 3.15 It is anticipated that it will take a minimum of two years to gain Fairtrade status, proving during this time that Bromsgrove deserves the Fairtrade trademark. The steering group's current membership of five is enough to carry the initiative through the beginning of the campaign and, with the knowledge of Council support, the group will extend its membership to include representatives from the wide geographical area of the District to include Council, school, and retail and churches membership ("Churches Together in Bromsgrove" have recently written to the Council asking that their support for this report be registered). The two year period should allow the Council time to meet the first Fairtrade goal and for the steering group to work by gaining evidence, monitoring progress and directing activities towards the award of Fairtrade status.

4. FINANCIAL IMPLICATIONS

- 4.1 Fairtrade tea, coffee, juices and sugar prices are comparable to those of other quality brands that may be served at Council meetings. It should not have material implications for Council budgets. The Council may have to consider its current sourcing of refreshments to ensure that a submission to the Fairtrade Foundation is likely to succeed. It may be possible to work with other Fairtrade councils in the area to keep costs at a minimum. Droitwich, Worcester, Stratford-upon Avon, Stourport-upon-Severn and Evesham are some of the towns already with Fairtrade status and Redditch has been working towards it for two years.
- 4.2 The Council would be expected to support the steering group with press releases, advertising and promotion through current Council literature including on its website. The steering group is seeking minimal funding e.g. to be able to buy a stall for promoting Fairtrade during Fairtrade fortnight and at appropriate venues and event throughout the District. The Steering Group has applied for a small one off grant through our community grant scheme, which is supported by the Equalities and Diversity Forum.

4.3 There may be some costs associated with putting up signage or a plaque if we achieve Fairtrade status.

5. LEGAL IMPLICATIONS

5.1 There are no legal implications.

6. COUNCIL OBJECTIVES

6.1 Fairtrade is consistent with One Community and with our equalities value. The Equalities and Diversity Forum would like to support Fairtrade as part of their work on the Gambia link and Black History Month.

7. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

7.1 The main risks associated with the details included in this report are:

- Non Delivery through lack of support.
- Poor public perception if not approved.

7.2 These risks are being managed as follows:

- *Non Delivery of Fairtrade Status and Poor Public Perception:*

Risk Register: Corporate Communications, Policy and Performance.

Key Objective Ref No: 17.1

Key Objective: Delivery of Fairtrade Status

8. CUSTOMER IMPLICATIONS

8.1 This report does relate directly to customer service.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 The Equalities and Diversity Forum supports this bid.

10. VALUE FOR MONEY IMPLICATIONS

10.1 Not applicable.

11. CLIMATE CHANGE AND CARBON IMPLICATIONS

11.1 Fairtrade products will invariably come from the developing countries and this therefore means transport from overseas which will have an adverse impact on CO2 emissions.

12. OTHER IMPLICATIONS

Please include the following table and spell out any particular implications in the relevant box. If there are no implications under a particular heading, please state 'None':-

Procurement Issues: Some minor impact on the Council's procurement.
Personnel: None.
Governance/Performance Management: None.
Community Safety including Section 17 of Crime and Disorder Act 1998: None.
Policy: Possible development of a Fairtrade policy.
Biodiversity: None.

13. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes.
Chief Executive	At CMT.
Executive Director - Partnerships and Projects	At CMT.
Executive Director - Services	At CMT.
Assistant Chief Executive	N/a
Head of Service	At CMT.
Head of Financial Services	At CMT.
Head of Legal, Equalities & Democratic Services	At CMT.
Head of Organisational Development & HR	At CMT.
Corporate Procurement Team	N/a

14. WARDS AFFECTED

Initially all wards that are within the Bromsgrove town boundary and eventually all wards across the District.

15. APPENDICES

Appendix 1 – The Fairtrade Town: Action Guide

16. BACKGROUND PAPERS

Not applicable.

CONTACT OFFICER

Name:	Hugh Bennett
E Mail:	h.bennett@bromsgrove.gov.uk
Tel:	(01527) 881400

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The Fairtrade Town

Action Guide



We are a
Fairtrade
Town



Look for products with this Mark

Everything you need to know to make your area a
Fairtrade Town, City, Village, Island, Borough, County or Zone

- 1** Welcome
 - 2** The Five Goals
 - 3** Using this guide
 - 4** Getting started
-

Goal 1

- 5** Requirements and suggestions
- 6** Gaining council support
- 7** Ideas from other Fairtrade Towns
- 8** Sample Resolution

Goal 2

- 9** Requirements and suggestions
- 10** Getting Fairtrade products into shops and cafés
- 11** Ideas from other Fairtrade Towns
- 12** Retail and catering targets

Goal 3

- 13** Requirements and suggestions
- 14** Making Fairtrade a part of the community
- 15** Ideas from other Fairtrade Towns
- 16** Notes

Goal 4

- 17** Requirements and suggestions
- 18** Engaging and informing the general public
- 19** Ideas from other Fairtrade Towns
- 20** Notes

Goal 5

- 21** Requirements and suggestions
 - 22** Working together to keep things moving
 - 23** Ideas from other Fairtrade Towns
 - 24** Sample steering group constitution
-

- 25** Applications and renewals
- 26** FAQ
- 27** FAQ
- 28** Resources and support
- 29** Thank you

Welcome to the Fairtrade Town Action Guide. Opening this guide is the start of something powerful. Every movement for change begins with people doing what they can where they are. This guide is for anyone interested in making Fairtrade a part of their community. Achieving Fairtrade Town status and then continuing to take action on Fairtrade will unite existing supporters and activity, bring more people on board and create a local focus for Fairtrade.

The Fairtrade Towns movement is vital, and is making a huge difference. It is a grass roots social movement and together with the producer forms the beating heart of changing the world trading system.

Harriet Lamb, Chief Executive Officer,
Fairtrade Foundation



The strength of Fairtrade Towns is that they involve the whole community. They are not just about the council, the churches, the schools or businesses but about all these and more. Fairtrade Towns bring people together and increase understanding of how small actions add up to make a big difference to the lives of people thousands of miles away.

Bruce Crowther, Chair,
Garstang Fairtrade Town

In April 2000 the people of Garstang declared their small market town in Lancashire the world's first Fairtrade Town. Garstang has inspired hundreds of communities since then and Fairtrade Towns are springing up in Canada, the United States, France, Ireland, Belgium, Spain, Italy, Brazil and beyond. In the UK, Fairtrade Towns are at the forefront of a unique people's movement for change, with places from Birmingham to Bristol, Fair Isle to Carlisle, Durham to Dundee working to promote Fairtrade.

What is a Fairtrade Town and why work towards it?

Fairtrade is about bringing the farmer and the shopper closer together. It's about putting people at the heart of trade. Becoming a Fairtrade Town sends a powerful message about how your community wants trade to work and will directly benefit some of the world's poorest farmers and workers through increasing awareness and sales of Fairtrade in your area.

People power works and Fairtrade Towns have been essential in building support for Fairtrade across the UK. A study funded by the Economic and Social Research Council (ESRC)¹ found that the most effective campaigns to encourage ethical shopping are those that take place at a collective level, such as the creation of Fairtrade Cities, rather than those that only target individual behaviour.

A Fairtrade Town is any community that:

- supports Fairtrade and deepens understanding of the benefits Fairtrade brings
- takes action by choosing Fairtrade products whenever possible and encourages others to do likewise
- achieves and continues to take action on the five Fairtrade Town goals set by the Fairtrade Foundation.

For simplicity, this guide talks about Fairtrade Towns but any defined geographical area can achieve Fairtrade Status, be that Town, City, Village, Island, Borough, County or Zone – the same five goals and application processes apply. Wherever you live, your community can make a collective statement of support for Fairtrade and play an important part in making sure Fairtrade continues to grow and benefits more of the people who need it most.



Footnote 1. Governing the subjects and spaces of ethical consumption (2006).

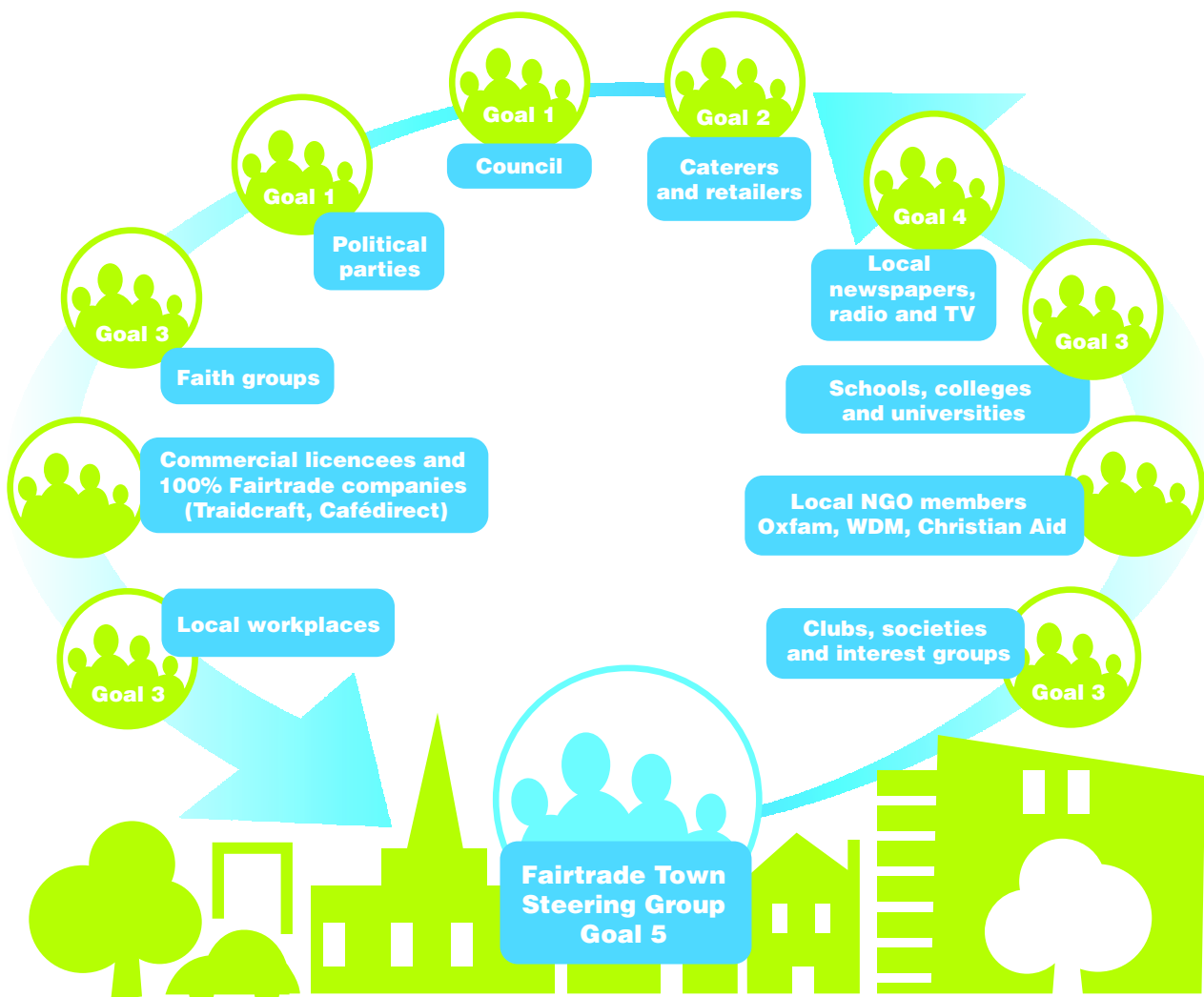
www.esrc.ac.uk/ESRCInfoCentre

Five Goals for a Fairtrade Town

- 1. Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings, offices and canteens).**
- 2. A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs).**
- 3. Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer.**
- 4. Media coverage and events raise awareness and understanding of Fairtrade across the community.**
- 5. A local Fairtrade steering group is convened to ensure the Fairtrade Town campaign continues to develop and gain new support.**

These goals must be met for a place to become a Fairtrade Town and developed to maintain Fairtrade status. The goals are designed to ensure as many people as possible can get involved and a Fairtrade Town needs everyone to play their part – from the local authority to cafés, businesses to schools, local newspapers to community groups.

A vibrant Fairtrade Town brings together a cross-section of the community, united in their support for Fairtrade and for farmers and workers in developing countries. The steering group encourages, monitors and coordinates action by local organisations, groups and businesses. When your group believes the five goals have been met, an application must be submitted to the Fairtrade Foundation (see page 25). If all the goals are met, a signed and dated certificate is presented to the people of the town.



Using this guide

The requirements for meeting and suggestions for developing the goals are laid out over four pages for easy photocopying, in the following pattern:

Main goal

- **Requirements to meet the goal.**
- **Suggestions for further activity. These are ideas not requirements. Select the suggestions that are appropriate for your town.**

Making change happen – ideas from other Fairtrade Towns

- **Getting started**
- **Further activity**
- **Maintaining momentum**

Each goal section is packed full of ideas to start you off and keep you going. Dip in and out as your Fairtrade Town campaign develops and remember Rome wasn't built in a day. Be ambitious, but realistic and share the work.

Each section also has top tips and inspirational examples from real Fairtrade Town campaigns. Look out for these boxes:



Check out the Fairtrade Foundation website for a list of all Fairtrade Towns in the UK. Many have their own website packed full of local campaign ideas and inspiration

www.fairtrade.org.uk/towns/list



TOP TIP



GET INSPIRED



FOCUS ON

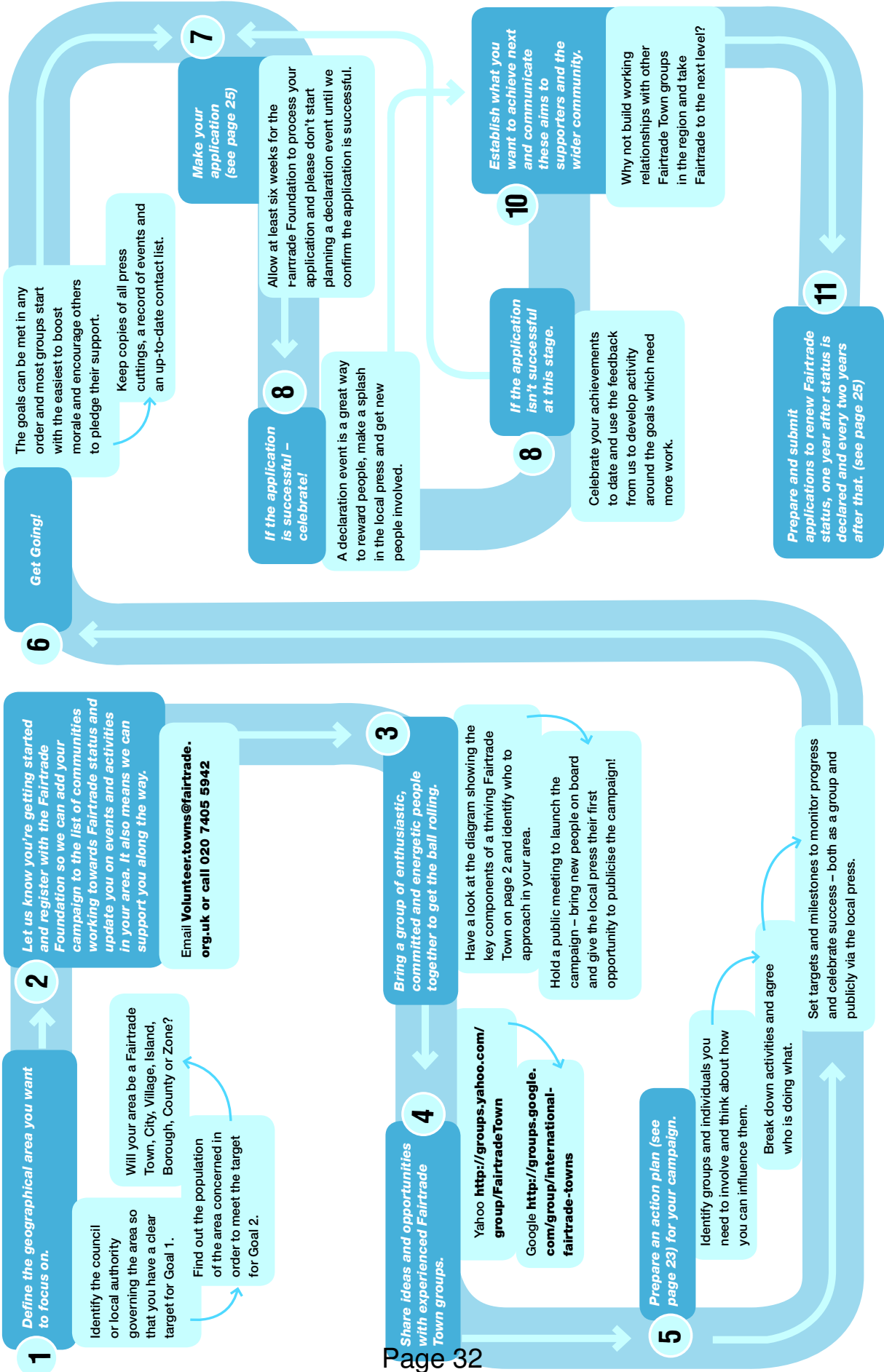
Maintaining Fairtrade Town status

Meeting the five goals is a tremendous achievement but being a Fairtrade Town doesn't stop there. Fairtrade Towns need to keep up the pressure and increase local demand for Fairtrade so more farmers and workers in developing countries can benefit by selling on Fairtrade terms. Once status has been achieved Fairtrade Towns regularly renew their status by submitting updates on progress made on each of the five goals. Renewal applications help Fairtrade Towns maintain momentum and encourage groups to set themselves new targets. Renewal applications mean every community with Fairtrade status continues to support farmers in developing countries by keeping up the call for Fairtrade.

In the final section:

- Information on how to submit a successful application and renew Fairtrade status
- Frequently asked questions
- Links to resources and support:
 - What's available from the Fairtrade Foundation
 - Contacting other Fairtrade Town groups
 - Links to other useful organisations





Goal 1

Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings and in its offices and canteens)

Developing the concept of Fairtrade, to us, symbolised how we can build effective links in a global world and illustrate how economically, both Fairtrade producers and businesses here in our community can benefit from the experience. Over the last two years we have been amazed at how involved local people, particularly young people, have wanted to become once they have understood the benefits of Fairtrade – it has been hard work, but worth it.

Councillor Dave Allan
Chair, Sunderland Fairtrade Steering Group

Meeting Goal 1 – requirements

1. The wording of the resolution must include:
 - a statement of support for Fairtrade
 - a commitment to use Fairtrade products whenever possible (in meetings, offices and canteens for example).
2. The council must take practical action on the resolution and introduce Fairtrade products in meetings, offices and canteens.
3. There must be a named council representative (member or officer) on the Fairtrade steering group.

Please see page 8 for a sample resolution.

Taking Goal 1 further – the local council can also :

- promote awareness of Fairtrade to its constituency through publications and website
- promote awareness of Fairtrade to staff and partners (internally) through posters, emails, tastings and events during Fairtrade Fortnight
- extend the range of Fairtrade products used, for example biscuits or fruit
- support the work of the steering group through funding, providing rooms for meetings or officer time
- work with other public bodies (schools, hospitals, police) to encourage them to switch to Fairtrade
- erect street signs declaring Fairtrade Town status
- work with other local authorities in the area to develop a joint Fairtrade procurement strategy.
See www.fairtradeyorkshire.org for an example.





Can councils legally specify Fairtrade products in catering contracts?

Yes! In October 1993, Nottingham County Council became the first council in the UK to pass a resolution committing them to using Fairtrade tea and coffee. Since then hundreds of town, borough, city and county councils have all passed a similar resolution and backed it by including Fairtrade as a part of catering contracts and council policy.

For more information and advice:

- www.buyfair.org
- www.fairtrade.org.uk/buying_into_fairtrade

Action by the council makes a difference

Working in genuine partnership with a cross-section of the community through a Fairtrade Town campaign is a great opportunity for the council. Becoming and developing a Fairtrade Town brings people together, boosts civic pride and offers an opportunity to act and celebrate together.

From a small town or parish council to a county or borough council with hundreds of employees, all councils are in a unique position to increase awareness and sales of Fairtrade products through their role as:

Consumers

Think about all that tea and coffee drunk in offices, canteens, meeting rooms and at civic events!

Influencers

Local authorities can use existing links with schools, community organisations and businesses to promote Fairtrade. By supporting Fairtrade, the local authority as a community leader sets an example for businesses and other organisations.

Political bodies

Local, cross-party, political support for Fairtrade sends a powerful message to government about how people want trade to work.



GET INSPIRED

Using influence and expertise to take Fairtrade forward in the community

A clause to specify Fairtrade products was developed by The City of London legal team and then adopted by the City of London Boys School. The same clause will also help to make Fairtrade products available in the Guildhall School of Music and Drama and the City of London Girls School when existing contracts come up for renewal. A great example of how a council can engage with other organisations and provide expertise to help them switch to Fairtrade

www.cityoflondon.gov.uk



Getting started

Show public support for Fairtrade through:

- A petition asking the council to develop a Fairtrade policy.
- Letters to the local press – especially effective if published just prior to a council decision.
- Joint letters to local councillors signed by as many local groups and civic society networks as possible. Include some Fairtrade coffee or chocolate samples to start their Fairtrade habit.
- Encourage supporters to raise questions at public meetings – get Fairtrade on the agenda.

Further activity

- Identify the individual or department most willing and able to champion Fairtrade within the council. Likely candidates could include:
 - councillors who have spoken publicly about poverty and development issues or who sit on committees with a focus on catering, procurement policy, sustainability or community development
 - officers with a responsibility for sustainability, environmental planning, town centre management or regeneration and community development.
- Involve councillors in the campaign by inviting them to Fairtrade events. This is a way for them to learn more about Fairtrade and can also be a good publicity opportunity – especially useful in the run-up to local elections.
- Staff trade union representatives could help organise a staff petition requesting Fairtrade (or more Fairtrade) and promotional campaigns in staff refreshment areas. Combine both with a petition available to sign at a Fairtrade tasting event in the council lobby.

Maintaining momentum

- Work with the council to ensure they benefit from being involved with the local Fairtrade campaign. Offer publicity opportunities at local events, through sponsorship, promotional literature and media activities.
- Link the push for Fairtrade with local issues and other council priorities. Many groups have promoted Fairtrade as part of initiatives to support local businesses or to promote local produce. Promoting Fairtrade and local produce can raise awareness of the challenges faced by small-scale farmers worldwide and the shared need for a fair price.

TOP TIP



Competitions – a fun way to involve a lot of people

One innovative council hosted an art competition between local schools. Pupils created Christmas cards with a Fairtrade theme and the council used the winning design for their card that year. Local schools got more involved and every organisation and individual on the council's mailing list received a little Christmas reminder about Fairtrade!



TOP TIP



Local Strategic Partnerships – the amplifier effect!

As part of government commitments to modernise local government and strengthen regional democracy, all areas are now required to establish Local Strategic Partnerships (LSPs). LSPs provide a fantastic opportunity to reach public agencies and representatives from the private, voluntary and community sectors.

Through working with the Sunderland LSP, the Sunderland Fairtrade City campaign got all partnership members involved in promoting Fairtrade and using products with the FAIRTRADE Mark. Members include Sunderland City Council, Sunderland University, Sunderland College, Northumbria Police, City Hospitals Sunderland, Sunderland Echo, Age Concern and Job Centre plus. www.sunderland.gov.uk



FOCUS ON

Council resolutions

The ideal council resolution will go beyond the requirements for this goal and link Fairtrade to wider council policy. The example here clearly states why the council is involved, what they seek to achieve and commits them to specific activities.

Why the council supports Fairtrade

[Name of council], as an important consumer and opinion leader, should research, develop, and support a strategy to facilitate the promotion and purchase of foods with the FAIRTRADE Mark as part of its commitment to [document/advice paper] and in pursuit of sustainable development and to give marginalised producers a fair deal.

Summarise what the council aims to achieve by supporting the Fairtrade Town campaign

To be recognised by the residents and business community of [name of the area concerned], suppliers, employees and other local authorities, as a city/town that actively supports and promotes Fairtrade and to increase the sale of products with the FAIRTRADE Mark.

Detail what practical action the council commits to

[Name of council] resolves to contribute to the campaign to increase sales of products with the FAIRTRADE Mark by supporting the campaign to achieve Fairtrade status for [name of the area concerned] as detailed in the Fairtrade Foundation's Fairtrade Towns initiative.

To this end, [name of council] resolves to:

- Widely offer FAIRTRADE Marked food and drink options internally and make them available for internal meetings
- Promote the FAIRTRADE Mark using Fairtrade Foundation materials in refreshment areas and promoting the Fairtrade Towns initiative in internal and communications and external newsletters
- Use influence to urge local retailers to provide Fairtrade options for residents
- Use influence to urge local business to offer Fairtrade options to their staff and promote the FAIRTRADE Mark internally
- Engage in a media campaign to publicise the Fairtrade Towns initiative
- Nominate a council representative (member of officer) to sit on the Fairtrade Steering Group and support ongoing work to promote Fairtrade
- Organise events and publicity during national Fairtrade Fortnight – the annual national campaign to promote sales of products with the FAIRTRADE Mark.

TOP TIP



After achieving Fairtrade Borough status, Waltham Forest Fairtrade group worked with the council to create a Fairtrade Action Plan for the future. The plan details how the council can support progress around each of the five goals, in addition to developing internal procurement and promotion strategies. From which council officers could help engage more businesses and faith groups, to how Waltham Forest can promote Fairtrade on the council website, the Fairtrade Action Plan is a great way to maintain focus and develop council support.

www.walthamforest.gov.uk/index/environment/fairtrade

Goal 2

A range of (at least two) Fairtrade products are readily available in the area's retail outlets (shops, supermarkets, newsagents, petrol stations) and served in local catering outlets (cafés, restaurants, pubs).

I think we're in a lucky position in the UK. It is very hard for people in developing countries to survive – even when they work incredibly hard – if they don't get a fair rate for their produce. If we can change that by buying and selling Fairtrade, I think we should. I'm proud that the Star of India is known as a part of Waltham Forest Fairtrade Borough. Fairtrade makes sense to me as a person, a businessman and a member of the community.

Shah Ahmed
Owner, Star of India restaurant and member of Waltham Forest Fairtrade Steering Group

Meeting Goal 2 – requirements

- Retail and catering targets based on population size must be reached. Targets can be found on page 12.
- Only retail and catering outlets that stock at least two products with the FAIRTRADE Mark and are open a minimum of three days a week can be counted towards these targets.

Taking Goal 2 further – supporters can also:

- Continue to encourage new shops and cafés to sell and serve Fairtrade
- Encourage local shops and cafés to increase the range of products they offer
- Encourage shops and cafés to make Fairtrade visible through posters, stickers and point of sale material
- Involve commercial partners with the local campaign – encourage them to host events and activities to promote Fairtrade Fortnight and throughout the year – and support the campaign as it develops.

Action by local retail and catering outlets makes a difference

It should be easy for people to choose Fairtrade products when they shop and eat out in a Fairtrade Town. Fairtrade is an alternative way to trade that works with the normal rules of supply and demand. The difference is that the aim is to make trade work for development. Buying Fairtrade is one way we can all do something towards tackling poverty – but only if products are available for us to buy.

Fairtrade needs to become the norm and this is where Fairtrade Towns can make all the difference by working with retail and catering outlets to:

Make Fairtrade widely available

Successful action on the other Fairtrade Town goals will increase demand for Fairtrade products in your area. Local shops, supermarkets, cafés, pubs, restaurants, petrol stations and corner shops need to offer Fairtrade products and meet that demand.

Make Fairtrade visible in your area

Supportive stores and cafés can promote Fairtrade with posters, point of sale material and window stickers. Studies show that shoppers only spend three seconds selecting which jar of coffee or bag of rice to buy. Three seconds is enough time to make a difference if people remember to choose Fairtrade!

Showcase the range of Fairtrade products available

Give customers a real flavour of all Fairtrade has to offer. Thousands of different products have been licensed to carry the FAIRTRADE Mark – from spices to smoothies, cotton to coffee, muesli to mangoes and footballs to flowers. Shops and cafés play a real part in letting people know what Fairtrade options are out there.



Goal 2 – Getting Fairtrade products into shops and cafés

10

Ideas from other Fairtrade Towns

Getting started

- Find out what's already on offer in the area by auditing local shops and cafés. Talk to managers, tell them about Fairtrade and encourage them to be more involved in the campaign, for example, as well as selling Fairtrade products, could Fairtrade tea and coffee be used in the staffroom? Give them a leaflet explaining Fairtrade with contact details for the local campaign.
- The audit is a good opportunity to involve students, pupils and supporters through a Fairtrade treasure hunt or product detective project.
- Prove that demand for Fairtrade exists locally by asking friends and supporters to write or speak to shop managers or fill in a customer feedback card. It doesn't hurt to ask!

Further activity

- Fairtrade Towns are about positive change. Activity on Goal 2 should bring new outlets on board and encourage existing stores and cafés to increase the range they offer – not just audit what's already on offer.
- Help independent cafés and shops start stocking Fairtrade by providing details of suppliers in the area (see page 28).
- Many of the big national chains have a list of Fairtrade products Head Office has signed up to on their website. This range could be on shelves in your area.
- Encourage shops and cafés that stock Fairtrade products to display posters, window stickers and point of sale material (see page 28).
- Target any well known restaurants or shops in the area. Bringing them on board will help get Fairtrade noticed and encourage other businesses to make the switch.
- Involve shops and cafés in the campaign by working with them to put on events during Fairtrade Fortnight and throughout the year. Successful collaborations could include in-store tasting stalls or Fairtrade wine tasting in cafés and restaurants. This is great publicity for their business, showcases the Fairtrade products they offer and helps raise awareness of what Fairtrade is and where to find it.



TOP TIP

Making local surveys fun and involving supporters

Tower Hamlets Fairtrade Group recruited school pupils and students to help find Fairtrade products locally. A brightly coloured Fairtrade detective form gave detectives an easy-to-use, fun tool to survey shops and cafés in their area. The Fairtrade detectives helped collect information towards Goal 2, played a part in their local Fairtrade Borough campaign and learned lots about Fairtrade along the way.

www.towerhamlets.gov.uk/fairtrade



FOCUS ON

Local Fairtrade Directories

A local directory of outlets stocking Fairtrade products is a great tool to help people find Fairtrade easily and publicise supportive stores, cafés and restaurants. Many groups recognise schools, churches, community organisations and businesses by including a Fairtrade supporters section or include places that offer local produce to show support for local, small-scale farmers.

Directories can be as sophisticated or simple as you like, from do-it-yourself lists to glossy publications.

Chesterfield Borough Council provided funding to produce a basic A5 folder with key facts and information about Fairtrade and the local campaign. Photocopied loose-leaf lists of supportive organisations and outlets stocking Fairtrade are updated and added each year – cost-effective, up to date and a great resource to hand out at events!

The publishers below produce annual directories – ready for Fairtrade Fortnight – packed full of producer news and the latest Fairtrade products. All you have to do is supply the information about Fairtrade in your area.

<http://fj.greenbath.org>

www.handupmedia.co.uk

Online versions can be cheaper to produce and easier to update. Fairtrade Association Birmingham has a good example on their website

www.fairtradebirmingham.org.uk

Maintaining momentum:

- Offer stores the opportunity to support the local campaign by providing samples for tasting events or prizes.
- Stock It! postcards, available from the Fairtrade Foundation, are a good way to show managers the range of Fairtrade products out there and which ones their customers want to see! Increases in the range of products available indicate that the hard work put into a Fairtrade Town campaign is paying off.
- Make sure your area plays a part in helping new Fairtrade products get off the ground and stay on the shelves. Encourage stores and cafés to showcase new products and categories so there are long-term benefits to the producers relying on sales behind them.
- Invite staff and managers to your events and encourage them to learn more about Fairtrade and the benefits it brings.
- Invite local store and café managers who have made a commitment to Fairtrade to get involved with the steering group and be a part of shaping the future of the Fairtrade Town.



TOP TIP

Working with commercial partners

Do:

- bring stores and cafés on board by demonstrating demand exists for Fairtrade products
- provide opportunities for staff and managers to learn more about Fairtrade and help them understand why their customers choose Fairtrade
- build lasting relationships and make supportive stores and cafés feel part of the local Fairtrade campaign.

Don't:

- give the impression that the company is being endorsed – only their actions promoting Fairtrade products
- allow one company to monopolise the campaign – this may discourage others from getting involved.



Goal 2 – Getting Fairtrade products into shops and cafés

12

Targets

Retail and catering targets for achieving Goal 2

The targets for Goal 2 are based on population size and must be met to achieve Fairtrade Town, City, Village, Island, Borough or Zone status. Fairtrade County campaigns can choose to meet Goal 2 according to the targets below or based on the number of existing Fairtrade Towns in the area (see page 26)

Population	Retail target	Catering target
Less than and including 2,500	1	1
Greater than 2,500 up to and including 5,000	2	1
Greater than 5,000 up to and including 7,500	3	2
Greater than 7,500 up to and including 20,000	4	2
Greater than 20,000 up to and including 25,000	5	3
Greater than 25,000 up to and including 30,000	6	3
Greater than 30,000 up to and including 35,000	7	4
Greater than 35,000 up to and including 40,000	8	4
Greater than 40,000 up to and including 45,000	9	5
Greater than 45,000 up to and including 50,000	10	5
Greater than 50,000 up to and including 55,000	11	6
Greater than 55,000 up to and including 60,000	12	6
Greater than 60,000 up to and including 65,000	13	7
Greater than 65,000 up to and including 70,000	14	7
Greater than 70,000 up to and including 75,000	15	8
Greater than 75,000 up to and including 80,000	16	8
Greater than 80,000 up to and including 85,000	17	9
Greater than 85,000 up to and including 90,000	18	9
Greater than 90,000 up to and including 95,000	19	10
Greater than 95,000 up to and including 100,000	20	10
Greater than 100,000 up to and including 110,000	21	11
Greater than 110,000 up to and including 120,000	22	11
Greater than 120,000 up to and including 130,000	23	12
Greater than 130,000 up to and including 140,000	24	12
Greater than 140,000 up to and including 150,000	25	13
Greater than 150,000 up to and including 160,000	26	13



Continue rising at one retail outlet per 10,000 population.

The catering outlet target is always half that of the retail target rounded up to the nearest whole number.



Goal 3

Local work places and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer.

Meeting Goal 3 – requirements

1. Workplaces

- Local workplaces that cannot support the campaign by selling Fairtrade products get involved by making Fairtrade products available to staff and clients.
- A flagship employer is required for populations over 100,000 people and a recommended asset for any Fairtrade Town (see page 26).

2. Places of worship

- Places of worship representing the religious make-up of the community promote Fairtrade to worshippers and use Fairtrade when refreshments are served. **Suggested target:** 50% of churches and a representative number of other faith groups.

3. Primary and secondary schools

- Teachers and pupils learn about Fairtrade leading to Fairtrade products being used whenever possible in school (staff room, canteen, tuck shop). **Suggested target:** 30% of schools.

4. Universities and colleges

- Students and staff promote Fairtrade and Fairtrade products are available in campus cafes, shops and vending machines.

5. Other community organisations

- Clubs, societies, voluntary organisations and interest groups support Fairtrade and choose Fairtrade when refreshments are served.



Fairtrade in the UK demonstrates the power of communities at its best. Ordinary citizens are achieving extraordinary change for people working hard in developing countries, and I pay tribute to their sense of justice and their vision of a fairer world.

Rt Hon Gordon Brown
Prime Minister

Developing Goal 3 – supporters can also:

- Choose representatives to sit on the steering group and contribute ideas and energy to take the local campaign forward. Their knowledge and contacts can help the steering group reach other businesses and community organisations.
- Take their commitment further by working towards Fairtrade School, University, College, Church or Synagogue status in their own right.
- Increase the range and availability of Fairtrade products on offer to staff, students or members.
- Promote Fairtrade and the campaign through posters and leaflets, internal newsletters and staff emails.
- Organise events internally to encourage staff, students and members to make their own personal commitment to Fairtrade.
- Play a part in developing Fairtrade locally by organising or getting involved in public events especially during Fairtrade Fortnight.

Action by the community makes a difference

Fairtrade is a way we can all contribute to positive change. Workplaces can make Fairtrade available to staff and clients, school pupils can learn about the problems of unfair trade and how Fairtrade helps to tackle them and faith groups can make Fairtrade a part of worship. Goal 3 spreads Fairtrade across the community and calls on groups, organisations and businesses to show their support for fairer trade systems by:

Choosing Fairtrade products

More groups and organisations using Fairtrade products means more farmers and workers have an opportunity to earn enough for today and to invest in a better tomorrow by selling on Fairtrade terms.

Raising understanding of the problems of unfair trade and what Fairtrade does to tackle them.

Events, leaflets, articles and activities deepen understanding of Fairtrade and encourage students, staff, colleagues, clients and worshippers to take Fairtrade home and spread the word to family and friends.

Taking the Fairtrade Town from strength to strength

Encourage supportive groups and organisations to work together and become a part of the local campaign. Bringing supporters together – through the steering group, during Fairtrade Fortnight or on specific events – will ensure your Fairtrade Town campaign continues to develop and grow.

Getting started

- Getting a foot in the door of a business, place of worship, school or society is easiest for someone who is already involved with the organisation. It may be useful to put together an information pack for friends and supporters to take to their workplace or child's school. A good pack could include:
 - information about Fairtrade and the local Fairtrade Town campaign
 - a petition that can be easily adapted for any organisation and signed by staff, pupils or members to demonstrate internal demand for Fairtrade
 - Check out the range of Fairtrade at Work materials for workplaces from www.fairtrade.org.uk/work
 - information about local suppliers offering Fairtrade products to enable change to happen (see page 28). Traidcraft have a great Fairtrade catering package available which works well for places of worship and smaller workplaces. Visit www.traidcraft.org.uk
 - examples of local businesses, schools and organisation that have already made the switch to inspire and encourage others. Peer pressure can be a great tool!
- Traidcraft Fairtraders are a valuable source of local knowledge and Fairtrade products. They often know which groups and organisations already use Fairtrade and can provide Fairtrade tea, coffee and sugar to new recruits through their catering packages. www.traidcraft.org.uk
- Working through umbrella organisations – associations with influence and contacts – is also an effective way to reach a lot of groups and organisations. Check out the council website to find useful allies and spend time bringing them on board.

Target (audience)	Influencers (allies)
General	Council Press and media (see Goal 4) Local Strategic Partnership (see Goal 1)
Schools	Board of governors Education Services department (council) Development Education Centres in your region www.dea.org.uk
Faith groups	Justice and Peace or Churches Together groups The head of your local diocese, Methodist district or other faith group Local inter faith groups or forums
Businesses	Chamber of Commerce, Chamber of Trade or equivalent Town centre management Industry specific umbrella organisations – for example the Tourist Board to reach B&Bs and guesthouses
Other community organisations	Local Council for Voluntary Services (CVS) or equivalent Citizens Advice Bureau Community and Living department (council)

- Create opportunities for groups and organisations to hear about Fairtrade by inviting them to events. Try and combine informative films or presentations with fun opportunities to try Fairtrade products, chat informally about Fairtrade and share ideas for local action. Evening wine-tasting events or business breakfasts can work well.
- If they won't come to you – can you go to them? Many Fairtrade Towns have found offering to do a presentation or assembly is a good way to reach people. Be proactive and invite yourself to the monthly Chamber of Trade or school governors meeting – share your passion!

Further activity

- Once a switch has been made, remind people why it's important, and publicise it so businesses and organisations feel good about their actions. Many Fairtrade Towns include supportive schools, churches and businesses in their local Fairtrade directory.
- Creating and awarding a pledge form to record commitments made is a good, visible reminder. Encourage organisations to renew – and develop – their pledge every year.

FOCUS ON



Taking Fairtrade further in the community

Information, resources and ideas to encourage action on Goal 3 are available at:

Fairtrade Schools:

www.fairtrade.org.uk/schools

Fairtrade Universities and Colleges:

www.fairtrade.org.uk/universities

Fairtrade places of worship:

www.fairtrade.org.uk/faiths

Fairtrade at Work:

www.fairtrade.org.uk/work

- Encourage schools, universities, churches and synagogues to take their commitment further by working towards Fairtrade status.
- Fairtrade Fortnight (see www.fairtrade.org.uk for dates) is every Fairtrade Town's annual opportunity to make a massive splash and get everyone involved. Check out the Fairtrade Fortnight Action Guide, packed full of great event ideas for everybody and share these with supportive organisations.

Maintaining momentum

- Think about strategic introductions and ways the Fairtrade Town can encourage supportive organisations to work together. Could university students run workshops with local school pupils, for example?
- Run competitions to find the workplace that drinks the most Fairtrade tea in a week, or ask schools to design the best Fairtrade-themed poster. Competitions can involve lots of people and make great press hooks!
- Collect and share case studies from local organisations and groups that have made the switch. Use their Fairtrade stories to encourage others to get involved.



GET INSPIRED

Celebrating local Fairtrade heroes

Edinburgh Fairtrade City recognises outstanding action around Fairtrade through an annual Lord Provost Award. Categories include an award for education, long standing achievement and Fairtrade in the community. Winners are announced during Fairtrade Fortnight and the awards help recognise local action on Fairtrade, publicise and celebrate achievements in the local press and encourage other people to become Fairtrade heroes. Could an annual or one-off award recognise and inspire action on Fairtrade in your community?

www.edinburgh.gov.uk/fairtrade



Notes:

Make a note of potential influencers here. What local organisations or umbrella groups could help you reach schools, businesses, faith groups and other community organisations? Are there any groups that are already supporting Fairtrade and may want to get more involved?



GET INSPIRED

University of Wolverhampton takes Fairtrade further

The University of Wolverhampton built on Fairtrade status by incorporating Fairtrade into the Sustainable Development module. Students from the School of Applied Science create a poster explaining Fairtrade based on independent study around Fairtrade and focused lectures. The designs are then judged by members of the Wolverhampton City Fairtrade Partnership and placed on permanent display across the campus.

www.wolverhampton.gov.uk/business/fairtrade

Goal 4

Media coverage and events raise awareness and understanding of Fairtrade across the community.

I think a Fairtrade Town is like a stick of rock with Fairtrade running right through it. Fairtrade should automatically be a part of everything, a natural and integral ingredient of every event, every newsletter and every shopping basket.

Joanne Golton,
Garstang Market Town Initiative

Meeting Goal 4 – requirements

- Articles about Fairtrade and the local Fairtrade campaign have appeared in a range of different local media and publications. *Suggested period: over at least one year*
- Events take place over Fairtrade Fortnight and at other times of the year. *Suggested period: over at least one year*

Developing Goal 4 – supporters can also :

- Make sure articles and updates are included in local newsletters (parish, church, school)
- Establish Fairtrade as a regular feature at local events (summer fetes and fairs, Christmas markets, school sports days)
- Ensure events reach a wide range of different audiences and enable other groups and organisations to get actively involved (see Goal 3)
- Set up a website to promote the Fairtrade campaign.

Media coverage and events make a difference

Fairtrade should be recognised, understood and widely supported in a Fairtrade Town. Work on Goals 1, 2 and 3 will make Fairtrade visible in your area and build support for the campaign but there will still be lots of people you miss! Goal 4 is about using local newspapers, websites, radio, and television to take Fairtrade to the wider public and to weave Fairtrade into the fabric of your local area.

Press coverage and events play an essential role in a Fairtrade Town campaign by:

Reaching the general public

The local press and media have audiences you want to reach. Regular articles and photo stories in the press will increase recognition of the FAIRTRADE Mark and understanding of what it stands for.

Making Fairtrade a part of local life

The local media often defines local issues – what’s seen as important and what’s not. Make sure Fairtrade is on the agenda!

Community events such as summer fêtes or local festivals are part of an area’s local identity – make Fairtrade a part of these.

Getting people involved

Events are a good opportunity to inform and entertain and can help recruit new supporters and volunteers as well as increasing understanding of Fairtrade.

Putting Fairtrade on the agenda through regular articles and media updates will encourage more groups, organisations and individuals to get involved and develop your Fairtrade Town campaign.



Getting started

- Do your research! Which newspapers are in your area? The free local papers often all belong to one media group, which can make it easier to get your story in all of them.
- Make personal contact with the journalist who covers community events – have a look through past editions to find names. Work on building a relationship with them but be aware journalists can move on quickly. Be ready to offer some Fairtrade chocolate or coffee samples in addition to a great, long-running local story.
- The campaign to achieve and maintain Fairtrade status is a story in itself. Launch the campaign with a public event – a Fairtrade breakfast in the Town Hall or a public meeting for example – and invite the press contacts you've identified. Keep the press updated as each goal is achieved and when significant victories are won.
- Be polite and professional when approaching the media and never call on deadline day! To sell in an event – make your first, targeted invitation at least two weeks before the event takes place and send a reminder a week later to check it's in the diary.
- Participating in existing community events (summer fêtes, Christmas fairs) with a Fairtrade stall can be an easy way to reach a lot of people. The council will have a calendar of local events – or check the local paper.
- Most newspapers – and all radio and television stations – will want a spokesperson to comment on the story. Councillors, the Mayor, town centre manager, the chair of your Fairtrade steering group and local MPs all make good spokespeople.
- Seek publicity at every turn. Almost anything can be sold as a story with a little creative spin.



FOCUS ON



Writing a press release

- Keep things clear, short and jargon free – typed, leaving plenty of space, onto one side of A4 paper.
- The story could be progress on the Fairtrade Town campaign or an upcoming event, or both. Put the most interesting aspects first, with an attention-grabbing headline.
- Make it as easy as possible to understand your release by including key information in the first paragraph: who? what? why? when? where?
- Your release may be cut down, so make sure the points you most want people to read are in the first two paragraphs.
- Add a positive quote from the event organiser, a celebrity or supporter (or all three).
- Always mention the local Fairtrade Town campaign and remind them of earlier campaign events or achievements.
- Include a contact name and mobile phone number so journalists can find out more (particularly in the run up to an event) and make sure the release also includes contact details for the Fairtrade Town campaign.

Further activity

- Check out great event ideas in the Fairtrade Fortnight Action Guide and the event guides available at www.fairtrade.org.uk. From football matches to fashion shows and salsa nights to smoothie tastings – the range of Fairtrade products available makes lots of media-friendly, creative events possible.
- Identify your target audience before brainstorming event ideas. Do you want to reach a specific group of businesspeople, the local primary school or members of the general public on the high street?
- Get some free publicity and inspire other groups by adding events to the Fairtrade Foundation event calendar www.fairtrade.org.uk/events
- Help us stay abreast of all that's going on nationally by sending copies of any articles published to media@fairtrade.org.uk
- Events and media coverage are a good way to thank supportive organisations and recognise their contribution. Positive publicity will encourage them to keep doing what they're doing – and take their involvement further.





TOP TIP

Photo calls

A photo call is more a stunt than a story. The press will be most interested in a local celebrity appearance or original and visual activity. Invite photographers to the stunt but be prepared to take pictures yourself and send quality copies to the press shortly afterwards. Make sure they're not too dark – a common mistake!

This photo call to launch Fairtrade Fortnight 2002 in Bolton is a great example of a fun and effective photo call featuring a local councillor (centre) dressed as a banana!



Maintaining momentum

- Develop a strategy to ensure Fairtrade stays in the public eye long after Fairtrade Town status is achieved. The media is interested in news – keep Fairtrade current and interesting through quirky events and links to public figures and local issues. For example, make Fairtrade cotton shopping bags a part of local campaigns to go plastic bag free.
- Set clear targets for the campaign and communicate success. Progress towards your targets keeps the stories coming and offers opportunities to celebrate publicly.
- Taking events and activity to a regional level is one way to keep the momentum going – and the press interested! Wales involved groups across the country in an attempt to beat the record for the world's biggest picnic in summer 2007. The event got great coverage in the regional press, united groups in a shared, simultaneous event and definitely boosted sales of Fairtrade fruit, juice, biscuits and ice cream.
- Keep up to date with the latest national and international news on Fairtrade by subscribing to a rss feed www.fairtrade.org.uk/press_office/press_releases_and_statements



FOCUS ON

Key messages

While there are a million different stories you can tell about the difference Fairtrade makes or ways everyone can get involved, there are three useful messages that can help keep things simple, structured and effective.

1. Why is Fairtrade important? Fairtrade makes trade fair.

A lot of world trade is keeping people trapped in poverty. Two billion people – one third of all humanity – work incredibly hard for a living, but still earn less than \$2 per day. Farmers are often forced to sell below what it cost them to produce their crop and struggle to feed their families, let alone invest in their future. Fairtrade is about trying to change that.

2. How does Fairtrade make trade fairer? Fairtrade ensures that farmers and workers around the world earn enough for today and a better life for tomorrow.

As well as the price they get paid for their crops, the Fairtrade system is unique in providing an additional amount of money (the Fairtrade premium) for the farmers and workers to invest jointly in projects of their own – such as health clinics, improving schools, clean water, improving their processing facilities, providing training, repairing roads or building community centres.

(See www.fairtrade.org.uk/producers for producer profiles to bring this message alive)

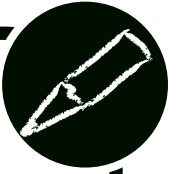
3. Why are you telling me? You can make it happen!

Fairtrade has grown from three Fairtrade certified products in 1994 to over 4,000 by 2008. This happened because ordinary people went into their shops and asked for Fairtrade products. However, millions of farmers still remain trapped in poverty by trade, and it's only if more of us choose Fairtrade products more regularly that Fairtrade will be able to reach them. Each individual action adds up to a world of difference – be a part of it.

It may be helpful before an interview to refresh your knowledge and swot up on good answers to the most frequently asked questions at www.fairtrade.org.uk/what_is_fairtrade

Notes:

Start planning events here! How can you engage, entertain and educate people? Who do you want to reach, where could you hold the event and who needs to be involved in organising it? Make a note here of any existing local events you want to make Fairtrade a part of.



GET INSPIRED

Imagination and Fairtrade bananas helped the Ashbourne Fairtrade group reach an estimated quarter of a million people through media coverage. The group worked closely with local press and media to promote their world record attempt which involved 361 people (and one dog) collectively munching Fairtrade bananas.

www.ashbournefairtrade.org.uk



Goal 5

A local Fairtrade steering group is convened to ensure the Fairtrade Town continues to develop and gain new support.

Meeting Goal 5 – requirements

- The steering group meets regularly.
Suggested period: over at least one year
- Members represent a range of local organisations and sectors.
- The steering group leads ongoing action around the Fairtrade Town goals, submits the initial application for the area and all applications to renew Fairtrade status thereafter.
- The steering group has responsibility for ensuring that events are organised during Fairtrade Fortnight each year.

The steering group is the heart of a thriving Fairtrade Town

Working towards and achieving the five Fairtrade Town goals is a significant achievement, not an end in itself! Fairtrade already has a real impact on the lives of over seven million people – farmers, workers and their families – but remains an alternative to conventional trade that needs to grow.

The steering group works to keep up the pressure and make Fairtrade the norm by:

Increasing support and involvement

Developing action on the five goals will involve new groups, organisations and businesses and provide opportunities for existing supporters to take further action.

Deepening public understanding

Ongoing work by the steering group will take the general public from recognising the FAIRTRADE Mark to deeper understanding of the role Fairtrade plays in a more sustainable future.

Setting targets and monitoring progress

The steering group steers activity. Clear targets and objectives in addition to new ambitions and activities will ensure the Fairtrade Town stays on course and goes from strength to strength.

The strength of the Lichfield Fairtrade City campaign is the way in which it has touched every sector of the life of the city – schools, shops, workplaces, churches, businesses, there is such a breadth and variety. The Lichfield Fairtrade City has helped Lichfield to look beyond itself to the wider world and to work together to make Fairtrade a natural choice.

Mary Harris
Lichfield Fairtrade City Steering Group

Developing Goal 5 – the steering group can also:

- Prepare action plans for the future
- Set indicators to monitor progress and celebrate successes with the wider public
- Form smaller working groups to focus on specific activities and targets, for example events or work with schools
- Contact other Fairtrade Town groups in the area to coordinate activity, pool opportunities and scale up activity in the region
- Continue to recruit and welcome new members
- Maintain and update a volunteer list of supportive individuals and organisations.
- Open a bank account to manage donations and income from fundraising activities
- Keep up to date with the latest news on Fairtrade by subscribing to Fair Comment and the Fairtrade Town and Campaign newsletters published by the Fairtrade Foundation.

Getting started

- Make sure committed and enthusiastic people know there's a campaign underway they can get involved with. Launch the Fairtrade Town campaign with a well publicised public meeting and/or press release.
- Identify likely volunteers. Speak to friends or family who might be interested, other known Fairtrade enthusiasts and local networks that may share your vision. Think back to the diagram of a Fairtrade Town on page 2 and try and target representatives from each circle!
- If you are looking for people with particular skills or to represent a specific sector (business or education for example) try advertising for help. Appeal in the local volunteer bureau, at events, in libraries and churches or in the local paper.
- Once the campaign is underway, make sure key people such as council officers and supportive shop managers are invited to join the group.

Developing activity

- Meet frequently and regularly. Some groups meet in a local café that serves Fairtrade tea and coffee, a church hall or in council offices. Make sure meeting times and venues are convenient for everyone.
- Be organised. Always send an agenda around ahead of time for people to comment on. Taking minutes and circulating them afterwards will keep everyone up to date and ensure decisions and commitments are recorded.
- Keep meetings focused and productive. Set times for agenda items and try and stick to them. Be clear on the objectives of each meeting and communicate the outcomes to keep people motivated.
- Bring snacks and create opportunities to celebrate and socialise as a group – keep it fun!
- Guest speakers can add interest to meetings. Why not invite steering group members from a neighbouring Fairtrade Town to share ideas?
- Think about funds and resources. Money is not essential but it does help! Many groups fundraise by charging an entry fee to a film showing or a wine tasting event. Approach local supermarkets and Fairtrade licensees (www.fairtrade.org.uk/business_services) for free samples for tasting events. Contact the local Council for Voluntary Service or your council to identify sources of funding for voluntary groups in your area.
- Be ambitious, but realistic: don't bite off more than you can chew.
- Take your time. The most meaningful and effective campaigns for change are those that build over time to become the norm. Only hippies recycled 10 years ago!



TOP TIP

Finding steering group members and supporters – who needs persuading least?

- Friends and family
- Development agency local groups (eg Oxfam, World Development Movement) and other members of the Trade Justice Movement (see www.tjm.org.uk)
- Justice and Peace or Churches Together group
- Fair trade shops or cafés
- Multi-faith and faith forums
- Traidcraft or Tearcraft reps
- Local Agenda 21 or sustainability officer (see Goal 1)
- Development Education Centres
- Supportive supermarket managers
- Trade unions
- Local branches of political parties
- Local councillors
- Student groups (eg People & Planet group, Students' Union)
- Schools and youth centres
- Farmers' associations or markets
- Rotary Clubs
- Environmental organisations
- Community associations
- Staff of local ethical businesses



FOCUS ON



Action plans

Creating and sticking to an action plan maintains direction, highlights challenges and achievements and keeps energy and motivation high. All campaigns evolve as new priorities and opportunities arise. Create a new plan to take your Fairtrade Town to each new level.

A good action plan will have:

- Objectives for your Fairtrade Town based on what you have achieved so far and priorities for the future. You may find it helpful to have a general action plan for the overall campaign and separate plans for specific activities such as events or working with schools.
- SMART targets – Specific, Measurable, Actual, Realistic and Time-bound. For example, there will be a Fairtrade product tasting stall organised by steering group members in all three major supermarkets in town during Fairtrade Fortnight.
- Defined actions to achieve the targets. For example, make contact with store managers, agree dates, find volunteers, order leaflets from the Fairtrade Foundation.
- Timelines and responsibilities for each action. Be clear about who will need to be involved or influenced.
- Ideas for the resources and funding which may be required to achieve some actions (See page 27).
- Milestones – defined points along the journey offering an opportunity to celebrate, review progress and make any changes. For example, initial meetings have been held with all supermarket managers.

Maintaining Fairtrade Town status

- Scale up activity! Feedback on your Fairtrade Town application will offer advice and suggestions on areas you could develop. Refer back to the suggestions for each goal in this guide – what are your next challenges and priorities?
- Fairtrade is one way we can all take positive action each time we shop or enjoy a coffee. As citizens we can put pressure on governments to take action too by ensuring trade policy works for development. Make the link between your support for Fairtrade with wider campaigns for greater trade justice. Combine consumer power with citizen power!
- Keep Fairtrade current and relevant – highlight the links to other issues. Organise topical debates, invite speakers and check out www.fairtrade.org.uk/resources for policy papers on Fairtrade and climate change, Fairtrade and food miles, Fairtrade and local produce, Fairtrade and women's rights, Fairtrade and the food crisis.
- Network with other Fairtrade Town groups in the area. A group email list or Facebook page work well if it's hard to meet physically. Share ideas and energy, organise regional competitions or record-breaking attempts or share the work on a county-wide Fairtrade directory/website. Why not work together towards Fairtrade Zone or County status?





FOCUS ON

Steering group constitutions

Many steering groups chose to formalise and focus on their aims, objectives and structure through agreeing a group constitution. Feel free to adapt the example below or to create something new and inspiring to suit the vision and structure of your group.

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 raise understanding of the problems of unfair trade and what Fairtrade does to tackle these
- To achieve and maintain Fairtrade Town/City status for (place name), as detailed in the Fairtrade Foundation's Fairtrade Town Action Guide
- To lead on ongoing activity to develop support and understanding of Fairtrade in (place name)

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

Include details here of how the group will raise and manage funds, for example

- Members will be encouraged to make a voluntary annual subscription
- Funds will be raised through events
- Grants will be sought from appropriate public and private organisations
- 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, Ibex House, 42 – 47 Minories, London EC3N 1DY, to be administered in a manner which is exclusively charitable at law.

GET INSPIRED



In 2008, the Cumbria Fair Trade Network became the first community-based Fairtrade campaign to gain charitable status in its own right. Becoming a registered charity makes it easier to apply for funding and can enhance credibility locally but does involve a lot of hard work! To find out more visit:

www.charity-commission.gov.uk

Or contact the Cumbria Fair Trade Network to find out more about their experience

www.cumbriafairtrade.org.uk

Making a successful application:

The application needs to do justice to all your hard work so please make sure you keep a record of all achievements, activities and media coverage.

When you're ready and confident the requirements for each goal are met:

1. Download the application form from **www.fairtrade.org.uk/towns**
2. Complete the application form with details around each of the five goals. Completing the form electronically makes processing the application quicker and more efficient.
3. Email the completed application form to **volunteer.towns@fairtrade.org.uk**. If you cannot submit the form in electronic format, please contact the Fairtrade town volunteer 020 7405 5942.
4. Post any supporting information (press cuttings, directories, posters etc) separately to Fairtrade Towns, The Fairtrade Foundation, Ibx House, 42-47 Minories, London EC3N 1DY.
5. Allow as much time as possible to process your application (at least 6 weeks) and please do not plan a declaration event until you know that your application has been successful.

What happens next?

- The Fairtrade Foundation confirms the application has been received and requests any additional information needed.
- A panel assesses the application and prepares feedback for the group. The feedback will state which goals have been met and make suggestions about ways to further develop activity.
- If the application is successful – celebrate! A certificate and Fairtrade Town Identity will be awarded to the group.
- If the application is unsuccessful, use the suggestions in the feedback to develop activity and resubmit the application when you feel the necessary progress is made.

FOCUS ON



The Fairtrade Town Identity and guidelines for its use, are sent to groups that successfully achieve Fairtrade status. The identity unites a growing movement of towns, cities, villages, islands, boroughs, counties and zones and offers an easily recognisable image to use on materials (directories, posters, stickers etc) produced as part of ongoing campaigns to raise awareness and support for Fairtrade.



Maintaining Fairtrade Town status

All Fairtrade Towns must maintain status by submitting a renewal application one year after status is achieved and every two years following that. Make sure progress around the goals is recorded and keep a file (preferably electronic) with details of events, commitments from new organisations, changes in catering and retail outlets and any other information you feel reflects the development of your campaign.

1. Download the Fairtrade Towns Renewal Form from **www.fairtrade.org.uk/towns**
2. Complete with updates on progress made since the last application was submitted and send to **volunteer.towns@fairtrade.org.uk** (post any hard-copy supporting material).
3. The Fairtrade Foundation will assess the renewal application and provide feedback with suggestions on how to further develop activity.
4. If all the goals are maintained, the next renewal will be due in two years.
5. If one or more of the goals is not maintained, the next renewal will be due in one year.

Changes to application and renewal processes:

Please note that a new online application and renewal process for Fairtrade Towns will be introduced in 2009. The information required to achieve or renew status will not change. Please continue to save all information and check the Fairtrade Town section of the websites for updates on the new application process.

What is a flagship employer?

A flagship employer is a significant local workplace that uses Fairtrade products and promotes Fairtrade to staff, clients and contacts. The ideal flagship employer is large, influential and locally relevant. Approach employers whose support will have the greatest impact – either in terms of volume of Fairtrade products used (large employers) or in terms of influence (high-profile employers that the local community associated with the area). Please note that employers whose activity is counted under other goals, for example the council (Goal 1) or university (Goal 3), can't be accepted as the flagship employer. When making your application, please state how many employees your flagship employer has.

What are the goals for a Fairtrade County?

The goals for a Fairtrade County are the same as those for a Fairtrade Town, City or Borough. However, there is an option in how county campaigns choose to meet Goals 2 and 3. These goals can be considered as met if more than half the population of the county live in an area which has already achieved Fairtrade status. If a group wishes to use this method for a Fairtrade County application the areas with Fairtrade status must be listed with their respective populations under Goals 2 and 3. Goals 1, 4 and 5 must be met in the usual way as detailed in this guide and a Fairtrade County campaign will need a distinct flagship employer. It is strongly recommended that Fairtrade County campaigns are discussed with the Fairtrade Town co-ordinator from the start to agree how Goals 2 and 3 will be met.

What is a Fairtrade Zone?

If a community cannot be described as a town, a city, a village, an island, a borough or a county it will become a Fairtrade Zone. For example, the City of London (square mile) is technically not a borough and became a Fairtrade Zone in October 2007. Neighbouring villages working together have become Fairtrade Zones and National Parks could also become Fairtrade Zones if enough businesses and residents get involved. The same five goals apply and resolutions must be passed by all councils or political governing bodies overseeing the area.

What's the difference between Fairtrade and Fair Trade?

Fairtrade (one word, capital F) relates exclusively to the work of FLO (Fairtrade Labelling Organisations International) and partners (including the Fairtrade Foundation). The FAIRTRADE Mark is used to certify products that meet Fairtrade standards and come from Fairtrade producer organisations. This system is certified and audited by FLO which works closely with

national partners such as the Fairtrade Foundation in the UK.

Fair Trade or fair trade relates to the wider movement of organisations working to promote fairer trade policy and practice and includes fairly traded items such as handicrafts and jewellery that do not carry the FAIRTRADE Mark.

What is the difference between Fairtrade and ethical trade?

Both have an important role to play in encouraging socially responsible trading. They start at opposite ends of the trade process. Fairtrade relates to the system described above. Ethical trade starts at the other end, looking at commercial supply chains, and how changes could be made to improve the situation for workers. The term ethical trade is now most commonly used to refer to the work of the Ethical Trading Initiative. Ideally all goods in the UK will have been traded according to ethical codes of conduct. As described above, Fairtrade goes beyond codes. It is about working in partnership with disadvantaged groups, helping them to overcome the serious barriers they face in finding a market for the goods they grow or make so they are able to develop a sustainable livelihood.

Can our group use the FAIRTRADE Mark on materials?

Yes – providing you follow the guidelines in place to protect the integrity of the Mark. The FAIRTRADE Mark is a certification mark and a registered trademark so please read the guidelines carefully and help us to protect the integrity of the FAIRTRADE Mark. All design work for materials you produce, which includes the FAIRTRADE Mark will need to be approved by the Artwork team at the Fairtrade Foundation artwork@fairtrade.org.uk

What about road signs to say we're a Fairtrade Town?

The Fairtrade Town identity (linked to the FAIRTRADE Mark) is awarded to communities when they achieve Fairtrade Town status and can be used on road signs. Speak to your council about updating signs to celebrate your collective achievement – the most cost-effective option is often to add a new panel to existing signs.

Retail or catering outlet, what's the difference?

Broadly speaking, if you take your Fairtrade products home to enjoy it's a retail outlet. Some businesses sell food and drink to take away or to eat in – these can be counted as either retail or catering outlets in the

application but each outlet can only be counted once. Hotels with restaurants or bars open to non-residents can count towards the catering outlet targets for Goal 2. B&Bs, guesthouses and hotels serving Fairtrade to guests but not open to the general public will be counted as workplaces under Goal 3.

Can our Fairtrade Town form a link with a Fairtrade producer organisation?

Community links or partnerships can be very rewarding when based on mutual learning and respect and on understanding and exploring issues like trade justice together. The Fairtrade Foundation does not arrange community linking with Fairtrade producer organisations but there are organisations that can help you link with communities in developing countries. For more information about community links, visit: www.ukowla.org.uk (includes an excellent Toolkit for Linking)

What about a fair deal for our local farmers?

Fairtrade isn't in competition with UK farmers. Most Fairtrade products such as coffee, rice, bananas, tea and cocoa can't be grown in the temperate British climate. Many Fairtrade Town groups have made a link between Fairtrade and a fair deal for local farmers by taking Fairtrade to farmers' markets and promoting local produce in directories. It is up to your group to decide its own policy, balancing concern for both local and global farmers.

Where can we find funding to take our Fairtrade Town campaign forward?

The organisations below may be able to help fund specific activities or direct you to other sources of funding.

- Your council or local authority
- Council for Voluntary Service – advice on small grant programmes for community action
- Development Education Association – information about funding specifically for development education projects www.dea.org.uk
- The Cooperative Community Dividend Fund – contact your regional office or ask in local stores for details www.co-operative.coop/membership
- Awards for All – a lottery grants scheme for local communities. See www.awardsforall.org

Commercial organisations (such as supermarkets or Fairtrade product suppliers) – can be approached for sponsorship of particular events or publications. This is in general a great way of funding your activities, but please make sure companies don't benefit from

associations that are not appropriate, for example the impression may be given that the company in general, rather than a specific product, is Fairtrade 'approved'.

How can we get hold of Fairtrade product samples for people to try?

Companies are often happy to provide samples for events. See www.fairtrade.org.uk/licenses for contact details. Building good working relationships with local store managers and involving them in your Fairtrade Town campaign can also be an effective way to get hold of some Fairtrade samples.

What about speakers to attend events?

Fairtrade Foundation staff can sometimes attend special events, launches and declarations. Please contact the Fairtrade Town manager with details (date and time, venue, expected audience, role of speaker) as far in advance as possible. Traidcraft also have a network of speakers across the UK who can deliver presentations about Fairtrade and Traidcraft's work. www.traidcraft.co.uk/get_involved/host_a_talk/book_a_speaker.htm

Are there any good films about Fairtrade we can show at events?

Short films about Fairtrade and interviews with producers are available to download from www.fairtrade.org.uk/resources or to order as a DVD from the Fairtrade Foundation. Some companies (e.g. Divine, Traidcraft, Liberation) also produce short films about the producer organisations they work with. Check out their websites to see what's available.

Black Gold is a powerful feature-length documentary about coffee farmers in Ethiopia, which highlights the injustices of world trade and the difference Fairtrade can make. Visit www.blackgoldmovie.com to order a copy.

Where can we find images of Fairtrade products and producers?

Images of Fairtrade products and producers to use on materials produced as part of your Fairtrade Town campaign are available to download from www.fairtrade.org.uk/resources. Share images with other Fairtrade activists at www.flickr.com/groups/fair_trade/pool



Fairtrade Foundation

For general enquiries about Fairtrade Towns, applications and renewals please contact:

- **volunteer.towns@fairtrade.org.uk** 020 7405 5942

For specific enquiries about your local campaign, please contact: The Fairtrade Town Manager or Fairtrade Town co-ordinator

- Hannah Reed **hannah.reed@fairtrade.org.uk**
020 7440 8587, or
- Bruce Crowther **bruce.crowther@fairtrade.org.uk**
01995 601 258 (Monday, Tuesday and Thursday only)

Fairtrade Foundation website

- Resources for Fairtrade Towns, Schools, places of worship and Universities, the latest trade justice action and information about Fairtrade Fortnight **www.fairtrade.org.uk/get_involved**
- Facts and figures, all you need to know about the Fairtrade price and premium, the Fairtrade Foundation and answers to the most frequently asked questions **www.fairtrade.org.uk/what_is_fairtrade**
- Press releases and the latest news **www.fairtrade.org.uk/press_office**
- Download the FAIRTRADE Mark, reports, short films, images and other materials at **www.fairtrade.org.uk/resources**
- A list of Fairtrade licensees, contact details for them, the business case for Fairtrade and information on how to become a licensee **www.fairtrade.org.uk/business_services**
- The full range of Fairtrade products available, recipes to try at home and contact details for hundreds of wholesale and catering suppliers in your area **www.fairtrade.org.uk/products**
- Stories from some of the many thousands of producers who benefit from Fairtrade **www.fairtrade.org.uk/producers**

Campaign and promotional materials

- Please see **www.fairtrade.org.uk/orders** for a full list and to order online. Ordering online will make it quicker and more efficient for us to get materials to you. If you are unable to order online, please call 020 7440 7676

Other Fairtrade Town activists:

- Celebrate success, share frustrations, hear what's worked well and keep up to date with the progress of Fairtrade Towns elsewhere in the UK

- Yahoo Fairtrade Town Discussion Group **http://groups.yahoo.com/group/FairtradeTown/**
- Share information and ideas with Fairtrade Town enthusiasts in Europe and beyond
- International Fairtrade Town Discussion group **http://groups.google.com/group/international-fairtrade-towns**

Links, information and potential partners

Fairtrade and Fair Trade organisations

- FLO (Fairtrade Labelling Organisation) **www.fairtrade.net**
The international Fairtrade standards body for national Fairtrade labels, which registers and monitors producers.
- BAFTS (British Association for Fair Trade Shops) **www.bafts.org.uk**
- Traidcraft **www.traidcraft.co.uk**
- Wales Fair Trade Forum **www.fairtradewales.com**
- Scottish Fair Trade Forum **www.scottishfairtradeforum.org.uk**
- Ethical Trading Initiative **www.ethicaltrade.org**
- IFAT **www.ifat.org** (World Fair Trade Organization)

Organisations tackling trade and development issues

- Trade Justice Movement **www.tjm.org.uk**
- People & Planet **www.peopleandplanet.org**
- World Development Movement (WDM) **www.wdm.org.uk**
- Oxfam **www.oxfam.org.uk**
- War on Want **www.waronwant.org**
- Christian Aid **www.christianaid.org.uk**
- Catholic Agency for Overseas Development (CAFOD) **www.cafod.org.uk**
- Scottish Catholic International Aid Fund (SCIAF) **www.sciaf.org.uk**
- Banana Link **www.bananalink.org.uk**
- Tearfund **www.tearfund.org**
- Shared Interest **www.shared-interest.com**

The Fairtrade Foundation would like to thank the movement of Fairtrade Towns, Cities, Villages, Boroughs, Islands, Counties and Zones across the country for their commitment, support and creativity. Their ideas and dedication have shaped this Action Guide and the Fairtrade movement.

Particular thanks to members of the North West Regional Support Network for their invaluable comments on this Action Guide.

Written by Hannah Reed and Bruce Crowther

Design by Adrian Burrows, Balloon View Ltd.

Published by Balloon View Ltd.
www.balloonview.co.uk

Photos by Simon Rawles
Eduardo Martino
Irfan Qureshi
Garstang Courier
Moe Kafer
Leamington Spa Fairtrade Steering group
Southwark Fairtrade Steering Group
Marcus Lyon
TransFair USA
Tom Bamber
Tim Scott (Multimedia)
David Boucherie
The Bolton News
Daphne Christelis (Greenpeace)
Abergavenny Fairtrade Steering Group

Produced by The Fairtrade Foundation
Ibex House
42 – 47 Minories
London EC3N 1DY
www.fairtrade.org.uk
Registered Charity No.1043886

The Fairtrade Towns programme is co-financed by a grant from the European Union.

This publication has been produced with the assistance of the European Union. The content of this publication is the sole responsibility of the Fairtrade Foundation and can in no way be taken to reflect the views of the European Union.



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Coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, citrus & other fresh fruits, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jam & preserves, chutneys & sauces, rice, quinoa, herbs & spices, seeds nuts & nut oil, wine, spirits, ale, confectionery, muesli, cereal bars, yoghurt, ice cream, flowers, sports balls, sugar, body scrub, cotton products including clothing, homewear, cloth toys and cotton wool.



BROMSGROVE DISTRICT COUNCIL

JOINT OVERVIEW & SCRUTINY BOARD

19TH JANUARY 2010

MEDIUM TERM FINANCIAL PLAN 2010/11-2012/13

Responsible Portfolio Holder	Councillor Geoff Denaro
Responsible Head of Service	Jayne Pickering – Head of Financial Services

1. Summary

- 1.1. To provide information to enable Members to review the current position on the Medium Term Financial Plan 2010/11 – 2012/13 and to make recommendations to Cabinet in relation to this budget.

2. Recommendations

- 2.1. It is recommended that the Boards :
 - 2.1.1 Consider the pressures as identified in Appendix A and recommend to Executive Cabinet any changes in priority categorisation.
 - 2.1.2 Consider the unavoidable pressures identified at Appendix B and recommend any changes to Executive Cabinet
 - 2.1.3 consider the savings identified at Appendix C
 - 2.1.4 consider the new bids for the Capital Programme as included at Appendix D and recommend any changes in scheme priority to Executive Cabinet .

3. Background

- 3.1. The Council on 7th January 2009 approved a medium term financial plan that included the Revenue and Capital budget requirements for 2009/10 - 2011/12..
- 3.2. On 7th October 2009 the Executive Cabinet approved the budget process and timetable to be followed to review the medium term financial plan for 2010/11 – 2012/13.
- 3.3. As part of the approved budget process Executive Cabinet proposed a revised set of 6 priorities against the Council objectives for focus of resources which were approved by Council on 16th September 2009. These were:

1. Economic Development
2. Town Centre
3. Value for Money
4. One Community
5. Housing
6. Climate Change

3.4. The approved objectives and priorities have been used to drive the budget process as follows:

- Budget pressures have only been proposed to members by senior management if they have been identified as unavoidable / or they are fundamental in achieving the Council's priorities.
- Financial savings have been focused on more efficient working practices and alternative methods of service delivery
- Disinvesting in non priority areas.
- Capital Projects to be proposed only if they meet the priorities of the Council

3.5 The current financial plan covers a period of 3 years. The plan is developed in conjunction with treasury management and ICT strategies to deliver a coordinated approach to the delivery of the Councils priorities.

4 Base budget information

4.1 The current budget book that was sent to all members in February 2009 includes the Base budget for 2010/11 and 2011/12. These budgets are been updated for this financial plan together with the proposed plans for 2012/13.

4.2 The base budget for 2010/11-2011/12 included a number of approved changes to the funding of services from the financial position of 2008/09. These included:

- Savings in relation to delivering services by alternative methods. (£523k). This includes the savings relating to the shared management team.
- Council Tax level to increase at 4.45% per annum
- Savings from co-mingle recycling service (£200k)

5.1 During the current review of the medium term financial plan the pay structure has been amended to reflect the impact of the Job evaluation appeals and the reduction in any pay as a result of the reduction in grading for a number of posts whose protection will run out in May 2011.

5.2 In addition the pay model reflects no increase in pay for any staff in 2010/11 and a 1% increase in 2011/12 -2012/13. This is due to the

anticipated reduction in Government Grant and the associated financial pressures that the Council is facing over the next 3 years.

- 5.3 The following assumptions have been made for the main elements of the budget:

Pay awards	0%/1%/1% (Note 1)
Utility costs	5.0% per annum
Business rates	5.00% per annum
Other costs	2.5% per annum
Government Grants	Based on confirmed settlement for 2010/11 and 5% reduction for 2011/12 & 2012/13 (Note 4)
Council Tax	2.5% (2010/11 & 2011/12) , 4.45% 2012/13
Investment interest	1.75%/2.75%% per annum (Note 2)
Pension fund increase	Note 3
Vacancy Management	4.0%
Council Tax Base increase	0.2% - 0.5%

Notes:

1. For the purposes of these projections it has been assumed that there will be no pay award in 2010/11 and 1% in 2011/12 -2012/13. This is in line with discussions held with other Councils due to the impact of the future financial pressures
 2. Investment interest for 2010/11-2012/13has been included at 0.75%/2.%. This is based on the most recent information obtained from our treasury advisors.
 3. Following the presentation of the 2007 Pension Fund Valuation the actuaries have assessed that in order to move toward a fully funded pension scheme the rate needs to increase in incremental steps to a maximum of 20.8% by 2013/14. The applicable rate for 2010/11 is 19%. The rate payable from 2011/12 will be further revised following the next valuation of the Pension Fund on 31 March 2010.
 4. There has been a confirmed grant settlement for 2010/11. The current assumption is that there will be a real terms decrease in grant from 2011/12 of 5% per annum. This impact has been built into the future projections.
- 5.4 Savings of 4% each year on the pay bill have been assumed through vacancy management excluding the new shared management structure and front line services. These savings will also be used to cover the costs of recruitment.
- 5.5 The Job Evaluation Scheme was implemented in May 2009. The protection period is for 2 years and will finish in May 2011.

6 Budget Pressures

- 6.1 Officers have identified a number of budget pressures that have either been deemed “unavoidable” or “high” priority. Unavoidable includes the ongoing effects of pressures identified during 2009/10 together with any corrections in the budget. A high priority is something that is in direct pursuit of the Council’s priorities. Each unavoidable and high pressure has a specific “funding request” schedule completed which reflects how the funding required meets the Council objectives. The current high pressures are detailed in Appendix A and unavoidable pressures in Appendix B
- 6.2 A number of other budget pressures have been identified but these have been categorised as medium and low following discussions with officers and do not form part of the current financial projections. These are also included within Appendix A.
- 6.3 Members are asked to consider any changes to the unavoidable costs and priority of pressures identified.

7. Budget reductions

- 7.1 The savings have been proposed by Corporate Management Team who have sought to identify areas which could demonstrate:
- Additional income generation
 - Reduction to costs with no impact on service delivery
 - Alternative methods of service delivery / more efficient working practices / shared / collaborative working to realise savings
 - Reduction in cost of services which do not directly impact on the Councils priorities
- 7.2 The savings/ additional income details are shown in Appendix C.
- 7.3. As part of the review of the Financial Plan officers have included proposals to generate efficiency savings through joint working or alternative ways of providing our services over the next 3 years. Included in the 2010/11 budget as approved in January 2009 is a target of £523k saving with a further £100k in 2011/12.
- 7.4. Further savings have been identified for delivery in 2010/11 these include; joint working on CCTV and ICT with Redditch (£143k 2010/1) and the additional savings realised from proposed changes in the operating arrangements at the Dolphin Centre (£95k 2010/11).
- 7.5. The Worcestershire Enhanced Two Tier project will deliver savings initially in respect of property services (£14k in 2010/11) and regulatory (£46k in 2011/12, £126k in 2012/13) and Internal Audit (£11k in 2012/13).
- 7.6. It is anticipated that more efficient working practices and procedures following the joint management team will realise further savings in

2011/12 and 2012/13. An additional £349k has been built into the budget for 2011/12 to reflect these savings.

8. Government Grant

8.1 The Council had received the formal settlement for 2010/11. The financial increase in the grant is shown below:

	2009/10 £'000	2010/11 £'000	Increase £ (%)
Formula Grant (FG)	4,946	5,047	2%

8.2 Following discussions with other authorities and in consideration of the national economic climate it is assumed that there will be a cash reduction in the Grant awarded to Local Authorities from 2011/12. An estimate of 5% for each year has been included in the current position.

8.3 The impact of this reduction from 2011/12 is as follows

	2011/12 £'000	Value of decrease (5%) £'000	2012/13 £'000	Value of decrease (5%) £'000	Total Value of 5% reduction £'000
Formula Grant (FG)	4,795	252	4,555	240	492

9. Investment Interest

9.1 An element within the overall medium term financial plan is Investment Interest. Members will be aware that due to the current financial climate a decision has been taken to hold investments in very low risk organisations which offer a lower rate of return than those institutions which may be considered as slightly higher risk. The projections from our treasury advisors are less optimistic than previously estimated in the increases over the 3 year period. The projections contained within this report include investment increases of 0.75% to 2% by 2012/13.

9.2 The quarterly integrated finance and performance report will report the position on the investments generated by the Council and detail any changes as a result of changes to the base rate.

10. Capital Programme

10.1 As part of the Medium Term Financial Plan and Capital Strategy members approved a number of criteria in relation to the Capital Programme including:

- The capital programme is limited to £1m per annum funded from the Council's own resources (in order to maximise the investment interest);
- Cabinet give consideration to fund housing grants over and above the £1m.

10.2 Cabinet also approved the capital investment criteria (as part of the Capital Strategy) that a scheme should satisfy for inclusion in the capital budget as follows:

- Enable delivery of the Council's priorities
- Maintain existing assets to standards suitable for service delivery.
- Improve and acquire assets to meet service and customer needs.
- Improve the stewardship of assets; spend to save (innovative schemes that will secure the Council a better rate of return than the investment interest earned); to reduce longer-term problems and liabilities.
- Satisfy legal obligations of the Council (e.g. health and safety requirements, and compliance with the disability discrimination legislation).
- Develop community assets in areas of need.
- Maximise the use of other funds to encourage investment in specific areas such as energy efficiency, economic development and infrastructure developments (using funds derived from Section 106 agreements with developers).
- Maximise the benefits of partnership working.

10.3 The Capital Programmes for 2010/11 and 2011/12 were approved as part of the 3 year Financial Plan for 2009/10. The projects approved have been reviewed with the aim to reduce funding requirements whilst still maintaining service delivery. In addition the consideration of the service Business Plans has resulted in new schemes being proposed for 2010/11 – 2012/13 to meet the priorities of the Council. The proposed new bids for the Capital Programme are attached at Appendix D (i) for consideration.

In November 2009 members approved a revised Capital Programme to realign the projects to be delivered during 2009/10. There are a number of projects that are to be delivered in 2010/11 from this review that have been identified as "roll forward" and are included in the proposed Capital Programme. The details of these schemes are:

- £15k - Grants to Registered Social Landlords
- £700k – Social Housing Grants
- £203k – Improvements to Houndsfield Lane caravan park
- £215k – provision of sports facilities across the District

- 10.5 A summary of the proposed capital programme including; approved programme, roll forward and new capital schemes is shown in the following table and in detail at Appendix D (ii):

PROPOSED CAPITAL PROGRAMME	2010/11	2011/12	2012/13
	£'000	£'000	£'000
Approved as part of 2009/10 budget process including grant funded schemes and support service recharges	2,161	1,510	509
Expenditure b/f to 2009/10 to facilitate procurement of vehicles	-1,143	0	0
Roll forward from 2009/10 approved November 2009	1,133	0	0
New schemes	314	90	90
TOTAL PROPOSED CAPITAL	2,465	1,600	599

- 10.6 The capital programme will be financed from a variety of sources including Government Grants, Section 106 Funds, capital receipts (including those that the Council has been allowed to retain under the new capital 'pooling' arrangements), and borrowing. Details of the proposed financing arrangements for the capital programme are shown below:

	2010/11	2011/12	2012/13
	£'000	£'000	£'000
Capital Receipts			
Capital receipts or borrowing	1,877	1,227	226
Government Grants/S106	588	373	373
Total Programme	2,465	1,600	599

- 10.7 If Members approve the level of Capital Spend to 2012/13 the effect on capital receipts will be as follows based on expected expenditure and receipts in 2009/10:

	2010/11	2011/12	2012/13
	£'000	£'000	£'000
Opening Balance	4,152	2,375	1,248
Used in Year	-1,877	-1,227	-226
Received in year	100	100	100
Closing Balance	2,375	1,248	1,122

The figures in the above table include general capital receipts for funding of projects across the District. In addition an estimate of capital receipts has been made of £100k per annum in relation to any sales of assets that the Council may make during the financial plan period.

11. Overall Position

- 11.1 Based on the assumptions, proposed pressures (high only) and savings the current position for each of the three years is as follows:

	2010/11 £'000	2011/12 £'000	2012/13 £'000
Base cost of General Fund Services	12,482	12,860	13,433
Pressures – High bids & unavoidable	817	768	746
Savings	-1,088	-1,348	-1,787
Investment Income	-67	-93	-85
Recharge to capital programme	-136	-136	-136
Net operating expenditure	12,008	12,051	12,171
Area Based Grant	-29	-22	-22
Collection Fund Surplus	-51	0	0
Government Grant	-5,047	-4,795	-4,555
Council Tax @ 2.5%/2.5%/4.45%	-7,023	-7,234	-7,594
Funding from(-)/to balances	142	0	0
Overall Shortfall	0	0	0

12 Fees and charges

- 12.1 The financial plan 2010/11-2012/13 currently assumes a 2.5% increase in all income.

13 Financial Implications

- 13.1 None other than those included in the report.

14 Legal Implications

- 14.1 The Council has a legal responsibility to set a balanced budget under the Local Government Act 2003.

15. Corporate Objectives

- 15.1 The delivery of a balanced budget demonstrates the Councils ability to fund objectives and priorities within a reasonable level of increase to residents.

17. Risk Management

- 17.1 The main risks associated with the details included in this report are:

17.2 Non compliance with the statutory deadlines to set a balanced budget.

17.3 Poor use of resources scoring in relation to consideration of the budget

17.4 These risks are being managed as follows:

17.5 Non compliance with statutory deadlines

Risk Register: Financial Services
Key Objective Ref.: 6
Key Objective: Effective and Efficient Accountancy Service

17.6 Poor use of resources scoring in relation to consideration of the budget

Risk Register: Financial Services
Key Objective Ref.: 6
Key Objective: Effective and Efficient Accountancy Service

17.7 Key actions and controls to manage these risks include:

- Detailed timetable in place to manage the budget process with departments and accountancy support
- Allocation of qualified and professional staff to focus on budget setting accounts
- Regular updates at Corporate Management Team in relation to budget processes
- Formal consultation on the budget with the Budget Jury
- Formal consultation in place with unions and individual employees
- Formal consultation with customer panel via SNAP in place

18. Customer Implications

18.1 The setting of the budget against the Corporate Priorities will ensure that the Council demonstrates to the customer that we have aligned our resources to the key services required.

19. Other Implications

Procurement Issues N/A
Governance/Performance Management N/A
Community Safety including Section 17 of Crime and Disorder Act 1998 - N/A
Policy - N/A
Environmental -N/A
Equalities and Diversity -N/A

20. Others Consulted on the report

Portfolio Holder	Yes
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Chief Executive	Yes
Corporate Director (Services)	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Yes

21 APPENDICES

Appendix A – High, Medium and Low Pressures

Appendix B – Unavoidable pressures

Appendix C – Savings / additional income generated

Appendix D – Capital Programme – proposed

22 BACKGROUND PAPERS

Budget timetable

Detailed budget working papers

CONTACT OFFICER

Name: Jayne Pickering
E Mail: j.pickering@bromsgrove.gov.uk
Tel: (01527) 881207

NEW REVENUE BIDS

APPENDIX A

Description	2010/11 £'000	2011/12 £'000	2012/13 £'000	H/M/L	Commentary
CORPORATE COMMS & POLICY					
Funding for LSP	25	25	25	H	To increase funding to the LSP to ensure delivery of Council Objectives in priority areas
Mosaic	8	0	0	H	To purchase Mosaic for 1 year to enable Council to identify customers and to target services to these customers
STREET SCENE & COMMUNITY					
Age Well Scheme	10	20	20	H	The development of an Age Well Scheme for Bromsgrove would link directly to the new corporate priority One Community and Wellbeing, being focussed on provision of a range of opportunities for older people including smoking cessation and physical activity.
FINANCIAL SERVICES					
Discretionary Housing Payment	5			H	To fund an increase in the Discretionary Housing Payments made by the Council - Links to Sense of Community and Customer Satisfaction
E-GOV AND CUSTOMER SERVICES					
Upgrade to corporate resilient link between RBC & BDC	20	15	15	H	To improve link (resilience) between RBC & BDC to allow for additional shared services
PLANNING & ENVIRONMENT					
Strategic Plan development - flooding	15	0	0	H	To support the development of a strategic plan for flooding and watercourse management
LEGAL, EQUALITIES & DEMOCRATIC					
Equality & Diversity Forum- Black History celebrations	3	0	0	H	Nationally in October Black history month has emerged as a way of the black community to acknowledge their roots, educate and promote ethnic cohesion.
Equality & Diversity Forum - Diwali celebrations	2	0	0	H	The Diwali celebrations have been celebrated for 2 years and this event has been supported partly by the Indian community. This bid is the Councils contribution in continuing this highly successful community cohesion event.
Equality & Diversity Forum- Just us	1	0	0	H	The disabled community have requested some funds to support specialist speakers throughout the year. This small group of service users enables the community to meet and support each other and their disabilities.
Equality & Diversity Forum - Blind internet access	1	0	0	H	This new bid will seek to develop an internet friendly access policy compiled by blind service users and will work in partnership with the council and other stakeholders.
Equality & Diversity Forum- Muslim network	2	0	0	H	This new bid has been made by the muslim community in support of the councils duty to prevent violent extremism. It intends to engage all communities and faiths in an attempt to encourage intergration and inclusion.
STREET SCENE & COMMUNITY					
Equality & Diversity Forum bids	0	9	9	H	To fund proposed equality & diversity bids
Arrix Holding Trust	1	1	1	M	To be funded from other budgets
Climate Change - operational budget	10	10	10	M	To provide a budget for the climate change officer to deliver projects and meet statutory targets
Roundabout landscape Improvements	22	0	0	M	To improve appearance of roundabouts and image of Bromsgrove, enable further sponsorship of the roundabouts. Puddlewharf - Plant 2000 crocuses around perimeter (50 no ornamental grasses in existing border) £670.00 Buntsford - Plant 3000 Crocuses
PLANNING & ENVIRONMENT					
Energy Efficiency	10	0	0	M	To enable funding for the home insulation project
Homelessness Prevention Grant	0	50	50	M	To maintain the funding for homeless prevention grants - this bid on basis of funding being withdrawn
HR & OD					

NEW REVENUE BIDS

APPENDIX A

Description	2010/11 £'000	2011/12 £'000	2012/13 £'000	H/M/L	Commentary
HR21 - CHRIS 21 development	7	7	7	M	To provide an enhancement to CHRIS21 to deliver an integrated HR and payroll system
FINANCIAL SERVICES					
Implementation of E-forms for Benefits	16	4	4	M	To provide electronic forms for benefit claims to enable access 24/7 and to reduce amount of manual intervention in the process
E-GOV AND CUSTOMER SERVICES					
Information Management	10	10	10	M	To provide sufficient funds to enable the Council to continue to support effective management of information through storage/ training and disposal arrangements
Microsoft SW License	25	25	25	M	To enable the upgrade of MS office
CORPORATE COMMS & POLICY					
Town Centre Prospectus	15	0	0	M	To fund a high quality prospectus to attract new retailers to the town
Wrap around consultation for residents	6	0	0	M	One off cost for wrap around to increase community consultation
Wrap around to highlight events in District	6	6	6	M	To highlight events around the district
Young Advisors	4	0	0	M	To improve engagement with the youth of the District
STREET SCENE & COMMUNITY					
Contest/Bromsgrove's Got Talent? Cleaning Machine for toilets	8 1	10 0	12 0	L L	An idea around the Britain's Got Talent television programme has been suggested many times and this would be a fantastic opportunity to include teenagers (an audience we don't currently do great deal for) The idea would be set around an event at Waseley Park (no neighbours to worry about) and another in Sanders Park or Recreation Ground. We would select top 2 bands/performances to appear at a finale at the Artrix. These would again link to an increase in both number of events and people attending Events. To extend the current Neighbourhood Warden team from three to five. The extra two wardens will be branded town centre wardens and will be dedicated to work within the St Johns Ward with special emphasis on the Town Centre and Sanders Park. An additional two wardens for town centre will allow the community safety team to have presence in these two hotspots most Thursday, Friday and Saturday evenings as well as providing high visibility presence during some of the daytime periods to engage with communities that come into the town.
Community Safety Town Centre Wardens (linked to night time economy)	56	56	56	L	Marketing/Improvement
CYP magazine/mapping and plotting of a	5	5	5	L	As well as meeting the priorities of the Council, this would add a new series of events taking place at a time in the year where there is a shortfall of local events/activities. We would also look to deliver these at similar locations to that of Street Theatre - Bromsgrove Town Centre, Wythall, Rubery and Hagley of the Improvement - Community Engagement/Community Events/Regeneration/Customer Satisfaction - Economic Development - Town Centre
Easter Egg Hunt	4	4	4	L	During summer 2009 we have undertaken customer surveys in: Hagley, Wythall and Rubery and have received positive feedback identifying a need for increased Arts based activities for children, families and older people eg, Drumming, Clowns, Art Workshops, Music Concerts, Brass Bands etc.. similar to those already received in Sanders Park Bandstand Programme. We would deliver a similar Programme to these three areas and grow the event each year. These would link to improvement - Community Engagement/Community Events/Regeneration/Customer Satisfaction - Economic Development - Town Centre
Increase Bandstand Programme to other areas	5	8	10	L	

NEW REVENUE BIDS

APPENDIX A

Description	2010/11 £'000	2011/12 £'000	2012/13 £'000	H/M/L	Commentary
Inter-generational Officer (post only no op's budget)	24	24	25	L	An inter-generational officer would be able to focus on areas of work across a number of teams within street scene and community in order to deliver against the new corporate priorities of older people, stronger communities and being healthy. The post will enable an action plan to be developed to encompass youth work, health priorities, arts, sports, education and community safety partnership objectives. The key remit of this post however will be a strategic one to align local partners to build inter-generational aspects into existing work. The post will also be able to support the work of the community safety partnership through contributions to the high level action plan for safer communities theme group of the LSP.
Officer Climate Change	17	17	17	L	To provide an operational budget for the climate change officer
Recycling in Schools Project	2	2	3	L	To support the incentive of increasing recycling in schools
Whats on Guide	5	5	5	L	To provide a Whats On guide to market activities across the District
CORPORATE COMMS & POLICY					
Distribution of Together Bromsgrove	38	38	38	L	To increase the coverage of Together Bromsgrove by using Royal Mail for direct postage
Life Channel	5	0	0	L	To link the Council Services to the television network celebrating life and health
Older Persons Directory	8	0	0	L	One off cost for older persons directory
HR & OD					
Health & Safety Training	33	33	33	L	To be funded from Corporate Training budget
MS Office Training - project	10	10	10	L	To provide training for officers in the microsoft office project software
LEGAL, EQUALITIES & DEMOCRATIC					
Equality and Diversity Forum - Fair Trade	1	0	0	L	This bid has been made to the council urging district support for the fair trade scheme.
Equality and Diversity Forum - Girl Guide event	1	0	0	L	In 2010 the Girl Guides celebrate their 100th anniversary and would like to mark with a district wide event for all Girls Guides within bromsgrove district.
Equality and Diversity Forum - Indian Network	1	0	0	L	The indian community have asked for some funds to hold an inter-faith event that would be open to all members of the community to encourage a greater understanding and greater partnerships within a faith environment.
PLANNING & ENVIRONMENT					
Historic Buildings Grant	20	20	20	L	To provide grants for owners to carry out essential repairs on listed buildings
E-GOV AND CUSTOMER SERVICES					
Microsoft Project	5	0	0	L	To enable Microsoft Project to be implemented across the Councils and to provide training
TOTAL NEW BIDS - REVENUE	473	414	420		
Total High	92	69	69		
Total Medium	132	113	113		
Total Low	249	232	238		
TOTAL NEW BIDS - REVENUE	473	414	420		

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UNAVOIDABLE PRESSURES - REVENUE BUDGET

APPENDIX B

Description	2010/11 £'000	2011/12 £'000	2012/13 £'000	Commentary
<u>COUNCIL WIDE</u>				
Repairs and Renewals funds	130	130	130	To provide a fund for future repairs and renewals reserves for equipment and vehicles in the future
Audit/Inspection Fees	30	30	30	Additional cost increases from the Audit Commission in relation to inspection fees
Bromsgrove Rovers rent	15	15	15	Pepper corn rent implications if a success bid is submitted in due course following winding up order
<u>CORPORATE COMMS / POLICY</u>				
Payment to Royal Mail for delivery pre noon	3	3	3	To fund the costs associated with the delivery of the post before 12pm

E-GOV AND CUSTOMER SERVICES

Elections systems support	27	27	27	Support / License cost for the shared elections service
ICT - Shared Service ongoing costs	30	30	30	To meet costs associated with the shared ICT service BDC & RBC
Census	10	0	0	To fund the costs associated with delivery of the statutory census
<u>FINANCIAL SERVICES</u>				
Bank Charges	12	12	12	Cost of giro charges for the Council Tax payments made by the customers
Bank Charges	7	7	7	Cost of bank charges for council tax and NDR payment
Bank Charges	41	41	41	Cost of standard bank charges now impacting on the Council for the general account following the free period of banking
Housing Benefit Admin Grant	45	65	85	Impact of the proposed reduction in housing benefit administration grant as included correspondence from DWP
<u>LEGAL, EQUALITIES AND DEMOCRATIC SERVICES</u>				
Ballot Boxes	12	0	0	Health & Safety requirement - to purchase new ballot boxes to ensure security and safety of customers and staff
Members Allowances	5	5	5	To meet the approved level of approved spend on members allowances - link to saving rate change

Elections			40		To meet additional costs associated with District Council elections - 60k already in budget
Elections	100				Parliamentary - costs to be offset by grant received from Governemnt
Aston Fields and Sherwood road loss income due to sale of units	65	67		69	Budgeted income targets but will not be met if industrial units are sold.
<u>PLANNING AND ENVIRONMENT</u>					
Market Hall loss of income	16	16		16	Net income shortfall from original budget for market hall compared with new market facility
Income from BDHT re sale of houses	0	50		50	Income not being received from sale of houses via BDHT due to recessions
<u>STREET SCENE AND COMMUNITY</u>					
Concessionary Travel Claims	50	50		50	Increase in use of service based on volume for 2009/10
60+ swimming programme	12	0		0	To maintain the level of financial support to the over 60s swimming programme
Museum costs until transfer (over and above 2014)	4	4		0	Budget to meet increased cost of keeping the museum in usable condition but closed. Expect situation to be resolved by 12/13 removing the need for funding.
Health & Safety Inspections	8	4		4	H&S Requirements cemetery wall repairs & Memorial
DS Car Parking refunds	20	20		20	To meet costs associated with the refunds given to the public for use of the car park at the Dolphin Centre
BDHT cleansing income	50	50		50	Termination of contract - offset by savings delivered in base budget
Rental of Burcot Room	33	33		33	Offset by savings realised from the hosting of regulatory services - built into business case

TOTAL UNAVOIDABLE PRESSURES

725

699

677

SAVINGS AND INCOME GROWTH

APPENDIX C

Description	2010/11 £'000	2011/12 £'000	2012/13 £'000	Commentary
CORPORATE COMMS & POLICY				
General Savings	10	10	10	General savings identified
Local Neighbourhood Partnerships	90	120	123	Removal of LNP's across the district
COUNCIL WIDE				
Additional investment income	20	0	0	Additional capital receipts c. £1m generating cash available for investment at least for 2010/11 from sale of industrial units
Alternative Methods of Service Delivery	24	349	356	Additional efficiencies to be realised from further joint working and shared service opportunities.
Catering budget	5	5	5	Impact of reducing catering budgets for meetings across the Council
Procurement Review	100	100	100	Savings anticipated from improvements in procurement and realising efficiencies
Change in salary budget requirement including effect of reduced pay award %	142	197	480	Savings from reducing initial pay award built into the budget -2010/11 @ 0%; 2011/12 @ 1%; 2012/13 @ 1%
CFE-GOV & CUSTOMER SERVICES				
ICT Shared Service	62	62	62	Savings realised from the shared service - based on 50% of £124k
Customer Service Centre - County Funding	20	20	20	To reflect level of funding receivable
Partnership office - One Stop shop	25	25	25	Approval was granted in 2008/09 to establish a satellite one stop shop. This funding is now to be redirected to the LSP to fund priorities across the district.
FINANCIAL SERVICES				
Housing Benefits - recovery of overpayments (may allocate p/t post)	10	10	10	Additional income generated by focus on recovery of debt outstanding
Late payments fee to be levied	12	12	12	Based on % of current C Tax Direct Debits to levy £10 fee per late/returned DD
Savings from WETT project - Internal Audit Services	0	0	11	Initial set up costs to be funded from reserves. Savings identified from year 3.
HR & OD				
OD budget	20	20	20	To reduce OD corporate budget to £120k as required to meet training needs
LEGAL & DEMOCRATIC SERVICES				
Equality & Diversity	7	7	7	Removal of base budget figure in anticipation of new bids - new bids included in Appendix B
Elections	100	0	0	Parliamentary Election grant offset by expenditure pressure (unavoidable pressure)
Reduce members car allowance to 0.40p per mile	5	5	5	Reduction would meet the current additional costs being incurred

Elections	0	0	60	Budget rolled forward into 2013 - budget not required.
Savings from WETT project - Property Services	14	27	40	Proposed savings as part of business case. Further negotiation being undertaken as part of the service level agreement
PLANNING AND ENVIRONMENT				
Street Trading Consents	15	15	15	Income generated from street trading consents
Savings from WETT project - Regulatory Services	0	46	126	Initial set up costs to be funded from reserves. Savings identified from year 2 for regulatory service being hosted by BDC & RBC
STREET SCENE & COMMUNITY				
Grant funding re concessionary fares	90	0	0	Estimated additional grant to be received in 2010/11
Review of Ryland Centre Funding	0	0	6	To remove BDC's grant support to the Ryland Centre
Increased Income at Sanders Park	1	2	3	Hire Fees, Pavilion Rent & Resales
HGV Car Parking Introduced	2	2	2	Stourbridge Road car park charges
Multit Storey Lighting savings.	8	8	8	Capital bid to improve efficiency of lighting provision would generate savings
Parking Increased Income	83	83	83	Based on additional volume of car park sales during 2009/10
Parking Increased Income	25	25	0	From Market Hall site - temporary car park - 2 years
Parking Increased Income	22	22	22	Based on net impact of pay on foot changes
Proposed service changes at Dolphin Centre	95	95	95	Savings due to the transfer of the service to Leisure Trust. Net of savings already identified in base budget of £55k.
CCTV Control Shared Service	81	81	81	Based up an overall saving of £280k - with allocation to BDC based on usage
TOTAL SAVINGS	1,088	1,348	1,787	

NEW CAPITAL BIDS

APPENDIX D (i)

Description	2010/11 £'000	2011/12 £'000	2012/13 £'000	H/M/L	Commentary
North Bromsgrove Cemetery Phase 2 Expansion	95	0	0	H	North Bromsgrove Cemetery was planned as a three phase development. Phase 1 opened in 2006 has approximately 1-2 years of full burial space left in consecrated ground. In order to continue to provide burial space for residents we need to develop Phase 1 - this funding would provide additional spaces for a number of years
Multi Storey Lighting linked to savings	25	0	0	H	To install more energy efficient lighting in the multi storey car park
Funding contribution to risky play/diversionary scheme at Catshill (Shelley Close).	12	0	0	H	To provide play equipment / diversionary activities in Catshill - the funding of £12k will be used with £50k from DCFS to meet overall project costs
Play Area removals and Upgrades	12	0	0	H	To remove a number of play areas that are unsuitable and to upgrade the facilities where
Depot Site Alarm System	25	0	0	H	To provide a more suitable alarm system at the depot
Funding for DFGs	90	90	90	H	To increase funding for DFGs to level expected in the statutory provision
Pavilion Roof and Toilet Enhancements (Sanders Park)	55	0	0	H	The roof is in need of replacement/repair. It has been patched up over the years but leaks have impacted on the facilities within the building. The toilets are also in need of updating/improving in response to seasonal complaints of facilities.
TOTAL HIGH BIDS	314	90	90		
Pay on Foot expense	200	80	0	M	Additional Pay on Foot installations
Boleyn Road Football Pitch	115	0	0	M	Following the recent PPG17 Audit and the issues addressed with lack/qualities of provision, we are looking to enhance current provision by improving drainage of existing pitches, creating a new car parking area and creating 1 senior, 2 Junior and 1 mini
King George Football Pitch	85	0	0	M	Following the recent PPG17 Audit and the issues addressed with lack/qualities of provision, we are looking to enhance current provision by improving drainage and the creation of two changing rooms to support the senior pitch.
Allotments- New Inns Lane Frankley	20	0	0	M	Following the recent PPG17 audit the District has a current shortfall for allotments. Where possible we want to utilise existing BDC land. This area of land will provide the district with a further 45 plots at 1/32 Acre and car parking area.
Allotment extensions- Watt Close	18	0	0	M	Following the recent PPG17 audit the District has a current shortfall for allotments. Where possible we want to utilise existing BDC land. This extension will create 18 plots at 1/32 Acre and a small car parking area.
Play Area removals and Upgrades	64	64	50	M	Further play area removals due to facilities being of inadequate standard
BRFC	50	0	0	M	Partnership contribution for enhanced facilities and playing pitches.
Mower with Grass Collection	15	0	0	M	Additional plant & machinery
Luton Van	25	0	0	M	Additional vehicle
Grants to RSLs	250	0	0	M	To provide grants to RSLs for provision of affordable housing
TOTAL MEDIUM BIDS	340	0	0		
Old Cemetery Toilets	17	0	0	L	The toilets in the Old Cemetery do not comply with DDA regulations. There is no lighting or handwashing facilities and no wheelchair access.
3 Small RCVs	210	0	0	L	To deliver recycling service to whole of district
15000 Wheelie Bins	450	0	0	L	To deliver recycling service to whole of district
Fork Lift for Stores	25	0	0	L	Additional plant & machinery
Gates & Barrier	35	0	0	L	Enhanced security
BURT	25	0	0	L	To fund an additional vehicle for the BURT service
TOTAL LOW BIDS	762	0	0		
BIDS - CAPITAL	1,635	162	115		

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BROMSGROVE DISTRICT COUNCIL

JOINT OVERVIEW & SCRUTINY BOARD

19TH JANUARY 2010

WORCESTERSHIRE COUNTY COUNCIL SCRUTINY PROPOSAL – THE WORCESTERSHIRE HUB

Responsible Portfolio Holder (for Overview and Scrutiny)	Councillor G. N. Denaro – Deputy Leader of the Council and Portfolio Holder for Resources
Responsible Head of Service (for Overview and Scrutiny)	Mrs. Claire Felton – Head of Legal, Equalities and Democratic Services
Non-Key Decision	

1. SUMMARY

- 1.1 The Worcestershire County Council Overview and Scrutiny Performance Board (WCC OSPB) has invited district councils' overview and scrutiny committees to participate in an investigation on the Worcestershire Hub. Bromsgrove District Council Joint Overview and Scrutiny Board is therefore being asked to consider if there is any Member of the Joint Overview and Scrutiny Board it would like to nominate to participate in the WCC OSPB task group to represent Bromsgrove District Council.

2. RECOMMENDATION

- 2.1 That Members of the Board consider any nominations to represent Bromsgrove District Council on the Worcestershire County Council Overview and Scrutiny Performance Board task group on the Worcestershire Hub and elect a representative.

3. BACKGROUND

- 3.1 The WCC OSPB identified the Worcestershire Hub as a priority for scrutiny at its meeting on 10th September 2009 and it was subsequently included in their work programme, which was approved by the County Council on 1st October 2009. The WCC OSPB was asked to consider a scrutiny proposal to establish a scrutiny task group on the topic at its meeting held on 10th December 2009.
- 3.2 The topic was initiated by the County Council following a Notice of Motion to Council in June 2009 which stated that "Residents are becoming increasingly frustrated at the difficulty in accessing the Hub and obtaining a response to their enquiries". The areas of concern included the length of time taken to answer calls and the lack of feedback.

3.3 The Worcestershire Hub is the first point of contact for the public and has a key role to play in transforming customer services. The Worcestershire Hub includes the county council and the six district councils. Therefore, although the scrutiny exercise has been initiated and will be led by the County Council, it is proposed that the task group will co-opt a member from each district council. This model has been selected to fully involve the districts, and keep working arrangements as simple as possible, to allow the scrutiny to progress quickly.

3.4 The scope of the exercise will cover:

- Worcestershire Hub – countywide
- Worcestershire Hub Shared Service (WHSS)
- Performance
- Specific Services
- Future Development

3.5 The terms of reference are to examine:

- The development of the Worcestershire Hub, including the shared service.
- How to make the Worcestershire Hub fit for purpose in the future.
- Differences in provision across Worcestershire, what they are and why they exist.
- What are the gaps in provision and what are the opportunities?

4. FINANCIAL IMPLICATIONS

4.1 There are no significant financial implications for the purpose of this report.

5. LEGAL IMPLICATIONS

5.1 There are no legal implications for the purpose of this report.

6. COUNCIL OBJECTIVES

6.1 This item links to the Council Values for Customer First and to the Sense of Community (objective 3) and improvement (objective 2) priorities.

7. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

There are no risk implications for the purpose of this report.

8. CUSTOMER IMPLICATIONS

8.1 Participation in a review of the Worcestershire Hub may contribute to an improvement in the Hub and in customer services.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 There are no implications directly relating to this report for the Council's Equalities and Diversity Policies.

10. VALUE FOR MONEY IMPLICATIONS

10.1 None for the purpose of this report.

11. CLIMATE CHANGE AND CARBON IMPLICATIONS

11.1 There are no implications directly relating to this report for the Council's Climate Change and Carbon policies.

12. OTHER IMPLICATIONS

Procurement Issues	None
Personnel	None
Governance/Performance Management	
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	None
Biodiversity	None

13. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	Yes
Executive Director - Partnerships and Projects	No
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No

Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	No
Corporate Procurement Team	No

14. WARDS AFFECTED

All wards

15. APPENDICES

None

16. BACKGROUND PAPERS

None

CONTACT OFFICER

Name: Michael Carr – Scrutiny Officer
E Mail: m.carr@bromsgrove.gov.uk
Tel: (01527) 881407