

25 February 2010



## **Renfrewshire Council wins top environmental award**

**Renfrewshire Council scooped the top honour at the Scottish *People and Places* award ceremony last night, Wednesday 24<sup>th</sup> February, at a conference dinner in The Macdonald Marine Hotel, North Berwick.**

The 'Programme of the Year' trophy was presented to representatives from Renfrewshire Council by Provost of East Lothian, Councillor Sheena Richardson and John Summers OBE, Chief Executive of Keep Scotland Beautiful for the work of the Clean Renfrewshire campaign.

Aiming for a cultural change to litter in Renfrewshire, the Clean Renfrewshire Campaign not only focused on a hard hitting communication strategy with advertising and news coverage, it looked at the fundamental service provision in the area, effective engagement with the local community and the introduction of community caretakers as part of the Street Scene team.

Encompassing the true spirit of People and Places, Renfrewshire Council supported many strands of the programme, from Tidy Business Standards, to assisting 23 community clean up events as part of National Spring Clean, using People & Places training courses to assist the Renfrewshire Wardens Service, and initiating an integrated service to improve cleanliness.

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: “Renfrewshire Council is a deserved winner of Programme of the Year, displaying a holistic approach to using the *People and Places* programme to drive environmental improvements.

“Not only has a huge amount of work gone into the Clean Renfrewshire campaign – but it has delivered results – with the cleanliness score improving, community participation in clean ups rising, 600 fixed penalty notices being issued to those caught littering or not picking up after their dog fouls, and 25 businesses - including some traders at Braehead - signing up to the Tidy Business Standards scheme.”

Cllr Marie McGurk, Convener of Renfrewshire Council's Environment and Infrastructure Policy Board, said, “It is a great achievement to win the Programme of the Year Award. It reflects the hard work and determination which the Clean Renfrewshire team has shown to ensure that the momentum for this worthwhile project is sustained.

“The success which we have achieved to date and the change which we have seen throughout Renfrewshire would not have been possible without the support of the local community. They have given up their own time to make Renfrewshire a cleaner place and their efforts should be commended.”

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](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:
  - 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