

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](#)

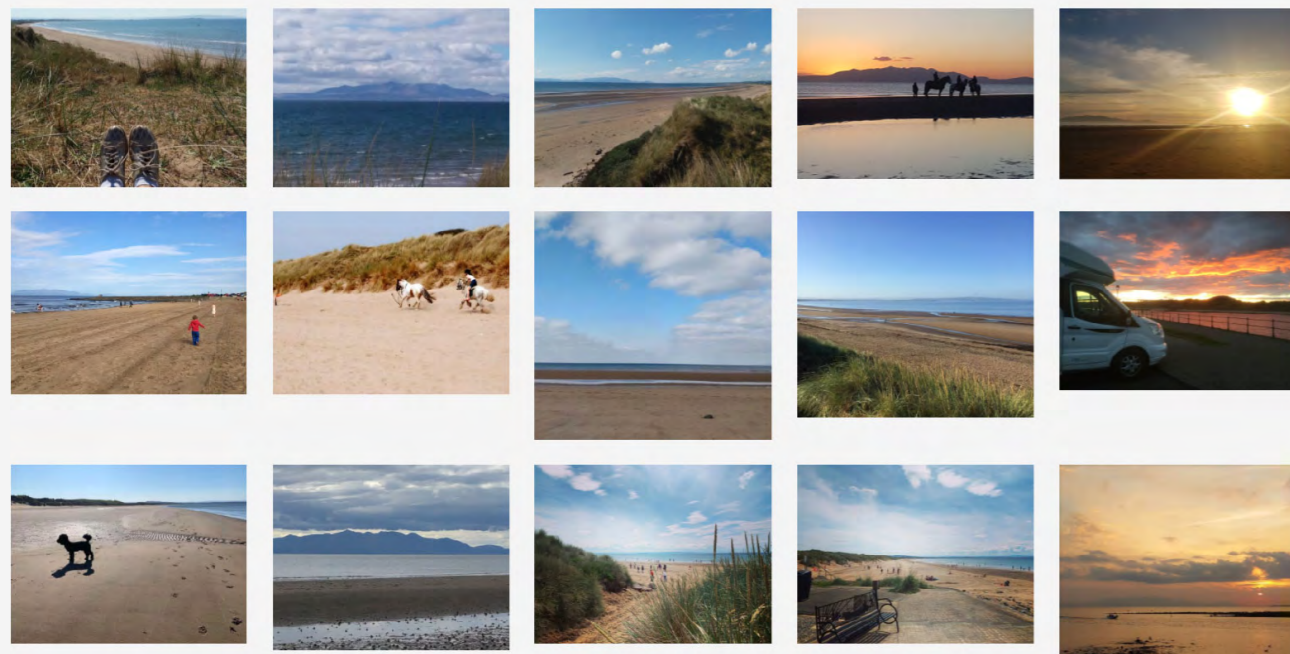
Targeted campaign reach

Web	Page views	
	799	
Social	Reach	Engagement
	11,659	712
	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

#LuckyToLiveHere

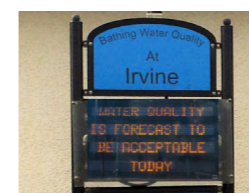


View online gallery <https://www.keepsotlandbeautiful.org/community-and-place/my-beach-your-beach/irvine-beach/>



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:



Least favourite things about the beach this summer:



Perception of issues



- 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