



NEWS RELEASE – 18 October 2011

Calne schoolgirl is a recycling winner

A Calne schoolgirl has beaten off hundreds of entries to win a competition to promote recycling in Wiltshire and won a laptop for her school.

Jessica Milstead, a year six pupil from Fynamore Primary School in Calne, was chosen as the winner of Hills Waste Solutions' Million Tonnes poster competition.



Pictured are:-
Jessica Milstead
with her mum
Petrina and Mike
Webster, group
director of Hills
Waste Solutions.

The competition, open to Wiltshire school children, was launched in the summer to mark a million tonnes of waste in Wiltshire diverted from landfill. Hills Waste Solutions, which runs recycling services under contract from Wiltshire Council, wanted to encourage people to keep on recycling and promote the county's new kerbside recycling service.

In total there were 296 entries from across the county and these were whittled down to a shortlist of 30. From that five finalists were chosen.

Alongside Jessica they were:

Charlotte Davis from Broad Hinton primary School
Ella Betty Dewhurst from St Edmund's Girls School, Salisbury
Alfie from Wylve Valley School, Warminster
Eagles Class from Larkrise School, Trowbridge

Each finalist receives a £20 book voucher while Jessica also earns her school a new computer.



Mike Webster, group director of Hills Waste Solutions, said: "There was an incredible range of ideas that really tested the judges. In the end, Jessica's simple but brilliantly effective design of a child made from recyclable materials won us all over."

Jessica was presented with her prize and a framed certificate, and the school its computer, on Tuesday (October 18).

She said: "I'm very proud. Art is one of my favourite subjects and I have entered competitions before through school."

Jessica plans to spend her book voucher on the new novel by Jacqueline Wilson

Mike Hill, chief executive of the Hills Group, said: "People in Wiltshire have shown how keen they are to recycle by helping us divert a million tonnes from landfill. It's great to know the next generation are just as keen to keep our wonderful county a green and pleasant place to live."

Hills will now employ a professional designer to turn Jessica's entry into a poster to be used to promote recycling.

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Notes for editors

- For high resolution pictures of Jessica receiving her prize contact Monique Hayes on 01672 518941 or email monique.hayes@hills-group.co.uk.
- The then Wiltshire County Council signed an agreement with Hills in 1996 to handle its municipal waste. Hills took responsibility for kerbside collections and household recycling centres. The aim is to appropriately dispose of the waste collected sending as much as possible for recycling rather than landfill. It took until 2008 for the first 500,000 tonnes to be diverted from landfill. It then took just another three years to reach the magic one million mark.
- The competition was open to those pupils in Wiltshire schools from years 7-11. Entrants could pick any of the many items people can recycle in their kerbside black box or at Household Recycling Centres as a theme.
- The competition was judged by Mike Hill chief executive of Hills Group and Mike Webster Webster group director of Hills Waste Solutions.
- Pictures of the winning submissions can be seen on the Hills Group Facebook page (Hills Group) or at <http://www.hills-group.co.uk/competition/index.html>



- It wasn't the only way the million tonne milestone was marked. Hills also gave away 100 bags of its compost on a first-come, first-served basis at each of its eleven household recycling centres over one Saturday in August.
- Wiltshire Council is rolling out alternate weekly kerbside plastic and cardboard recycling collections across the county alongside residual waste collections and a free opt-in garden waste collection.

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