



**For immediate release**

## **Beautiful Scotland judging begins in East Lothian**

**One community in East Lothian is preparing as their day of judgement nears in the prestigious Beautiful Scotland campaign.**

21 highly experienced judges will be travelling the length and breadth of the country, from Monday 2<sup>nd</sup> until Tuesday 17<sup>th</sup> August, to discover which communities have been most successful in improving the attractiveness, cleanliness and sustainability of their town, city or village. In East Lothian they will visit:

<b>COMMUNITY</b>	<b>DATE</b>	<b>TIME</b>
<b>East Linton</b>	Wednesday 4th August	09:00

During the judging, each community will be assessed on: **horticultural achievement** (eg the design, quality and standard of maintenance of horticultural displays); **sustainable development and biodiversity initiatives** (such as projects to conserve energy, protect wildlife and habitats, the promotion of green transport, initiatives for waste minimisation, recycling, re-use and composting); **environmental quality** (for example the absence of litter, dog fouling, graffiti, fly-posting and weeds); and **community involvement**.

Winning communities will be presented with their awards at a ceremony in the Rothes Halls, Glenrothes on Wednesday 22<sup>nd</sup> September 2010. The overall winners will receive the sought after Rosebowl Trophy and Best Village Shield, and there will also be discretionary awards for outstanding performance in a specific area, such as biodiversity, tourism, and sustainability. A selection of the winning communities will also be nominated for entry into the 2011 Britain in Bloom competition.

Groups who have entered the It's Your Neighbourhood campaign this year, will also be assessed during August. The assessors will be looking to see how the groups are

faring with their environmental improvements and will also hand out hints and tips. This year there are 90 It's Your Neighbourhood groups.

Anne Strachan, Beautiful Scotland Coordinator said, "This is a very exciting year for the campaign. We have lots of groups from all over the country entering for the first time this year and we are looking forward to seeing the results of their efforts. Just the other day I was talking to one of these new entrants, Irene Wallace from Kilconquhar in Fife, and she told me that even before the judging takes place she can see that being part of the campaign has made a difference to the community where she lives. "Entering Beautiful Scotland has already brought about a huge feel-good factor in Kilconquhar. Everyone smiles as they walk past the areas that we have planted up, and they are putting out pots and tubs to support us. One group of neighbours has also started re-vamping an overgrown area of ground next to where they live. This has all been sparked off because we became involved in Beautiful Scotland."

For information on how to join in next year's campaigns and see similar benefits in your community, contact Anne Strachan at [anne.strachan@ksbscotland.org.uk](mailto:anne.strachan@ksbscotland.org.uk) or call her on 01786 477 171.

*(The East Lothian community is listed on page 5 of this release along with judging date, times and contact details for **photo-calls of the judging tour**).*

- Ends -

For further information please contact:

Juliette Camburn on 01786 468 796 / 07595 779 668 or e-mail [juliette.camburn@ksbscotland.org.uk](mailto:juliette.camburn@ksbscotland.org.uk)

Please visit [www.beautifulscotland.org](http://www.beautifulscotland.org) for further information, and the Beautiful Scotland Media Centre at: <http://news.keepscotlandbeautiful.org/BeautifulScotland.asp>

#### **Notes for Editors**

- This is the fourth year that communities will be visited once by judges during the summer. Judging is carried out by category.
- This year, 73 communities will be judged.
- In 2009, 71 communities were judged.
- Last year, hundreds of thousands of people from villages, towns and cities benefited from an improvement in the quality of their local environment as a result of communities' participation in the

Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland).

Scottish Charity Number SC030332

Beautiful Scotland campaign. Local businesses also benefited from the increased volume of tourists and visitors going to see the improvements for themselves.

- Fife Council is hosting this year's presentation of awards on 22<sup>nd</sup> September.
- Britain in Bloom judges will also be assessing communities from Monday 9<sup>th</sup> to Friday 13<sup>th</sup> August. Scotland has 7 entrants in Britain in Bloom this year. Those taking part in Britain in Bloom are not able to enter Beautiful Scotland in the same year.
- This year, the Clachan Award has been merged with the Wee Village Award.
- In 2009, 71 groups were assessed in the It's Your Neighbourhood campaign (formerly known as Neighbourhood Awards).
- Beautiful Scotland is supported by Zero Waste Scotland and run by Keep Scotland Beautiful (KSB). KSB is an environmental charity which aims to protect, preserve and enhance the environment of town and country in Scotland for the benefit of the public. Keep Scotland Beautiful administers the People and Places, Keep Scotland Tidy, Blue Flag and Seaside Award, and the Eco-Schools Scotland environmental programmes along with the Sustainable Scotland Network, Climate Challenge Fund and Going Carbon Neutral Stirling campaigns. Keep Scotland Tidy is supported by the Scottish Government through its Zero Waste Scotland Programme. Further information can be found at [www.keeptoscotlandbeautiful.org](http://www.keeptoscotlandbeautiful.org)
- Zero Waste Scotland is the new programme created by the Scottish Government to support delivery of its Zero Waste plan. Zero Waste Scotland has been created to provide a one-stop-shop for support and advice to individuals, businesses and local authorities in order to help them reduce waste, recycle more and use natural resources more efficiently. It will integrate the activities of WRAP Scotland, Waste Aware Scotland, Keep Scotland Tidy, Remade Scotland, Envirowise in Scotland, NISP in Scotland, and some programmes delivered by the Community Recycling Network for Scotland.

▪ **Last year's award winners:**

**Premier Award**

The Rosebowl  
Rosebowl Reserve Trophy  
Best Village Shield  
Best Village Runner Up

North Berwick, East Lothian  
Rothesay, Argyll & Bute  
Comrie, Perth & Kinross  
Muthill, Perth & Kinross

**Class Awards**

City Award  
Small City  
Large Town Trophy  
Medium Town Trophy  
Small Town Trophy  
Urban Community Award  
Coastal Resort Award  
Flatted Community Trophy  
Large Village Trophy  
Small Village Trophy  
Wee Village Trophy  
Clachan

Aberdeen, Aberdeen City  
Coatbridge, North Lanarkshire  
Perth, Perth & Kinross  
Cupar, Fife  
Cockenzie & Port Seton, East Lothian  
Dyce, Aberdeen City  
North Berwick, East Lothian  
Restalrig & Lochend House, City of Edinburgh  
Comrie, Perth & Kinross  
Muthill, Perth & Kinross  
Scotlandwell, Perth & Kinross  
Forrit Brae, Aberdeen City

**Entrant Awards**

New Entrant Trophy  
Horticultural Award  
Permanent Landscaping Award  
Jim Murdie Trophy for Sustainability

Kilsyth, North Lanarkshire  
Rothesay, Argyll & Bute  
North Berwick, East Lothian  
Forth, South Lanarkshire

**Local Authority Awards**

Royal Caledonian Horticultural Society Trophy Perth & Kinross Council  
ISPAL Scotland Trophy Aberdeen City Council

CIWM Scottish Centre Trophy  
Wright Sustainable Development Award

Dundee City Council  
North Lanarkshire Council, Motherwell

**Special Awards**

VisitScotland Award for Tourism  
Homecoming Award  
Scottish Natural Heritage Biodiversity Award  
David Welch Memorial Award for  
Something Special  
Continuous Community Involvement  
Special Endeavour

Wigtown, Dumfries & Galloway  
Cupar, Fife  
Ae Village, Dumfries & Galloway

Cockenzie & Port Seton, East Lothian  
Comrie, Perth & Kinross  
1. Bucksburn, Aberdeen City  
2. Craigneuk Allotments (Airdrie), North Lanarkshire  
3. North Lanarkshire Council  
4. Pitmedden, Aberdeenshire

## Photo-call Information

<b>COMMUNITY</b>	<b>GROUP NAME</b>	<b>CATEGORY</b>	<b>JUDGING DATE</b>	<b>JUDGING TIME</b>	<b>CONTACT</b>	<b>TEL. NO / CONTACT DETAILS</b>
East Lothian East Linton	East Linton	Large Village	Wednesday 4 <sup>th</sup> August	09:00	David Affleck	01620 860 694