

Appendix A:

Fairtrade work underway and Action Plans for achieving the 5 goals.

Goal 1: Local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade coffee and tea at its meetings and in its offices and canteens.

Current progress for this goal includes:

- All tea and coffee supplied by Catering Services for Council events and high level meetings is Fairtrade. Catering Services is also seeking to increase its Fairtrade options and to make products from Fairtrade ingredients.
- A number of coffee mornings (including the Mayor's charity coffee mornings) have been held where cakes have all been made from Fairtrade products.
- The Green Office Guide includes a section on Fairtrade under responsible purchasing. The Green Office Guide and Green Champions scheme will be rolled out to all Council departments, and includes Fairtrade targets.
- A number of Fairtrade tea and coffee clubs are operating on an *ad hoc* basis throughout the Council.
- Spatial Regeneration Division 'Making Barking and Dagenham Cleaner, Greener & Safer' t-shirts for events including Big Green Borough Day, Marks Gate Day, and Dagenham Town Show were made out of Fairtrade organic cotton and had the Fairtrade Mark printed on them.
- During Fairtrade Fortnight the Council hosted a Fairtrade tea producer at a Fairtrade coffee morning for Members. Short presentations were given by the Fairtrade Foundation, Fairtrade producer, the Sustainable Development Group and the Head of Geography at Jo Richardson Community School about Fairtrade and activities being undertaken in the borough. The event was very well received by Members and Senior Managers and received media coverage in the Barking and Dagenham Recorder (see Appendix B).

An Action Plan for working towards Goal 1 is below.

| Actions | Lead | Timescale | Other Details | Cost |
|--|---|--------------|---|-----------------------------------|
| Ensure continued support by Members through keeping them informed. | Spatial Regeneration Division | ongoing | Councillor McKenzie is the Council's Fairtrade Champion. This fits within his Environment and Sustainability Portfolio. | Nil cost. Officer time |
| Set up a Fairtrade working party with the Council | Spatial Regeneration Division | Autumn 2006 | The working party would be responsible for ensuring the project stays on track and things get done and will work alongside the steering group. The group could consist of a senior officer (e.g. Group manager level) to report to. A member of staff from the Spatial Regeneration Division (to coordinate the process); representative from each department (as it will be necessary to reach schools, places of worship, voluntary sector, local businesses etc); press officer. Officers from Corporate Procurement, Catering Services, Economic Development should be involved / kept informed. | Nil cost. Officer time |
| Approach a lead officer from Procurement to ensure Fairtrade is incorporated into relevant contracts | Spatial Regeneration Division | Autumn 2006 | | Nil cost. Officer time |
| Resolution to make Barking and Dagenham a Fairtrade borough is passed by Executive. | Spatial Regeneration Division | October 2006 | The Council commits itself to promoting awareness of Fairtrade to its constituency on a regular basis, through the Citizen and other outlets. Council allocates Fairtrade Town responsibilities to a member of staff or committee (possibly the Spatial Regeneration Division, working in partnership with a local Fairtrade steering group) to ensure continued commitment to its Fairtrade Town status. | Nil cost. Officer time |
| Catering services continue to supply Fairtrade tea and coffee for meetings, events and in canteens. | Procurement and Catering | Ongoing | Fairtrade food and drink options should be widely available on the catering menu, for example Fairtrade chocolate items, goods made with Fairtrade sugar, Fairtrade juice, and Fairtrade fruit. Catering Services is seeking to increase their range of Fairtrade food available. Vending machines for coffee, tea, and snacks should have the choice of Fairtrade items. Vending machines with Fairtrade options are being introduced at Castle Green. | Nil cost. Officer time |
| All staff should be aware that the Council is working towards Fairtrade status and Fairtrade tea and coffee (e.g. through clubs) should be promoted to Council staff internally through newsletters, email, and Green Office | Corporate Communications, Catering Services, Spatial Regeneration Division, | Ongoing | Hold a taste-tester so people can try out Fairtrade coffee and tea. | Minimal cost (£100). Officer time |

Goal 2: A range of Fairtrade products are readily available in the area's shops, and served in at least two local cafes/catering establishments.

It should be easy for local people to find Fairtrade products as they do their everyday shopping. Retail stockists could include a selection of health and whole food shops, supermarkets, or Fairtrade shops.

Current progress on this goal includes:

- Some shops in the area have a limited amount of Fairtrade goods available including ASDA, Coop, Budgens, Tesco, and Gregg's.
- ASDA promoted Fairtrade products during Fairtrade Fortnight.

An Action Plan for achieving Goal 2 is below.

| Actions | Lead | Timescale | Other Details | Cost |
|--|--|-------------|--|---|
| Undertake a survey of public to determine if they would buy Fairtrade products or would be interested in being involved in the campaign. | Steering group (see objective 5 below) | Winter 2006 | Survey could be conducted by community groups and other members of steering group. Survey could help persuade shops and cafes to sell Fairtrade products, and will help recruit for the Fairtrade steering group. | Minimal cost. Officer time |
| Approach local cafes and restaurants who are not serving Fairtrade and provide them with information, encouragement and support to serve Fairtrade, and provide customers with more choice | Steering group with support from Spatial Regeneration Division, Economic Development, and Environmental & Enforcement Services | Ongoing | <p>Spatial Regeneration Division has identified the following shops/catering establishments as possible starting points:</p> <ul style="list-style-type: none"> -Al's Diner (Ripple Road) -Costa Coffee shop at Barking Station -Coffee kiosk on platform (Barking station) -Prig Thai (Longbridge Rd, Barking) -Broadway café -St Margaret's Church Café -Valence House museum Café - Percy Ingles (East Street and The Mall, Dagenham Heathway) - The Snack Bar Peter's Cafe (Station Parade Heathway) - Castle Green café <p>Catering establishments which are connected to the Council should be encouraged to sell Fairtrade tea and coffee. Those to target could include: Broadway Café, Café on the Green – Castle Green, Valence House Museum café, St Margaret's Café.</p> | Nil cost. Officer time |
| Encourage shops already selling Fairtrade to sell a greater variety of Fairtrade products. | Steering group with support from Spatial Regeneration Division, Economic Development, and Environmental & Enforcement Services | Ongoing | <p>Spatial Regeneration Division has identified the following shops/catering establishments as possible starting points:</p> <ul style="list-style-type: none"> • Gregg's • ASDA • Co-op • Tesco • Julian Graves, Vicarage Fields | Minimal cost – officer time & free taster packs obtainable through Fairtrade Foundation/Coop. |
| Venues should display stickers, posters or a certificate advising users that they use Fairtrade products and / or support the local Fairtrade Town campaign. | Steering group with support from Spatial Regeneration Division | Ongoing | Spatial Regeneration Division will work with Fairtrade Foundation to get stickers, posters, etc. | Minimal cost (£100) |
| Publicise Fairtrade shops | Spatial Regeneration Division, | | Offer free publicity to those willing to stock Fairtrade by listing them on the Council's website and giving free publicity materials. Investigate producing a Fairtrade directory, listing all the shops and cafes stocking and using Fairtrade so people know where they can | £100 for materials |

Goal 3: Fairtrade products are used by at least 10 local businesses and organisations

This could include schools, churches, large offices, hairdressers, etc.

Current progress on Goal 3 includes:

- Businesses who already have Fairtrade coffee clubs include: United Reform Church, Chadwell Heath, Jo Richardson Community School, Barking Abbey School (has a Fairtrade vending machine), St Mark's Church.
- Jo Richardson have set up a student-run cooperative which operates alongside the canteen and sells Fairtrade goods.
- Barking Abbey Secondary School has a Fairtrade vending machine (a Green Machine).

An Action Plan for achieving Goal 3 is below.

| Actions | Lead | Timescale | Other Details | Cost |
|---|---|-----------|--|--|
| To publicise Fairtrade internally (within the Council) and set up Fairtrade tea and coffee clubs. | Spatial Regeneration Division and Green Champions | ongoing | | Nil cost. Officer time |
| Inform local businesses that the borough is working towards Fairtrade Town status | Steering group, Spatial Regeneration Division to liaise with Economic Development, Town Centre Manager, and Environmental & Enforcement Services. | Ongoing | <p>Explain to businesses/organisations what is involved in the process and what they can do to help. Hold an evening seminar/event for local businesses (possibly with another tasting session). Work with Chamber of Commerce and the Barking and Dagenham Partnership. Encourage staff participation.</p> <p>Workplaces to approach (initial thoughts): other parts of the Council (Millennium Centre, Westbury Centre), Ford, schools (Jo Richardson Community School <i>et al</i>), SureStart, libraries, NHS, PCT, Churches, hairdressers (Organics, Longbridge Rd), banks, Estate Agents, UEL, Barking College, Citizens Advice Bureau, St Margaret's Church.</p> | Minimal cost for taster (£100) – possibility of getting sponsorship from the Coop. Officer time. |
| Publicise organisations and businesses who promote Fairtrade | Spatial Regeneration Division (coordinate website with assistance from press office & web manager) | Ongoing | Offer free publicity to businesses signing up to Fairtrade e.g. by naming them on the Council's website, and in the Citizen. Distribute leaflets and posters for them to display in their offices saying that they support the local Fairtrade borough campaign. | Publicity on website will involve officer time. £200 for posters. |

Goal 4: Attract media coverage and popular support for the campaign.

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

Current Progress on Goal 4 includes:

- Professional Representation – contact has been made by officers with a number of Fairtrade activists in the area including a Traidcraft volunteer who sold Fairtrade goods at Big Green Borough Day. Contact has also been made with local Oxfam activists, and Friends of the Earth.
- The Fairtrade Foundation and a Fairtrade tea producer from Uganda gave presentations to Members at a coffee morning during Fairtrade fortnight. Geography Teacher Kerrie Brinkley, of Jo Richardson Community School spoke to Members about what they are doing to actively promote Fairtrade at school.
- Jo Richardson School is incorporating Fairtrade issues into their curriculum and held a two-day Fairtrade event in November 2005. In 2006 they held a Fairtrade football tournament (using Fairtrade footballs as a way of raising awareness). Students consumer Fairtrade food and drink. Students from Jo Richardson Community School also presented their work on Fairtrade at Say it Loud - a London youth conference on sustainable development - in June 2005.
- Fairtrade is part of the Year 9 curriculum at Barking and Dagenham's secondary schools and is one of the topics Year 9 students can explore as part of the borough's Secondary Schools Environmental Competition. The winning school and runner-up in the 2006 competition both tackled Fairtrade and gave presentations at a borough-wide final.
- Staff at primary schools including St Joseph's Roman Catholic Primary School are interested in setting up a network with secondary schools where secondary schools can come and do presentations/drama/workshops with the primary school children to raise awareness of Fairtrade issues.
- Media coverage - Publicity received so far includes an article in the Barking and Dagenham Recorder during Fairtrade Fortnight (16/03/2006). Events include one Members Fairtrade Coffee morning with speakers during Fairtrade Fortnight, two further fair-trade coffee mornings hosted by the Mayoress.
- Public Support – Church groups are particularly active in promoting Fairtrade. Fairtrade goods are served at regular coffee mornings at United Reform Church in Chadwell Heath and at St Mark's Church in Marks Gate. Fairtrade tea and coffee (along with information about Fairtrade) was also served at the public launch of the solar panels at St Marks. Residents are involved in the Make Poverty History campaign, and Fairtrade and Make Poverty History was represented at two consecutive Marks Gate Days.
- Fairtrade and Traidcraft stalls were represented at four key Council-led events during 2006 including the Big Green Borough Day, Dagenham Town Show, Marks Gate Day and Eastbrookend Country Fair.

Some were led by the Environmental Sustainability Team and others were led by volunteers.

- One article in local press during Fairtrade Fortnight (March 2005). Please see Appendix B.

An Action Plan for achieving Goal 4 is below.

| Actions | Lead | Timescale | Other Details | Cost |
|--|---|---------------------------|--|---------------------------|
| Ensure a member of Corporate Communications is on the working party and liaise with Fairtrade Foundation's PR department. | Spatial Regeneration Division | Autumn/ Winter 2006 | | Nil cost. Officer time |
| Raise awareness about what the Council is doing and plans for the future through displays, materials (e.g. in libraries, schools, housing offices etc). Distribute leaflets possibly with free coffee samples attached. Article in the Citizen. | Steering group and Spatial Regeneration Division. | Winter 2006 | | £200 for posters/leaflets |
| Hold events such as taster sessions during Fairtrade Fortnight (information and taste-tester day for people of all ages). | Steering group and Spatial Regeneration Division. | March 2007 | March is when Fairtrade Fortnight occurs so there will be a lot of media attention on this issue. | £500 catering for events |
| Write regular articles in the Citizen, local newsletters, and for local press about achievements. | Spatial Regeneration Division with support from steering group. | Ongoing | For the press, the story can be revised as each goal is achieved, organising a big splash for the Fairtrade endorsement ceremony, and developing a strategy to keep it in the news long after. This will also enable local businesses and organisations to benefit from their involvement. Examples of publications to target may include: The Avenue, Focus3, Marks Gate, Age Concern, PCT?, Church groups, Faith forum, Other local community groups. | Nil cost. Officer time |
| Write regular articles in Council's internal publications | Spatial Regeneration Division | Ongoing | <ul style="list-style-type: none"> • Staff Matters, • Members Matters. | Nil cost. Officer time |

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| Investigate producing a Fairtrade directory and/or map advising people where they can buy or find Fairtrade products - both on paper, and on-line. | Spatial Regeneration Division and steering group | 2007 | | Approx £3000. |
| Organise a Fairtrade poster design competition for local school pupils, use the best one on bill boards around the borough. | Spatial Regeneration Division, Corporate communication, Education (Geography and Citizenship), steering group | March 2007 | The prize for best poster design could also be a Fairtrade football signed by a West Ham player and will go up on Decaux boards around the borough. | £1000 for poster display |
| Incorporate Fairtrade into an annual programme of events, for example: - March – Fairtrade Fortnight (events throughout London) - June – Big Green Borough Day (already occurs as part of London Sustainability Weeks). - June – Marks Gate Day - July – Dagenham Town Show - October – Molten Festival | Spatial Regeneration Division, steering group | Ongoing | | £200 for materials. |
| Fairtrade promoted in refreshment areas, eg posters around coffee machines/cafes. | Catering Services, Spatial Regeneration Division,. | Ongoing | | Minimal cost /free posters. Officer time. |

Goal 5: A local Fairtrade steering group is convened to ensure continued commitment to its Fairtrade Town status.

This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor the five goals.

Current progress on achieving goal 5 includes:

- 40 local people have signed up at events such as Big Green Borough Day and Dagenham Town Show and have expressed an interest in either being kept informed about Fairtrade in Barking and Dagenham, and/or being on a steering group to promote the five goals.

11.3 An Action Plan for achieving Goal 5 is below.

| Actions | Lead | Timescale | Other Details | Cost |
|--|-------------------------------|----------------------|---|-------------------------|
| Recruit a borough-wide steering group | Spatial Regeneration Division | March 2007 | This should ideally include a council representative, campaigners, and people representing the area's schools, churches and businesses. The group is responsible for an annual assessment to monitor whether the area is continuing to meet the five goals. | Nil cost. Officer time. |
| Publicise formation of steering group widely through various channels. | Spatial Regeneration Division | Ongoing | Publicise through Council's internal communication, local newsletters, Citizen, Church newsletters, Faith forum, schools | Nil cost. Officer time. |
| Set up steering group and form a constitution. | Spatial Regeneration Division | Autumn / Winter 2007 | This is an important part of the project as it is the Steering group (working alongside B&Ds working party) who will take this project forward. The main responsibility is to oversee the project to ensure its success and thereafter ensure continued commitment to Fairtrade in the Borough. Contacts should be made with local faith groups, the Co-op, Oxfam etc to enlist representatives from their organisations. There should be a LBBB representation in the group (possibly an officer and a Councillor). LBBB could Chair the group or may allow others to do so. | Nil cost. Officer time. |
| Define the work of the steering group and set up terms of reference | Spatial Regeneration Division | Autumn / Winter 2006 | This group will carry out an annual assessment to ensure B&D continues to meet the five main goals. The group will also organise events for Fairtrade fortnight in March each year. The group will also continue to raise awareness of Fairtrade in the Borough and possibly carry out an awareness survey in May each year using questions provided by the Fairtrade Foundation. | Nil cost. Officer time. |