

# BeachWise

“A coastal community crusade to help people  
have safe, enjoyable fun on the beach”

# BeachWise 2016 – a reminder



GOING HOME HAPPY

SCROLL OR USE THE CIRCLES TO EXPLORE

- Launch of the BeachWise partnership and interactive online tool, Porthtowan, April 2016
- 'Rain Stops Play? How wet weather can affect our waters' animation

# BeachWise 2017 campaigns update



Teignbridge Love Your Beach leaflet



Full page in Surf Life Saving GB's British Surf Championships programme



Algae leaflet



WMN wild swim editorial



Half page advert in Western Morning News Cornwall's Top 50 beaches supplement



#BeachWise top tips social media campaign

30,905 impressions

152 engagements

36 retweets

34 likes



Don't Feed the Locals campaign, Teignmouth and East Looe



**BeachWise: bathing water results**

**Delight as Teignbridge beaches all have excellent water quality**

# Top marks for council beaches in East Devon



**The water quality at Budleigh Salterton beach has been rated 'excellent' by the Environment Agency.**

# Robot bird helps Bay top bathing water ratings

Clean bill of health for water

## Clean sweep for beaches

- Press release issued on behalf of BeachWise partnership by Visit Cornwall
- Interviews with Malcolm Bell on BBC Radio Cornwall and Pirate FM
- Article by Cornish windsurfer Izzy Hamilton in Western Morning News
- Extensive positive local media coverage

## Delight as beaches all have 'excellent' water quality

A joy to sail in South West on some of Europe's cleanest seas

Great progress has been made but we must guard against complacency, writes **Izzy Hamilton**

# The opportunity

- A non-exclusive umbrella partnership brand for coastal communities in Devon & Cornwall
- Does not detract from local campaigns
- Keen to deepen and broaden its relevance with great case studies & new partnership activities
- Feel free to:
  - include logo in printed and online materials
  - reference in text
  - promote in social media: #BeachWise