



# BEACH

## NEWSLETTER



**Malta**  
Tourism Authority



# BEACH NEWS 2018

- ✳ Ten Years of Prestigious Blue Flag Awards
- ✳ UNESCO acknowledges the Blue Flag for Sustainable Development
- ✳ Twelve Blue Flag Beaches on the Maltese Islands for 2018
- ✳ Beach Crew and Beach Upkeep personnel
- ✳ MTA operations at Ghajn Tuffieha '*Tat-Tarag*'
- ✳ Aiming for the first single-use-plastic-free beach in Europe
- ✳ Official numbering on lifeguard towers
- ✳ New showers on beaches
- ✳ New changing rooms at Ghadira Bay
- ✳ Free WIFI on beaches
- ✳ Upgraded public conveniences
- ✳ Beach Assets and Code of conduct
- ✳ QR Code System for Bathing Water Quality Results
- ✳ Extended walk ways and Accessibility
- ✳ Additional hoist chair at Ghadira '*Tas-Sellum*'
- ✳ Additional sand wheelchairs for Gozo

# MALTA'S BEACH AWARDS BY BLUE FLAG INTERNATIONAL

(FEE) FOUNDATION FOR ENVIRONMENTAL EDUCATION



## The Blue Flag Award

Bringing positive change through excellence

The international Foundation for Environmental Education (FEE) (operating from Denmark) awards beaches that follow the Blue Flag's stringent criteria. A beach can only fly the Blue Flag if it complies to 100% of all its 32 criteria.

[www.Blueflag.org](http://www.Blueflag.org)

Malta was awarded the first Blue Flag at St. George's Bay - St. Julians in 2009 and has managed to increase the Blue Flag awards every year, ever since. In 2018, Malta was awarded nine Blue Flags and an additional three for Gozo's beaches. 48 countries around the world worked hard to achieve the Blue Flag status in 2017.

As from this year the UNESCO acknowledges the Blue Flag for Sustainable Development



2009 2010 2011 2012 2013 2014 2015 2016 2017 2018



"We educate to protect.

To protect not just our environment but the people who live in it,  
The communities who depend on it, the businesses who profit from it and  
the ecosystems which rely on it!" - S Bachet Granados

# MANAGED BEACHES OF THE MALTESE ISLANDS

The Malta Tourism Authority (MTA) manages a number of these beaches to sustainable, international standards. The MTA also assists other beach managers to achieve the best results in beach management. All managed beaches are equipped with lifeguards, first aid equipment, safety flags, beach supervision, information boards, waste separation facilities, daily cleaning, sand sifting, public conveniences and above all, a beach-user code of conduct. The latter serves as a guideline as to what is expected from every beach user so as to avoid misunderstandings and for the beach to remain environmentally sustainable. Environmental, educational activities together with information campaigns are organised on every beach. The beach crew monitors the beaches continuously, eight hours a day, seven days a week between June and September.

The Maltese Islands, surrounded by the Mediterranean Sea, offer a number of pocket beaches with crystal blue water. Few are sandy beaches while others portray a variety of rock formations, ideal for people who prefer to sunbathe on smoother surfaces. Some pebble beaches are also popular with locals and foreigners.



Managed beaches on the Maltese Islands

The logos show beaches that are being managed to Blue Flag standards but never applied for awards.

## BEACHES MANAGED BY THE MALTA TOURISM AUTHORITY

IN COLLABORATION WITH  
THE FOUNDATION FOR TOURISM ZONE DEVELOPMENT

The Foundation for Tourism Zone Development (FTZD), is assigned with embellishment projects and upkeep of the tourism zone areas of Malta, executed by officials from the Product Development Directorate of the MTA.

MTA's managed beaches are: Ghadira Bay – Mellieha, Golden Bay – Mellieha, Ghajn Tuffieha – Mgarr, Qawra Point and Bugibba Perched Beach at St. Paul's Bay, Fond Ghadir – Sliema, St. George's Bay – St. Julians, Pretty Bay – Birzebbuga, Ta' Fajtata Marsascala and Blue Lagoon and Santa Maria Bay on Comino. As from this year, the MTA will be fully responsible for Ghajn Tuffieha Bay operations during summer.

The beach crew are wearing new, white uniforms with the new MTA logo as seen in the picture below. A fresh crew will be educating and assisting people on how to recycle on the beach. This crew has a light blue uniform with the words Beach Upkeep.

# BEACH CREW AND BEACH UPKEEP UNIFORMS



## BEACHES ASSISTED BY THE MALTA TOURISM AUTHORITY

Other beaches assisted technically and financially by the MTA include: Gozo's Marsalforn Bay, Hondoq ir-Rummien Bay, Ir-Ramla l-Hamra Bay and Xlendi Bay, all managed by the Ministry for Gozo. The MTA also installed accessibility facilities at Armier Bay and Little Armier Bay - Mellieha, Gnejna Bay-Mgarr, Bahar ic-Caghaq –Naxxar, Exiles – Sliema, Marsaxlokk Bay and Zonqor rocky beach at Marsascala.

## DAYS OF BEACH OPERATIONS

During summer, from the 15 June till the 15 September, beach staff and lifeguards are present on the beaches daily from 10.00am till 6.00pm. These official days may be extended on certain beaches, depending on the prevailing weather. (Should extreme weather conditions or flooding occur, beach staff may be absent as a safety precaution)

# MTA OPERATIONS AT GHAJN TUFFIEHA 'TAT-TARAG'

The MTA has taken over beach management operations at Ghajn Tuffieha known as '*Tat-Tarag*' or as formerly referred to, Riviera. *Tat-Tarag* will offer new challenges for beach management not only with its physical formation and accessibility but also with its status of a protected, Natura 2000 site where operations and the code of conduct will be carefully monitored.

## AIMING FOR THE FIRST PLASTIC-FREE BEACH IN EUROPE

The first project that the MTA will be working upon at *Tat-Tarag* is to make this unique beach the first single-use-plastic-free beach in Europe! Discussions are underway with the operator and other stakeholders to explore possibilities and options for its success. The general public will be involved and will be encouraged to assist in the campaign.



### SAFETY FLAGS

The safety flags on the beaches are according to the International Lifeguard Federation (ILF) and the colour code is identical world wide. They are put up to inform the beach user on the conditions of the sea water. The colour of the safety flag raised daily on the beach is determined by the lifeguards according to the conditions prevailing at the time. It is worth noting that when the lifeguards need to put up the double red flag and close the beach, the lifeguard is NOT duty bound to enter the sea but may do so on his own free will. If the sea currents are dangerous for the public, they are dangerous for the lifeguard as well.

# LIFEGUARDS, CLINICS AND LIFE SAVING EQUIPMENT

For rapid communication between authorities in particular paramedics, ambulances and hospitals, all lifeguard clinics on Malta's beaches are being officially numbered as follows:

1. Ghajn Tuffieha tat-Tarag,
2. Golden Bay;
3. Ghadira Bay Three near Mellieha Bay Hotel;
4. Ghadira Bay two, centre, opposite Police Station;
5. Ghadira Bay One near San Remo Lido;
6. Bugibba Perched Beach;
7. Qawra Point;
8. Fond Ghadir Sliema;
9. St. George's Bay;
10. Ta' Fajtata Marsascala;
11. Pretty Bay Birzebbuga.



LIFEGUARDS ARE NOT EXPECTED TO ASSIST SWIMMERS WHEN THE SEA IS DANGEROUS AND OUT OF BOUNDS, INDICATED BY DOUBLE RED FLAGS.

Lifeguard services are being implemented by the Malta Red Cross on all MTA beaches during dates and hours of beach operations.



## NEW SHOWERS ON BEACHES



Nine sets of new showers with a total of 27 units have been installed at Ghadira Bay, St George's Bay, Golden Bay, Fond Ghadir, Ta' Fajtata Marsascala and Pretty Bay Birzebbuga. The use of the showers is free of charge for the general public who is expected to use them with care. No soap is allowed on beaches and people are encouraged to use water wisely.

## NEW CHANGING ROOMS AT GHADIRA BAY



The Ministry for Tourism installed new changing rooms at Ghadira Bay and free WIFI on many beaches.

## FREE WIFI ON BEACHES



# UPGRADED PUBLIC CONVENIENCES



The Malta Tourism Authority has invested in upgrading the public conveniences of various Locations. Photos show the toilets at Ghadira Bay.

## BEACH CODE OF CONDUCT

|  |   |  |   |   |   |
|--|---|--|---|---|---|
| <br>PADDLE BOATS & DINGHIES<br>SHOULD REMAIN MOORED<br>FOR BOAT RESERVATION<br>ONLY<br>NO PADDLE BOATS AND<br>DINGHIES IN SWIMMING ZONE | <br>SALOON BOAT FISHING<br>NO FISHING  | <br>DO NOT LITTER<br>NO LITTERING   | <br>DO NOT STAND AT PUB<br>SOUND<br>NO LOUD MUSIC                                     | <br>DO NOT TOWEL<br>TOWELING TOPLESS<br>NO TOPLESS SUNBATHING<br>OR DRIPPING         | <br>DO NOT TOWEL<br>TOWELING TOPLESS<br>NO TOPLESS SUNBATHING<br>OR DRIPPING         |
| <br>UMBRELLAS & BEACH CHAIRS<br>SHOULD BE PLACED<br>WITHIN 10 METERS OF THE<br>BEACH  | <br>UMBRELLAS & BEACH CHAIRS<br>SHOULD BE PLACED<br>WITHIN 10 METERS OF THE<br>BEACH | <br>UMBRELLAS & BEACH CHAIRS<br>SHOULD BE PLACED<br>WITHIN 10 METERS OF THE<br>BEACH | <br>UMBRELLAS & BEACH CHAIRS<br>SHOULD BE PLACED<br>WITHIN 10 METERS OF THE<br>BEACH | <br>UMBRELLAS & BEACH CHAIRS<br>SHOULD BE PLACED<br>WITHIN 10 METERS OF THE<br>BEACH | <br>UMBRELLAS & BEACH CHAIRS<br>SHOULD BE PLACED<br>WITHIN 10 METERS OF THE<br>BEACH |

The beach Code of Conduct and Safety Flags are the official guidance to beach users on what is expected of them for the best experience for one's own safety, respect towards other users and the beach. Every beach has its own Code of Conduct depending on the By-Laws of the Local Councils concerned, specific requirements of the particular beach by Environmental Authorities or national and European Directives. The Code icons are clearly marked on every beach information panel and notice boards and the beach supervisors will see that they are adhered to.



Zone A South    Zone B Sliema    Zone C North    Zone D Gozo

## WATER QUALITY QR CODE SYSTEM

Water Quality reports can now be accessed directly from the Laboratory through the new QR Code system placed on the boards.

## INFORMATION AND SIGNAGE

The MTA invested in several beach assets to enhance the experience of the beach users. Ladders, bridges, signs, notice boards, lifeguard towers, waste separation bins and carpet walkways were posted on all beaches managed by MTA.

Information signs include a map of the beach, ecological information and the biodiversity living in the area, explanation of the safety flags as well as the Code of Conduct of the beach explained earlier.



# ACCESSIBILITY



## ADDITIONAL HOIST CHAIR AT GHADIRA 'TAS-SELLUM'

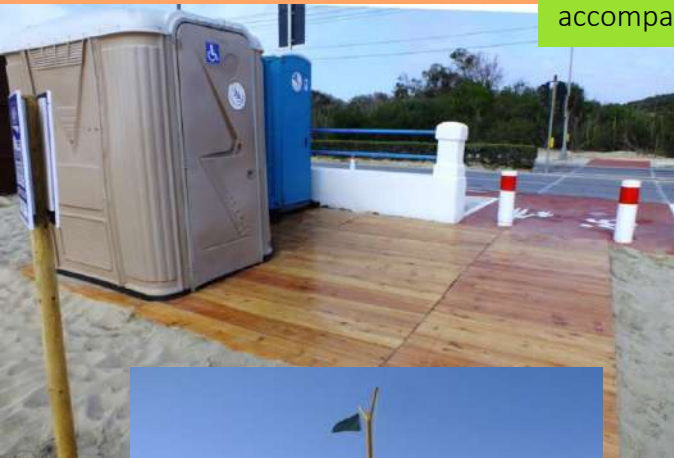
The MTA keeps increasing its efforts for accessibility on its beaches. 195 metres of synthetic mats and 200 metres of wooden pathways have been added last summer bringing the installations to a total of 626 metres of mobile walkways. A further 200 metres will be introduced on beaches this year. Additionally, concrete ramps have been resurfaced and upgraded. 2017 also saw the increase of a hoist chair at Ta' Fajtata Marsascala to complement those at Qawra Point and Exiles at Sliema.



## MORE SAND WHEELCHAIRS FOR GOZO

Sand Wheelchairs are now available on Gozo's sandy beaches. Wheelchairs and Chair Hoists are available free of charge, daily, between 10.00am and 5.00pm. These promote more accessibility accompanied by the walkways!

## EXTENDED WALKWAYS



# BEACH CAMPAIGNS

## WASTE SEPARATION



On-going campaigns on beaches include the **Waste Separation** awareness and **Butts Off the Sand** which are running parallel with the **Litter-Free Beaches** Campaign. An effort to reduce plastic waste from the beach is also being included in many environmental and educational activities. Disposing of waste sensibly on beaches is imperative.

**Spot the Jellyfish and Alien Fish** is another initiative that beach goers will be encouraged to participate in. This initiative is being managed by the University of Malta and assisted by the MTA.

**Beat the Burn** is a campaign organised by the Malta Medical Students Association (MMSA) making people aware of the dangers produced by UV rays on the exposed skin.

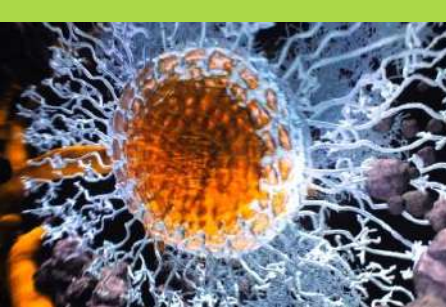
## LITTER FREE BEACHES



## BUTTS OFF THE SAND



# SPOT THE JELLYFISH AND ALIEN SPECIES



## Spot the Jellyfish/Alien Fish campaigns made easier with smart phone apps





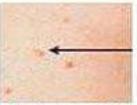




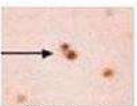
Spot the Jellyfish and Spot the Alien Fish smart phone apps were launched through an ongoing collaboration between Alan Deidun from the Department of Geosciences at the University of Malta, who coordinates the two campaigns, and students from Mcast who developed the apps.

## BEAT THE BURN

The Malta Medical Students Association will continue its effort to educate the general public about the danger of ultra violet rays on the skin which may ultimately lead to the risk of Skin cancer.



**MMSA**  
Malta Medical Students' Association  
L-Għajnejt tal-Iskjużuri tal-Medicina ta' Malta  
www.mmsa.org.mt

| The ABCDEs of Detecting Melanoma  |  |   |  |  |
|---|--|---|--|--|
| A   | B  | C   | D  | E  |
| Asymmetry   | Border   | Color   | Diameter   | Evolving   |
| <b>NORMAL</b><br>    |   |   |   |   |
| <b>MELANOMA</b><br> |  |  |  |  |
| Symmetrical   | Borders Are Even   | One Color   | Smaller Than 1/4 Inch  | Ordinary Mole  |
| Asymmetrical  | Borders Are Uneven   | Multiple Colors   | Larger Than 1/4 Inch   | Changing in Size, Shape and Color  |

## BLUE FLAG ENVIRONMENTAL EDUCATIONAL ACTIVITIES

Environmental education is an important criterion to achieve the Blue Flag Awards. Fun activities are organised on every beach during summer. The images hereunder are a few of the latest activities held. They focus on various environmental aspects and encourage participants to be creative. Activities included biodiversity awareness, walks, photographic exhibition, visits to museums and visitor centres, cleanups, snorkelling, clay classes, beach games and much more.



# BLUE FLAG ENVIRONMENTAL EDUCATIONAL ACTIVITIES



Photos show Coastal trekking at Majjistral Park and Marsascala, coastal formations and naturally formed salt, marine creatures for children, and clay classes creating fish with persons with special needs. Turtles released this July can be seen on the back page.





Turtle release Gnejna Bay July 2018

MTA's Beach Unit wishes all readers a safe and enjoyable summer on the beach

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