**Ilminster Fairtrade Action Plan 2016-18 – Implementation Plan**

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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** |
| **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. |  |  |  |  |  |  |  |  | **A – New retailers identified and included in draft leaflet** |
| 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  |  |  |  |  |  |  |  |  | G – 2017 Meeting dates shared 10.11.16. Attendance tbc |
| *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* |
| 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. |  |  |  |  |  |  |  |  | **R – Not started** |
| 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. |  |  |  |  |  |  |  |  | A –Next steps agreed |

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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** |
| **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. |  |  |  |  |  |  |  |  | *A – Updates made to leaflet and website –* **Mystery shopper activities need scoping** |
| *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. Facebook likes up from 40-90+* |
| *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*  |
| 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. |  |  |  |  |  |  |  |  | G – Ongoing, **- Discuss FT shopping bags proposal** |

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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** |
| **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.*  |
| Target at least two major employers and one main hotel to become FT employers and providers. | DW/LV |  |  |  |  |  |  |  |  | **R – Follow-up to earlier approach required** |
| 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* |
| Work with the Youth Council to produce a Fairtrade Town Leaflet for young people | CO |  |  |  |  |  |  |  |  |  | A – Funding bid not yet approved |
| School children to design and commission a sculpture to represent the town’s Fairtrade status | CO |  |  |  |  |  |  |  |  |  | G – As above |
| Prepare child-friendly web content as part of the Ilminster Fairtrade Website | CO/NW |  |  |  |  |  |  |  |  |  | G – As above |
| Develop a Fairtrade Resource box for use in local schools | CO |  |  |  |  |  |  |  |  |  | G – As above |

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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** |
| **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 - for meeting 02/02/17* |
| *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 – Facebook likes reach 95 by 19/05/2017*  |
| *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* |

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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** |
| **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. |  |  |  |  |  |  |  |  | R – Not started |
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