



Fairtrade in Solihull 2017/18



Fairtrade Borough Status

The Council passed a [resolution](#) in 2007 to support the Fairtrade steering group to achieve Fairtrade Borough Status. The group was initially composed of local groups, churches, businesses and individuals. They first achieved Fairtrade Borough Status in 2010, and have maintained it since.

The key aim of the actions to maintain the status is to:

“increase the engagement of both business and community in the buying, selling, using and promotion of Fairtrade and also the wider issue of buying sustainable products—those that are sourced socially and environmentally responsibly, both globally (i.e. Fairtrade, Rainforest Alliance) and locally.

The Council officer with Fairtrade responsibility leads on the actions and is the central point for those getting involved, operating a ‘virtual’ steering group’. It is within the plan to bring those involved together at least once a year to discuss the actions and share best successes.

The 2018 renewal application has set out a number of proposed key actions against the Goals as set out in the Fairtrade Foundation. These actions are the key elements that can be delivered by the Council which leads on the campaign.

GOAL 1—Council Support

- Develop a Member Champion Pledge
- Engage partners through the Council procurement process
- Audit of schools activity and share best practice

GOAL 2—Selling Fairtrade

- Review and redevelop marketing of outlets (e.g. paper directory)
- Support Traidcraft representatives operating in the borough

GOAL 3—Using Fairtrade

- Develop ‘Workplace of World Changers’ campaign within Council teams and partners

GOAL 4—Communications

- Maintain flagship event—Solihull Fairtrade Cake Off including the Schools Bake Off
- Introduce second event (September/October) - for 2018 this will be the West Midlands Fairtrade Supporters Conference

GOAL 5— Campaign Community Involvement

- Develop the ‘virtual’ steering group - annual meeting/ quarterly newsletter

This is not the complete list of actions, but just the headline actions.

To see the the full application visit at www.solihull.gov.uk/fairtrade

Council’s Commitment—who supports the Fairtrade Status

Council’s Commitment

Solihull Council has made ‘sustainability’ one of its five key priorities—planning and delivery for Solihull’s low carbon future’.

The way of managing this is the ‘Green Prospectus’, which has six themes, and the support for Fairtrade contributes to two of these- ‘Greening the Economy’ and ‘Communication Education and Engagement.’

The Green Prospectus is annually endorsed by the elected members, and therefore the actions.

The Fairtrade actions are:

- Deliver the Fairtrade Action Plan - including support Fairtrade Fortnight 2018
- Renew Fairtrade Borough status



Councillor Champions

Councillor Champions support Fairtrade activity in the borough and champion Fairtrade and wider aims in the community. Since 2015, there have been champions from each political party.

The Member Champions meet twice a year, and have come up with a number of initiatives, including the ‘Tell us who is helping’ postcard to support the champions with engagement.

Councillor Ken Hawkins has been involved in the Fairtrade Art Trails, often dressing up to support the cause (see picture).



Sustainable Development Team

The Sustainable Development Team has overall responsibility for maintaining the Fairtrade Borough Status, with. Key activities are:

- Developing and delivering the action plans
- Through the Education for Sustainable Development function of the team, key activities have included:
 - ⇒ Organising the 2017 Banana Superhero Trail and 2018 Chocolate Trail
 - ⇒ Supporting schools with Fairtrade—through providing workshops and delivering training to teachers.

Communications Team

Fairtrade features regularly in Your Solihull, the Council’s magazine for residents.

This year they supported the Cake Off promotion, and were key in generating a huge response on Facebook Solihull Updates where it went viral locally with over 800 comments and shares.

They also produced the videos of Haslucks Green School doing the Fairtrade Art Trails— in 2017 and 2018.



Encore Café and The Core

Fairtrade remains a key part of the offer at Encore Café and The Core Theatre, with Fairtrade coffee, tea, confectionery and cakes available.



They are supporters of the Solihull Fairtrade Cake Off, being past co-organisers (2015 and 2016) and providing the venue and contributing to prizes.

The Core also supported Fairtrade by running a stall at Fun in the Park, a community event in 2015 and 2016.

Civic Suite Catering

Fairtrade tea, coffee, sugar and other products as available are used in meetings and events.

Civic Suite Catering also provide a Mayor’s Afternoon Tea as a prize for the Fairtrade Cake Off.



Solihull Schools Catering

Since 2009, Fairtrade products have been provided to schools routinely, including Fairtrade bananas and sugar.

In 2018, Solihull Catering Service held a ‘bake off’ competition to run alongside the now well established Cake Off. The competition involved schools having heats to decide on their best bakers, who then went on to the final held at The Gallery in The Core. With ten schools participating, there were entries from all ages in categories from cup cakes to amazing showstoppers. The competition was very successful and will be repeated for 2019.



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