



**NEWS RELEASE 30 March 2011**

### **Green waste boost for Cricklade's blooming dream**

The power of Wiltshire's green waste is being deployed once again in Cricklade to help the town in its quest to become the Royal Horticultural Society's Britain in Bloom Champion of Champions in 2011.

Hills' Warrior compost, made by Hills Waste Solutions from green waste recycled at the county's 11 household recycling centres, has been used by the 'Cricklade Bloomers' to plant over 1000 saplings at the town's launch of the 2011 RHS Britain in Bloom campaign. The trees were planted at Fairview Fields close to the River Thames to provide a copse as a wildlife sanctuary close to the river. Hills' Warrior compost will also be used in gardens across the town as it prepares for the final RHS Britain in Bloom judging day.

"We have supported Cricklade for the past 6 years with their RHS Britain in Bloom entries," says Mike Webster, group director for Hills Waste Solutions, "and provide the town with a good supply of Hills' peat free organic soil conditioner. It is made from 100% naturally recycled green waste from Wiltshire and that is one of the things the judges like to see."

Bob Jones, vice chair of Cricklade Bloomers said, "Hills' support enables us to tackle larger projects as we don't have to pay for compost from our limited funds. It is a great boost to our team of volunteers to know that we have local commercial support. Using Hills' Warrior compost enhances our competition entry as the RHS judges look for evidence of using peat free planting material together with promoting recycling in the community."

This year 77 villages, towns, cities and urban communities from across the UK will be competing for the coveted RHS Britain in Bloom medals. Cricklade will

come up against the 6 top finalists from all classes of the 2010 competition for the Champion of Champions title when judging takes place in August.

## ENDS

Notes to editors:

- **Hills' Warrior Compost** is made from green waste collected at Wiltshire's 11 household recycling centres and processed at Hills' materials recycling facility in Lower Compton, near Calne.
- The raw material is first finely shredded, then stacked in "windrows" and constantly turned and moistened as necessary to speed up the decomposition process which takes some 20 weeks.
- The end-product is rigorously monitored and has to meet strict rules in order to adhere to the requirements of the Soil Association and Association for Organics Recycling, both of whom have accredited Warrior Compost.
- Hills' Warrior Compost is certified to BSI PAS100 standard [www.hills-group.co.uk/compost.php](http://www.hills-group.co.uk/compost.php)
- Hills' Warrior Compost can be purchased at Wiltshire's 11 household recycling centres. For details on locations and opening times see <http://www.recycleforwiltshire.com/at-home/recycle/hrcs.html>
- **Hills Waste Solutions Limited** 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)



**Caption: Planting trees to create wildlife areas beside the River Thames**

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