



Fairtrade in Solihull

2016/17



Overview

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 achieved Fairtrade Borough Status in 2010, and renewed it in 2015.

The key aim of the work 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.

Council Teams

Councillor Champions

The aim of the role is to gather information about activity in the borough and to champion Fairtrade, and wider aims in the community. Since 2015, there have been champions from each party.

The Member Champions met twice in the 2016/17, with many ideas coming from the meetings, including the 'Tell us who is helping' postcard to support the champions with engagement.



Encore Café and The Core

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

They are also 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.

Communications Team

Fairtrade features regularly in [Your Solihull](#), the last feature being in the run up to Christmas 2016 where they highlighted the opportunities to make Christmas Fairtrade and promoted a local Fairtrade and ethical café. Previously they have promoted other cafés and charity shops.

They also support the generation of leaflets and posters, and other materials.



Solihull Schools Catering

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



The team supported the 2017 Cake Off, and are now developing a schools competition, with partners the Solihull Soroptimists, to complement the 2018 Cake Off.

Sustainable Development Team

An officer within the team has responsibility for maintaining the Fairtrade Borough Status. Key activities of the officer and the team are:

- Submitting the [Application](#) which includes keeping evidence of activity across the borough and an developing the action plan.
- Providing leadership through chairing the Solihull Fairtrade Steering Group.
- Putting maintenance of Fairtrade Status as an action on the [Green Prospectus Sustainability Roadmap](#)
- Engaging the community in activity and facilitating action, for instance:
 - ⇒ Organising the 2017 Solihull Fairtrade Cake Off
 - ⇒ Engaging new organisations in participation
 - ⇒ Representing Fairtrade at Solihull Tourism Forum
- Through the Education for Sustainable Development function of the team, key activities have included:
 - ⇒ Organising the Banana Superhero Trail
 - ⇒ Supporting schools with Fairtrade.

Civic catering

Fairtrade tea, coffee, sugar and other products as available are served in meetings and in the catering of meetings and events.

They also provide a Mayor's Afternoon Tea as a prize for the Fairtrade Cake Off.

Council led events

Banana Superhero trail

Last Autumn term, schools were invited to create a Fairtrade 'superhero' banana to contribute to a trail where they featured in shop windows and at Solihull and Chelmsley Wood libraries. Seven schools got involved and created a variety of characters, many involving the whole schools in developing the ideas and then producing the artwork. Superhero's included Willy Wonka and a rather surreal cow/banana, some featured fantastic capes!



Solihull Fairtrade Cake Off 2017

This years event was the 4th, and the 3rd to be hosted by The Core. Led by the Sustainability Team, it was supported by a number of partner organisations, including: Solihull Schools Catering co-organising and providing cake decorating activities; Sally Bowen of The Gastrocard providing the MC and photography; The Core theatre and Encore Café providing the venue and prizes; the Mayor of Solihull presented the prizes and provided a prize (an afternoon tea with the Mayor);



The Solihull Soroptimists provided volunteers; judges from hotels including Hampton Manor, Hogarths and Gentings, and local cake entrepreneur Claire of [Claire's Quality Cakes](#), and Amari Koryang, Cbbc Bake Off Winner 2015; Solihull Positive Peers who ran a Traidcraft stall). The event was covered by Made in Birmingham TV and in the Solihull Observer.



www.solihull.gov.uk/fairtrade