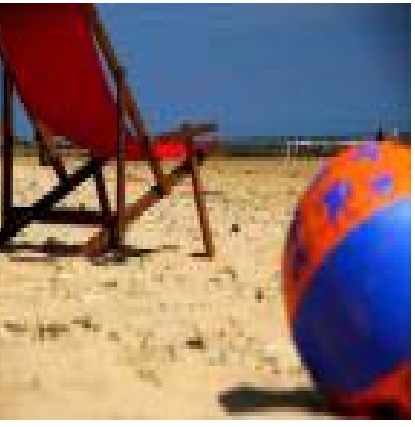


Clean Coast SCOTLAND

Our beaches & seas

- keeping them clean

Firth of Clyde Forum Seminar

21 March 2005

KEEP SCOTLAND BEAUTIFUL

Who are Keep Scotland Beautiful?

- A Charitable Company which has been running for about 40yrs.
- Based in Stirling

KEEP SCOTLAND BEAUTIFUL

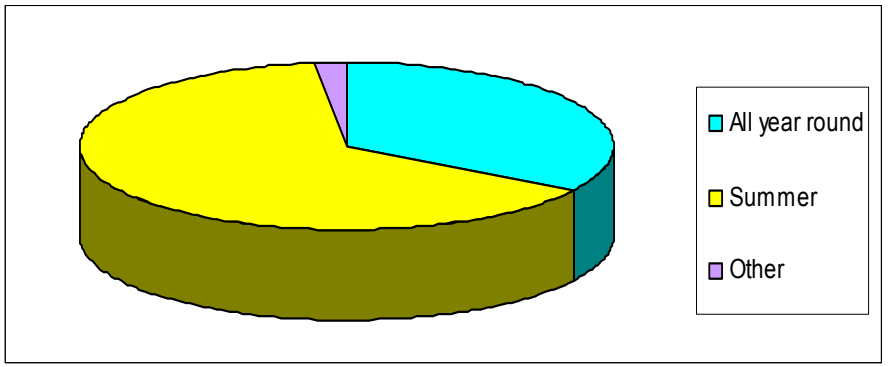
Keep Scotland Beautiful Programmes and Services

- People & Places Programme
  - Cleanliness Monitoring, Training, Campaigns, Advice and Guidance
- SWAG (Scottish Waste Awareness Group)
- SSN (Sustainable Scotland Network)
- 'Keep Scotland Tidy' National litter campaigns
- Environmental Education
  - EcoSchools & Eco Congregations Programme
- Coastal Award Schemes
  - Seaside Awards, Blue Flag Awards & Clean Coast Scotland

KEEP SCOTLAND BEAUTIFUL

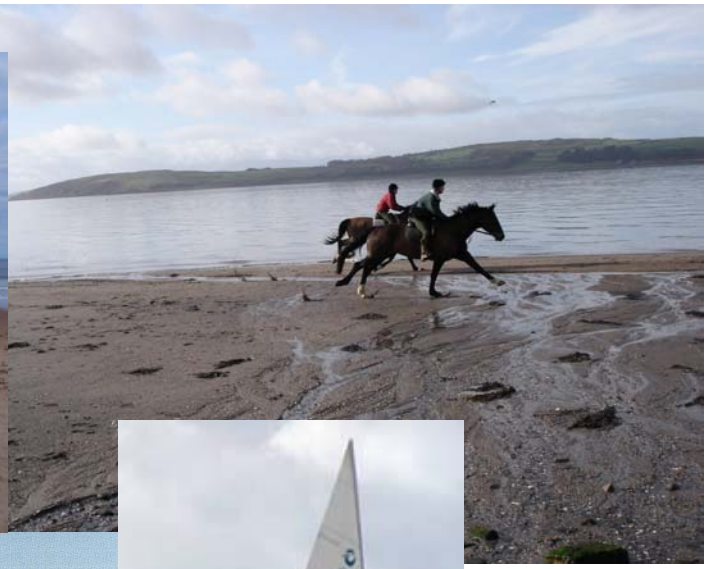
What are Scottish beaches used for and when?

- Walking (63%)
- Beach & water play (20%)
- Enjoying the scenery (11%)
- Active sport (6%)



Beach users

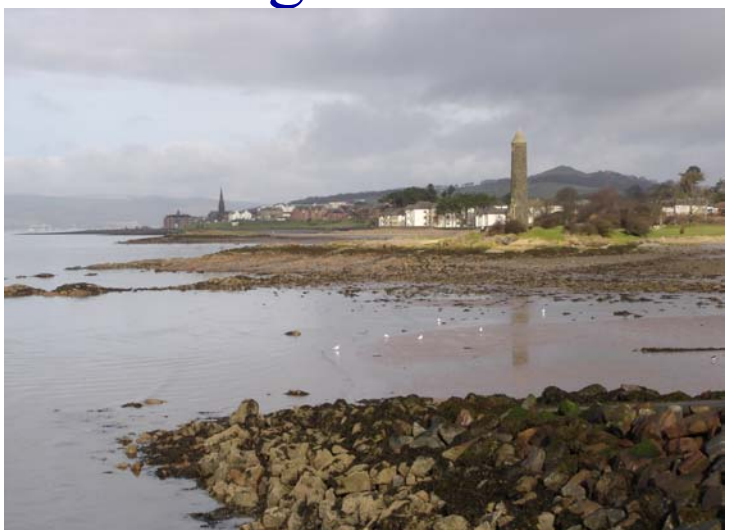
- Today beaches are seen as multipurpose recreational year round facilities



Resulting pressures

More users = economic benefits, but increased pressure on the environment, and higher expectations of access, facilities, cleanliness.

- Beach awards can help improve management
- Water Quality is improving
- Coastal litter can be tackled

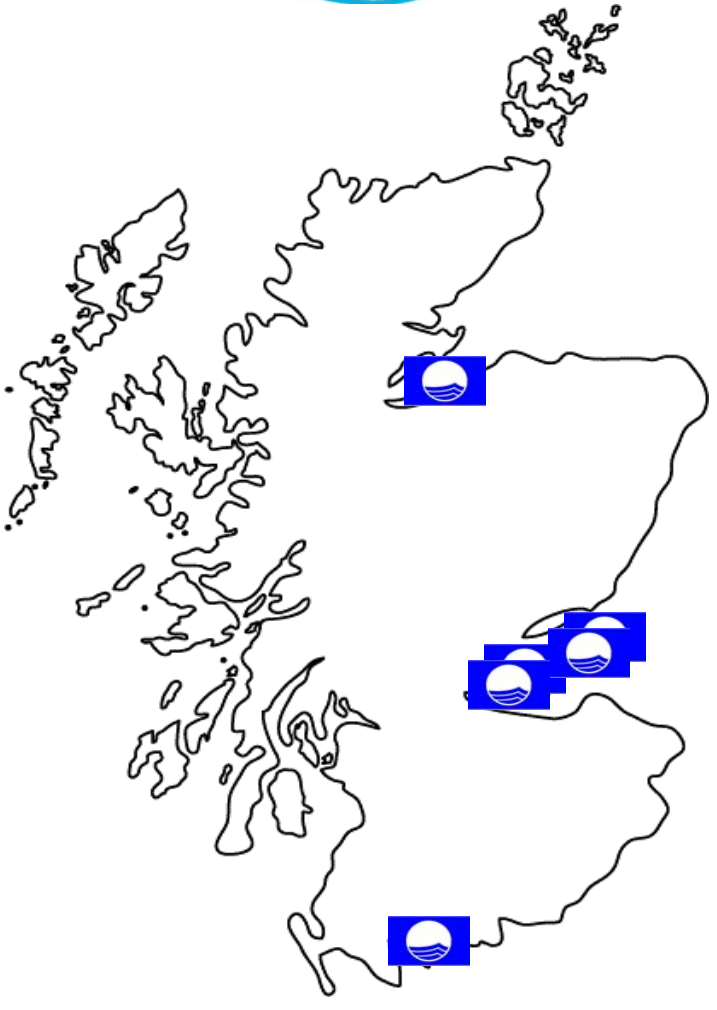


Blue Flag in Scotland

Clean Coast SCOTLAND

- Blue Flags in 2004

- Fife = 5
- Highland = 1
- Dumfries & Galloway = 1 Marina

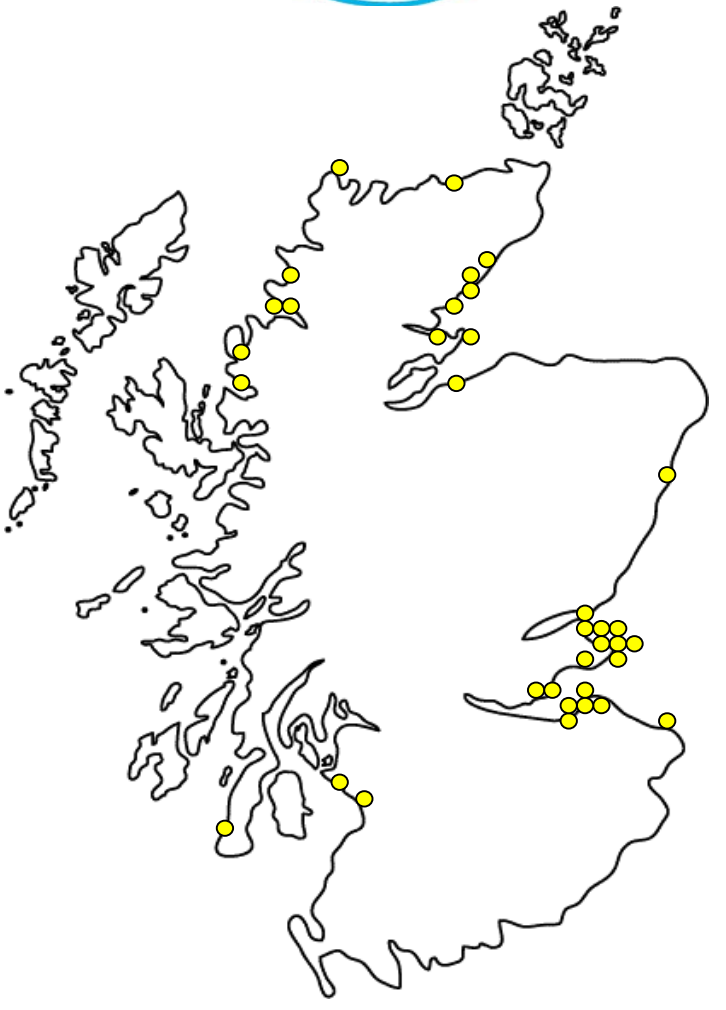


Award Status	Average £ spend per person, per visit
No award	£2.80
Seaside Award	£3.00
Blue Flag	£7.80

Seaside Award

- Seaside Awards in 2004

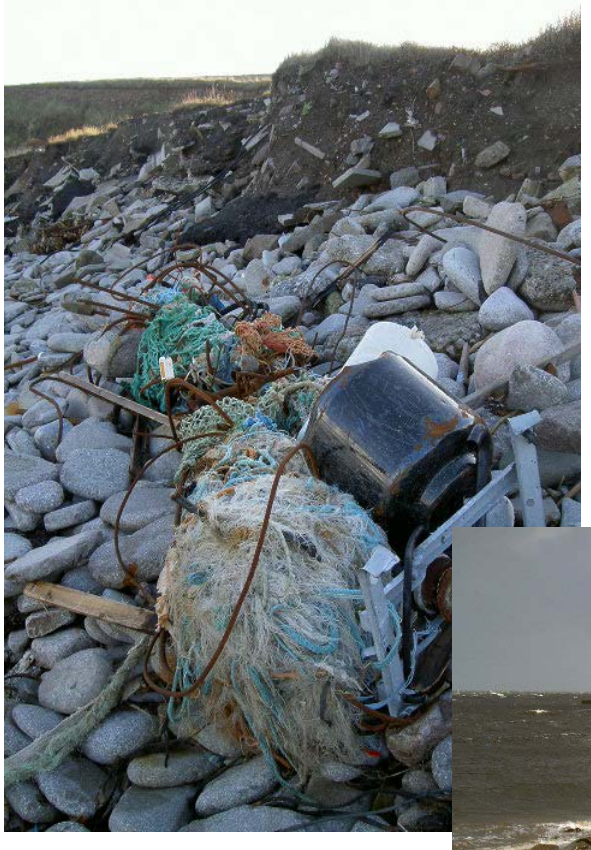
- Angus = 1 resort
- Argyll & Bute = 1 rural
- Clyde & Muirsheil Park = 1 rural
- Dundee = 1 resort
- East Lothian = 7 rural
- Fife = 5 resort, 6 rural
- Highland = 1 resort, 16 rural
- North Ayr = 1 rural



Water Quality

- Improvements have been seen in Scottish coastal water quality over the past five years
- Various EU directives have helped this process
- CCS will be chairing the Bathing Water Review Panel this year

Coastal litter



- Sewage related debris
- Recreational
- Fishing
- Shipping

Cost of coastal litter

- Cost to the public

  Local authorities can spend up to £10,000 a month cleaning 2.2 tonnes of debris a week per beach

- Cost to recreational users

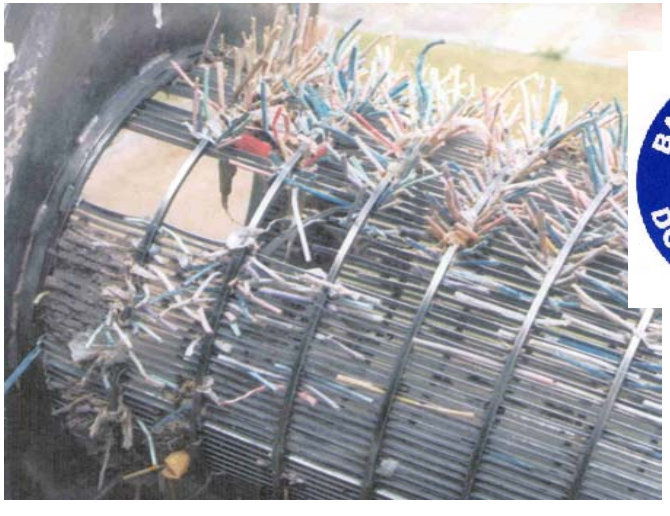
  Debris thrown overboard can endanger lives. In 1998 the RNLI attended over 200 incidents caused by fouled propellers.

- Cost to fishermen

  Fishing vessels can suffer losses as great as £30,000 per year in repairs, maintenance and lost time due to marine litter

Bag it and Bin it

- Bag it and Bin it
- Distributing posters to the toilets at the beach, in local shops, restaurants, cafes, hotels and B & B's.



Save the North Sea

- 20,000 tonnes of litter thrown in North Sea a year
- Seven partner countries involved in the three year EU Interreg IIIB funded project
- Aimed to reduce marine litter by educating and changing perception and habit.

www.savethenorthsea.com

Coastal litter - what you can do

- Adopt-a-beach
- Sign up for an Individual Blue Flag
- Take your litter home
- Encourage others to act responsibly

Gannet trapped by balloon

Launch of IBF at Port Edgar

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