



**BEACH SAFE**  
NORTH COAST

# **COMMUNICATING BEACH SAFETY INFORMATION ON THE NORTH COAST OF NORTHERN IRELAND**

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Brannstrom, C. et al., 2015. “You can't see them from sitting here”: Evaluating beach user understanding of a rip current warning sign. *Applied Geography*, Volume 56, pp. 61-70.  
(Warning sign produced by the Rip Current Task Force, credited to U.S. National Oceanographic and Atmospheric Administration).

### Figure 2 – page 6

Hatfield, J. et al., 2012. Development and evaluation of an intervention to reduce rip current related beach drowning. *Accident Analysis & Prevention*, Volume 46, pp. 45-51.

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Attard, A., Brander, R. W. & Shaw, W. S., 2015. Rescues conducted by surfers on Australian beaches. *Accident Analysis & Prevention*, Volume 82, pp. 70-78.

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Pentagram, 2023. *NYC beaches*. [Online]  
Available at: <https://www.pentagram.com/work/nyc-beaches?rel=sector&rel-id=13>

## **INTRODUCTION**

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Coastlines are appreciated worldwide however, oceans present with a vast element of danger requiring a moral need to address safety issues (Turgut et al. 2016). The World Health Organisation (WHO) reports drowning as the world's third leading cause of unintentional injury and death, estimating an astonishing 236,000 drownings in 2019, with a warning of underestimation due to data collection difficulties (WHO 2021). Furthermore, WHO report drowning as preventable however, it is neglected and inhibited by the inconsistency of effective prevention strategies (WHO 2017). The purpose of this project is to identify and critically analyse the effectiveness of interventions that distribute beach safety information and encourage information engagement, whilst suggesting how the application of information design, social media and website technology could facilitate improvement by communicating relevant critical information about local coastlines to mediate the risks leading to ocean-related injury and death, in an effort to tackle concerns of limited awareness. Relevant works, mediums and content have been acknowledged to help understand format, content and interaction with current beach safety materials. Ultimately, my project 'Beachsafe' investigates if concepts from interactive media and information design could enhance understanding and dissemination and encourage learning of critical beach safety information.

## **LITERATURE REVIEW**

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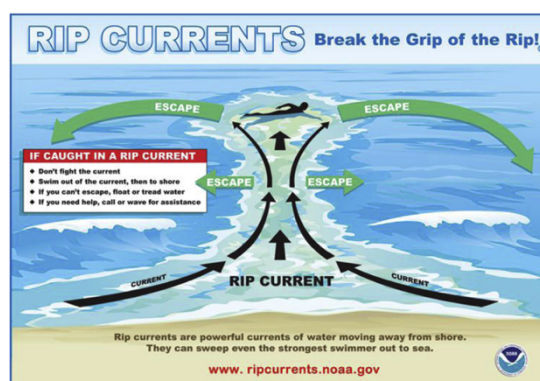
Beach safety is one of the most neglected issues on the north coast of Northern Ireland. This literature review provides a summary of how beach safety information is translated across different parts of the world to identify best practices and issues around the subject. I will critically analyse available real-world beach safety materials under the lens of information design. Information design clarifies complex information whilst keeping the needs of the user in mind (Black et al. 2017). Information designers consider the key attributes of the target audience to then transform the data to display in the most efficient and effective way for the intended use (Black et al. 2017). Exploring literature on beach safety interventions

and information design will inform the design process of my major project, in which I will develop a website and social media account dedicated to keeping everyone safe on the beaches of Northern Ireland.

## Beach Safety USA

In 2017, America reported an annual estimation of 35 to 100 deaths by rip current (Houser et al. 2017). Houser et al. (2017) highlight that occasional beach users are the highest risk group for experiencing difficulty and suggest specific risk factors for causing difficulty as avoidance of lifeguards, limited awareness of ocean dangers such as rip currents and scarceness of beach safety precautions. The U.S. Rip Current Task Force developed warning signs (see Fig. 1) and questioned a random sample of 392 beach users on their response to the signs during peak season in 2003-2004. Almost half of the participants failed to notice the signage which displayed critical safety information. When beach users were encouraged to view the sign, 44.5% found it helpful in identifying a rip current however, more than half struggled to understand the beach from the birds eye view imagery as it was unfamiliar to them (Brannstrom et al. 2015). This research suggests that if critical information is not displayed or organised in an understandable manner that it may not engage, educate or inform the viewer. Therefore, it is essential that all water safety signage is clear, eye catching and understandable enabling the important information to be easily retained and processed.

Fig. 1 Rip Current Warning Sign Produced by the U.S. Rip Current Task Force (Brannstrom et al. 2015).



Turgut et al.'s (2016) supports the need to tailor beach safety information to the users specific perspective, making it recognisable and familiar like their 'Break the Grip of the Rip!' educational workshop, noting a generic description of a rip current was not representative and looked different in real life occasions. Thus, suggesting a need for a two pronged campaign to raise awareness of rip currents generally and specifically, focussing on local rip current location and forecast which would also coordinate with local lifeguards (Houser et al. 2017).

### Beach Safety Australia

Ballantyne et al. (2015) found that international students partook in more daring beach activities than Australian peers due to a lack of knowledge. Nonetheless, Australian students struggled to choose safe areas for swimming, suggesting that a strong beach-and-water sport culture does not protect against limited use of and adherence to beach safety rules. A campaign in 2013 created posters, postcards and brochures using the strapline 'Don't get sucked in by the rip', to raise awareness of subtle rip currents hazardous for drowning (Fig. 2). The study found a 69.9% to 82.3% raise in awareness with participants identifying rip currents and knowing how to swim away from them safely, evidencing that image and text can we utilised to educate water-users effectively (Hatfield et al. 2012).

Fig. 2 'Don't Get Sucked in By The Rip' Paper-Based Campaign Materials (Hatfield et al. 2012).



Similarly, the 'Be SAFE Drowning Prevention and Water Safety Booklet' resource for parents resulted in a significant increase in understanding and knowledge of drowning prevention techniques (Farizan et al. 2020). These paper-based prevention strategies hosting educational content were cost-effective to produce and easily distributed among, coastal, inland and rural communities. However, utilising online technology could enable widespread distribution of beach safety information both geographically and demographically across all ages ranges as, 86% of the global population now own a smartphone (Turner 2023).

Attard et al. (2015) noted that lifeguard services patrolling beach safety using a traditional flag system isolating swim-safe areas where not operable at all Australian beaches. Further, a high proportion of their sample (N = 459) preferred and regularly entered the ocean in unpatrolled locations, with 75% of rescues relating to rip current difficulties, suggesting limited identification skills. More than half of Attard et al.'s (2015, p.922) sample did not notice prominent signage (Fig. 3) which followed traditional recommendations from the American National Standards Institute incorporating hazard-related words, symbols and colours specifically, red, orange, and yellow with guidance on how to avoid fatal consequences (Black 2017). The tendency to miss critical information on warning signs has been widely reported in the literature, alongside findings that their formatting and shape have minimal effect on recall (Brannstrom et al 2015; Matthews et al 2014). A possible factor is the country's inconsistency across beach safety signage, apparent with variation in layout, symbols, colour and image-text ratio, inhibiting their distinctiveness (Fig. 3). The application of hierarchy, a visual convention from information design, could structure content regarding importance aiding engagement (Kostelnick & Hassett 2003).

Fig. 3 Beach safety signs (Attard et al. 2015).

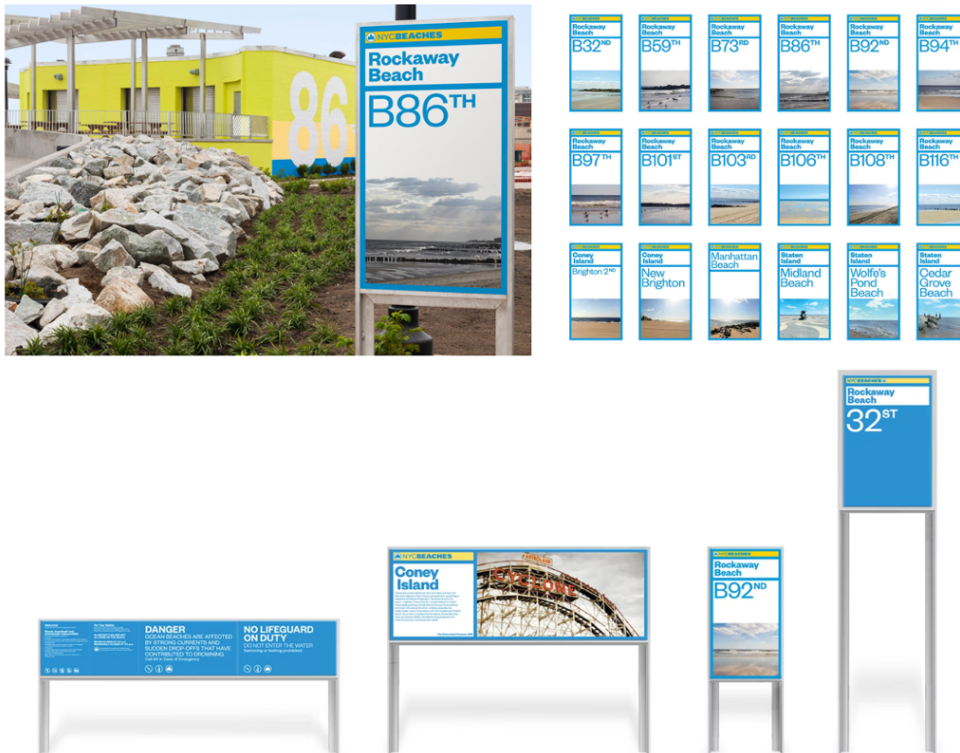


### Beach Safety New York

New York exemplifies a modern take on beach safety signage having recently designed an eye-catching and coherent series which is highly aesthetic and visible by employing photography and a vibrant colour palette with critical information delivered in a user-friendly manner (Fig. 4, bottom left sign) (Pentagram 2023). Kostelnick (2017) supports consistency for information design describing how it develops a visual identity through the reliable use of a logotype, colour scheme and style for all communications. This cohesion creates familiarity and expectations on where the consumer can access particular information effectively.



Fig. 4 NYC Beaches Safety Signage (Pentagram 2023).



A strength of Figure 4 and 3 is their use of icons, simplified graphics that carry concise messaging without reliance on spoken language, employed when physical space and audience time is restricted (Black 2017). However, the usefulness of icons relies on the consumer's previous experience although most icons in Figures 3 and 4 are simple and concrete opposed to complex and abstract easing understanding (Black 2017).

Unfortunately, performance of icons is impaired at a viewing distance of 40-70 cm suggesting difficulties for all signs in Figure 3 which are raised above eyeline at an angle, possibly inaccessible for elderly or sight impaired consumers (Lindberg et al 2003).

Colours impact humans physically and perceptually, it could be argued that Figure 3 utilises red, orange and yellow to indicate danger and elicit alertness, with some mimicking a recognisable traffic light system categorising hazard severity (Wogalter & Mayhorn 2017; Kostelnick 2017). However, multiple colours may be busy and overpowering, creating complexity and requiring time to interpret. A style which may be undesirable for leisurely audiences compared to Figure 4 offering a 'less is more' approach in which bright block

colours catch initial attention and encourage engagement via an exhibition-like aesthetic. Additionally, the text is clearly ordered and easily read with a consistent structure for critical information.

The two examples emphasise the importance of balance between graphics, text, colour and space to ensure clarity and appeal when communicating critical information through media. Furthermore, designers of information should consider the intentions and attitudes of the target audience, if they are not interested as literature suggests for beach safety information, we must look for innovative ways to engage their attention, so critical information is not completely ignored (Wogalter & Mayhorn 2017). Figure 4 embodies an innovative approach by creating an indirect drive to engage with safety information by offering a complementary unconventional and appealing aesthetic experience.

### **Beach Safety UK & Ireland**

Rip currents were responsible for 67% of lifeguard rescues evidenced by The Journal of Coastal Research (2013) reporting specific risk factors as being a male teenager (13-17 years), being in an unpatrolled area and bodyboarding (Woodward et al. 2013). In 2012, people in the UK had an understanding of beach safety flags but had little knowledge of rip currents unless previously taught. It was found that lifeguards were the most effective form of education on the subject however, most lifeguard services are seasonal causing concern due to inaccessibility. The study identified need for rip current education within UK bodyboarders specifically, suggesting that those who engage with the water regularly for recreational purposes are not always equipped with the knowledge to operate safely in the ocean, thus increasing risk of harm (Woodward et al. 2013 & Woodward et al. 2015).

There is meaningful opportunity to develop an online resource to spread awareness of local rip current hazards as the WHO associate greater access to water with a higher risk of drowning (WHO 2021) and the UK including England, Scotland, Wales and Northern Ireland is a nation surrounded by water with a coastline covering 31,368km/19,500 miles putting the population at risk (ROSPA 2021). Specifically, in 2021 Northern Ireland's RNLI lifeboats

posted across ten stations were launched 297 times retrieving 377 individuals and saving 7 lives and beach-based lifeguards were called to action 330 times, aiding 384 citizens. The RNLI only operate on a seasonal basis and for the majority of the year their hands-on support is unavailable posing serious concern for the local population (McConville 2022).

### **Project Rational**

Koon et al (2021) suggests a need for consistency in the implementation of drowning prevention interventions. The literature evaluated discusses distinct methods used globally, however, the chance of majorly reducing accidental injury and death in water settings could be enhanced by a national approach. The chance of systemic change is unlikely due to inactivity of the current government in Northern Ireland. The data discussed consistently reinforces that people around the globe have limited rip current identification skills leading to many rescues and ocean-related injury or death. Therefore, my project will introduce a focused and engaging campaign utilising an interactive approach and information design concepts to locally combat the issues of limited ocean safety knowledge and seasonal lifeguard operation by disseminating it in an immediate and accessible way to a large audience. My project will be informed by previous weaknesses including a lack of familiarity, relevance, clarity and consistency which can exclude individuals due to vagueness and complexity of signage. This project is fundamental for the public population to notice, process and absorb critical information that will keep them safe when engaging with the ocean.

### **METHODOLOGY**

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The literature review considered world-wide research on beach safety information and highlighted the need for a better way to structure beach safety information which supported my concept of developing a central website distributing specific beach safety information for the North Coast of Northern Ireland; an intervening resource with the potential for maximising safety and minimising water-related injury. Firstly, I needed to determine the level of knowledge and confidence of beach users in Northern Ireland. This

chapter outlines various methodologies that gathered data to help identify if a public need for my concept exists and to shape the design of prototype elements to enhance user-friendliness and appeal for greater audience engagement.

Two surveys with both quantitative and qualitative elements were created and administered to collect data from the general public and local lifeguards to provide insight into their level of understanding and gather constructive feedback for the development of the online learning resource 'Beachsafe'. A survey was selected for gathering this data due to its reliability and utility in assembling large amounts of information in the short timeframe for this research project. The surveys were conducted on Google forms and sent out to the required target audience.

Firstly, a general beach safety survey was sent out to the general public targeted towards people who lived near the coast in Northern Ireland (Appendix 1). The survey was sent into the 'Portmavic' Facebook group with 34.2k people enabling a wide variety of relevant participants to respond. A total of 106 individuals, representative of both males (50.1%) and females (49.1%) and ranging in age from 13 to over 60 years, mostly from the age bracket of 18 to 25 years (40.6%) took part in the 25-question survey using multiple choice, closed and open questions, all responses were anonymous protecting participant identity and upholding ethical standards. Assessing topics on beach safety signage and beach safety competency to identify patterns of lacking knowledge which could be addressed via the websites educational content, fed into the production process.

Survey findings revealed that over half of participants (65%) visit the beach regularly and 76% of pay attention to beach safety signs however, when asked if they find it easy to understand 24% said no (Fig. 5.8/9) a significant minority unable to understand and access critical life-saving information highlighting the need to intervene. Furthermore, 51% of participants were not entirely confident in assessing risks if lifeguards were not on duty (Fig. 5.10) and 46% of people have never received beach safety education identifying a major lack of knowledge (Fig. 5.11). With 84% of participants entering the ocean (Fig. 5.12) participating in mostly surfing, swimming and paddleboarding, deep water leisure activities (Fig. 5.13) only 71% of the total sample could identify a rip current (Fig. 5.15) and 99% voices

the need for beach safety information to be readily available, emphasising a need for and usefulness of my concept (Fig. 5.17).

After developing the initial website prototype, its aesthetic, structure and elements, I assessed the target audience's opinion to highlight areas for improvement. I created my second survey specifically for the RNLI lifeguards of the North Coast (Appendix 2) with a total sample of 8 lifeguards representative of senior and grade 3 ranks. 100% of the lifeguards agreed that there is a present need for this website to promote beach safety (Fig. 6.2), stating that the information presented meets RNLI standards indicating reliable and quality content sharing best practice (Fig. 6.22). Participants from both surveys reported strengths in the design, such as the overall aesthetic of the website (Fig. 5.19 & 6.4). Suggestions made included adding more colour, new locations and activity specific safety tips (Fig. 5.32). In response, I added colour to the images on the safety tips page to make it more engaging and included safety tips for specific activities as documented in the production log. Furthermore, 99% of people in the first survey found the beach safety quiz valuable for consolidating new knowledge (Fig. 5.30).

To ensure critical beach safety information was communicated appropriately and in an accessible manner for the user, I involved the audience in the development process to overcome issues of incoherence and confusion, reported by the global literature. Feedback was utilised to achieve the goal of providing clear, understandable information to enhance safe decision-making by beach users. The general and lifeguard populations both agreed that the 'Beachsafe' safety score was a useful characteristic to help make informed decisions on which beach to visit (Fig. 5.23 & 6.9).

Local organisations and business within the North Coast area could advertise and endorse the 'Beachsafe' resource. Further, partnering with the local council could create a community which raises awareness, protects and promotes safe ocean use. I believe my concept holds potential for future development. With financial investment, additional time and expertise a complementary 'Beachsafe' application could be created, enabling features such as safety alerts linking current weather and tide forecasts with GPS software connected to the user's device offering notifications that pinpoint near-by hazards. This utility could

also alert optimal surf conditions and tide updates, allowing for expansion of my concept toward a potential business model.

## **CONCLUSION**

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Academic literature has identified a lack of beach safety understanding globally and critical beach safety information is not communicated effectively through warning signs. Current research suggests a gap in the application of interactive, media and online technology to display and help educate populations at risk of ocean-related injury, proving the need for this resource. Thus, my concept to create a modern, solution-focused and comprehensive educational learning zone, effectively disseminating visual communication of beach safe information is justified. The benefits of employing the internet are apparent in reaching a larger audience passively, without relying on an individual person-led event but utilising live and accessible online links to appealing and relevant content. Driven by an ethical passion to help beach visitors to the North Coast of Northern Ireland stay safe. This project has been considered and revised heavily utilising the target audiences' feedback to improve and produce a resource to be enjoyed by the intended consumer. Additionally, it will unlock future opportunities for the implementation of a nation-wide initiative to combat drowning and ocean-related injury which can be addressed, but has largely been ignored to date.

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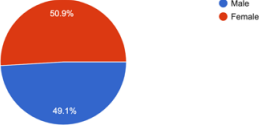
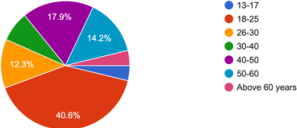

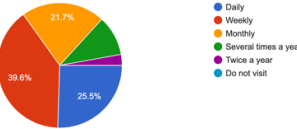
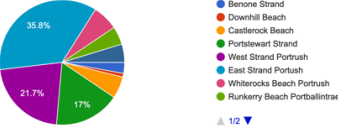
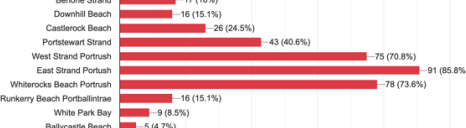

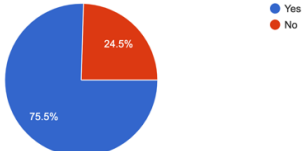
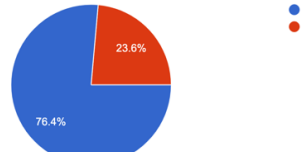
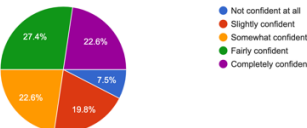
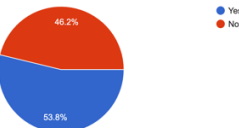
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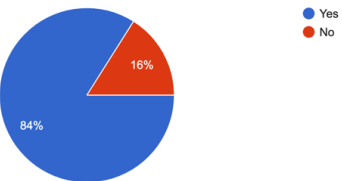

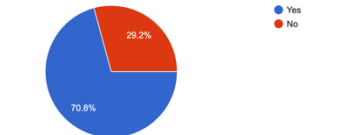
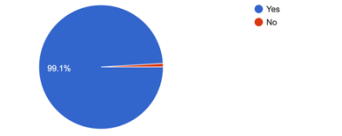
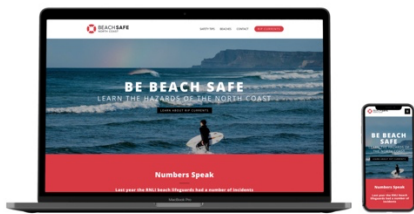
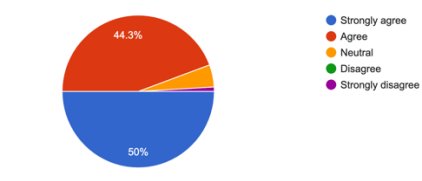

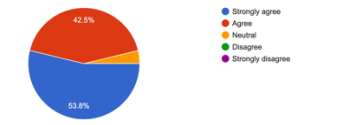
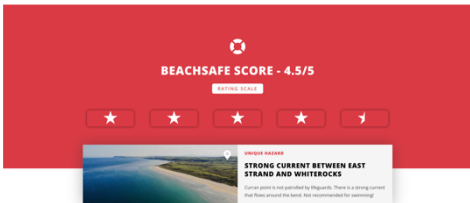
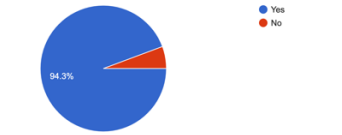

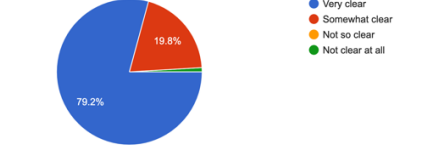
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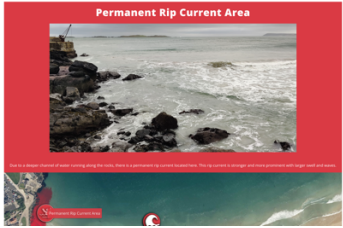
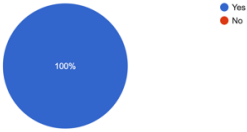
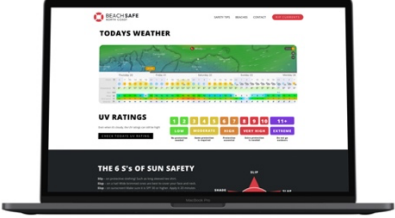
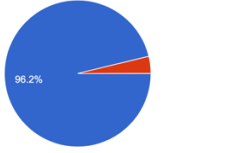
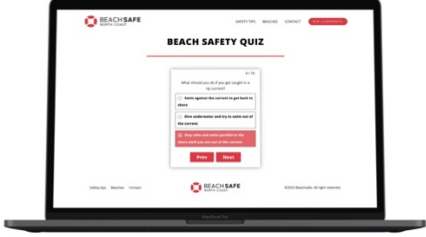
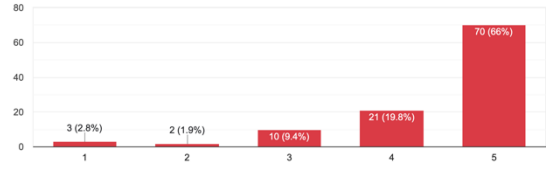
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APPENDIX

Appendix 1: Beach Safe Survey (General Public)	
<p>What is your gender? 106 responses</p>  <p>FIGS.1</p>	<p>What age are you? 106 responses</p>  <p>FIGS.2</p>
<p>Do you live near the North Coast of Northern Ireland? 106 responses</p>  <p>FIGS.3</p>	<p>How often do you visit the beach? 106 responses</p>  <p>FIGS.4</p>
<p>What is your local beach? 106 responses</p>  <p>FIGS.5</p>	<p>Which beaches do you visit most often? 106 responses</p>  <p>FIGS.6</p>
 <p>FIGS.7</p>	<p>Do you pay attention to beach safety signage or Lifeguard information? 106 responses</p>  <p>FIGS.8</p> <p>If so, do you find it easy to understand? 106 responses</p>  <p>FIGS.9</p>
<p>Are you confident in your abilities to assess risks at the beach if the lifeguards are not on duty? 106 responses</p>  <p>FIGS.10</p>	<p>Have you received education on beach safety or sought safety information yourself? 106 responses</p>  <p>FIGS.11</p>

<p>Do you enter the ocean when you are at the beach? 106 responses</p>  <p>FIGS.12</p>	<p>What activities do you engage with in the ocean? 106 responses</p> <p>63 x Surfing = 35% 52 x Swimming = 29% 26 x Paddle boarding = 15% 10 x Bodyboarding = 6% 7 x Kayaking = 4% 6 x Walking = 3% 4 x Snorkle / Diving = 2% 4 x Cliff jumping = 2% 2 x Boating = 1% 2 x Wind surfing / Kite surfing = 1% 1 x Fing foiling = 1% 1 x Horse riding = 1%</p> <p>FIGS.13</p>
<p>Can you swim? 106 responses</p>  <p>FIGS.14</p>	<p>Could you identify a rip current? 106 responses</p>  <p>FIGS.15</p>
<p>How would you respond if you where stuck in a rip current? 106 responses</p> <p>Correct – 74% Incorrect - 26%</p> <p>FIGS.16</p>	<p>Do you think there is need for a central website promoting beach safety in Northern Ireland by delivering general education and identifying the specific local hazards in a clear and familiar way? 106 responses</p>  <p>FIGS.17</p>
 <p>FIGS.18</p>	<p>Do you find that the aesthetic is appealing and encourages engagement? 106 responses</p>  <p>FIGS.19</p>
 <p>FIGS.20</p>	<p>Do these pages display all North Coast beaches and safety tips in an identifiable and user friendly way? 106 responses</p>  <p>FIGS.21</p>
 <p>FIGS.22</p>	<p>Do you think beach safety scores will promote ocean users to make informed decisions on which beach to visit? 106 responses</p>  <p>FIGS.23</p>
 <p>FIGS.24</p>	<p>Does this clearly show the specific hazards commonly found on East Strand? 106 responses</p>  <p>FIGS.25</p>

 <p><b>Permanent Rip Current Area</b></p> <p>There is a small channel of water cutting along the coast. This is a permanent rip current. There is a danger of being pulled out to sea. Do not swim here.</p>	<p>Do you find the extra information useful and photo effective in understanding the specific hazard? 106 responses</p>  <p>100%</p> <p>● Yes ● No</p> <p><b>FIG5.27</b></p>																		
 <p><b>FIG5.28</b></p>	<p>Do you find the live information useful to prepare you for your next beach visit? 106 responses</p>  <p>96.2%</p> <p>● Yes ● No</p> <p><b>FIG5.29</b></p>																		
 <p>Did you find the quiz valuable? 99% of people said it was valuable</p> <p><b>FIG5.30</b></p>	<p>How likely is it that you would recommend our website to a friend? 106 responses</p>  <table border="1"> <thead> <tr> <th>Rating</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>3</td> <td>2.8%</td> </tr> <tr> <td>2</td> <td>2</td> <td>1.9%</td> </tr> <tr> <td>3</td> <td>10</td> <td>9.4%</td> </tr> <tr> <td>4</td> <td>21</td> <td>19.8%</td> </tr> <tr> <td>5</td> <td>70</td> <td>66%</td> </tr> </tbody> </table> <p><b>FIG5.31</b></p>	Rating	Count	Percentage	1	3	2.8%	2	2	1.9%	3	10	9.4%	4	21	19.8%	5	70	66%
Rating	Count	Percentage																	
1	3	2.8%																	
2	2	1.9%																	
3	10	9.4%																	
4	21	19.8%																	
5	70	66%																	
<p>Do you have any comments on how to improve the website?</p> <ul style="list-style-type: none"> <li>■ Event section e.g Charity events, beach safety evenings.</li> <li>■ Video example of a rip current.</li> <li>■ More pictures of rip currents and hazards.</li> <li>■ A 'Safe places' section.</li> <li>■ Add more locations, Cushendun &amp; Waterfoot.</li> <li>■ Add a community comment section.</li> <li>■ Create an App.</li> <li>■ Make the beach map clickable on the home page.</li> <li>■ Live Lifeguard indicator on the beach pages, where lifeguards are currently present.</li> <li>■ Put more emphasis on the fact it's based in Northern Ireland.</li> <li>■ Add QR codes to safety signage to direct people to the website.</li> <li>■ More use of colour, maybe amber or orange for less extreme dangers.</li> <li>■ Make sure it's well promoted.</li> <li>■ Regular updates after large storms, or when conditions can quickly change.</li> <li>■ Check spelling.</li> <li>■ Keep it up to date.</li> <li>■ Not easy to find on google search.</li> <li>■ Information on offshore tidal currents for kayakers.</li> <li>■ Video interviews with local lifeguards on each beach.</li> <li>■ Add the tow man's number for beaches you can get your vehicle stuck on.</li> <li>■ Link to facilities &amp; special events.</li> <li>■ Tips for swimmers in difficulty.</li> <li>■ Live videos of each beach.</li> <li>■ Improve mobile interface.</li> </ul> <p><b>FIG5.32</b></p>																			

## Appendix 2: Beach Safe Survey (Lifeguards)

<p>Lifeguard position 8 responses</p> <p>Grade 1 Grade 2 Grade 3 Senior Supervisor</p>	<p>Do you think there is need for a central website promoting beach safety in Northern Ireland by delivering general education and identifying the specific local hazards in a clear and familiar way? 8 responses</p> <p>Yes No</p>
	<p>What are your first impressions?</p> <ul style="list-style-type: none"> <li>Looks trustworthy.</li> <li>Very impressive.</li> <li>Good website design, easy to navigate.</li> <li>Very well structured.</li> <li>Aesthetic.</li> <li>Clear and simple messaging, good bold colours, great logo.</li> <li>Well put together and visually appealing.</li> <li>Great help to promote safety, most. People have no idea what is dangerous and what is not.</li> </ul>
<p>Do you find that the aesthetic is appealing and encourages engagement? 8 responses</p> <p>Strongly agree Agree Neutral Disagree Strongly disagree</p>	
	<p>Does this page display all North Coast beaches in an identifiable and user friendly way? 8 responses</p> <p>Strongly agree Agree Neutral Disagree Strongly disagree</p>
	<p>Do you think beach safety scores will promote ocean users to make informed decisions on which beach to visit? 8 responses</p> <p>Yes No</p>
	<p>Do you agree with the safety rating system below? If not, why?</p> <ul style="list-style-type: none"> <li>Really like the idea of the safety ratings. They are easy to understand. Could maybe also add response times/ease of accessibility for the emergency services.</li> <li>yes- maybe worth looking into ease of ambulance access/average time to location as well as distance to hospital</li> </ul>


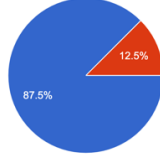



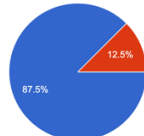
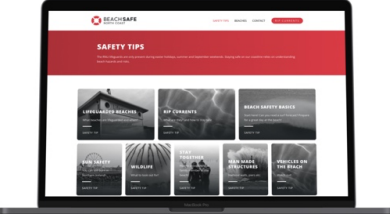
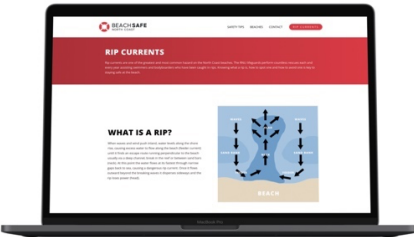
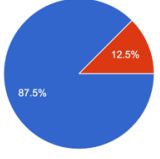
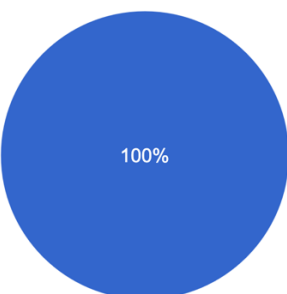
 <p>TIDAL CUT OFF    STEEP DROP    VEHICLES ON THE BEACH</p> <p>RIP CURRENT    LARGE WAVES    HORSE PATH    WOODEN POSTS</p> <p><b>FIG6.12</b></p>	<p>Are the icons understandable and clearly depict hazards on the North Coast? 8 responses</p>  <p>● Very clear ● Somewhat clear ● Not so clear ● Not clear at all</p> <p><b>FIG6.13</b></p>
 <p><b>EAST STRAND HAZARDS</b></p> <p><b>FIG6.14</b></p>	<p>Does this clearly show the specific hazards commonly found on East Strand? 8 responses</p>  <p>● Very clear ● Somewhat clear ● Not so clear ● Not clear at all</p> <p><b>FIG6.15</b></p>
 <p><b>Permanent Rip Current Area</b></p> <p><b>FIG6.16</b></p>	<p>Is this photograph from a perspective that is familiar for beach users in Portrush? 8 responses</p>  <p>● Yes ● No</p> <p><b>FIG6.17</b></p>
 <p><b>FIG6.18</b></p>	<p>Are there any topics missing that are important to include for beach safety education?</p> <ul style="list-style-type: none"> <li>▪ Caves at whiterocks / west strand</li> <li>▪ What to do if you see anyone in danger</li> <li>▪ Indicate what sort of waves are suitable for beginners/intermediate surfers.</li> </ul> <p><b>FIG6.19</b></p>
 <p><b>FIG6.20</b></p>	<p>How easy is it to understand the rip current identification information below? 8 responses</p>  <p>● Very easy ● Somewhat easy ● Not so easy ● Not easy at all</p> <p><b>FIG6.21</b></p>
<p>Is the information presented in the above examples valid by following RNLI standards? 8 responses</p>  <p>● Yes ● No</p> <p><b>FIG6.22</b></p>	



FIG6.23

Do you think people would value the quiz?  
8 responses

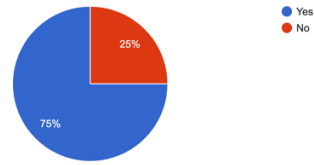


FIG6.24

Would you share, recommend or signpost beach users to this resource?

8 responses

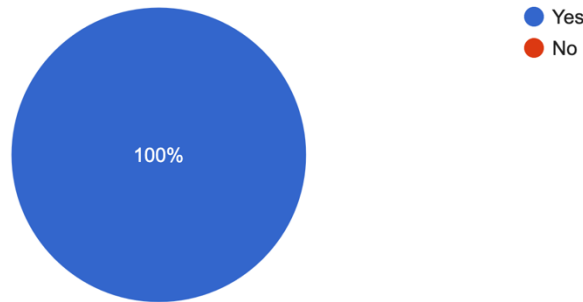


FIG6.25

Do you have any comments on how to improve the website?

- Collaborate with the council.
- Perhaps it is already included but stating clearly the different RNLI flags and what they mean could prove useful.
- Some punctuation is wrong in some of the safety tips part. Unsure if the quiz would be used fully by users but a good resource for people wanting to learn and understand more instead of just reading. Would be a great thing for lifeguards to point out to public to get more information, maybe a even QR code in areas eg. water sports centre. Great resource all round well done.
- Map image of all the beaches does not fully show on my android screen, although it may work on apple or PC. The map being interactive would be an easy additional way for users to navigate by clicking on beach pins to access information.
- No, easy to use and as the aesthetically pleasing.
- Can't think of any other improvements. Looks great, will be really helpful towards beach and water users.
- Good work
- Looks great and serves a good purpose.

FIG6.26