**Ilminster Fairtrade Management Committee Meeting**

Thursday 18 January 2018, to start at 19:30

Ilminster Bowling and Tennis Club

**MINUTES**

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| **Item** |  | **Action** |
| **1** | **Welcome and Apologies** **Present:** Phil Burton (PB); Mike Fry-Foley (MFF);Roger Gurner (RG) (Chair); Claire Oaten (CO); Natalie Wainwright (NW); David Westwood (DW)**Apologies received from:** Val Keitch (VK); Deborah Perreau (DP) and Linda Vijeh (LV). |  |
| **2** | **Minutes of the Last Meeting (held 2 November 2017)** were agreed as an accurate record and signed by the Chairman. | **NW/RG to upload to website** |
| **3** | **Matters Arising,** not otherwise captured in the Actions Log or by the meeting’s agenda**.**Item 6 – 23.08.2017 – Yet to identify someone to draft letters to businesses and prepare a press release, although Business Offer document will be shared.Item 3 - 02.11.2017 - Following an application for grant funding toIlminster Town Council, for the Resource Box for Schools Project, a £200 cheque had been received. An additional £22 was taken in the collection box at the Christmas Tree Festival, which will also go towards the Resource Box project.Item 10 – 02.11.2017 – DW has met with the Chairman at the Warehouse Theatre who is looking for comparable deals on FT consumables. DW has been in contact with Mark Steel, owner of Fairtrade Vending Ltd, who can offer all of the items required by the theatre at competitive prices. In addition to sharing these details, it was proposed that DW also connect with Heidi Morgan re. publicity savings should the Theatre become a supporter and be included in our leaflet/on website. |  |
| **4** | **Membership of the Management Committee & Fairtrade Community Champions**It was confirmed that Deborah Perreau, Curate at The Minster, had agreed to act as Fairtrade Churches Champion and apologised for being unable to join the meeting this evening.A Community Champions Brief was circulated for review at the meeting and agreed. An electronic version will be published on the Ilminster Fairtrade website and Facebook page.The Schools’ Champion provided an update regarding a Young Voices Public Speaking Competition for school Years 2 – Year 5. This is a competition, designed by Rotary and Greenfylde school as an alternative to the Youth Speaks competition for older pupils. Eight schools are expected to participate and, thanks to the influence of our Fairtrade Schools’ Champion, Fairtrade has been agreed as the topic. The event will take place on 27th February, 18:00, which falls within Fairtrade Fortnight. The Schools’ Champion further updated the Committee, advising that Greenfylde First School is intending to apply for the Fair Active Award, having successfully achieved Fair Aware status last year. Recent events will be used as evidence of the school’s commitment to Fairtrade, including: the Fairtrade Christmas Tree Festival entry and Fairtrade Harvest activities. It is proposed that the children’s leaflet is progressed this year during Fairtrade Fortnight and various activities, potentially as joint activities for children and parents are being considered. A Fairtrade Challenge must also be completed, once agreed. Other local schools had been contacted and both Shepton Beauchamp and Ilton schools are keen to progress with a Fair Aware Award.The Management Committee congratulated CO on these achievements and thanked her for her efforts. | **NW to publish** |
| **5** | **Regional Engagement in Fairtrade Activities** The Chair and Secretary advised that they had been corresponding with Danni Rochman, the Bristol Fairtrade Coordinator, who is coordinating the South West Fairtrade Business Awards and appears to still have a limited regional remit. Once the Business Awards have ended, we are told that we can anticipate some further action, led by Bristol, on resurrecting the South West Fairtrade website and in respect of Fairtrade in public sector procurement.Consideration was given to Ilminster Fairtrade leading on the development of the website, or at least offering to host the domain name. It was felt that this was too much of a commitment at this stage. There was broad support for working with the Bristol Coordinator to organise a regional event in Ilminster however.Re. The Business Awards, a press release has been issued, an item included on the Ilminster Fairtrade website and details shared on Facebook. We have not heard from anyone in Ilminster wishing to apply at present and are awaiting details of costs to attend, should members of the Management Committee wish to do so.MFF informed the Committee that the First Tuesday publication is no longer live due to financing issues. Pulman’s ‘View From’ has also ceased trading. |  |
| **6** | **Fairtrade Status Renewal** The Chair advised the Committee that an application to renew Ilminster’s Fairtrade Town status is required this year, the deadline for which is 26th April 2018. It was agreed that a further application should be made and evidence to include would be:* The Fairtrade Champions Brief;
* The Schools’ activities;
* TakeOne Media report;
* Fair Hair campaign literature.

It was agreed that The Shrubbery Hotel and Warehouse Theatre were still desirable additions to our list of Fairtrade supporters. MFF confirmed that he had a meeting scheduled with representatives of the hotel and would share the Business Offer document and Fairtrade suppliers list with them.Comments were received on the draft Shopper Survey, which will inform some of our future actions and the content of an application*.* [**https://www.surveymonkey.co.uk/r/KJP6ZQG**](https://www.surveymonkey.co.uk/r/KJP6ZQG)**.** Subject to some minor amendments it was agreed that the survey should ‘go live’ and remain open for a month. A link will be included on the website then shared with Facebook initially. Some hard copies should also be made available if possible.  | **MFF****NW to amend and publicise** |
| **7** | **Events 2018**A separate meeting is scheduled for 8th February to discuss options for Fairtrade Fortnight 2018, including the Wine Tasting, previously proposed by LV. The Young Voices public speaking competition and South West Fairtrade Business Awards should be added to the event planner.Proposal to get a Fairtrade speaker for the Literary Festival and also consider holding a regional event during this week.The date of the South Somerset District Council Literature Fair, to be held this year at Westlands, has been confirmed as the 20th March 10:00-12:30. A booking form has been completed and RG and DW confirmed their intention to attend.It was proposed that there be some Fairtrade input to the Town Crier’s competition on the 12th May 2018. The Management Committee considered a number of options and concluded that a voucher scheme, entitling participants to a free Fairtrade tea/coffee/hot chocolate in one of the supporting establishments would be appropriate. This could include The Kitchen on Silver Street, The Arts Centre, The Green House, The Retreat and Celandines. | **NW to update the event planner****MFF to follow up** |
| **8** | **PR & Communications, including website** The Chair had purchased a copy of Fair’s Fair, printed by York Fairtrade, which offered some interesting historical insights into Fairtrade.The website had been updated in recent weeks and changes could now be seen to the noticeboard, minutes, implementation plan, addition of new champions. The Secretary proposed pulling together a small focus group to review and suggest further improvements to the site. The Management Committee were supportive of this action. The Chair expressed his thanks to the Secretary for the work that had been completed to date. The Committee was advised that it cost £120 per year to host the Ilminster Fairtrade website. The subscription was due and the costs had once again been covered by a Committee member. It was felt that funds should be raised to cover this cost in future.The Chairman had contacted TakeOne Media regarding the remaining 2,272 leaflets reported to be available for distribution at the Literature Fair in March. Latest stock suggests that they have just 1,000 leaflets remaining. TakeOne Media confirmed that they were prepared to do the same deal again in 2018/19 should they be supplied with more leaflets. The report identified the best performing outlets as: Cricket St Thomas, Prince of Wales, Premier Inn Yeovil Air Field, The Holiday Inn and Stonemasons. Crewkerne Station, Silk Mills Park and Ride, Haynes Museum, Barrington Court, Fleet Air Arm, and the TIC's in Street, Shepton Mallet, Taunton, Lyme Regis and Watchet. The Committee agreed to give TakeOne Media the remaining leaflets from 2017 as only a small number should be required for Fairtrade Fortnight activities in February. A reprint of approximately 5,000 leaflets to resupply TakeOne Media would be required from March 2018. It was proposed that the Committee advertise for a volunteer to redesign/reformat the leaflet for 2018 via the website and Facebook initially. The leaflet reprint will be discussed further at the next full meeting on 15th March 2018.It was understood that the new shop and café at No 57 East Street was serving Fairtrade refreshments. DW agreed to follow up in order that they might be included in any leaflet reprint. | **NW to run focus group activity** **DW to approach No 57** |
|  | **Treasurer’s Report** No income or expenditure was recorded in this period, although a cheque for £200, from the Town Council, was passed from the Chairman to the Treasurer to be deposited. |  |
| **9** | **Meeting Dates for 2018**Meeting dates for 2018 are currently planned as follows:* 8th Feb 2018 – special Fairtrade Fortnight preparation,
* 15th March – leaflet redesign and reprint and Fairtrade Renewal
* 10th May – AGM – Potential to link with Regional Event, held at The Shrubbery if they come on board.
* 12th July.
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| **10** | **A.O.B -** None |  |