

BARRY TOWN COUNCIL

**MINUTES OF A FAIRTRADE ADVISORY COMMITTEE MEETING HELD ON
MONDAY 11 JANUARY 2021 AT 6PM**

PRESENT: Councillor Johnson (chairperson) together with Councillors S Hodges Lloyd-Selby, Hawkins along with M Mitchell (Vale Plus) and A Burmeister (Fairtrade Wales)

ALSO PRESENT: Mark Sims – Deputy Chief Officer
Hannah Linton – Trainee Administrator
Councillor N Hodges – Observer
Councillor D Clarke – Observer

103. APOLOGIES FOR ABSENCE

Apologies were received from Councillor Richardson.

104. DECLARATIONS OF INTEREST

None were received.

105. WELLBEING OF FUTURE GENERATIONS (WALES) ACT 2015

RESOLVED: That the Well-being of Future Generations (Wales) Act 2015 be received and noted.

**106. TO APPROVE THE MINUTES OF THE FAIRTRADE ADVISORY
COMMITTEE'S MEETING HELD ON 30 JANUARY 2020**

The Chair ran through the minutes of the Committee's previous meeting as it was held last year on 30 January 2020. The Chair gave his thanks to everyone involved with the events that were able to go ahead prior to the lockdown/COVID-19 restrictions. The Chair also stated that later events had to be cancelled due to the current situation.

The Deputy Chief Officer advised that the Fairtrade footballs had been bought and delivered to the office.

Councillor Lloyd-Selby noted that she gave her apologies to the last meeting, which was not included on the minutes.

RESOLVED:

- 1. That the apology from Councillor Lloyd-Selby be added to the minutes.**

- 2. That the minutes held on 30 January 2020 be approved and signed as a correct record once the amendment above is made.**

107.

FAIRTRADE RENEWAL REPORT

The Chair advised members that the Fairtrade Renewal has been extended 6 months to September 2021.

108.

TO RECEIVE AN UPDATE FROM FAIRTRADE WALES

Alieen Burmeister discussed with the committee Fairtrade Fortnight 2020 went really well, and for 2021 will be online based with National activities such as the Fairtrade Foundation festival. Alieen also noted that organisations and people producing events across Wales can notify them to promote on their website.

Alieen also stated that the school packs are being translated into welsh ready for distribution, and there will also be a Climate Change seminar.

109.

FAIRTRADE FORTNIGHT – 22 FEBRUARY TO 7 MARCH 2021

Alieen noted that Fairtrade Fortnight will be holding virtual Coffee Mornings, people can join the events for free or pay to have a ticket that includes samples of Fairtrade coffee from Jennifer who will also be creating a video for these events. Along with this, Sarah Wilcox will be creating a teaching video for baking with Fairtrade products.

The Chair asked if there would be a central Fairtrade events lists where local communities can see what events will be happening / available in their areas.

Alieen noted that the website will be updated for people to see the events happening across the Wales. She also stated that they will be happy to share various events and also pair up with organisations.

Alieen reported that the new strategy for the Fairtrade movement will be for the timescale of 2021 – 2025 for a long term effect. The Chair asked for the circulation of core plans be available to the committee.

The Chair explained his meeting to the committee with Dawn from Llantwit Major Council and Cathy from Dinas Powys Council regarding competitions for the children that can engage with schools during these difficult times. It was discussed that contacting the schools to consider ways to engage with them would be the best aim and to make sure the focus is on this year's topic of Climate Change.

Councillor S Hodges suggested producing a Zoom quiz with Councillor N Hodges creating Fairtrade questions.

A discussion was had over the potential of this quiz, the Chair asked if they would open up the quiz or keep it to a local quiz, bring Fairtrade products/goods to the digital party and what date would the event happen during the Fairtrade Fortnight. Councillor S Hodges emphasised that the Committee could be flexible with dates for now and come to a

definite decision closer to the time. Councillor S Hodges also noted that the event should be kept fun and flexible.

Councillor Lloyd-Selby agreed that this would be a great event and could promote the quiz on the website and social media with contact details to provide answer for the questions. Councillor Lloyd-Selby also suggested a prize for best costumes at the event.

Councillor Hawkins agreed with the Councillors over the Zoom quiz and also suggested providing Fairtrade event or lessons which could reach another audience in the community and promote the Zoom event. Councillor Hawkins also noted that Asda's Community Champion would like to work with the Council and Community and suggested contacting for information.

The Chair concurred that contacting Asda's Community Champion would be a great idea, would also be ideal to have lists of products they sell of Fairtrade, similar to the event during last year's Fairtrade Fortnight with Morrisons. These ideas and event could help going forward in future planning around Fairtrade Fortnight. He also suggested contacting Bro Radio to create content around Fairtrade Fortnight. The Chair also deliberated if local churches would be able to provide information during their services.

Councillor Lloyd-Selby noted that the church services have been conducted online and are not meeting physically, and with this new digital approach are able to reach a wider audience. The Councillor agreed to encourage them to include the Fairtrade topic within services. Councillor Lloyd-Selby also stated that the Foodbank have promoted Fairtrade in the past and can also promote Fairtrade and advertise they are happy to accept Fairtrade goods for the Foodbank.

Alieen Burmeister reported that Shropshire Council have asked for welsh prays for services and are having a service based on Fairtrade. Alieen also noted that a few groups are working with schools to produce events and competitions that would be able to go ahead in schools or at home.

Councillor Lloyd-Selby explained that it would be a big ask for the churches during this time, but resources such as videos would be helpful to raise awareness among the community.

Alieen Burmeister verified that they have videos for all ages and of different lengths. She explained that one was of a family in the Gola rainforest and the changes they've made to help with Climate Change and Fairtrade. Alieen also stated they can promote and share the video from Jennifer that they will be showing at the Coffee Morning events.

Councillor Shirley agreed with contacting Bro Radio and suggested recordings on Fairtrade from Councillors and organisations would be a good idea.

Councillor Hawkins addressed Alieen Burmeister regarding the review happening this calendar year and asked if there were anything that could be done to help.

Alieen Burmeister noted that the only areas that the committee is struggling with is Businesses and Retailers, but understands the current situation and that it may not be feasible for them to help with promoting Fairtrade. She suggested contacting them to see if they can help or if it would be much of a commitment during this time.

The Chair acknowledged that this would be trickier with businesses during this time and noted the Committees prior engagements with businesses.

Councillor Lloyd-Selby suggested using social media to ask traders what they are doing to help promote Fairtrade.

The Chair pointed out this topic should be added to the agenda for the Shop Local Committee for discussion. The Chair also suggested an art project competition with schools to be judged by Madam Mayor and potentially Reverend Challis.

RESOLVED:

1. That Councillor N Hodges would create questions for a Fairtrade Fortnight quiz.
2. That Councillor Lloyd-Selby would communicate with the churches and Foodbank in regards to promoting Fairtrade and Climate Change.
3. That Councillor Hawkins would keep in contact with Vale Plus on events they are putting on and contact GVS to help promote the event.
4. That the Chair would contact Bro Radio to organise Fairtrade Fortnight content.

110.

DATE OF NEXT MEETING

RESOLVED that the date of the next meeting of the Fairtrade Advisory Committee will be agreed at the Annual Meeting scheduled to be held on Tuesday 18 May 2021.

Signed (Chairperson) Dated