

Department for Environment, Food and Rural Affairs

Application for designation of a bathing water under the Bathing Water Directive

Shoreham Beach, West Sussex

November 2013

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Background

Location: Shoreham, West Sussex

Grid reference: TQ2184804429

Owner: Adur District Council

Applicant: Adur and Worthing Councils

Date of application: 30 October 2013

Adur and Worthing Councils have applied for Shoreham Beach to be designated as a bathing water under the Bathing Water Directive. The beach is already maintained by the Councils as a controlled bathing area and attracts a greater number and variety of users than neighbouring designated bathing waters.

Evidence for designation as a bathing water

Bathing numbers

Surveys of beach usage were carried out during 45 minute periods on 20 days during the 2013 bathing season, half of these during the school holiday period. Two of the counts were taken at weekends and one on a bank holiday. Beach users were categorised as swimmers, paddlers, sunbathers, walkers, water craft users (including bodyboards and paddleboards) and others (including beach hut users). 11% of beach users were swimmers and 6% were paddlers.

Activity	Number
Walkers	367
Sunbathers	2348
Paddlers	204
Swimmers	410
Watercraft users	110
Other	270

Total	3709
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There was a total of 614 swimmers and paddlers over the 20 days of the survey, giving an average of almost 31 per day (during 45 minute periods).

Facilities

The following facilities are available:

- Facilities block comprising public toilets, changing facilities, a shower and an external water tap
- Good access to the beach, with boardwalks to assist those with impaired mobility, the elderly and parents with buggies
- Beach huts
- Nearby food outlets, pub, convenience store and water sports shop

Consultation

Following discussions with beach users, Adur Council prepared a questionnaire to gather information about:

- The most important factors to beach users
- The regularity and nature of beach usage
- Areas of the beach visited
- Public opinion concerning the location of the proposed bathing water sampling point

The questionnaire was available online for seven weeks to enable Adur and Worthing residents to respond. It was also delivered to 500 residential addresses in Shoreham and, where possible, to beach huts. Local businesses made copies of the questionnaire available to their customers and copies were placed in the Tourist Office in Shoreham.

Other consultees were:

- Two local councillors for wards covering Shoreham
- Shoreham Kite Surfers Club
- Shoreham Beach Residents Association

The main outcomes of the consultation were:

- 90% of respondents would find it useful to know the quality of the water at Shoreham Beach
- 80% selected beach and water cleanliness as the most important factors when visiting the beach
- 63% said that awareness of water quality would affect their usage of the beach
- 30% of respondents go into the water regularly (>30% of visits)
- 43% go into the water occasionally (10-30% of visits)

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