

**RENFREWSHIRE FAIRTRADE STEERING GROUP  
WEDNESDAY 20 FEBRUARY 2008  
MINUTES OF MEETING**

**Present:**

Cllr Derek Mackay (chair)  
Cllr Davie Arthur  
Paul Mullan, Scottish Parliament  
Amanda Moulson, RC Planning and Transport  
Richard Gibson, RC Planning and Transport (part)  
Nicola Irvine, RC Chief Exec's  
Pauline Moss, RC Chief Exec's (minutes)  
Mary Baillie, RC Chief Exec's  
Joanne Macdonald, RC Chief Exec's  
Louise Pirie, Trinity High School  
Caroline McKinney, Trinity High School  
David Elder, RC Environmental Services  
Liz Cotton, Rainbow Turtle  
Celia Mackie, Bishopton Steering Group  
John Littler, Bishopton Steering Group  
Graeme Clark, PACT  
Bobby Findlater, University of West of Scotland  
Niall Gordon, University of West of Scotland  
Tommy Reilly, Reid Kerr College  
Cllr Brian Lawson  
Cllr Iain McMillan  
Laura Gibson, RC Education  
Dave Mellor, Lochwinnoch International Aid  
Mary Alice Mansell, Lochwinnoch International Aid  
Alison Clark, MEPC

**Apologies:**

Cllr Bill Perrie  
Cllr Neil Bibby  
Anne Strang, RC Education  
Jack Nellaney, RC Education  
Derek Provan, BAA Glasgow Airport  
Cllr Allan Noon  
Cllr Iain Langlands  
Cllr Anne Hall  
Cllr Sam Mullin  
Iain McKie, RC Finance  
Alison Patrick, Rainbow Turtle  
Duncan MacIntosh, Unison  
Maureen Leitch, Paisley and Greenock Presbytery  
Maureen Brough, Paisley Fairtrade Partnership  
Marianne McGuire, RC Education

## 2. Matters Arising

The minutes from the previous meeting were formally accepted by Graeme and seconded by Bobby.

Most of the matters arising were dealt with in the rest of the agenda. The Vision Statement is to be discussed at the next meeting in April.

***Action – Pauline and John to continue work on the Vision Statement for April's meeting***

## 3. Publicity and marketing

### a. Internet pages

Nicola has added content to the Council's website ([www.renfrewshire.gov.uk/fairtrade](http://www.renfrewshire.gov.uk/fairtrade)), including details of upcoming events. She asked that the group have a look at the website and pass on any suggestions for addition pages that should be included. Nicola drew attention to the 'events' section in the Fairtrade content and asked that if anyone has any events coming up that they wish publicised that they let us know as soon as possible.

Dave pointed out that not everyone accesses the Council's website often, and that we could make links/information available to the community websites for the villages which are well used as an information source.

***Action – Nicola to look into utilising local community/villages websites***

### b. New Consumer Guide

Pauline circulated the New Consumer Fairtrade Guides which had been delivered shortly after the previous meeting. The distribution of the guides has begun with the outlying areas and villages targeted. The central areas will be visited shortly. Thanks to the organisations who have already taken batches of guides for distribution. So far the response to the guides has been very positive. More guides will be circulated during the Fairtrade roadshow. The steering group members were asked if they were willing to take away guides for distribution in their area and if they had any suggestions for distribution. Suggestions included: 200 copies for Lochwinnoch Primary School, Airport and Braehead (will be visited during roadshow) and during Councillor's surgeries.

***Action – Pauline to continue coordinating distribution of guides. Pauline to deliver 200 copies to Mary Alice/Dave for Lochwinnoch Primary School and to provide copies for Councillor surgeries.***

### c. Promotion to local businesses

Cllr Mackay provided an update on behalf of Richard. The response rate has been fairly low as expected but the responses have been interesting. Most respondents knew about Fairtrade, less than half used Fairtrade products and two thirds were interested in receiving further information about Fairtrade.

The next step is to coordinate how we provide them with further information whilst ensuring that the Council remains within its legal parameters. Liz suggested that Rainbow Turtle could provide training sessions for local businesses if they required

more information about Fairtrade, particularly to handle point of sale queries. Cllr Mackay asked that all 750 businesses that have been written to are now sent out a copy of the New Consumer Guide. John suggested that if businesses are looking for advice about suppliers, if the Council cannot recommend suppliers that businesses are given the details of both the Bishopton and Paisley Fairtrade Partnership websites both of which list suppliers.

**Action – Richard to coordinate the mailing of guides to the 750 businesses already written to.**

d. E-newsletters

Pauline thanked UWS and Reid Kerr for including Fairtrade content in their e-newsletters and asked the group to consider publicising Fairtrade through any e-newsletters they had access to. Amanda suggested included information in Paisley Vision Board's 'Source' magazine; the next edition is due in May. Alison offered to circulate information through her email contact lists.

**Action – Pauline to collate a list of publications to target with Fairtrade articles and draft a generic piece which can be tailored for each**

#### **4. Fairtrade Fortnight**

There was some discussion about Fairtrade events in general, prior to the agenda items. Amanda suggested building stronger links between Fairtrade and the Farmers market by possibly having an extra stall dedicated to Fairtrade information (similar to the Fairtrade roadshow stand).

Amanda also discussed the possibility of producing Fairtrade posters for poster sites – Mary will liaise with Amanda on the specifics of this.

Cllr Mackay asked Amanda when the Fairtrade banners were going up again in Paisley Town Centre – Amanda confirmed that repairs were currently taking place but that the banners should be up towards the end of next week.

Dave asked if there was a banner that could be used by local communities to promote Fairtrade. Cllr Mackay confirmed that at present we do not have this but asked Mary to liaise with the graphics designers to see if this could be done quickly.

Cllr Mackay asked if an 'all-user email' could be sent out publicising the events over Fairtrade Fortnight.

**Action – Amanda to consider arranging an extra stall for future Farmer's markets**

**Mary to liaise with Amanda regarding publicity posters**

**Amanda to ensure banners are hung next week**

**Mary to liaise with graphics team for the production of a publicity banner**

**Mary to arrange for an 'all-user' email to be sent out publicising events over the fortnight**

**Pauline will circulate this to the group in case anyone wants to use this within their organisation**

a. Roadshow

Nicola circulated the updated timetable and asked for volunteers to cover the remaining sessions. It was agreed that following the meeting the timetable would be circulated

electronically. Cllr Mackay asked that badges be made up to wear on the day, identifying the volunteers.

It was agreed that an 'instructions' brief would be emailed prior to each session and enclosed with the boxes for the stand, that would give the full details of each session, the location, timings, contact details for the volunteers etc.

Dave also asked if an information leaflet could be prepared for use on the day with an overview of what is happening regarding Fairtrade across Renfrewshire and with FAQs etc.

It was emphasised that if anyone shows a particular interest in Fairtrade, we should take a note of their contact details and Pauline will make contact with them.

***Action – Nicola to arrange for badges to be made up for wearing on the day***

***Nicola to produce instructions brief***

***Pauline to prepare information brief***

***Nicola to circulate final information to the group via email***

b. Hamper Competition

Nicola circulated a copy of 'Teamtalk', explained that the hamper competition was running and suggested that other organisations may wish to have a similar promotion to raise the profile of Fairtrade Fortnight.

c. Kenyan Tea Farmer

Liz explained that Julius Ethang'Atha, a Kenyan Tea Farmer, was visiting Paisley Town Hall on the 1<sup>st</sup> of March at 11am to discuss his experiences of Fairtrade. Cllr Mackay asked Mary to organise an 'all-user' email on this.

Bobby suggested we publicise this during the roadshow.

***Action – Mary to arrange for 'all-user' email to be sent out publicising Kenyan Tea Farmer visit***

d. Events calendar

Mary asked the group to continue to feedback what events they are planning to Pauline who will then pass this information onto her and Joanne.

Cllr McMillan suggested that we target the fetes and gala days across Renfrewshire in the summer. David pointed out that Environmental Services have staff working at these events that we might be able to utilise for assistance. John suggested that we could give out samples at these events. Liz suggested we got balloons printed up. Cllr Mackay agreed that we needed to look at have a corporate theme for promotional items.

Graeme noted that Paisley's Sherwood Greenlaw Church was hold a Fairtrade Africa event on Sunday the 9<sup>th</sup> of March, it was agreed that this would be added to the list of events.

***Action – Pauline and Nicola to look into logistics of Fairtrade stall at village fetes***

***Nicola to include Sherwood's event on the list of events***

e. Head teachers meetings

The visits to the head teachers meetings are now complete. Thanks to Liz for all her support in attending all three sessions. Thanks also to Caroline and Louise whose input at the secondary heads meeting was very well received. In all, the meetings went well and the Fairtrade information was appreciated and generated some discussion. At the pre-5s meeting it was asked if a representative could attend the steering group – this will be arranged for the next meeting.

The challenge now is to ensure momentum is sustained, regular updates will be given to the teachers and education will be focused on at the June meeting of the steering group. Pauline agreed to send out an email to the schools, thanking them for their interest and asking if they have any events planned over Fairtrade Fortnight. Laura sends out a regular email to all the head teachers and offered to include Fairtrade updates.

***Action – Pauline to email head teachers to ask them for examples of activities within their schools***  
***Pauline to provide Laura with an update to send out with her newsletter***

## **6. AOCB**

Paisley Diocese

Celia circulated a copy of the letter and questionnaire that she has sent to every church in the Paisley Diocese. The Bishop has emailed the churches encouraging them to respond. Already the response has been positive and Celia has also made links with the priest with responsibility for Justice and Peace.

Cllr Mackay and Graeme discussed the possibility of an audit across all churches; Cllr Mackay offered the Council's administrative support in coordinating this. This is to be discussed further.

***Action – Pauline to set up meeting with Graeme to discuss audit of churches further***

Fairtrade villages

Dave asked if the group was aware of other villages going for Fairtrade status. It was suggested that we write out to Community Councils. In addition, interested villages could network with their neighbouring villages.

It was again suggested that we make use of local community websites and publications. It was also suggested that we ask if Fairtrade can be discussed at a future meeting of the Community Council's forum.

***Action – Pauline to contact Robert Ferguson to discuss working with Community Councils***

## **7. Date of Next Meeting**

The next meeting will be held on Thursday 24<sup>th</sup> April 2008, at 11am in the Council Chambers.

Dates for future meetings – 12/6/08 and 28/8/08 all at 11am in the Council Chambers.