

Recognising the steps already taken in support for Fairtrade, and the significant public support for the Fairtrade Eastbourne campaign, Eastbourne Borough Council - as an important consumer and opinion leader - will support the Eastbourne Fairtrade steering group to enable Eastbourne to become and remain registered as a Fairtrade Town with the Fairtrade Foundation in 2007.

This council acknowledges the increasing numbers of retail outlets, churches, schools, businesses and others supporting and promoting Fairtrade in the town and welcomes the Fairtrade movement as a positive response to providing sustainable economic development and awareness within our present consumer culture.

This council recognises that globalisation means that all communities are increasingly interdependent and sensitive to the International Market. In particular, the choices of Eastbourne consumers can impact on lives in the Developing World.

As part of this Council's own commitment to Fairtrade it undertakes to:

- Continue to provide Fairtrade tea and coffee in all its outlets.
- Continue to exclusively provide Fairtrade tea and coffee at all its internal meetings.
- Work at elected member level with the local campaign group 'Fairtrade Eastbourne' in activities to promote the FAIRTRADE Mark.
- Using current links and resources, encourage Eastbourne businesses to provide Fairtrade products to their staff and customers.
- Promote the Fairtrade Town initiative in internal communications and external newsletters.
- Support where practicable events and publicity to promote Fairtrade Fortnight - the annual national campaign to promote sales of products with the FAIRTRADE Mark.
- Provide funds to celebrate the achievement of the Fairtrade Town Award when achieved, budgetary constraints allowing.
- Allow a weblink from the Council's website to the Fairtrade Eastbourne website.