


## Portobello beach – campaign overview 2020

This sandy beach next to Edinburgh features a picturesque promenade with shops, cafes, restaurants and more, with views across the Firth of Forth. It comprises two adjacent bathing waters (Portobello Central and West) and has been part of the 'My Beach, Your Beach' campaign since 2018, in which time it has seen an improvement in water quality at Protobello South, from poor to sufficient in 2019.

2020 water quality classification: **Sufficient**

SEPA bathing water profile: [Portobello central](#)  
SEPA bathing water profile: [Portobello west](#)

### Targeted campaign reach


Web  Page views  
**1,356**

Social	Reach	Engagement
	<b>17,824</b>	<b>944</b>
	<b>14,485</b>	<b>809</b>
<b>Total</b>	<b>32,309</b>	<b>1,753</b>

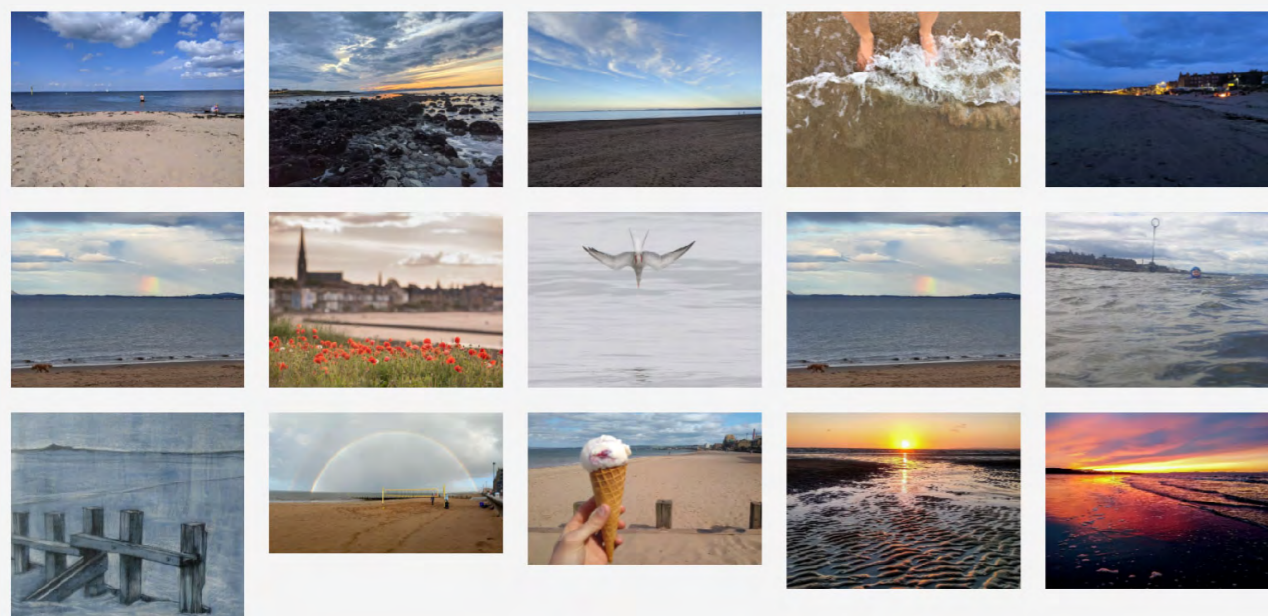
### Know your beach - [quiz](#)

 **314** participants

 **66%** average score

 **67%** aware of link between rainfall and water quality

### #LuckyToLiveHere



[View online gallery](#)

<https://www.keepsotlandbeautiful.org/community-and-place/my-beach-your-beach/portobello-beach/>



**60%** of beach locals noticed the campaign

## Beach use



**40%** check bathing water quality signage

## Top three reasons for visiting

- 59%** walking
- 28%** dog walking
- 28%** scenery

## Perceptions of the beach

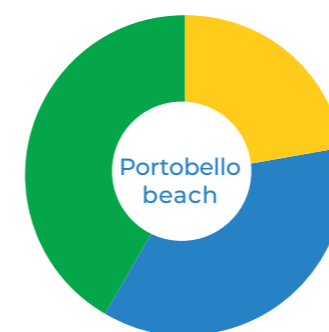
**Favourite** things about the beach this summer:






**Least favourite** things about the beach this summer:



## Perception of issues



-  **35%** think litter is an issue
-  **57%** think dog poo is an issue
-  **65%** think gulls are an issue

## 293 items of litter counted

### Top three items found on the beach

- Cigarettes **24%**
- Plastic pieces **15%**
- Plastic caps and lids **9%**

### Top three items found on the prom

- Cigarettes **56%**
- Plastic snack packets **7%**
- Wooden forks/lolly sticks/stirrers **6%**

**90%** would pick up litter when visiting the beach, to leave it cleaner than they found it