



## NEWS RELEASE – 12 August 2011

### Million tonnes milestone

#### Picture opportunity

*Tuesday 16 August at 2.30pm at the Materials Recycling Facility, Lower Compton, Calne SN11 8RB*

*Over one hundred people including staff from Hills Waste Solutions and representatives from Wiltshire Council will be gathered to mark this milestone. There will be specially created signage and banners as well as a 'cherry picker' for the photographer to gain aerial pictures.*

#### START

Wiltshire residents have been thanked for helping the county reach a recycling milestone.

Figures just released show that a million tonnes of household waste has been diverted from landfill.

And to mark the milestone a competition for young people and a giveaway to residents has been announced.

In 1996 the then Wiltshire County Council signed an agreement with Hills Waste Solutions to handle its municipal waste. Hills initially took responsibility for household recycling centres and later for kerbside collections.

It took until 2007 for the first 500,000 tonnes to be diverted from landfill. However recycling facilities have expanded hugely to meet the appetite by people in Wiltshire to recycle. The aim is to always appropriately dispose of the waste collected sending as much as possible for recycling rather than landfill.

It has taken only four further years to reach the magic one million mark.

To help mark the million milestone Hills is launching a competition for young people in Wiltshire to design a poster to encourage residents to recycle.

The competition is open to school children in years 1-11 who attend a school located within the geographic region served by Wiltshire Council. Entrants can pick any of the many items people can recycle in their kerbside black box or at household recycling centres (HRCs) as a theme. They can find details on these items at [www.recycleforwiltshire.com](http://www.recycleforwiltshire.com)

The five finalists will each receive a £20 book token. The overall winning entry will be turned in to a poster and used by Hills and Wiltshire Council to promote recycling. As well as the book token the overall winner will earn their school a computer. All five finalists will also get a tour of the Materials Recycling Facility at Lower Compton. The judges will come from Hills and Wiltshire Council. People have until Friday September 30 to submit their entries.

Full details and rules on the competition are set out in the notes for editors and can be found at [www.hills-group.co.uk](http://www.hills-group.co.uk), on Facebook (Hills Group), via email [competition@hills-group.co.uk](mailto:competition@hills-group.co.uk) or by telephoning 01672 518941.



In addition Hills will also give away 100 bags of its peat-free Warrior Compost on a first-come, first-served basis (one per vehicle) at each HRC. The give away will take place on Saturday, August 20 from 9am. Each HRC will also be adorned with a banner thanking residents for their help in reaching the million tonne mark.

Mike Webster, group director – Waste Solutions, said: “Since the local authority contract in Wiltshire began we’ve seen improvements year on year.

“Residents now have far more options when it comes to recycling and we **divert** ever more away from landfill and in to reuse.

“We’re proud of the part we have played in making Wiltshire a greener place to live and work.”

Toby Sturgis, Wiltshire Council cabinet member for waste, property and development control, said: “From this autumn, the council will be rolling out new recycling services across the county.

“We are providing households with kerbside collections of plastic bottles, cardboard and garden waste at no extra charge, and our partners Hills will process that extra recycling.

“I am sure these improvements, and the great support that we get from Wiltshire residents, will help us reach the two million mark much more quickly.”

## ENDS

### Notes for editors

- Representatives from both Hills and Wiltshire Council will be available on the day for interview.
- Competition rules
  - The poster competition is only open to children in years 1 – 11 in full time education at a school located within the geographic region served by Wiltshire Council.
  - Poster artwork should be based upon the theme of promoting recycling and reflect the items that Wiltshire Council residents can recycle in their kerbside black box or at a local household recycling centre. Visit <http://www.recycleforwiltshire.com> for a full list of items recycled in Wiltshire.
  - All designs must be original artwork only and not based on any existing artwork.
  - Entries can be posted or hand delivered to Poster Competition, The Hills Group, Ailesbury Court, High Street, Marlborough, SN8 1AA or emailed to [competition@hills-group.co.uk](mailto:competition@hills-group.co.uk). No other form of submission will be accepted.
  - All entries must be no larger than an A4. Electronic entries should be in a jpeg format and not exceed a file size of 1MB. Entries submitted by email as zipped files cannot be accepted.
  - Printed entries will be converted into electronic images and scanned so entries must be 2D.
  - All entries must include either in legible writing on the back of the artwork or in the body of the accompanying email the following details: the entrants name, parents or guardians name, school year of entrant, name of the school attended, contact address or email.
  - Sorry, but no entries can be returned and the Hills Group accepts no responsibility for any entries lost in transit or received after submission.
  - Only one entry per school child.



- By entering the competition entrants consent to their competition artwork being used by the Hills Group and Wiltshire Council for promotional purposes and relinquish all copyright to their artwork. The winning entry will be worked on by a professional designer to help turn it in to a suitable poster.
- All entries must be received by 5pm on Friday 30 September.
- The prizes cannot be exchanged for cash.
- Only finalists and the winners will be notified and this will be done by Friday 7 October
- Finalists agree to have their details included in publicity. Winners may be requested to take part in promotional activity and the Hills Group reserves the right to identify artwork of all entrants by reference to first name, school year and name of school in any publicity both in paper and online.
- Any personal data relating to entrants will not be disclosed or supplied to any third party. Please see the Hills Group privacy policy and data protection statement <http://www.hills-group.co.uk/copyright.php>
- Data relating to entrants will be retained by the Hills Group for a reasonable period after the competition closes to assist the Hills Group to operate the competition in accordance with these rules and to deal with any queries on the competition. Your personal data will not be used to contact you unless you are a winning entrant.
- The Hills Group will make every effort to ensure that the finalists can take part in the MRF tour but only one tour will be organised on a date to be confirmed.
- The decision of the judges will be final

### **Hills Waste Solutions Limited**

Hills Waste Solutions offers a range of specialist waste management and recycling services to both the public and private sector. It is a dynamic regional business which, while centred on Wiltshire, has stretched its boundaries into neighbouring areas to become one of the region's largest providers of waste solutions. Hills Waste Solutions is a wholly owned subsidiary of The Hills Group Limited, a privately owned family company established in 1900. [www.hills-group.co.uk](http://www.hills-group.co.uk)

### **Media contact:**

Monique Hayes, Communications Officer, The Hills Group Limited

Tel: 01672 518941 [monique.hayes@hills-group.co.uk](mailto:monique.hayes@hills-group.co.uk)



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