

The image shows a banner for Hadrian's Wall Heritage Ltd. The top part of the banner is a solid blue rectangle containing the text 'Hadrian's Wall Heritage Ltd' in white. Below this, the banner transitions into a photograph of Hadrian's Wall, a stone wall built by the Romans, stretching across a green and yellow landscape under a clear sky.

Hadrian's Wall
Heritage Ltd

PRESS RELEASE

A new frontier in Fairtrade

A group of Fairtrade supporters and businesses have launched a campaign to make Hadrian's Wall Country a Fairtrade zone.

Hadrian's Wall Country covers an area 10 miles on either side of the World Heritage Site all the way from South Shields in the North East to Bowness-on-Solway in Cumbria and down the coast to Ravenglass.

If the bid is successful, Hadrian's Wall Country would become the first cross-county Fairtrade zone in the world and the first Fairtrade World Heritage Site.

"This is a really exciting project", said Lauren Harrison, the chairperson of a steering group which has just been set up to lead the campaign. "And it makes sense – Newcastle, Brampton and Carlisle already have Fairtrade status and Hexham and Haltwhistle are well on the way – we're now joining the dots.

"For this ambitious project to succeed there will be a lot of work to do. The corridor cuts through two counties, two cities and many towns and villages, and

the project will involve bringing people together along the whole length of the Wall.”

The steering group will have representatives from each of the Fairtrade towns, as well as Hadrian’s Wall Heritage Ltd, who run the Hadrian’s Wall Locally Produced scheme.

Julie Sloan, the Sustainable Development Officer at Hadrian’s Wall Heritage Ltd, says: “The Hadrian’s Wall Locally Produced scheme attracts a number of local producers and retailers that promote best practice in food production and its impact on the environment. A Fairtrade designation for Hadrian’s Wall Country would further enhance our reputation as a destination that celebrates and encourages sustainable development.

“I am sure that there are many businesses along the Hadrian’s Wall corridor that would be keen to participate in this scheme.”

In order to be given Fairtrade status an area must show that it has made a commitment to supporting Fairtrade and using products with the FAIRTRADE Mark. There are now Fairtrade areas in 15 countries around the world.

Anyone who would like to get involved in the campaign to achieve Fairtrade status or who would like more information should contact Lauren Harrison on 016977 47962 or stay@willowford.co.uk.

For more information on the Hadrian’s Wall Locally Produced scheme visit www.hadrians-wall.org or call Julie Sloan on 01434 322002.

ENDS

MEDIA CONTACTS: Paul Gardner or Jon Perkins on 015394-42436.

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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
4. The Fairtrade Foundation is the organisation behind the certification of the Fairtrade Mark. For more information visit www.fairtrade.org.uk.