

KEEP BRITAIN TIDY NEWS RELEASE

No sea for me!

One in four children have never been swimming in the British sea

- Four in five parents admit that they're put off taking their children to the beach, citing concerns about unclean seawater, litter and dog mess as the top reasons
- Two thirds of parents say a Blue Flag or Seaside Award gives parents confidence that a beach is clean, safe place for their children to play, with 15% saying they will only go to an award-winning beach
- 18% of children have never set foot on a British beach
- Findings come as Keep Britain Tidy announces its Blue Flag and Seaside Awards 2018, with the South West holding on to its title as the country's beach capital

Embargoed until 00:01am, Thursday 17th May 2018

Charity reveals country's best beaches with announcement of Blue Flag and Seaside Awards for 2018

Keep Britain Tidy has today announced the winners of 65 Blue Flags and 125 Seaside Awards. Visitors to award-winning beaches can be sure of a clean, safe beach with great facilities and water quality.

The news comes as research* from Keep Britain Tidy reveals that over a quarter (27%) of children have never been swimming in the sea in this country. Surprisingly, one third (33%) have never been on holiday to the coast and nearly one in five (18%) have never even set foot on a British beach.

Four in five (82%) parents admit that they have decided against taking their children to the British coast. Other than the typical British weather, the cleanliness of the beach is the number one cause for concern – with 40% worrying about unclean water, 38% put off by litter and two in five (42%) saying they're put off by dog mess.

As a result, nearly half (47%) would leave immediately if they saw litter and dog mess on a beach, while 40% wouldn't let their children play there. More than a quarter (29%) would even warn others not to visit.

The international Blue Flag and the UK Seaside Awards are the quality marks for our beaches and mean those visiting them can be sure that they are clean, safe and meet the highest environmental standards, as well as the tough international bathing water quality standards.

Alongside this, Blue Flag beaches have to run a minimum of five educational activities for the local community and visitors to make people aware of the importance of looking after the natural environment.

The awards, following hot on the heels of the charity's Great British Spring Clean and Great Plastic Pick Up campaigns, are part of Keep Britain Tidy's commitment to support and celebrate the country's best beaches for everyone to enjoy.

Keep Britain Tidy's Chief Executive Allison Ogden-Newton said: "Blue Flag leads the fightback for the Blue Planet. Our research shows that nearly two thirds (65%) of parents would prefer to visit beaches with Blue Flag or Seaside Award status, so growing the number of beaches with an award is vital to encourage more families to visit our beautiful coastline.

"Blue Flag and Seaside Awards set the standard for our beaches, including the war against the litter and plastic that does so much damage to our marine environment.

"Keep Britain Tidy leads the fight to create clean, plastic-free beaches. We are committed to creating a great environment on our doorstep for everyone to enjoy and offering a quality mark that shows everyone just how fantastic our beaches can be.

"It's brilliant to see so many beaches winning Blue Flag and Seaside Award status this year, thanks to dedication and hard work of beach staff and volunteers who work tirelessly to maintain the high standards. Hopefully next year we'll see an even greater number joining us as we drive up standards across the board."

This year's winners will be presented with their flags at a ceremony today on Cromer Pier, hosted by North Norfolk District Council.

- Ends -

For more information, please contact: keepbritaintidy@hopeandglorypr.com

Notes to Editors

*OnePoll survey of 2,000 parents of children aged under 15 years old, conducted in May 2018

The Awards

A total of 65 beaches in England have been awarded Blue Flags in 2018 and 125 beaches have been presented with a Seaside Award.

To see the full list of awarded beaches, visit [here](#).

Wales was awarded 47 Blue Flags and 83 Seaside Awards, for more information, visit www.keepwalestidy.cymru

Additional research

Top 5 things children have never done at the British seaside

Activity	% of children who haven't done it
Surfing	81%
Body boarding	71%
Crabbing	46%
Rock pooling	36%
Gone swimming	27%

Keep Britain Tidy

Keep Britain Tidy is a leading environmental charity that cares for the environment on your doorstep. We work to eliminate littering, reduce waste and improve public space. We run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit www.keepbritaintidy.org.

The Foundation for Environmental Education (FEE), a non-governmental and non-profit organisation, launched the Blue Flag programme in 1987. Keep Britain Tidy administers the scheme in England. To be awarded a Blue Flag, beaches must comply with a number of criteria covering environmental education and information, water quality, environmental management, safety and services.

The Seaside Award is run by Keep Britain Tidy and recognises and rewards beaches in England that achieve the highest standards of beach management and, in the case of bathing beaches, meet the required standards for water quality.

The Blue Flag and Seaside Awards are sponsored in England by Sharp's Brewery

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