



Title of Report:	Fairtrade Borough Signage
Committee Report Submitted To:	Environmental Services Committee
Date of Meeting:	14th November 2023
For Decision or For Information	For Decision

Linkage to Council Strategy (2021-25)	
Strategic Theme	
Outcome	
Lead Officer	Director of Environmental Services

Budgetary Considerations	
Cost of Proposal	
Included in Current Year Estimates	YES /NO
Capital/Revenue	£2800
Code	
Staffing Costs	Included in price above

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes/No	Date:
	EQIA Required and Completed:	Yes/No	Date:
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date:
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

1.0 Purpose of Report

- 1.1 The purpose of the report is to seek approval to erect Fairtrade Borough Signage at 6 key flowerbed locations in the main towns of Ballycastle, Ballymoney, Coleraine, Limavady, Portrush, Portstewart, as well as, Rathlin Island.

2.0 Background (to include any previous decisions of Council)

- 2.1 Causeway Coast and Glens (CCG) Fairtrade Steering Committee is a voluntary group which was established in 2018. Its objectives are to promote the uptake of Fairtrade products across the Borough, and to attain and maintain the Fairtrade Borough status for the entire council area to include the main Towns of Ballycastle, Ballymoney, Coleraine, Limavady, Portrush and Portstewart, as well as, Rathlin Island.
- 2.2 Fairtrade is a global movement for change and strategy for poverty alleviation through the promotion of sustainable development. Fairtrade is not a brand or charity but a registered certification Mark for products grown by farmers in developing countries under strict ethical and sustainable development conditions to tackle poverty, human trafficking, all forms of exploitation and the United Nations' Sustainable Development Goals.
- 2.3 The Fairtrade Steering Committee is hosted by CCG council with a council lead officer, chaired by elected representatives and includes a cross section of representatives from both the public and private sector across the Borough.

3.0 Proposals

- 3.1 CCG Fairtrade Steering Committee have requested that either the Fairtrade Borough and/or Fairtrade Town status be promoted by the erection of appropriate permanent signage at key sites across the Causeway Coast and Glens council area.
- 3.2 The Fairtrade Steering Committee had proposed that the signage be erected and preferably incorporated into the existing boundary signs or "welcome to" signs on the main arterial routes and towns sites named above, being written into procurement on the replacement of any damaged signs, new sites or with any future re-branding exercise. However, this is difficult to incorporate into the existing gateway signage and as a compromise it is suggested that the signage is added to key flowerbed areas with each of the forementioned towns.

4.0 Key Issues

4.1 Fairtrade Borough Status

Both the Fairtrade Borough and Fairtrade Town status is conferred by the Fairtrade Foundation and Fairtrade Ireland on a biennial basis. It is awarded after the completion of a comprehensive audit of Fairtrade outlets across the

Borough, and after undertaking considerable marketing and promotional activities by the voluntary Fairtrade Steering Committee through completion of five goals, which includes council passing a resolution to support the campaign, including procurement of Fairtrade certified products.

Causeway Coast and Glens was awarded the prestigious Fairtrade Borough status in 2019, which simultaneously includes the main Towns of Ballycastle, Ballymoney, Coleraine, Limavady, Portrush, Portstewart and Rathlin Island.

The Fairtrade Borough status has been successfully renewed every two years.

The Fairtrade certificates are displayed in the Office of the Mayor.

4.2 **Marketing and promotion of Fairtrade**

The marketing and promotion of Fairtrade activity in the Borough is key to retaining The Fairtrade Community (Borough) status; to this end the Fairtrade Foundation and Fairtrade Ireland recommend the display of the approved format/logo below with the appropriate text: “A Fairtrade Borough” or “A Fairtrade Town” for each Fairtrade Community (Borough, City or Town) that has achieved this accolade.



The standard practice across the UK and Ireland would be that some form of signage would be erected to celebrate and highlight this amazing achievement to residents and tourist to the Borough and that council is a champion of Fairtrade as a permanent fixture.

Please see the attached pictures in Appendix 1 showing the erected Fairtrade signage implemented by other councils across Northern Ireland.

Please refer to the Action Guide (links below) and comments issued from both Fairtrade Ireland & the Fairtrade Foundation on Fairtrade signage:

<https://www.fairtrade.ie/wp-content/uploads/2015/01/Fairtrade-Towns-Goals-and-Guidelines.pdf>

GOAL 1 - Page 3, Paragraph 4: “Once status has been achieved, the council should erect signage declaring it a Fairtrade town. This should be placed at the

entrance to the town in a prominent place. Additional signage can be erected during Fairtrade Fortnight.”

<https://www.fairtrade.org.uk/wp-content/uploads/legacy/doc/Fairtrade%20Towns%20Action%20Guide.pdf>

Page 1 – Borough of Wyre – Fairtrade signage

GOAL 1 - Page 5 – last section...Taking Goal 1 further - Point 6: “erect street signs declaring Fairtrade Town status”

- 4.3 The CCG Fairtrade Committee has written to CCGBC requesting that the council follow the example of other councils and erect similar Fairtrade signage.

The Department for Infrastructure (DfI) who are responsible for the oversight of road signage have advised the Fairtrade signage is a council decision, as the signs would be mounted on existing council property, all marketing/branding and planning permission is up to the discretion of each council.

4.4 Fairtrade in Northern Ireland

100% - All our 11 councils in Northern Ireland have achieved the Fairtrade status for the entire council area (Borough, City or District).

Full update on Fairtrade across Northern Ireland can be found here: <https://www.northernirelandfairtrade.org/projects>

4.5 Resource Implications

4.5.1 Asset and Other Implications

Fairtrade Borough/Town signage erected in a prominent place recognises the council’s endeavours in promoting the global campaign of increasing Fairtrade products and in supporting developing world producers. This global initiative is fully supported by the council who host and chair the Fairtrade Steering Committee, social media/website and provide administrative support.

4.5.2 Financial costs

It is estimated that the cost for production and installation of the Fairtrade Signage at the 7 locations is approximately £2,800

5.0 Equality Implications

- 5.1 There are no equality implications.

Fairtrade is the gold standard of ethical labelling and can only appear on products from the developing world. Fairtrade is not a charity, but ethical consumerism led by cross community, public/private sector demand and statutory obligations: United Nations’ Sustainable Development Goals (Agenda 2030), particularly Goals 2,5,8,12,13, 16 & 17, which falls to each council under sustainability.

Fairtrade alleviates poverty, tackles global issues and all forms of exploitation (child labour, trafficking), environmental and social considerations, including climate change.

Fairtrade has an international dimension and wider implication for the most disadvantaged vulnerable small-scale farmers world-wide, that produce the tropical commodities that are not able to be grown locally but we all consume daily (tea, coffee, bananas, etc.).

Fairtrade accreditation/status in Northern Ireland is based on the entire council area (boundary): Borough, District or City. It is an entire council-wide achievement and accreditation of all sectors and representation of society (government, businesses, schools, churches, colleges/universities, etc).

No other accreditation or initiative fulfils these criteria, is specific to the entire District, Borough or City or has been achieved at every council (100%) across Northern Ireland.

Fairtrade signs not only celebrates the achievement of the entire Borough but fulfils the obligation to promote, create awareness and a heightened understanding – the remit of the Fairtrade Steering Committee. It is also the most cost-effective manner for Fairtrade promotion by having permanent signage 24/7 exposure, as compared to single standalone events.

6.0 Options (if appropriate)

6.1 Option 1

To endorse the request and agree to the erection of to erect Fairtrade Borough Signage at 6 key flowerbed locations in the main towns of Ballycastle, Ballymoney, Coleraine, Limavady, Portrush and Portstewart.

6.2 Option 2

Reject the request for erecting Fairtrade Borough signage.

7.0 Recommendation(s)

It is recommended that the Environmental Services Committee consider the request and consider the options.

Appendix 1: Road signs erected across Northern Ireland.

Please see images below:

NOTES:

Four councils have added matching plates to their existing boundary and town signs; one council (Belfast) has erected a larger Fairtrade version of the sign, mounted in its parks and on key council buildings; once council (Ards & North Down) has erected large circular Fairtrade signs mounted in its flowerbeds in its main towns because the town signs are mounted at ground level and there is no space to add an existing plate.

Antrim & Newtownabbey Borough Council



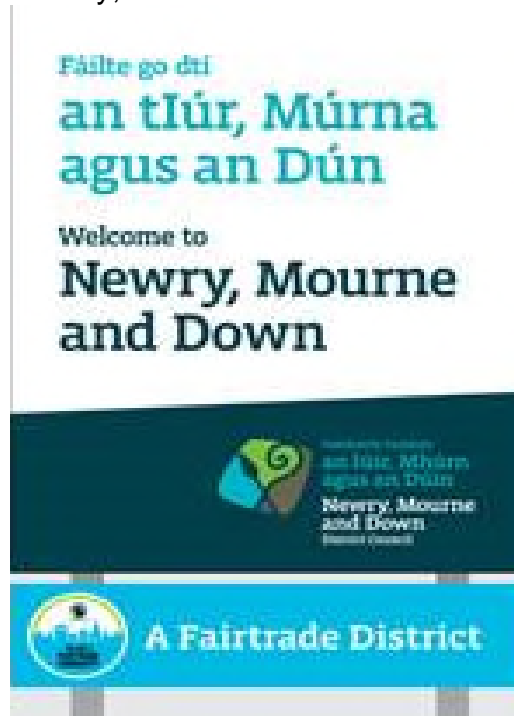
Derry City & Strabane District



Lisburn & Castlereagh City



Newry, Mourne and Down District



Belfast City

**CHOOSE THE WORLD
YOU WANT**



FAIRTRADE



Ards & North Down Borough

