

For immediate release

## Beautiful Scotland judging begins in Fife

Thirteen communities in Fife are 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 Fife they will visit:

COMMUNITY	DATE	TIME
Glenrothes	Monday 2 <sup>nd</sup> August	09:00
Kingseat	Monday 2 <sup>nd</sup> August	10:00
Dunshalt	Monday 2 <sup>nd</sup> August	15:00
Grange of Lindores	Tuesday 3 <sup>rd</sup> August	09:00
Leuchars	Tuesday 3 <sup>rd</sup> August	09:00
Kilconquhar	Tuesday 3 <sup>rd</sup> August	11:00
Low Valleyfield	Tuesday 3 <sup>rd</sup> August	13:30
Cairneyhill	Tuesday 3 <sup>rd</sup> August	15:45
Aberdour	Thursday 12 <sup>th</sup> August	09:00
Kinghorn	Saturday 14 <sup>th</sup> August	10:00
St Andrews	Thursday 12 <sup>th</sup> August	12:30
Kirkcaldy	Monday 16 <sup>th</sup> August	09:30
Auchmuty	Monday 16 <sup>th</sup> August	11:30

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 Fife communities are listed on page 5 of this release along with judging dates, 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.keepsotlandbeautiful.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 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.keepsotlandbeautiful.org](http://www.keepsotlandbeautiful.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	North Berwick, East Lothian
Rosebowl Reserve Trophy	Rothesay, Argyll & Bute
Best Village Shield	Comrie, Perth & Kinross
Best Village Runner Up	Muthill, Perth & Kinross

##### Class Awards

City Award	Aberdeen, Aberdeen City
Small City	Coatbridge, North Lanarkshire
Large Town Trophy	Perth, Perth & Kinross
Medium Town Trophy	Cupar, Fife
Small Town Trophy	Cockenzie & Port Seton, East Lothian
Urban Community Award	Dyce, Aberdeen City
Coastal Resort Award	North Berwick, East Lothian
Flatted Community Trophy	Restalrig & Lochend House, City of Edinburgh

Large Village Trophy  
Small Village Trophy  
Wee Village Trophy  
Clachan

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  
ISPAL Scotland Trophy  
CIWM Scottish Centre Trophy  
Wright Sustainable Development Award

Perth & Kinross Council  
Aberdeen City Council  
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

COMMUNITY	GROUP NAME	CATEGORY	JUDGING DATE	JUDGING TIME	CONTACT	TEL. NO / CONTACT DETAILS
<b>Fife</b>						
Aberdour	Aberdour Village in Bloom	Coastal Resort	Thursday 12 <sup>th</sup> August	09:00	Pauleen Norman	01363 860 262
Auchmuty	Auchmuty & Dovecote T.R.A.	Flatted Community	Monday 16 <sup>th</sup> August	11:30	Jan Anderson	01592 652 999
Cairneyhill	Cairneyhill Community Council	Large Village	Tuesday 3 <sup>rd</sup> August	15:45	George Roxburgh	01383 880 623
Dunshalt	Dunshalt in Bloom	Small Village	Monday 2 <sup>nd</sup> August	15:00	June Victory	01337 828 674
Glenrothes	Take Pride in Glenrothes	Large Town	Monday 2 <sup>nd</sup> August	09:00	Margaret Reilly	<a href="mailto:margaret.reilly@fife.gov.uk">margaret.reilly@fife.gov.uk</a>
Grange of Lindores	Grange of Lindores G.O.L.F	Wee Village	Tuesday 3 <sup>rd</sup> August	09:00	Jean Allardice	01337 840 553
Kilconquhar	Beautiful Kilconquhar	Wee Village	Tuesday 3 <sup>rd</sup> August	11:00	Irene Wallace	01333 340 888
Kinghorn	Kinghorn in Bloom	Coastal Resort	Saturday 14 <sup>th</sup> August	10:00	Susanne Gilfeather	01592 890 766
Kingseat	Bloom in Kingseat	Small Village	Monday 2 <sup>nd</sup> August	10:00	Colin Smith	01383 737 480
Kirkcaldy	Nicol Street T.R.A.	Flatted Community	Monday 16 <sup>th</sup> August	09:30	Yvonne Whitehill	01592 262 246
Leuchars	Leuchars Community Council	Large Village	Tuesday 3 <sup>rd</sup> August	09:00	Mark Sharp	01334 839046
Low Valleyfield	Low Valleyfield	Wee Village	Tuesday 3 <sup>rd</sup> August	13:30	David McGhee	01383 880 216
St Andrews	St Andrews in Bloom	Coastal Resort	Thursday 12 <sup>th</sup> August	12:30	Jill Hardie	07866 619 062