

# My Beach, Your Beach

A campaign to improve  
bathing water quality  
2022 Report

# Contents

Introduction .....	3
Campaign overview .....	4
Campaign outputs .....	6
Results: Impact and learning .....	10
Summary and conclusions .....	20
Appendix - Report cards .....	22

# Introduction

Since 2018, the My Beach, Your Beach (MBYB) Campaign has been raising awareness and helping people care for our beaches and bathing waters - our sand and sea.

The campaign is focused on education and behaviour change interventions to support bathing water quality improvements and beach stewardship at seven Scottish beaches. It does this by promoting simple messages and simple actions that people can take to protect the sand and sea.

Many factors impact bathing water quality at Scotland's beaches and small changes in individual behaviour can contribute to both improved bathing water quality and beach stewardship. The monitoring undertaken by the [Scottish Environmental Protection Agency](#) (SEPA) at bathing waters across Scotland, has demonstrated an overall improvement in bathing water quality in recent years. This monitoring also shows gull and dog poo have been found to contribute to bathing water contamination. Reducing the negative impact from gulls and dogs will improve water quality. If a bathing water classification is marginal, this may be enough to improve the classification. Any improvement in water quality will be beneficial to beach users, and in particular bathers' health.

Beach stewardship can also lead to better outcomes for our beaches. Having less litter in an environment has been shown to lead to more pride in an area and a reduction in the amount of litter left overall.

Poor indoor habits can block pipes, causing sewage overflows that can result in sewage related debris ending up in the sea. We see a clear impact of this when wet wipes are flushed down the toilet. Scottish Water reported in 2022 that 80% of call outs for blocked drains had wet wipes involved in the blockage. These blockages can cause the system to go into overflow and the result can then be discharge of sewage related debris into the marine environment, including our beaches. Reducing blockages in the pipes reduces overflows.



## Campaign messages

### On the beach:



- Reminding beach users to take litter away and put it in the bin, to avoid polluting the beach and attracting gulls.
- Encouraging dog owners to clean up after their dogs.
- Discouraging beach users from attracting gulls by feeding them. Attracting gulls to popular beaches by feeding them can result in them disrupting bins, ingesting litter and generally becoming a nuisance for beach goers as well as harming the gulls themselves.

### Indoors:



- Encouraging people to flush only the 3Ps (pee, poo and (toilet) paper) down the toilet.
- Encouraging people to avoid pouring fats, oils and greases down the drain.

# Campaign overview

## Campaign beaches

The seven beaches supported by the campaign in 2021 were also supported in 2022. These beaches were selected as they have had challenges with bathing water quality over the years and also have relatively high footfall.



Ayr



Troon



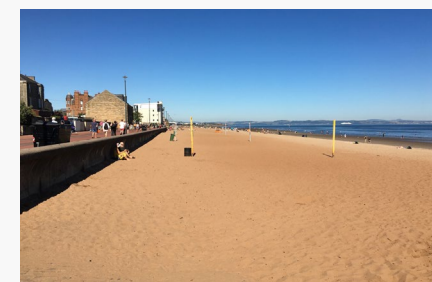
Irvine



Saltcoats / Ardrossan



Kinghorn harbour



Portobello



Fisherrow Sands



## Campaign timeline

The 2022 campaign incorporated both in-person and online activities, as we moved beyond the restrictions associated with the pandemic.

Throughout the campaign, local community groups supported our interventions and took part in their own independent work to care for their local beach and communities. Beach cleans were undertaken in partnership with these groups, schools and the Marine Conservation Society.

The campaign in 2022 had a strong social media focus, promoting the key calls to action throughout the season and highlighting activities on the campaign webpage. Online interventions such as the #DoggyAmbassador and #LuckyToLiveHere were also shared.

Recognising the increase in people visiting the seven beaches, our partnership with ScotRail was expanded to incorporate the east coast. Campaign signage was displayed at train stations on the west coast (Ayr, Troon, Irvine, Ardrossan and Saltcoats), at Glasgow Central Station and on the east coast at Kinghorn Station in Fife. The signage was accompanied by photo calls with partners and follow-up media.

The MBYB campaign also has strong overlaps with the messaging of Scottish Water's Nature Calls Campaign to bin all wipes. This linkage was emphasised through social media, news stories and a blog on wet wipes.

In terms of monitoring, litter surveys were carried out on both the prom and beach at each campaign beach on four occasions (May, June, August and September). Online perception surveys were undertaken pre-season (May/June) and post season (September/October).

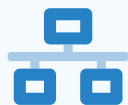


Month	Activity
May	<ul style="list-style-type: none"> <li>■ Pre-season litter survey</li> <li>■ Online perception survey</li> </ul>
June	<ul style="list-style-type: none"> <li>■ Early-season litter survey</li> <li>■ Launch of the bathing water season</li> </ul>
July	<ul style="list-style-type: none"> <li>■ ScotRail Glasgow Central promotion</li> <li>■ Online #LuckyToLiveHere and web quiz promotion</li> </ul>
August	<ul style="list-style-type: none"> <li>■ Peak-season litter survey</li> <li>■ Online #Doggy Ambassador intervention</li> <li>■ ScotRail Kinghorn Harbour promotion</li> <li>■ Business engagement with the campaign</li> </ul>
September	<ul style="list-style-type: none"> <li>■ Great British Beach Clean</li> <li>■ Post-season litter survey</li> <li>■ Online perception survey</li> </ul>
October	<ul style="list-style-type: none"> <li>■ Silent Disco Litter Pick at Portobello</li> </ul>



# Campaign outputs

## My Beach, Your Beach 2022 overview



Reach

**45,282,509**

total reach achieved



Campaigning

**77%**

noticed  
the campaign



Local engagement

**95%**

of respondents  
were locals

## There are three core strands of the campaign:

### Communication and interventions



### Community engagement



### Business engagement



The campaign outputs are described in the context of these strands.





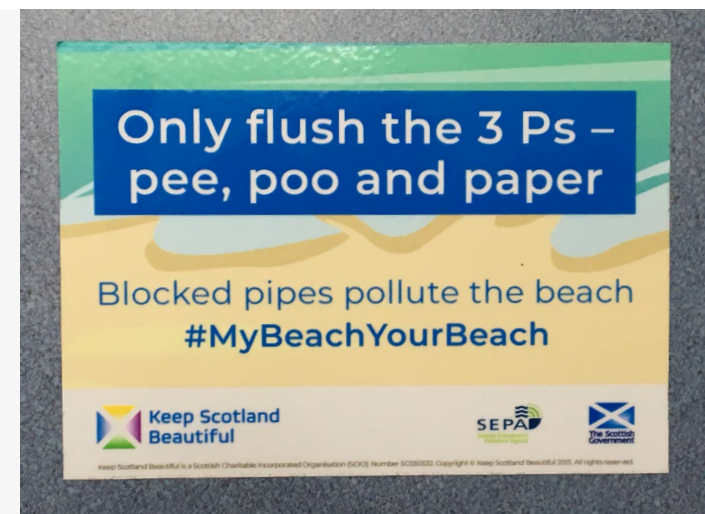
## Communication and interventions






### Campaign signage (collateral)

Campaign signage has been displayed at each of the seven beaches. The signage displayed in 2022 has been consistent with the messaging of previous years. In 2022, new signage was installed at Portobello, Fisherrow Sands and Kinghorn, whilst on the west coast, signage remained in place from the previous years.

Stickers installed in 2021 remained at all public toilets near the campaign beaches reminding users to only flush the 3 Ps (pee, poo and (toilet) paper).



Reach	
Social media	
	31,334
	3,514
Press	
	13,628

### ScotRail linkage

In 2022, we expanded our partnership with ScotRail, displaying MBYB signage at Ayr, Troon, Irvine, Ardrossan, Saltcoats and Kinghorn Stations. Signage was also on display at Glasgow Central Station. This partnership allowed us to improve our reach of the campaign messages to visitors travelling to the campaign beaches by train on both the east and west coast.

In addition, ScotRail posted the MBYB messaging on their Facebook page, which has over 100,000 followers and their Twitter feed, which has more than 260,000 followers.





### Activity

#LuckyToLiveHere

26 photos

15,180 reach

111 link Clicks

### Online quizzes

352 completed

28,936 reach

1,115 link clicks

### Online campaign (social media and website)

Social media was used to promote campaign messaging and also point people to the MBYB pages of the Keep Scotland Beautiful website.

### #LuckyToLiveHere

This social media campaign encouraged beach users to submit photos to be upload to the campaign website. There were 26 photos submitted this year which highlighted the values of the beaches.

### Online quizzes

Online quizzes were available on the MBYB website for each of the campaign beaches. Social media promoted access to these quizzes and people were encouraged to complete them online with 352 quizzes completed during 2022

### Doggy Ambassador

The #DoggyAmbassador competition was run in August as a social media campaign to find a dog from each coast to represent the campaign and be used in social media to promote the “bag it and bin it” message.



### Activity

#DoggyAmbassador

24 doggy entries

331 votes

2 winners

67,315 social media reach

1,611,031 press reach



## Community engagement

One of the key lessons of this campaign has been the importance of local community groups demonstrating, through their enthusiasm, drive and commitment, an ongoing impact on beach stewardship at their local beaches. Local community groups have engaged with the campaign messages and shared them with the general public, on top of their ongoing efforts to undertake beach cleans and promote their local beach. These groups are essential to protecting and promoting Scottish beaches, and are vital in the stewardship of our beaches.

We appreciate the efforts and participation throughout 2022 of the Friends of Troon Beaches, Irvine Clean Up Crew, Three Towns Clean Up Crew, Kinghorn Harbour Residents and Environmental Group, Keep Porty Tidy and Fisherrow Harbour and Seafront Association.

These groups have built connections within their local communities, including connecting with visitors, residents and schools. Engaging with the young people in local schools is an important way to spread the beach stewardship message and highlight the importance of protecting the sand and sea.

### Beach cleans

The 2022 MBYB campaign was launched with a beach clean at South Beach Ardrossan, supported by the Three Towns Clean Up Crew and students from Ardrossan Academy.

We supported the Marine Conservation Society's Great British Beach Clean during September, participating in beach cleans in Irvine, Troon, Saltcoats/ Ardrossan and Portobello. During this week, we also held a beach clean at Fisherrow Sands with 23 students (and five adults) from Campie Primary School.

We finished the season with a silent disco litter pick at Portobello Beach, in conjunction with Keep Porty Tidy. Thirteen people attended, collecting five bags of litter weighing 9 kg in total.



The east coast #DoggyAmbassador attended our silent disco litter pick at Portobello Beach



## Business engagement

Engagement with local businesses has been an important way to share the campaign's key messages with customers and staff. As part of the campaign, we have encouraged local businesses to take the beach pledge and commit to at least three activities to support the campaign.

We have had four businesses sign the pledge this year and they have been promoted through our website and media releases.

Harbour Café,  
Fisherrow Sands

*"We are so extremely lucky to live in such a beautiful part of the world and as a business and personally we want to keep it that way."*

The Inventor's  
Gin Co Ltd,  
Ardrossan

*"If the local community doesn't help look after our beaches and the sea - no one else will. It's up to us all to keep these spaces beautiful."*

O'Neil Gas  
Services, Ayr

*"The people of Ayr are lucky to have a beach on their doorstep & if we all do our bit to look after it we can all enjoy it for years to come."*

Kilmarnock  
(Barassie) Golf  
Club

*"As a business, we have a duty to maintain the beauty of the surrounding area, reduce plastic pollution, prevent erosion as well as encourage visitors."*



# Proudly supporting

## #MyBeachYourBeach

### We've pledged to:

- ☐ Display My Beach Your Beach materials in store to help raise awareness.
- ☐ Share campaign content on online channels like web and social media.
- ☐ Discourage litter by cleaning up the area outside our business daily.
- ☐ Provide and hand out dog poo bags.
- ☐ Make sure all staff know to dispose of kitchen fats, oils and greases safely in bin - never down the sink or drain.
- ☐ Display information in toilets about what can be flushed: "Only flush the 3 Ps - pee, poo and paper!"
- ☐ Reduce litter and waste by accepting reusables and/or offering water refills.
- ☐ Switch to more sustainable packaging options (e.g. reusable, recyclable, compostable including collections).
- ☐ Volunteer to help clean up our local beach and encourage our employees to do the same.
- ☐ Carry out and submit at least one litter survey this summer.

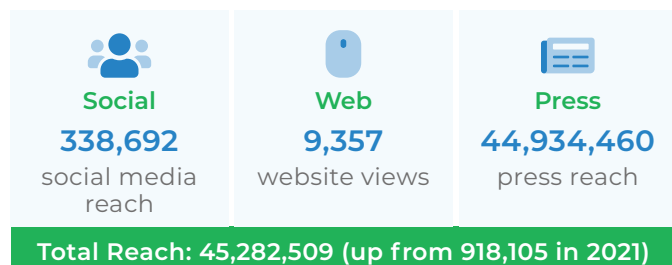
Not all pledge actions are possible or suitable for all businesses. But every little helps!

Helping to keep the sand and sea clean  
for everyone to enjoy.



# Results and impact

## Campaign reach



The My Beach, Your Beach 2022 campaign had a wide reach across social media, our website and press. The social media and web reach was similar to that of 2021. However, there was an increased press reach this year. An increased familiarity with the campaign over the seven beaches, stronger links with ScotRail, Scottish Water's Nature Calls campaign and interest in the business engagement side of the campaign may have influenced this increase in press reach. A significant increase in press reach was seen during July 2022 as a result of a media story that focused on some out of context comments around the links between gulls and bathing water quality following the refresh of campaign signage at Portobello beach.

## When the guano hit the fan

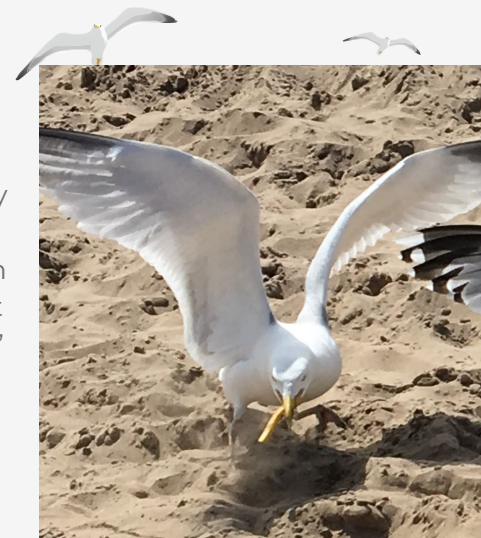
They say there is no such thing as bad press! We put that to the test when a media enquiry around one of our campaign messages took on a life of its own. The resulting media reach following from this article and its subsequent snowball was close to 42 million! (The "reach" refers to the total number of people (or households) who may be exposed to certain publications in a given time.)

### To put the record straight:

The My Beach, Your Beach Campaign message - don't feed the gulls - aims to help people understand that feeding gulls human food, which is extremely bad for them, can also lead to unnaturally increased gull numbers by our bathing beaches, and a potential impact on water quality where people swim and dip.

The tag line on some of the dog and gull posters also notes that dog and gull poo "pollutes the water". This statement is based on scientific evidence. During the bathing water season every year, the Scottish Environment Protection Agency (SEPA) undertakes regular monitoring of Scotland's bathing waters. SEPA Microbial DNA source tracking analysis allows SEPA to identify the origin of pollution if there is an elevated monitoring result at a bathing water. SEPA can determine if pollution sources are human, ruminant (including cow and sheep), gull or dog. SEPA's monitoring at a number of sites, including the MBYB campaign beach Portobello, has shown that gull sources can impact bathing water quality.

Nothing is ever simple, the interactions between humans and wildlife can sometimes cause conflict, and we aim to work to manage these by putting measures in place to give nature space and people safe, clean environments.



**Gull related media reach 41,793,547**

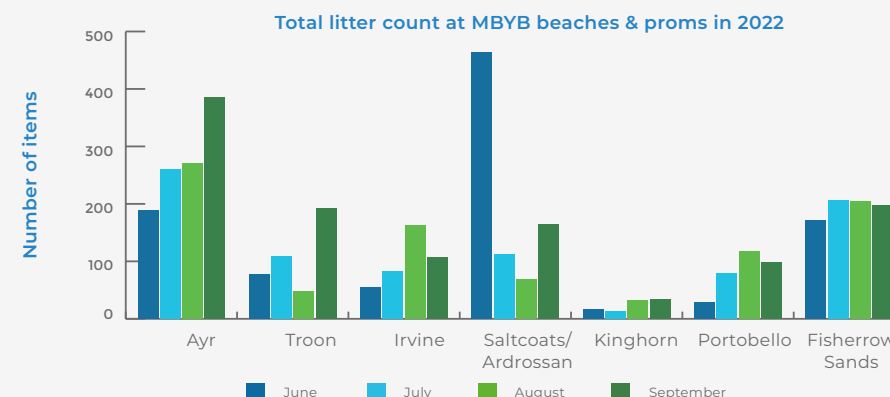


## Litter surveys

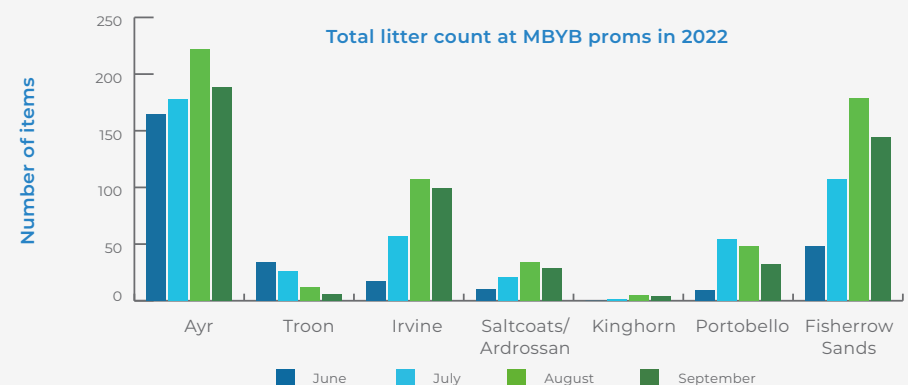
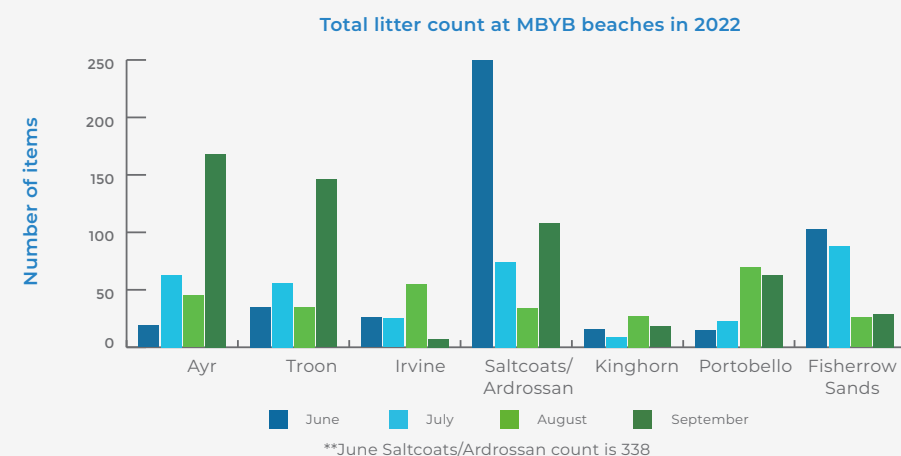
Litter surveys were undertaken at each of the seven beaches and adjacent proms four times between May and September in 2022. Each survey was carried out along a 100m by 2m transect. Having regular surveys in the same locations throughout the season provided useful snapshots of the volume and type of litter at the beaches and proms throughout the bathing season.

Litter counts generally increased throughout the year. Irvine, Portobello and to an extent Fisherrow, showed an expected trend of increasing litter to August and then litter counts reducing after the end of the summer season. Troon may also have reflected this trend, but it is likely that the increased council and community cleaning regime in the busy summer period may have reduced the August litter count.

It is important to recognise that the litter surveys are influenced by weather events, tides, beach usage and cleaning regimes which can all impact the types and volume of litter found in the different surveys. The very high litter count in the May survey at Saltcoats/Ardrossan is an example of this. Much of the litter collected appeared to be litter that had washed in from the sea, however weather patterns for the period before this do not necessarily explain this outcome. Some of the higher litter counts in September may be related to council strikes at that time which resulted in litter collections (and community clean ups) being paused for varying periods in August and September.



It is interesting to note that in general, more litter was recorded on the adjacent proms than on the beaches. The two graphs below use the same scale for easier comparison of litter counts.



A brief summary of the litter survey results from each site shows a range of trends across the beaches.

## Ayr

Overall, the amount of litter increased throughout the season, with Ayr recording the most litter of the campaign beaches. Much more litter was found on the prom compared with the beach, except for the September survey where high litter levels were recorded on both the prom and the beach. Tides had been high at the beach for the September survey, and this may have increased beach litter levels due to the survey transect incorporating both litter dropped from the prom on to the beach as well as litter brought in on the tide. The litter surveys at Ayr were dominated by cigarette stubs, making up 59% of all litter at this site.

## Troon

Litter levels were quite low at Troon on the dates surveyed, despite high visitor numbers at this beach. There was a peak of litter on the beach in the September survey which may have been influenced by the high tides around the survey date. Litter on the beach was generally higher than on the prom. The prom regularly showed evidence of cleaning, with little sand build-up on the prom. The Friends of Troon Beaches were very active during the peak season, collecting significant amounts of litter after sunny days in summer. As such, the litter recorded in this survey in August may be low due to the actions of the council and community groups to clean the beach.

## Irvine

Substantially more litter was recorded on the prom than on the beaches at Irvine, with a trend of increasing litter as the season progressed and then a drop after the season ended. The Irvine Clean Up Crew and Coastwatch Irvine organised beach cleans throughout the year, and along with the work of the council, this may have influenced the lower litter numbers at the beach compared with the prom.

## Saltcoats / Ardrossan

The pre-season litter on the beach was significantly higher than all other counts at this site. The litter recorded at that time appeared to have been washed up on the beach, rather than being 'freshly littered' and was dominated by plastic litter, with high numbers of bottle caps and small pieces of plastic and polystyrene. The trend in litter counts at this beach is difficult to explain and may have been influenced by a range of external factors. The lower count in August may again be due to the impact of peak season beach cleans carried out by the community and council.



## Kinghorn

Litter counts were extremely low in Kinghorn, with a cumulative prom litter count of 13 items over the four surveys. The litter recorded was predominantly plastic based, with a consistently low level of litter recorded from the beach across the year.

## Portobello

There was a contrasting picture of litter between the prom and the beach over the year at Portobello. Much of the litter on the prom in June was broken glass. The peak litter count was on the beach in August, with cigarette stubs making up half of the total litter count. The high beach litter in September was dominated by wet wipes.

## Fisherrow Sands

The litter count on the prom at Fisherrow Sands follows the expected trend of an increase in litter through the season and a drop in September. This litter was primarily cigarettes and disposable cutlery (both plastic and wooden). Litter on the beach was lowest in August and September. The high beach litter count in May was dominated by wet wipes and water balloons. The June beach litter count was dominated by cigarette stubs and plastic snack packets. Community beach cleans may have influenced the reduction in litter on the beach during August and September, however, litter on the prom was highest in August and September.

More detail on the litter results for each beach can be found in the appendix.





## Material composition of litter

The material composition of litter in all of the surveys was calculated, with the majority of litter (70%) being plastic based. Plastic litter includes cigarette stubs, food and drink related litter such as plastic bottles, bottle caps, cutlery and plastic snack packets, as well as plastic pieces.

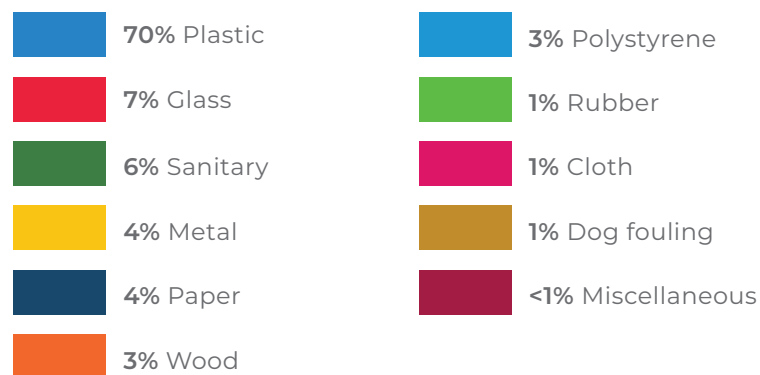
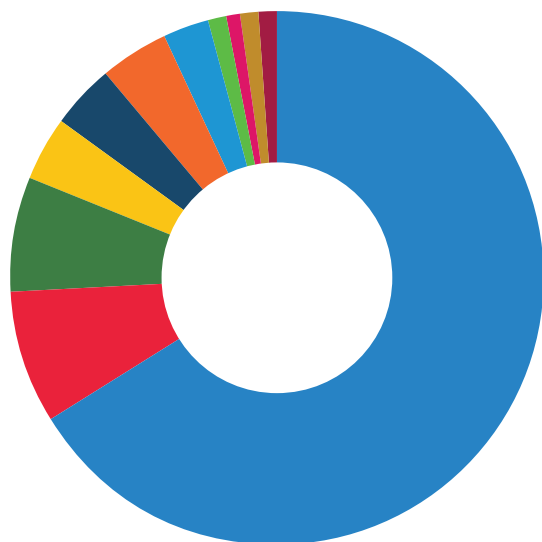
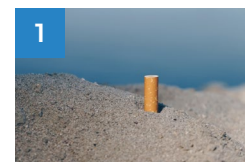


Figure 1: Material composition of litter

## Top 10 litter items

The most common litter item overall was cigarettes, which made up nearly half of the top 10.



Cigarettes



Wet wipes



Plastic pieces



Wooden forks and lolly sticks



Glass fragments



Paper pieces



Plastic snack packets



String and rope



Plastic bottles



Plastic cutlery

Plastic and wooden disposable cutlery were both in the top 10 litter items. Considering the ban on single use plastics that came into force in Scotland in August, the finding of wooden disposable cutlery on the beach and prom reinforces the need to focus on reducing overall consumption of single use products.



## Differences between beach and prom

There were clear differences in the type of litter recorded from the beach and the prom at each of the campaign beaches. The figure below show the top 10 litter items identified on the beach compared with the prom across all campaign beaches. Cigarettes very much dominated the prom surveys. However on the prom, plastic pieces (21%) as well as cigarettes (20%) were the most common items. The rest of the top 10 on the prom were primarily food and drink related, whereas fishing ropes and lines, wet wipes and pieces of polystyrene were prevalent on the beaches.

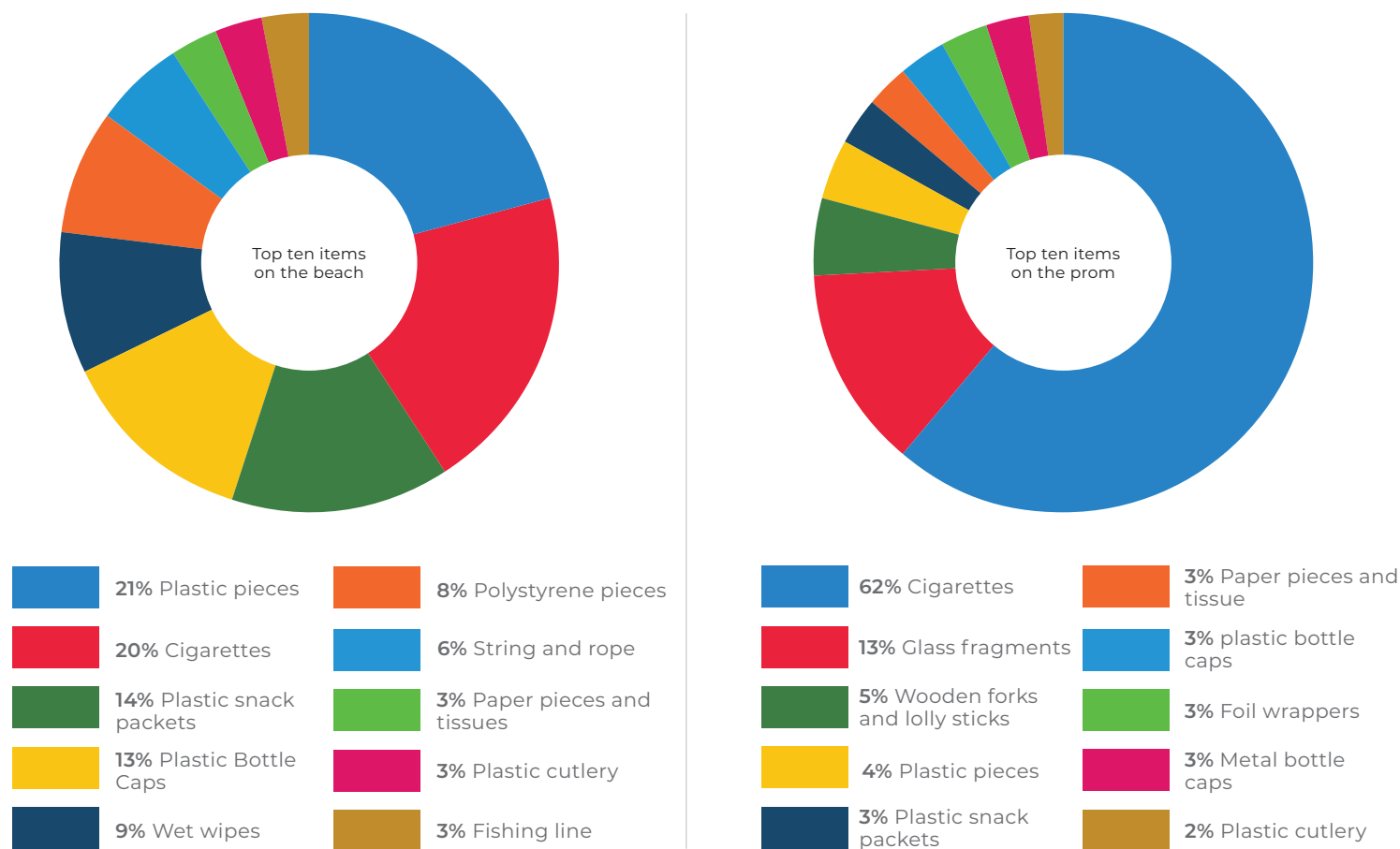


Figure 2: Comparison of top 10 litter types between beaches and proms



## Attitudes and perception surveys

### Most people go to the beach to walk



**542**

people responded  
to perception  
surveys



**95%**

of survey  
responses were  
from locals



**93%**

would be willing to  
take action to  
protect the beach



**88%**

of responders  
already take action  
to protect the beach



**45%**

beach users  
check BWQ

Online attitudinal surveys were carried out ahead of the season in May and early June then again at the end of the bathing season in September/October.

Number of survey respondents	Ayr	Troon	Irvine	Saltcoats/Ardrossan	Kinghorn	Portobello	Fisherrow Sands	Total
Pre-season (May/June)	20	93	6	7	2	22	226	376
Post-season (Sept/Oct)	35	28	21	23	7	15	19	148

Our survey responses were primarily (95%) from people that considered themselves local to their campaign beaches – with 80% of respondents visiting the beach at least weekly (and 17% visiting daily). Respondents were asked the types of activities that take them to the beach, and the responses (across pre-season and post-season surveys) showed most people went to the beach to walk.

What activities usually bring you to the beach?	% of respondents
Walking	65
Scenery	36
Dog walking	34
Family time	32
Swimming/ other water activity	15
Amenities e.g. cafes/ restaurants	14
Other	13
Running/ jogging	8







## Campaign recall

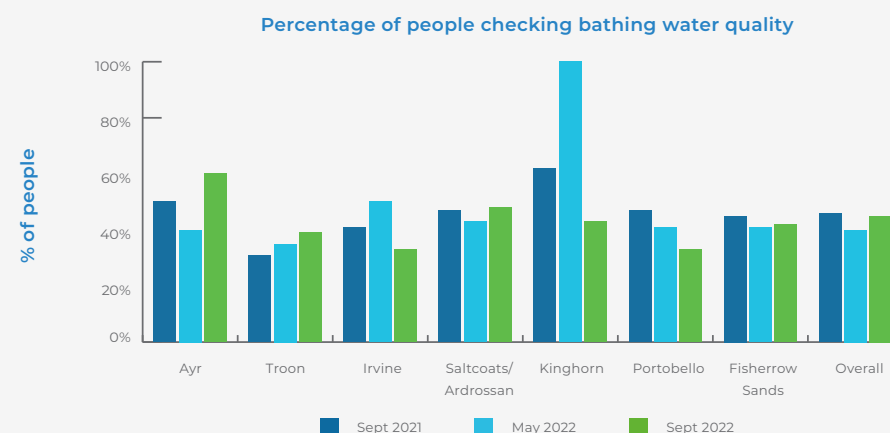
77% of respondents noticed the campaign, with 58% of those recalling the campaign signage in particular.

Aspects of MBYB campaign noticed	% of those noticing the campaign
Campaign materials at the beach	58
Social media	40
Bathing Water Quality signage	39
Campaign banners at train stations	22
News stories in the media	22
#LuckyToLiveHere - online gallery	11
#DoggyAmbassador competition	10
Know your beach - online quizzes	9

## Bathing Water Quality (BWQ) awareness

Many different factors can influence water quality at beaches. Heavy rain can lead to pollutants being washed into rivers and the marine environment from combined sewage overflows as well as roads and pavements. This can have a knock on impact on water quality at bathing waters. The web quiz for each beach included a question relating increased rainfall to reduced water quality at the beach. On average, 60% of quiz respondents made this connection.

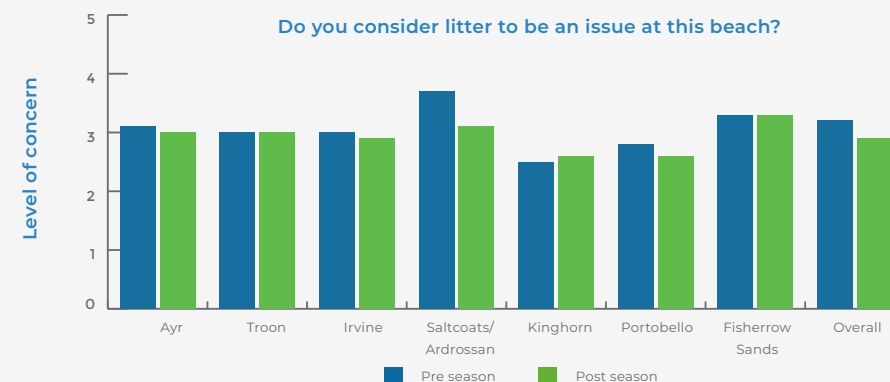
The percentage of respondents to the perception survey who check bathing water quality has dropped slightly from 2021 to 45%. However, of people who go to the beach to swim, 52% check the bathing water quality. The graph below shows the variation across beaches and includes data from September 2021 for reference. It should be noted that the 100% of people checking BWQ in Kinghorn in May 2022 was based on only two responses.



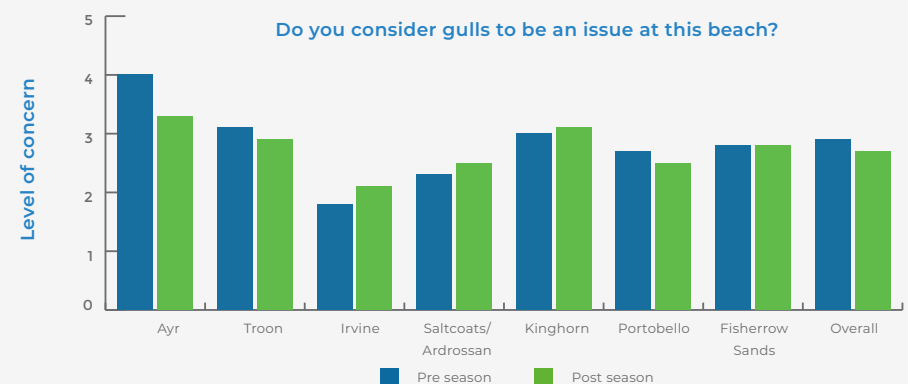
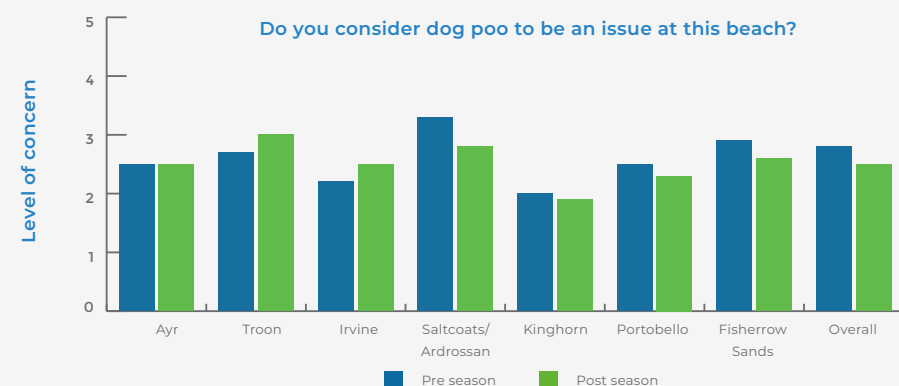
## 'Issues' at the beach

On average, most people responding to the post-season survey did not see an issue with litter, dog poo or gulls at their beaches. When asked to rate their concern with each of the issues on a 1 (not an issue) to 5 (a big issue) sliding scale, litter, dog poo and gulls all came out very close to the middle. On each of the three issues, approximately 45% of respondents thought that the amount of litter, the amount of dog poo and numbers of gulls were the same as previous years. There was some variation among the beaches but little variation between the pre-season and post-season surveys for each beach.

While the number of people considering gulls to be an issue at the beach varied little between the pre-season and post-season surveys at most beaches, the biggest difference was at Ayr, where the image below shows a clear difference in seagulls, and people, between the August and the September surveys.



It is interesting to note that in general, more litter was recorded on the adjacent proms than on the beaches. The two graphs below use the same scale for easier comparison of litter counts.





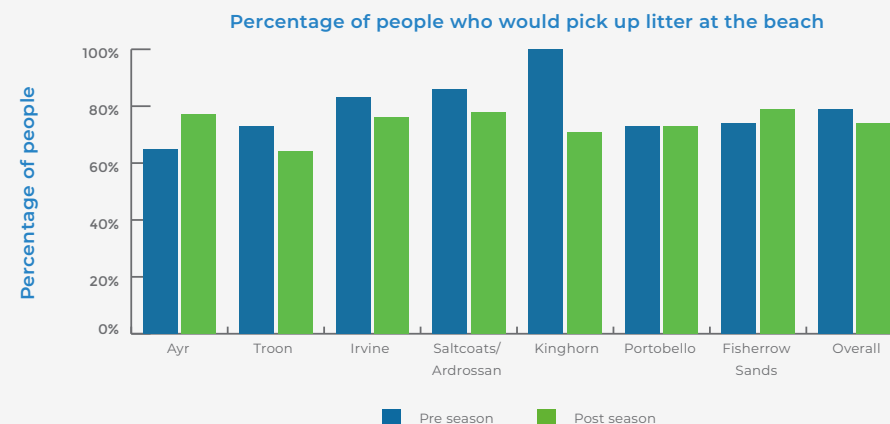


### Beach stewardship - protecting the sand and sea

At least 93% of people at each campaign beach are willing to take some action to protect the beach. More than 75% of survey respondents would either be willing to pick up litter at the beach, or already do. These are a high proportions of the general public who would be willing to take action to protect the sand and sea.

Acting on feedback from the pre-season survey this year, the post-season survey asked what actions people were already doing to protect the beach. This enabled us to capture some of the incredible activity that the general public are already undertaking at our beaches to protect the sand and sea. As the table below shows, 76% of respondents to the September 2022 survey are already picking up litter.

Some of the 'other' actions referred to in the table reflect the very important reality that while some people don't necessarily clear up other people's litter, they ensure that they do not leave any litter of their own. This is an important action to acknowledge and highlight. If everyone 'bagged and binned' their dog poo and put all their litter in the bin (or took it home if the bins are full) then our beaches would be an even nicer environment in which to spend time.



Actions you are already taking to protect the sand and sea	% taking that action
Pick up litter when visiting the beach, to leave it cleaner than I found it	76
Share messages (e.g on social media), to help raise awareness and encourage people to take better care of the sand and sea	41
Organise/take part in a beach clean event	15
Other	14
#LuckyToLiveHere - online gallery	11
#DoggyAmbassador competition	10
Carry out a litter survey, contributing to local and national litter prevention efforts	9
Know your beach - online quizzes	9

# Summary and conclusions

The My Beach, Your Beach Campaign has been running for five years. In that time, it has adapted to focus on beach stewardship as well as bathing water quality. The challenges of the pandemic led to a shift to hybrid engagement with the campaign encompassing both online and in-person interventions. The campaign has contributed to improvements in bathing water quality and has been successful in raising awareness of the importance of looking after our beaches, protecting the sand and sea. It has also highlighted the importance of the ongoing efforts of community groups and beach managers in supporting and protecting our beaches.

Policy and legislation relating to litter and waste are changing with a new Marine Litter Strategy and forthcoming National Litter and Flytipping Strategy. This year also saw the introduction of a ban on single use plastic items. It is hoped that this will reduce the single use plastics littered on our beaches. While some items have reduced, there has also been a shift from plastic single use products like plastic cutlery to wooden single use products such as wooden chip forks. Given this sort of shift in product use, the messaging needs to shift towards addressing consumption of single use items as a whole. A deposit return scheme (DRS) is being introduced in 2023, which should reduce the littering of plastic and glass bottles.

Our top litter item, cigarettes, is not covered by these policy changes. There is a clear issue with cigarettes which were by far our most prevalent litter item. Plastic snack packets were our fourth most prevalent litter item. A new approach will be needed to address these items to reduce their prevalence as litter.

The campaign has explored and developed a range of different approaches to target various behaviours that impact bathing water quality. We will use the learnings of the five years of the campaign to continue supporting improvements to our environmental quality and encourage people to protect our sand and sea.



# Appendix: Beach summary reports

# Ayr Beach

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.

[My Beach, Your Beach profile: Ayr](#)



[SEPA bathing water profile: Ayr](#)



[Scotland's Beach Award Profile: Ayr](#)



## Know your beach - quiz



- 76 participants
- 54% average score
- 57% aware of link between rainfall and water quality

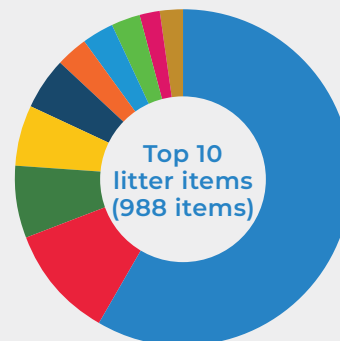
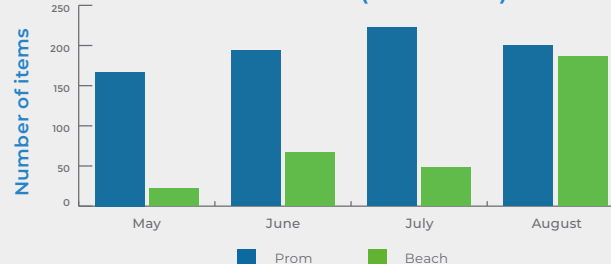
## Top three reasons for visiting the beach

- 69% walking
- 43% Dog walking
- 31% Scenery

## Beach action

- 60% check bathing water quality
- 77% do or would pick up litter to leave the beach cleaner
- 97% do or would take action to protect this beach

## Total litter count (1106 items)



- |                                  |                        |
|----------------------------------|------------------------|
| 59% Cigarettes                   | 3% Paper pieces        |
| 11% Glass fragments              | 3% Foil wrappers       |
| 7% Plastic snack packets         | 3% Plastic bottle caps |
| 6% Plastic pieces                | 2% Wet wipes           |
| 5% Wooden forks and lolly sticks | 2% Plastic toys        |

91% noticed the campaign





# Troon Beach

This long stretch of beach along the Ayrshire coast has long been popular with beach-goers.

[My Beach, Your Beach profile: Troon](#)



[SEPA bathing water profile: Troon](#)



[Scotland's Beach Award Profile: Troon](#)



## Know your beach - quiz



- 49 participants
- 59% average score
- 46% aware of link between rainfall and water quality

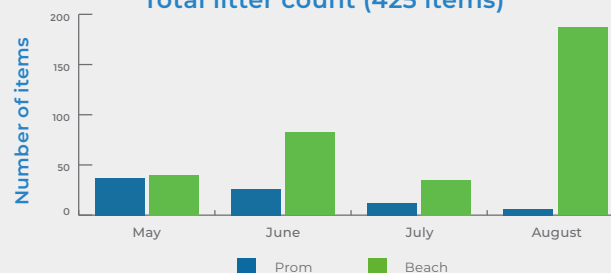
## Top three reasons for visiting the beach

- 71% walking
- 54% Scenery
- 46% Family time

## Beach action

- 39% check bathing water quality
- 64% do or would pick up litter to leave the beach cleaner
- 93% do or would take action to protect this beach

## Total litter count (425 items)



- |                           |                    |
|---------------------------|--------------------|
| 23% Plastic Pieces        | 5% Fishing line    |
| 20% Cigarettes            | 5% Paper pieces    |
| 16% Plastic snack packets | 5% String and rope |
| 12% Plastic bottle caps   | 5% Wet wipes       |
| 6% Polystyrene pieces     | 4% Plastic toys    |

86% noticed the campaign





# Irvine Beach

Irvine beach is a long stretch of golden sand at the mouth of the River Irvine, with views of Arran and a grassy beach park.

[My Beach, Your Beach profile: Irvine](#)



[SEPA bathing water profile: Irvine](#)



[Scotland's Beach Award Profile: Irvine](#)



## Know your beach - quiz



47 participants

60% average score

55% aware of link between rainfall and water quality

## Top three reasons for visiting the beach

52% Scenery

48% walking

38% Dog walking

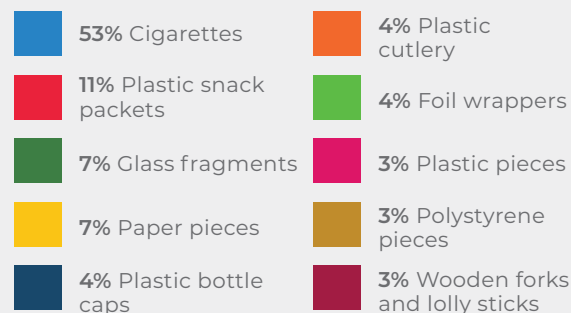
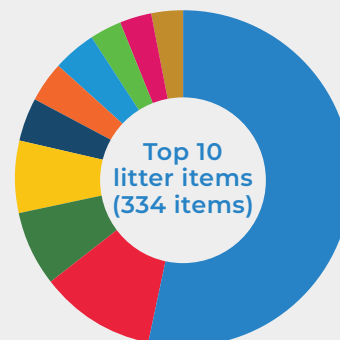
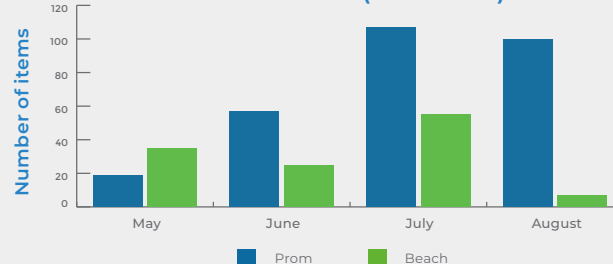
## Beach action

50% check bathing water quality

76% do or would pick up litter to leave the beach cleaner

95% do or would take action to protect this beach

## Total litter count (405 items)



67% noticed the campaign



# Saltcoats / Ardrossan Beach

The adjacent seaside towns of Saltcoats and Ardrossan (called the 'Three Towns' together with Stevenston) share this golden stretch of beach, cleaved in two by the outlet of Stanley Burn, with Saltcoats harbour to one side and stunning views of Arran across the water.

[My Beach, Your Beach profile:  
Saltcoats / Ardrossan](#)



[SEPA bathing water profile:  
Saltcoats / Ardrossan](#)



## Know your beach - quiz



- 68 participants
- 66% average score
- 59% aware of link between rainfall and water quality

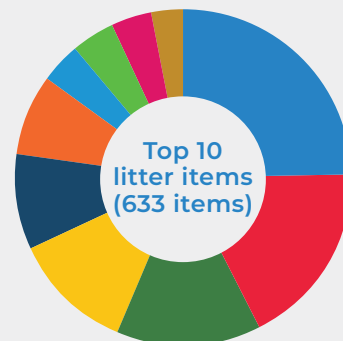
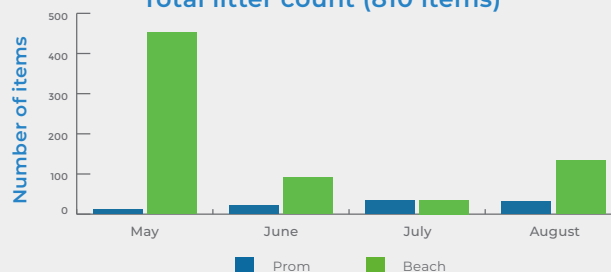
## Top three reasons for visiting the beach

- 48 walking
- 43% Dog walking
- 35% Scenery

## Beach action

- 48% check bathing water quality
- 78% do or would pick up litter to leave the beach cleaner
- 96% do or would take action to protect this beach

## Total litter count (810 items)



- |                         |                          |
|-------------------------|--------------------------|
| 25% Plastic pieces      | 8% Plastic snack packets |
| 18% Plastic bottle caps | 4% Plastic bottles       |
| 14% Cigarettes          | 4% Fishing line          |
| 12% Polystyrene pieces  | 4% Cotton bud sticks     |
| 9% String and rope      | 3% Plastic cutlery       |

70% noticed the campaign



# Kinghorn Beach

This picturesque harbour beach features sand, rockpools and cliffs, with views of Edinburgh and the Lothians across the water. It is also part of the Fife Coastal Path.

[My Beach, Your Beach profile: Kinghorn](#)



[SEPA bathing water profile: Kinghorn](#)



[Scotland's Beach Award Profile: Kinghorn](#)



## Know your beach - quiz



15 participants



65% average score



64% aware of link between rainfall and water quality

## Top three reasons for visiting the beach



57% walking



57% Dog walking



26% Scenery

## Beach action



43% check bathing water quality

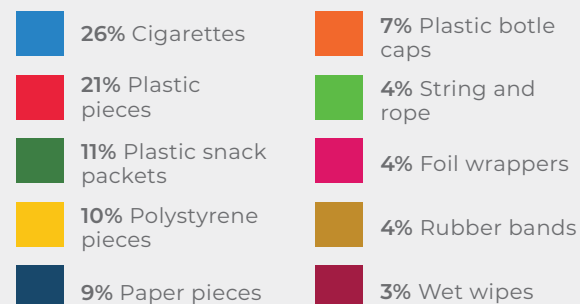
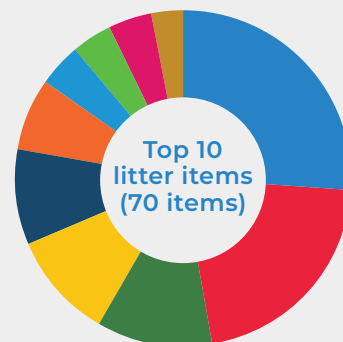
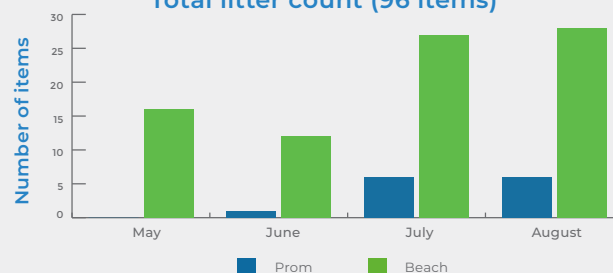


71% do or would pick up litter to leave the beach cleaner



100% do or would take action to protect this beach

## Total litter count (96 items)



57% noticed the campaign





# Portobello Beach

This sandy beach next to Edinburgh, features a picturesque promenade with shops, cafes, restaurants and more, with views across the Firth of Forth.

[My Beach, Your Beach profile: Portobello](#)



[SEPA bathing water profile: Portobello Central](#)



[Scotland's Beach Award Profile: Portobello West](#)



## Know your beach - quiz



- 65 participants
- 60% average score
- 62% aware of link between rainfall and water quality

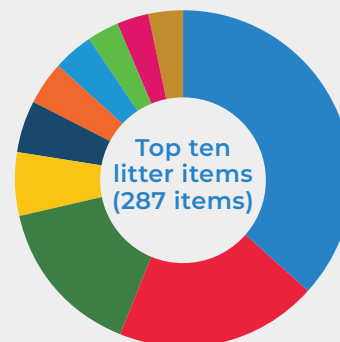
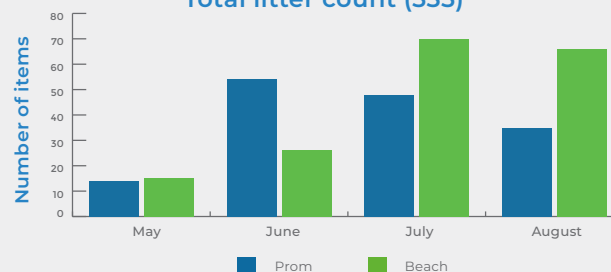
## Top three reasons for visiting the beach

- 40% walking
- 40% Dog walking
- 40% Scenery

## Beach action

- 41% check bathing water quality
- 73% do or would pick up litter to leave the beach cleaner
- 93% do or would take action to protect this beach

## Total litter count (335)



- |                          |                        |
|--------------------------|------------------------|
| 36% Cigarettes           | 4% Plastic pieces      |
| 19% Glass fragments      | 4% Paper pieces        |
| 15% Wet wipes            | 3% Plastic bottle caps |
| 6% Plastic snack packets | 3% Plastic cutlery     |
| 5% Metal bottle caps     | 3% String or rope      |

100% noticed the campaign





# Fisherrow Sands Beach

This sandy bay is situated next to the historic Fisherrow Harbour near the mouth of the river Esk.

[My Beach, Your Beach profile:  
Fisherrow Sands](#)



[Know your beach - quiz](#)



352 participants



60% average score



60% aware of link between rainfall and water quality

Top three reasons for visiting the beach



68% walking



37% Scenery



32% Dog walking

Beach action



N/A check bathing water quality

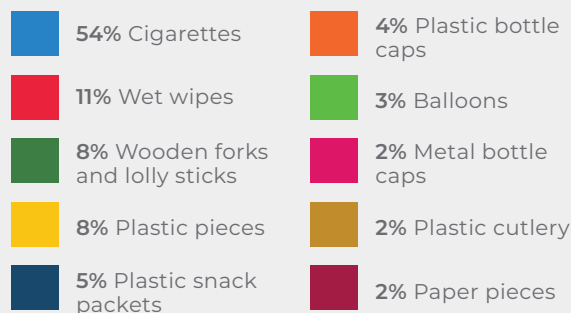
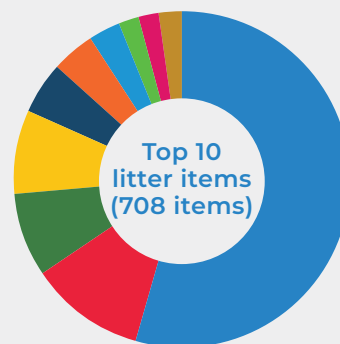
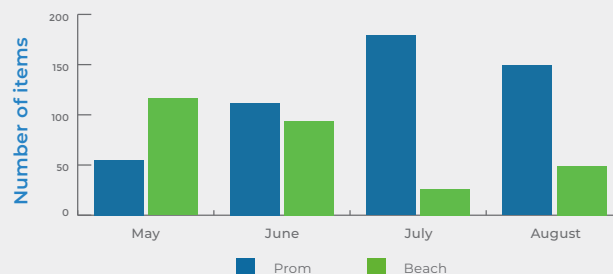


74% do or would pick up litter to leave the beach cleaner



95% do or would take action to protect this beach

Total litter count (781 items)



78% noticed the campaign





We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for.



Keep Scotland  
Beautiful

T: 01786 471333 E: [info@keepscotlandbeautiful.org](mailto:info@keepscotlandbeautiful.org)



[www.keepscotlandbeautiful.org](http://www.keepscotlandbeautiful.org)

