



SANDOWN TOWN COUNCIL

Press Release

SANDOWN BEACH TO FLY BLUE FLAG AND SEASIDE AWARD WITH PRIDE THIS SUMMER (KEEP BRITAIN TIDY NEWS RELEASE)

Awards recognise and celebrate country's best beaches as international Blue Flag celebrates its 36th year.

Environmental charity Keep Britain Tidy has today announced the winners of the prestigious Blue Flag and Seaside Awards for summer 2023, and among them Sandown beach.

This year Sandown has again met the high standard required to be awarded the Blue Flag and Seaside Award.

Sandown Mayor Alex Lightfoot said 'The Blue Flag reflects the investment the Town has made to provide Beach Lifeguards, installing Buoys in the Bay, a new Public Toilet at Eastern Gardens, as well as working with Sandown & Shanklin Independent Lifeboat – this is very much a team effort.'

Isle of Wight High Sheriff Dawn Haig-Thomas added "Visitors to a beach flying a Blue Flag or Seaside Award can be assured the beach will be clean, safe and meet the highest environmental standards, as well as international bathing water quality standards. Many congratulations to Sandown for achieving both."

Keep Britain Tidy's Chief Executive, Allison Ogden-Newton OBE said: "The Blue Flag is the world's most recognised award for beaches and marinas and, to qualify, each applicant must meet and maintain a series of stringent environmental, educational, safety and accessibility criteria.

"We'd therefore like to recognise and applaud all those who have worked so hard to protect and improve some of our best-loved and most popular beaches. The collective efforts of beach managers, volunteers, residents and businesses all contribute to the success of these sites in achieving the incredibly high standards demanded."



Outgoing Sandown Mayor Paddy Lightfoot, new Mayor Alex Lightfoot and IW High Sheriff Dawn Haig-Thomas

The Blue Flag and Seaside Awards are aimed at improving the quality of England's coastline and promoting the country's best beaches.

Blue Flag is an international award managed by Keep Britain Tidy on behalf of the Foundation for Environmental Education. It is only presented to well-managed beaches with water quality defined as 'excellent' under the EU Bathing Water Directive and environmental education programmes, while Seaside Awards are presented to the best beaches in England and celebrate the quality and diversity of our coastline.

Among the criteria beaches are assessed against are:

- Safety and services, such as first aid, lifeguards where necessary
- Environmental information including displaying details about local eco systems
- Water quality – Blue Flag beaches must meet the 'excellent' water quality standard as set out in the EU bathing water directive and Seaside Award winners must meet the 'sufficient' standard.
- Environmental management, including litter and waste.