National Recognition for Portobello Beach

Keep Scotland Beautiful confirms 2014 winners of Seaside Awards

The winners of the **2014 Scottish Seaside Awards** were announced today, 30 May 2014 by the independent environmental charity, Keep Scotland Beautiful, with more beaches than ever receiving credit for environmental quality and an exceptional seaside experience.

A record-breaking 61 beaches have been recognised this year. The City of Edinburgh Council’s Portobello beach has been awarded a Resort Seaside Award for the third consecutive year.

The award, given annually, recognises good water quality and excellent litter, safety, and environmental management procedures – Portobello beach has been proudly flying the Seaside Award flag consistently since 2012.

Councillor Lesley Hinds, Environment Convener, of The City of Edinburgh Council, said:

“This is wonderful news for Portobello beach, which will be one of the city’s key destinations during the coming months. To win this award for the third year running is proof that it is a clean and safe environment for everyone to enjoy.

“As well as work by the Council to maintain the area, the local community have played their part by picking up litter and keeping the beach clean, for which they deserve credit.

“While the beautiful coastline at Portobello is deserving of this award, it also recognises the condition of the surrounding area, and hopefully will benefit the town’s vibrant shopping centre.”

The awards for 2014 have been unveiled by Minister for Energy, Enterprise and Tourism, Fergus Ewing MSP, during a visit to Nairn Beach.
NEWS RELEASE

Celebrating some of the cleanest and best managed beaches in the country, the Seaside Award scheme has been used as a quality benchmark for Scotland’s beaches for the past 22 years.

Seaside Awards help signpost visitors to the best managed areas of Scotland’s seaside and coastline. The most recent visitor figures show that in 2013, the Year of Natural Scotland, there was an increase in the share of seaside holidays to 17% (from 14%) of all holiday trips.

Minister for Energy, Enterprise and Tourism, Fergus Ewing MSP, said:

“Scotland has some of the best beaches in the world – from traditional bucket and spade resorts to remote rural locations – and this highest level of Seaside Awards is evidence of the quality and experience that they offer to visitors and locals alike.

“Our natural environment is an important reason as to why people visit Scotland, which we celebrated last year during Year of Natural Scotland. Our beaches play a large part in this, and it is fantastic to see so many gain accolades through the Seaside Awards, and the work that beach managers and Keep Scotland Beautiful do in ensuring this.”

Mark Bevan, Head of Campaigns at Keep Scotland Beautiful, said,

“Scotland’s beaches have something for everyone to enjoy – excellent environmental quality, bustling promenades, secluded bays and biodiversity rich shores, therefore, maintaining standards is vitally important.

“Keep Scotland Beautiful is working to improve the quality of our local environment across the country, and we know that beaches are an important asset for local communities and their economies so it is great to announce so many awards in recognition of excellent management this year, including in Edinburgh”.

A map showing all the award-winning beaches with descriptions, directions, facilities and pictures can be found at www.keepscotlandbeautiful.org/coastal. There is also a new facility to enable people to choose the type of beach they wish to visit and an option for rating their favourite beaches.

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Notes to editors

1. **Keep Scotland Beautiful** is Scotland’s leading force acting, campaigning and training others to clean up local environments and to change the behaviour which blights our urban and rural landscape; *it is part of its work to help make Scotland clean and green, today and tomorrow.* Further details at [www.keepscotlandbeautiful.org](http://www.keepscotlandbeautiful.org)

2. The **Scottish Seaside Awards** scheme is one of two beach awards scheme run by Keep Scotland Beautiful. The programme exists to reward good beach management, which increases the pleasure local people derive from their beach and also benefits the local economy through an expansion in tourism. The Seaside Award is also administered in Wales by Keep Wales Tidy and Northern Ireland by Keep Northern Ireland Beautiful. Further details at: [http://www.keepscotlandbeautiful.org/coastal](http://www.keepscotlandbeautiful.org/coastal)

3. **Media enquiries** to Peter Duncan on 07740 469949.