

Report to: **Cabinet**  
Date: **18 October 2005**  
By: **Deputy Chief Executive and Director of Corporate Resources**  
Title of report: **Fair Trade**  
Purpose of report: **To set out the options for meeting the Council's recent motion on Fair Trade**

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## **RECOMMENDATIONS**

**The Cabinet is recommended to:**

- 1. note the report;**
  - 2. approve the approach being taken to the provision of Fairtrade product lines in ESCCape and Smarty's;**
  - 3. approve the use of Fairtrade tea and coffee in flasks provided for meetings by the Catering Service;**
  - 4. endorse the Council working with its supplier to extend its range of Fairtrade product lines to meet the Council's needs;**
  - 5. to approve the promotion of the Fairtrade Mark through an article in the next edition of 'Your County'; with other publicity as appropriate from time to time to raise awareness in East Sussex.**
  - 6. advise on any further action required to meet the Council's motion on Fair Trade**
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### **1. Financial Appraisal**

1.1 The actions proposed in this report do not have any significant cost implications. Fairtrade products sold in the staff cafes will be priced in line with our existing policy and will be at no cost to the Council. The use of Fairtrade coffee and tea for meeting flasks is estimated to have minimal cost implications (0.02p per cup) and will be absorbed within a proposed increase in price which is taking place in any event. The proposals for publicity can be contained within existing provision.

### **2. Background**

2.1 At its meeting on 26 July 2005 the Council agreed the following motion:

*"This Council supports the principle of fair trade and requests the Lead Member for Resources and the Deputy Chief Executive and Director of Corporate Resources to investigate, in the light of any financial and policy implications, if this Council could reasonably:*

- have available as a choice at meetings and in staff areas Fairtrade beverages and other products as appropriate*
- raise awareness generally in appropriate publications (e.g. Your County) about the Fairtrade Mark"*

This report briefly sets out the options available to the Council for fulfilling this motion.

### **3. Options**

#### **ESCCape Café and Smarty's**

3.1 Both of these staff cafes currently offer Fairtrade instant coffee. Following an evaluation by the Contracts Manager (Catering) Fairtrade tea will replace standard tea once the existing non-fair

trade stock has been used up and Fairtrade ground coffee will be added as an option from the end of September. Both of these options are at no additional cost to either the Council or to staff/customers. More prominent marketing material will be displayed to encourage take up.

3.2 A survey is being undertaken to assess the demand for further Fairtrade products. The results will be available early in October and the Contracts Manager (Catering) will then take a decision on the trialling of further Fairtrade product lines. Decisions will be taken in line with the catering business plan and pricing will be consistent with the need to achieve agreed financial targets.

#### Provision of tea and coffee for meetings at County Hall

3.3 Kenco who supply our hot beverage machines sited in meeting rooms are currently unable to supply Fair Trade sachets. We will continue to monitor this situation and review alternative solutions should they become available.

3.4 Fairtrade tea and coffee can be provided in flasks instead of the existing standard products. The additional cost of adopting Fairtrade products for this purpose is estimated to be 0.02p per cup / person. The refreshment services tariff is currently being reviewed and it is proposed that the cost of adopting Fairtrade products is included within this. It is proposed that Fairtrade products be used for all tea and coffee supplied in flasks as this will be more operationally efficient than offering both standard and Fairtrade options. The provision of Fairtrade sugar sachets is being evaluated although they are not currently available from our corporate contract with 3663.

#### Availability of Fairtrade supplies

3.5 Our current corporate contractor offers a limited range of Fairtrade product lines covering ground and instant coffee, tea bags and chocolate bars. We will work with 3663 through our existing contract management arrangements to seek an extension of their Fairtrade product lines to meet our needs. This contract is run jointly with West Sussex County Council, who we understand are also supportive of this approach. We will provide information to other establishments who use this contract on the availability and cost of Fairtrade products through our periodic procurement newsletter.

#### Raising awareness

3.6 While it may not be unreasonable to raise awareness of Fairtrade through our usual channels of communication and publicity methods, it is important that public resources are not used to mount some kind of concerted 'campaign' – this could be open to challenge as being in breach of the Code of Practice on Local Authority Publicity.

3.7 Therefore, it is proposed that internal communication is through the display of marketing material in ESSCape and Smarty's, and the provision of information to buyers as described above. The recommended option for external promotion is for a factual article in 'Your County' covering the following areas:

- What is Fairtrade and the Fairtrade Mark?
- What is the Council doing?
- What can you do?

3.8 In addition, the County Council will take the opportunity to raise awareness through appropriate publicity from time to time within existing resources, and in line with paragraph 3.6 above.

SEAN NOLAN

Contact Officer: Duncan Savage

Tel No. 01273 482330