**Ilminster Fairtrade Management Committee Meeting**

Thursday 2November 2017

**MINUTES**

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| **Item** | **Description** | **Actions** |
| **1** | **Welcome and Apologies** Phil Burton (PB), Mike Fry-Foley (MFF), Roger Gurner (RG) – Chair, Chris Lawrence (CL), Claire Oaten (CO), Natalie Wainwright (NW), David Westwood, (DW).Apologies were received from Val Keitch (VK) and Linda Vijeh (LV). |  |
| **2** | **Minutes of the Last Meeting (held 23 August 2017)** were agreed as an accurate record and signed by the Chair. |  |
| **3** | **Matters Arising**The Secretary had appended an Actions log to the agenda. Agenda item 5c (02.02.17) – NW will now follow up the action to approach South Somerset District Council’s (SSDC) Area West Committee for a contribution towards the Resource Box for Schools project. RG will also approach Ilminster Town Council for funds.Agenda item 3 (30.03.17) – The video interview with Penhalagans remains an outstanding action.Agenda item 5a (23.10.17) – Greenfylde confirmed that they are unable to influence the topics of the Youth Speaks competition, but there may be potential within the Young Voices project with the Rotary Club to include a Fairtrade topic.The Schools Champion updated the Committee on the **expansion of the Fair Aware Award to other local schools**. Schools have been given until the 17th November to respond regarding their involvement. Contact has been made with Swanmead, Wadham, Neroche, Ilton and Shepton Beauchamp schools.Since the Youth Council has not come to fruition there is potential for a teacher and students to take the **young people’s Fairtrade leaflet** forward as part of the activities planned for Fairtrade Fortnight 2018.The Diocese of Bath and Wells have been contacted for information about a Fairtrade course, previously delivered at the Cathedral, which could ideally be offered to pupils locally. There does not appear to be a current coordinator of Fairtrade activities at the Cathedral.Richard Godden has been tasked with identifying funds to progress the Fairtrade sculpture project. | **NW/RG****NW/DW****CO** |
| **4** | **Future proofing Fairtrade in Ilminster –Community Survey**NW reminded the Committee of the background to the proposed community survey, i.e. the experiences of Hull (Fairtrade City) and a desire to understand local support for Fairtrade and Ilminster’s Fairtrade Town status amongst residents and businesses. The Committee reviewed the outline aims and objectives of the survey and proposed the following amendments:* Ensure the survey is available to the First Tuesday email distribution list (Jacqui Yeoell);
* Provide paper copies of the survey to cafes and hairdressing salons;
* Follow-up with face-to-face, rather than telephone, interviews to encourage responses;
* Use the Town Council and School Office as collection points for completed paper surveys;
* Include distribution of flyers to parents at Youth Club, etc, as a means of gaining responses

The Committee otherwise supported the survey aims and broad areas of enquiry and were happy for a draft resident/visitor and business survey to be compiled on the basis of the document. The survey will be issued in the new year (January 2018) and responses gathered over the course of a month. The results will inform the Committee in its preparations for Fairtrade Fortnight and inform future discussions and actions about long-term sustainability of Ilminster as a Fairtrade Town.Just Things (Fairtrade Shop) has identified quite a considerable number of shoppers who have picked up leaflets from Cricket St Thomas, Haynes, Weston-Super-Mare and quote the town’s FT status as a reason for their visit. A log is now being maintained. Could a log also be made available in other shops/visitor sites to gauge the influence of the town’s Fairtrade status on visitors?  | **NW/RG to review the Fairtrade Foundation’s survey template;****NW to draft survey questions****RG to request the support of Annie Gurner and the Fairtrade Foundation in reviewing the draft survey****MFF to include the survey as an agenda item at the next Chamber meeting** |
| **5** | **Implementation Plan Project Updates (NW)***Goal 1d. Confirmation from TC regarding use of FT products and relevant web links (VK/PB) –* PB was unable to confirm at the meeting.*Goal 1e. Update regarding SSDC procurement referral to Scrutiny (VK/LV) –* RG will need to follow up as no satisfactory response has been received from SSDC and no further information has been forthcoming from Councillors VK or LV. *Goal 3a. Review draft Business Offer and agree next steps in its development - NW* had circulated a draft ‘Business Offer’ document for review. This came about following an unsuccessful attempt to gain the support of The Shrubbery Hotel and a recognised need to be more consistent in our messaging to businesses*.* The Committee were supportive of the document but requested the following amendments: Replace Ilminster Fairtrade Management Committee with Ilminster Fairtrade; correct typo ‘we’re’; and add contact information.A final version of the document should be included on the Ilminster Fairtrade website, First Tuesday publications and printed copies for distribution. Potential recipients of the flyer could include: the two Doctors’ surgeries, Daido, Greenslade Taylor Hunt, Powermatic, Gooch and Housego and Larchfield Estates.*Goal 5a. Agree an approach to a Management Committee Skills Audit/Gap Analysis* The Committee discussed identified gaps in PR/Marketing skills and thought that the previously agreed action, to recruit community champions, may also assist in addressing skills gaps. The AGM provides an opportunity to consider and make arrangements fo succession planning i.e. making the community aware of vacant/required positions on the committee for example and inviting interested individuals to attend. | **PB to confirm****RG to follow up with SSDC and Councillors VK and LV.** **NW to update and redesign for print.****NW/RG to upload once available.****RG/DW to distribute to business premises.****To include in meetings’ forward plan for the new year.** |
| **6** | **2017-18 Event Planner**1. *Sainsbury’s Demonstration 28th October 2017*

The Committee agreed that they were unable to support the national day of action and ensure a presence at Sainsbury’s in Chard. RG had made enquiries and could find no other local groups intending to take action either. It was agreed that the Chair would write to the Manager of the local store expressing our concern at the company’s move towards ‘fairly traded’ goods. 1. *Mayor’s Quiz Night 24th November 2017;*

An Ilminster Fairtrade Team has registered to attend the Mayor’s quiz night and Fairtrade prizes have been contributed. 1. *Christmas Tree Festival, December – Fairtrade Tree entry submitted by Greenfylde;*

CO brought along some prototype decorations (Fairtrade angels and glitter discs) that will be made by the children to adorn this year’s tree. Donations have previously been made to Traidcraft Exchange but could be used as a contribution towards the Resource Box for Schools this year.1. *South West FT Business Awards 9th March 2018.*

The Chair and Secretary have been made aware that nominations are now open for the above awards. The Committee considered how it might be involved. The Award could be promoted among local businesses who wish to apply; the Committee could nominate individual businesses or the salons participating in the Fair Hair Award. Committee members may wish to judge the awards and/or attend the event itself. RG has written to the webmaster of the regional Fairtrade website requesting Ilminster’s inclusion. It is sponsored by the FT Foundation although does not currently appear active as no response has been received to date. It was agreed that Ilminster Fairtrade should endeavour to send representatives to regional meetings, should we become aware of them. | **RG/NW to obtain further details regarding eligibility and the application process** |
| **7** | **PR & Communications, including website** The Committee reflected that the survey and business offer work will require comprehensive communications activity. The First Tuesday distribution channel could be used more and RG will issue something next month.The Website is important but does require regular updating. It was suggested that a Fairtrade newsfeed from the Fairtrade Foundation website be included if possible. Social media activity has also been quiet as there have been no newsworthy actions of late. | **RG to contact First Tuesday coordinator with Ilminster Fairtrade content.****RG/NW to update the website and investigate possibility of a newsfeed.** |
| **8** | **Treasurer’s Report (CL)**The Treasurer circulated a balance sheet showing a total of £10.20 in the account.The accounts provide an idea of how much money is required for repeat activities and early planning for fundraising can be undertaken. To date, activities this year have mostly come in under budget. It was suggested that Ilminster Fairtrade apply to the Tesco Bags for Help scheme to contribute towards the Resource Box for Schools project or other community-focused activities. |  |
| **9** | **Meeting Dates for 2018, 19:30 Ilminster Bowling and Tennis Club**18th Jan 20188th Feb 2018 – special Fairtrade Fortnight preparation15th March10th May12th July  |  |
| **10** | **A.O.B.**CL has agreed to follow up with the Warehouse Theatre once the ‘Business Offer’ work is complete. | **CL** |