

Is Blackpool
a *fair* place
to live, work
and learn?

BLACKPOOL FAIRNESS COMMISSION

Ian Collins – Fairness Commission and Sainsburys
Jenny Ingle – Blackpool Council



THE BLACKPOOL FAIRNESS COMMISSION

WHAT IS THE FAIRNESS COMMISSION?

- Independent body established in May 2012
- Provides an opportunity to develop and implement ways in which to make Blackpool 'a fairer place to live, work and learn'
- Consists of over 100 representatives from:

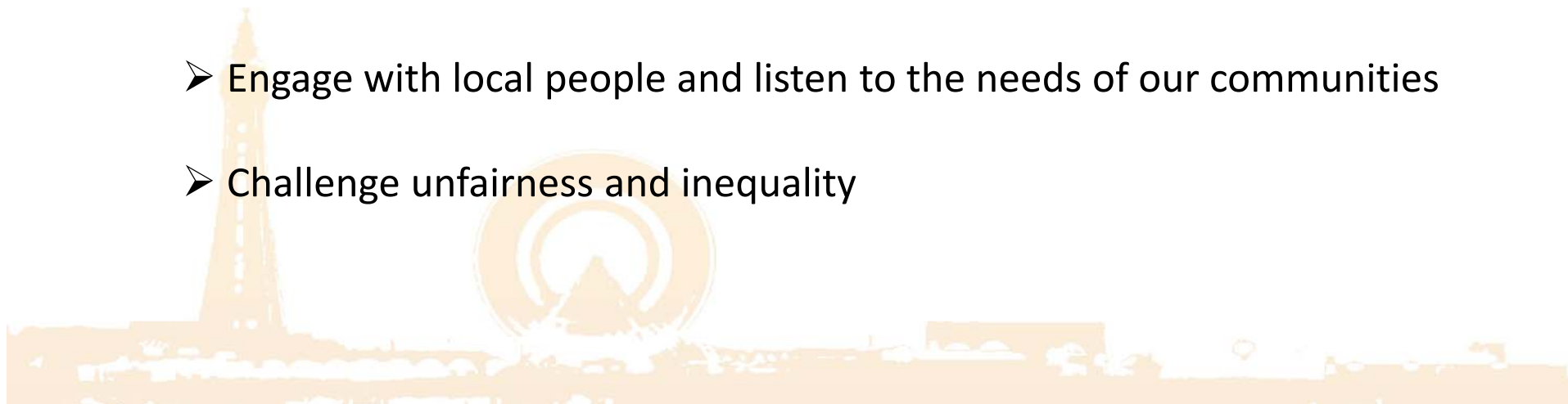
Community groups
Voluntary organisations
Faith groups
Businesses
Public sector



THE BLACKPOOL FAIRNESS COMMISSION

THE FAIRNESS COMMISSION AIMS TO:

- Celebrate and positively promote the good work that currently takes place in Blackpool
- Encourage greater working relationships between organisations
- Create greater opportunities for people
- Promote diversity and challenge perceptions
- Engage with local people and listen to the needs of our communities
- Challenge unfairness and inequality



THE BLACKPOOL FAIRNESS COMMISSION

SOME OF THE KEY EVENTS / CAMPAIGNS OVER THE LAST YEAR

- Regular public meetings
- Enjoy and Respect Campaign
- 100 Acts of Kindness
- North of England Fairness Conference
- Easter Buddies



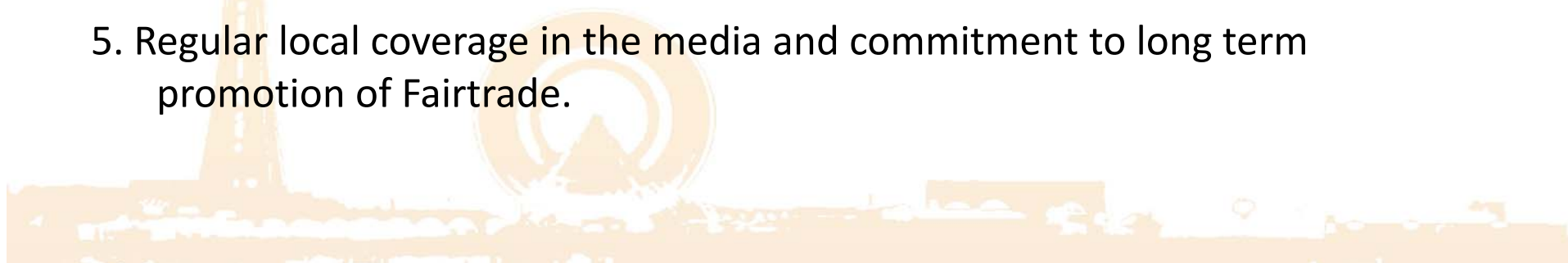
Our next priority is to achieve Fairtrade Status for Blackpool, strengthening our commitment to fairness not just in Blackpool but on a global scale.



THE BLACKPOOL FAIRNESS COMMISSION

FIVE STEPS TO FAIRTRADE STATUS

1. Council support the use and promotion of Fairtrade products throughout organisation and town.
2. Retail and catering outlets pledge to supply at least 2 Fairtrade products and promote the Fairtrade campaign.
3. Local workplaces and organisations, including schools pledge to supply Fairtrade products and raise awareness
4. Community groups, churches, voluntary organisations promote the use of Fairtrade and provide products during meetings and events.
5. Regular local coverage in the media and commitment to long term promotion of Fairtrade.



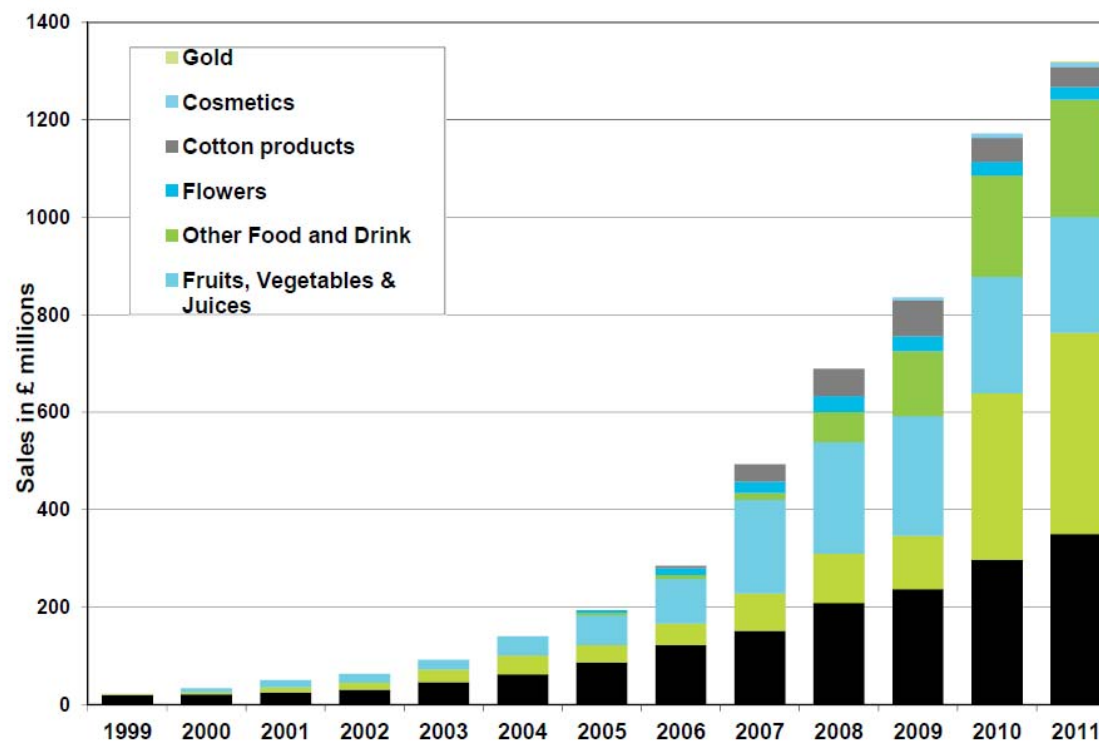
THE BLACKPOOL FAIRNESS COMMISSION

VIDEO



THE BLACKPOOL FAIRNESS COMMISSION

WHY IS FAIRTRADE GOOD FOR YOUR BUSINESS?



2011: 12% increase from 2010

NB. 2011 figures accurate to end Feb 2012, subject to change



THE BLACKPOOL FAIRNESS COMMISSION

WHAT DOES FAIRTRADE DELIVER TO CUSTOMERS?



Fairtrade makes it easy for me to make an ethical decision



The Fairtrade mark provides consumers with reassurance of product integrity against **Social**, **Economic** and **Environmental** standards



© Fairtrade 2011



THE BLACKPOOL FAIRNESS COMMISSION

3 REASONS TO SELL FAIRTRADE PRODUCTS

MARKET LEADER

77% of customers recognise the Fairtrade Mark

LOYAL CUSTOMERS

90% of customers trust the Fairtrade Mark

IT'S THE RIGHT THING TO DO

You are doing your bit to help make the world a fairer place



THE BLACKPOOL FAIRNESS COMMISSION

WHAT CAN YOU DO TO HELP MAKE BLACKPOOL A FAIRTRADE TOWN?

- **Stock at least 2 Fairtrade products in your shop**
- **Supply at least 2 Fairtrade items in your staff kitchen / canteen**
- **Promote Fairtrade in Blackpool by displaying a poster in your shop window**

MORE INFORMATION?

Please contact
JENNY.INGLE@BLACKPOOL.GOV.UK

