

Fisherrow Sands – campaign overview 2020

Fisherrow Sands was one of the original 'My Beach, Your Beach' sites in 2018. Unfortunately this year it lost its bathing water classification due to five consecutive years of an average 'poor' rating. This was due to a combination of short-term pollution events associated with heavy rainfall and other factors, including dog and gull fouling. It is a small beach, with a car park and food truck, that is popular with locals.

2020 water quality classification: **N/a**

SEPA bathing water profile: Fisherrow Sands [↗](#)

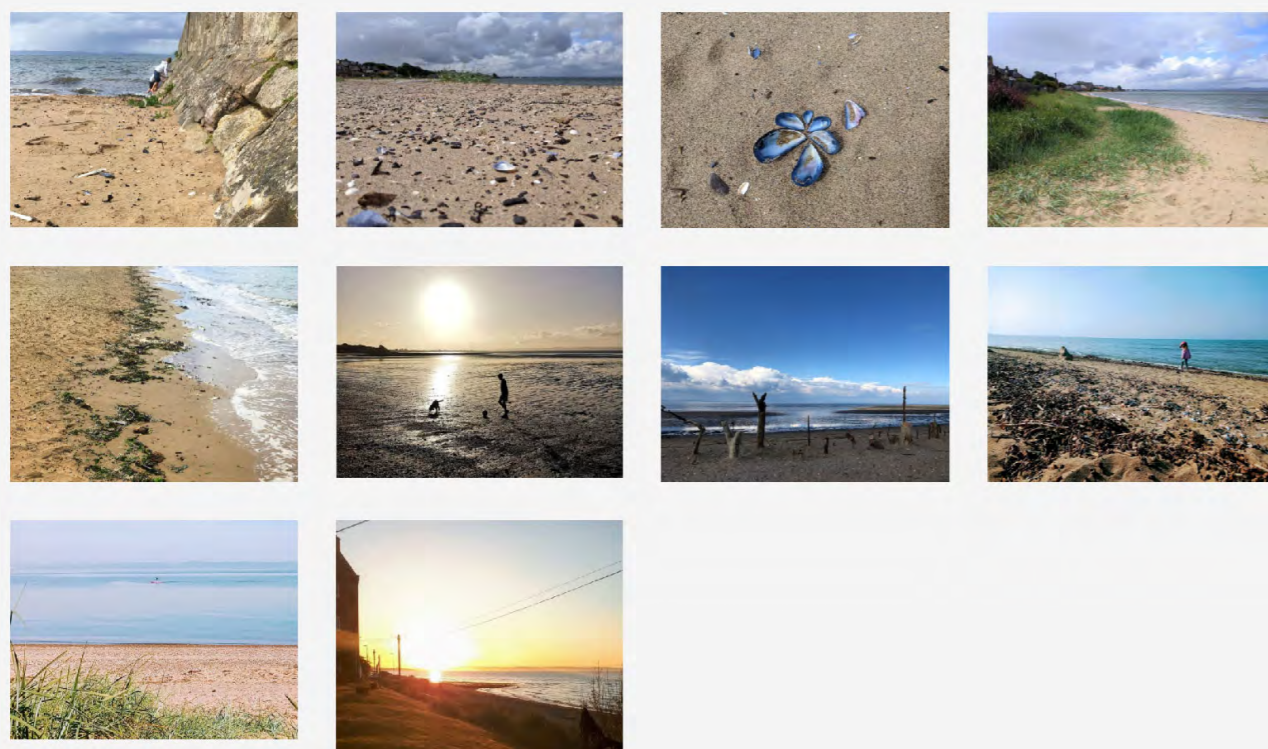
Targeted campaign reach

Web	Page views	
	683	
Social	Reach	Engagement
	10,298	461
	7,300	432
Total	17,598	893

Know your beach - [quiz](#) [↗](#)

- 165** participants
- 56%** average score
- 73%** aware of link between rainfall and water quality

#LuckyToLiveHere



[View online gallery](https://www.KeepScotlandBeautiful.org/community-and-place/my-beach-your-beach/fisherrow-sands/)
<https://www.KeepScotlandBeautiful.org/community-and-place/my-beach-your-beach/fisherrow-sands/>



71% of beach locals noticed the campaign

Beach use



Bathing water quality information not provided in 2020 due to loss of bathing water designation.

Top three reasons for visiting

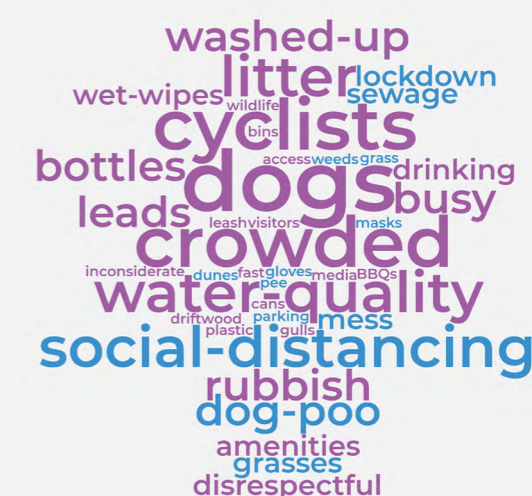
- 64%** walking
- 38%** scenery
- 26%** dog walking

Perceptions of the beach

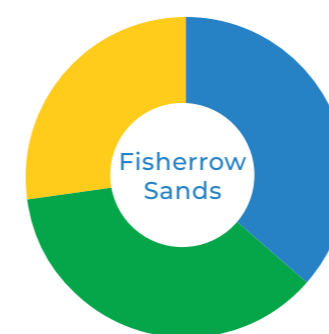
Favourite things about the beach this summer:



Least favourite things about the beach this summer:



Perception of issues



- 50%** think litter is an issue
- 67%** think dog poo is an issue
- 67%** think gulls are an issue

151 items of litter counted

Top three items found on the beach

Cigarettes	29%
Plastic pieces	16%
Wet wipes	14%

Top three items found on the prom

Cigarettes	49%
Plastic snack packets	12%
Plastic cutlery & Plastic food containers & Foil/ foil wrappers & String/rope	5%

71% would pick up litter when visiting the beach, to leave it cleaner than they found it