



Renewal Form

Complete and return for renewal of your Fairtrade Town status!

For Fairtrade Town status to be maintained it must be renewed one year from the date of declaration. The first renewal will provide a brief update on what's happened since status was first achieved and a two year action plan detailing what the Steering Group (and its partners) intend to achieve in the next two years. Further renewals will be required every two years and focus on how far the group has met the targets and ambitions they set in the previous renewal action plan.

To renew status a copy of this form must be completed and signed by two group members plus a local authority representative before returning electronically to the Fairtrade Foundation at volunteer.towns@fairtrade.org.uk. If necessary, supporting documents can be posted to Fairtrade Towns, The Fairtrade Foundation, 3rd Floor, Ibex House, 42 - 47 Minories, London EC3N 1DY.

The Fairtrade Foundation will review the Action Plan and may be in touch to discuss any comments, suggestions or concerns with the steering group key contact before agreeing the final Action Plan with the Steering Group and officially renewing Fairtrade Town status. An updated Fairtrade Town certificate will be sent to you when your area's Fairtrade status has been renewed. We look forward to hearing how you got on with all your plans!

Contact name Kirsty Anderson, Policy Adviser, Community Planning and Partnerships

Please tick if you are happy for us to pass on your contact details to Fairtrade supporters keen to join or learn about your campaign (it will not be given to any other organisations): **yes**

Organisation (if any) East Dunbartonshire Council

Address Southbank Marina, 12 Strathkelvin Place, Kirkintilloch, G66 1TJ

Telephone 0300 123 4510 ext. 3240

E-mail address kirsty.anderson@eastdunbarton.gov.uk

Status to be renewed (tick one box only): Fairtrade Town Fairtrade City

Fairtrade Village Fairtrade Zone Fairtrade Island Fairtrade County
 Fairtrade Borough

For the area of: **EAST DUNBARTONSHIRE**

Population: 106,960 (Mid 2015 population estimate by National Records of Scotland)

Date Fairtrade status declared: 11 October 2007

Date Fairtrade status last renewed (if different to above): February 2015

Update on progress since status was first achieved/last renewal:

Please give a brief update on campaign activities, progress made and any challenges met since your declaration/last renewal. Please tell us about key events you've organised, the current commitment from the local authority, and any changes to the Steering Group.

There is no fixed format for how you must do this, however we recommend that you report on your measurements of success, as indicated in your previous action plan where this is appropriate. This is your chance to tell us what's worked, shout about your successes and make sure we're aware of the challenges you're seeing on the ground as you campaign to win support for Fairtrade and trade justice.

No Action Plan was submitted at renewal in 2015, so we are unable to report on any measurement of its success.

Changes to Steering Group

One of our main successes has been to rebuild and reshape the Steering Group. The Group's continuation came under threat in the spring of 2015. The Chairperson and Secretary were no longer able to continue in their roles and other key members moved on. Council support was uncertain. A decision was made that the Group was worth saving and that there should be an effort to rescue it. New recruits were found by networking, public notices and holding an event to attract new members. East Dunbartonshire Voluntary Action assisted with potential volunteers. Several individuals expressed an interest and met with Group members to find out more. Four new members joined the Group, two joined the Schools Sub-group, one joined a local Town Group and others offered help with the work of the Group. Another considered joining a Group in a neighbouring area. A new Secretary was appointed. An Interim Chairperson covered until the Group decided to operate with all members sharing the work of the Chairperson as Co-Convenors. The Group now undertakes work that was previously done by Council officers and is strengthened by the variety of skills new members and helpers have brought with them.

Current Local Authority Commitment

East Dunbartonshire Council has continually supported the work of the Fair Trade Steering Group in exemplary fashion since 2004. However, this support was endangered as Councils faced budgetary pressures and the need to streamline Council services. The Council Officer who had played an active role as Secretary was moved away from this role and the Council considered its future support for Fair Trade.

Sustained lobbying by members of the Steering Group of the Leader of the Council resulted in support from the Council continuing. There are now a number of Council officers directly involved with the Group.

- A new named Council officer to represent the Council on the Group has been appointed. She attends meetings of the Group and liaises with Council Departments on behalf of the Group.
- A member of the Council Procurement team now also attends meetings. As a result of this East Dunbartonshire Council has taken on new Fair Trade procurement initiatives. It has engaged with Electronics Watch and will monitor Fair Trade purchasing via its new i-proc system.
- The Facilities Management Lead attends meetings when she can and works to ensure Fair Trade is present within Council catering, notably in school catering with Fair Trade themed menus in schools twice a year and daily high volume sales of fruit juice and fruit, bananas being the most readily available fruit.
- The Education Quality Improvement Officer assists the Schools Group to find a venue for meetings and to communicate with schools. The Communications Advisor promotes Fair Trade in the media, including social media and through events it holds, notably the Council Commonwealth Day Celebration in 2016 which had a Fair Trade theme.

The Council Roads Department has erected Fairtrade Town signs in Milngavie, Bearsden and Lenzie and worked with the Group when the signs went missing in Milngavie to ensure that these were reinstated.

The Council museum sells Fair Trade items in its gift shop. Council libraries have purchased books about Fair Trade.

Fair Trade is prominent in the Council's new Sustainability and Climate Change Framework. The Group was consulted on the draft Framework and submitted a number of comments. The Sustainability Policy Team Leader is the Group's former Secretary and a continuing supporter of the Group.

A member of the Group was recognised by The Provost for her work for Fair Trade.

The Council passed a new Resolution in November 2016 – see attached. This updates and extends the Resolution passed in December 2004. The resolution was drafted by members of the Group and officers of the Council with advice from the Scottish Fair Trade Forum and Adam Gardner at the Fairtrade Foundation. The Council voted unanimously in favour of accepting the Resolution. The Group hopes it will facilitate an expansion of the authority's ethical and sustainable purchasing.

Events organised by the Steering Group and Council

28 February 2015 - Meet the Producer, Basilio Almonte from The Dominican Republic. The Group arranged a meeting attended by more than 30 people from across the county. The event was held to recruit new members to the Steering Group in Bishopbriggs where the Group hoped to extend Fair Trade activity.

February and March 2015 - A Group member visited four local schools to speak to pupils and parents about Fair Trade.

April 2015 and 2016 - The Group marked Fashion Revolution Day with photo shoots, tweeting brands and attracting media attention.

30 April 2015 - Information stall at Asda. The Group worked with Asda in Bishopbriggs and The Coach House to raise awareness of Fair Trade goods.

30 April 2015 - Information stall at Bearsden Academy. The Group worked jointly with local Town Group volunteers and pupils at the school to promote Fair Trade.

June 2015 - Nursery End of Year Celebration. Addressed by the Council Leader, this event celebrated the third full year of our Fair Trade in Nurseries programme and the milestone of reaching all local authority and partnership nurseries, with children engaging in a variety of fun activities.

3 March 2016 – Visit to East Dunbartonshire schools by Fairtrade cotton factory worker, Pamela L'Intelligent. Staff and pupils from seven schools and members of local Fairtrade Town Groups heard Pamela. Schools were able to discuss Fairtrade cotton schoolwear with Andy Ashcroft from Koolskools.

March 2016 - Four members of the Group and the Schools sub-group attended Baljaffray Primary School to give classes. One also visited Meadowburn Nursery.

14 March 2016 - The Council organised a Fair Trade themed Commonwealth Day celebration, with Fairtrade refreshments, a Fair Trade artworks display and a declaration read by school pupils wearing Fairtrade cotton schoolwear made from cotton grown by farmers in India and sewn by factory workers in Mauritius.

March 2016 – in response to your request for “any challenges” it is worth noting that despite our best efforts (numerous visits, emails and calls), a hoped for awareness raising stall at Morrison's in Bishopbriggs did not go ahead due to lack of response from Morrison's.

January and August 2015 and 2016 - The Schools Group met twice each year to bring together teachers to discuss resources, news and ideas. Meetings lasted one hour and were well attended.

April & September 2015, February, April & September 2016 - The Nurseries Group met. Partly linked to reduced Council involvement, the Group's approach changed successfully in 2015, moving to an "ideas & resources sharing" forum away from a Working Group. As well as informing Early Years practitioners about resources and current campaigns, it encourages Nurseries to achieve Fairtrade School status.

Projects

Schoolwear Campaign

The Group identified that eight schools in the area were merging to give four new schools and that these schools would require a new school uniform. The Group campaigned for this to be a Fairtrade cotton school uniform. A Group member visited Parent Councils and staff and arranged for Koolskools to visit the area with Fairtrade factory worker, Pamela L'Intelligent, in March 2015 and March 2016.

- Parents at Lenzie Meadow Primary School were in favour of adopting a Fairtrade cotton school uniform but the switch did not go ahead as it was not economically viable for Koolskools to supply a logo with 14 colours. The Group continues to work with the school and Koolskools to resolve this. Koolskools visited again in October 2016 with factory manager Vishwaraj.
- Pamela visited Holy Family Primary School in 2015, and with the help and advice of Group members, the school ordered from Koolskools in 2016. Items of Fairtrade clothing from Koolskools have been adopted and approved and are now available for parents to purchase as and when they are required.
- A member of the Group purchased Fairtrade cotton schoolwear from Koolskools for her daughter to wear at Millersneuk Primary School.
- The Group has encouraged all schools in the area to use Fairtrade cotton schoolwear, two have placed recent orders and the Group is hopeful that others will order soon.
- The Kirkintilloch Herald newspaper published a letter from the Group about Fairtrade cotton schoolwear at the start of the school year in August 2016.

Ensuring the Continuity of Supply of Specialist Fair Trade Products in the area

One of the current challenges for the Group is to ensure the continuing supply of specialist Fair Trade products to community groups and the public when The Coach House closes its doors in early 2017. The Coach House has been a hub of Fair Trade activity in the centre of the area for more than thirty years. The Group recognises that ensuring its Fair Trade work continues is a priority for the Group. Two members of the Group are part of a working group investigating new premises and projects. They have contributed considerable time to this and are making progress. A submission has been made to OSCR by the working group for incorporation as a single tier SCIO. Potential premises have been found. Other members of the Group have pledged their support once the new premises have been secured.

Directory

The Group has made progress towards making information available to the public on the availability of Fair Trade products in local retail and catering outlets. The Recipe Book produced by the Nursery Group includes a section on where to buy Fair Trade in the area. A grant for £250 has been secured from the Scottish Fair Trade Forum to produce a directory. A member of the Group keeps a spreadsheet of retail and catering outlets in the area which stock or serve Fair Trade products. The Group considered designing an app to give shoppers instant access to information whilst out and about, but rejected this idea as searches on the internet are more widely used. The idea of creating an online database which can be accessed from the EDC website and from Facebook pages is preferred with a small number of copies printed for circulation via local libraries and tourist sites. The Group will add information to the East Dunbartonshire Asset Map as this is already widely used in the Community. <http://www.eastdunassets.org.uk/>. The Council has offered training on adding information to the Asset Map, which the Group hopes to be able to attend soon.

Public Procurement

A main aim of the Group is to increase Fair Trade in public procurement. The Group sees this as one of the most effective ways of significantly furthering Fair Trade. The Group has been greatly encouraged that two Council officers with a procurement remit attend Group meetings. They work with the Group to further the uptake of Fair Trade in Council procurement.

- The Group insisted on a strong statement on Fair Trade procurement in the newly accepted Council Fair Trade Resolution and asked for this to be part of the Council's new Sustainability and Climate Change Framework.
- The monitoring of Fair Trade in public procurement has been a concern for the Group. It is being kept up to date with the Council's new i-proc system of monitoring which will help with this monitoring in the future.
- The Council's Facilities Management Lead Officer has been informed by the Group that Fairtrade tea and coffee has not been available at some meetings and that sachets have been out of date. The officer has asked staff to ensure that Fairtrade tea, coffee and sugar is available. However more interestingly she has informed the Group that very little Council catering now takes place at meetings due to budgetary savings and that volumes of purchases are so small that the impact is minimal, whereas high volumes of Fair Trade in catering in school canteens is making a big impact. Fairtrade juice is sold daily in large volumes in East Dunbartonshire school canteens. Fairtrade fruit, in particular bananas is sourced and Fair Trade themed menus are held at least once a year in schools. The Schools Sub-group keeps teachers up to date with what is happening in Fair Trade in school catering so that they can link this to the children's learning.

Procurement is a devolved issue and the Group has worked with Fiona McLeod, MSP for the area, to further Fair Trade in legislation on public procurement in the Scottish Parliament. Fiona was a member of the Cross Party Group on Fair Trade and spoke about guidance and monitoring in parliamentary debates on Fair Trade in public procurement legislation. The Group continues to lobby the newly elected MSP to ensure guidance on Fair Trade in public procurement legislation is as effective as possible.

The Group has interested the Council in ethical procurement of IT equipment and has provided information on Electronics Watch and how to affiliate to it. The Group has been given the good news that the Council intends to affiliate to Electronics Watch once internal structures are in place and that the Head of Procurement at East Dunbartonshire Council has raised the value of affiliating to Electronics Watch with national procurement body, Scotland Excel. The values and objectives of Electronics Watch have been included in a recent big Council spend on IT equipment.

Similarly, the Group has interested the Council in the purchase of Fairtrade cotton workwear. One idea being investigated by the Procurement Department is to purchase Fairtrade cotton polo shirts for nursery or leisure attendants.

The Corporate Procurement Adviser who attends the Group meetings and a Group member met with Dr Katharina Sarter, a writer of work on Fair Trade in the public sector who has a Post Doctorate Fellowship at Glasgow Caledonian University, to find out more about how public authorities address the challenge of switching to Fair Trade.

A letter was sent by members of the Group writing as concerned individuals to the Cabinet Secretary for Infrastructure, Investment and Cities on Fair Public Procurement. A reply was received which listed some measures the Scottish Government takes to ensure public procurement is fair.

Links with the Community **Schools and Nurseries**

The Group has sub groups for schools and nurseries. These are led by members of the Group, meet regularly and are well attended.

The Schools Group sends information to those schools signed up to receive information – there are 67 practitioners currently on this list (there are 48 schools in East Dunbartonshire). Group members visit schools to give classes and assemblies – including making waffles with pupils. The Group has organised visits to schools from Fairtrade cotton factory workers Pamela L'Intelligent.

The Nurseries Group worked with the Towns groups in Lenzie and Bearsden & Milngavie to produce a Fair Trade Recipe book over 1000 copies of which have been sold through nurseries, at a local leisure centre and locally through a small number of retail outlets. Having promoted joint purchasing of Fairtrade footballs in 2015, staff were invited to the launch of Bala Sport at Hampden Park, which one nursery took up. The local work has inspired the national SFTF rollout of Fair Trade in Nurseries

and the logo for that work was designed through a local logo competition with entries being received from a good number of East Dunbartonshire nurseries.

Churches

The Group encourages churches to engage with Fair Trade. It worked with Cadder Church to organise the event in February 2015 when Basilio Almonte visited. Three members of the Group are members of the Milton of Campsie Parish Church Justice and Peace Group which organises a Fairtrade Breakfast each year in Fairtrade Fortnight, runs a Fair Trade stall at a weekly Fair Trade coffee morning, supplies the local hotel with Traidcraft Fairtrade sugar and operates a Shared Interest account.

One member of the Group visited Torrance Parish Church to speak with the Girls Brigade. Another Group member showcased unusual Fairtrade ingredients at Baljaffray Parish Church's baking event.

Business and Work Places

There are few large places of work in East Dunbartonshire, which is a dormitory area with practically no manufacturing industry, large hospital, college or university. We have tried to engage with local business but employers have other priorities than to answer our approaches about Fair Trade. This is a difficult area for us to make an impact.

Silver Birch Scotland Ltd in Milton of Campsie has been our flagship employer for some time. It sells gardening products. A member of the Group visits regularly to speak with staff. It uses Fairtrade products for catering and meetings, displays promotional material and has a section on Fairtrade on its website with a link to the Fairtrade Foundation's website.

<https://silverbirchscotland.org.uk/news/fair-trade/>

Caurnie Soaperie in Kirkintilloch has been awarded an Ethical Consumer "Best Buy" label and tries to support Fair Trade so a member of the Group visited and met the owner briefly, but it is not the right time for the company at the moment to engage with the Group.

Flemings Buildings in Lenzie are a potential Flagship employer. They use Fairtrade tea and coffee and sustainable timber. The Group has approached the company, but there has been no reply as yet.

Fairtrade Towns

The Group has tried to facilitate the formation of a Fairtrade Town Group in Bishopbriggs. It has corresponded with the Community Council and Fair Trade supporters in Bishopbriggs but this did not lead to a positive response. The Group will continue to try!

Approaches have been made to Kirkintilloch Community Council to raise the idea of Kirkintilloch becoming a Fairtrade Town and the Group continues to try to establish new Fairtrade Towns and Villages in the area.

The Group supported the establishment of the Lenzie and Bearsden and Milngavie Fairtrade Towns and continues to work hand in hand with these active and successful groups. There is a member of each Fairtrade Town Group on the Group and a member of the Bearsden and Milngavie Fairtrade Town Group helps to lead the Fair Trade Schools Group.

The Fairtrade Zone Group assists the Towns Groups, for example with raising the issue of Fairtrade Town signs with the Council and by its work on the Council's updated Fairtrade Resolution, which covers one of the Fairtrade Town Goals. The Schools Sub-group has introduced teachers to Town Groups resulting in schools taking part in Fairtrade Town events and members of Fairtrade Towns taking part in Fair Trade activities in schools. News is shared on the Facebook pages of each Group. The Lenzie Fairtrade Town Group won the Runner Up prize for the Most Creative Fairtrade Breakfast held during Fairtrade Fortnight 2016 and the Fairtrade Foundation, which judged the Award, was impressed with the outreach achieved by the Group.

The events organised by the Fairtrade Town Groups enhance the work of the Zone Group. Together the groups are worth more than the sum of their parts.

Local Politicians

The Group enjoys good contact with the local MP, Stuart McDonald. His mother is a member of the Group. The Group works with Stuart on Fairtrade matters in the UK Parliament and has encouraged him to attend the APPG. He involved the Group in a seminar on fairness in which the Group was able to stress the importance of Fair Trade. Members of the Group also visited John Nicolson, the other MP in the area, for the Show Your Hand Campaign and is building a relationship with him. Before the 2015 election the Group had enjoyed good relationships with MPs Jo Swinson and Greg McClymont. The Group enjoyed excellent support from former MSP Fiona McLeod. The Group updated her on Fairtrade matters and she supported Fair Trade in legislation, especially procurement legislation. She was an active member of the Cross Party Group on Fair Trade. She regularly raised Fair Trade matters in the Scottish Parliament, including the work of the Group. The Group has met with Rona Mackay, the new MSP, and following encouragement from the Group she has become a member of the Cross Party Group on Fair Trade. The Group has also written to Green MSP Ross Greer, but received no reply.

The Group wrote to all councillors to ask for their support for the Fairtrade Resolution.

Other Fair Trade organisations

The Group is a paid-up member of the Scottish Fair Trade Forum. East Dunbartonshire Council also recently renewed their organisational membership. The Group nominated a member to join the Board of the SFTF. Members attended the annual SFTF Supporters' Conferences. The SFTF's Volunteer Schools Advisor is a member of the Group.

A member of the Schools Sub Group is on the Board of the West of Scotland Development Education Centre.

A member of the Group is the Scottish Representative on the Fairtrade Foundation's Campaigner Committee. The Group has assisted the Fairtrade Foundation by responding in detail to a request in June 2016 from Campaign Volunteer, Rita Mendez Gil, to give some information on the Group's relationship with Flagship Employer, Silver Birch Scotland Ltd.

Other organisations

Kirkintilloch Men's Shed liked the Group Facebook page so two Group members visited to see if they would like to expand their Fair Trade activity. The Trustees voted to trial using Fairtrade products. The Youth Council has traditionally sent a representative to meetings and some Youth Council members have helped with Group events. The link with the Youth Council is still live, although at the time of writing the Group is awaiting news of a new representative. East Dunbartonshire Voluntary Action has been approached to see if it would like to become a Fairtrade organisation. Annual Arts Festivals held in Milton of Campsie in May and October serve Fairtrade refreshments. Although we have tried to respond to previous feedback about greater involvement with community groups, not everything goes to plan - the local Green Party invited the Group to speak at its AGM and a member of the Group prepared a presentation. However, the event did not go ahead.

Communications

The Group has improved and modernised the way it communicates. It now has a Communications Plan – see attached – which was written with the help of the East Dunbartonshire Council Corporate Communications team, who are also assisting with keeping it up to date.

A new development has been the establishment of a Facebook page for the Group. <https://www.facebook.com/eastdunbartonshirefairtrade/> A student at Glasgow University volunteered to help with this Facebook page and has ensured postings have been frequent and interesting. A fellow Glasgow University student designed a logo for the Facebook page. Posts are shared from the Fairtrade Foundation, the SFTF and other Fair Trade organisations. Posts are also shared with the Council, the SFTF and the Lenzie and Bearsden and Milngavie Fairtrade Towns Groups' Facebook pages. This form of communication has reached people and groups we wouldn't have reached otherwise. The milestone of 100 likes has been reached and the post about the new Fair Trade Resolution reached over 500 people. The link with Kirkintilloch Men's Sheds grew from their "like" of the page.

The Group has traditionally had a good relationship with local newspapers which have been receptive to publishing reports about Fair Trade activity in the area. The Group has however noticed a difference in the way the local newspapers operate and report, due to the changing way the public

prefers to access news. The previous Editor who was a long-time supporter of the Group has retired. There are fewer reporters now and they are not based locally. Nonetheless the Group has succeeded in interesting the papers to print reports on its activities including its Fairtrade Zone status, the updated Fairtrade Resolution, promoting Fairtrade Fortnight and Fashion Revolution Day, visits from Basilio Almonte and Pamela L'Intelligent, the Commonwealth Day event, the Fairtrade Nurseries third anniversary celebration and logo competition, activity in schools including Millersneuk Primary School selling more than a tonne of Kilombero rice and a letter to the Letters Page about Fairtrade cotton schoolwear. The local papers printed the Group's appeal for new members. The Facebook page of the Kirkintilloch Herald has also posted about the Group's work, including the Council's updated Fair Trade Resolution. Newspaper cuttings are available on request.

The Council promotes the work of the Group in its news section on its website and at:
<https://www.eastdunbarton.gov.uk/fair-trade>

A member of the Group was interviewed as part of BBC Radio Scotland's Business Scotland programme aired at the start of Fairtrade Fortnight 2016. The programme also featured Brad Hill from the Co-op and Barbara Crowther from Fairtrade Foundation.

Taking Goal 1 forward: Required

The local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products (for example, in meetings and in its offices and canteens)

A few questions to start the group thinking! How will the steering group build on the relationship with the Council, developing action and support on the commitments made in the original resolution? Are there new ways the Council can use its buying power to benefit producers and workers in developing countries (for example, use of more Fairtrade products by council staff e.g. cotton uniforms or use in other places e.g. school canteens or libraries)? Are there different ways your council can support the work of the steering group and help increase awareness and understanding across the community?

Overall aim or aims (what do we want to achieve in the next two years?):

- Continue the very good working relationship with East Dunbartonshire Council
- Increase the volume and variety of Fair Trade goods procured by the Council and its Arms' Length External Organisations e.g. leisure centres

Planned activities (what are we going to do to get there?):

- Embed the Council's newly adopted Fair Trade Resolution within the Council
- Continue Council Officers' participation at Steering Group meetings and keep officers and elected members up to date by sending them minutes of meetings and other updates as appropriate
- Work with Council Departments such as Education, Procurement, Communications, Sustainable Development and Community Services
- Work with the Council catering teams to ensure Fairtrade items are served in council meetings and in school canteens
- Assist the Council to introduce Fairtrade cotton workwear
- Assist the Council to affiliate to Electronics Watch
- Monitor Council procurement of fairly traded goods

Measuring success (how will we measure progress?):

- Use information from the Council's new i-proc electronic procurement system to monitor Fair Trade procurement
- Monitor the attendance of Council Officers at meetings and the extent of their contribution

Taking Goal 2 forward: Recommended

A range of Fairtrade products are readily available in the area's shops and served in local cafés/catering establishments.

A few questions to start the group thinking: How does the campaign aim to increase the range and availability of Fairtrade locally and encourage businesses to make more of a commitment? Are there specific companies we want to influence and how will we make it easy for anyone to choose Fairtrade every time they shop or enjoy a coffee in town?

Overall aim or aims (what do we want to achieve in the next two years?):

- Increase the range of Fair Trade products sold in shops and catering outlets;
- Increase the number of shops and catering outlets which support Fair Trade;
- Increase the number of businesses selling and using Fair Trade products;
- Increase the use of Fair Trade products by businesses, for example providing coffee or tea to clients;
- Raise awareness in businesses of the ethos of Fair Trade including the Fair Trade premium and the effect on local communities in developing countries

Planned activities (what are we going to do to get there?):

- Contact the local Chambers of Commerce;
- Contact the local Rotary Clubs, and similar groups, to offer to speak at meetings;
- Create a Directory of shops and catering outlets which supply Fair Trade goods, to promote Fair Trade and encourage shoppers to shop there because they are showing commitment to Fair Trade;
- Create a timetable for updating the audit of local businesses and catering outlets to encourage them to use and sell Fair Trade products;
- Contribute to the continued availability of speciality fair trade produce
- Engage with local outlets to alert policy makers to the group's concerns about their policies on stocking Fairtrade items and to encourage them to stock more

Measuring success (how will we measure progress?):

- Seeing a greater range of Fair Trade goods more widely available.
- More businesses qualifying for a Fair Trade window sticker.
- Invitations to speak at business events
- Ask shops for their Fairtrade statistics.

Taking Goal 3 forward: Recommended

Local work places and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer

A few questions to get the group thinking! How will the campaign reach new work places and community organisations, encouraging them to make their own commitment to Fairtrade and get involved with the local campaign? Are there partners that could help the steering group reach and inspire new audiences or events and activities that could encourage more organisations to get involved, or take their involvement to the next level?

Overall aim or aims (what do we want to achieve in the next two years?):

- To maintain and improve the high standard of teaching and learning about Fair Trade in East Dunbartonshire Schools.
- To embed the engagement of East Dunbartonshire Nurseries in Fair Trade activity.
- To increase the use of Fairtrade goods in schools and nurseries, for example in catering and sports and to add to the number of schools/nurseries offering Fairtrade cotton schoolwear.
- To enhance our understanding of local churches' engagement with Fair Trade and encourage increased activity and promotion of this.
- To increase support for Fair Trade amongst Young people.
- To enhance our engagement with local employers and other organisations and demonstrate this through the addition of one further Flagship Employer.

Planned activities (what are we going to do to get there?):

- **Schools/Nurseries** – support schools and nurseries by offering advice and assistance. Hold regular meetings of the East Dunbartonshire Fair Trade Schools & Nurseries Groups to inform staff of new developments, signpost to learning resources and to highlight interesting practice. Keep in touch with teachers & Early Years practitioners signed up to a mailing list. Visit schools to speak with staff, parents and pupils. Work with the Council's Lead Catering Manager to maintain and increase the volume of Fairtrade goods served in school canteens. Work with schools to encourage the switch to Fairtrade cotton schoolwear especially with the merging schools which need a new school uniform. Highlight the availability of Fairtrade sports balls. Encourage joint working with the Fairtrade Towns Groups, West of Scotland Development Education Centre and the Scottish Fair Trade Forum.
- **Churches** – audit the level of engagement and activity across churches within the zone area in order to develop an action plan for years 3 and 4
- **Young People** – promote the new Fair Trade Badge for Guides with a view to good take up of this award, work with SFTF on the new Scottish Guide Badge for Fairtrade, understand the new badge, and gather details of local Guide groups. Follow up with promotion plan. Work with the Youth Council, inviting a representative to join the Group.
- **Organisations** - engage with like-minded adult associations (Sorooptimists, Rotary, Inner Wheel, Men's Shed, etc.) and with the local college with a view to speaking at their events and generating ongoing collaboration. Insert some wording in the 2017 update of the East Dunbartonshire Council Community Grant Guidance (to promote fair trade and sustainable development practices with local community groups) and include an article in the upcoming community grants newsletter which is sent to all recent grant recipients and which will be posted on the Council website <https://www.eastdunbarton.gov.uk/community-grants-scheme>
- **Workplaces:** regular communications with Silver Birch as a Flagship Employer; identify possible second Flagship employer and progress. Make contact with relevant people re East Dunbartonshire Business Awards and discuss collaboration.
- **General:** maintain good links with Fairtrade Town groups and continue to pursue opportunities to form new groups in Bishopbriggs, Kirkintilloch and local villages.

Measuring success (how will we measure progress?):

- **Schools/Nurseries** – Use the Council's i-proc system to measure the sale of Fairtrade goods in school canteens. Record the number of schools offering Fairtrade cotton schoolwear. Record the number of attendees at the Fair Trade Schools & Nurseries Group meetings and the number of recipients to emails. Monitor the progression of schools and nurseries through the Fairtrade Schools Award.
- **Churches** – better information, action plan for year 3/4
- **Young People's** – number of units/girls engaged and working towards the Fair Trade Badge. Representative from the Youth Council joins the Group.
- **Organisations** – number of speaking engagements and follow up activity
- **Workplaces:** the number of Flagship Employers in place for next Fair Trade Zone renewal. Business Awards criteria have been influenced.

Taking Goal 4 forward: Recommended

Events and media coverage raise awareness and understanding of Fairtrade across the community.

A few questions to get the group thinking! What events do you want to organise over the coming two years? Are there any established community events that you want to make Fairtrade a part of? How will the campaign 'make a noise' through the local press, local newsletters and perhaps social media? How will your campaign spread the word over the coming two years?

Overall aim or aims (what do we want to achieve in the next two years?):

By using our communications plan to repeat agreed key messages over the next two years, we aim to drive home awareness of Fair Trade, encouraging more people to think about it in the supply chain and make Fair Trade decisions, where possible.

Planned activities (what are we going to do to get there):

1. Put into action the Group's communications plan (attached)
2. Drive home the plan's five key messages
3. Highlight Fair Trade in the local media and on social media
4. Hold Fair Trade events, supported by the Council
5. Celebrate the Group's achievements and those of other organisation, such as Fairtrade Towns or Schools via press releases

Measuring success (how will we measure progress):

We will measure progress by the amount of press coverage we receive and the number of people this reaches. Press cuttings are collated as evidence.

Monitor social media reach – number of likes and people reached

We will record events and attendance, and consider how we might improve numbers supporting such activities in future

Taking Goal 5 forward: Required

A local Fairtrade steering group representing a range of local organisations and sectors meets regularly to ensure the Fairtrade Town continues to develop and gain support

Please give details of the current Steering Group (include a full list of present members with roles and any organisations they may represent):

The Steering Group meets at about six week intervals on Council premises. It keeps minutes of meetings which are circulated to members, local politicians and interested parties. All members share the responsibilities of Chairperson as Co-Convenors.

- Angela Oakley – Interim Chairperson until November 2016. Co-ordinator of Schools Group
- Sue Milne – Secretary. Bearsden and Milngavie Fairtrade Town Group
- Kirsty Anderson – East Dunbartonshire Council Representative
- Fred Dapaah – Corporate Procurement Advisor, East Dunbartonshire Council
- Anne Miller – Facilities Management Lead, East Dunbartonshire Council
- Jean McDonald - Milton of Campsie Justice & Peace Group/link with flagship Fairtrade Employer
- Lindesay Burton – (until Nov 2016) Milton of Campsie Justice & Peace Group, Glasgow Quakers.
- Joan Miller – Milngavie
- Liz Ibbotson – Lenzie Fairtrade Town Group
- Tracy Mitchell – Co-ordinator of Nurseries Group. Lenzie Fairtrade Town Group. SFTF. NCC Rep.
- Youth Council Member – currently waiting to hear about a new representative

There are two sub-groups:

- The East Dunbartonshire Fair Trade Schools Group is co-ordinated by Angela Oakley and served by retired teachers Joyce Shannon and Ruth Gettinby. It meets twice a year on Council premises and is well attended by teachers. Minutes of meetings are circulated to teachers, schools, Council Education Officers and interested parties.
- The East Dunbartonshire Fairtrade Nursery Group is co-ordinated by Tracy Mitchell and meets regularly on Council premises. It is well attended by Early Years' Practitioners. Minutes are circulated to Early Years Practitioners, nurseries, Council Education Officers and interested parties.

Individuals who assist the Group:

There are other individuals who assist the Group with its work, but who do not attend meetings. They receive minutes of meetings.

Hazel Oakley – Facebook page

Sue Cobb – former member of the Group and advisor on Fair Trade in Bishopbriggs

Mark Kiehlman – former member and organiser of Cycle Festival

Irene Henery – Lenzie Fairtrade Town Group and advisor on Equality and Human Rights

Sylvia Gray, former Secretary and Council Officer on the Group

Local MPs, MSPs and Councillors

<p>A few questions to get the group thinking! Does our group represent different sectors across the community? How could we recruit new members? Could we join forces or work with other Fairtrade Town Steering Groups close by? How can we work more closely with active schools, colleges, workplaces or businesses?</p>
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<p>Overall aim or aims (what do we want to achieve in the next two years?):</p>
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<p>Maintain a strong group to further Fair Trade in East Dunbartonshire.</p>
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<p>Planned activities (what are we going to do to get us there?):</p>
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- Support current Group members, such as by holding meetings in accessible locations at times they can attend and by providing resources and inspiration to encourage them to take action
- Share responsibilities as Co-Convenors
- Encourage new members to join the Group from geographical areas not represented, such as from the towns of Bishopbriggs and Kirkintilloch and from some of the villages
- Attempt to recruit new members from sections of the community that are currently under represented, such as from local business and community groups. Use the Group's and the Council's networks to find members for specific Group tasks
- Continue to benefit from the assistance given by Council Officers and Departments
- Continue to work with the Bearsden and Milngavie and Lenzie Fairtrade Town Groups and the Scottish Fair Trade Forum
- Benefit from the support of our MPs and foster a growing relationship with our new MSP
Keep in touch with the Scottish MEPs and work with them as appropriate.

Measuring success (how will we measure progress?):

Regularly review the Group's capability.

And finally... Beyond the Five Goals!

Fairtrade Towns have come a long way since the core five goals were developed in 2001 and Steering Groups since then have come up with some amazing and inspired ways to take their campaign forward. If your group has a dream, an idea or activity that falls outside the core five goals but that you think will make a difference, make it part of your plan!

Overall aim or aims (what do we want to achieve in the future?):

East Dunbartonshire has held Fairtrade Zone status continuously since 2007 and has pioneered Fair Trade projects such as the Fairtrade cotton schoolwear campaign, the Fair Trade in Nurseries project and in fair public procurement. An additional aim of the Group is to use its experience and expertise to share interesting practice and assist other regions to tackle Fair Trade challenges. The Group aims to continue to work with the Scottish Fair Trade Forum to achieve this and would like to engage more with the Fairtrade Foundation to further this aim.

	Group member	Group member	Local authority
Signed			
Name	Angela Oakley	Sue Milne	Kirsty Anderson
Position/organisation	Co-Covenor	Secretary	Policy Adviser Community Planning & Partnerships East Dunbartonshire Council
Phone number			
Date			

If this document is submitted in electronic format it can be deemed to be signed by the names given above