

A wooden-framed chalkboard is propped up on a sandy beach. The chalkboard has handwritten text in white chalk: "I ❤️ Forkebella" and "#MyBeachYourBeach". The background shows a beach with sand, a blue sky with light clouds, and a person in the distance.

My Beach, Your Beach

A community based approach to improving bathing water quality

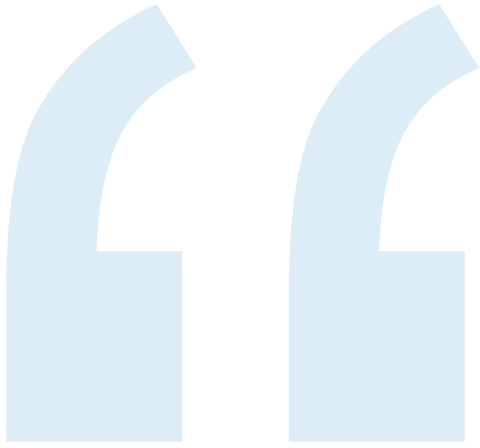
www.keepsotlandbeautiful.org
@KSBScotland

Aoife Hutton

The logo for Keep Scotland Beautiful, featuring a stylized 'X' shape composed of four colored triangles (yellow, blue, purple, green) meeting at a central white point.

Keep Scotland
Beautiful

About Keep Scotland Beautiful



We campaign, act and educate on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for.

What we do:



Sustainable development education

Provide education initiatives for children, young people and educators

Local environmental quality

Provide advice support and training to help create and maintain cleaner and safer local areas – **including the marine and coastal environment.**

Sustainability and climate change

Work to help people to reduce carbon emissions and adapt to impacts of climate change

Environmental services

Help organisations meet environmental commitments and responsibilities

My Beach, Your Beach: Project origin

The problem:

Dog fouling and gull poo can contribute to bacteria counts associated with poor bathing water quality.

The solution:

Change **dog fouling, littering and gull feeding behaviours** at beaches at risk of poor bathing water quality.



Bathing water quality improvement in Scotland

My Beach, Your Beach launched in 2018, to operate alongside efforts by other agencies to tackle other contributors to poor bathing water quality.

Aims

The project aims were as follows:

- Encourage behaviour change in relation to littering to remove this source of food for gulls.
- Encourage residents and visitors to bag and bin dog waste.
- Create more community ownership of the quality of local bathing waters.
- Create a campaign that can be replicated in other bathing water locations (including the development of an online Toolkit with resources available for use in other coastal locations).



#MyBeachYourBeach

A colorful illustration of a beach scene. At the top, a blue banner contains the text '#MyBeachYourBeach'. The background shows a blue sky with a sun, seagulls, and waves. In the foreground, a brown trash bin is filled with litter (a water bottle, a red cup, and a paper bag). A seagull is shown dropping a white pellet into the water. A brown dog on a leash is shown dropping a dark pooper on the sand.

Bin your litter or take it home to recycle

Don't feed the gulls
Bird poo pollutes the water

Bag it and bin it
Dog poo pollutes the water

Approach and development



Campaign development:
March – June 2019



Implementation (Summer)
June – September 2019



Monitoring and evaluation
September – November 2019



On the beach and off the beach

Change habits at home by raising awareness of the bathing water quality impact of:

- Sewage related debris (SRD)/ “unflushables”
- Incorrect disposal of kitchen residues such as fats, oils, and greases (FOGs)



**Only flush the
3 P's – pee, poo
and paper**

#MyBeachYourBeach

**Never pour fats,
oils, or greases
down the drain**

#MyBeachYourBeach

Approach: three strands of intervention



Community engagement:

Supporting local Clean Up groups, a presence at community events, running outreach events, and social media.



Business engagement:

Providing materials for businesses, supporting businesses to sign up for #MyBeachYourBeach pledges



Materials and campaign visibility:

Bin wraps, posters, beach cleaning stations, stickers and other signage.

Partnership working



Portobello Community Council	✓	Don't Mess with Mussy / Love Musselburgh	✓
Friends of Porty Prom	✓	Keep Porty Tidy	✓
Porty Podcast	✓	The Edinburgh Shoreline Project	✓
Edinburgh Dog and Cat Home	✓	Edinburgh Over Plastic	✓
Fisherrow Yacht Club	✓	Kinghorn Harbour Residents Group (KHREG)	✓
Eskmuthe Rowing Club	✓	Kinghorn Over Plastic	✓
Fisherrow Waterfront Group	✓	Kinghorn Play Parks	✓
Fisherrow Harbour and Seafront Association	✓	Kinghorn Parish Church	✓
Environmental Volunteers Ayrshire	✓	Kinghorn RNLI	✓

and many more...

Community engagement





“The campaign made locals believe that something positive was being done to deal with problems they have been complaining about for a long time. This campaign was informative, but more importantly fun and engaging. It has given people a real sense of pride and worth in their area. I think people definitely feel more engaged as there has been a real presence.”

Gaynor Allen, Fisherrow Waterfront Group

Using social media to tackle dog fouling



1 2 3
4 5 6
7 8 9

#MyBeachYourBeach

Vote for your favourite doggy portrait



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375 Comments 71 Shares



Keep Scotland Beautiful

Published by Suzanne Ksb [?]

Page Liked · 31 August · 🌐

Hello Portobello! We are looking for a doggy ambassador for our #MyBeachYourBeach campaign. Who would you like to see as the #BagItAndBinIt ambassador in your area? Vote below by commenting 1–9 on your favourite dog. Voting closes on Monday at noon, and the winning dog will feature on local signage at Portobello. Did you know that dog poo on the beach can affect water quality? 🐕 ≠ 🌊 Always bag it and bin it. More info on our latest campaign to improve bathing water quality at Scottish beaches: <https://www.keepsotlandbeautiful.org/mybeachyourbeach>



673 Comments 67 Shares

Reach: 80,000+
Clicks: 10,200

Business engagement

Take the pledge

We will:

- Try to use less single-use packaging and use more sustainable options instead.
- Clean up the area outside our business every day.
- Dispose of kitchen fats, oils and greases in an appropriate way, never down the drain.
- Display information in toilets about what can be flushed: "Only flush the 3 Ps – pee, poo and paper!"
- Volunteer to help clean up beaches and encourage our employees to do the same.
- Sign up to the Refill scheme and offer customers free water refills and promote re-usable bottles.
- Provide and hand out dog poo bags.



Interventions: Business (continued)

News

20th September

Ayr eateries make pledge to keep beach clean

By Ryan Thom
Reporter



40%

of 108 respondents in Ayr were aware of businesses supporting the campaign.

2018 level: **10%**

Materials and campaign visibility



Portobello bin wraps

Interventions: Material



Ayr bin wraps



Fisherrow dog posters



Kinghorn litter station

Litter stations

Trialled on East coast locations this summer with mixed results:

- Highly noticeable
- Busy beach e.g. Portobello – litter sticks regularly went missing
- Better outcomes in small / remote locations



What was the result?

Interventions impact

95%

Of respondents said they noticed at least one of the following:

2018 levels: **82%**

*163 online/face-to-face questionnaires

Bin wraps

Bathing Water Quality signage (SEPA managed)

Social Media

Events e.g. beach cleans, information stalls

Posters and other signage

Newspaper

Business support

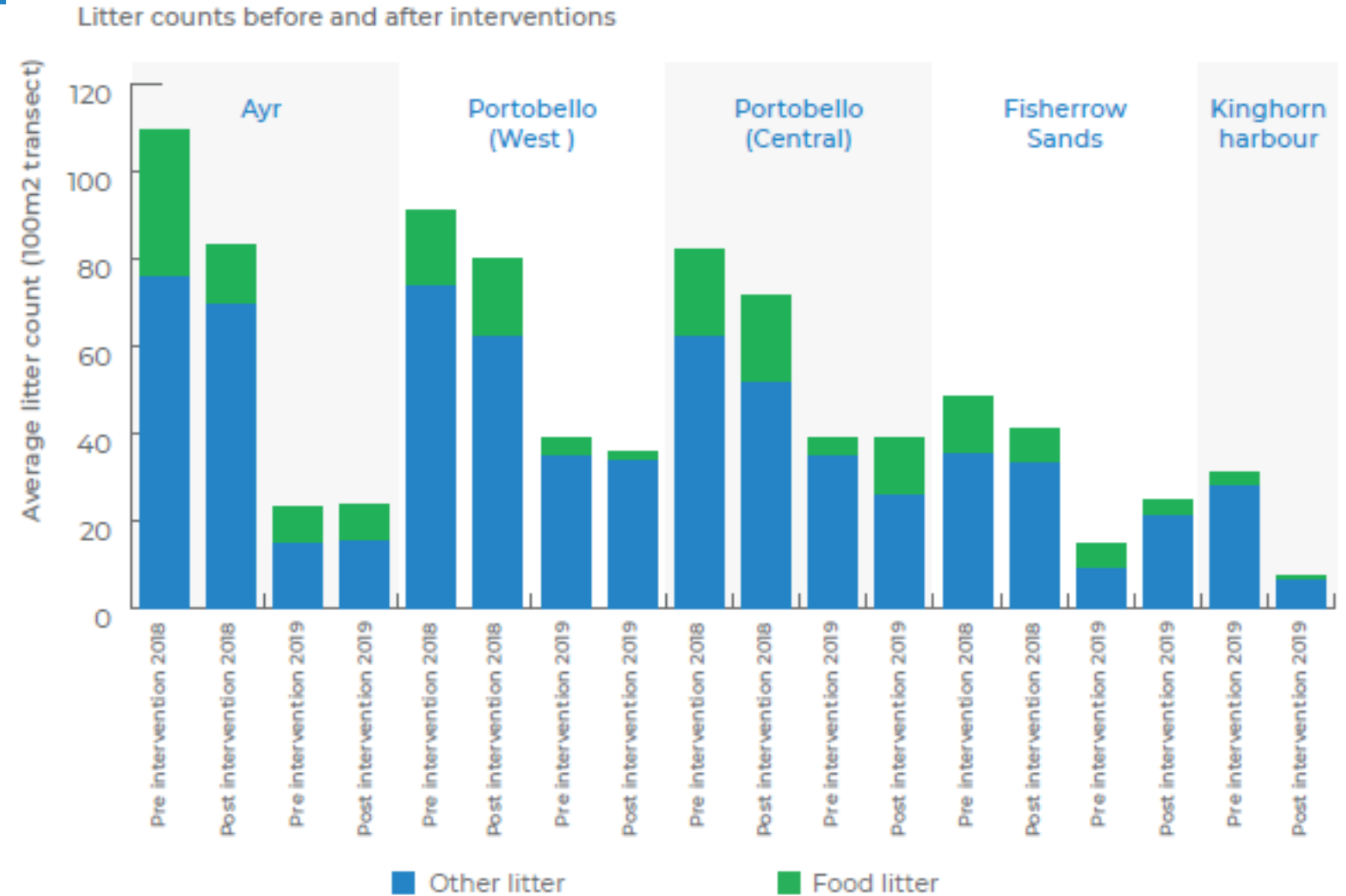
Leaflets



Litter trends

Two trends emerge:

- **Year one:** Litter levels dropped 12-15% after interventions
- **Year two:** Baseline levels significantly lower than year one baseline (48-70% lower)

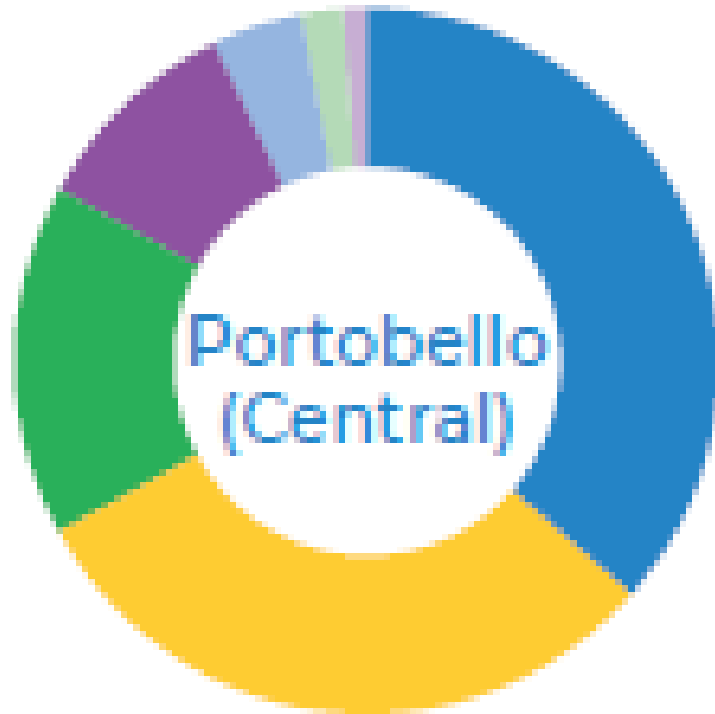


Factors affecting litter

- Weather differences 2019 vs 2018
- Increases in general public awareness: both campaign awareness and wider environmental trends in 2019.
- Actions by local authorities (additional capacity bins in Portobello, Safer Shores plan Ayr).
- Mobilisation of community groups.



Litter composition



Food related litter (15-36%)

1. Confectionary packaging (plastic)
2. Confectionary packaging (foil/foil hybrid)
3. Takeaway cutlery and lolly sticks (wooden)

Dog fouling trends



Dog fouling count per 100m ²	2018	2019
Portobello (West)	1.35	0.60
Portobello (Central)	0.46	0.33
Fisherrow Sands	0.26	0.10
Ayr	0.13	0.13
Kinghorn Harbour	Unknown	0.00

Based on 35 audits
(approx. 7 per site).

Project reflections 2019

- ✓ Litter reduction trends observed at all sites.
- ✓ Dog fouling instances reduced at all sites.
- ✓ Increased public awareness of the campaign and associated messages; using a mixed method approach online and offline.
- ✓ Increased engagement and uptake from businesses.
- ✓ Strong links developed with communities, partners and local authorities – all essential to sustaining long term behaviour change.

Toolkit of resources available for free download:

www.keepsotlandbeautiful.org/mybeachyourbeach/toolkit

Thank you.

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