

# Will you help keep Scotland's beaches beautiful?



Sponsor Scotland's Beach Awards  
and help us celebrate Scotland's beaches





# 97%

of people in Scotland believe access to the outdoors is important for their mental health.

The Scottish coast tops the polls as the preferred place to visit at 58%<sup>1</sup>





## SCOTLAND'S Beach Awards

Everyone has their favourite beach memory – whether your granny paddling in her bloomers, exploring Scotland's diverse marine ecology in miniature through rock pooling, or experiencing the cold water rush of wild swimming in our clean, well-managed coastal waters.

For more than 30 years Scotland's Beach Awards have provided a framework to ensure that access, facilities, safety, environmental quality, heritage and nature are all managed to ensure your visit is brilliant, and that our beaches are managed sensitively for wildlife and people.

**We need your financial support to help keep Scotland's beaches beautiful. And, by sponsoring our national and valued award scheme we can help you, as a socially responsible Scottish business, meet some of your ESG commitments.**

If you love Scottish beaches and would like to invest in a longstanding and trusted award scheme we'd love to talk to you.

*"Scotland's award-winning beaches recognise excellent beach management and celebrate the efforts of all those who do so much to protect, maintain and enhance these valued places for us all to enjoy – from the local authorities to the communities who care so passionately about these phenomenal assets."*

*"We'd love to empower more communities to work towards accreditation of their beaches. Your sponsorship of the programme will enhance capacity and capability in places which boast stunning beaches – worthy of national recognition."*

*"Sponsorship of this valued programme will help us keep Scotland's beaches beautiful."*

**Barry Fisher**  
Chief Executive







# 52

**Scotland's Beach Awards won in 2025.**



# Our awards

Scotland's beautiful beaches are varied, dramatic, ever changing and valuable. They are home to some of our most loved and precious wildlife and the coveted destination of people visiting and who live locally.

Scotland's Beach Awards give coastal communities, from Shetland to the Scottish Borders, a distinct national profile. The Keep Scotland Beautiful team has been assessing beaches and presenting awards for more than three decades.

Our award provides a framework for those who manage beaches to ensure the needs of people, visiting for leisure and recreation, to look after their physical and mental health and to entertain children, are met, and the impact on our natural environment is minimised.

*"Fife boasts the highest number of award-winning beaches in Scotland and this is testament to our dedicated team who deliver the high standards that locals and visitors have come to expect."*

*"We strongly value the independent recognition we get from Scotland's Beach Awards and it's a privilege to work with partners such as Keep Scotland Beautiful, Fife Council and the RNLI to ensure the Fringe of Gold tops the beach charts."*

Jeremy Harris  
CEO at Fife Coast and Countryside Trust



The rocky coastline and beach at East Haven is popular with families, dog walkers and people undertaking a range of leisure pursuits.

*"East Haven Together has achieved a community led Scotland's Beach Award from Keep Scotland Beautiful every year since 2016. Erosion is a widespread issue which constantly creates new challenges but we have created a coastal adaptation programme and planted Lyme and Marram grass helping strengthen the dunes and increase biodiversity. Receiving an award for our wee beach gives us motivation to keep going and puts us on the map so others can visit and see what is being achieved."*



Wendy Murray,  
East Haven Together



A scenic view of a sandy beach with people, a lake, and mountains in the background. The foreground is a wide, sandy beach with several groups of people sitting or standing. In the middle ground, there is a calm lake reflecting the sky. The background features a range of green mountains under a blue sky with scattered white clouds. A wooden picnic table is visible on the right side of the beach.

# 42

**beaches awarded in 2024 achieved an award consistently for more than a decade.**



# Our ask

We need financial support to enable us to provide greater support to those communities, landowners and local authorities who already manage beaches for us all to enjoy.

Funding will help us reach and inspire more communities near wonderful beaches which could benefit from being part of Scotland's Beach Award family and network.

**We need £30,000 to add value to the existing programme and ensure it continues in the future, including:**

- ✓ Full cost recovery for a part-time officer;
- ✓ Support from a team of people working across the charity to provide management, finance, media, web and design services;
- ✓ Co-ordinating and training volunteer assessors and covering travel expenses;
- ✓ Providing support, advice and networking opportunities to all entrants; and
- ✓ Increasing community capacity to enable new communities to apply for awards and celebrate their beaches.



Whether you are able to sponsor the entire programme or contribute a smaller amount to a collective financial pot please do get in touch.







# 80

media articles announcing winners with  
an opportunity to see of **14,747,581** and an  
**Advertising Value Equivalent of £156,134 (2024).**



# Benefits to you

By sponsoring one of Scotland's most loved environmental charities and Scotland's Beach Awards scheme you will additionally be investing in your employees' wellbeing as you connect people with beaches and open the door to climate and nature friendly volunteering opportunities and contribute to the ambition of the UN Sustainable Development Goals.

## We can:

- ✓ Help you to communicate and celebrate your ESG commitment to keeping Scotland beautiful;
- ✓ Provide you with an unparalleled opportunity to celebrate real environmental improvements at beaches across Scotland;
- ✓ Support the communities that your employees, customers and clients live and work in; and
- ✓ Develop bespoke opportunities for your employees to keep Scotland's beaches beautiful.



For more information get in touch with our Development Manager:

**Katie Murray**

Development Manager

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*"Scotland's beaches are more than just stunning coastlines—they are vital ecosystems, community treasures, and windows to our natural heritage. Supporting Scotland's Beach Awards means protecting these spaces for wildlife, safeguarding them for future generations, and celebrating the dedication of those who keep them clean, safe and thriving."*

**Katie Murray,**  
Development Manager, Keep Scotland Beautiful







We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, restore nature and biodiversity and improve places. We aim to inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.



**Keep Scotland  
Beautiful**

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