



Hadrian's Wall
Heritage Ltd

PRESS RELEASE

Greenhead goes green

A village on Hadrian's Wall will be at the forefront of efforts to reduce the environmental damage caused by plastic bags next Sunday (12th October).

Hadrian's Wall Heritage Ltd will be helping the village of Greenhead to go green by inviting local residents to trade in their plastic bags for free environmentally friendly, reusable jute bags.

The world uses one million plastic bags per minute and each bag takes up to one thousand years to decompose. Millions of animals are also killed each year by ingesting or getting caught up in plastic bags.

Hadrian's Wall Heritage Ltd was set up in 2006 to help look after, protect and conserve the World Heritage Site, as well as to enhance the quality of the visitor experience and increase the Wall's contribution to the local and regional economy through sustainable tourism.

The organisation has launched the initiative at Greenhead as part of its commitment to make Hadrian's Wall Country an exemplar of sustainable development.

Hadrian's Wall Heritage Ltd's Sustainable Development Officer, Julie Sloan has initiated the event. She said: "Plastic bags have serious consequences for the environment and landscape around us. We are keen to draw attention to this and get everyone doing their bit to help reduce the impact they are having on Hadrian's Wall Country and the rest of the world."

Other environmental initiatives by Hadrian's Wall Heritage Ltd have included the sustainable transport development of the Hadrian's Wall Country Bus service, the rebranding of the Hadrian's Wall Country Line rail service and support of the Hadrian's Cycleway.

On Sunday residents from Greenhead are invited to bring their plastic carrier bags to the local farmer's market from 10am till 2pm to be recycled. In return Hadrian's Wall Heritage Ltd will give them reusable bags branded with the 'Locally Produced' logo.

Hadrian's Wall Heritage Ltd's Locally Produced Scheme aims to encourage local accommodation suppliers, local people and visitors to purchase local products. It also offers business support to Scheme members through marketing, training and networking events.

The Hadrian's Wall Farmers' market at Greenhead takes place every second Sunday of the month. It began in November 2005 and is run by volunteers of the Greenhead Village Hall.

The Hadrian's Wall Farmers' market itself is very environmentally friendly. It supports local producers and makes top quality sustainably produced food. The stall holders limit their provision of plastic bags to customers who specifically request them.

Information on the Hadrian's Wall Farmers' Market at Greenhead available from the organiser, Wendy Bond on 016977 47 448 wendybond@onetel.com

For more information on the Locally Produced Scheme and Hadrian's Wall in general please visit www.hadrians-wall.org.

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Notes to Editors

1. Hadrian's Wall Heritage Ltd is a not for profit company with responsibility for the coordination, protection, development and marketing of the Hadrian's Wall World Heritage Site and the areas it passes through.
2. The organisation was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.
3. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
 - Creating jobs and enhancing the local economy
 - Attracting more visitors who will stay longer and spend more in the area
 - Creating a vibrant and sustainable visitor economy
 - Finding better ways to interpret and protect an internationally recognised monument
 - Making Hadrian's Wall a truly world-class destination