Keep Scotland Beautiful

Your charity for Scotland's environment

My Beach, Your Beach

A campaign to improve bathing water quality
Year Three Report: Summer 2020

The Scottish Government · SEPA Scottish Environment Protection Agency · North Ayrshire Council Comhairle Siorrachd Àir a Tuath · south Ayrshire COUNCIL · EDINBVRGH YOUR COUNCIL – YOUR ENVIRONMENT · East Lothian Council · FIFE COAST & COUNTRYSIDE TRUST

Contents

Introduction

Since 2018, My Beach, Your Beach has been helping improve bathing water quality at a selection of designated Scottish beaches.

Bathing water quality can be impacted in a number or ways, from sewage and agricultural run-off to seemingly smaller sources of contamination such as gull and dog poo.

My Beach, Your Beach aims to address the community habits, both at the beach and indoors, that contribute towards bathing water contamination.

In the first instance, this means:

- **Encouraging dog owners to clean up after their dogs.**

- **Discouraging beach users from attracting gulls by feeding them.**

- **Reminding beach users to take litter away and put it in the bin, to avoid attracting gulls and also polluting the beach with litter.**

Bin your litter or take it home to recycle | Don't feed the gulls **Bird poo pollutes the water** | Bag it and bin it **Dog poo pollutes the water**

In addition, the campaign raises awareness of habits indoors that can lead to sewerage blockages and overspills that contaminate bathing water, namely:

- Pouring 'fats, oils and greases' down the drain.

- Flushing 'unfluhsables' (anything other than pee, poo and paper) down the toilet.

Never pour fats, oils, or greases down the drain

Proudly supporting **#MyBeachYourBeach**

Only flush the 3 Ps – pee, poo and paper

Proudly supporting **#MyBeachYourBeach**

Beach locations

Each year, the campaign has been targeted at a selection of popular beaches that face challenges with bathing water quality.

It has achieved significant reach, awareness and behaviour change in the past and has been expanded to new sites each year on this basis. This year, the campaign expanded to include Irvine and Troon beaches, on the Ayrshire coast.

| **My Beach Your Beach - Bathing water classifications** Bathing water quality is classified annually at each site, on a scale from 'poor' to 'excellent' on the basis of sampling from the previous year's bathing season.			
Beach	**Year**		
	2018	**2019**	**2020**
Portobello (Central/West)	Sufficient/Poor	Sufficient/Sufficient ⬆	Sufficient/Sufficient
Fisherrow	Poor	Poor	N/a*
Ayr	Poor	Poor	Poor
Kinghorn		Poor	Sufficient ⬆
Troon			Sufficient
Irvine			Poor

*Lost bathing water designation due to a 'poor' water quality classification for the past five years in a row.

This year turned out to be very different for the campaign, due to the global COVID-19 pandemic. It presented challenges with regards to what could be delivered but also opportunities to explore alternative approaches and ultimately to expand the scope and impact of the campaign as we look to the future.

This document provides an overview of My Beach, Your Beach 2020 with a focus on what we have learned over the past six months both about the beaches themselves and about delivering an effective campaign for addressing bathing water quality.

My Beach, Your Beach 2020 overview
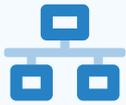
Engagement

510,905

reach achieved

Campaigning

77%

beach locals noticed the campaign

Looking ahead

80%

would like to see ongoing work

Environmental quality

Surveys

34%

of litter is preventable food and drink litter

21%

is marine litter that requires cleaning up

Public perception

33%

think litter is an issue

51%

think dog poo is an issue

53%

think gulls are an issue

Beach use

30%

of beach users check bathing water quality

Clean up Scotland

69%

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

2020 context

Challenges and opportunities

Planning for this summer's campaign started in April 2020, at a time when the whole country was coming to terms with the unprecedented reality of the global pandemic. By the time the campaign launched nearly four months later, we were on the cusp of more uncharted territory, as we started the transition out of lockdown and into the 'new normal'. This backdrop had profound implications, both for our capacity to deliver the campaign and for our approach in doing so:

- Travel restrictions and physical distancing measures meant that the usual campaign activities like public engagements and beach clean events were unlikely to be feasible, as was the possibility of visiting the beaches to carry out monitoring and surveying.

- Lockdown meant that beach-use patterns would be very different this year, both in terms of visitors of businesses, their respective priorities and activities and their environmental implications.

- Partner capacities were also reduced, with key delivery partners such as local authorities and community groups spread thin on the ground.

- And audience moods were depleted from navigating the disruption, uncertainty and hardship of the pandemic with likely little appetite for new causes or calls-to-action.

However, in addition to these challenges, this context also presented some new opportunities for the campaign:

- With nowhere else to go, people across the country were reconnecting with their natural spaces, spending more time outdoors and finding new appreciation for their local parks and beaches.

- Community cohesion was strengthened as people turned to their neighbours for moral and practical support, making 'taking action for the good of the community' a poignant angle for engagement.

- Many people also found themselves with more free time on their hands and looking for things to do - something the campaign could provide.

Our approach

Bringing it online

With on-the-ground delivery an unlikely prospect, we turned our focus to alternative channels. As such, this year's campaign was delivered primarily through people's computer and mobile phone screens, with web pages full of engaging content and targeted social media strategies to drive reach and engagement among beach locals. At the same time, campaign presence at each site was still key and vital in anchoring the online activity to the reality of each beach.

Leading with celebration

Given the climate of the preceding months, we reasoned that the campaign would need to be positive and uplifting if it was to be received well. Rather than focus on telling people directly what to do and why, we took a more indirect approach, tapping into people's new-found connection to their local beach. By inviting them to **learn, explore and celebrate** different aspects of the beach, we were also implicitly making the case for protecting it.

Expanding the scope

In a bid to deliver a more positive and celebratory tone, we expanded the scope of the campaign beyond simply talking about bathing water quality issues to incorporate other aspects of the beach. In particular, we created three content 'themes':

- **Environment and place** which included information about water quality and the built environment.
- **Wildlife and landscape** which looked at the natural attributes of the beach and surrounding area.
- **History and heritage** which reflected on the beach's past as a vantage point for the present and future.

Sourcing content from the local community

Our targeted and celebratory online approach both lent itself and hinged on actively engaging a two-way conversation with the local community, that generated information, trivia, reflections, interpretations and other content relating to each beach. This bottom-up approach is more involved and led to a more relevant and bespoke campaign, that we may not have had the opportunity to explore if more traditional campaigning methods were available.

> In summary, by inviting input from the local community and celebrating different aspects of the local beach, we hoped to foster a sense of pride and ownership, thus laying the foundations for the behaviour change required in order to improve bathing water quality.

Campaign delivery

Given the approach outlined above, the key aims of the campaign this year were threefold:

- Engage locals in a celebration of their local beach
- Raise awareness of the issues around bathing water quality
- Encourage behaviour change

Delivering against these aims required a combination of communications, engagement and interventions, outlined below.

Communications

Overall, the communications strategy this year reflected the online nature of the campaign, as well as its celebratory and beach-specific approach. It therefore used a combination of core campaign content on the one hand, exploring bathing water quality issues and calls to action, as well as more beach-specific content, generated for and by the online campaign interventions, discussed further down.

The My Beach, Your Beach website was updated to act as a hub for campaign content and engagement, with a web page created for each beach. This featured information about the bathing water but also the broader aspects of the beach across the three content 'themes' including interactives like a quiz and user-generated content, like photo galleries.

With no local events to attend or publicise in local press, we relied on targeted social media in order to get campaign messaging and awareness to audiences at each site. This included paid advertising as well as support from local community channels where possible.

This all complemented the core messaging around bathing water quality issues and calls-to-action, which was regularly broadcast across our own and partner channels, raising the profile of the campaign, as well as mirrored in the campaign collateral installed on the ground at each beach.

Stakeholder engagement

In advance of launching the campaign, we also engaged with key stakeholders, including organisations like Scottish Water and Marine Conservation Society, local authorities and beach managers for each site, as well as local community groups. Some we had worked with before whilst others, like North Ayrshire Council and the local 'Friends of Troon beaches' and 'Irvine Clean Up Crew' groups were new to the campaign.

Despite a lack of in-person contact, all stakeholders provided invaluable support, from assisting with collateral and communications to providing their expert insights and feedback to help shape and guide the campaign, making it both more focused and more tangible and relevant for our audiences.

The community groups were a vital contact on the ground and it was particularly important to make sure that the campaign complemented the amazing work that they do already. A few highlights of community activity this year included the following:

■ All groups were engaged with the ongoing SEPA consultation on bathing water quality signage.

■ In Ayrshire the three community groups for Ayr, Troon and Irvine took the initiative to start collaborating, sharing knowledge and resources.

■ We supported the council and local community groups at Fisherrow Sands in their revision of beach binfrastructure.

■ We also provided #MyBeachYourBeach branded vests for the Don't Trash Ayr group.

Interventions

My Beach, Your Beach launched on 15 July 2020 along with Scotland's bathing season for the year, following the easing of lockdown restrictions.

In addition to an announcement in the press, the launch saw campaign collateral appear on bins and signage at each site, carrying campaign messaging. Online, the website went live and we started rolling out interventions through social media, intended to generate engagement with each beach:

Know Your Beach quiz

An online quiz was created for each beach, drawing from the content compiled for each across the three content themes. This was promoted through targeted social media to beach locals for each site, with the simple question 'How well do you know your beach?'

With the quiz embedded on the web page for each beach, users were then directed to find out more about the campaign after completing the quiz.

17,898 overall reach

2,054 engagements

A total of 1,266 people took the quiz, helping to generate over 1,300 views of the campaign webpages during the first three weeks of the campaign.

#LuckyToLiveHere photo gallery

Shortly after the quiz, we started rolling out another targeted engagement activity to beach locals at each site, this time inviting them to tell us, with an image, why they feel #LuckyToLiveHere at each beach. The photos submitted were compiled in an online gallery on each beach's web page. This, in turn, was utilised throughout the campaign as a hook for getting people to visit the page and ultimately engage with further campaign content.
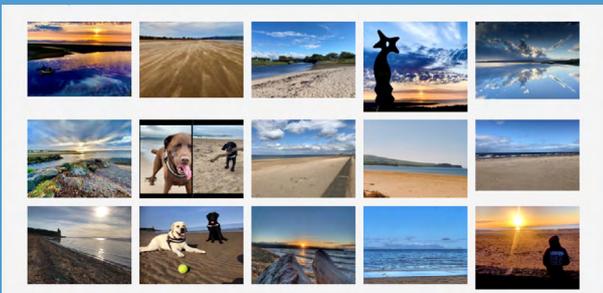
65,488 overall reach

4,034 engagements

Close to 100 photographs were submitted as part of this initiative, both for campaign beaches, but also for other beaches across Scotland. Ultimately, over 6,000 views of the six beach web pages were achieved through this and other interventions.

#DoggyAmbassador competition

The Doggy Ambassador competition, where people vote for a local dog to be the face of a 'Bag it and Bin it' poster, has been one of the campaign's most successful engagement activities in the past.

Normally, submissions are gathered via in-person engagement with dog walkers at each beach, however, this year the call-out was taken online. The pattern of submissions received led us to run the competition for an east and west coast Doggy Ambassador respectively.
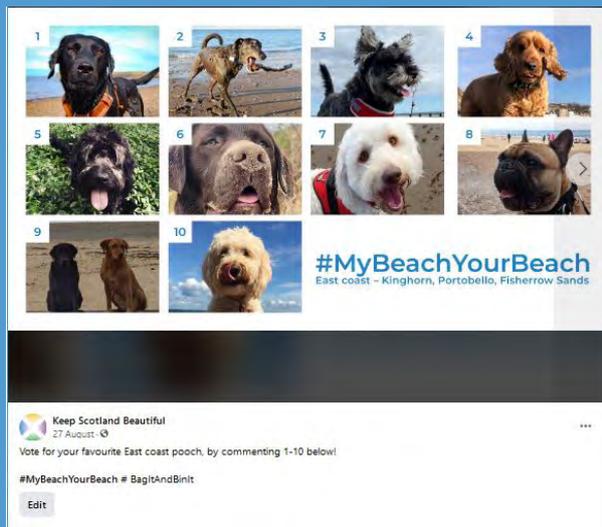
25,734 overall reach

880 engagements

The initiative generated significant reach and engagement for the campaign with a total of 222 votes cast and presented an opportunity to talk about dog poo and responsible dog ownership on the beach.

Other interventions

August also saw the development and roll-out of additional interventions seeking to engage with key audiences, namely businesses and schools. Although these did not generate uptake this summer, they were still valuable developments that will be carried forward as part of the campaign.

Business engagement
As businesses reopened, we rolled out some light-touch business engagement, with an updated business pledge promoted via social media. This generated a bit of interest, but ultimately only one business took the pledge this summer.

Young Reporter – beach edition
The Young Reporter for the Environment programme is an international competition for young people aged 8-25 to carry out a solutions-oriented report on an environmental topic of their choosing. This was adapted for a special My Beach, Your Beach edition and aimed at young people at our six sites, inviting them to report on a topic of their choosing, from across the three content themes of the campaign. It was intended as both an engagement tool for local young people and a means of generating locally-sourced and locally-pertinent campaign content.

The initiative was rolled out one week after schools reopened in August, through our Eco-Schools channels primarily, as well as through local community groups. Ultimately, there was no uptake, likely due to both the timing and timeframe of this intervention.

Campaign close: feedback and a final engagement

The campaign officially came to a close at the end of the bathing season on 15 September. As this time was already dominated by communications around the Great British Beach Clean and the Great British September Clean, we opted for a low-key communication, coupled with the roll-out of attitudinal surveying to invite target audiences to reflect on their experience of the beach over the summer and help evaluate the campaign.

This was then followed up with a round of formal campaign close communications in October, including local press and targeted social media. This was built around survey stats showing people's willingness to help clean up the beach, along with other campaign highlights and feedback and a call to care for beaches year-round.

This generated an additional 30,000 reach, including over 1,500 web views and 156 new quiz engagements, as well as 131,000 press reach with 11 articles across local press.

Monitoring impact

Campaign impact is normally evaluated on the basis of:

- Campaign reach and recall, monitored through communications stats

- Attitudinal changes, monitored via attitudinal surveying

- Behavioural changes, monitored by surveying behavioural indicators i.e. the amount of litter and dog poo left by people on and near the beach

Travel restrictions this year posed a significant challenge to the latter two with no baseline recorded at the start of the campaign, only a snapshot survey at the end. However, despite these limitations, we were able, through design and interpretation, to glean useful insights about the beaches and the impact of this year's campaign approach. These are outlined in the sections below.

Awareness and engagement – campaign reach

The use of targeted social media this year has made up for the lack of presence on the ground allowing us to reach and engage a significant number of people local to each beach. It also allowed us to deliver the campaign to new audiences, that we would likely have not reached otherwise.

Total targeted social media reach among beach locals		
Platform	**Reach***	**Engagement****
Twitter	78,344	3,963
Facebook	66,232	3,710
TOTAL	144,576	7,673

*Number of unique people who saw the content   **Total likes, shares, comments and link clicks

A breakdown of the reach and engagement achieved at each beach can be found in the beach 'report cards' in the Appendix.

Looking beyond targeted communications to include general social media, website visitors and press coverage, the campaign achieved a total reach of 510,905 which, considering its scope and duration, is a significant achievement.

Social	**Web**	**Press**
244,759	**7,782**	**258,364**
social media reach	website views	press reach

Total reach: 510,905
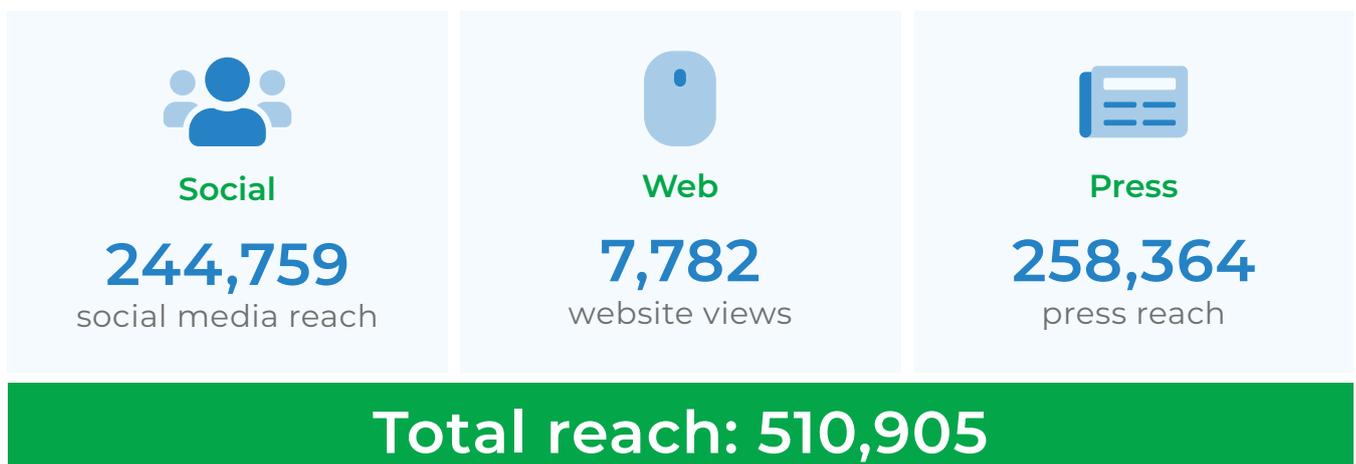
Behaviour change - litter and dog poo surveys

A snapshot measure of litter and dog poo presence at each site was surveyed right before the end of the campaign in the middle of September, from a roughly 100m transect on the beach and prom at each.

Composition: food and drink litter has a significant impact
An understanding of what litter items are present at each beach gives us insights into some of the potential sources, whilst also providing locally relevant engagement content.

Overall, the majority of litter found came from food and drink (34%), similar to last year (37%). This varied from site to site, ranging from 48% of litter at Troon beach, but only 8% of litter at Kinghorn beach. These trends, as well as the types of litter found are a reflection of the food and drink businesses located near the shore.

Litter categories

34% Food and drink

27% Smoking

21% Marine

14% Other

3% Sewage related debris (SRD)

1% Dog poo
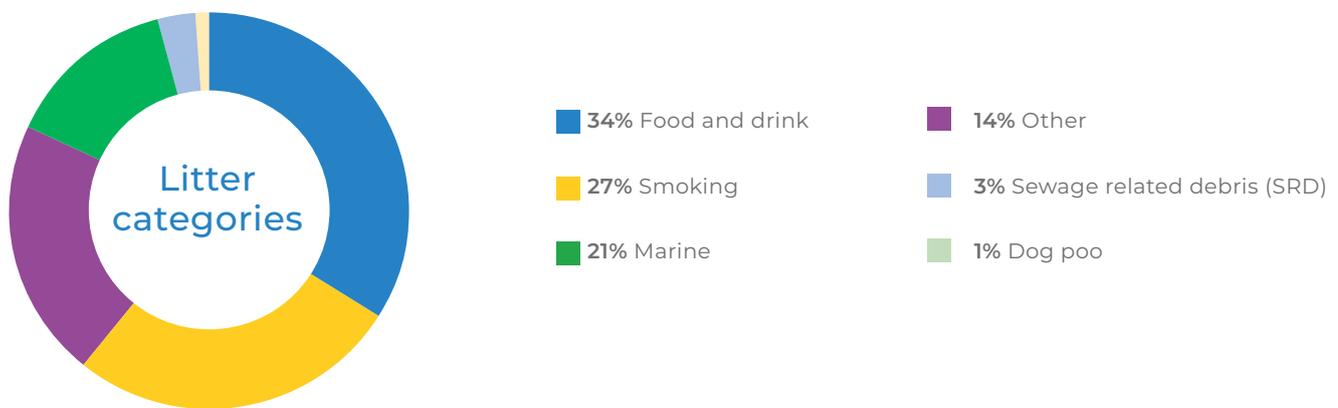
The top food and drink items observed overall were:

Beach	Number of items
1. Plastic snack packets	172
2. Plastic caps and lids	76
3. Plastic cutlery	69
4. Wooden forks/lolly sticks/stirrers	61
5. Foil/ foil wrappers	49

Prom	Number of items
1. Plastic snack packets	38
2. Plastic cutlery	28
3. Wooden forks/lolly sticks/stirrers	21
4. Plastic food containers	10
5. Foil/ foil wrappers	9
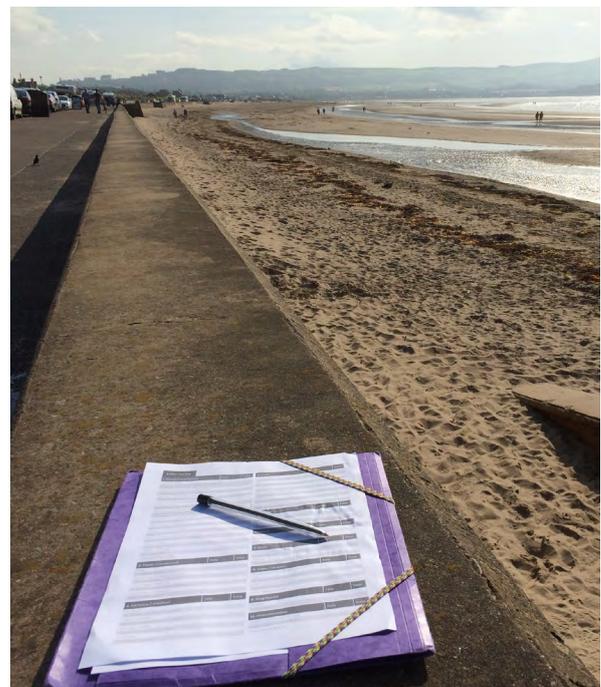
Trends: litter levels were higher this year

In the absence of baseline data for this summer, we compared this year's survey results to those from previous years. This comparison should be approached with caution, not only because of the extraordinary nature of this summer's context but also the slightly different methodology used and the inevitable effect of observer bias. With that said, there seem to be some consistent trends of interest, namely increased levels of litter at all sites.

Total litter levels over time

2018 pre campaign
2018 post campaign
2019 pre campaign
2019 post campaign
2020 post campaign
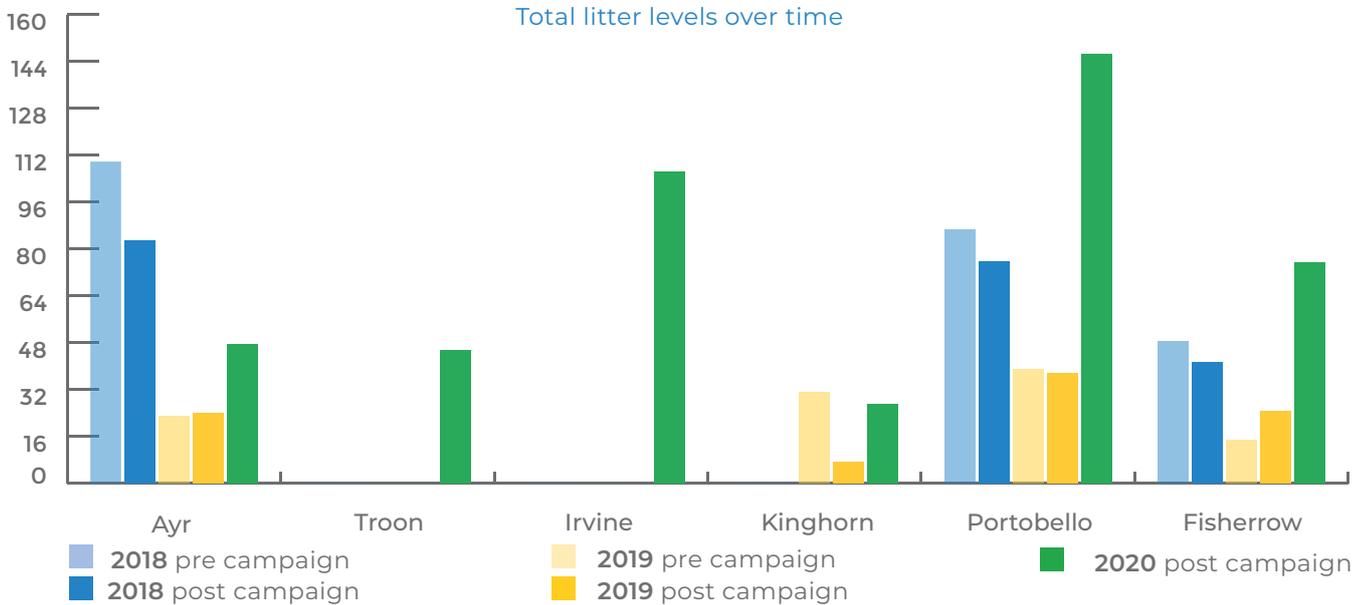
Although disappointing, this trend is not unexpected. Anecdotal feedback has indicated that all beaches were considerably busier this year, as a result of people spending more time outdoors. Combined with increased use of single-use packaging for hygiene reasons, as well as compromised servicing and cleansing schedules, it is not surprising that beach cleanliness suffered as a result. Indeed, national polling conducted by Keep Scotland Beautiful at the start of the summer indicated a lockdown effect of elevated levels of litter across the country. This trend is also reflected in local perceptions of litter at the campaign sites, outlined in the next section.

Trends: dog poo is worse at some beaches than others

Our snapshot survey found dog poo at three of the six beaches, with the highest count at Irvine, which also had the highest proportion of people who visit the beach in order to walk their dogs (47%). Again, this is only indicative, but it is worth noting that Kinghorn and Portobello, the other two sites where dog poo was observed, also had the highest proportions of dog poo last year.

Average dog poo levels over time

2018
2019
2020
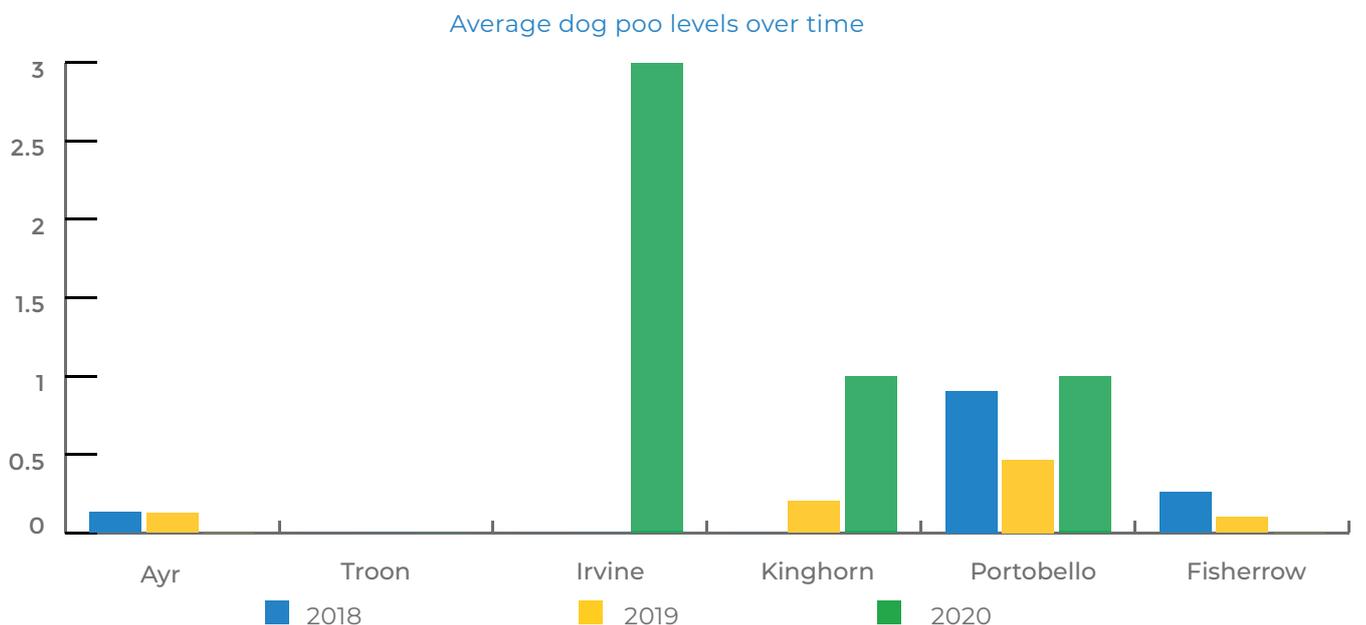
Attitudes and perceptions

Attitudinal surveying was carried out online, over the second half of September. Tailored surveys were targeted at local beach users for each site, to gather their feedback on the beach, both in terms of their perceptions of key issues and the campaign but also in relation to their broader experience of the beach. A total of 536 people responded from across the six sites.

Number of people who responded to our survey						Total
Ayr	Troon	Irvine	Kinghorn	Portobello	Fisherrow	Total
109	72	170	97	45	43	536

Perception of key issues

Perception data on key issues (gulls, litter, dog poo) was particularly important this year, in the absence of robust hard evidence. Encouragingly, the feedback obtained aligns to and thus reinforces our limited litter survey observations, with sites that had higher litter counts also generally having a higher proportion of locals who perceived litter as an issue.

Litter: perception vs observations
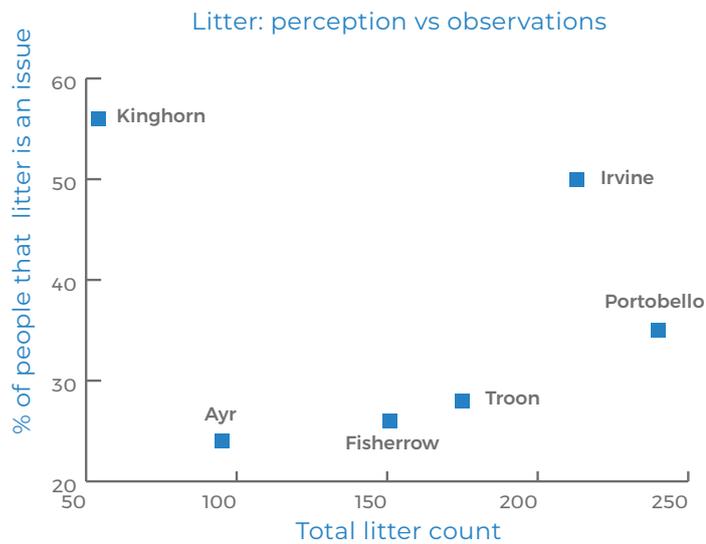
A temporal comparison of these perceptions also aligns to the trend observed by our litter surveys: littering and dog poo were worse this year.

Overall, 33% of respondents perceived litter as an issue across the six beaches this year, whereas the proportion who considered dog poo and the presence of gulls to be an issue was 51% and 53% respectively.

% of people think it's an issue, over time
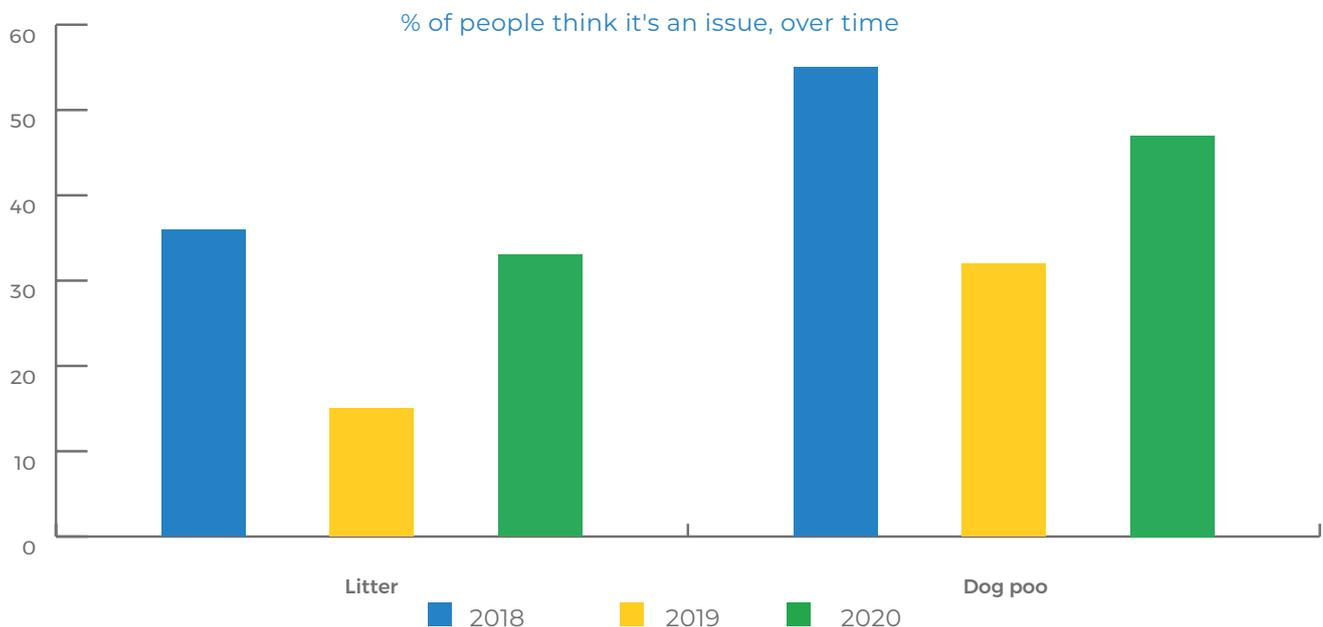
Audience insights

In addition to perceptions of key issues, our surveying allowed us to gather insights on important campaign factors, including:

How do people use the beach?

68%
visit at least once/week

Reasons for visiting

Walking	63%
Scenery	36%
Dog walking	34%
Family time	30%
Swimming / water activity	11%
Other	11%
Amenities	9%
Running / jogging	7%

What do people know about water quality:

60%
had seen bathing water signage

50%
never check water quality

20%
don't know how

Campaign feedback:

77%
had seen campaign collateral

80%
would like more campaign activity next year

" Thanks for this initiative. It has made a difference."

"Keep up the good work."
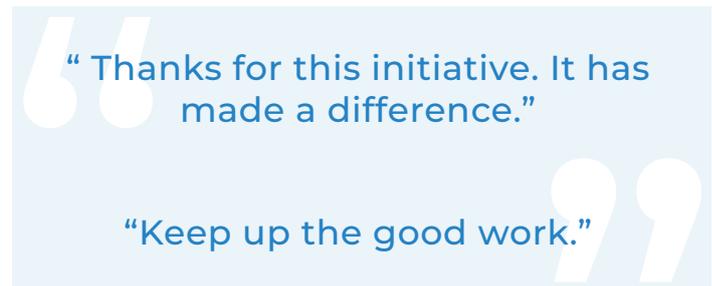
Lessons for the future

This summer was a summer like no other, unpredictable, hard to plan for and hard to operate in, with a distracted audience and delivery partners spread thin.

Despite being unable to visit the campaign sites until the final weeks of the bathing season, we were able to deliver the campaign messaging to thousands of people locally and generate positive engagement with the beach. These are successes that we will build on going forward.

Below is a summary of what we've learned from our new approach and how this can inform future campaign development.

Channels - online vs on-the-ground

Bringing the campaign online had significant advantages for delivering targeted communications and engagement. It allowed for the kind of instant, varied, ongoing interaction, with a wide range of people, that is not possible on the ground. At the same time, a lack of presence on the ground also had significant disadvantages. Visiting each site, getting a feel for it, meeting and speaking to people face-to-face, building presence, relationships, recognition, trust and relevance, all breathe life into a campaign and generate a deeper quality of engagement. This equally extends to activities and events organised by local initiatives, that can support the campaign.

Visiting different sites across the country takes time and is not always possible even in normal circumstances, so developing the ability to deliver remote engagement effectively, via online channels, will be a big help for future work. Ideally, we would be able to do both, with a strong online and offline presence, each reinforcing the other. Hopefully, next year will allow us to incorporate this more blended online/offline approach.

Audiences – visitors vs locals

One of our survey respondents commented that the campaign is perhaps more relevant for locals than visitors. Online communications allowed us to target local audiences very effectively, however, as travel restrictions eased over the summer, the volume of non-local visitors was probably higher than originally anticipated. Not only would this have put more pressure on the beach anyway, but these audiences would not have had as much opportunity to engage with and recognise the campaign, other than the collateral on the ground.

Targeting visitors more effectively will mean revising both messaging and the mode of delivery, understanding where these audiences can be reached and what messaging is likely to resonate. In addition to online channels, going forward we will be looking at on-the-ground placement, both on-site and also, possibly en-route e.g. on key public transport to certain sites.

Engagement approach – campaign messages v beach-specific content

Moving the campaign online was also an opportunity to deliver more bespoke beach-specific content, using engagement with the beach as a foundation for engagement with the campaign. Given the positive outcomes this generated, we believe it is worth building on this approach to deliver more activities and resources for learning, exploration and celebration of each beach.

This will include improving on initiatives like the Young Reporter – Beach Edition programme as well as bringing to fruition ideas like the campaign trail and spotter-sheet activities that we did not realise this year. In addition, it will also be important to keep the campaign messaging and collateral fresh and relevant, taking on audience feedback and also exploring new media, such as videos and webinars.

Stakeholder engagement – remote vs in-person

This year's circumstances have highlighted the pivotal importance of collaboration and of having local contacts at each site, both for supporting delivery and for providing feedback and insights that can help shape and improve the campaign.

Despite the challenges of not meeting or collaborating in person, we were able to build and maintain positive relationships with key stakeholders at all sites. Regular campaign updates provided a good opportunity for two-way engagement, albeit by email which, although practical, is far from ideal.

Going forward, whether or not we are able to meet in person, it would be beneficial to have a campaign roll-out plan with specific stakeholder asks available in advance, to help prime engagement. We will continue building on our existing relationships in the meantime and also hope to expand our stakeholder contacts and partners at each site and better involve key community hubs like businesses and schools, circumstances allowing.

Monitoring – citizen science

One of the key areas for evaluating the campaign is to monitor key indicators like litter and dog poo presence on-site. In the face of travel restrictions, we had initially hoped to enlist the help of the local community to help gather this data via our newly developed Clean Up Scotland citizen science pack. This would have been valuable not only in terms of data collection, but also, potentially as an engagement activity too.

Although we did not achieve uptake with this over the summer, we will be working to build engagement with the citizen science resource throughout the year and, in combination with our ongoing community engagement, will hopefully be in a position to make this a more integral part of monitoring going forward, massively expanding the volume of data and engagement generated as a result.

We've learned a lot this year about delivering a campaign using new channels and approaches. Hopefully next summer will allow us to supplement this with more traditional engagement, however no matter what, we are now in a position to build on this year's platform to develop more beach engagement content, with stronger support from our contacts on the ground and with more hard evidence to help us evaluate impact and continue to inform and improve the campaign.

Next steps

Based on the above, development of My Beach, Your Beach in the lead-up to the summer of 2021 will focus on the following key areas:

Expanding the campaign

In keeping with the expansion of the campaign year-on-year, Saltcoats/Ardrossan beach on the coast of North Ayrshire had been identified as a new campaign site for 2021. All going well, we will commence scoping as soon as possible, identifying and engaging with key partners, understanding any opportunities and challenges and developing beach-specific content. As this site is up along the coast from the other Ayrshire beaches - Ayr, Troon and Irvine- it will also be important to engage existing stakeholders there too, to ensure a holistic approach.

In addition to development for new sites, we will also be looking at ways to engage wider audiences, particularly non-locals, both through the development of new campaign content and, more crucially, the identification of suitable channels for reaching e.g. daytrippers to the Ayrshire coast, such as train operators.

Finally, a separate proposal has been developed for making some of the My Beach, Your Beach campaign assets available to other sites, as part of our Beach Awards programme. This awards beaches for meeting certain environmental and community engagement standards and could both help the beaches tackle common issues of litter, dog fouling and gull feeding, whilst also helping to raise the profile of the campaign and awareness of bathing water quality issues across Scotland.

Campaign content

We will look to improve on the current portfolio of campaign artwork and collateral with input from SEPA in order to create more engagement and education content around bathing water quality and also looking at new media types like infographics and possibly video. We will especially liaise with Scottish Water, in order to develop the 'pipes and drains' strand of the campaign, making sure that we are using, complementing and building on existing initiatives on this front. Throughout this process, we will further engage with local community and local authority contacts to give them a chance to feed into next year's campaign collateral, from messaging and imagery to placement.

Beach-specific content

Building on this year's activity and lessons, we will create an updated engagement strategy and plan. Last year's Know Your Beach and #LuckyToLiveHere initiatives were a great start, and we will be looking to put in place a communications plan for making these even more engaging and interactive e.g. by inviting locals to contribute quiz content and also developing new ways of engaging our audiences via e.g. spotter-sheet activities and a campaign-trail installation. We will also be working with our Eco-Schools team to make a plan for engaging schools with the 'Young Reporters – Beach Edition' programme, which has the potential to generate significant engagement with the beaches and the campaign.

Stakeholder engagement

Although there is still a lot of uncertainty around what beach activity is likely to look like next summer, there are a few key stakeholder groups that we are keen to engage with as far as possible.

Our existing community and local authority contacts are key, and we will plan to keep them engaged throughout the year, in order that they can input into campaign development and support delivery as much as possible.

Through our Eco-Schools network, we will seek to engage local schools with various aspects of the campaign, including the 'Young Reporter – Beach Edition programme, but also other activities, like beach cleans, litter surveying and local campaigning.

We will also be looking to engage local businesses, particularly those located near the beach and those where litter items are likely to originate from supermarkets to food trucks. Ideally this would be done in person over the course of the summer, but it may be that some groundwork can be laid via our community and local authority contacts too.

As stated in the closing communications for this year's campaign, the importance of caring for the beach and bathing water is not limited to the bathing season. My Beach, Your Beach is a water quality campaign, but it is ultimately rooted in cultivating connection, appreciation, ownership, pride and respect for this natural resource, whether as a local or as a visitor – as well as reminding people to do the right thing. Support from across the local community is key, as is awareness across all beach users, helping to establish social norms more powerful than any campaign message. Although the summer is undoubtedly the most crucial and pertinent time for the campaign, we will be taking every opportunity to maintain momentum and engagement year-round and lay the groundwork for a successful campaign next summer.

Ayr beach – campaign overview 2020

This long stretch of beach off the coast of Ayr town has long been popular with beach-goers, who often travel in by rail or private vehicle from the surrounding region. It has been part of the 'My Beach, Your Beach' campaign since 2018.

2020 water quality classification: Poor

SEPA bathing water profile: Ayr beach ↗

Targeted campaign reach

Web

Page views
1,543

Social	Reach	Engagement
Twitter	21,406	985
Facebook	12,381	1,008
Total	33,787	1,993

Know your beach - quiz ↗

363 participants

53% average score

52% aware of link between rainfall and water quality

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View online gallery
https://www.keepscotlandbeautiful.org/community-and-place/my-beach-your-beach/ayr-beach/

87% of beach locals noticed the campaign

Beach use

40% check bathing water quality signage

Top three reasons for visiting

69% walking

38% scenery

35% dog walking

Perceptions of the beach

Favourite things about the beach this summer:

spectacular friendly
times sea family spirit
clean doorstep
walk
tonic beach
air lovely nearby kids
swim safe view daily
stunning able dunes escape flight
away sunset water treat outside
lucky enjoy smells
wide pier love shore open fantastic
coastline easy people days
shoreline
sunsets morning
freedom wonderful saving-grace life-saver
breathe dog place
fresh evening
peaceful environment

Least favourite things about the beach this summer:

enforcement water-quality
filthy
crowds
dog poo
motor-homes council young
facilities plastics warm mess
BBQs cyclist Parking
cars noise fines fires car-park bins
antisocial foam masks sewage toilets
vehicles cruising garbage
rubbish poo-bags
busy cleaning urinating traffic
respect dogs caravans defecating
parking drinking
visitors dog-poo-bags
overflowing nappies
horse-riders plastic-toys

Perception of issues

Ayr beach

24% think litter is an issue

51% think dog poo is an issue

38% think gulls are an issue

95 items of litter counted

Top three items found on the beach

Small plastic bags / bag ends	13%
Plastic snack packets	10%
Clear wrap and drinks labels	10%

Top three items found on the prom

Cigarettes	36%
Tissues / napkins	9%
Plastic cutlery	9%

67% would pick up litter when visiting the beach, to leave it cleaner than they found it

Troon beach – campaign overview 2020

Troon beach in South Ayrhsire joined 'My Beach, Your Beach in 2020. It is the more developed of two beaches that flank the town of Troon - the other being Barassie beach. Troon is a Beach Award beach, with a promenade near the town, as well as sandy dunes with rocky outcrops and stunning views of Arran, Ailsa Craig and Lady Isle.

2020 water quality classification: Sufficient

SEPA bathing water profile: Troon beach ↗

Targeted campaign reach

Web

Page views

1,100

Social	Reach	Engagement
Twitter	10,687	514
Facebook	7,921	437
Total	18,608	951

Know your beach - quiz ↗

148 participants

60% average score

44% aware of link between rainfall and water quality

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View online gallery
https://www.keepscotlandbeautiful.org/community-and-place/my-beach-your-beach/troon-beach/

81% of beach locals noticed the campaign

Beach use

25%
check bathing water quality signage

Top three reasons for visiting

65% walking

37% dog walking

35% family time

Perceptions of the beach

Favourite things about the beach this summer:

Least favourite things about the beach this summer:

Perception of issues

Troon beach

28% think litter is an issue

46% think dog poo is an issue

42% think gulls are an issue

213 items of litter counted

Top three items found on the beach

Plastic snack packets	18%
Plastic pieces	16%
Plastic caps and lids	8%

Top three items found on the prom

Cigarettes	45%
Wooden forks/lolly sticks/stirrers	27%
Plastic cutlery and tissues/napkins	6%

72% would pick up litter when visiting the beach, to leave it cleaner than they found it

Irvine beach – campaign overview 2020

Irvine beach in North Ayrshire joined 'My Beach, Your Beach in 2020' after losing its Beach Award, partially due to its poor water quality. Positioned at the edge of Irvine town, this beach is a long stretch of golden sand at the mouth of the River Irvine, with views of Arran and a grassy beach park, which attracts visitors from near and far.

2020 water quality classification: Poor	SEPA bathing water profile: Irvine beach ↗

Targeted campaign reach

Web

Page views

799

Social	Reach	Engagement
Twitter	11,659	712
Facebook	11,494	576
Total	**23,153**	**1,288**

Know your beach - quiz ↗

164 participants

59% average score

53% aware of link between rainfall and water quality

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View online gallery
https://www.keepscotlandbeautiful.org/community-and-place/my-beach-your-beach/irvine-beach/

74% of beach locals noticed the campaign

Beach use

32%
check bathing water quality signage

Top three reasons for visiting

56% walking

46% dog walking

41% scenery

Perceptions of the beach

Favourite things about the beach this summer:

fresh park local outdoor blessing beauty weather looked-after doorstep fires swim walk space clean sea air lovely scenery water sunsets place open paths calming tranquillity solitude visitors clear horses harbour visit calm fab lap run away quiet dog kiosk kids sand big shore long coast Fresh nearby empty bliss heal safe bike chill sit Dragon access waves free

Least favourite things about the beach this summer:

parking overflowing bins toilets litter drinking facilities horse-poo antisocial lockdown access destruction amenities glass vehicles rubbish dog-poo grass social-distancing dunes busy cycling young horses visitors gulls dog-walkers

Perception of issues

Irvine beach

50% think litter is an issue

67% think dog poo is an issue

67% think gulls are an issue

175 items of litter counted

Top three items found on the beach

Plastic snack packets	**31%**
Small plastic bags/bag ends	**12%**
String/rope	**10%**

Top three items found on the prom

Cigarettes	**33%**
Plastic cutlery	**11%**
Plastic snack packets	**10%**

62% would pick up litter when visiting the beach, to leave it cleaner than they found it

Kinghorn Harbour beach – campaign overview 2020

This Beach Award beach in Fife has been part of 'My Beach, Your Beach' since 2019. In this time, it has seen its water quality improve from poor to sufficient in 2020. With limited beach-front business activity, Kinghorn features tidal sandflats, rockpools and cliffs, with views of Edinburgh and the Lothians across the water. It is also part of the Fife Coastal Path.

2020 water quality classification: **Sufficient**

SEPA bathing water profile: Kinghorn harbour ↗

Targeted campaign reach

Web	Page views	
	958	

Social	Reach	Engagement
(Twitter)	6,470	347
(Facebook)	12,651	448
Total	19,121	795

Know your beach - quiz ↗

112 participants

66% average score

67% aware of link between rainfall and water quality

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View online gallery
https://www.keepscotlandbeautiful.org/community-and-place/my-beach-your-beach/kinghorn-harbour-beach/

82% of beach locals noticed the campaign

Beach use

31%
check bathing water quality signage

Top three reasons for visiting

64% walking

48% family time

36% scenery

Perceptions of the beach

Favourite things about the beach this summer:

waves scenery sound community sand dolphin saving-grace social-distancing wonderful excitement sunshine people year-round whale quiet space tide fortunate walk air views sea clean life play local able family relax watersports peace lovely skyglinting enjoy weather outdoor sunwater waters-edge sage fantastic smell safe freedom rockpools sharing amazing nature changing love exercise fresh families beautiful wildlife watching friendly

Least favourite things about the beach this summer:

litter leads social-distancing crowded dogs drinking rubbish broken water-quality cars mess sewage dog poo busy bottles braes plastic media risk support toys maintenance leash disrespectful irresponsible cyclists clean-up lockdown access parking toilets dog-owners poo-bags

Perception of issues

Kinghorn beach

56% think litter is an issue

38% think dog poo is an issue

56% think gulls are an issue

54 items of litter counted

Top three items found on the beach

Plastic pieces	**49%**
Plastic snack packets	**10%**
Fishing line/net	**6%**

Top three items found on the prom

Wet wipes	**33%**
Metal drinks cans	**33%**
Dog poo	**33%**

61% would pick up litter when visiting the beach, to leave it cleaner than they found it

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**
Twitter	17,824	944
Facebook	14,485	809
Total	32,309	1,753

Know your beach - quiz

314 participants

66% average score

67% aware of link between rainfall and water quality

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View online gallery
https://www.keepscotlandbeautiful.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:

scenery activities atmosphere BBQs water people time air friends walk wellbeing outdoors relative doorstep runners open easy family swim quiet vibe fun teach nature cycle café safe stunning cone tide sit well litter local calm mental outdoor smell chat sun ages beach bench dogs sea enjoy cafes graffiti Seafield sand sun outside Edinburgh weather freedom picnic place sunny evening promenade soothing close relax friendly view nearby community exercise space

Least favourite things about the beach this summer:

water-quality toilets sewage-related-debris busy masks seaweed tampon mobbed parties media dogs fast smell leash plastic leads elderly crowded dangerous gathering access cyclists rowdy consider mess rubbish irresponsible litter parking disposable-BBQ nurdles clean-up messy disposable-BBQs sewage broken-glass social-distancing dog-poo waste disrespectful drinking

Perception of issues

Portobello beach

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

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
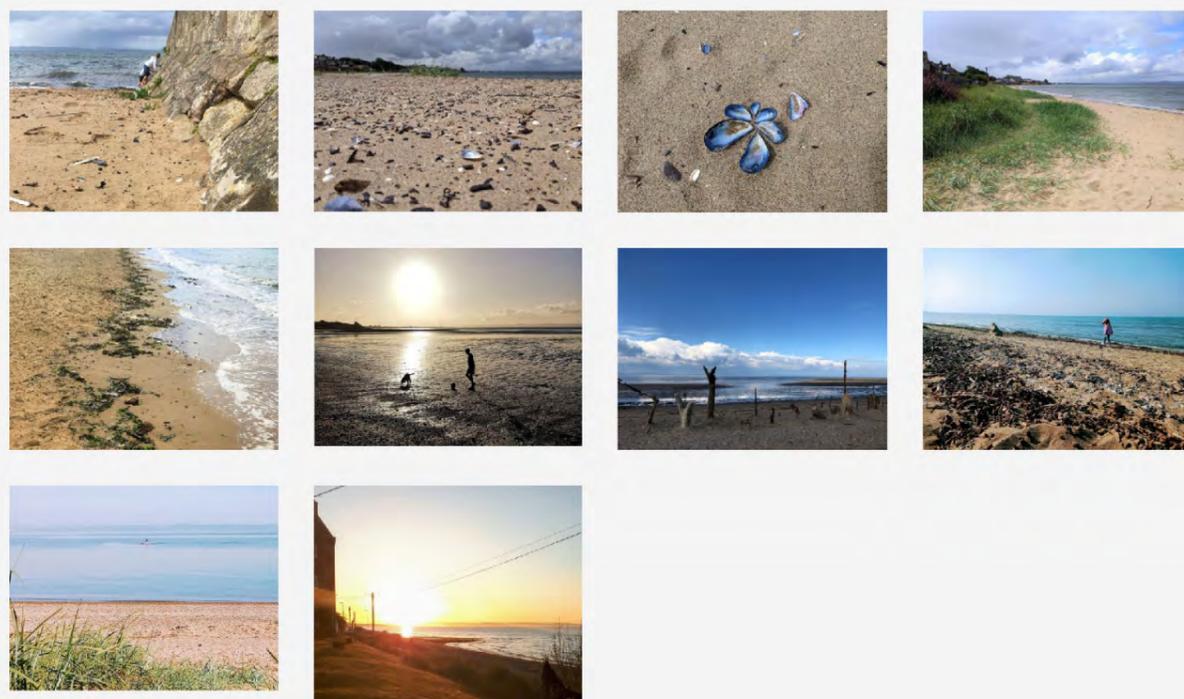
SEPA bathing water profile: Fisherrow Sands ↗

Targeted campaign reach

Web

Page views
683

Social	Reach	Engagement
Twitter	10,298	461
Facebook	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

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View online gallery
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

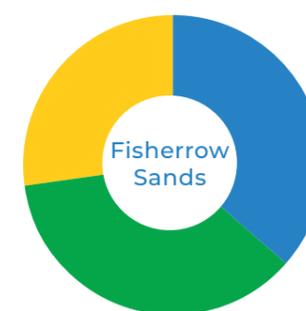**38%** scenery

26% dog walking

Perceptions of the beach

Favourite things about the beach this summer:

lockdown landscape swimming birds harbour grateful restful Fife breeze wildlife sea Esk sand bins quiet access watch bait love walk natural sit park safe people waves skies sound wildlife dog happy close listen Forth wild friendly river sunsets calm lucky outside peaceful view scenic dunes run bike prom beautiful scenery Edinburgh morning

Least favourite things about the beach this summer:

washed-up wet-wipes litter lockdown wildlife sewage cyclists access weeds grass bottles dogs drinking leads leash visitors busy masks crowded inconsiderate dunes fast gloves media BBQs water quality cans pee driftwood parking mess plastic gulls social-distancing rubbish dog-poo amenities grasses disrespectful

Perception of issues

Fisherrow Sands

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

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