



Application to the Fairtrade Foundation

To renew

**Monmouthshire County Council's
Fairtrade County Status**

November 2019

**Monmouthshire County
Council
Fairtrade Action Plan
Update on progress from
2017-2019 and
actions for 2020-2022**



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

(Resolution passed by full Council in May 2007 received and endorsed by Cabinet 25th July 2007.)

Action from 2017 - 2019	Update as at November 2019	Action for 2020 - 2022 renewal
Ensure that all vending machines continue to have Fairtrade options available	Hot drink vending machines in Usk and Magor continue to stock 100% Fairtrade coffee and chocolate (tea is Rainforest Alliance, not Fairtrade).	Ensure that all vending machines continue to have Fairtrade options available
Maintain the Fairtrade input in the corporate induction training.	Fairtrade remains part of the corporate induction training, with reference to the policy, and a quiz with Fairtrade chocolate prizes.	Maintain the Fairtrade input in the corporate induction training.
Put an article on the Hub intranet site reminding staff about the Fairtrade policy.	Regular Fairtrade events are held to raise awareness of our Fairtrade policy, and the requirement to use Fairtrade is included in our induction training for new starters.	Put an article on the Hub intranet site reminding staff about the Fairtrade policy.

	However, more could probably be done to remind officers who order refreshments for events etc.	
Continue to ensure all tea, coffee and sugar procured centrally for meetings etc are Fairtrade.	All tea, coffee and sugar procured centrally for meetings etc are Fairtrade. However, feedback from staff about the coffee was not good, so we have sourced a new supplier and are now using an alternative supplier, which has had better feedback.	Continue to ensure all tea, coffee and sugar procured centrally for meetings etc are Fairtrade.
Continue holding staff Fairtrade sales twice a year. Encourage staff to buy Fairtrade products at home as well as work, through posters, staff bulletins etc.	Fairtrade sales for staff and members were held in the run up to Christmas and during Fairtrade Fortnight each year.	Continue holding staff Fairtrade sales twice a year. Encourage staff to buy Fairtrade products at home as well as work, through posters, staff bulletins etc.

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

Action from 2017 - 2019	Update as at November 2019	Action for 2020 - 2022 renewal
Continue to sell Fairtrade products in the 4 Leisure Centres.	This is still the case	Continue to sell Fairtrade products in the 4 Leisure Centres.
Help provide support and publicity for the Fairtrade Towns where needed.	<p>Monmouthshire helps to provide support and publicity for the Fairtrade Town groups where needed. For example, this includes co-ordinating a press release for Fairtrade Fortnight, sharing good work on Twitter and Facebook etc.</p> <p>Time has also been spent trying to establish a Caldicot Fairtrade group. This has not yet been successful (see Section 3).</p>	Help provide support and publicity for the Fairtrade Towns where needed.

3 Local workplaces and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible.

Action from 2017 - 2019	Update as at November 2019	Action for 2020 - 2022 renewal
<p>Continue to support the 4 Fairtrade towns as they work with local workplaces and community organisations.</p>	<p>We have good links with the Fairtrade Town groups and have worked together on events, presentations, Fairtrade Fortnight activities etc. The Council Hubs/libraries also partner with the Fairtrade Town groups when they want a venue for events, stalls etc.</p>	<p>Continue to support the 4 Fairtrade towns as they work with local workplaces and community organisations.</p>
<p>Maintain links with any school in Monmouthshire who are actively working on Fairtrade and support the Fairtrade Town groups as they seek to work with new schools in their areas.</p>	<p>More schools in the county are now registered with Fairtrade Schools and have either their Fair Aware, Active or Achiever Awards. Work taking place in the schools ranges from Kool Skool uniforms, sales of goods from Fair Dos, baking competitions and much more. See evidence for more information.</p> <p>In Fairtrade Fortnight 2019 we had a specific focus on encouraging schools, by contacting every school prior to the Fortnight, offering support, help etc from the Council of Fairtrade town volunteers. This generated several assemblies and classroom work. Schools have also been contacted about other opportunities, such as using the Gingerbread pack in the run up to Christmas.</p>	<p>Support and encourage schools that are working on Fairtrade and try and make connections and start Fairtrade activity at schools not currently working on Fairtrade.</p>

<p>Explore alternative ways to develop Fairtrade work in Severnside e.g. work with Town Team etc, and support Chepstow Fairtrade Forum as they seek to work to encourage Severnside and Caldicot.</p>	<p>In 2017 an event was held at Caldicot Hub in Fairtrade Fortnight to try and kickstart interest in becoming a Fairtrade town. This has been followed by meetings and offers of support from MCC officers and Chepstow Fairtrade Forum volunteers. The Town Council agreed to support Fairtrade, and an existing community group took some steps to promote Fairtrade. The Council paid for the design of a poster to try and recruit volunteers, and has offered support, funding and guidance to the community group, but lack of capacity and volunteers means that sadly the group has not really been able to pursue its Fairtrade aspirations.</p>	<p>Continue to offer support and guidance when possible to the emerging Caldicot group, should they find themselves with more volunteers.</p>
	<p>By using some funding from Welsh Government, a partnership has developed with the Council's Sports Development team which means that they are now using Bala Fairtrade sports balls in their outreach work with schools and community groups. They have given Fairtrade balls as prizes for a school Sport Relief competition. Fairtrade balls were used by every Year 5 pupil at the 2018 Playmake Conference, and talks about the difference that Fairtrade balls make were given. Bronze Ambassadors (2 pupils from every primary school) learnt about Fairtrade balls at their conferences in October 2018 and October 2019.</p> <p>Bala will be using our work with Sports</p>	<p>Continue to work with the Sports Development team to promote Fairtrade sports balls through their work with schools and communities.</p>

	Development as a case study to encourage other local authorities to do the same.	
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4 Media coverage and events raise awareness and understanding of Fairtrade across the community.

Action from 2017 - 2019	Update as at November 2019	Action for 2020 - 2022 renewal
Support Fairtrade Town groups by publicising their activities in the local press during Fairtrade Fortnight, and to staff through internal bulletins, posters etc.	Every year MCC sends out press releases covering all the activities happening around the County during Fairtrade Fortnight. We also publicise events internally through the intranet.	Support Fairtrade Town groups by publicising their activities in the local press during Fairtrade Fortnight, and to staff through internal bulletins, posters etc.
Organise one event or activity each year to raise awareness of Fairtrade in-house.	<p>The following events have taken place in-house since the last renewal. They have raised awareness amongst: council staff, council members, schoolchildren and members of the public:</p> <p>January 2018 – Fairtrade assembly at Goytre Primary School June 2018 – 500 year 5 pupils learn about Fairtrade footballs at Playmaker Conferences September 2018 – Fairtrade presentation to full Council meeting, plus Fairtrade sale in County Hall September 2018 – Fairtrade stall and game at Usk Show November 2018 – Fairtrade sale in County Hall November 2018 – Presentation to 60+ Bronze Sports Ambassadors about Fairtrade footballs Autumn 2018 – Fairtrade signs installed on all</p>	Organise at least one event or activity each year to raise awareness of Fairtrade in-house.

	<p>new car park signage Feb/March 2019 – Around 7 school assemblies carried out as part of Fairtrade Fortnight March 2019 – Fairtrade sale in County Hall November 2019 - Presentation to 60+ Bronze Sports Ambassadors about Fairtrade footballs</p>	
<p>Implement new signage in all of the County's car parks to introduce Fairtrade town/county signage as part of those signs</p>	<p>Following detailed work with the Car Parks officer and designer, new signs have now been installed in every MCC car park. The signs either have the Fairtrade Town logo on, or the Fairtrade County logo, depending on their location. This project took a long time to come to fruition, but it was great to finally achieve it.</p>	<p>Complete. Remove from 2020-22 action plan.</p>
<p>Look for more opportunities to collaborate with MCC at events e.g. Usk Show 9th September 2017</p>	<p>The Fairtrade groups have had a free stall in the Monmouthshire marquee at the Usk Show in 2017, 2018 and 2019. In 2019, a new game was developed to focus on the climate emergency and the difference that Fairtrade can make, to tie in with the theme of the marquee this year.</p>	<p>Continue to collaborate with MCC at events where possible.</p>

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

Action from 2017 - 2019	Update as at November 2019	Action for 2020 - 2022 renewal
<p>Continue to hold biannual meetings to maintain and strengthen link between MCC</p>	<p>Biannual meetings have been held between MCC Sustainability Community officer, Cllr</p>	<p>Continue to hold biannual meetings to maintain and strengthen link between MCC</p>

<p>and the County's Fairtrade Town Groups, and push forward any MCC actions that need to take place. Next meeting planned for 8th November 2017</p>	<p>Sara Jones and the Fairtrade County Group. These have been held in (approx) November and May, and are hosted at County Hall, Usk.</p>	<p>and the County's Fairtrade Town Groups, and push forward any MCC actions that need to take place.</p>
<p>Work with the Fairtrade steering group to plan publicity and activities in November 2018 to mark 10 years since Monmouthshire became a Fairtrade County</p>	<p>Events throughout 2018 were branded up as "celebrating 10 years" of being a Fairtrade County, starting with a special assembly in Goytre Primary School in January 2018 to celebrate the renewal of our Fairtrade County status. A presentation was made to a meeting of the County Council with all local councillors present about the difference that Fairtrade makes and to also talk about the importance of buying local produce where possible as well as Fairtrade. There was publicity for the new car park signage in September 2018.</p>	<p>Remove from 2020-22 action plan</p>