



Discover Isle of Wight's Best UNCROWDED Beaches with the Beach Check UK App

Just in time for the school holidays and the August Bank Holiday weekend, the pioneering app will help staycationers find Britain's best beaches – now on the Isle of Wight as well as across some of the UK's top resorts along the south coast – without the crowds



L-R: Ventnor Beach, Ryde Beach and Sandown Pier

The Isle of Wight's best uncrowded beaches have become easier to find this August with the help of the Beach Check App. After a successful launch in 2020 followed by a national roll-out last summer, the Beach Check App has added a new location for Summer 2022 with new enhancements to come, ensuring that south coast staycationers have a safe and enjoyable experience.

The app, which is now available for beach trippers to the Isle of Wight, comes at a great time this year when UK beaches seem increasingly tempting as the flight chaos continues. And although Covid restrictions have been fully lifted, holidaymakers are still seeking to avoid overcrowded locations, owing to the many benefits, both human and environmental, of quieter outdoor spaces. More space on the beach enables both people and wildlife to thrive.

Be beach ready in the Isle of Wight with the Beach Check app:

The Beach Check App is *the* must-download resource for planning summer beach breaks – and day trips – to the Isle of Wight.

The app is free and simple to use, downloadable from [Google Play](#) and the [Apple App](#) store (with no in-app purchases), allowing users to check individual beaches or see a map showing red (crowded), amber (less congested) and green (uncongested) beaches. To date, the app has had over 82,000 downloads.

Working on a traffic light system that uses sophisticated technology and on-the-ground authorised users who assign a colour code to beaches according to the number of visitors and car park spaces, the app aims to reduce overcrowding at popular coastal areas and encourage distancing. The Beach Check App is the trusted, one-stop, seamless online source to check before you travel to beaches on the Isle of Wight or the south coast.

Don't delay, be safe at the beach and download the Beach Check app today.

The Isle of Wight plays host to some of the UK's best summer regattas and events. Here's what to look forward to this summer.

Events in the Isle of Wight:

Shanklin Bay Regatta, 11 August

Celebrating 169 years this year, Shanklin Bay Regatta is a true highlight for the Isle of Wight and brings the whole town and its visitors together for a day jam-packed with entertainment and excitement for everyone. The fun begins at 10am with a sandcastle competition, with beach sports and swimming events for all ages throughout the day. There are stalls and games along the pier, and the official crowning of the "Regatta Queen". Festivities continue into the evening with a delicious barbeque and live music from 7 pm until a fantastic firework display lights up the sky above Shanklin.

Sandown Bay Regatta, 13 - 14 August

Celebrating 165 years this year, Sandown Carnival is back with a bumper programme of events for 2022 after a two year Covid hiatus. Saturday features sea and shoreside fun for everyone plus a free music event, whilst on Sunday, there are market stalls lining Sandown Esplanade, magic shows and stage performances. To finish off the weekend, there will be a spectacular fireworks finale on Sunday 14th August at 9:30pm!

Ryde Classic Car Extravaganza, 3 - 4 September

Now in its 21st year, the famous Isle of Wight Charity Classic Car event promises to be the biggest and best ever. Vehicles from all over the UK and mainland Europe will be attending this unique two-day show on 3 and 4 September 2022. There will be a spectacular collection of vintage, classic, custom and retro cars and other rare vehicles. This two-day event will guarantee to delight children and adults of all ages.

For more information, visit <https://englandscoast.com/en/lp/Beach-Check-Download>

Press:

For further information on Beach Check UK, or high-res images, please contact Lizzie Cooper at [Travel PR](mailto:l.cooper@travelpr.co.uk) on l.cooper@travelpr.co.uk (020 8891 4440 / 07342 258 570).

Notes to editors:

1. Launched in July 2020, the Beach Check app is the brainchild of BCP Council, designed using sophisticated technology to help manage overcrowding among its busy beaches.
2. Each location the app is operated will provide information specific to the data available. In some locations the new version will use camera feeds to determine the traffic light system across beaches and will include updates on car park availability. It is simple to use, free to download from Google Play and the Apple App Store and it allows users to check individual beaches or see a map showing red (crowded), amber (less congested) and green (uncongested) beaches.
3. App data is supplied by a mix of sources. At the start of the day, a prediction is set for each zone, based on previous data, factoring in the date and weather to show how busy each zone is forecast to be. From mid-morning, beach management staff (seafront rangers) will update each section on a regular basis to reflect any changes in congestion observed. This is supplemented by CCTV and some footfall counters.
4. The beaches can be searched for individually as well as seen on a wider map. Where data is not available this will be indicated on the app or if any location is temporarily closed.
5. Visit [Bournemouth Beach Check](#) for more information.