



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



**It's Your Neighbourhood** celebrates the achievements of communities who have come together to clean up and green up the neighbourhoods where they live, work or spend leisure time. The campaign is run by Keep Scotland Beautiful, the charity for Scotland's environment, in partnership with the Royal Horticultural Society (RHS).

It's Your Neighbourhood is FREE to take part, and is non-competitive. It is for volunteer-led community groups working on a range of projects, including allotments, woodland gardens, rejuvenating derelict space, beautifying your local street, setting up a friends group to look after your local park or brightening up the area around your church or village hall.

Participating groups are asked to focus on the three core pillars of:



Community  
Participation



Environmental  
Responsibility



Gardening  
Achievement

Each entry is assessed against its own potential, and there are five levels of achievement: Establishing, Improving, Advancing, Thriving, or Outstanding.

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





### Who can enter It's Your Neighbourhood?

Open to groups of all sizes and a variety of projects, as long as they are focused on cleaning up and greening their local area and as long as they are:

- A group, e.g. residents' group / association; a friends group connected to a local green space, park or garden; a group of neighbours; a gardening group in a hospital, residential home, sheltered housing complex; a youth club / Scouts, Brownies or Girl Guide groups; or a community allotment group;
- Hands on;
- Involved in community gardening;
- Engaging and/or getting input from the community;
- Benefiting the community;
- Volunteer-led;
- Considering environmentally responsible behaviours
- Sustainable over time; and
- Owned by the community and the community takes responsibility for the work.

### What kinds of projects do It's Your Neighbourhood groups carry out?

Some examples of what It's Your Neighbourhood groups have done are:

- Restoring a churchyard;
- Converting a derelict area into useable green space;
- Taking over the improvement and maintenance of green spaces on their estate;
- Transforming a residential back alley into a community meeting space and garden;
- Adopting a square, roundabout or brownfield space and renovating it;
- Redeveloping all the front gardens on a street using hanging baskets, window boxes for growing herbs etc;
- Forming a Friends group to look after the local park; and
- Uniting local retailers to transform the high street/shopping area.

### How does my group register or get more information?

Please visit [www.keeptoscotlandbeautiful.org/iyn](http://www.keeptoscotlandbeautiful.org/iyn) for more information about the campaign and for registration details.

Alternatively please email [beautifulscotland@ksbscotland.org.uk](mailto:beautifulscotland@ksbscotland.org.uk) or call Juliette on 01786 477 171.

### Case study: Wee Green Project, Yorkhill Community Centre



In only a few months, this group turned a strip of grass in front of a community centre into an oasis of colour and edible planting for any local residents to enjoy and become involved in. Both soil and seeds were donated. The project also has sustainable credentials with old timber and tyres recycled to make planters.

In partnership with



Keep Scotland Beautiful is a registered Scottish charity. Number SC030332

