

## Troon beach – campaign overview 2020

Troon beach in South Ayrshire 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 [↗](#)

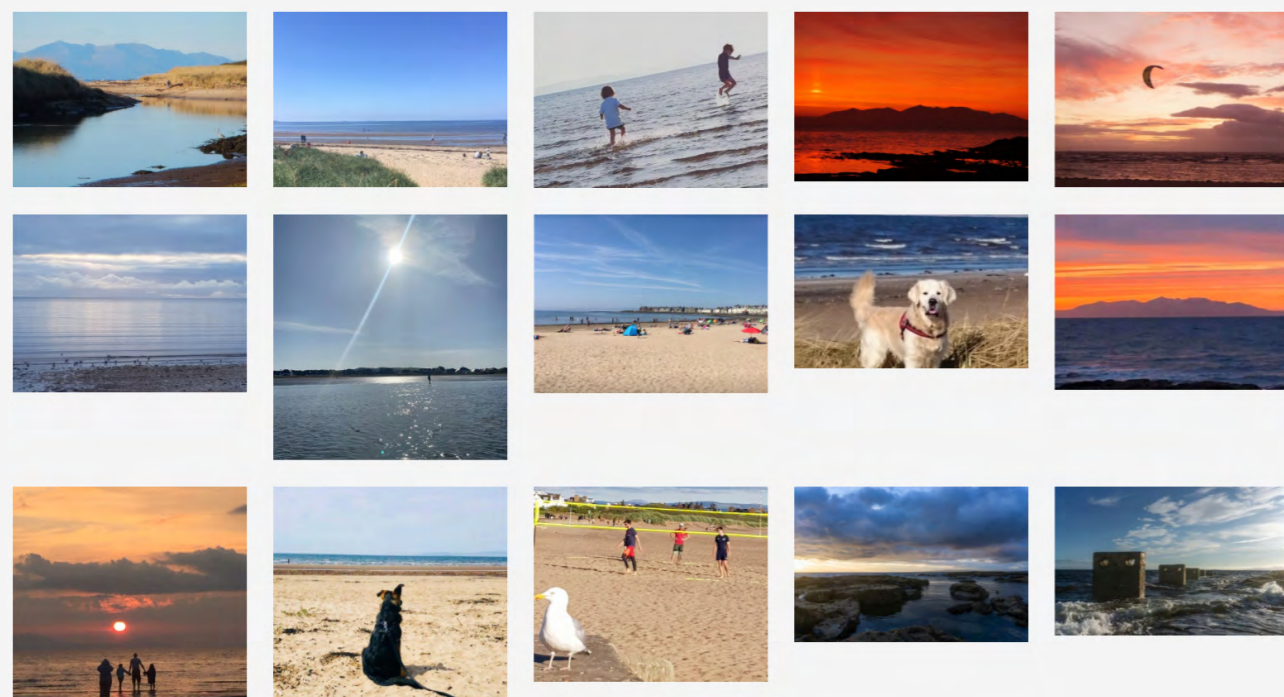
### Targeted campaign reach

Web	Page views	
	<b>1,100</b>	
Social	Reach	Engagement
	<b>10,687</b>	<b>514</b>
	<b>7,921</b>	<b>437</b>
<b>Total</b>	<b>18,608</b>	<b>951</b>

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

- 148** participants
- 60%** average score
- 44%** aware of link between rainfall and water quality

### #LuckyToLiveHere



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

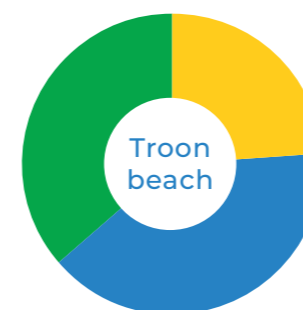
Favourite things about the beach this summer:



Least favourite things about the beach this summer:



## Perception of issues



- 28%** think litter is an issue
- 46%** think dog poo is an issue
- 42%** think gulls are an issue

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

## 213 items of litter counted

### Top three items found on the beach

Plastic snack packets	<b>18%</b>
Plastic pieces	<b>16%</b>
Plastic caps and lids	<b>8%</b>

### Top three items found on the prom

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