

Ban the bags!

Reusable jute eco-carriers in bid to rid town of plastic

A campaign to make Midhurst plastic bag free has been launched this week by the town council.

With the help of a major sponsor, the Easebourne environmental business Green and Pleasant Recycling, and a consortium which includes Midhurst businesses, 2,300 free reusable jute bags are being distributed to every home in the town.

At the same time campaign leader and town councillor Steve Morley is hoping to organise a plastic bag amnesty with the help of Midhurst shops which will act as collecting points.

The 2,300 distinctive bags bear Green and Pleasant's name on one side and recognise the town council and all the other shops which contributed on the other side.

Mr Morley became committed to the project after reading the Department of the Environment's report of how councils should tackle climate change.

He said: "I have long known that plastic bags are a serious environmental problem. They flap in the trees and roll across our countryside. They block drains and kill our wildlife.

"I feel this is a great opportunity for us to rid ourselves of the Midhurst problem while setting an example to other towns nationally."

And he praised Midhurst businesses for their 'fantastic' response to the campaign.

"We now look forward to seeing these bags being used and to a fall in the use of plastic bags."

He said there were also other reusable shopping bags available in the town - and it would be wonder-

By **JENNY MOULAND**
jenny.mouland@chiobeserver.co.uk

ful to think that Midhurst has banished the plastic bag completely by the end of the year'.

"We are very lucky to live in such a beautiful part of the country. We have a fabulous town, let's keep it that way."

He urged members of the public to take advantage of the plastic bag amnesty.

Collection points would be announced shortly, he said, and all bags collected would be offered to Midhurst Grammar School students to recycle on their special looms which turned them into reusable bags.

Major sponsor Julian Maiklem of Green and Pleasant said he was delighted to be on board with the project.

"Green and Pleasant is here to help individuals, families and businesses alike to save money and improve their quality of life.

"There are frequently plastic carrier bags lodged in the hedgerows and blowing around the streets of Midhurst.

"When we heard about Mr Morley's campaign we knew immediately that we wanted to help. We are always hearing the mantra 'reduce, reuse, recycle' and it is very refreshing to see this actually happening."

■ Anyone who does not receive a plastic bag by the end of the week can let the campaign know by visiting www.greenandpleasant.org.uk and clicking on the 'didn't get my bag' link.



Julian Maiklem of Green and Pleasant with his daughter Polly and Councillor Stephen Morley showing off the new eco jute bags PICTURE BY LOUISE ADAMS C062226-1



Campaign supporters

Businesses supporting the initiative to rid the town of plastic bags: Parkland Cars Ltd, Lyndy's Fashions, Wine Etceters, Allnutts Jewellers, Michael

Chevis, Spinning Wheel Bakery, Midhurst Shoe Repairs, Stepping Out In Style, Dummers News, Midhurst Pets, Midhurst Chamber of Commerce.

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