



Wednesday 2nd November 2011



A hard working group from Perth & Kinross are rewarded for their green efforts

Keep Scotland Beautiful presented Aldour Community group from Perth & Kinross with an environmental 'It's Your Neighbourhood' award at a ceremony at the Albert Halls, Stirling on Tuesday 1st November 2011. The group were rewarded for their year-round efforts in creating beautiful, clean and green neighbourhoods.

Aldour Community, from Pitlochry, were awarded with an **Outstanding** level of achievement.

This retired housing project has been involved in the campaign for a number of years, and continues to build on their previous successes. Residents have adopted and transformed shrubberies and the central garden areas into a blaze of colour, with several seating areas and a wide range of plants to help the wildlife.

In its seventh year in Scotland, the It's Your Neighbourhood campaign is ideally suited to volunteer-led community gardening projects or groups who aim to clean up and green up their local area, whether it is the estate where they live, a piece of communal ground or the space outside a community building. The campaign is inclusive and non-competitive, and welcomes groups of all sizes. It is all about bringing members of the community together to make a positive change to the place where they live, work or spend their leisure time.

Derek Robertson, Chief Executive of Keep Scotland Beautiful, and master of ceremonies at the presentations said: "It's Your Neighbourhood, a Royal Horticultural Society campaign run in Scotland by Keep Scotland Beautiful, empowers groups across Scotland to change the areas they live in for the better - for their own benefit, their community, and for visitors alike. These groups should all be praised for the

results they achieve year on year, and we look forward to seeing other areas of Scotland improved by It's Your Neighbourhood groups in 2012."

It's Your Neighbourhood communities were visited by an assessor during the Summer. The assessors examine three themes during their informal visit – community participation, environmental responsibility and gardening achievement.

- Ends -

For further information, please contact: Juliette Camburn, Information & Events Officer on 01786 477 171 or at juliette.camburn@ksbscotland.org.uk.

For a list of all the **2011 It's Your Neighbourhood results**, visit: <http://www.beautifulscotland.org/certificates.asp>

The national and regional press releases, images and fast facts are also available for download at the Beautiful Scotland media centre: <http://news.keepsotlandbeautiful.org/BeautifulScotland.asp>

Notes to editors

- Keep Scotland Beautiful is Scotland's leading environmental charity. It works across Scotland, from Shetland to the Scottish Borders, cleaning and greening up communities, schools and businesses, and has been doing so since 1970. We work in partnership with all 32 of Scotland's Local Authorities, 700+ community groups, 3,850 of Scotland's primary and secondary schools, over 100 businesses and have empowered in excess of 100,000 volunteers to assist in community action. Keep Scotland Beautiful is a committed partner of Government and shares in the government's vision for Scotland to be a cleaner, greener, safer and more sustainable country. Further information can be found at www.keepsotlandbeautiful.org
- [Zero Waste Scotland](#), the lead supporter of the Beautiful Scotland campaign, is the 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 integrates 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.
- Created by the Royal Horticultural Society, [It's Your Neighbourhood](#) is run by Keep Scotland Beautiful in Scotland with support from Zero Waste Scotland and the Royal Horticultural Society.
- There are five levels of Certificate that groups can obtain: Establishing, Improving, Developing, Thriving, & Outstanding Achievement.