

Buy For Bradford

A Strategy for the Bradford District Economy

Promoting Fairtrade – Enhanced and Embedded Social Value

The Fairtrade Towns movement continues to grow, both in the UK and overseas. Here in the District there is a Fairtrade Zone which includes the towns of Keighley, Shipley, Baildon, Ilkley, and the villages of Haworth, Burley-In-Wharfedale and Thornton.

The Council is committed to the principles of Fairtrade and actively promotes the policy of using Fairtrade products wherever possible in its activities.

To this end, there is a working group, chaired by Cllr Adrian Farley who is Bradford Council's Fairtrade Champion. The group also includes representatives from members of the Fairtrade movement across the District, the Head of Bradford Council's Procurement function and Officers from a range of Council areas.

2021 is the fifteenth anniversary of the District achieving Fairtrade status and to mark this achievement the working group agreed to commission display boards and flags to use when promoting Fairtrade.

The Strategic Contracts Team liaised with Fairtrade group partners on size and design matters for the publicity materials, and then made the final purchases through a strategic design and print contract.

In supporting and promoting Fairtrade this forms part of the Council's wider agenda of developing policies inline with the UN's Sustainable Development Goals



The Lord Mayor of Bradford, Cllr Doreen Lee, is pictured with the newly procured flag and publicity stand before recording a promotional video for Fairtrade Fortnight
<https://youtu.be/PKgDI5cD3a0>