

**RENFREWSHIRE FAIRTRADE STEERING GROUP**  
**THURSDAY 24 APRIL 2008**  
**MINUTES OF MEETING**

**Present:**

Cllr Derek Mackay (chair)  
Amanda Moulson, RC Planning  
Nicola Irvine, RC Chief Exec's  
Pauline Moss, RC Chief Exec's (minutes)  
Joanne Macdonald, RC Chief Exec's  
David Elder, RC Environmental Services  
Liz Cotton, Rainbow Turtle  
Celia Mackie, Paisley Diocese  
Cllr Brian Lawson  
Mary Alice Mansell, Lochwinnoch  
International Aid

Alison Clark, MEPC  
Anne Strang, RC Education  
Jack Nellaney, RC Education  
Maureen Brough, PFTP  
Marianne McGuire, RC Education  
Cllr Iain Langlands  
Sue Cobb, East Dunbartonshire  
Vicky Meechan, Kidz@College, Reid Kerr  
Alison Duff, RC Finance

**Apologies:**

Cllr Iain McMillan  
Laura Gibson, RC Education  
John Littler, Bishopton Steering Group  
Graeme Clark, PACT  
Bobby Findlater, UWS  
Niall Gordon, UWS  
Tommy Reilly, Reid Kerr

Louise Pirie, Trinity High School  
Caroline McKinney, Trinity High School  
Mary Baillie, RC Chief Exec's  
Paul Mullan, Scottish Parliament  
Richard Gibson, RC Planning  
Derek Provan, BAA Glasgow Airport  
Iain McKie, RC Finance

**2. Matters Arising**

Most of the matters arising were dealt with in the rest of the agenda.

**Action – Pauline and John to continue work on the Vision Statement for next meeting**

Pauline and Nicola have met with Graeme Clark, Richard Gibson and Robert Ferguson about the audit of churches, and getting information out to businesses and community councils. They have decided to investigate producing a Fairtrade information pack which will be sent out to each of these groups, tailoring the content for suit. They also hope to include a basic questionnaire for the churches to complete.

**Action – Pauline and Nicola to progress work on Fairtrade Packs and feedback to next meeting**

**3. Publicity and marketing**

**Marketing** - Cllr Mackay gave an update on the marketing on behalf of Mary who had sent her apologies. Amanda got the banners hung in Paisley Town Centre in time for Fairtrade Fortnight. Amanda and Mary have liaised regarding bus shelter advertising and are trying to schedule this in amongst the other advertising campaigns looking to utilise these spaces. The graphics designers produced two excellent 'pop up' banners which were well used during Fairtrade Fortnight and two outdoor banners. These are all available for any organisation to use on a first come first served basis.

**Press** - Cllr Mackay thanked Joanne for her efforts in promoting events during Fairtrade Fortnight - over the three main newspapers there were 18 articles relating to Fairtrade in Renfrewshire. Joanne is planning on producing one main press release to promote World Fairtrade Day. Some members have already contacted us with details of their events, but

Joanne asked that others do so as soon as possible so they can be included. In addition, we will also put out a press release for our summer programme to include gala days etc., again please let us know about your events as soon as possible.

Joanne also offered to put together a 'press contacts' list with details of the main publications in Renfrewshire and who to contact.

**Websites** - Nicola has contacted a number of community websites asking them to include Fairtrade content and link to the Council's Fairtrade pages. She has also regularly been updating these pages.

**New Consumer Guides** - The New Consumer Guides are still being distributed and there are a few thousand left which will be used over the summer period. Richard has arranged his mail-shot out to the 750 businesses on his database with a copy of the New Consumer Guide.

Pauline mentioned that a local business 'Chocolatz' had been in touch after reading an article about our Fairtrade campaign in the Council's magazine. Following some encouragement and assistance, Chocolatz are now stocking ten different types of Fairtrade chocolate bars.

Maureen asked Pauline to send her details of the business and PFTP would be in contact with a certificate.

Amanda sends out 80,000 magazines through Paisley Vision Board across Renfrewshire and offered to include an advert and backup text in their June edition.

### **Actions**

***All group to send Joanne details of World Fairtrade Day and summer events***

***Joanne to put together 'press contacts' for next meeting***

***Pauline to contact Amanda to make arrangements for magazine content***

***Nicola to provide update on her progress with community websites at next meeting***

## **4. Events**

### **a. Fairtrade Fortnight**

Nicola circulated a briefing note reviewing the events during Fairtrade Fortnight and showed photographs of the roadshow and other events. Fairtrade Fortnight in Renfrewshire was very successful. The roadshow visited 9 venues right across Renfrewshire, with 20 group members and councillors volunteering to run the roadshow; the partnership event in Paisley Town Hall with the Kenyan Tea Farmer speaking was very well attended and received good press coverage and a number of schools across Renfrewshire held their own Fairtrade events.

Jack and Anne gave updates of events within their school and both expressed that they were extending their activities beyond 'just the tuck shop'. Jack also pointed out that with increased awareness through the schools and nurseries, in the future Fairtrade activity should be more sustainable as more young people are supportive of Fairtrade and as they grow older they can maintain a pressure on business to respond to their expectations in terms of Fairtrade.

Cllr Mackay thanked everyone for their support during Fairtrade Fortnight.

### **b. World Fairtrade Day**

Pauline circulated details of this year's theme – Fairtrade and Ecology. The Council are hoping to have a Fairtrade Coffee event in the Atrium in Renfrewshire House for staff to try Matthew Algie's Fairtrade tea and coffee, in partnership with the new Social Work Café. Group members were reminded to notify Joanne of any plans and to let Pauline know if they wanted to use the pop-up banners etc.

### **c. Five Years of Fairtrade Paisley**

It was agreed to celebrate Five Years of Fairtrade Paisley to mark the achievement of becoming a Fairtrade Town and also to keep momentum for Fairtrade going throughout the summer. AM suggested linking in with the Farmer's Markets or even the possibility of a dedicated marquee in County Square for Fairtrade stalls etc. Maureen confirmed the actual date for celebrating Fairtrade Town status is August 23<sup>rd</sup>. Pauline, Nicola, Amanda, Maureen and Liz agreed to form a mini-group to progress plans for this event.

***Action – Pauline to arrange meeting with the above to discuss the plans for Five Years of Fairtrade Paisley.***

It was also discussed how to include the local schools in events, Jack pointed out that August wasn't a great time for schools as they had just started back after the holidays. A schools event will be considered further for a later date.

### **d. Summer programme**

In terms of the summer programme, whilst it was agreed that it would be good to have a Fairtrade presence at as many gala days and fetes as possible over the summer obviously practical issues such as volunteers to arrange and man the stalls would need to be discussed. Cllr Mackay suggested linking in with the local elected members for volunteers.

## **5. Rainbow Turtle**

Liz gave an overview of the current situation for Rainbow Turtle as per the recent public meeting and press article. Essentially Rainbow Turtle are considering how they can best meet the needs of the people of Renfrewshire whilst at the same time running a successful charity and shop given the current unpredictable nature of their shop let as the Methodist Halls are up for sale. They have been in talks with the Council to discuss how best to maintain a presence in Renfrewshire - due to confidentiality issues we could not discuss further at the meeting. It is hoped that the group will be updated shortly with progress. Marianne stated that she felt it was important for Rainbow Turtle to have a shop-front presence in Paisley as it gave Fairtrade a focus in Renfrewshire. Celia also pointed out that in other areas there are imaginative ways of maintaining a high profile of Fairtrade such as in Carlisle where there is a Fairtrade display case in the local museum.

## **6. East Dunbartonshire**

Cllr Mackay warmly welcomed Sue Cobb from East Dunbartonshire (ED) to the meeting and invited her to discuss their experiences in going for Fairtrade Zone Status for the whole county.

Sue circulated a handout regarding Procurement and then gave an overview of her experiences:

- It took ED 3 years to get Fairtrade Zone Status primarily due to issues with the Flagship employer and also because the Fairtrade Foundation were particularly understaffed at the time.
- In terms of marketing, ED also produced the New Consumer Guides and purchased street banners for display in the town centres.
- ED used gala days and fetes to get the message about Fairtrade out to the community.
- ED schools are very involved in Fairtrade and made presentations to businesses to encourage them to support Fairtrade. They also meet together collectively at different schools to progress Fairtrade within the school environment.

- In addition schools have a Fairtrade Fruit week during Fairtrade fortnight.
- The Council produced Fairtrade certificates and window stickers for all businesses supporting Fairtrade and invited them to their launch event at the Council.
- The ED group try to have seasonal promotions to publicise Fairtrade, such as roses in February, stocking fillers in December etc.
- Sue recommended linking closely with SFTF as their support had been very useful.

Cllr Mackay thanked Sue for her time and asked how they managed to keep the momentum going? Sue explained that they continue to hold regular events and keep publicity levels high. She pointed out that Glasgow City Council are also at the post-application stage and are facing the same issues.

Maureen asked is the steering group became a monitoring group and were there groups for all the County's constituent towns? Sue confirmed that whilst her group hadn't changed their name, they were now mainly involved in monitoring Fairtrade activity across the area and that they were the main group for the area with no smaller groups for each town.

## **7. AOCB**

Pauline and Nicola are preparing the 6-monthly report to Council giving progress on our campaign for the Council meeting in June.

The Singing Children of Africa (from Kenya) will be visiting Renfrewshire in May and we will be supporting them as much as possible and will circulate details of their visit to the group.

***Action – Pauline to email details of SCoA's visit out to the group membership***

## **8. Date of Next Meeting**

The next meeting will be held on Thursday 12th June 2008 at 11am in the Council Chambers.

Date for following meeting - 28/8/08 at 11am in the Council Chambers.