

Swanage Beach in Dorset to proudly fly Blue Flag and Seaside Award this summer

As international Blue Flag award reaches its 38th year, the area's best beaches are celebrating

Environmental charity Keep Britain Tidy has today announced the winners of the prestigious Blue Flag and Seaside Awards for summer 2025, and among them is Swanage Beach.

This is the 24th consecutive year that Swanage Beach has met the high standard required to be awarded the Blue Flag and Seaside Award.

Swanage Town Council's Chair of Coastal Change and Beach Management Advisory Committee, Councillor Mike Bonfield said "It is great to see that Swanage Beach has yet again achieved the Blue Flag and Seaside Awards. Swanage Town Council works hard to ensure that the beach meets the consistently high standards required by the Awards as it recognises how important the beach is to the life of the town".

Keep Britain Tidy's Chief Executive, Allison Ogden-Newton OBE said: *"In England we are lucky enough to have some of the best beaches in the world. It's wonderful to see the flags flying proudly over so many beaches, demonstrating their quality to residents and visitors alike."*

"The awards are a credit to the collective efforts of beach and site managers, volunteers, residents and businesses who should take pride today in their tireless efforts to maintain, protect and improve some of our best-loved and most popular blue spaces. Visitors to a beach flying a Blue Flag can be assured the beach will be clean, safe and meet the highest environmental standards."

The Blue Flag and Seaside Awards are aimed at improving the quality of England's coastline and promoting the country's best beaches. Blue Flag, the world's most recognised award for beaches and marinas, is an environmental education programme managed by Keep Britain Tidy on behalf of the Foundation for Environmental Education.

It is only presented to beaches with water which has achieved the highest classification as set by the EU Bathing Water Directive and has an environmental education programme, and, to qualify, each applicant must meet and maintain a series of stringent environmental, educational, safety and accessibility criteria.

Seaside Awards are presented to the best beaches in England and celebrate the quality and diversity of our coastline.

Among the criteria beaches are assessed against are:

- Safety and services, such as first aid, lifeguards where necessary
- Environmental information including displaying details about local eco systems
- Environmental management, including litter and waste.

- Water quality – Blue Flag beaches must meet the ‘excellent’ water quality standard as set out in the EU bathing water directive and Seaside Award winners must meet the ‘sufficient’ standard.

In addition, Swanage Town Council and Dorset Council are currently seeking views from residents and visitors for future options for the seafront. The Swanage Green Seafront Stabilisation proposals and options related to Shore Road pedestrian enhancements are now available to view on the website listed below or can be viewed at the Swanage Information Centre on Shore Road. A range of engagement sessions for the public will be undertaken during May and June to provide further information and enable any questions to be answered.

[Swanage Green Seafront Stabilisation & Shore Road Enhancement Scheme | Dorset Coast Have Your Say](#)

Notes to Editors

Keep Britain Tidy is a leading environmental charity. We set the standard for the management of parks and beaches, inspire people to be litter-free, to waste less and live more sustainably. We run campaigns and programmes including the Great British Spring Clean, Eco-Schools, Love Parks Week, Buy Nothing New Month, Eco-Schools, the Green Flag Award for parks and green spaces, the Blue Flag/ Seaside Awards for beaches and the Green Key for sustainable tourism and hospitality. To find out more about Keep Britain Tidy, our campaigns and programmes visit www.keepbritaintidy.org.

This year 55 sites, including an inland water, were awarded both the Blue Flag and Seaside Award, while 22 beaches and one marina received the Blue Flag only and 66 beaches received the Seaside Award only. The full list can be accessed [here](#).

These awards are the only way for the public to be assured that beaches are delivering a safe, clean and well-managed space for them to enjoy. Testing of bathing waters is carried out by the Environment Agency during the bathing season from May to September. The current classification and in season test results are available at the Environment Agency’s [Swimfo](#) website.

Our coast is a natural environment and water quality may vary, particularly after heavy rainfall when the advice from the World Health Organisation is to refrain from entering the water for at least 24 hours.

Press enquiries

Contact the Keep Britain Tidy press office: press@keepbritaintidy.org

Keep Britain Tidy Mobile: 07768 880016

Or for specific questions about Swanage:

Mr Culvin Milmer

Visitor Services and Business Development Manager

Swanage Town Council

welcome@swanage.gov.uk

01929 766018