

RENFREWSHIRE FAIRTRADE STEERING GROUP
FRIDAY 25 JANUARY 2008
MINUTES OF MEETING

Present: Cllr Allan Noon (chair)
Cllr Davie Arthur
Cllr Iain Langlands
Cllr Anne Hall
Iain McKie, RC Finance
Richard Gibson, RC Planning and Transport
Nicola Irvine, RC Chief Exec's
Pauline Moss, RC Chief Exec's (minutes)
Mary Baillie, RC Chief Exec's
Marianne McGuire, RC Education
Louise Pirie, Trinity High School
Caroline McKinney, Trinity High School
David Elder, RC Environmental Services
Alison Patrick, Rainbow Turtle
Liz Cotton, Rainbow Turtle
Duncan MacIntosh, Unison
Celia Mackie, Bishopton Steering Group
John Littler, Bishopton Steering Group
Maureen Leitch, Paisley and Greenock Presbytery
Graeme Clark, PACT
Bobby Findlater, University of West of Scotland
Niall Gordon, University of West of Scotland
Maureen Brough, Paisley Fairtrade Partnership
Tommy Reilly, Reid Kerr College
Jim Taylor, Cooperative
Paul Mullan, Scottish Parliament

Apologies: Cllr Derek Mackay
Cllr Brian Lawson
Cllr Bill Perrie
Cllr Iain McMillan
Cllr Neil Bibby
Laura Gibson, RC Education
Anne Strang, RC Education
Jack Nellaney, RC Education
Derek Provan, BAA Glasgow Airport
Wendy Alexander MSP
Annabel Goldie MSP
Jackson Carlaw MSP

2. Vision Statement

John circulated and discussed Bishopton's Vision Statement for Fairtrade. It was agreed that it would be a good thing for Renfrewshire to have a similar Vision Statement. John and Pauline will work on this together, and circulate via email for discussion

Action

John and Pauline will develop a vision statement and circulate to the group via email for discussion

3. Programme for Future Meetings

Pauline circulated a draft programme of themes/issues for future meetings up until June. This was agreed. The programme for further meetings towards the end of the year is still to be developed.

4. Publicity and Marketing

a. Renfrewshire Magazine and Teamtalk

Mary gave an overview of what these two publications were and explained how they would be used to promote Fairtrade to Renfrewshire residents and Renfrewshire Council employees.

b. Press coverage

Mary discussed the best ways to get good press coverage and offered the support of the Council's Communications Unit. She is keen to develop a calendar of fairtrade events that all partners are planning. Mary explained that having a planned programme of what events are coming up will help to avoid bottlenecks and ensure that every event gets the best press coverage as possible.

Mary also circulated information for schools relating to incorporating Fairtrade into the curriculum. Maureen B pointed out that there are some good resources on the 'Ideas' website – www.ideas-forum.org.uk. Rainbow Turtle also have a schools pack. Trinity High School carried out visits to local primary schools to tell them about Fairtrade.

Action

All group to consider what Fairtrade events they have coming up and email Pauline who will collate and pass to Mary.

c. Internet pages

Nicola showed the group the current Fairtrade content on the Community Website (www.renfrewshire.gov.uk) and showed slides of what content she would like to add. Cllr Noon suggested that once the Vision Statement has been completed that it is included on the web pages. Cllr Langlands suggested highlighting what other organisations are doing to promote Fairtrade. Graeme suggested that the more interactive the pages can be the better – particularly when trying to involve young people. He felt perhaps the schools could be involved in developing content to ensure it is relevant to young people. Duncan suggested that there is a 'feedback' facility where the user can enter information about what they or their organisation/group are doing to promote Fairtrade.

It was also suggested that an interactive calendar is developed, where groups can post their events on-line. Mary said she would check to see if a Fairtrade category could be incorporated into the existing events calendar. Mary also felt it would be useful if an only archive of events/news specifically related to Fairtrade could be developed.

Action

Nicola to continue to develop website as discussed, incorporating links to other useful sites.

**Once Vision Statement is completed Nicola will publish to website.
Mary to check existing events calendar to see how it can be tailored for Fairtrade.
Mary also to check about archiving Fairtrade news/events related content.**

d. New Consumer Guide

Pauline showed an electronic version of how the New Consumer Guide to Fairtrade in Renfrewshire would look and explained that 30,000 copies had been ordered so she was looking for volunteers to take bundles/boxes back to their groups/organisations for distribution.

Maureen L offered to distribute some round the Presbytery

Cllr Langlands, John and Celia are leafleting 2,500 houses in Bishopton so offered to deliver the New Consumer Guides at that time.

Celia also offered to take a couple of boxes for the Catholic Churches in the area.

Bobby offered to take some for distribution during the University's enrolment period and also for distribution around the campus.

Niall asked if an electronic version could be sent to UWS for inclusion in their e-newsletter and possibly on their website.

Tommy agreed to check with the college if the guide can be distributed there.

Cllr Langlands suggested we contact the rail network to ask if we can put bundles in Renfrewshire's train stations.

Rainbow Turtle also agreed to take a bundle.

Action

Pauline to arrange delivery of boxes to the people who have agreed to take them.

Pauline to contact other local organisations including the train stations.

Pauline will email Bobby with PDF version of guide.

5. Events

a. Fairtrade Fortnight

Nicola circulated a timetable for a Fairtrade Road show and asked for volunteers to help on the stand. Nicola stressed that permission had not been granted for all the places she would like to have a stand.

John suggested we look at targeting Cash and Carry type shops, including Makro and asked if a letter could be sent asking them to help support Fairtrade by using promotions to increase sales of Fairtrade products. Rainbow Turtle pointed out that they do offer a small wholesale service.

Nicola also mentioned the Scottish Fairtrade Forum's recent newsletter and offered copies to anyone who hadn't seen it. This asked for notification of local events for inclusion in their on-line events calendar.

Nicola also discussed an email she had received from the Fairtrade Foundation regarding the events in Glasgow on the 1st and 2nd of March. Rainbow Turtle are taking part in the Fairtrade Experience in the Concert Hall. They are also planning a visit with a Kenyan Farmer on the morning of the 1st of March and were hoping Cllr Mackay might be able to attend.

Action

Richard, Pauline and Nicola to consider how to approach Cash and Carries/ Makro.

Nicola to get permissions for Fairtrade Road show, firm up dates/times/etc and circulate round the group.

b. Head teacher's meetings

Pauline stressed the importance of working well with schools across Renfrewshire to promote Fairtrade. Fairtrade has been put on the agenda for the programme of Head teacher's meetings in February and Pauline asked the group for suggestions about how best to proceed.

Liz and Alison were keen for Rainbow Turtle to be involved. Pauline asked Louise and Caroline would be able to come along – they agreed to check their schedules. Graeme discussed how Fairtrade fitted in with the Curriculum for Excellence and suggested this could be stressed at the meetings. Maureen L and Rainbow Turtle had attended East Renfrewshire's schools mini conference on Fairtrade which featured talks and workshops and had been very successful. The University had also had a debating event with Douglas Alexander when he was Secretary of State for International Development.

Action

Pauline to get in touch with Liz, Alison, Louise and Caroline about participating in the Head teacher's meeting.

c. Chamber of Commerce and Churches

Nicola explained we were looking for a way to ensure that Fairtrade information gets to the Chamber of Commerce and local churches.

Richard said Jim Cunningham is a member of the Chamber of Commerce, he will speak to him and Amanda Moulson (Town Centre Manager) about this. Richard has done a mail-shot to 500 businesses asking them about their use of Fairtrade products and offering further information. He will update at the next meeting as to how this has been received.

Alison felt that the Chamber of Commerce might have made a commitment at a national level to supporting Fairtrade, Nicola agreed to check this.

Richard also suggested trying to get an article about Fairtrade into the Renfrewshire Chamber of Commerce magazine.

In terms of Braehead, Pauline explained that so far she was struggling to raise much interest in what the group were trying to do. Maureen B suggested contacting COSTA, M&S and Sainsbury's directly. Maureen L offered to speak to the Chaplain for Braehead to see if she could help. Mary offered to speak to her contact at Braehead about distributing copies of the New Consumer Guide.

In terms of churches, Graeme, Maureen and Celia were willing to try and disseminate information from the group. Graeme also suggested that we continue to email information, minutes etc. to Bishop Tartaglia.

Cllr Langlands explained that when working on Bishopton's application for Fairtrade Village status, sometimes the perception that Fairtrade was 'churchy' put people off being involved, something to be conscious of.

Action

Richard to speak to his contacts about the Chamber of Commerce and to check about an article in their magazine.

**Richard to provide update at next meeting regarding mail-shot to local businesses.
Nicola to check if the Chamber of Commerce have made a national commitment to support Fairtrade.**

Pauline to contact COSTA, M&S and Sainsbury's directly

Maureen L to ask Braehead Chaplain for support

Pauline to continue to include Bishop on email updates

6. AOCB

Style of minutes – Pauline explained that for clarity and speed the minutes will be brief and action-focused. She will aim to have minutes out one week after the meeting and papers and agendas out one week before the meeting. This was agreed.

Loop System - Jimmy requested that for the next meeting we meet in a room with a loop system.

Action

Pauline to ensure loop system is available for future meetings.

7. Date of Next Meeting

The next meeting will be held on 20 February 2008, at 12 noon, in Corporate Meeting Room 3.