

NEWS RELEASE



For immediate distribution

Beautiful Scotland Awards celebrate Alloa success

National awards ceremony recognises Alloa's environmental efforts

Community groups, local authorities and businesses from all across Scotland, gathered in Dunfermline yesterday (Thursday 7 September) to celebrate the annual Beautiful Scotland Awards, organised by environmental charity, Keep Scotland Beautiful.

The ceremony, hosted by Fife Council, recognised the work undertaken in communities throughout Scotland to help deliver environmental improvements in their local area - including the efforts of Alloa in Bloom led by the Business Improvement District.

Alloa in Bloom received a Silver Gilt medal certificate in the BID category at the awards, marking the group's efforts to bring more colour to the town centre and to brighten up the area.

The Beautiful Scotland competition, which is run in partnership with the Royal Horticultural Society (RHS), brings communities together to help clean up and beautify the places that matter to them - and recognises the efforts of volunteers across Scotland as they work to enhance their own community.

Thirteen category winners, with 11 additional Discretionary Awards and the overall Rosebowl Award, were presented at the ceremony. All entries were assessed against the three core pillars of the Beautiful Scotland campaign - Horticultural Achievement; Environmental Responsibility and Community Participation.

A full list of Beautiful Scotland Award winning groups can be found here and images from the awards can be accessed [here](#).

The event, which brought over 250 delegates from across Scotland together in Dunfermline to receive their awards, saw Depute Provost of Fife, Councillor Julie Ford, present 25 accolades - recognising the high number of entrants into the competition.

Carole Noble, Operations Director of Keep Scotland Beautiful, commented:

“Beautiful Scotland provides the opportunity for Scotland to celebrate the outstanding achievements of volunteer groups across the country and recognises the significant contribution they make in helping to improve our local environmental quality.

“Alloa businesses and volunteers have worked tirelessly to ensure that the local spaces and places that they treasure are maintained to excellent standards. I would like to commend them on their efforts, especially in celebrating our ‘birds, bees and trees’ theme.

“In 2017 the campaign in Scotland reaches its 51st year. Keep Scotland Beautiful is delighted to, once again, celebrate and reward the dedication and achievements of the committed volunteers who create places that are good for our health, wealth and happiness.”

Beautiful Scotland is managed by Keep Scotland Beautiful, a member of the RHS Bloom Federation. Entrants are judged by a team of expert volunteer judges on their year-round achievements. Awards are presented to a range of local authorities and communities who have achieved the highest scores in their categories, with Discretionary Awards given to those who demonstrate excellence in their commitment to the campaign. Some of the winners will go on to represent Scotland in RHS Britain in Bloom in 2017.

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Notes to Editors

1. **Images** from the Beautiful Scotland Awards are available.
2. The full list of Beautiful Scotland Award **winning groups and contact numbers** can be found [here](#).
3. **Keep Scotland Beautiful** is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and more sustainable. Further details at www.keepsotlandbeautiful.org
4. **Beautiful Scotland and It's Your Neighbourhood** support and recognise the work of community groups across Scotland as they seek to improve and enhance their local environment. These campaigns are run in partnership with the RHS. Further details at: www.keepsotlandbeautiful.org/beautifulscotland **and** www.keepsotlandbeautiful.org/IYN
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