

25 February 2010



Perth & Kinross Council reaches finals of national environmental awards

Perth & Kinross Council were announced as finalists at the annual Scottish *People & Places* conference dinner and awards ceremony last night, Wednesday 24th February, at The Macdonald Marine Hotel, North Berwick.

Provost of East Lothian, Councillor Sheena Richardson and John Summers OBE, Chief Executive of Keep Scotland Beautiful, who hosted the award ceremony, presented representatives from Perth & Kinross Council with a framed finalist certificate in the Award for Support of Communities category.

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.

Problematic sites in the Perth & Kinross Council area were identified through complaints or inspections and then targeted with Litter Action Plans. Developed in partnership with local businesses and local High Schools, a plan was put together to improve one such area by the Broxden Services. By reducing the number of plastic and paper bags issued from food outlets and fast food vans, patrolling the area regularly with Police support and setting up the Broxden forum consisting of representatives from local businesses and Councillors, the visual effect to the surroundings of the Broxden Services has continued to be maintained and improved.

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: "Perth & Kinross Council is well known for consistently maintaining litter free streets and open spaces, so is well deserving of its finalist position in the Award for Support of Communities, for taking things a step further and targeting specific hot spots areas".

Perth & Kinross Council Environment Convener, Councillor Alan Grant, said, "This was an innovative project that has been so successful that we are now looking to roll it out to other areas of Perth and Kinross.

"We decided that rather than going down the enforcement route, it would be much more productive to work in partnership with local businesses, schools and residents to come up with tailored action plans to tackle the issue of litter in particular areas.

"Our officers worked extremely hard to consult with local people and listen to their views, which were then fed into the final Litter Action Plan. This approach has led to the Council building up a good rapport with local people, who now have a much more proactive approach to dealing with this issue. This might not have happened if we had simply decided to take the enforcement route.

"As a Council we feel that working in close partnership with local communities and other stakeholders will produce better results, and this Litter Action Plan project is proof of that. We have seen remarkable results at sites which have been problematic in terms of litter, and local people deserve credit for seizing this opportunity to improve their environment.

"I am delighted that the excellent work of our officers on this project has been recognised through their nomination for this award."

"Perth and Kinross Council is proud to be finalists in this award scheme, which shows our continued commitment to keeping our area clean and attractive."

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.KeepScotlandBeautiful.org/PeopleandPlaces.asp> or contact Suzanne Roberts on 01786 468236 / 07841 369 430 or e-mail 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.KeepScotlandBeautiful.org/peopleandplaces
- For information about Keep Scotland Beautiful's other programmes please visit www.KeepScotlandBeautiful.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:
 - 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