

Decision taken by: **Ward Member for Cheriton – Councillor
Rebecca Shoob**

Subject: a:dress - Women, Fashion & Eco-Action

Executive/non-executive decision: Non-executive

Date decision taken: 4 February 2020

Name and address of applicant(s):

Leah Thorn
29 Boscombe Road,
Folkestone
CT19 5BD

Name and description of project:

Workshops facilitated by local women artists that inform about the impact of fast fashion on the environment and promote alternatives.

DECISION:

To provide funding of £150 to the above project.

Reason for decision:

In the UK, clothing has the fourth largest environmental impact after housing, transport and food.

In line with a national growing awareness of environmental crisis and the District Council's resolution in July that 'We are in a climate emergency' and 'all strategic decisions, policy, budgets, investments, contracts, approaches to planning decisions and the council's own developments are in line with a shift to zero carbon by 2030', many organisations and groups in Folkestone are committed to reducing environmental impact and improving environmental performance. 'a:dress' will make a meaningful contribution to this commitment by

- disseminating clear information about climate emergency and the role played by fast fashion

- mounting creative, accessible and fun events and workshops across the community to raise awareness of the environmental damage caused by fast fashion

- promoting alternatives to throwing clothes away, such as repairs and community clothes exchanges

The focus of 'a:dress' is on female consumers, as women are disproportionately affected by fast fashion.

For example, the impact of sexism and objectification on women's self-esteem and body image can lead them to be emotionally vulnerable to pressures from the fashion industry. We are committed to engaging with women who regularly buy fast fashion and will set up events for intergenerational dialogue and action.

Declarations or disclosable pecuniary interest/any other significant interest:

None

The decision set out above was made by me.



Signed:

4 February 2020

**Councillor Rebecca Shoob
Cheriton**

