



SANDOWN TOWN COUNCIL

Press Release

KEEP BRITAIN TIDY NEWS RELEASE

SANDOWN BEACH TO PROUDLY FLY SEASIDE AWARD THIS SUMMER

Environmental charity Keep Britain Tidy has today announced the winners of the prestigious Seaside Awards for summer 2024, and among them are Sandown's beach near Eastern Gardens, which meets the high standards required.

Sandown Mayor Alex Lightfoot said 'Sandown continues to invest in Lifeguards, beach bins, Buoys in the Bay, showers at Eastern Gardens, and this year, working with longshoremen, plan for the raking of beaches.'

Keep Britain Tidy's Chief Executive, Allison Ogden-Newton OBE said: "These awards are a credit to the collective efforts of beach managers, volunteers, residents and businesses who have worked tirelessly to maintain, protect and improve some of our best-loved and most popular beaches and we'd like to take this moment to recognise and applaud them.

"Visitors to a beach flying a Seaside Award can be assured the beach will be clean, safe and meet the highest environmental standards.'

"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.

Sandown Town Council continue to work with partner agencies to campaign for improved bathing water quality, as well as investment in beach related services and activities.

Cllr Lightfoot concluded 'Achieving the standard has enabled the Town to secure extra funding to provide a Changing Places amenity, as well as information panels; and we have increased support for events such as the Carnival and Regatta.'

