

Department for Environment, Food and Rural Affairs

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

West Runton, Norfolk

January 2016

Background

Beaches and inland lakes that attract a large number of bathers are designated as bathing waters under the Bathing Water Directive (2006/7/EC) and water quality is tested during the bathing season, which in England runs from 15 May to 30 September. The objective is to protect bathers' health against faecal pollution by monitoring for intestinal enterococci and *E.coli*. We have not set a minimum number of bathers because there is a wide variety of beaches and bathing sites in England that attract a number of users proportionate to their size and location.

North Norfolk District Council has applied for West Runton beach to be designated as a bathing water.

Usage numbers

Surveys of bathers and beach users were carried out over 20 days during 2015. Fifteen of the survey days were weekends and bank holidays, in line with Defra requirements.

Date	Time	On beach	In water
Mon 25 May	12:00	175	30
Wed 27 May	12:30	60	5
Fri 10 July	15:30	130	30
Tues 14 July	11:00	60	32
Sat 18 July	15:00	140	25
Sun 19 July	13:00	330	30
Tues 21 July	13:30	100	25
Thur 23 July	13:00	110	12
Sun 26 July	12:30	160	25
Tues 28 July	14:00	80	20
Fri 31 July	16:00	110	50
Sat 1 August	14:00	300	75
Sun 2 August	12:00	100	15
Mon 3 August	13:30	200	35
Sat 8 August	12:00	140	10
Sun 9 August	13:00	175	30
Sun 16 August	15:00	300	30
Sat 22 August	13:00	400	60
Sun 23 August	13:00	250	30
Sat 29 August	13:00	250	35
Totals		3570	604
Average		178	30

Facilities

The beach is accessed via a gangway which has a sandy beach to the east and a rocky area with numerous rock pools to the west, which is designated as a Site of Special Scientific Interest (SSSI).

The following facilities are available:

- RNLI Lifeguards operate from July - September between the hours of 10am until 6pm.
- Public toilets are situated at the bottom of the gangway to the beach.
- There is car parking on the cliff top and in the village. West Runton also has bus and rail services.
- There is a café by the gangway close to the beach and other food outlets and shops in the village.
- West Runton has a voluntary Beach Warden.
- A small area of the beach is designated dog-free from 1 May - 30 September.
- There are caravan and camping sites in the village.

Local consultation

The District Council wrote to over 20 local consultees, all of whom supported the proposal to designate the beach as a bathing water. These included:

- Voluntary beach warden
- Cromer Tourist Information Centre
- Ward Councillor for North Norfolk District Council
- Economic Development Officer for North Norfolk District Council
- Runton East and West Parish Council
- Outdoor and activity centres
- B&Bs, hotels and caravan and camp sites
- Shops, pubs, restaurants and cafes

Responding to this consultation

We would welcome your views on the proposal to designate West Runton as a bathing water. Please respond by 3 March 2016 to bathingwater@defra.gsi.gov.uk, via Citizenspace, or by post to:

Bathing Water Team
Department for Environment, Food and Rural Affairs
Area 3D Nobel House
17 Smith Square
London
SW1P 3JR

In your response please state:

- your view on the proposal;
- your reasons or evidence to support your view.

Annex A - list of consultees

Anglian Water
British Destinations
British Long Distance Swimming Association
Consumer Council for Water
Country Land and Business Association
Department for Culture, Media and Sport
Keep Britain Tidy
Marine Conservation Society
National Farmers Union
Outdoor Swimming Society
River and Lake Swimming Association
Surfers Against Sewage
UK Beach Management Forum
Visit England
Water UK



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