

25 February 2010



## **Trio of campaigns scoops Falkirk Council national environmental award**

**Falkirk Council won a top environmental award at the annual *Scottish People & Places* conference dinner and awards ceremony last night, Wednesday 24<sup>th</sup> February, at The Macdonald Marine Hotel, North Berwick.**

Scooping the Award for Support of Communities, Falkirk Council representatives were presented with an award trophy and a framed certificate by Provost of East Lothian, Councillor Sheena Richardson and John Summers OBE, Chief Executive of Keep Scotland Beautiful, who hosted the award ceremony.

The Award for Support of Communities acknowledges local authorities which have developed successful partnerships with external organisations, including businesses, community groups or schools, to improve and enhance an area as part of the *People and Places* programme run by Keep Scotland Beautiful.

And it was the issue of dog fouling which led the council to its award. A trio of campaigns run by Falkirk Council to stamp out the problem of dog fouling on streets and open spaces caught the attention of the judges.

The hard hitting six-week dog fouling campaign was based on research carried out by Keep Scotland Beautiful and Falkirk Council, which showed that dog fouling was an issue high on the public agenda. Using phrases such as 'It's filthy, selfish and shameful', dog fouling culprits were exposed to shocking images on a billboard campaign to make them see sense and start behaving as the majority of dog owners do.

Meanwhile, a different approach was being taken by the community-driven Green Dog Walkers campaign. Volunteers across the Falkirk Council area were encouraged to sign-up as ambassadors of Green Dog Walkers and carry a supply of spare dog poo bags with them to issue to other dog walkers. This campaign has already led to a reduction in dog fouling and an increase in the number of times dog bins have to be emptied.

The third angle taken to tackle the problem was led by Falkirk Council and Antonine Primary School pupils who were concerned about the level of dog poo found on one of the main routes to school. The pupils spray-painted the poo they found along the path white, visually highlighting over 190. They then organised competitions to design posters and come up with a school slogan – ‘Don’t be a mucky pup, always pick your dog mess up’.

The *People and Places* award ceremony and conference dinner is the highlight of a two-day event run by Keep Scotland Beautiful, which this year focused on reducing anti-social behaviour for a safer, cleaner and greener Scotland.

John Summers OBE, Chief Executive of Keep Scotland Beautiful, said: "Falkirk Council is well deserving of this Award for Support of Communities, but the community members and school pupils who were involved in all three hard hitting campaigns to highlight the filthy blight of dog poo are also to be commended.

"Not only has the campaigning reduced dog fouling in certain areas, it has also empowered the community members and school pupils so affected by the mess".

Councillor Charles MacDonald, Convener of the Environment and Community Safety Committee said: "We are delighted to be recognised once again by Keep Scotland Beautiful for the innovative work taking place to tackle dog fouling across the Falkirk Council area.

“Having three projects shortlisted shows the quality of work, commitment and dedication to tackle an important local issue.

“Winning a prestigious award for supporting our communities is the icing on the cake!

“This is a tremendous achievement for the Council’s Litter Team and the people they have been working with throughout the year.”

The *People and Places* Programme supports the delivery of high quality local environments and the awards recognise the contribution that partners have made in achieving this. Reflecting the challenges facing local authorities and the contribution that they have made in the past year, the four award categories were:

- Programme of the Year Award
- Programme Manager of the Year Award
- Award for Support of Communities
- Best Local Environmental Quality Innovation Award

- **Ends** -

For further information visit <http://news.keepsotlandbeautiful.org/PeopleandPlaces.asp> or contact Suzanne Roberts on 01786 468236 / 07841 369 430 or e-mail [suzanne.roberts@ksbscotland.org.uk](mailto:suzanne.roberts@ksbscotland.org.uk)

#### **Notes for Editors**

- Keep Scotland Beautiful (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, Blue Flag and Seaside Award, and the Eco-Schools environmental programmes along with the Sustainable Scotland Network, Climate Challenge Fund and Going Carbon Neutral Stirling campaigns. Keep Scotland Beautiful also delivers some activities of Zero Waste Scotland.
- *People and Places* is an innovative programme that supports the delivery of high quality local environments for residents, businesses and visitors through modules, training and campaigns. The programme was launched in 1989 and offers a wide range of schemes from short-term campaigns to long term changes in management procedures. The *People and Places* programme is particularly useful to local authorities, registered social landlords and large landowners that may need advice on solving local environmental problems. Further information can be found at: [www.keepsotlandbeautiful.org/peopleandplaces](http://www.keepsotlandbeautiful.org/peopleandplaces)
- For information about Keep Scotland Beautiful’s other programmes please visit [www.keepsotlandbeautiful.org](http://www.keepsotlandbeautiful.org)
- The fifth annual People & Places conference will take place at The Macdonald Marine Hotel, North Berwick, East Lothian on Wednesday 24 and Thursday 25 February 2010.
- The award winners for 2010 were:

Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland).  
Scottish Charity Number SC030332

**Programme of the Year Award**

Winner – Renfrewshire Council

**Programme Manager of the Year Award**

Winner – Brendan Corish, Amey

**Award for Support of Communities**

Winner – Falkirk Council

**Best Local Environmental Quality Innovation Award**

Winner – Stirling Council