

## 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](#)

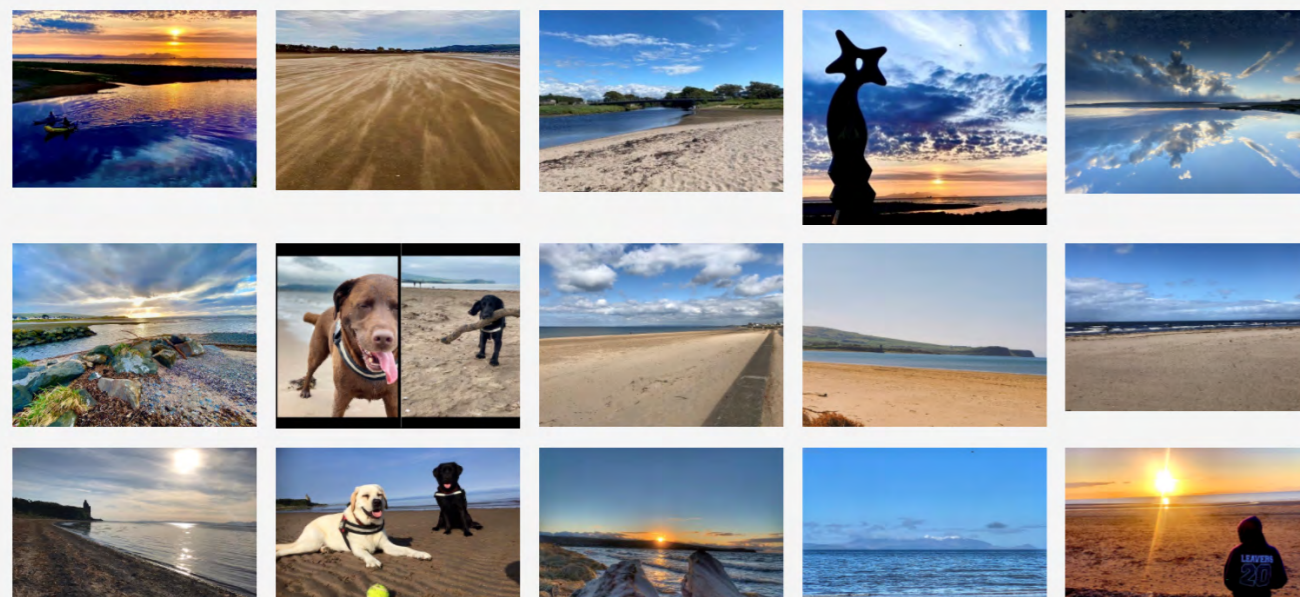
### Targeted campaign reach

Web	Page views	
	<b>1,543</b>	
Social	Reach	Engagement
	<b>21,406</b>	<b>985</b>
	<b>12,381</b>	<b>1,008</b>
<b>Total</b>	<b>33,787</b>	<b>1,993</b>

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

- 363** participants
- 53%** average score
- 52%** aware of link between rainfall and water quality

### #LuckyToLiveHere



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

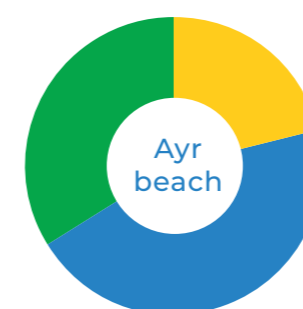
**Favourite** things about the beach this summer:



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



## Perception of issues



- 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	<b>13%</b>
Plastic snack packets	<b>10%</b>
Clear wrap and drinks labels	<b>10%</b>

### Top three items found on the prom

Cigarettes	<b>36%</b>
Tissues / napkins	<b>9%</b>
Plastic cutlery	<b>9%</b>

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