



Belfast City Council

Report to:	Policy and Resources Committee
Subject:	Fairtrade City signage
Date:	20 th September 2013
Reporting Officer:	Suzanne Wylie, Director Health and Environmental Services
Contact Officer:	Clare Mc Keown, Sustainable Development Manager EXT 3265

1	Relevant Background Information
1.1	Background <p>Belfast Fairtrade Steering Group is a voluntary committee which was established in 2001 with the intention to promote the purchase of Fairtrade products in the city. Fairtrade is a strategy for poverty alleviation and the promotion of sustainable development. The Fairtrade Mark is not a brand or charity but a registered certification for products grown by producers in developing countries under certain ethical and sustainable development conditions.</p> <p>The Fairtrade committee in Belfast is hosted by the City Council and includes members of local and foreign government, non-governmental organisations (NGOs), charities, black and minority ethnic (BME) community, supermarkets, educational institutions, business and private individuals.</p>
1.2	Proposal <p>Belfast Fairtrade Committee have requested that Belfast Fairtrade city status be promoted by the erection of appropriate permanent road signage in the Belfast City Council area. The Fairtrade committee have proposed that the signage be erected next to the existing Welcome to Belfast signs on the motorways and arterial routes.</p>

2	Key Issues
2.1	Fairtrade City Status <p>Fairtrade City status is conferred by the Fairtrade Foundation on a biennial basis. It is awarded after the completion of a comprehensive audit of Fairtrade outlets in the city, and after undertaking considerable marketing and promotional activities by the voluntary committee. Belfast city was granted this city status in 2005 and each year since. The Fairtrade certificates awarded are displayed in the Lord Mayors office.</p>

2.2	<p>Marketing and promotion of Fairtrade</p> <p>The marketing and promotion of Fairtrade activity in the city is key to retaining Fairtrade City status, to this end the Fairtrade Foundation recommend the display of one of the approved formats or logo's for each Fairtrade Town, City or Borough that has achieved this accolade.</p> <p>This is standard practice across the UK and Ireland and has been adopted in Northern Ireland by both Antrim Council (Fairtrade Borough) and North Down Council for Bangor (Fairtrade Town). Please see attached pictures in Appendix 1 showing the Bangor and Antrim signs, which have been erected at different sites, in calming areas and on main arterial routes, respectively.</p>
2.3	<p>The Belfast Fairtrade Committee has written to Belfast City Council requesting that BCC follow the example of other Councils and erect similar Fairtrade signage. The committee has also written to DRD, DOE and DFP Ministers seeking their endorsement on this issue. The DOE Minister has endorsed this proposal (letter attached Appendix 2). DRD Roads Service who are responsible for the oversight of road signage have advised this is a Council decision as the signage is to be mounted on existing Council property. They did request to be consulted on the final format of the signage.</p>

3	<p>Resource Implications</p>
3.1	<p>Asset and Other Implications</p> <p>Fairtrade City signage erected in a prominent place recognises the City's endeavours in promoting the global campaign of increasing Fairtrade products. This is essentially a charitable campaign supported by the City council who host the Fairtrade committee and Fairtrade Belfast website. However Members need to be aware that the Council does not have a policy on the erection of signage by such organisations and that there is no provision in the current revenue estimates for these costs. Members must also be aware if the city loses the accolade of Fairtrade city, the signage must be removed</p>
3.2	<p>Financial costs.</p> <p>The total costs for design, manufacture and erection for one sign on the motorway underneath the existing signage would be approximately £3500 and £1500 each for smaller signs on the arterial routes. The Fairtrade committee have requested that the Council consider funding and erecting one sign for the M1 Motorway on way into Belfast and four smaller signs on the arterial routes at a total cost of approximately £10 000.</p>
3.3	<p>Human Resources</p> <p>Staff time will be required from Officers in the Property and Projects Department, Corporate Communications and Health and Environmental Services Department to undertake this request.</p>

4	Equality Implications
4.1	There are no equality implications.

5	Recommendations
5.1	<p>Members are invited to consider the request and consider the following options.</p> <p>Option 1</p> <p>To endorse the request and agree to the erection of the signage, with one large sign underneath the current MI motorway Welcome to Belfast sign and four smaller signs in arterial routes at a cost of £10,000.</p> <p>Option 2</p> <p>To defer the decision until the Council agree a position on such signage and reconsider it after implementation of Local Government Reform when boundary changes are confirmed and associated signage will be relocated.</p> <p>Option 3</p> <p>To reject the request for signage on the basis that there is no policy or budget to cover this request.</p>

6	Decision Tracking
Clare Mc Keown the Sustainable Development Officer will be responsible for making the necessary arrangements.	



Welcome
to
ANTRIM



Please drive carefully

Proud to be in Northern Ireland's
1st Fairtrade Borough



**Welcome to
Bangor**



Borough of North Down

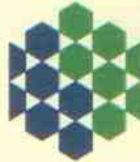
Twinned with Bregenz Austria

**We are a
Fairtrade
Town**



Look for products
with this Mark

From the office of the
Minister of the Environment



Department of the
Environment
www.doeni.gov.uk

Dr. Christopher Stange
Consulate of St. Vincent and the
Grenadines
16-18 Glen Road
Comber
Co. Down
BT23 5EL

DoE Private Office
8th Floor
Goodwood House
44 - 58 May Street
Town Parks
BELFAST
BT1 4NN

Telephone: 028 9025 6019

Email: private.office@doeni.gov.uk

Your reference:
Our reference: COR/862/2012

20 August 2012

Dear Christopher

Thank you for your reply to my letter of 1 August 2012 in which you again raise the issue of councils adding the Fairtrade logo to their entrance road signs in recognition of their achievement of Fairtrade status.

In my letter to you dated 1 August 2012, I advised that I would be writing to the Chief Executives of each local council promoting these proposals. I enclose for your information a copy this letter in which, as you can see, my views on the matter are set out clearly. I will write again to the Council referring to the practice in Antrim and Bangor, recommending that this is a positive practice and requesting a response from each Council.

The issue of Fairtrade procurement will also be taken forward within the Local Government Procurement Group (when I next attend the group I will raise the issue). I would reiterate that I will include the awareness of Fairtrade into the Local Government Reform Programme

I am hopeful that councils will react positively to my letter on this worthwhile initiative.

ALEX ATTWOOD MLA
Minister of the Environment

From the office of the
Minister of the Environment



Department of the
Environment

www.doeni.gov.uk

Chief Executives of District Councils

DoE Private Office
8th Floor
Goodwood House
44 - 58 May Street
Town Parks
BELFAST
BT1 4NN

Telephone: 028 9025 6019

Email: private.office@doeni.gov.uk

Your reference:

COR/623/2012

Our reference:

Jean Chief Executive

August 2012

Dr. Christopher Stange, Honorary Consul, Consulate of St Vincent and the Grenadines, wrote to me on 13 June 2012, raising the issue of councils adding the Fairtrade logo to their entrance signs in recognition of their achievement of Fairtrade status. Dr Stange further highlighted an apparent lack of consistency across councils regarding Fairtrade procurement policies.

I enclose a copy of Dr. Stange's letter and my response to him, in which I advise that I will be recommending the use of signage and adoption of Fairtrade policies. I have directed the departmental representative on the Local Government Procurement Group, which is currently developing a local Government Procurement Strategy, to encourage the procurement of Fairtrade goods across the sector, and I would wholeheartedly endorse this approach.

I would be grateful if you would take Dr. Stange's concerns, and my assurances, on board and continue to take a positive approach to this worthwhile campaign, especially as new opportunities arise to further acknowledge and promote its values.

Finally, could I ask that you ensure that procurement officers within your council have sight of this correspondence in order that they are aware of, and are able to consider, my views on this matter.

Alex Attwood

ALEX ATTWOOD MLA
Minister of the Environment