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We are pleased to present this report as a record of the outstanding work performed by RNLI lifeguards during 2019.

Yet again, our lifeguards can be justifiably proud of the service they gave to their communities throughout the season. This included providing 206,760 hours of supervised beach patrols, performing 3,890,982 preventative actions, and assisting 29,334 people through everything from rescue and casualty care to searches for missing persons.

All RNLI lifesaving delivery services deliver against the following five key areas.

1. **Safety culture**
   Through development of a strong safety culture we aim to look after our people in what is a very dynamic and potentially hazardous environment.

2. **Community lifesaving plan**
   Lifeguarding is not simply about performing rescues. Lifeguards are primarily deploying a preventative approach both on and off the beach with education programmes informing beach visitors on how to stay safe.

3. **Lifesaving performance**
   The lifeguard management teams monitor their lifesaving performance as part of continuous improvement and striving for excellence in lifesaving delivery.

4. **Personnel**
   The lifeguards themselves are at the core of our service delivery. Each year there is the challenge of recruiting and training some 1,500 lifeguards who will be at the frontline of our service delivery.

5. **Equipment**
   The RNLI prides itself on being able to equip our lifesaving teams with the equipment they need to perform their roles in all the conditions they may encounter.

New guidance on managing beach safety

Towards the end of 2019, we were pleased to see the publication of new guidance from the Maritime and Coastguard Agency (MCA) called *Managing Beach Safety*.

The UK’s beaches are special places, known around the world for their beauty and attracting millions of visitors every year. The guide is intended to assist local authorities and landowners to manage beach safety effectively.

Braving the Perfect Storm

The RNLI has been saving lives for nearly 200 years, and we aim to be here in another 200 years’ time – but we can’t do it alone. At the end of 2019, the RNLI began highlighting some of the challenges the charity is currently facing in a campaign called *The Perfect Storm*. We explained that more people than ever needed our help, people were still drowning and we didn’t have sufficient funds to continue to resource our lifesaving work.

**OUR LIFEGUARD SERVICES TEAM AT THE RNLI SUPPORT CENTRE, POOLE:**

Peter Dawes  
Lifesaving Safety and Assurance Manager

Lee Fisher  
Lifeguard Client Services Manager

Brett Shepherd  
Operations Manager (Lifeguards)

Marina Wilson  
Lifesaving Operations Coordinator (Lifeguard Services)

Tim Fallowfield  
Lifeguard Supervisor (Risk and Implementation)

**Contact us at:** lifeguards@rnli.org.uk
Lifesaving in numbers

The RNLI works across all aspects of the drowning chain, not just rescue. We know that in many cases, lives are lost before the emergency services are even called. Intervention earlier in the chain is crucial to either prevent the incident or ensure a successful rescue is possible. We do this through the RISE model: Rescue; Influence; Supervise; Educate.

* 2019 offered the same variety of activities and programmes but they are now reported differently. In previous years, separate figures were recorded for Lifeskills/Crucial Crew, events and beach safety talks. These are now included in the total figure for Meet the Lifeguards.
The RNLI offers a beach safety assessment consultancy service to all local authorities and private beach owners.

**Beach safety assessments**

The assessment process is designed to help facilitate a comprehensive beach safety management strategy by highlighting hazards and assigning ratings and suggested control measures. A beach safety assessment is completed for each RNLI lifeguarded beach every 5 years, with annual reviews of the full beach safety assessments.

For non-RNLI beaches, the following actions were completed in 2019:

- 12 beaches were fully assessed, bringing the total number of non-RNLI beaches assessed to 465.
- 1 quick scan (short-version beach safety assessment) was completed.
- Signage audit reports were provided for 14 beaches, bringing the total of non-RNLI beaches to 276.
- We responded to requests for public rescue equipment audit reports for 9 beaches; 169 non-RNLI beaches have now benefitted from this service.

**Service development**

In 2019, there were 248 RNLI beach lifeguard units in total. During 2019, the recorded number of beach visitors to the 248 beaches patrolled by RNLI lifeguards was over 18 million (18,609,232).
DATA COLLECTION

Incident data is collected from lifeguards and flood rescue teams on paper incident forms. Lifeboat crews complete an electronic return of service.

These returns are entered, processed, checked and validated at the RNLI Support Centre in Poole by the Service Information Section and Operations Research Unit. This incident data provides the basis for the statistics in this report.

In 2017, we replaced our database with a web-based application called Lifesaving Activity Reporting (LSAR). This collects incident information in a more structured way and allows us to develop what information we capture and how we capture it for the future.

We’re now able to breakdown the lifeguard data in more detail and can report on the number of incidents and the number of people we aid, as well as the number of actions our lifeguards perform.

In previous years, we have used the number of lifeguard actions as the measure of people aided due to the way our previous system collected information. This meant there was a small amount of duplication. But now, with the new LSAR system, we can accurately report on the number of people aided in addition to the number of lifeguard actions performed.

In 2017, we replaced our database with a web-based application called Lifesaving Activity Reporting (LSAR). With the new LSAR system, we can accurately report on the number of people aided.
LIFEGUARD DEFINITIONS

**Animals** when a lifeguard rescues or assists an animal to safety.

**Anti-social behaviour** when a lifeguard takes action to deal with anti-social behaviour.

**Assistance** where a lifeguard aids a person in the sea who is at low risk but, if left, would be at risk.

**Beach visitors** the number of beach visitors is assessed by recording an estimate, every 2 hours, of the number of beach users within the lifeguard patrol area, those in the water between the red and yellow flags, and those using surf and other craft between the black and white flags. The highest number for each category each day is then used to obtain the overall number.

**Body recovery** where a lifeguard responds to an incident knowing that they will be required to recover a body. This includes those in the sea or on land.

**Casualty care** where a lifeguard formally assesses and/or treats a casualty according to RNLI casualty care protocols.

**False alarm** when a lifeguard responds to an incident where a person is believed to be in difficulty but upon arrival it is confirmed they do not require assistance.

**Incident** any situation that RNLI lifeguards are involved in.

**Incident action** the number of different ways that lifeguards deal with incidents. Any one casualty could receive multiple actions by lifeguards. Actions where no people are involved are also included.

**Life saved** where, if a lifeguard had not intervened, a life would have been lost.

**Minor first aid** where a lifeguard treats a casualty due to sickness or injury who is at low or no risk but who requires treatment to ensure the risk does not increase.

**Missing/found** where a lifeguard assists in the location of children who have become separated from their parents/guardians, or other people who have been found or reported missing, including those who are known to be missing as a result of an incident in or on the water.

**Near miss** when a lifeguard observes an incident, event or condition that does not cause death or serious injury but has the potential to do so.

**Other** anything else that does not fit into the specified categories.

**People aided** the total number of people that lifeguards have aided.

**Preventative action** any action taken by a lifeguard that provides advice, guidance or direction to a person that mitigates against risk.

**Rescue** where a lifeguard responds to a person at risk and physically returns them to shore or transfers them to another rescue craft.

**Search** an organised search, with other search and rescue units, for a missing person either at sea or on land.
## Lifeguard Statistics Overview

<table>
<thead>
<tr>
<th>Lifeguards</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incidents</td>
<td>17,356</td>
</tr>
<tr>
<td>Lives saved</td>
<td>154</td>
</tr>
<tr>
<td>People aided</td>
<td>29,334</td>
</tr>
<tr>
<td>Incident actions</td>
<td>21,289</td>
</tr>
<tr>
<td>Preventative actions</td>
<td>3,890,982</td>
</tr>
<tr>
<td>Lifeguard units</td>
<td>248</td>
</tr>
<tr>
<td>Average incidents per unit</td>
<td>70</td>
</tr>
<tr>
<td>Recorded beach visitors</td>
<td>18,609,232</td>
</tr>
</tbody>
</table>
### SUMMARY OF INCIDENTS ATTENDED, PEOPLE AIDED AND INCIDENT ACTIONS TAKEN BY LIFEGUARDS

<table>
<thead>
<tr>
<th>Report area</th>
<th>Incidents</th>
<th>People aided</th>
<th>Actions taken by lifeguards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrick and Kerrier</td>
<td>1,864</td>
<td>2,399</td>
<td>2,415</td>
</tr>
<tr>
<td>Chichester</td>
<td>398</td>
<td>452</td>
<td>434</td>
</tr>
<tr>
<td>East Dorset and Jersey</td>
<td>2,377</td>
<td>2,557</td>
<td>2,573</td>
</tr>
<tr>
<td>East England</td>
<td>857</td>
<td>1,124</td>
<td>1,117</td>
</tr>
<tr>
<td>Newquay and Padstow</td>
<td>2,226</td>
<td>2,753</td>
<td>2,760</td>
</tr>
<tr>
<td>North Cornwall, North Devon and Somerset</td>
<td>1,158</td>
<td>1,832</td>
<td>1,833</td>
</tr>
<tr>
<td>North East England</td>
<td>1,291</td>
<td>1,609</td>
<td>1,608</td>
</tr>
<tr>
<td>North Wales and North West England</td>
<td>1,204</td>
<td>9,508</td>
<td>1,446</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>200</td>
<td>218</td>
<td>224</td>
</tr>
<tr>
<td>Penwith</td>
<td>1,336</td>
<td>1,591</td>
<td>1,631</td>
</tr>
<tr>
<td>Ramsgate</td>
<td>640</td>
<td>743</td>
<td>742</td>
</tr>
<tr>
<td>Rother and Hastings</td>
<td>279</td>
<td>313</td>
<td>322</td>
</tr>
<tr>
<td>Scotland</td>
<td>247</td>
<td>264</td>
<td>270</td>
</tr>
<tr>
<td>South East Cornwall</td>
<td>256</td>
<td>279</td>
<td>277</td>
</tr>
<tr>
<td>South Wales</td>
<td>1,046</td>
<td>1,289</td>
<td>1,284</td>
</tr>
<tr>
<td>West Dorset and South Devon</td>
<td>1,357</td>
<td>1,720</td>
<td>1,673</td>
</tr>
<tr>
<td>West Wales</td>
<td>620</td>
<td>683</td>
<td>680</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>17,356</strong></td>
<td><strong>29,334</strong></td>
<td><strong>21,289</strong></td>
</tr>
<tr>
<td>Report area</td>
<td>Lives saved</td>
<td>Rescue</td>
<td>Assistance</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-------------</td>
<td>--------</td>
<td>------------</td>
</tr>
<tr>
<td>Carrick and Kerrier</td>
<td>18</td>
<td>372</td>
<td>506</td>
</tr>
<tr>
<td>Chichester</td>
<td>1</td>
<td>11</td>
<td>35</td>
</tr>
<tr>
<td>East Dorset and Jersey</td>
<td>17</td>
<td>182</td>
<td>259</td>
</tr>
<tr>
<td>East England</td>
<td>10</td>
<td>74</td>
<td>100</td>
</tr>
<tr>
<td>Newquay and Padstow</td>
<td>7</td>
<td>583</td>
<td>335</td>
</tr>
<tr>
<td>North Cornwall, North Devon and Somerset</td>
<td>18</td>
<td>767</td>
<td>248</td>
</tr>
<tr>
<td>North East England</td>
<td>9</td>
<td>137</td>
<td>343</td>
</tr>
<tr>
<td>North Wales and North West England</td>
<td>5</td>
<td>33</td>
<td>311</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>1</td>
<td>11</td>
<td>40</td>
</tr>
<tr>
<td>Penwith</td>
<td>8</td>
<td>247</td>
<td>330</td>
</tr>
<tr>
<td>Ramsgate</td>
<td>10</td>
<td>26</td>
<td>34</td>
</tr>
<tr>
<td>Rother and Hastings</td>
<td>8</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>Scotland</td>
<td>3</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
<td>South East Cornwall</td>
<td>0</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>South Wales</td>
<td>25</td>
<td>141</td>
<td>275</td>
</tr>
<tr>
<td>West Dorset and South Devon</td>
<td>1</td>
<td>123</td>
<td>226</td>
</tr>
<tr>
<td>West Wales</td>
<td>13</td>
<td>48</td>
<td>87</td>
</tr>
<tr>
<td>Totals</td>
<td>154</td>
<td>2,822</td>
<td>3,208</td>
</tr>
</tbody>
</table>
Thanks to further improvements to our reporting system, we are now able to provide an exact number of trainer assessors (TAs).

In 2019, 49 new lifeguard assessor trainers were verified. They went on to train and assess a very large number of lifeguards, over 200 for craft and vehicle courses and over 400 for induction courses. Our existing TAs are estimated to have trained/assessed/revalidated at least a further 600 lifeguards, many in multiple disciplines.

The table shows the training courses delivered in 2019 and the number of lifeguards trained.

<table>
<thead>
<tr>
<th>Course title</th>
<th>Number of lifeguards trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casualty Care (CC4LG) – full, initial and revalidation</td>
<td>1,115</td>
</tr>
<tr>
<td>Operational Leadership (OLC)</td>
<td>107</td>
</tr>
<tr>
<td>Operational Administration (OAC)</td>
<td>16</td>
</tr>
<tr>
<td>Lifeguard Trainer Assessor (TA)</td>
<td>63</td>
</tr>
<tr>
<td>Equipment TA Inshore Rescue Boat (IRB)</td>
<td>16</td>
</tr>
<tr>
<td>Equipment TA All-Terrain Vehicle (ATV)</td>
<td>12</td>
</tr>
<tr>
<td>Equipment TA Rescue Watercraft (RWC)</td>
<td>15</td>
</tr>
<tr>
<td>Equipment TA Four-Wheel Drive (4WD)</td>
<td>6</td>
</tr>
<tr>
<td>Total Equipment TA</td>
<td>49</td>
</tr>
</tbody>
</table>
YOUTH ENGAGEMENT IN THE COMMUNITY

In 2019, RNLI lifeguards continued to deliver our Youth Engagement programme to primary and secondary schools, youth groups and the wider community throughout the UK and Jersey.

They reached 146,815 children with core beach safety messages and water safety advice. This total is somewhat lower than in previous years because of changing priorities in some areas, where the use of lifeguards for engagement work has not been possible.

The Meet the Lifeguards programme continues to be popular. It was delivered to 145,959 children during the summer and winter months. RNLI lifeguards worked in schools raising awareness of general water safety and particularly the dangers of walking on frozen ponds, lakes and rivers.

The Hit the Surf programme covers topics such as the role of a lifeguard, key beach hazards to look out for, the meaning of beach safety flags and how to stay safe in the water. In 2019, this programme reached 856 children from schools across the UK and Jersey.

RNLI lifeguards also attended local events and council-organised Lifeskills/Crucial Crew events throughout the season.

<table>
<thead>
<tr>
<th>Beach safety programme</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet the Lifeguards*</td>
<td>145,959</td>
</tr>
<tr>
<td>Hit the Surf</td>
<td>856</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>146,815</strong></td>
</tr>
</tbody>
</table>

* 2019 offered the same variety of activities and programmes but they are now reported differently. In previous years, separate figures were recorded for Lifeskills/Crucial Crew, events and beach safety talks. These are now included in the total figure for Meet the Lifeguards.
SEASAFE

Cox’s Bazar, Bangladesh

SeaSafe is a joint initiative between the RNLI and the Centre for Injury Prevention and Research, Bangladesh (CIRPB). Established in 2013, the aim is to reduce the risk of drowning in the coastal area of Cox’s Bazar. Phase 1 of the project was completed in April 2019. Phase 2 started in May 2019 and will finish at the end of December 2021.

Why are we doing this?

Every day more than 50 people lose their lives to drowning in Bangladesh. Cox’s Bazar in southern Bangladesh is home to one of the longest beaches in the world. Thousands of people rely on this stretch of coastline to earn a living through fishing. It is also a popular tourist destination for the growing Bangladeshi middle class. Most of these visitors are unable to swim.

Phase 1: The difference it made

The focus for the first phase of the project was to support CIRPB to implement a lifeguard service on three beaches, deliver water safety education in schools and high-risk communities, and deliver a swim survival programme.

Throughout phase 1 we worked with CIRPB to build their technical capability. We trained local lifeguards to become Trainer/Assessors, up-skilled Lifeguard Supervisors and supported CIPRB with the recruitment of a Manager to oversee the effective implementation of the project activities.

The difference between Phase 1 and Phase 2

With the operational delivery of the lifeguard service now fully managed by CIRPB, the RNLI’s focus for Phase 2 will be to support CIPRB to identify ways of sustaining the lifeguard service in the long term.

The Community Education Team will work with the lifeguards to deliver face-to-face activities, engaging with beach users to raise awareness of the service they provide, and to deliver key water safety messages.

Next steps: Phase 2

The aim for Phase 2 of SeaSafe is to ensure that project activities are sustained in the long term. We will support our in-country partner CIPRB to ensure they have the necessary knowledge and skills to bid for direct funding for themselves. We will also support them in developing their organisation in areas such as marketing, media and communications, so that they can successfully promote the vital lifesaving work that is delivered through this project.
In addition to their lifesaving duties, RNLI lifeguards continued to raise awareness and valuable funds for the charity in 2019, working alongside and supporting the work of RNLI fundraising groups and lifeboat stations. Here are just some of the local events in 2019 the RNLI lifeguards were involved in.

15 JULY 2019

Golfer Graeme McDowell hosts RNLI fundraising event at Portrush

Ahead of the Open Championship in Portrush, world-famous Golfer Graeme McDowell took time to meet with some of the RNLI’s lifesavers at a local fundraising event in the town he grew up in. These included Northern Ireland’s beach lifeguards, fundraisers and Portrush lifeboat crew. The event raised a total of £12,816 for the RNLI. And in an incredibly generous gesture, Graeme pledged to match the funds raised.

Speaking about the event and what the RNLI means to him, Graeme said: ‘I’m delighted to be able to support the Portrush and Portstewart RNLI Fundraising Group in hosting a special champagne breakfast Q&A event to raise funds for the RNLI. ‘This is a charity very close to my heart. I grew up in Portrush, on the coast, and spent my childhood on the beach and the golf course.

‘The incredible lifeboat volunteers and the wonderful RNLI lifeguards on our beaches provide a vital service, saving lives at sea and keeping us safe.’

5 DECEMBER 2019

Tesco’s Bags of Help scheme raises £4,000 for Bognor Regis lifeguards

RNLI lifeguards at Bognor Regis were over the moon to receive £4,000 in funding from Tesco’s Bags of Help scheme. The generous donation will provide a significant boost in maintaining the seasonal lifeguard service on the busy beach in West Sussex.

Ben Black, RNLI Community Manager, says: ‘We’re very grateful to Tesco for this money. Our lifeguards are often the first on the scene when something goes wrong at Bognor Regis Beach. Donations such as this and support from the generous public ensure that we continue to educate people and, ultimately, save lives.’

‘We’re very grateful to Tesco for this money. Donations such as this and support from the generous public ensure that we continue to educate people and, ultimately, save lives.’

BEN BLACK
RNLI COMMUNITY MANAGER
The teams you see at beaches, lifeboat stations and events throughout the UK and Ireland have been thoroughly trained on what the charity does on an international, national and local level so that wherever the conversation flows, they can find a connection and a relevance to inspire each person about the RNLI.

The F2F Team not only aims to raise funds for the RNLI, but also to talk confidently about how people can help to keep themselves safer at the coast. The team has always shared key beach safety messages, and in the last few years has helped to support the Respect the Water campaign and bring the Float to Live message to life.

The F2F Team spoke to over 240,000 children and adults with targeted and relevant safety messages in 2019, potentially leading to lifesaving behaviour change. This is crucial for our drowning prevention work.

The F2F Team work collaboratively in the local community working alongside RNLI volunteers, lifesavers and stakeholders – each supporting the other to achieve their goals. Working like this enables the team to inspire new supporters, who contribute £3.5 million annually to the RNLI. This is so important for the RNLI and it builds on the great work of our volunteer fundraisers who raise awareness of the RNLI each and every day.
Over the last few years, our suite of beach safety assessments has been developed with the academic support of various universities, and thoroughly tested by well-trained and experienced beach safety experts.

A new approach to coastal safety assessment

This has given us the tools and knowledge to accurately and efficiently assess those areas of our coast which would normally be classified as a beach environment.

The purpose of this work was to learn about and develop a template for those areas of coast that wouldn’t normally be considered a beach environment. By developing a tool to look at these areas, we could then look at the whole coastline and offer a more comprehensive level of support to external stakeholders.

To start, the RNLI adopted and developed a paper template, which divided the coastline (except beaches) into three different categories. These included a set of common variables, which a risk rating could be derived from. It was at this stage we were lucky enough to be offered the support of Accenture and our hackathon (an event in which computer programmers and other software experts collaborate intensely on a project or problem) was planned.

In June 2019, we gave Accenture a brief to design a prototype of the Coastal Quick Scan Model, which would result in an electronic solution using smartphones and tablets to assess the wider areas of the coast.

The hackathon involved 25 Accenture employees, who enthusiastically dedicated 2 days of their time taking on this challenge. At the end of the 2 days, we had five prototypes all with unique and original elements, which we then combined to make our current workable prototype.

Still under development, this prototype has allowed us to assess a selection of coastal environments where the advantages of having a web-based electronic system are easy to see. The level of detail, which can be accurately captured in a more time-efficient process, is a huge improvement on traditional paper-based templates.

The focus now is on the Coastal Quick Scan template and we hope that the application will prove that this format could also be used for our other assessment and auditing needs. We are excited to continue working on this project. The plan going forward is to provide the necessary training to a dedicated team of users in order to start assessing our coastline to ensure safety concerns are understood and supported.

The University of Chichester and Kings College London, in collaboration with the Royal Life Saving Society UK (RLSS UK) and the RNLI, have commenced a lifeguard study. It involves completing a set of 12 short tasks and a brief questionnaire. The tasks have been developed by Cognitron, with the purpose to learn more about human intelligence. The study aims to identify which mental processes are important to which can be accurately captured in a more time-efficient process, is a huge improvement on traditional paper-based templates.

What we know currently is that experienced lifeguards are significantly more accurate at hazard detection, for example noticing a drowned scenario, compared to novices, who are slower at identification and recognition.

The results of the study will be used to further lifeguarding research in the hope to one day develop a training procedure that will benefit lifeguards by improving their detection ability, and all bathers by providing a safer environment to swim.

LIFEGUARD STUDY

Over the last few years, our suite of beach safety assessments has been developed with the academic support of various universities, and thoroughly tested by well-trained and experienced beach safety experts.
The RNLI constantly reviews the demands of its rescue service to make sure that our lifesavers have the facilities they need and deserve.

Operating in a dynamic, beach environment, lifeguards need the perfect spaces that can be positioned anywhere from cliff tops and sand dunes to shingle beaches and promenades. Spaces that can withstand the elements with minimal maintenance.

The safety and wellbeing of our lifeguards is paramount, and all lifeguard equipment and facilities are designed to support their lifesaving activities in these harsh coastal environments.

Both environmental and aesthetic criteria also need to be satisfied when integrating buildings and temporary infrastructures within the natural and urban environment in which they are located.

The RNLI has 434 lifeguard assets, with 56 of these being permanent lifeguard buildings. Each permanent lifeguard building offers a self-contained lookout with power, water, gas stove and storage solutions so that effective lifeguard cover can be provided on the beaches.

Additional permanent buildings include 26 mobile units, 104 transient lifeguard units, 26 permanent lifeguard units, 136 rescue board bins, 31 main support buildings, 29 ancillary buildings and 26 fixed container stores, some of which are hired seasonally.

<table>
<thead>
<tr>
<th>Facility type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent lifeguard buildings</td>
<td>56</td>
</tr>
<tr>
<td>Additional permanent buildings or structures</td>
<td>274</td>
</tr>
<tr>
<td>Transient lifeguard units</td>
<td>104</td>
</tr>
<tr>
<td>Total</td>
<td>434</td>
</tr>
</tbody>
</table>

RNLI LIFEGUARDS REPORT 2019
During 2019, the RNLI Media Engagement Team continued to raise awareness about lifeguards, the work they do and the importance of beach safety.

Between 1 January and 31 December, there were 1,556 items of print and broadcast coverage in national and regional media. These reached over 46.8M people with an advertising value equivalent of over £2.3M.

**Highlights**

- Rhyl Lifeguard George Davies featured in series 4 of *Saving Lives at Sea*.
- National and regional press, including The One Show, attended a media event in Cornwall where two casualties were reunited with the lifeguards who saved them 10 years ago.
- Two lifeguards were interviewed for the RNLI’s first ever podcast series *Lifesavers*.
- Lifeguards assisted in the rescue of 12-year-old twin sisters that received national TV coverage.
- BBC Breakfast broadcast safety messages and interviews with casualties about the use of inflatables when visiting the beach.
- National and regional media coverage of Ruth Osborne who survived being stranded in the sea after following a lifeguard’s Float to Live safety advice.
- BBC Wales Online released a feature piece on a Swansea lifeguard helping to prevent drowning in Bangladesh.

**Social media**

There was significant positive activity on the RNLI’s social media channels such as Facebook, Twitter and Instagram. A compilation video post on Facebook showing lifeguard rescues over the summer reached 122,330 people and received 46,222 views. Another photo post about Rhyl Lifeguard George Davies who appeared in *Saving Lives at Sea* reached 119,452 people and gained 264,337 impressions. Both posts received thousands of positive comments, reactions, likes and shares on Facebook.

**Media training**

Media training is delivered throughout the year by the RNLI Media Engagement Team so that lifeguards are equipped with the necessary skills and confidence to deal with the media. An integral part of operational training, the sessions recognise the important role that lifeguards play as the face of the RNLI.

**Media evaluation**

Media coverage was evaluated at the end of 2019 and, although not exhaustive, it provides a useful snapshot of public relations (PR) activity and media coverage secured during the year.

**Total volume of coverage**

The volume of media coverage for lifeguards from 1 January to 31 December 2019 is 1,556 items of print and broadcast coverage.

**Advertising value equivalent**

It is notoriously difficult to accurately calculate the equivalent monetary value of PR and communications compared with paid-for advertising. Although the advertising value equivalent (AVE) is a crude measurement, it does provide a useful benchmark. From 1 January to 31 December 2019, the advertising value of the 1,556 items of lifeguard coverage was estimated at £2.3 million (£2,337,952).

**Real-life footage**

News and radio websites used footage from our lifeguard Contour cameras. Actual footage of lifeguards going through an exercise and giving Float to Live demonstrations was used by Devon Live. Regional television broadcasts continued to use helmet camera footage to illustrate news stories about lifeguards and rescues.
NEWS

RNLI lifeguards were involved in 17,356 incidents and aided 29,334 people in 2019.

Here is just a snapshot of their activity as reported in the news highlighting the invaluable work they do not only in rescue and prevention, but in raising awareness and funds too.

17 JANUARY

Ford to supply the RNLI’s fleet of vehicles

2019 kicked off to a great start with the announcement of a new partnership with car manufacturer, Ford. As part of the partnership, Ford will be supplying a total of 450 vehicles to the RNLI over the next 3 years, including beach patrol vehicles for RNLI lifeguards.

21 MAY

Swansea lifeguard helps save Bangladeshi children

RNLI Lifeguard Darren Williams highlighted the plight of thousands of Bangladeshi families who lose their young children to drowning. Darren gave an insight on how the RNLI is helping to reduce these preventable deaths and shared his experience of providing swimming lessons and training in Bangladesh.

22 JUNE

Lifeguard patrols begin on Northern Ireland beaches

Around the north coast and in County Down, the 2019 team of RNLI lifeguards started patrolling the beaches for the summer.

13 JULY

Lifeguards save man’s life on Suffolk beach

Two lifeguards based at Lowestoft’s North Beach saved a tourist’s life after he went into cardiac arrest. Lifeguards Callum Swatman and Harrison Blowers used a defibrillator before handing over care of the casualty to the paramedics.

16 JULY

Devon lifeguards rescue 32 people in one afternoon

A team of five lifeguards on Devon’s Croyde Beach rescued 29 people within 1½ hours and a further three people later that afternoon. Dangerous rip currents were thought to be the reason for so many rescues that day.

19 JULY

Cornish lifeguards meet the unborn baby they saved a decade ago

Back in 2009, RNLI Lifeguards Chris Lowry and Damian Prisk saved the lives of a couple and their unborn child after they got cut off by the tide and washed against cliffs at Chapel Porth in Cornwall. A decade later in 2019, Marc and Vicky Murphy and their 10-year-old daughter Rae were reunited with the two lifeguards.

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20 AUGUST

The lifesaving Timson family of Newquay

Siblings Lewis, Harry, Georgie and Sonny Timson are all working on Newquay beaches as RNLI lifeguards. The Timson family’s connection with the RNLI was sparked 20 years ago when, after countless family holidays to the Cornish coast, they decided to make the move from Market Harborough down to Newquay. Contrary to the norm, Lewis the eldest even inspired their dad to follow in his footsteps! Vince signed up as an RNLI volunteer and spent 8 years as a lifeguard and a lifeguard supervisor in Newquay before the rest of the family followed suit.

11 AUGUST

Scottish lifeguards keep community safe from beach pollutant

RNLI lifeguards in Scotland were forced to close off a number of beaches from the public due to poor water quality. It’s thought torrential downpours caused an unknown pollutant to contaminate the water, making the beaches unsafe. Lifeguards were responsible for issuing a health and safety warning to beach users.

15 AUGUST

Double rescue for teenage lifeguard in Gower

Immediately after rescuing two young swimmers from a rip current on Lagland Beach in Gower, 17-year-old RNLI Lifeguard Tom Henderson spotted a father and daughter in distress in the water too. A fellow lifeguard took care of the two young casualties so that Tom and Lifeguard Nathaniel Palla could go to the rescue of the second set of struggling swimmers.

21 JULY

Lifeguard saves life of teenage boy on Skegness Beach

RNLI Lifeguard Lewis McGarry was hailed a hero after he saved the life of a 14-year-old boy who was struggling to stay afloat after drifting out of the safe zone on Lincolnshire’s Skegness Beach.

29 JULY

Major rescue operation for twin girls in huge inflatable

As twin girls Evie and Lola Taylor were being swept further and further out to sea in their inflatable unicorn, they decided to enter the water and use the Float to Live advice they’d been given by the RNLI’s Face-to-Face Fundraising Team only the day before. Hearing the girls’ screams, quick-thinking RNLI Lifeguard Josh Jones paddled out to reach them from neighbouring Botany Bay Beach. A passing pleasure boat picked the girls up and Josh stayed with them until Margate lifeboat crew arrived.

20 RNLI LIFEGUARDS REPORT 2019
The 2019 season saw RNLI lifeguards carry out 11,331 medical actions with 1,352 of them being serious incidents, including full resuscitations as in the rescues below.

Cornish volunteer saves a life just 3 days after training

Newly-qualified RNLI Volunteer Lifeguard Assistant Doreen Lawrence (76) saved a man’s life at Carbis Bay in Cornwall, just 3 days after completing her Casualty Care for Lifeguards course.

At 8.30am on 2 June, Doreen rushed to the aid of a man who had collapsed while running on the beach. When she discovered the casualty was unconscious and not breathing, Doreen began CPR.

Doreen was joined by other members of the public and together they continued CPR for 5 minutes until the community first responders arrived with an automated external defibrillator (AED). The casualty was shocked once and given oxygen. He was later airlifted to hospital by a Coastguard search and rescue helicopter.

‘Doreen played a major part in saving this man’s life. She did a fantastic job.’

ANTON PAGE
LEAD LIFEGUARD SUPERVISOR

‘As Weymouth Beach quietened down in the afternoon, we were able to carry out some first aid scenarios for the team. This proved worthwhile as not long after we’d finished, the lifeguards responded to an unresponsive casualty on the promenade.’

They maintained the casualty’s airway, inserted a plastic airway and applied oxygen prior to paramedics arriving on-scene.”

The paramedics arrived about 10 minutes later and treated the man at the scene before transporting him to hospital for further care.

CASUALTY CARE IN ACTION

Lifeguards on Weymouth Beach highlighted the value of having trained casualty carers on our beaches when they helped an unconscious man on the seafront by administering emergency first aid.

At about 5.20pm on 17 August, paramedics were called to a medical incident on the Esplanade. A man was reported to be unwell and unconscious.

Nearby, RNLI lifeguards on Weymouth Beach had been spending the afternoon practising casualty care techniques.

A spokesperson for Weymouth and West Dorset RNLI Lifeguards explains what happened.

RNLI lifeguards help unconscious man on Weymouth Beach

Lifeguards on Weymouth Beach highlighted the value of having trained casualty carers on our beaches when they helped an unconscious man on the seafront by administering emergency first aid.

As Weymouth Beach quietened down in the afternoon, we were able to carry out some first aid scenarios for the team. This proved worthwhile as not long after we’d finished, the lifeguards responded to an unresponsive casualty on the promenade.

‘They maintained the casualty’s airway, inserted a plastic airway and applied oxygen prior to paramedics arriving on-scene.’

The paramedics arrived about 10 minutes later and treated the man at the scene before transporting him to hospital for further care.

RNLI Volunteer Lifeguard Assistant Doreen Lawrence saved a life just 3 days after her training

‘Doreen played a major part in saving this man’s life. She did a fantastic job.’

ANTON PAGE
LEAD LIFEGUARD SUPERVISOR

RNLI lifeguards were practising emergency first aid scenarios on the beach before responding to a real-life incident.
RNLI LIFEGUARDED BEACHES 2019
## South West

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### NORTHERN IRELAND

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### SCOTLAND

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### North East England

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### East England

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<td>Ramsgate</td>
<td>Ramsgate</td>
<td>Sheerness, Minster, Leysdown, Minnis Bay, West Bay, St Mildred’s, Westbrook Bay, Margate Main, Botany Bay, Joss Bay, Stone Bay, Broadstairs/Viking Bay, Ramsgate</td>
</tr>
<tr>
<td>Rother and Hastings</td>
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<tr>
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<td>Chichester</td>
<td>Littlehampton East (East), Littlehampton East (West), Bognor Regis, Southsea East, Southsea Central, Southsea West, Sandown</td>
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</tbody>
</table>

<table>
<thead>
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<th>Report area</th>
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<tbody>
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<td>Highcliffe, Friars Cliff, Avon Beach, Southbourne, Fisherman’s Walk, Manor Steps, Boscombe East, Boscombe West, East Cliff, Bournemouth East, Bournemouth West, Durley Chine, Alum Chine, Branksome Chine, Canford Cliffs, Shore Road, Sandbanks, Swanage, St Brelade’s Bay, Le Braye, Watersplash, St Ouen’s, St Ouen’s Bay, Plémont, Grève de Lecq</td>
</tr>
</tbody>
</table>
Lifeguards

Royal National Lifeboat Institution
West Quay Road, Poole, Dorset, BH15 1HZ
Email: info@rnli.org.uk
RNLI.org

Photos: BBC Northern Ireland, RNLI/(Eleanor Driscoll, F2F-Team, Lifeguards, Nikki McMullen, Nigel Millard, Nathan Williams), Malcolm French, Mike Lavis, Judy Nelson, Dean Wright

The RNLI is the charity that saves lives at sea
Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (20003326), the Bailiwick of Jersey (14), the Isle of Man, the Bailiwick of Guernsey and Alderney