
	<b>LIST OF SERVICES</b>	 <b>AYUNTAMIENTO DE LAREDO</b>
	<b>LA SALVÉ BEACH</b>	

## MUNICIPALITY

The La Salvé beach is located in the municipality of LAREDO (population 11.114).

## SURROUNDING AREA

- *Neighbouring towns:* The municipality borders with the towns of Limpias, Colindres and Liendo, and is separated from Santoña by the Asón river. The La Salvé beach does not border with any of these towns, although the El Puntal area is across from the municipality of Santoña.
- *The Mantilla river* has its outlet in the central area of the beach, close to the area known as Carlos V. The river flows underground for most of the final 300 metres, starting at Padre Ignacio Ellacuría street, and emerging again right on the beach, next to the Seafont Promenade wall.
- *Natural areas in the Municipality:* Santoña, Victoria and Joyel Marshland Natural Reserve, ZEPA and LIC, La Salvé and El Regatón beaches. The Coastal Development Plan (P.O.L.) approved under Law of Cantabria 2/2004 also affects the area.



## LA SALVÉ BEACH

The La Salvé beach is located between the section of the old dune ridge that runs from the **Laredo Port** (Muro Sur, Laredo Marina) to the end of the residential complex (República de Puerto Rico street – **End of the Laredo Seafont Promenade**).

## QUALITY AND ENVIRONMENTAL POLICY

The Laredo Town Hall has implemented an ISO 13009 Quality Assurance System “Q de Calidad Turística” (Q for Tourism Quality brand) and an ISO 14001 Environmental Quality System at the La Salvé beach, so that all beach-goers are fully satisfied with the facilities. To this end the Managing Entity has undertaken to develop and implement a quality and environmental policy in all areas, services and departments involved, suited to the goals and objectives defined by the Management System.



## LA SALVÉ BEACH

- Length: **4250 metres**
- Average width: **120 metres**
- Degree of occupation: **High**
- Degree of development: **Urban**
- Promenade: **Yes**
- Type of beach: **Urban**
- Composition: **Sand**
- Type of sand: **Golden**
- Swimming conditions: **Moderate waves / windy**
- Anchoring area: **NO**
- Nudist: **NO**
- Presence of vegetation: **Yes**
- Protected area: **NO**
- ISO 14001: **Yes**



## BATHING SEASON:

From June 15<sup>th</sup> to September 15<sup>th</sup>.

## HIGH SEASON (Period of maximum occupation)

From July 1<sup>st</sup> to August 31<sup>th</sup>.

## ACCESS



- There are a total of **23 entrances** to the beach, of which **16** have wooden walkways: Entrance nº 2, Entrance nº 3, Entrance nº 4, Entrance nº 7, Entrance nº 9, Entrance nº 11, Entrance nº 12, Entrance nº 13, Entrance nº 14, Entrance nº 15, Entrance nº 17, Entrance nº 18, Entrance nº 19, Entrance nº 21, Entrance nº 22 and Entrance nº 23.
- There are **2 access points** (Entrances nº 3 y nº 21) adapted for people with reduced mobility, provided with: accesses, bathroom, shower, resting platform on the beach, as well as adapted parking spaces.

## PARKING

Free parking in the entire town.

## CODE OF CONDUCT

- Pets are forbidden.
- It is forbidden to swim at the water sports entry-outlet area.
- Boat traffic is forbidden.
- Camping is forbidden.
- Vehicle traffic is forbidden.
- It is forbidden to engage in activities that are bothersome to others (noise, non-authorized sports, etc.).
- It is forbidden to waste water.
- It is forbidden to use soap in the shower.
- Waste must be deposited at authorized points.
- Bonfires are not allowed.

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## **GENERAL SERVICES DURING BEACH SEASON:**

- LIFE-SAVING SERVICE. The beach has a rescue centre with medical service and ambulance, as well as 7 surveillance towers.
  - Surveillance tower nº 1 – Entrance nº 4
  - Surveillance tower nº 2 – Entrance nº 9
  - Surveillance tower nº 3 – Entrance nº 12
  - Surveillance tower nº 4 – Entrance nº 15
  - Surveillance tower nº 5 – Entrance nº 19
  - Surveillance tower nº 6 – Entrance nº 22
  - Surveillance tower nº 7 – Entrance nº 23
- BATHING CONDITIONS SIGNPOSTING:  
 Green flag: Good swimming conditions  
 Yellow flag: Swim with caution  
 Red flag: Swimming forbidden
- POLICE SERVICE: There are police patrolling on the Promenade pursuant to the protocol defined by the Local Police Superintendent.
- INFORMATION POINT: Users are provided with information on the services available at the beach during bathing season, Laredo tourism information, management system, codes of conduct and safety by means of the information panels located on the Promenade. Further information: [www.laredo.es](http://www.laredo.es)
- CLEANING AND SELECTIVE COLLECTION SERVICE AT THE BEACH. DAILY (06:00 to 11:00 hrs.)
- CLEANING AND MAINTENANCE SERVICES FOR THE INSTALLATIONS AND EQUIPMENT: The Town Hall takes care of cleaning the sand, maintenance for some of the beach equipment, collection and management of selective waste, application of fungicides on walkways and showers, etc.
- SPORTS ACTIVITIES: There are volley-ball courts than can be used free of charge.
- SHOWERS AND FOOT WASHERS: Most of the entrances have showers and foot washers installed on platforms. At special accesses they are adapted for people with reduced mobility. Water quality checks and tests for fungus on the platform surfaces are carried out.
- BATHROOMS: There are bathrooms with guaranteed hygiene on the beach promenade.
- FOUNTAINS: There are fountains providing drinking water on the beach and along the promenade.
- PLAYGROUND: There are children's play areas on the beach.
- ASSISTED BATHING: There is an amphibian beach chair that provides safe access to bathing in the sea.
- WATER QUALITY ANALYSIS AND MONITORING: The water quality is regularly analysed and monitored. Users can obtain information on this at the Rescue Coordination Centre.

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### **GENERAL SERVICES OUTSIDE OF THE BEACH SEASON:**



- POLICE SERVICE: There are police patrolling on the Promenade pursuant to the protocol defined by the Local Police Superintendent
- CLEANING SERVICE AT THE BEACH. Two days a week.
- INFORMATION POINTS

### **INSTALLATIONS AND EQUIPMENT DURING BEACH SEASON:**

- SEAFRONT PROMENADE / ENTRANCES:
  - 14 Showers
  - 15 Footbaths
  - 5 Water Fountains
  - 50 Bins, Waste Disposal Containers
  - 2 Toilets Module: Entrances: nº3 and nº12
  - 6 Adapted Toilets Cabin: Entrances: nº7, nº9, nº11 nº15, nº19 and nº21
  - 1 Lifeguard Security: Entrance nº4
  - 46 Bicycle Racks
  - 17 Security Information: Entrande nº1, nº2, nº3, nº4, nº7, nº9, nº 10, nº12, nº13, nº14, nº15, nº17, nº18, nº 19, nº21, nº22 y nº23.
  - 4 Tourist Information: Fishermen's Park; Carlos V Park; Cenon Park; Park of the three Laredos.
  - 2 List of Services La Salvé Beach: Entrances: nº4 y nº12.
  - 2 Children´s Games: Entrances: nº 7 and nº 21.
  - 6 Sensitization panels Dunar System: Entrances: nº 7, nº 11, nº 12, nº 14, nº 19 y nº 22.
- BEACH:
  - 36 Showers
  - 10 Footbaths
  - 58 Bins, Waste Disposal Containers
  - 1 Water Fountains
  - 16 Wooden walkways: Entrantes: nº 2, nº 3, nº 4, nº 7, nº 9, nº 11, nº 12, nº 13, nº 14, nº 15, nº 17, nº 18, nº 19, nº 21, nº 22 y nº 23).
  - 7 surveillance towers
  - 2 Children´s Gamen: Entrances nº4 and nº12
  - 2 Shaded areas: Entrances nº 4 y nº 12.

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- 17 Security Information
  - 4 Tourist Information
  - 2 List of Services La Salvé Beach: Entrances: nº4 y nº12.
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- **BEACH:**
    - Showers
    - Footbaths
    - Bins, Waste Disposal Containers
    - 1 Water Fountains
    - 3 Children´s Games: Entrances: nº4 and nº12

**SERVICES SCHEDULE / FEES:**

SCHEDULE	HIGH SEASON						
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
24 hrs.	POLICE SURVEILLANCE THROUGHOUT THE TOWN.						
DAYLY 11:30 to 19:30	RESCUE Service BATHING CONDITIONS SIGNPOSTING.						
DAILY 06:00 to 11:00	CLEANING AND SELECTIVE COLLECTION SERVICE AT THE BEACH. CLEANING OF SHOWERS, FOOT WASHERS, WALKWAYS AND WASTE BASKETS.						
DAYLY 11:30 to 19:30	BATHROOM MODULES ≈ (Price: €0.50) ( <i>Unless there is bad weather</i> )						
DIARIO 7:30 to 22:00	6 ADAPTED BATHROOMS ≈ (Price: €0.50)						
DAYLY	EQUIPMENT MAINTENANCE SERVICE						
DAYLY	A SCHEDULE OF CULTURAL, SPORTS AND LEISURE ACTIVITIES ON THE BEACH CAN BE FOUND AT: <a href="http://www.laredo.es">www.laredo.es</a> – <a href="http://www.laredoturismo.es">www.laredoturismo.es</a>						
DAYLY 12:00 to 19:00	AMPHIBIAN CHAIR SERVICE						
DAYLY 11:00 to 14:00 16:00 to 21:00	SPORTS AREA (BEACH VOLLEY)						
DIARIO 10:30 to 14:00 17:00 to 20:00	BEACH TOURIST AND ENVIRONMENTAL INFORMATION POINT						
MONTHLY	ANALYSIS OF THE BATHING WATER						
MONTH AND A HALF	ANALYSIS FOR THE PRESENCE OF FUNGI AND BACTERIA ON SHOWERS AND FOOT WASHERS						
ANNUAL	ANALYSIS OF THE BEACH SAND (Coliformes totales, Coliformes fecales, Escherichia coli, Staphylococcus aureus, Recuento enterobacterias, Recuento de mohos, Recuento de levaduras, Presencia de hidrocarburos y de metales pesados).						



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**HYGIENE - SANITARY RISKS AND ENVIRONMENTAL ASPECTS (Emergency Situations). BATHING SEASON.**

HYGIENE-SANITARY ASPECTS	Values 2018	SIGNIFICANT	
		YES	NO
Microbiological contamination of shower and foot-wash platforms	0		X
Presence of waste	47	X	
Presence of live organisms (jellyfish, scorpion fish, etc.)	682		X
Seawater quality	6		X
Unsafe bathing conditions	0		X
Installations and equipment in bad condition	0	X	
Drinking water supply	0		X
Cleanliness of the beach surface (Quality of the sand)	0		X
Physical features of the beach (rocks, dunes, water, etc.); accesses, flora, etc.	517		X
Heavy rains (Floods and flash flooding)	0		X
Tide conditions	0		X
Coastal erosion	0		X
Warnings and basic safety information	0		X



ENVIRONMENTAL ASPECTS	Values 2018	SIGNIFICANT	
		YES	NO
Waste generated by fire	0		X
Atmospheric emissions due to fire	0		X
Waste generated by vandalism	0		X
Accidental spills of oil, fuel or other liquids on the sand.	0		X
Uncontrolled dumping from sanitation infrastructures	0		X
Uncontrolled offshore spills	0		X
Pollutant discharge from the water channel	1		X
Presence of dead animals	0		X
Environmental impact of storms (erosion, waste and effects on the beach and dunes ecosystems)	0		X



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### INDICATORS ESTABLISHED FOR THE 2018 SEASON:



	<b>INDICATOR</b>	<b>COMMITMENT</b>	<b>2018</b>
1	Time for ambulances to arrive	Less than 15 minutes	2,30 min.
2	Degree of satisfaction with rescue and first-aid services at the beach	3 or above	4,6
3	Degree of satisfaction with the beach safety services	3 or above	3,7
4	Response time for rescue	Less than 4 minutes	40 seg.
5	Degree of satisfaction with the beach equipment	3 or above	3,4
6	Number of spills of hazardous substances	0	1
7	Degree of satisfaction with maintenance	3 or above	3,8
8	Degree of satisfaction with beach cleanliness	3 or above	4,1
9	Degree of satisfaction with leisure options	3 or above	3,6
10	Satisfaction surveys assessment	6 or above	8
11	Number of quality objectives	2 or above	12
12	Compliance with Water Analyses	Compliance with Legislation	100 %
13	Degree of satisfaction water at the beach	3 or above	4,1
14	Degree of satisfaction sand at the beach	3 or above	4,3
15	Degree of satisfaction with the information provided on the beach	3 or above	4
16	Degree of satisfaction with accesses	3 or above	3,7
17	Degree of satisfaction with accessibility	3 or above	3,8
18	Number of beach safety actions	< 120 (one per day during beach high season)	36
19	Number of health assistance in the water	< 1 % Beach load capacity of the bathing season	16
20	Number of Health Assistances	< 1 % Beach load capacity of the bathing season	1.595
21	Number of Evacuations to Hospital	< 1 % Beach load capacity of the bathing season	8
22	Collection of organic waste and algae (beach cleaning)(kg)	Monitoring	631.650
23	Generation of packaging waste (kg)	Monitoring	23.508
24	Generation of sanitary waste (kg)	Monitoring	0,6 kg
25	Collection and elimination of animal species (Nº)	Monitoring	0
26	Fuel consumption(litros). Cleaning operations	Monitoring	8.326 l
27	Oil consumption (liters).Cleaning operations	Monitoring	19 l
28	Fuel consumption(liters).Salvage and Lifeguard Service	Monitoring	2.659 l
29	Water consumption registered in the meters corresponding to the beach service. Third trimester .	Monitoring	5.481 (m <sup>3</sup> )
30	Number of complaints related to environmental aspects	Monitoring	

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**2018 OBJECTIVES**

OBJECTIVES	ACTION PLAN	ACHIEVED
1.- Awareness-raising on the beach's dune ecosystem	Carry out at least two awareness-raising activities. Campaign to raise awareness on the beach environment: "PROVOCA".	YES
2.- Removal of invasive plants from the dune ecosystem on the beach	Carry out at least two "PROVOCA" campaign activities to remove the invasive plants from the dune system.	YES
	Elimination of invasive plants: Zone: Entrance nº 2 to Entrance nº 12.	YES
3.- Waste	Increase the number of containers destined for waste segregation.	YES
4.- Improve beach information	Informative Panels Surf Practice Area	NO
	Disseminate information about dune dynamics and development through panels; dune restoration and good practices in the dune system.	NO
5.- Accessibility	Implement the Bathing Assistance Service for people with reduced mobility.	YES
	Define and publicize the Operating Guidelines of the Bathroom Assistance Service for people with reduced mobility.	NO
	Expand the beach equipment in terms of accessibility: amphibious chair.	NO
	Provide the beach with at least one Shadow Zone for people with reduced mobility.	YES
6.- Security	Implementation of a turret identification system.	NO
7.- Equipment	Shower / Lavapies in Entrance nº 9	NO
	Lavapies location transfer Entrance 1	NO
	Provide shower Entrance nº 12 _ Paseo del Mar	NO
8.- Minimise hygiene-sanitary hazards on the beach	Radio Campaign: Water Saving; waste management; care of the dune system; rules of user behavior, etc.	YES
	Distribution of beach ashtrays	YES
	Dissemination of information related to the safety of beach users through the website <a href="http://www.laredo.es">www.laredo.es</a> and the Lifeguard and Rescue Service.	YES
	Distribution of the brochure in accessible format of Recommendations of the beach, sent by the General Direction of Civil Protection and Emergencies of the Government of Cantabria	YES
9.- Maintenance of the Quality Assurance and Environment Systems	Provision of economic resources to maintain the quality and environmental certifications: Q for Tourism Quality Brand; Tourism Quality Commitment and ISO 14001	YES
10.- La Salvé Beach	Installation of an artificial and temporary dune barrier to prevent storm damage.	YES



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OBJECTIVES 2018 NORMA ISO 14001	ACTION PLAN	ACHIEVED
1.- Reduce electricity consumption	Control the monitoring of the electricity consumption of the luminaires of the Paseo	NO
2.- Increase the percentage of waste segregation	Start-up of the Green Line portal and environmental awareness through the publication of a Guide on Waste Management. Sensitization in walk	YES
3.- Quantity control and treatment given to pruning remains	Request from the company in charge of gardening the waste data collected in 2018 as well as evidence of its management	NO

**2019 OBJECTIVES**

OBJECTIVES	NORMA UNE ISO 13009
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1. Awareness-raising on the beach's dune ecosystem.
2. Removal of invasive plants from the dune ecosystem on the beach.
3. Improve information (languages, etc.)
4. Improve Accessibility. Acquisition of equipment to improve accessibility.
5. Improve Safety.
6. Improve beach equipment.
7. Minimise hygiene-sanitary hazards on the beach by means of awareness campaigns.

OBJETIVES	NORMA ISO 14001
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1. Reduce water consumption by 5%
2. Control of the recovery of the dune cord and awareness actions
3. Increase the percentage of waste segregation up to 25%
4. Quantity control and treatment given to pruning remains

**COMMITMENTS: WE ARE WORKING TO achieve these goals:**

1. Improve waste management.
2. Improve beach equipment and services.
3. Reduce hygiene-sanitary-environmental risks.
4. Improve awareness and training.
5. Improve water consumption and sanitation.
6. Monitor the quality of water and seawater.
7. Improve accessibility to the beach.
8. Improve information on the beach.

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## GOOD ENVIRONMENTAL PRACTICES

1. The beach is a great place to enjoy family and friends. Take care of it and share it.
2. Be selective and dispose of each item in its proper container.
3. If you smoke, do not throw ash or cigarette butts in the sand.
4. It is also up to you to keep the water clean.
5. There is room for everything and for everyone at the Laredo beaches.
6. If you want to enjoy your music, listen to it with your headphones or earbuds.
7. If you want to play, please do so in the designated areas.
8. Respect the areas signposted for incoming and outgoing boats.
9. If you use the showers and foot washers carefully, they will always be ready to use.
10. Moderate water consumption, please do not waste it.

## WATER QUALITY ANALYSIS AND MONITORING:

The water quality is regularly analysed and monitored. Users can obtain information on this at the Rescue Coordination Centre; [www.laredo.es](http://www.laredo.es) and [www.nayade.es](http://www.nayade.es).

## SUGGESTION AND COMPLAINT SYSTEM:

All beach users are entitled to make suggestions and lodge complaints and claims on the operation of the services provided at the beach, therefore:

- All users at La Salvé are entitled to make suggestions and lodge complaints and claims on the operation of the services provided at the beach. To this end, there are **forms for suggestions, complaints and claims** available to beach users at: *the rescue centre and at the surveillance posts*.
- Beach users may also submit a suggestion, complaint or claim at the *Laredo Town Hall*.
- A survey on the degree of satisfaction with the beach will be carried out each season.

## MUNICIPAL ORDINANCE "USE AND ENJOYMENT OF LAREDO BEACHES".

In 2011 the Laredo Town Hall passed the **Municipal Ordinance** regulating the correct **USE AND ENJOYMENT OF LAREDO BEACHES**, published in the Official Gazette No. 116, of 7<sup>th</sup> June 2011. The aim of the new document is to preserve the environmental and landscape elements and maintain the quality of water and equipment.

**USEFUL PHONE NUMBERS**

- Laredo Town Hall 942 60 51 00
- Local Police 942 60 57 84
- Guardia Civil 942 60 51 35
- **Emergency service 112**
- Health Centre 942 60 75 58
- Laredo Regional Hospital 942 63 85 00
- Hospital A&E 942 63 85 10
- Rescue and Lifeguard Base 942 61 24 12
- Tourism Office 942 61 10 96
- Consumer Office 942 68 33 52
- Dr. Velasco Cultural Centre 942 60 61 77
- Bus Station 942 60 49 67
- Taxi service 942 60 52 83
- Beach equipment defect: 942 60 51 00 / 942 60 57 84

**TOURISM INFORMATION**

[WWW.LAREDOTURISMO.ES](http://WWW.LAREDOTURISMO.ES)



**BEACH INFORMATION**

