



# Media Release

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**photo opportunity – see below**

## **HARROGATE SET TO RIVAL LEGENDARY BAFTAS AWARDS**

Preparations are underway for the first-ever Harrogate District BAFTERS' awards (Best Action for the Environment Roadshow). Although normally associated with the film and tv industry, these BAFTERS will nonetheless have their own star-studded cast.

Harrogate Borough Council's Agenda 21 Team has launched the scheme as a way of rewarding those who are helping to protect the environment. Entry details have been sent to schools, businesses and community groups right across the district.

Following on from a very successful schools' eco-conference held in Knaresborough last year, the Government Office has rewarded the Agenda 21 Team with a grant of £15,000 to extend their educational work. Part of the condition of the grant award was that the team provided case studies to be used as an example for others throughout the Yorkshire and Humber Region. The BAFTERS will be one such study.

Nidderdale High School, Harrogate Grammar School, Starbeck and Boroughbridge Primary Schools have already confirmed they will be entering. And Chris Robinson, Environmental Projects Officer, is hoping for a lot more interest. She said:

“Everyone who enters is going to get the star treatment at a glittering awards ceremony which will be held in true BAFTA style at the Hotel St George in Harrogate who are one of our sponsors. Paul Hudson, that well known and popular weather man from BBC will be presenting the awards and will also talk about the effects of climate change.”

The purpose of the awards is to demonstrate that everyone can make a difference whether at school, at work or in the local community. All those who enter will be showcased at the Award Ceremony, which will be held on 13 July where entrants will get that special red carpet treatment.

All entries will be nominated for a prize, but the Best Action for the Environment award will go to the best overall school, business or community group entrant. There will also be number of Outstanding Achievement awards in the fields of energy action, waste and recycling, as well as a special Individual Achievement Award.

A variety of prizes include cash for schools, trees or shrubs for school grounds, greenery for offices and community groups as well as special commemorative certificates for all entrants.

The whole project is being sponsored by the Harrogate International Centre, Yorkshire Agricultural Society, Johnsons of Whixley, Swallow St George Hotel, Harrogate in Bloom and Churches Together.

Full details of the award scheme are available from the Agenda 21 Team on 01423 556909 or 556801 or from the council's Environmental Project Officer on email at [chris.robinson@harrogate.gov.uk](mailto:chris.robinson@harrogate.gov.uk). ENDS

**Photo Opportunity:** Starbeck Primary School will be learning how to become Special Energy Investigators as part of their work to audit energy consumption in the school – 3.30 pm on Tuesday, 22 June, Starbeck Primary School.

**NOTE TO EDITORS:** In the last six months a programme of activities has been underway in schools throughout the Harrogate district initiated by Harrogate Borough Council, including events for teachers and activities for children. Starbeck Primary School has been one of the main pilot schools, along with Nidderdale High School who will be performing a play, and Boroughbridge Primary School who will give a short presentation at the BAFTERS awards ceremony.

In March 2004, Harrogate saw the launch of its first Green Business Club and over 20 companies began work to save money and save the environment.

Both activities are part of the council's commitment to take action to care for the environment (one of the council's corporate priorities)

Research undertaken by MORI for the Environment Agency during 2003 indicated that:

- 73% of people living in England and Wales might do more for the environment if they thought it would make a difference
- Over 75% would do more if it was made easier

The aim of this work is to show that everyone can make a difference and it is not that difficult.