

NOTES of a Steering Group Meeting - Fairtrade Calne - Action Plan 2017-18

Calne Baptist Church Friday 8th September 2017 at 2pm-4pm

These notes are not a verbatim record (except for any quoted external sources) of the meeting, but rather a record of agreed positions, actions and outcomes of successive meetings with the intention of progressing the development and use of Fairtrade in Calne Town and Parishes Community Area. Wherever possible, matters arising from a previous meeting will be incorporated as updates in Section B – Action Plan Development and Progress.

Those Present	Organisation/Position
Stan Woods	CCAFSG/Chairman
Adrienne Darts	CCAFSG Member
Steven Colby	CCAFSG Secretary
Colette Som	CCAFSG Vice Chair
John Boaler	CCAFSG Member/Town Councillor
David Evans	CCAFSG Treasurer/Parish Councillor - Cherhill
Robert Merrick	CCAFSG Member/Town Councillor
Penny Errill	CCAFSG Member
Ros Mills	CCAFSG Member
Caroline Foster	CCAFSG Member
Apologies	Organisation/Position
Jenny Woods	CCAFSG Member
Jenny Colby	CCAFSG Member

Section A – Previous Meeting's Business

First of all we went round the table introducing each other, telling the meeting how we have been involved with Fairtrade.

1. **Minutes of last meeting (14th July 2017) (acceptance) – Those present: It was noted that David is** also Treasurer of CCAFSG and well as a Parish Councillor. Subject to this amendment, the minutes were agreed and duly signed by the chair.

2. **Matters Arising.**

- Mailing list update – sent by Penny to Stan by email.
- Letters to schools – will be done soon to send out w/b 18th Sept. to advise them of the project. St. Edmund's are keen – our contact will put it on the governor's agenda. Letter to all schools will suggest putting on governor's agenda and will encourage the schools to do an FT audit initially.

Action: Stan

- Constitution – sent out with amendments – no objections.
- Calne area aboard FT resolution – Stan emailed them about corrections to the wording.
- Change of title on Calne FT logo to be 'community' has been approved by the FTF.

- Stan went to Calne Area Parish Forum this week – explained project and asked for support. They were quite enthusiastic. Asked for information to be sent to all Parish Clerks, and Jane Vaughan asked for the logo.
- Audit of target outlets - need to start now. Find out where and what FT is being sold or served. **Action: All – Stan to allocate audits**
- Stan had added some new targets to database.
- Jenny Colby to talk to Calne Guides – Stan to get a contact name. **Action: Stan**
- FT fashion show research – **Action: Penny to investigate.**
- FTG photography – Penny asked partner and he is happy to do this.
- Grants – Sun Edison – looking on their web there were grants available through the Calne Without parishes from a Sun Edison solar farm installed at High Penn. The money was handled by the parish council, not Sun Edison. This was reported in the Gazette and Herald in May 2015. It would also appear that Sun Edison went bankrupt in 2016 in America!
- **Funding for FTF Town Hall booking:** Next P and R meeting of council on 25th September where grants are discussed. They don't take volunteer hours as match funding. Will need grant application in by next Monday for that meeting. Or will wait another two months for the application. Next meeting is 6th Nov. need the application in 14 days before.
Action: Stan
- Grant application to Calne Area Board has been made by Stan for the campaign advertising, banners, etc. Awaiting outcome.
- **Funding for schools prizes:** If can do it for education there might be access to Section 106 money. **Action: John Boaler to find out.**
- FT logo is now in the hub and council offices on their screens.
- Web site has been updated with new meeting dates.

3 Constitution

We need to add a health and safety policy and child protection/safeguarding policy. There is also no equal opportunity and public liability policy which needs rectifying. These also help with grant funding applications. Stan will put these together from some templates that he has and will circulate them for approval. David will email some policy examples to Stan as well. **Action – Stan, David**

Section B – Action Plan Development & Progress

	Detail	Actions
6.	Action Plan for the coming year - FT Goals , metrics and priorities based on our population range is 20-25K as town is 17,274 and parishes together are 4979 (2011 census)	
6.1	Goal 1 – Local Council Support	
	<p>We have Formal resolutions from the Town Council and Area Board and we have started the process of obtaining surrounding parishes support.</p> <p>Presentation to Calne Area Parish Forum (Tuesday 5th September) completed. All information has been sent to the parish clerks for action at parish council meetings.</p>	
	<p>Aims Obtain Fairtrade resolutions from the parishes</p>	
	<p>Measuring Success Secure supporting resolutions from all parishes</p>	
6.2	Goal 2 – A range of Fairtrade Products are readily available	
	<p>Aims and Metrics: For retail outlets – we need 4 products in 5 outlets For catering outlets we need 3 products in 3 outlets.</p> <p>There were comments from Robert Merrick on the availability of Fairtrade products in catering. Stan had sent Robert a number of documents and catalogue of wholesale FT goods.</p> <p>We have good intelligence that Calne has a good number of FT outlets – but we need to audit to confirm and find all.</p> <p>Last time we said “Stan will plan to share out these outlets for all to help approach all the organisations to audit FT.”</p> <p>We need to record what we find on our new audit forms so that FT activity can be verified.</p>	Stan
	<p>Measuring Success Meeting or exceeding the FTF requirements above</p>	
6.3	Goal 3 – Local Workplaces & community organisations support FT using FT products	
	<p>Metrics Some targets under this goal have been given by FT foundation. Christian Churches: need 50%, we have 16 churches.</p> <p>Aims: Approach all churches & other targets below:</p> <p>Stan is speaking to the Rotary Club about Fairtrade to ask them to</p>	

	<p>support the campaign. Stan is presenting on 21st Sept.</p> <p>Will also ask the chamber of commerce. Perhaps the food fair could have more of a fair trade focus. However, Robert said there is some doubt whether it will run again next year.</p>	Stan
	New Actions	
	<ul style="list-style-type: none"> Audit churches we are directly involved with 	All involved
	<ul style="list-style-type: none"> Write to others about the campaign 	Stan
	<ul style="list-style-type: none"> Follow up on John Bentley School meeting. 	Stan & John B
	<ul style="list-style-type: none"> Write to schools – asking to on governor meeting agendas. 	Stan
	<p><u>Measuring Success:</u></p> <p>We will meet or exceed the FT churches target.</p>	
6.4	Goal 4 – Events and Media Coverage raise awareness & understanding of FT	
	<p>Aims: To maintain media as relevant and current keeping media informed of our actions</p> <p>Local media – press releases, articles published, event coverage</p> <p>Photography –Penny’s partner agreed to do this.</p> <p>Advertising – banners, posters, stickers, etc. Website</p> <p>Social media – FB, Twitter.</p> <p>Activities & Metrics</p> <p>Traidcraft Events, “Our Place” collaboration, Fairtrade Fortnight 2018, etc</p> <p>We are collecting all current media coverage and taking photos of meetings and events.</p> <p>We have applied to Calne Area Board for funding for banners, posters, decals, etc. (£880) Collapsible projection screen, A-frame boards. CAB – meets again on 19th Sept to decide our application.</p> <p>If/when we are awarded grant money we can start advertising.</p> <p>Ask town council for prime advertising slots. Not many available to the town council – no permanent railings for them. Some are</p>	<p>Colette (Media)</p> <p>Penny</p> <p>Stan</p> <p>Colette</p>

	<p>Wiltshire council owned.</p> <p>Stan will write to Wiltshire council about putting one on the library.</p> <p>Suggestion - banner on the welcome to Calne road signs to say seeking Fairtrade status. Can put these in the parish notice boards. Also the town & parish notice boards might be able to have an A4 notice.</p> <p>This Saturday we are sharing "Calne our place" stall to give out leaflets and promote the campaign. Will share with them in the future as well.</p> <p>Stacey Turnbull – is the new reporter for this area in Gazette and Herald.</p> <p>Need to ramp up our presentations to various places.</p> <p>Stan asked to go to next Cherhill parish council meeting.</p>	<p>Stan</p> <p>Ros & Penny</p> <p>David E to arrange</p>
	<p><u>Measuring success</u></p> <p>Get campaign visible to everybody in town and parishes.</p>	
6.5	Goal 5 – Local FT Steering group represents a range of local organisations/sectors	
	<p>Metrics</p> <p>In terms of the Steering group we currently have:-</p> <p>Town councillors - 2 out of 19</p> <p>Parish councils - 1 out of 44</p> <p>Area Board – None (represented through other bodies)</p> <p>Campaigners – The Steering Committee</p> <p>Schools – No reps yet</p> <p>Churches – 7 members attend local churches</p> <p>Business – 1 Robert</p> <p>Fairtrade organisation – 3 FT speakers and 2 Traidcraft reps.</p> <p>We have a good mix of representation so far.</p> <p>It has been suggested to Stan to approach Tom Rounds about coming on board. This would give us a Wiltshire councillor.</p> <p>Perhaps ask another parish councillor.</p> <p>It was agreed that we probably do not need anyone from the Area Board, only 5 who can vote and are on Wiltshire Council – so representation already on other bodies, but add them to distribution - Christine Crisp (Chair) to be sent notes from</p>	<p>Stan</p>

	<p>meetings.</p> <p>We still need some teachers from the schools – perhaps one or two sixth formers. This to give input from the schools perspective – this would need a change of time. Ros works at Hilmarton.</p> <p>Ashley Martin – head at Heddington might be interested.</p> <p>Possible contact at John Bentley.</p> <p>There are 14 schools in the area.</p> <p>Robert will check with Beversbrook leisure centre to check their coffee machine and see if it can be swapped to Fairtrade. Robert will report back.</p> <p>People representing businesses – perhaps approach Jackie at Co-op? Stan will chase this.</p> <p>Can we get The Hub to have FT tea/coffee donated by Co-op traded rather than Sainsbury's.</p> <p>Can we develop a fund so we can to fund fairtrade goods in places like The Hub? Would the Co-op donate to us and then we donate it out.</p> <p>Aims Actively seek out and encourage representation from each of the local organisations or sectors.</p> <p>Measuring Success To ensure at least one or two representatives with a remit for each of the local organisations or sectors. Some reps may cover more than one org/sector.</p>	<p>Stan</p> <p>Ros</p> <p>Stan/John B</p> <p>Robert</p> <p>Stan</p> <p>???</p>
6.5.1	Group Membership - Formal Responsibilities	
	<p>Chairman: Stan Woods</p> <p>Vice Chairman: Colette Som</p> <p>Treasurer: David Evans</p> <p>Secretary: Steven Colby</p> <p>County Fairtrade Group links: Colette Som & Stan Woods</p> <p>Fairtrade Foundation links: Colette Som & Stan Woods</p> <p>Local Media: Colette Som</p> <p>Town Council & Education Link: Cllr John Boaler</p> <p>Town Council & Catering & Retail link: Cllr Robert Merrick</p> <p>Calne Area Board links: David Evans/John B/Robert M (when attending CAB meetings)</p> <p>Town Churches link: Stan Woods</p>	

	<p>Parishes Churches links: TBD</p> <p>Community Organisation links: Selected according to connections</p> <p>Photography: Gordon Burns</p> <p>Parishes link: David Evans (Cherhill Parish Councillor)</p> <p>Web Site Pages: Stan Woods</p> <p>Facebook Pages: Colette Som</p> <p>Twitter: Colette Som</p> <p>Event Organisation: Selected according to event, locality and expertise</p>	
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Other Agenda Items

7.	Budget & Finance	
	<p>Stan will send this round to us all. He showed us the next 3 years summary in a slide.</p> <p>Year 2/3 Calne Fairtrade road signs – need to work with “Our Place” on this.</p> <p>Stan is aiming to put in a Fairtrade Community application towards the end of next year (2018).</p> <p>Another possible source of funding- “The Great West Way “.</p> <p>When we are awarded FT Community status we need to have a celebratory event at the Town Hall – this is another budget item. Can this be during FTF 2019? To be discussed further.</p>	<p>Stan</p> <p>Stan</p> <p>No Action Given</p>
8.	Fairtrade fortnight 2018 planning (Mon 26 Feb- Sun 11 Mar)	
	<p>Stan has talked to Calne Choral Society and they are happy to do a barber shop quartet during the Town Hall event in FTF.</p> <p>Used to do things at Calne Music and Arts Festival in the past. Penny spoke about doing FT again – It is too late for this year. Agreed we will plan for this in 2018 as an art competition for schools. Marden House is one of the main venues for this.</p> <p><u>An event in the town hall and in the parishes. We should commit as a committee to be free to support any planned events.</u></p> <p>We can only get a producer once every 4 years. In between have to do our own thing. County are skype calling the farmer at the AGM. We could do the same.</p> <p>It would be good for the schools to mark FT fortnight in some way.</p> <p>Suggestions – FT feast and film – with fancy dress from recycled materials – this could work well in schools.</p> <p>Also in Marden House or Town Hall have a fair trade feast –</p>	<p>Stan to agenda for planning at meeting after FTF.</p> <p>All to reserve diaries</p>

	<p>products using FT products. Also show a suitable film if one is available. One event during FTF.</p> <p>Perhaps something like the Macmillan coffee morning model.</p> <p>Could skype a few producers for an event.</p> <p>At the last event it was mainly people who already knew about FT – how do we get the message out wider?</p> <p><i>Ros's vision for a FT evens:</i></p> <p><i>“Fairtrade ‘Feast’(coffee morning):</i></p> <ul style="list-style-type: none"> ☐ <i>serve fairtrade food e.g. bananas, nuts, dried fruit</i> ☐ <i>ask people to bring cakes/biscuits made using fair-trade ingredients (could have some kind of competition here?)</i> ☐ <i>fair-trade drinks – tea, coffee, hot choc, fruit juice.</i> ☐ <i>Chocolate fountain using FT chocolate (needs to be a certain quality I believe).</i> ☐ <i>A variety of fair-trade food to purchase</i> ☐ <i>Show a film about Fairtrade and its impact</i> <p><i>Invite schools to run a Fairtrade Fancy dress competition using recycled materials, with prizes and photos in local press.</i></p> <p><i>Encourage people to visit businesses in the town that sell Fairtrade products, have a Fairtrade trail around town.</i></p> <p><i>Hopefully a variety of ideas will appeal to different people as we need to inform more people about Fairtrade and in particular the benefits to producers.”</i></p> <p>Once we get feedback from the parish councils we could then ask them what they will do during FTF. How can we help them?</p> <p>There are FT food outlets in the town – we could publicise who they are and what they do with a competition, e.g. How many of these outlets can you visit? collect a token at each one – or a FT loyalty card.</p> <p>An FT sticker treasure hunt to find all the FT outlets. Or a FT trail around the town. Produce a leaflet of where all the FT outlets are in the town (once we have audited results). Plan is to produce an online catalogue of FT outlets, and print a limited number for public locations.</p>	
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	<p>It was agreed that we would book the Town Hall again. We should be able to get the funding for it as it is a community event.</p> <p>Saturday 3rd March in the morning from 10 till 1 as this year. Or 10th March as another option. Robert checked and both are free – We agreed on Saturday 3rd.</p> <p>We need to put this in our diaries to make sure we are all around.</p> <p>Who to involve: Co-op; Zaytoun; Traidcraft; Sainsbury's. The new Tescos. There will be a Tesco contact present at the Wiltshire Fairtrade AGM in Corsham on 30th September.</p> <p>This will be open by FTF and it will have the community room. Stan has spoken to Peter Vujakovic (Town Team involved with Tesco shared community space) about this already to advance the opportunity of having Fairtrade space.</p> <p>Fair trade cotton shopping bags? When we get Fairtrade status we could have them made. This has been done in Chippenham. Possibly a design competition in the schools for these.</p> <p>A prize as a plaque might be good - could approach the jewellers in the High St. (Gary) who are generous and also do engraving.</p> <p>Monetary vouchers to be exchanged for FT products only.</p> <p>FT trail – a map with a white dot so can be stamped – will be easier in small shops. Cut out FT logo and put it on a collection chart? Will need to talk to the shops once we have done the audit.</p> <p>When we write to the schools also mention FTF as well as the FT audit.</p> <p>The costs associated with these ideas will need to be calculated after they have been fleshed out.</p> <p>The FTF campaign often has resources once they have chosen the theme for 2018 (from 30th October 2017)</p> <p>Once town hall booked then talk to all the previous stall holders.</p> <p>Penny will pop into Sainsbury's to get the inventory of their FT products and their own label products.</p> <p>Stan to send round the article from Traidcraft about the FT mark.</p>	<p>Stan</p> <p>ALL</p> <p>Stan</p> <p>Stan</p> <p>Penny</p> <p>Stan</p>
10.	Treasurer's Report	
	The treasurer reported the current state of the finances. At 23 rd	

	<p>August £136 spent.</p> <p>Balance £205.60 – £195.00 in bank, cash in hand £10.60. The Calne food festival committee will give a £200 donation. Make that a restricted fund for now, but may use for general fund.</p>	
11.	Colette Som – A new Venture	
	<p>Colette is moving the FT business that she has always been doing out of her house. She has taken a unit at Stockham Marsh Farm at Foxham. It is quite a big unit with plenty of space to have as a central point for people to come. She dries FT rose petals to make confetti. Has been selling it through churches.</p>	
12.	AOB	
	<p>There is to be a coffee morning event at Calne Methodist church – on our web site. Also McMillan coffee morning on Thursday 28th September from 10am to 12 noon.</p> <p>Keep an eye on the FT group's web site as it is kept up to date with local events.</p>	
13.	Dates of Next Meetings	
	<p>Friday 17th November 2pm at Calne Baptist Church Thursday Jan 18th – 4pm – JBS (confirmed)</p> <p>Note: Fairtrade Fortnight 2018 Monday 26th Feb to Sunday 11 March.</p>	