

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](#)

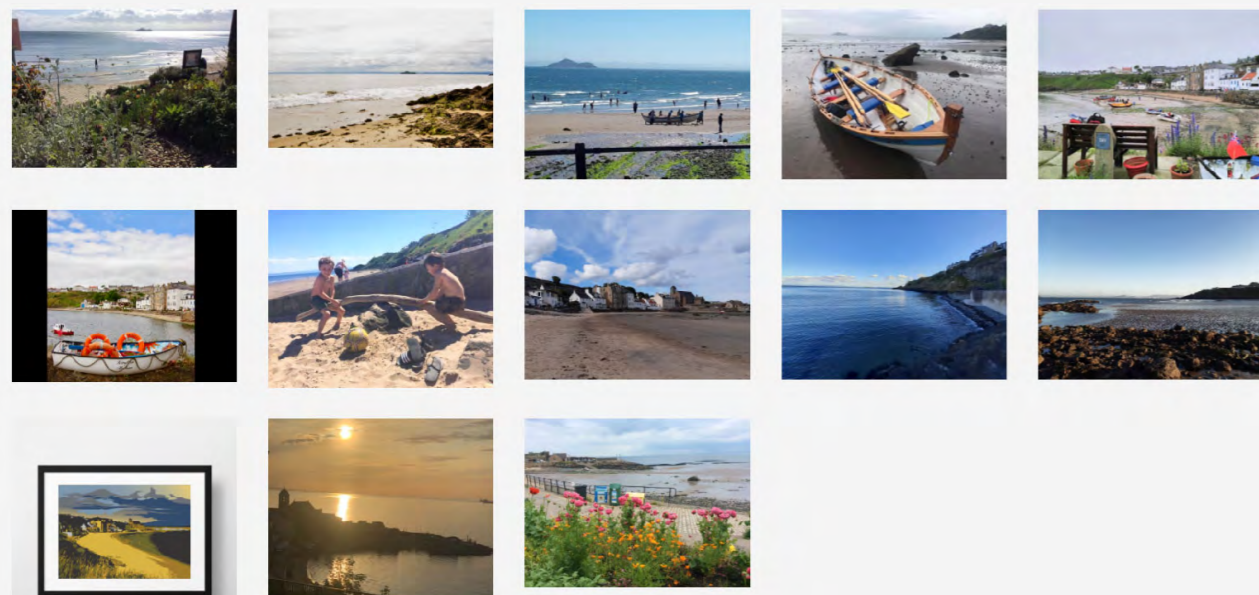
Targeted campaign reach

Web	Page views	
	958	
Social	Reach	Engagement
	6,470	347
	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

#LuckyToLiveHere



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

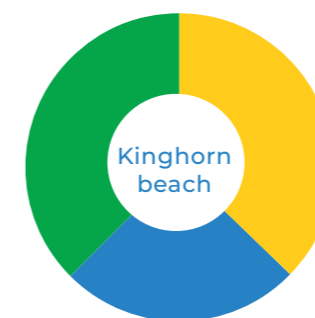
Favourite things about the beach this summer:



Least favourite things about the beach this summer:



Perception of issues



- 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