



## Discover Redcar and Cleveland's best uncrowded sandy stretches now LIVE on the Beach Check UK App

*With the school holidays in full swing, escape the chaos of the crowds and explore Redcar and Cleveland's best beaches. The ever-growing app helps staycationers locate the UK's most desirable and uncrowded beaches and with the new addition of Redcar and Cleveland, Beach Check UK have done all the hard work, so you don't have to.*



L-R: Saltburn beach; surfer by the pier at Saltburn beach; Redcar beach (Credit: Dave Cocks)

With the balmy, hot summer fully upon us, North Yorkshire is home to some of the UK's most beautiful unbroken sands. Now, with the help of the Beach Check App, Redcar and Cleveland's best uncrowded beaches are easier than ever to find. After a successful launch in 2020 followed by a national roll-out last summer, the Beach Check App has added yet another new location for Summer 2022.

With holidaymaking in the UK becoming increasingly appealing following the chaos of recent flight cancellations and surge in prices, the addition of the new location makes locating the North Yorkshire coast's best spots easier. By downloading the Beach Check App, staycationers looking to avoid the bustle of the school holiday crowds will have all the information they need for the ultimate coastal break.

**Get your sun cream on and beach bag ready to explore Redcar and Cleveland's best beaches with the Beach Check App**

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

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 83,000 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 North Yorkshire coast.

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

**Why not make the most of your stay and familiarise yourself with all the exciting upcoming events Redcar and Cleveland has to offer?**

### **Tour of Britain 2022, 7<sup>th</sup> Sept**

Bike enthusiasts, save the date and prepare for one of the UK's leading cycling events. Pro cyclists, including Olympic, World and Tour de France cyclists are getting ready to battle it out for 152km with Stage 4 commencing in Redcar, before pedalling their way through the borough and off towards North Yorkshire. The build-up to the two-wheeled race is not one to miss; with market stalls, land art and a competition for best dressed, the event is sure to have something for everyone,

### **Saltburn Farmer's Market, 10<sup>th</sup> Sept**

Shortlisted as National Farmers' Market of the Year in 2014, Saltburn farmer's market continues to host the North East & North Yorkshire's best independent food producers in the heart of town on the second Saturday of each month. Brimming with some of the finest local food, drinks and arts and crafts, the warm welcome of the regular stallholders creates a family atmosphere, leaving you feeling at home away from home.

### **Open-air theatre, Multiple dates Aug - Sept**

Kick back, relax and enjoy a movie night under the stars. As Redcar and Cleveland welcome the return of their open-air theatre, guests can expect something for all ages. Lovers of classic literature can enjoy Shakespeare's *A Midsummer Night's Dream* on Friday 12 August followed by David Walliams' best-selling book *Awful Auntie* for the little ones on Sunday 4 September. All that's left is to pack a comfy rug and a picnic!

### **Festival of Thrift 2022, 24<sup>th</sup> & 25<sup>th</sup> Sept**

Celebrating 10 years of thrifting fun, join in as over 50,000 people are welcomed to Redcar to discuss, learn, and enjoy every aspect of sustainable living. With each new year comes a fresh theme and #ThriftFest22 focuses on the 2022 Commonwealth Games on top of exploring in more depth what our own commonwealth is. From swapping clothes to fixing your bike, join Festival of Thrift 2022 in shining a light on the solutions to sustainability.

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](mailto: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.