**Ilminster Fairtrade Action Plan 2016-18 – Implementation Plan – Final Review of Achievements - April 2018**

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| **Goal 1** | **Aims** | **Planned Activities** | **Owner(s)** | **Measures of Success** | **Q1 Apr-Jun 2016** | **Q2 Jul-Sep 2016** | **Q3 Oct-Dec 2016** | **Q4 Jan-Mar 2017** | **Q1 Apr-Jun 2017** | **Q2 Jul-Sep 2017** | **Q3 Oct-Dec 2017** | **Q4 Jan-Mar 2018** | **RAG Status & Comments** | **Evidence** |
| **The local council passes a resolution supporting Fairtrade, and agrees to serve Fairtrade products** | a. Extend the reach of Ilminster's Fairtrade Town status to the surrounding villages and South Somerset District, | Develop contacts with Parish/Town, District and County Councils to increase the use of Fairtrade products within the District. | RG/DW | New retailers in and around Ilminster agree to stock Fairtrade products and are included on website. |  |  |  |  |  |  |  |  | Partially Complete – Contact made with District Council and County Council re. FT status. Attendance at District Tourism Literature Exchange in 2017 and 2018. | See [Facebook post (20th March 2018)](https://en-gb.facebook.com/IlminsterFairtrade/) re attendance at Literature Exchange and other evidence, below, re. new retailers. |
| *b. Support continued TC involvement on the local Ilminster Fairtrade Steering Group.* | *A forward plan of meeting dates will be issued to Steering Group members at the beginning of the year to identify and resolve any meeting 'clashes'.* | *NW* | *Meeting minutes show more regular attendance of Town Councillors* |  |  |  |  |  |  |  |  | *COMPLETE - 2017 Meeting dates were shared in Nov 2016 and greater TC engagement evidenced within minutes.* | *See* [*minutes*](http://www.ilminsterfairtrade.uk/who_are_we.html) |
| *c. Secure TC support for the purchase and erection of new Fairtrade Town road signs/* | *Secure a follow-up slot on the agenda of TC meeting to set out proposals for new road signage and submit business case/grant funding application to support this.* | *RG* | *TC minutes confirm support. New road signs are delivered.* |  |  |  |  |  |  |  |  | *COMPLETE – Road signs installed Nov 16.* | *See* [press release](http://www.ilminsterpress.co.uk/blog/2016/11/21/ilminster-news-welcome-to-ilminster-a-fairtrade-town/) |
| d. Encourage Ilminster TC to expand the range of Fairtrade products it offers and ensure the town's Fairtrade status is publicjsed in all tenders for goods and services. | Request evidence of products offered and any publicity of the town's Fairtrade status. | VK | Evidence of new products offered and publicity of the town's Fairtrade status in tender documentation. |  |  |  |  |  |  |  |  | Partially Complete – Fairtrade refreshments available to staff and visitors in the TC Offices. Ensured link to Ilminster Fairtrade website and inclusion of Fairtrade Town logo. Carry forward regional public sector procurement activity in 2018+ | [Town Council website link to Ilminster Fairtrade page](https://www.ilminster.gov.uk/links/) |
| e. Encourage SSDC, our District authority, to promote itself as a FT authority. | Use the presence of our District Councillor to foster the idea of a FT District Authority. | VK/LV | The establishment of SSDC as a FT Authority. |  |  |  |  |  |  |  |  | Partially Complete –Full Council meeting attended by Chairman and Councillors to follow up after Council restructure. Carry forward to 2018+ | See [*minutes*](http://www.ilminsterfairtrade.uk/who_are_we.html) |

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| **Goal 2** | **Aims** | **Planned Activities** | **Owner(s)** | **Measures of Success** | **Q1 Apr-Jun 2016** | **Q2 Jul-Sep 2016** | **Q3 Oct-Dec 2016** | **Q4 Jan-Mar 2017** | **Q1 Apr-Jun 2017** | **Q2 Jul-Sep 2017** | **Q3 Oct-Dec 2017** | **Q4 Jan-Mar 2018** | **RAG Status & Comments** | **Evidence** |
| **A range of Fairtrade products are readily available in the areas shops and served in local cafés/catering establishments.** | *a. To increase the number and range of businesses within Ilminster and the surrounding villages, offering Fairtrade products. Specific targets include: The Best Western: Shrubbery Hotel,* | *Maintain and expand local business contact database and conduct a 'mystery shopper' exercise to encourage non-supporters to come on board using the 'Stock It' cards.* | *DW* | *Number of new businesses offering Fairtrade products, included on the Ilminster Fairtrade leaflet and website.* |  |  |  |  |  |  |  |  | *COMPLETE - Updates made to leaflet and website with the inclusion of an additional 12 businesses included on the Ilminster Fairtrade leaflet and/or website, including The Shrubbery Hotel in February 2018*. | [*List of Fairtrade stockists*](http://www.ilminsterfairtrade.uk/find_fairtrade.html)*, Leaflet 2018* |
| *b. To ensure all supportive business receive adequate recognition and publicity.* | *Update, reprint and circulate a new Ilminster Fairtrade leaflet/directory, highlight new supporters using press releases and social media.* | *DW* | *Updated leaflet/directory printed and distributed, Facebook posts highlight new supporters.* |  |  |  |  |  |  |  |  | *COMPLETE - Leaflet printed and distributed March 2017. Facebook likes up from 40-102 from 2016-18.* | *See separate Take One Report and Facebook.* |
| *c. To encourage local business involvement and ownership/leadership of activities during Fairtrade Fortnight.* | *Early engagement of local businesses in preparation for Fairtrade Fortnight 2017.* | *All* | *Number of businesses supporting Fairtrade Fortnight 2017 exceeds five.* |  |  |  |  |  |  |  |  | *COMPLETE – 8 x businesses actively supported activities in 2017.* |  |
| *d. To develop the relationship with the Ilminster Chamber of Commerce and Industry further to maximise the economic/tourism benefits of Ilminster's Fairtrade Town Status.* | *Steering Group representative to provide regular progress reports to Ilminster Chamber of Commerce and Industry.* | *MFF* | *Evidence of joint events; financial support for road signs.* |  |  |  |  |  |  |  |  | *COMPLETE – Regular updates provided to meetings and businesses encouraged to participate in ‘Come on in’ video and other Fairtrade Fortnight activities. Fairtrade Shopper Survey results to be shared in 2018.* | *Link to* [*‘Come on in’ video*](https://www.youtube.com/watch?v=INnsUXD6nmg&t=6s) *and press release re.* [*Business Awards 2018*](http://www.ilminsterpress.co.uk/blog/2018/01/15/business-ilminster-fairtrade-urges-local-businesses-to-enter-sw-fairtrade-business-awards-2018/)*.* |

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| **Goal 3** | **Aims** | **Planned Activities** | **Owner(s)** | **Measures of Success** | **Q1 Apr-Jun 2016** | **Q2 Jul-Sep 2016** | **Q3 Oct-Dec 2016** | **Q4 Jan-Mar 2017** | **Q1 Apr-Jun 2017** | **Q2 Jul-Sep 2017** | **Q3 Oct-Dec 2017** | **Q4 Jan-Mar 2018** | **RAG Status & Comments** | **Evidence** |
| **Local work places and community organisations (places of worship, schools, universities, colleges and other community organisations) support Fairtrade and use Fairtrade products whenever possible. Populations over 100,000 will also need a flagship employer** | *a. Identify, target and secure the support of new work places and community organisations throughout Ilminster, including The Best Western Shrubbery Hotel and other accommodation providers; The Warehouse Theatre; nurseries and pre-schools; Gooch and Housego and local hairdressing salons.* | *Approach target businesses and community organisations; a 'Fair Hair' campaign to be launched to encourage hairdressing salons to offer Fairtrade teas and coffees.* | *DW/All* | *The number of new businesses and community organisations offering Fairtrade products and listed on the website and leaflet.* |  |  |  |  |  |  |  |  | *COMPLETE - Fair Hair Flyer printed and distributed. Fair Hair salons included in leaflet reprint for 2018 and on website.* | *See Fair Hair press releases, flyer, leaflet reprint, website* [*scrapbook entry*](http://www.ilminsterfairtrade.uk/scrapbook.html) *and* [*list of FT stockists*](http://www.ilminsterfairtrade.uk/find_fairtrade.html) *.* |
| *Target at least two major employers and one main hotel to become FT employers and providers.* | *DW/LV* |  |  |  |  |  |  |  |  | *COMPLETE – 6 x hairdressing salons support Fair Hair campaign. The Shrubbery Hotel confirm their support. Meetings held with representatives of The Warehouse Theatre who are yet to confirm their support. Business offer document produced, ‘selling’ the benefits of supporting Ilminster Fairtrade.* | *See above evidence plus Business Offer document.* |
| b. Increase the range and frequency of our activities with local schools | *Identify a schools 'champion' within the Management Committee, or seek to appoint one.* | *RG* | *A schools’ champion is identified or recruited* |  |  |  |  |  |  |  |  | *COMPLETE – Champion identified, achieving Fair Aware status for Greenfylde First School in 2017 and Fair Active in 2018, as well as supporting two other local schools to work towards the award.* | *See* [*list of Committee members*](http://www.ilminsterfairtrade.uk/who_are_we.html)*.*  *See School’s Fairtrade Fortnight scrapbooks/evidence files.* |
| *Work with the Youth Council to produce a Fairtrade Town Leaflet for young people* | *CO* |  |  |  |  |  |  |  |  |  | *COMPLETE – Year 4 pupils compiled a young persons’ leaflet.* | See school newsletter and [*Link to young persons’ leaflet press release*](http://www.ilminsterpress.co.uk/blog/2018/04/19/school-news-greenfylde-supports-ilminster-fairtrade/) |
| School children to design and commission a sculpture to represent the town’s Fairtrade status | CO |  |  |  |  |  |  |  |  |  | Permissions sought but unable to progress at the present time. However, a Young Persons’ Public Speaking competition was hosted by Greenfylde First school, in conjunction with the Rotary Club, on the theme of Fairtrade. | See Young Voices Programme and [press release](http://www.chardandilminsternews.co.uk/news/ilminster_news/16068475.young-public-speakers-launch-fairtrade-fortnight/). |
| Prepare child-friendly web content as part of the Ilminster Fairtrade Website | CO/NW |  |  |  |  |  |  |  |  |  | Partially Complete. Carry forward to 2018+ as part of wider review of website. | [Link to ‘Come on in’ video](https://www.youtube.com/watch?v=INnsUXD6nmg&feature=youtu.be). |
| *Develop a Fairtrade Resource box for use in local schools* | *CO* |  |  |  |  |  |  |  |  |  | *COMPLETE – Resource bags have been compiled and are available to local schools to support delivery of Fairtrade education.* | *See report to Town Council.* |

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| **Goal 4** | **Aims** | **Planned Activities** | **Owner(s)** | **Measures of Success** | **Q1 Apr-Jun 2016** | **Q2 Jul-Sep 2016** | **Q3 Oct-Dec 2016** | **Q4 Jan-Mar 2017** | **Q1 Apr-Jun 2017** | **Q2 Jul-Sep 2017** | **Q3 Oct-Dec 2017** | **Q4 Jan-Mar 2018** | **RAG Status & Comments** | **Evidence** |
| **Events and media coverage raise awareness and understanding of Fairtrade across the community.** | *a. Increase community-wide participation in Fairtrade Fortnight activities;* | *Commence preparations for Fairtrade Fortnight 2017 activities in early January 2017* | *NW* | *Minutes of Steering Group meeting shows evidence of early planning.* |  |  |  |  |  |  |  |  | *COMPLETE – Participated in Fairtrade Fortnight in 2017 and 2018. Encouraged local businesses to support regional SW Fairtrade Business Awards and launched Shopper Survey in February 2018 the results of which can be found* [*here*](https://www.surveymonkey.com/results/SM-ZX5ZJLJH8/)*.* | *See* [*minutes*](http://www.ilminsterfairtrade.uk/who_are_we.html) *and publicity*  [*The Big Break 2017*](http://www.ilminsterfairtrade.uk/the_big_break.html%20%20%20)*,* [*A Fair Break Song by Committee Member David Westwood*](https://www.youtube.com/watch?v=nZHoUxbVGIc) *and*  [*Come on in summary of events in 2018*](http://www.ilminsterfairtrade.uk/) |
| *b. Increase the number of individual supporters of the Ilminster Fairtrade movement with whom we have contact* | *Increase the frequency of press releases and the use of social media, particularly Facebook.* | *NW* | *The number of 'likes' of the Ilminster Fairtrade Facebook page increases to at least 50.* |  |  |  |  |  |  |  |  | *COMPLETE – Increased Facebook activity (‘likes’ have gone up from 40 to 95 by 19/05/2017 and 102 as of 16.04.2018). Website improvements have been made and this activity will continue beyond 2018+* | [*Ilminster Facebook page*](https://www.facebook.com/IlminsterFairtrade/)*.* |
| *c. Ensure that Ilminster Fairtrade is represented at local community events, e.g. Party on the Park, Ilminster Midsummer Experience, attendance at South Somerset Literature Exchange* | *Maintain a calendar of community events and assess the pros and cons of attendance at each. Book stands as soon as available.* | *NW* | *Ilminster Fairtrade stands confirmed. New contacts and supporters are established at community events.* |  |  |  |  |  |  |  |  | *COMPLETE – Calendar produced for 2016-17 and 2017-18 and event information hosted on the website and Facebook.*  *This included a Fairtrade Easter Egg Hunt in 2017.* | *See* [*summary of activities*](http://www.ilminsterfairtrade.uk/our_story.html) *and details of past events on* [*Facebook.*](https://www.facebook.com/pg/IlminsterFairtrade/events/?ref=page_internal)  *Easter Egg Hunt Poster*  *Confirmed stall during 2018* [*Ilminster Midsummer Experience*](http://ilminsterexperience.co.uk/events/saturday/community-drive/community-drive-stalls-2018/) |

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| **Goal 5** | **Aims** | **Planned Activities** | **Owner(s)** | **Measures of Success** | **Q1 Apr-Jun 2016** | **Q2 Jul-Sep 2016** | **Q3 Oct-Dec 2016** | **Q4 Jan-Mar 2017** | **Q1 Apr-Jun 2017** | **Q2 Jul-Sep 2017** | **Q3 Oct-Dec 2017** | **Q4 Jan-Mar 2018** | **RAG Status & Comments** | **Evidence** |
| **A local Fairtrade steering group representing a range of local organisations and sectors meets regularly to ensure the Fairtrade Town continues to develop and gain support** | a. Ensure that all Steering Group members are actively engaged in activities and have the skills required to deliver this Action Plan | Conduct a skills and interests review of all members and volunteers | RG/NW | More active participation of all Steering Group members and successful delivery of this Action Plan. |  |  |  |  |  |  |  |  | Partially Complete – More active participation of some members but seeking more specialist champions, including PR expertise to fulfil requirements. Churches Champion appointed in early 2018, Champions Brief and roles and responsibilities of committee members document drafted. | *This action plan,* [*minutes*](http://www.ilminsterfairtrade.uk/who_are_we.html) *of meetings, Champions Brief and Roles and Responsibilities document.* |