



For immediate release

Beautiful Scotland judging begins in North Ayrshire

One community in North Ayrshire 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 2nd until Tuesday 17th August, to discover which communities have been most successful in improving the attractiveness, cleanliness and sustainability of their town, city or village. In North Ayrshire they will visit:

COMMUNITY	DATE	TIME
Largs	Friday 13th August	09:30

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 22nd 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 or call her on 01786 477 171.

*(The North Ayrshire 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:

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Please visit 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

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

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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 22nd September.
- Britain in Bloom judges will also be assessing communities from Monday 9th to Friday 13th 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
- 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	Comrie, Perth & Kinross
Small Village Trophy	Muthill, Perth & Kinross
Wee Village Trophy	Scotlandwell, Perth & Kinross
Clachan	Forrit Brae, Aberdeen City

Entrant Awards

New Entrant Trophy	Kilsyth, North Lanarkshire
Horticultural Award	Rothesay, Argyll & Bute
Permanent Landscaping Award	North Berwick, East Lothian
Jim Murdie Trophy for Sustainability	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

COMMUNITY	GROUP NAME	CATEGORY	JUDGING DATE	JUDGING TIME	CONTACT	TEL. NO / CONTACT DETAILS
North Ayrshire Largs	Largs Blooming Lovely	Coastal Resort	Friday 13 th August	09:30	Ken Welch	01475 675 259