



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 19TH MARCH 2008

SUBJECT: FAIRTRADE EVENTS – FOR INFORMATION

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 This report provides information on events that took place in the Tourist Information Centre to promote the start of 'Fairtrade Fortnight'.

2. SUMMARY

- 2.1 Fairtrade is global brand that sits well with today's consumer who is increasingly seeking to demonstrate their ethical credentials. Town centres need to reflect changes in customer shopping habits, for this reason Caerphilly is applying to gain 'Fairtrade Town' status. To support this bid two events were staged in the Tourist Information Centre to promote the start of 'Fairtrade Fortnight'.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a ten-year regeneration programme entitled "The Smart Alternative". The proposals within the plan are based on 6 regeneration principles, one of which is "to re-establish town centres as a focus of economic activity".

4. THE REPORT

- 4.1 The 'Wales Fairtrade Forum' is currently working towards Wales becoming the first ever Fairtrade Country, of the 22 counties in Wales, 14 already have Fairtrade status. As part of this initiative late last year the Town Centre Development Manager met with the forum to consider how Caerphilly could begin to work towards becoming a 'Fairtrade Town'.

In order to attain 'Fairtrade Town' status five criteria have to be fulfilled these are:

- The Local Authority should pass a resolution supporting Fairtrade - *Achieved*
 - At least 2 Fairtrade products are available in a range of town centre retailers - *Achieved*
 - Fairtrade products are used in local work places - *Achieved*
 - Attract media coverage – *In progress*
 - Establish a steering group - *Achieved*
- 4.2 In today's retail market, customers are increasingly embracing ethical shopping, the Fairtrade mark assures them that the producer has been paid a fair price for their goods and gives them confidence that they are shopping ethically. If Caerphilly achieves Fairtrade Town status, it will open up an extended customer base by demonstrating that it is meeting the expectations of today's consumer. The recent media interest in Caerphilly's bid to become a Fairtrade town has highlighted that this is something that has captured the public's imagination.
- 4.3 To further raise awareness of Fairtrade in Caerphilly, two events were organised to launch 'Fairtrade Fortnight', both were staged at the Tourist Information Centre. The first was held on

26th February, this was an opportunity for a ticket only audience to meet 'Doc' a Fairtrade Grapefruit producer from South Africa and hear about the difference buying Fairtrade products makes to his community. After a question and answer session the audience were treated to a free glass of Fairtrade fruit juice.

- 4.4 The second event, a Fairtrade coffee morning, took place on 29th February was, it offered visitors the chance to try an extensive range of Fairtrade products. As well as tasting the tea, coffee, hot chocolate and biscuits, visitors were offered the chance to enter a competition to win a hamper filled with Fairtrade goods. Three local supermarkets - Tesco, ASDA and Morrisons, donated the products. The aim of the event was to highlight the growing range of Fairtrade goods that are available to buy in Caerphilly town centre and the high quality of these products. The coffee morning was attended by over 70 visitors; many of those who attended pledged their support to buy Fairtrade goods whenever possible in the future.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications.

6. PERSONNEL IMPLICATIONS

- 6.1 There are no personal implications.

7. RECOMMENDATIONS

- 7.1 The report is submitted for the perusal and information of the members of the Caerphilly Town Centre Management Group.

Author: Andrew Highway, Town Centre Development Manager
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