

NEWS RELEASE – 22nd DECEMBER

Have a Christmas clear out for Wiltshire Air Ambulance

Wiltshire residents are being asked to recycle any unwanted clothes, shoes and textiles this Christmas to give Wiltshire Air Ambulance (WAA) a seasonal cash boost.

Hills Waste Solutions and Devizes Textiles launched the recycling initiative in March this year which donates £25 to WAA for every tonne of textiles recycled through Wiltshire's 11 household recycling centres (HRCs), black box kerbside collections and at mini recycling sites operated by Hills and Devizes Textiles Ltd across the county.

Based on previous textile recycling figures in the county, WAA could receive around £25,000 of funding each year - providing a much needed regular and reliable income for this indispensable service which relies entirely on charitable donations to operate. From January 2015 it will cost £2.5 million a year to keep the air ambulance flying, that's £6,850 per day.



Promoting the recycling drive are (l to r) Steve Burns of Hills, crew members from Wiltshire Air Ambulance and Shahid Siddiq of Devizes Textiles

Steve Burns, divisional director for Hills Waste Solutions, explains: "Christmas is the season of giving and any donations from Wiltshire's residents of old, unwanted or worn out clothes or shoes will help support this life-saving charity."

ENDS

A full list of all the participating household recycling centres and other recycling points can be found at <http://www.recycleforwiltshire.com>

Textile recycling facts and figures:

60% of recycled clothing is exported as second hand clothing

All clothing that is recycled is carefully checked for condition and quality and items which are suitable to be worn again are exported to second hand clothing markets.

25% is recycled into fillings and new yarns

Clothes that are worn out, damaged, have a high wool content or are made of 'heavy' yarns are not suitable as second hand clothing and these get made into other products or yarns and some can simply be compressed to create textile fillings. In the case of polyester-based materials, the fabric is shredded, then granulated and turned into polyester chips. The chips are melted and spun into new filament fibres used to make new polyester fabrics.

10% is recycled into industrial wiping cloths

These are mainly cotton and silk materials which are made into paper products or dusters / wiping cloths and sold back to industry for cleaning and polishing. There are many grades of materials suitable for different applications across a range of industries such as furniture production, car production and the mining sector.

5% is waste

Clothing that is wet or soiled cannot be recycled.

Shoes, handbags and belts

These items can all be recycled if they are in good condition and can be reused. Shoes need to be secured in pairs as odd and damaged shoes cannot be recycled.

Sports bags, rucksacks and belts are all graded in the same way as clothing and are exported to second hand clothing markets.

No thanks

Textile recyclers cannot process materials such as feather pillows, duvets, carpets, PVC plastics, odd shoes, and 'hard' toys and these should not be placed in the textile recycling bins.

A full list of all the participating household recycling centres and other recycling points can be found at <http://www.recycleforwiltshire.com/>. The full list of Devizes Textiles mini textile recycling bank locations can be found at <http://www.wiltshireairambulance.co.uk/support-us/textile-recycling>

Notes to editors:

Wiltshire Air Ambulance

- Wiltshire Air Ambulance is available 19 hours a day, 365 days a year and can fly at night with the capability of ad-hoc landings.
- It costs £2.5million a year to keep the air ambulance flying, that's £6,850 per day
- On average the helicopter is called out to two - three different incidents across the county every day.
- Wiltshire Air Ambulance receives no money from the government and relies solely on charitable donations.

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-waste.co.uk

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