
Press release

7th February 2008

NEW WRAP CAMPAIGN DEMONSTRATES BENEFITS OF USING TYRE RUBBER IN UPGRADING RIGHTS OF WAY

WRAP (Waste & Resources Action Programme) has launched a new campaign, which is communicating to local authorities and private landowners the practical and environmental benefits of using tyre-derived rubber crumb in constructing, upgrading and repairing public rights of way.

The campaign builds on a successful WRAP-funded trial, run in conjunction with Nottinghamshire County Council, which has already shown that the inclusion of tyre-derived rubber in rights of way offers a versatile, durable and widely-acceptable surface.

Importantly, the inclusion of tyre-rubber enables local authorities and landowners to provide a surface which meets the varying needs of different user groups such as walkers, horse riders and cyclists.

Additionally, the use of this sustainable material brings significant environmental benefits. It not only creates a sustainable outlet for used-tyres but it also reduces the demand for the finite supply of virgin aggregate.

Peter Jarman, Rights of Way Manager at Nottinghamshire County Council, said that Local Authorities are obliged to provide surfaces which meet the needs of as many user groups as possible, adding: "The surfaces themselves have demonstrated that they are durable and suit the needs of all our main user groups. The feedback we

have received has certainly been very positive and we consider the trial a success. Finding a surfacing solution which best satisfies the varying needs of the different users is a significant challenge for local authorities and we're extremely pleased with the way these trial sections have performed. We are now looking for more opportunities to incorporate recycled tyre material in other surfacing projects."

A second local authority - Hertfordshire County Council - has also now opted to trial the use of tyre-derived rubber in a rights of way surfacing project. A 400-metre stretch of exposed bridleway used frequently by horse riders will be re-laid using a combination of materials incorporating tyre-derived rubber.

Colin Hambrook, Countryside Access Officer for Hertfordshire County Council, explains: "We're increasingly looking to incorporate more recycled materials into County Council works and I am hoping this rigorous trial will prove to be a success. We commonly use crushed concrete as an aggregate which hardens over time and can therefore be unacceptable to a significant number of horse riders. We're hopeful we've found a good alternative in tyre-rubber."

Steve Waite, Project Manager for Tyres at WRAP, concludes: "Rubber offers unique properties as a surfacing material and our trial has now demonstrated its suitability for use in this way. We're hoping the successful trial will generate interest from more Local Authorities and that this excellent use of tyre-derived rubber will become more widespread."

WRAP is now contacting local authorities and other agencies and landowners managing rights of way to disseminate the findings of the trial and communicate the benefits of using tyre-derived rubber crumb in surfacing applications.

A new section has also been added to the Tyres section of the WRAP website – www.wrap.org.uk/aneuroute - which provides answers to a comprehensive list of frequently asked questions and hosts pdfs which detail the findings of the Nottinghamshire trial.

ENDS

Notes to editors:

- 1 WRAP works in partnership to encourage and enable businesses and consumers to be more efficient in their use of materials and recycle more things more often. This helps to minimise landfill, reduce carbon emissions and improve our environment.
- 2 Established as a not-for-profit company in 2000, WRAP is backed by government funding from England, Scotland, Wales and Northern Ireland.
- 3 Working in seven key areas (Construction, Retail, Manufacturing, Organics, Business Growth, Behavioural Change, and Local Authority Support), WRAP's work focuses on market development and support to drive forward recycling and materials resource efficiency within these sectors, as well as wider communications and awareness activities including the multi-media national Recycle Now campaign for England.
- 4 More information on all of WRAP's programmes can be found on www.wrap.org.uk

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