

**REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES**

**RESORTS SERVICE – END OF SEASON REPORT 2008**

**1.0 WHY HAS THIS REPORT COME TO THE COMMITTEE?**

1.1 The purpose of the report is to advise members of various details relating to the Resorts Service provided at Roker and Seaburn during the Summer Season 2008.

**2.0 BACKGROUND**

2.1 The summer season for 2008 began on Saturday 24 May and ended on Sunday 7 September. The following seasonal staff were employed during this period:

- 2 Senior Lifeguards
- 18 Beach Lifeguards
- 7 Beach Service Operatives

2.2 Staff are employed on a part time and full time basis and are divided equally between Roker and Seaburn which effectively means two separate teams in operation.

**3.0 CURRENT POSITION**

**3.1 TRAINING AND STAFF DEVELOPMENT**

3.1.1 A full induction programme and staff training day took place at Sunderland Sea Scout Headquarters on the 17 and 18 May 2008 when the following key issues were addressed:

- Customer Care
- Uniform / Appearance
- Incident Management / Violence at Work
- Byelaw Enforcement
- Emergency Action Plan
- Normal Operating Policy
- Kinetic Lifting

3.1.2 All lifeguards not possessing the relevant qualification were trained to Beach Lifeguard qualification standard prior to the season commencing.

3.1.3 A full and ongoing training programme was then implemented throughout the season as follows:

- Water based rescue techniques including swim rescues, towing techniques, use of diving fins and surf skies.
- Communication Techniques – radios and hand signals
- First Aid and accident exercises
- Mock rescues and incidents
- Weekly physical fitness training

3.1.4 All training was in accordance with 'Safety on British Beaches Operational Guidelines' and 'Beach Life-guarding' produced by the Royal Society for the Prevention of Accidents and the Royal Life Saving Society UK, both of which are accepted as guidelines relating to good practice.

## 3.2 BEACH LIFEGUARD INCIDENT SUMMARY

3.2.1 During the course of the season all beach lifeguards are required to complete a daily log sheet indicating any contact with members of the public. The following is a summary of statistics for 200 together with statistics from the previous season as a comparison.

<b>TYPE OF INCIDENT</b>	<b>SEASON 2007</b>	<b>SEASON 2008</b>	<b>+ / -</b>
<b>Rescue</b>	4	4	0
<b>Safety Advice</b>	8139	4207	-3932
<b>First Aid</b>	67	59	-8
<b>Lost / Missing Persons</b>	12	17	+5
<b>Dog Byelaws</b>	2451	2454	+3

The total number of incidents recorded by both lifeguard teams was **6,741**.

## 3.3 EVENTS PROGRAMME

3.3.1 A comprehensive community events programme has been promoted at the Resorts as part of the operations during the summer season.

3.3.2 A new events initiative for 2008 was 'Sunderland Live'. Emerging bands from across the city were given a fantastic opportunity to showcase their talents on a main stage on Cliffe Park. Three events were held during July and August and greatly enhanced the music activity taking place over the summer months in the city park venues.

The following is a summary of those events held during May, June, July and August 2008 at various Seafront locations.

<b>DATE</b>	<b>EVENT</b>	<b>VENUE</b>	<b>ATTENDANCE</b>
18 May	Pier to Pier run	Seafront	1000
24 May – 1 June	Caravan & Camping Club	Seaburn Showfield	350
8 June	Childrens Entertainer	Roker Promenade	100
15 June	Great Women's Run	Seafront	12,000
13 – 16 June	Motor Caravan Owners Club Rally	Seaburn showfield	300
29 June	Childrens Entertainer	Seaburn Promenade	100
13 July	Childrens Entertainer	Roker Promenade	100
19 July	Promenade Games	Seaburn Promenade	100
20 July	Sun City Triathlon	Seafront	1000
20 July	Sunderland Live	Cliffe Park	500
26 – 27 July	Sunderland International Air Show	Seafront	750,000
10 August	Sunderland Live	Cliffe Park	500
23 August	Childrens Entertainer	Roker Park	100
24 August	Music in Parks	Roker Park	100
25 August	Historic Vehicle Rally	Recreation Park	3000
25 August	Sunderland Live	Cliffe Park	1000
31 August	Model Boat Display	Roker Park	100
31 August	Music in Parks	Roker Park	100

### **3.4 BLUE FLAG AND QUALITY COAST AWARDS**

- 3.4.1 Members may be aware that Roker and Seaburn did not achieve Blue Flag status for 2008. Despite achieving 28 out of the 29 required criteria relating to beach management, the twin Resorts did not achieve the required guideline standard water quality.
- 3.4.2 Water quality status for any beach in the UK is based on results taken the previous season and are conducted by the Environment Agency. Twenty water samples are taken between May and September, of which, 80% must meet guideline standard. Both Roker and Seaburn achieved only 75% compliance.
- 3.4.3 The beaches of Roker and Seaburn did achieve, however, the Quality Coast Award for 2008. This is a new national award and is administered by Environmental Campaigns (ENCAMS).
- 3.4.4 Launched in April 2007 the Quality Coast award recognises different types of beaches throughout England that achieve the very highest standards. Further information relating to the awards for Roker and Seaburn is attached to the report.

### **3.5 NORTH EAST BEACH LIFEGUARD COMPETITION**

- 3.5.1 The annual North East Beach Lifeguard Competition was held on 13 July 2008 at Sandhaven beach in South Tyneside. There was an extremely good representation from all the region's coastal authorities with 12 teams competing from Redcar to Berwick.
- 3.5.2 Teams competed in events such as beach flag races, rescue rope throw, unconscious casualty rescue and a run, swim, run event. Several hundred spectators were in attendance to watch a very hotly contested competition.
- 3.5.3 Of the twelve teams taking part, a very strong Sunderland A lifeguard team won the competition with Blyth second and Redcar third.

### **4.0 CONCLUSIONS**

- 4.1 In relation to the operations provided by seasonal staff members from May to September, 2008 was an extremely successful season. The Lifeguard teams in particular provided a very professional service which was reflected in their success at the regional beach lifeguard competition.
- 4.2 The beaches of Seaburn and Roker, however, experienced a relatively quiet summer due to consistently poor weather. This is clearly reflected in this year's statistics where, perhaps the most telling figure,

was a drop of 3932 from the previous year regarding safety advice given to beach users.

## **5.0 RECOMMENDATION**

5.1 Members are asked to note the contents of this report for information.

## **6.0 BACKGROUND PAPERS**

6.1 Details of Quality Coast Award for Roker and Seaburn as set out on ENCAMS national website and database.

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## Roker (Whitburn South), Tyne and Wear



### Beach description

A wide sandy beach with numerous nearby attractions. The rocky shore to the north is considered to be of great geological interest with its magnesium cliffs and 'cannonball' limestone deposits. Nearby attractions include the Green Flag accredited Roker Park with its Victorian bandstand, boating lake, bowling greens and children's play area. Also nearby is the National Glass Centre, the Marina and Adventure Sunderland with its water sports activities.

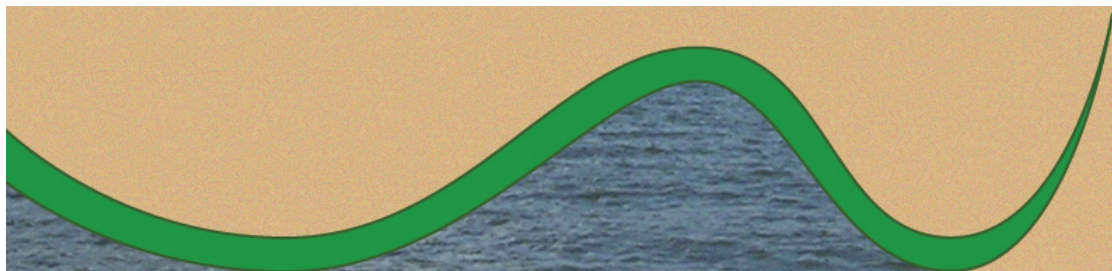
This beach has been specifically accredited for achieving a good standard in the following areas

- Water quality
- Risk assessment & provision of public rescue equipment in peak season
- Beach cleanliness and provision of litter bins
- Disabled, pram and pushchair access where reasonable
- Provision of well maintained toilets for all
- Signed car parking
- Enforcement of Dog Ban/Control Order
- Information points located at main beach access points

**Location and access**

From Roker follow the coast road A183 south (Roker Terrace/Harbour View) which leads directly into the city centre approximately 1 mile distance. Bus service to the city is the E1

**Beach features**





## Seaburn (Whitburn North), Tyne and Wear



### **Beach description**

Whitburn North, Seaburn has a wide sandy beach. There are lots of amenities nearby for all the family including an outdoor play park, several restaurants, amusement arcades and plenty of free car parking. For nature lovers, the rocky shoreline to the north of the beach is considered to be of geological interest, noted for its varied plant and animal life.

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