



Keep Scotland Beautiful's campaign to improve local environments through community action



Beautiful Scotland celebrates and supports the achievements of communities who have come together to make lasting improvements to their village, town or city. The campaign is run by Keep Scotland Beautiful, the charity for Scotland's environment.

The Beautiful Scotland campaign, judged, and with awards presented each summer, gives focus to efforts in relation to the following three core pillars:



Entrants are also expected to show that their efforts are sustained throughout the year.

As a member of the RHS Bloom Federation, a number of category winners from Beautiful Scotland are nominated to represent Scotland at the UK level the following year. Every year, two 'Britain in Bloom with the RHS' finalists are invited to represent the UK in Entente Florale, the European competition.

Benefits of taking part	Support available to entrants
<ul style="list-style-type: none"> National recognition for your group's work 	<ul style="list-style-type: none"> Campaign support pack
<ul style="list-style-type: none"> Part of a Scotland-wide campaign, and the chance to network with other groups from across the country 	<ul style="list-style-type: none"> Press & media support to promote the work of your group
<ul style="list-style-type: none"> The chance to compete for prestigious category trophies (from Wee Village to City) and Discretionary Awards (ranging from tourism to biodiversity) 	<ul style="list-style-type: none"> Monthly update emails packed full of useful hints, tips and funding resources
<ul style="list-style-type: none"> Developing a sense of community and creating positive interaction between community members 	<ul style="list-style-type: none"> A report giving realistic, helpful advice on how your group can progress and highlighting your successes
<ul style="list-style-type: none"> Positive effects on the local economy, such as increased commercial enterprise, and a reduction in anti-social behaviour 	<ul style="list-style-type: none"> Free attendance at an annual award ceremony and seminar
<ul style="list-style-type: none"> Helping the environment, through recycling, energy conservation, reducing litter, improving/adding green spaces and other sustainable practices 	<ul style="list-style-type: none"> Access to a quarterly RHS community gardening review magazine – <i>Grass Roots</i> – and online support
<ul style="list-style-type: none"> Greater community contact/building relationships with the local authority 	<ul style="list-style-type: none"> A dedicated webpage for your group, providing an opportunity to promote your projects / work





Who can enter Beautiful Scotland?

Communities of all sizes can take part, from wee villages to cities. Some groups are entirely voluntarily run, some work in partnership with their local council, and some are local authorities working in partnership with a variety of community groups.

You need to enter your whole community, not just part of it, in a category (Wee Village – City) which corresponds to your size based on electoral roll. Visit www.keepsotlandbeautiful.org/beautifulscotland for information on categories. Exceptions to this rule include Business Improvement Districts and Urban Communities.

Does it cost anything to take part?

A small fee is charged. This varies depending on which category your group fits into. Visit www.keepsotlandbeautiful.org/beautifulscotland for information on fees.

What do Beautiful Scotland groups do?

Each group focuses on relevant initiatives according to their own needs and objectives. Some examples are:

- Park cleanliness and community engagement projects
- School/youth projects (i.e. school garden, environmental projects, wildlife garden, bug hotels, wildlife surveys, bird/bat boxes etc.)
- Bulb & tree planting
- Cleaning up (litter picks, cleaning/renewing street furniture & signage, anti-litter/ dog fouling awareness campaigns, clearing derelict sites etc.)
- Greening up (regenerating unused areas into useable green space, creating wildflower meadows etc.)
- Managing 'feature floral displays' in the community
- Caring for conservation / heritage areas
- Introducing environmental activities (community recycling of green waste, reducing the use of natural resources, balancing seasonal and permanent planting)
- Holding fundraising events to promote the work of the group and to raise money for ongoing projects

How does the judging process work?

All groups registered with Beautiful Scotland are visited by experienced volunteer judges at the end of July / beginning of August. Judges visit in pairs, and each judging pair will visit all groups in one category (e.g. Wee Villages). Groups must provide evidence of year-round work. The judges then compile a report for each group, which will include areas of achievement and suggestions for improvement. Groups find out how well they have done in their category, and whether they have picked up any special awards at an award ceremony in September.

How does my group register or get more information?

Please visit www.keepsotlandbeautiful.org/beautifulscotland for more information about the campaign and for registration details.

Alternatively, please email beautifulscotland@ksbscotland.org.uk or call Juliette on 01786 477 171.

In partnership with



Keep Scotland Beautiful is a registered Scottish charity. Number SC030332

