



RNLI LIFEGUARDS

ANNUAL REPORT 2024

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INTRODUCTION

RNLI beach lifeguards take great pride in the highly professional service they deliver each year. During the 2024 season, they provided 198,992 supervised beach patrol hours, responded to 13,135 incidents, performed 17,161 incident actions and aided 17,068 people.

Preventing incidents is the priority of the lifeguards and this is demonstrated by the **2,349,150 preventative actions** they took in 2024.

The challenges around anti-social behaviour and criminal activity continued throughout the 2024 season. We want to ensure the best possible environment for everyone involved, and we thank our partners who work with us to reduce the impact on our lifeguards and on beach visitors.

We continued to work on increasing the diversity of our workforce, with a particular focus on understanding the barriers that prevent more women and older people from applying for lifeguarding roles.

There was significant growth in the support we give to local authorities and private beach owners to mitigate risks through our beach safety assessments, signage audits and public rescue equipment audits.

Although water quality issues remained problematic on some of our lifeguarded beaches, a greater understanding of the issues led to a more joined-up approach.

In 2024, we focussed on the following **four priorities for the RNLI lifeguard service**:

1. To continue to provide high quality lifeguard and beach safety services.
2. To develop a sustainable funding model.
3. To ensure a pipeline of lifeguards to maintain service provision.
4. To provide optimum solutions for beach safety to local authorities and landowners.

In the difficult financial climate, planning for the 2025 season is already bringing new challenges. We will continue to work closely with our partners to provide appropriate guidance on risk mitigation and essential lifeguard services for the community.



13,135
INCIDENTS
17,161
INCIDENT ACTIONS
17,068
PEOPLE AIDED

198,992
SUPERVISED BEACH
PATROL HOURS

HOW WE SAVE LIVES

We know that early intervention is crucial in our mission to save every one. The RNLI RISE model – Rescue, Influence, Supervise and Educate – is a methodology that is helping us to achieve our mission, from preventing an incident to making a successful rescue possible.

Rescue

Assistance	3,559
Rescue	2,721
Lives saved	85

Influence

Method	RNLI	Non-RNLI
Beach safety assessments (full/5-year and annual reviews)	122	3
Beach safety signage reports	2	23
Public rescue equipment reports	3	13
Coastal safety quick scans*	0	23

*A coastal safety quick scan is a snapshot safety assessment of a beach or coastal location.

Supervise

Contracted supervised beach patrol hours	198,992
Preventative actions	2,349,150
Casualty care and minor first aid	7,983
Search	103
Near miss	791
Missing/found	1,093
Non-aquatic assistance, including from sandbanks	216
False alarm	131
Animals	144
Other	7

Educate

Water safety programme	Numbers
Teachers and young people	1,200+ schools visited by lifeguards to share lifesaving water safety messages with students and teachers
Swim Safe	10,000+ children aged 7–14 took part in Swim Safe, and an additional 30,000 free spaces were offered through the Royal Yachting Association's (RYA) Onboard programme
Local water safety ambassadors	1,300+ in light-touch volunteering roles
Water safety workshops	1,000+ schools, colleges and youth groups visited by water safety volunteers

These figures are correct as at 2 December 2024.

LIFESAVING IN NUMBERS

Beach Safety Auditors

Name of team/role	Number of qualified Beach Safety Auditors
Lifeguard Services Team	5
Regional lifeguard leads	7
Lead lifeguard supervisors	26
Seasonal supervisors	38
Total	76

In 2024, we ran training courses to both grow the number and retain the competency of qualified Beach Safety Auditors, in line with robust assurance practices and to mitigate the natural attrition of risk assessors.

Name of external qualification	Number of Beach Safety Auditors with external qualifications
National Examination Board in Occupational Safety and Health (NEBOSH)	8
Institution of Occupational Safety and Health (IOSH)	63
Chartered Institute of Environmental Health (CIEH)/Institute for Outdoor Learning (IOL)	5
Total	76



Beach safety assessments

Report type	RNLI beaches		Non-lifeguarded beaches	
	Number of reports in 2024	Total number of live reports*	Number of reports in 2024	Total number of live reports*
Full/5-year beach safety assessment	27	221 (of 238)	3	301
Annual review of beach safety assessment	95	134 (of 238)	0	0
Signage report	2	197**	23	314
Public rescue equipment report	3	140***	13	209
Coastal safety quick scan****	0	0	9	181*****

* Live reports are those that are still in date but required no action in 2024.

** Not all locations allow beach safety signage.

*** Not all locations are suitable for public rescue equipment.

**** A coastal safety quick scan is a snapshot safety assessment of a beach or coastal location.

***** This figure is for reports held centrally. Historical reports will not be added as they are considered out of date.

All figures shown above are up to 26 November 2024 unless otherwise stated.

BEACH SAFETY SERVICE DELIVERY

The RNLI offers a beach safety assessment consultancy service to all local authorities and private beach owners.

Beach safety assessments

Beach safety assessments (BSAs) underpin the RNLI lifeguard service. They help us to determine the number of lifeguards, the equipment and the length of season needed for each lifeguarded beach.

The BSAs reports cover some 90 individual hazards, as well as gather many other factual pieces of data and observations for a location. They enable our coastal teams to record their expert knowledge in a format that can be shared around and outside of the RNLI. Alongside the BSAs are signage reports, public rescue equipment (PRE) reports and service level reports.

Every 5 years, as a minimum, local teams conduct a full review of the BSA. The intermediate years are covered by annual BSAs, which became a 'live' document in 2024. Annual BSAs allow us to regularly review and capture observations that may have been recorded less formally in the past. These include observations such as shifting sands, which make deployment of rescue craft challenging or impossible for short periods, and cliff instabilities, which are reported to local authorities.

In 2024, we have taken big steps to formalise our training for those conducting reports. This includes compiling detailed records on internal and external training, retaining competency as part of a training cycle, further coastal visits, and online remote support on the processes and skills.

All coastal facilities are working from the same up-to-date report templates and have the same access to the latest data that we hold for a location. There is much more we hope to do with our data to better inform our efforts and to have the most productive effect. For example, matching the number of incidents, people aided and their activities against each hazard type at each location.



**99%
DELIVERY
AGAINST
CONTRACT**

The RNLI endeavours to provide a 100% service delivery against contract. In 2024, we achieved 99% by providing 198,992 out of 200,904 contracted supervised beach patrol hours. This was despite some lifeguard service agreements made with local authorities and private beach owners not going ahead.

We are also clarifying elements of the reports by giving definitions for types of beach environments and the tidal flow data affecting the location. And we are ensuring our people are best supported when undertaking the report process. By continually improving these processes, we are standardising the reports while retaining their location-specific accuracy.

Working with other internal teams, we plan to commercialise our suite of lifeguard reports for locations that currently have no lifeguard service. This will allow us to provide more assistance to landowners, stakeholders and local authorities and better understand the challenges they face. It's hoped this may lead to requests for the RNLI to provide a lifeguard service at these locations, or at least allow landowners, stakeholders and local authorities to put mitigations in place to improve safety for visitors.

In 2024, the RNLI permanently adopted the Lifeguard Services Overview (LSO) map, giving wider access across the organisation to these reports. They have been used for informed decision-making, allowing users to see the status of our compliancy and quickly understand the risk levels at all beach locations we have visited over the past 20+ years. The map has also been accessed by other RNLI workstreams to help with their understanding of the work of our lifeguards, and how best to approach activities in an RNLI lifeguarded area.

Most recently, we have been working to add extra layers of data to the map. This has been directly with the Ordnance Survey as well as compiling our own datasets. This gives us a full overview of emergency services activity and university research, along with our lifeguarding expertise, and is all part of making our data more intuitive, efficient and reliable in the future. Our intention is to digitise our data collection so we can save more lives by helping to reduce incidents on the coast.

LIFEGUARD STATISTICS OVERVIEW



**17,068
PEOPLE
AIDED**

**2.3M+ PREVENTATIVE
ACTIONS**

**6,280
PEOPLE RESCUED
AND ASSISTED**

Lifeguards	Number
Incidents	13,135
Lives saved	85
People aided	17,068
Incident actions	17,161
Preventative actions	2,349,150

These figures are correct as at 16 December 2024.

Summary of incidents attended, people aided and incident actions taken by lifeguards

Lives saved	85
Rescue	2,721
Assistance	3,559
Casualty care	1,321
Minor first aid	6,662
Search	103
Missing/found	1,093
Non-aquatic assistance	216
Near miss	791
False alarm	131
Anti-social behaviour	258
Animals	144
Other	77

	Northern Ireland	North and East England	Scotland	South East England	South West England and Jersey	Wales and West England
Number of lifeguard units	12	44	8	42	87	49
Incidents	204	1,990	228	1,930	6,892	1,891
People aided	235	2,236	343	2,284	9,178	2,792
Total incident actions	238	2,252	358	2,194	9,310	2,809
Preventative actions	83,490	242,319	29,084	340,923	1,122,741	530,593
Total incident actions						
Lives saved	5	8	1	15	43	13
Rescue	43	140	23	157	2,014	344
Assistance	76	391	56	315	1,856	865
Casualty care	13	214	26	245	647	176
Minor first aid	84	1,165	90	928	3,579	816
Search	3	32	4	16	32	16
Missing/found	4	153	18	322	444	152
Non-aquatic assistance	3	23	2	10	45	133
Near miss	0	47	110	39	443	152
False alarm	1	11	5	21	68	25
Anti-social behaviour	4	45	20	116	55	18
Animals	2	13	2	8	64	55
Other	0	10	1	2	20	44

These figures are correct as at 16 December 2024.

TRAINING

The services we provide would not be possible without trained and competent lifeguards. The coastal teams, with the support of the Lifeguard Assessor Trainer Team, provide training across a range of disciplines to ensure the best possible service to those who visit RNLI lifeguarded beaches.

Training highlights

- Targeted support is provided throughout the season, and each year training resources are developed, updated or refreshed.
- Support from the Lifeguard Assessor Trainer Team is given to ongoing and bespoke regional and national lifeguard training demands in multiple locations, to allow the delivery of a lifeguard service.
- National Vocational Beach Lifeguard Qualification courses (NVBLQ) – the national standard for beach lifeguarding – are delivered in areas as needed.
- Commercial training and assistance with a range of other commercial events

help to generate income. In 2024, commercial training included two rescue watercraft (RWC) courses for the military.

- Learning resources supporting the delivery of lifeguard training are provided to all lifeguard trainer assessors. Online assessment tools are created and updated based on detailed analysis of data generated from training events and incident reports.
- Feedback from training activities allows for the development of new procedures and interventions, ensuring the safety of our lifeguards and the robustness of our training.
- A range of external, industry-standard qualifications are gained by the Lifeguard Assessor Trainer Team to enable wider compliance, assurance and certification across the lifeguard service. These include RYA (Royal Yachting Association) Personal Watercraft Instructor and RYA Marine Radio SRC (Short Range Certificate) Assessor.
- The new lifeguard competency framework is put into practice in 2024, focusing on a lifeguard's practical skills in the environment they work in.
- A new Training Working Group established at the end of 2023 ensures a renewed focus on meeting the operational needs of the service.



Coastal training, assessments and verifications delivered in 2024:

Course title	Number of lifeguards newly trained and assessed/upskilled
Operational Leadership	73
Operational Admin	12
Lifeguard Trainer Assessor Verification	54
Lifeguard Supervisor Induction	125
Royal Yachting Association Marine Radio Short Range Certificate	42
Lifeguard Experience Day (for volunteers and staff across the RNLI)	28 candidates
Trainer Assessor	44
Lifeguard Equipment Trainer Assessor	30

These figures are correct as at 23 July 2024.

Course title	Number of qualified lifeguards
Lifeguard Induction	1,568
Operational Command Assessment	810
All-Terrain Vehicle Operator	989
Four-wheel Drive Operator	730
Inshore Rescue Boat Crew	112
Inshore Rescue Boat Helm	180
Rescue Watercraft Operator	397



OUR PEOPLE

No matter who we are or where we come from, we stand united as one crew.

The RNLI is dedicated to saving every one, without exception. This commitment extends to our recruitment efforts and the communities we serve, ensuring the continued strength and sustainability of our lifeguard service.

We are devoted to fostering inclusivity within our workforce and are dedicated to providing a safe, forward-thinking and welcoming work environment.

The RNLI actively supports and encourages participation in various networks, including:

- Disability Network
- Race Equality Network
- Harbour Network (LGBT+)
- Young People's Network
- Women in Lifeguarding
- Training Working Group
- Equipment Working Group
- Women's Community
- Women in Search and Rescue (SAR)
- Anti-social Behaviour Working Group.

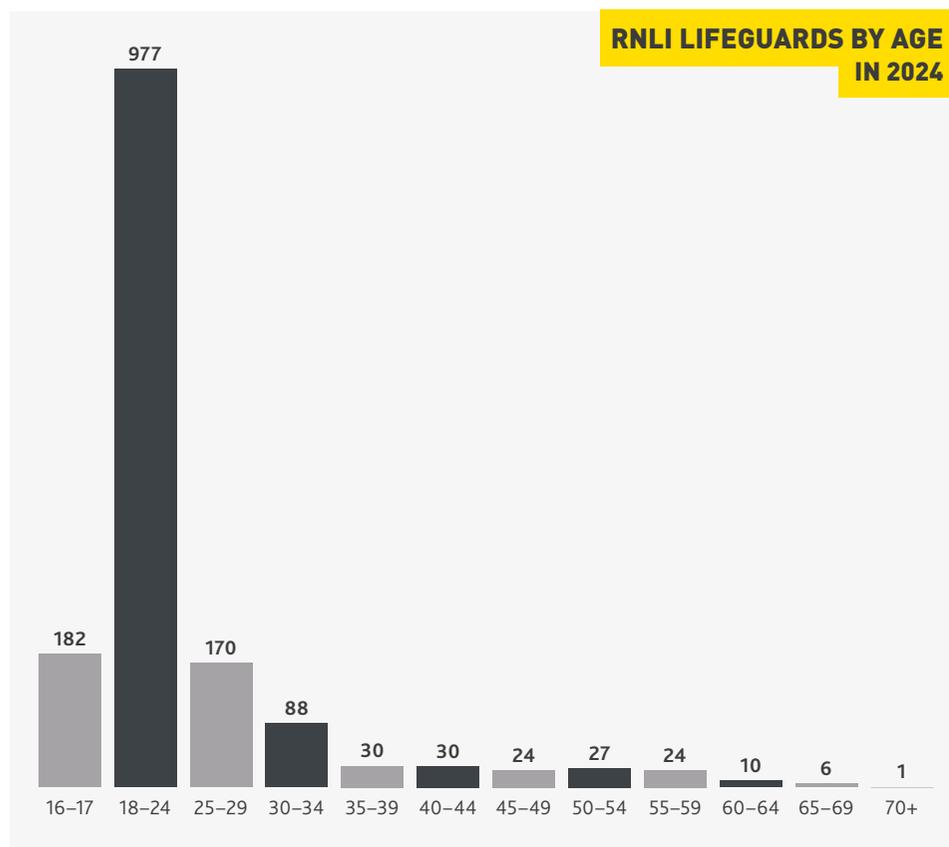


RNLI Lifeguard Greg Spray on patrol at Crantock Beach, Newquay. Greg began lifeguarding in Cornwall and Australia in the 1970s.



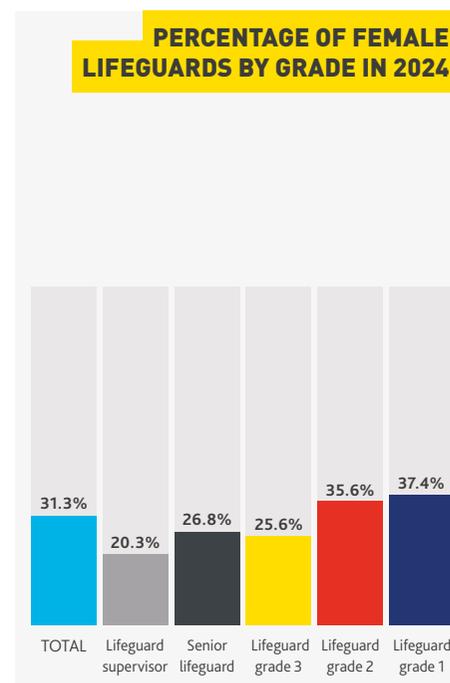
RNLI Lead Lifeguard Supervisor Alice Higgins at the 2024 Women in Search and Rescue (SAR) conference

Equity, Diversity and Inclusion (EDI)



2024 saw little change in the age profile of our lifeguards.

The figures in these graphs are correct as at 1 August 2024.



The percentage for each grade refers to the number of lifeguards within that grade. In 2024, 31.3% of all RNLI lifeguards were female. In 2023, that figure was 31.5%. There was a noticeable decrease in the number of female lifeguard supervisors, returning to 2022 levels (20.3% in 2024 / 25.9% in 2023), with slight increases in female lifeguards at grades 2, 3 and senior.

PERCENTAGE OF RNLI LIFEGUARDS BY DISABILITY

	IN 2023	IN 2024
Disabled people	1.5%	1.5%

PERCENTAGE OF RNLI LIFEGUARDS BY ETHNICITY

	IN 2023	IN 2024
Ethnic diversity	3.0%	2.7%

PERCENTAGE OF RNLI LIFEGUARDS BY RELIGION

	IN 2023	IN 2024
Religious diversity	1.0%	1.5%

PERCENTAGE OF RNLI LIFEGUARDS BY SEXUAL ORIENTATION

	IN 2023	IN 2024
LGBT+ *	4.5%	3.4%

*LGBT+ stands for lesbian, gay, bisexual, transgender and plus (a variety of other ways people define their gender and sexuality).

Lifeguard levels	Number of lifeguards	Percentage of lifeguards
Lifeguard grade 1 (LG1)	393	25.1%
Lifeguard grade 2 (LG2)	405	25.8%
Lifeguard grade 3 (LG3)	293	18.7%
Seasonal senior lifeguard (SLG)	418	26.7%
Seasonal lifeguard supervisor (LGS)	59	3.8%

In 2024, the RNLI recruited 1,568 operational lifeguards. In 2023, this figure was 1,565.

The figures in these tables are correct as at 1 August 2024.

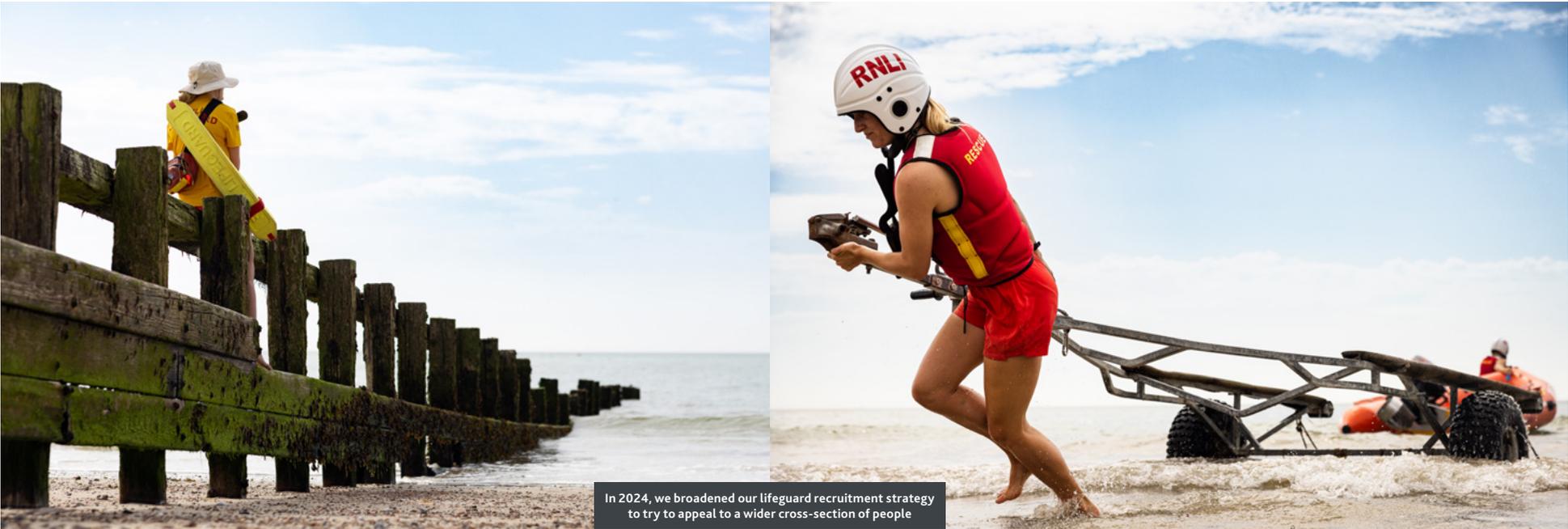
Monitoring and improving our EDI profile

Not all lifeguards are recruited for the year, so this data provides a snapshot view of our Equity, Diversity and Inclusion (EDI) profile.

We acknowledge that there is room for improvement across key metrics. While we're at the beginning of this journey, we're committed to making progress. By recording and publishing our current EDI statistics in lifeguarding, we have taken the first crucial step.

Moving forward, we will consistently monitor our performance in these areas so that we can begin to draw strategic objectives and provide support and development initiatives accordingly.

We will also actively work with our key stakeholders to pursue opportunities to broaden our recruitment pool and improve EDI throughout lifeguarding.



WATER SAFETY PROGRAMMES

In 2024, water safety and lifeguard teams around the UK and Ireland continued to work with others, prioritise risk and positively educate all in our mission to save every one.

WORKING WITH PARTNERS

Float to Live

With the support of RNLI lifeguards and Helly Hansen, we launched the Float to Live campaign in May at the Sky Pool in London, demonstrating the survival skill in a transparent swimming pool, against an iconic London backdrop.

Research by the RNLI and University of Portsmouth's Extreme Environments Laboratory (EEL) [1] shows that floating is different for everyone. Where some people naturally float with little movement, others require gentle use of their hands and legs to stay afloat. The technique has been tested in different open water environments, which shows that Float to Live is helpful both at the coast and in inland waters.

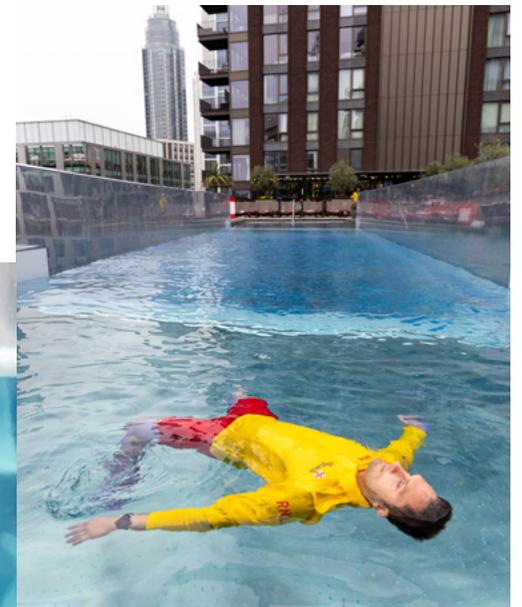
Although beach leisure time has increased in the UK by nearly a third (28%) over the past 3 years [2], 10% [3] of people said the potential dangers associated with the water are something they don't think about often, and 36% [4] of people don't know what to do if they get into trouble in the water.

Therefore, the RNLI has continued to remind people to remember to Float to Live if they find themselves in trouble in water:

- Tilt your head back with ears submerged.
- Try to relax and control your breathing.
- Move your hands to help you stay afloat.
- It's OK if your legs sink – we all float differently.
- Spread your arms and legs to improve stability.
- Once you're through the initial shock, call for help or swim to safety if you can.

References

- [1] The RNLI and the University of Portsmouth's Extreme Environments Laboratory (EEL). Article number 2030 (2024) on the BioMed Central (BMC) Public Health website: Inexperienced water users can 'Float to Live' in realistic open water conditions by Clare Eglin, Heather Massey, Geoff Long, Adrian Mayhew and Michael Tipton.
- [2] The Nursery – Watersports Participation survey.
- [3,4] Basis research RNLI water safety pre-campaign survey 2024



RNLI Lifeguards Courtney Randino and Dominik Fajkiel demonstrate the Float to Live technique at the Sky Pool in London

'The advice of Float to Live was an absolute lifesaver'

The Float to Live advice helped save Michael Whiteley from Scarborough, when he got into trouble in the water on 8 January 2024.

Michael, an experienced sea swimmer, found himself caught out by strong currents when he went for a swim in his regular swimming spot. The currents dragged him out of his depth and before long, he knew he was in danger.

'My friend and I only planned to go in the sea for about 10 minutes,' recalls Michael. 'After treading water

for about 5 minutes, we found ourselves out of our depth. My friend, who is a lot younger and fitter than me, managed to get back to shore. I tried to swim too but the current was just too strong. I felt powerless and at the mercy of the sea.

'I was confident my friend would call for help – which thankfully he did – and I hoped the RNLI would soon rescue me. I had attended a couple of cold water swimming safety sessions run by the RNLI, which was an absolute lifesaver. I knew how important it was not to exhaust myself and to float on my back



Michael Whiteley says RNLI Float to Live advice helped save his life

until help arrived. This gave me vital time to calm down and preserve energy, although in the back of my mind I kept thinking, if I'm not found soon, I'm not going to make it.

'I'd been in the water for about 30 minutes and was getting very cold when I saw an RNLI lifeboat approaching.

I felt so relieved knowing that they were here to rescue me. They pulled me onto the lifeboat and quickly got me ashore to an ambulance.'

Scarborough Lifeboat Station volunteers went to Michael's rescue and helped get him to safety.



A Swim Safe session at a Royal Yachting Association (RYA) activity centre in Portsmouth

SWIM SAFE
IMPROVES KNOWLEDGE
OF BEACH SAFETY FLAGS BY
105% IN CHILDREN
55% IN PARENTS/GUARDIANS

This includes now knowing to swim between the red-and-yellow flags on a lifeguarded beach. Percentage increases are based on people's knowledge of beach safety flags before and after their Swim Safe session in 2024.

RNLI LIFEGUARDS
SHARED VITAL
WATER SAFETY
MESSAGES WITH
1,202 SCHOOLS



RNLI Lifeguards Lucy Jane MacGawan and Lola Sutton from Margate during a Meet the Lifeguards session with pupils from Old Bexley C of E Primary School, London

Swim Safe

Every year, RNLI lifeguards and lifeboat crews race to the rescue of children and adults who find themselves in difficulty in and near the water. Statistics show that in the summer months of 2024, children and teenagers accounted for over half of those needing our lifeguards' help. In 2024, RNLI lifeguards helped 9,136 children and teenagers.

Swim Safe, in collaboration with Swim England, teaches 7 to 14-year-olds how to stay safe in and around open water. Since the free sessions were established in 2013, more than 175,000 children and young people have been taught vital lifesaving skills. The programme continues to run with the dedication and support of delivery partners, community volunteers, RNLI lifeguards and members of the RNLI Water Safety Team.

In 2024, the Royal Yachting Association (RYA) – the UK's national governing body for sailing, powerboating, and windsurfing – worked together with the RNLI and Swim England to deliver Swim Safe sessions at 15 of its activity centres as part of the RYA's OnBoard programme for children. These additional RYA sessions helped to reach up to 30,000 children, on top of the 10,000+ children and young people aged 7–14 who took part in the public and school sessions at other outdoor Swim Safe locations.

Working with teachers and young people

From Belfast to Bexley, Ceredigion to Cornwall, over 100 RNLI lifeguards across all six RNLI regions of the UK visited 1,202 primary and secondary schools in 2024. They provided over 130,000 children with lifesaving advice to support them and their families when visiting the coast.

Lifeguards led the delivery of **Meet the Lifeguards** sessions, **Lifeskills** and **Crucial Crew** schemes, and water safety scenarios at community safety centres and events, such as the Southampton Boat Show.

A special thanks to all the lifeguard and water safety teams that supported the delivery of water safety programmes in 2024.

'Engaging with teachers is really important as there are important messages for them to engage with too. We've also got to connect with parents visiting the beach and iterate messages from a young age. We have to continue to think long term about this work.'

Jake Williams

RNLI Lifeguard, Chichester

<p>10,000+ YOUNG PEOPLE AGED 7-14 TOOK PART IN FREE PUBLIC AND SCHOOL SWIM SAFE SESSIONS</p>	<p>1,000+ WATER SAFETY WORKSHOPS DELIVERED TO SCHOOLS, COLLEGES AND YOUTH GROUPS BY WATER SAFETY VOLUNTEERS</p>	<p>1,300+ LOCAL WATER SAFETY AMBASSADORS IN LIGHT-TOUCH VOLUNTEERING ROLES</p>
<p>UP TO 30,000 CHILDREN OFFERED FREE SWIM SAFE SESSIONS THROUGH RYA* ONBOARD PROGRAMME</p>		

** Royal Yachting Association*

World Drowning Prevention Day

World Drowning Prevention Day (WDPD) took place on Thursday 25 July, and we encouraged teams to support the World Health Organization’s (WHO) call for action to help save lives.

It’s estimated an alarming 236,000 people die from drowning every year and WDPD, now in its fourth year, was created to raise awareness of drowning and drive action to save more lives.

WDPD was established as part of the first-ever resolution on Global Drowning Prevention adopted by the United Nations (UN) in April 2021. This resolution acknowledged the issue of drowning for the first time in the UN’s 75-year history and set out the actions that every country should take to prevent the tragic and profound impact of drowning.

The day received further endorsement in 2024 when the World Health Assembly (WHA) adopted its first-ever resolution on Drowning Prevention, encouraging member states to show support on 25 July.



Scotland’s lifeguards, including Maisie Watson, were among those who went blue for World Drowning Prevention Day 2024

FUNDING

As a charity that's independent of the government, the RNLI is always looking for sustainable solutions and opportunities to support the delivery of our world-class lifesaving service, both now and in the future. We are very keen to work with our corporate network to create mutually beneficial and bespoke partnerships.



As part of our partnership with XTRATUF®, every RNLI lifeguard received a pair of bespoke red-and-yellow Après Fish Sliders as a gift

Funding the lifeguard service

Due to the economic challenges in 2024, we're working closely with our existing partners, while striving to forge new commercial partnerships, to develop funding for the essential lifeguard service we provide.

Funding provides the training that maintains our lifeguards' skills and fitness, and that keeps them safe when rescuing those in trouble in the water. It provides the kit that protects them from the elements and the coastal environment. And it provides and maintains the facilities and equipment they need to save lives on the beach.

Our current partners

XTRATUF®

In celebration of the RNLI's 200th birthday in 2024, and in recognition of the incredible work our lifeguards do, XTRATUF® gifted each lifeguard – all 1,568 of them – a pair of bespoke red-and-yellow Après Fish Sliders to wear in the 2024 season onwards.

In addition, XTRATUF® is donating £1 per pair of boots sold from its XTRATUF® lifestyle range to our lifeguard service and is helping to share vital water safety messages with its customers.

Originally designed for Alaskan fishermen navigating treacherous seas, XTRATUF® footwear is worn by all kinds of ocean lovers today. By joining forces, the RNLI and XTRATUF® are working together to ensure the XTRATUF® community can enjoy the ocean safely.

YETI

In 2024, the RNLI began a long-term partnership with premium outdoor gear brand YETI.

YETI is helping to keep our lifeguards hydrated and reduce their use of single-use plastic by providing them with Rambler bottles and cups for patrols. YETI is also providing Tundra Cool Boxes and Silo Water Coolers for remote lifeguard units to ensure drinking water remains icy cold throughout the summer.

In addition, YETI will be supporting the RNLI's fundraising activities and sharing lifesaving water safety messages with its customers, working together to save more lives.



The brand behind our lifeguard service

For 2025, we're continuing to invite companies to express their interest in joining us on the frontline as the lead sponsor of the RNLI lifeguard service. As well as lead sponsor, we're inviting new brands to form part of our lifesaving service.

Through their brand, our partners, like XTRATUF® and YETI, will support every preventative action, every rescue and every life saved by RNLI lifeguards.

In return, they'll receive a bespoke package to meet their organisation's strategic objectives and bring significant returns on their marketing investment. This will include their brand featuring across our lifeguarding assets on the beach, boosted by both digital and traditional media and unique face-to-face engagement.

If your company is interested in becoming the brand behind the RNLI lifeguard service:

- Scan this QR code with your mobile device to watch our video and find out more.



SCAN ME

- Or visit RNLI.org/BeTheBrand.

If you would like to talk to us about sponsoring the service, please email Abbie_Hawkins@RNLI.org.uk. Thank you.

FUNDRAISING

During our busy summer months, RNLI lifeguards are a familiar public-facing, charitable service and supporters often want to donate to our lifesaving work.

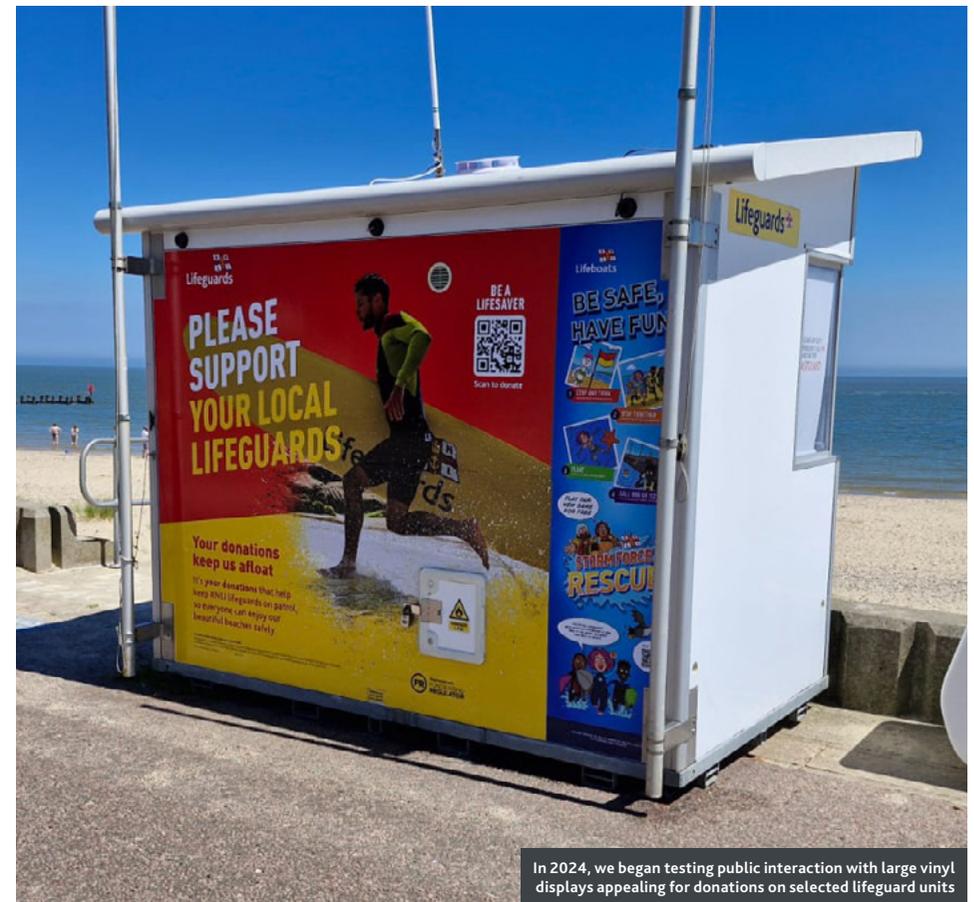
Funding the lifeguard service

Although the amount of cash donated to charities has increased over the last 12–18 months, cash donations continue to decline in comparison to electronic donations. In addition, it's vital that the fundraising impact on our lifeguards is reduced by them not having to facilitate and secure cash donations.

To support the move to cashless giving, we launched several trials during 2024. These included:

- QR codes for donations at all our lifeguard units
- solar-powered contactless donation plinths at 15 lifeguarded locations
- aftercare postcards giving vital information to anyone who receives treatment from RNLI lifeguards and an option to donate using a QR code
- large vinyl displays featuring a QR code for donations on selected lifeguard units (as pictured).

We look forward to reviewing the data from these resources to ensure we're investing in the best solution to our fundraising needs in 2025.



In 2024, we began testing public interaction with large vinyl displays appealing for donations on selected lifeguard units

FACE-TO-FACE FUNDRAISING

Our in-house team of face-to-face (F2F) fundraisers act as ambassadors for the RNLI. They are thoroughly trained on what the charity does on an international, national and local level. This means that wherever the conversation flows, they can find a connection and a relevance to inspire every single person they meet about the RNLI.

The F2F Team not only ensure a valuable regular giving channel for the RNLI, but also speak confidently about how people can help to keep themselves safe around water.

In 2024, the team were recognised for this work by the Chartered Institute of Fundraising and were awarded winners at the National Fundraising Awards for **Individual Giving Campaign of the Year**.

The team have always shared key water safety messages, and throughout 2024 they engaged with over 275,000 adults and young people with targeted and relevant safety messages, leading to lifesaving behaviour change. This is crucial for our drowning prevention work.

Our F2F Team work collaboratively in the local community working alongside RNLI volunteers, lifesavers and partners – each supporting the other to achieve their goals.

Working like this enables the team to inspire new supporters, who in 2024 contributed over £2.4M in their first year to the RNLI through monthly direct debits. This type of secure regular income is so important for the RNLI. It builds on the great work of our volunteer fundraisers, who raise awareness of the RNLI each and every day.

Across the year, our F2F fundraisers worked at a variety of locations throughout the UK and Ireland, all year round, from January through to December. These included beaches, lifeboat stations, event venues, leisure centres, shopping centres and garden centres.

Several RNLI lifeguards joined the F2F Team for the winter months to continue their lifesaving work with the RNLI and were a great asset to the team.

275,000

**ADULTS AND YOUNG PEOPLE
EDUCATED ABOUT WATER
SAFETY BY F2F TEAMS
ALL YEAR ROUND**



RNLI lifeguards and face-to-face fundraisers work together to save lives

RESEARCH AND INNOVATION

Over the past 3 years, the RNLI has been at the forefront of beach safety innovation. In 2024, we continued to use technology and innovation to develop a more efficient and effective lifeguarding service.

Expanding data collection through image recognition

In 2024, we continued our collaborative research project with Surflife, looking to use cutting-edge computer vision technology to count beachgoers accurately. This initiative significantly reduces the need for manual data entry, streamlining operations and cutting costs.

Knowing the number of incidents is higher at certain times of the year and day means that RNLI lifeguards can be better prepared for peak times and can better plan their patrols.

We successfully integrated solar photovoltaic panels and 4G network capabilities within our rural, 'off-grid' beach lifeguard units. The technology is now fully operational on 15 diverse beaches, accommodating various beach types and tidal ranges. Looking ahead, we're laying the groundwork and shaping a potential national rollout over the coming years.



Portstewart Strand Beach lifeguard unit where solar photovoltaic panels and a 4G network has been installed to enable data collection through image recognition



A new artificial intelligence (AI) process aims to eliminate time-consuming manual data entry by RNLI lifeguards

Forecasting beach hazards

Working in partnership with the Met Office and Plymouth University, we developed and rolled out an in-house forecasting model that predicts the wave conditions and rip current hazards across all of the beaches in the UK.

Currently this important hazard information is being published to support our lifeguards' operational decision-making. However, as the information is available for all beaches, not just those with an RNLI lifeguard unit, we're exploring how we can provide this as an external service to benefit other water safety partners.

Using technology to improve productivity

Lifeguards complete a range of data collection exercises so that we can monitor the number of beach visitors, and the number of incidents attended by lifeguards, including when and where different types of incidents happen. This provides vital information for planning and directing resources to where they're most needed.

Over the last 2 years, we've been trialling a new artificial intelligence (AI) process to scan the paper forms completed by lifeguards to eliminate manual data entry and data security risks. This initiative has proven successful in delivering both efficiencies, as well as data quality improvements. It has cut processing time down from 2 minutes to 20 seconds and reduced the number of forms needing manual checking from 90% to 45%.

Following the successful trial in 2024, this AI-powered scanning process is being rolled out across a wider range of forms and we will continue to evaluate and improve.

MEDIA

During the 2024 season, the RNLI Media Engagement Team continued to raise awareness about RNLI lifeguards, the lifesaving work they do and the importance of beach safety.

Highlights

- A journalist from *The Sunday Times Magazine* spent a day with RNLI lifeguards on Porthmeor, St Ives and Gwihian beaches in Cornwall. This was part of a wider piece about the 200th anniversary of the RNLI and the work of the charity as a whole.
- RNLI Lifeguard Chris Lewis was awarded a Guinness World Record Award for the longest career as a lifeguard.



The world's longest-serving lifeguard, Chris Lewis

A presentation of the award took place on Bournemouth Beach ahead of the lifeguard season. *The Guardian* published an article nationally online and in print and *ITV Meridian* broadcast an interview with Chris Lewis as he received his award. This led to Chris being interviewed live on *Good Morning Britain* alongside his wife Elaine.

- RNLI lifeguards in Newquay performed more than 100 rescues and saved three lives on one of the busiest weekends of the summer. This news was picked up locally with coverage across Cornwall.

Watergate Bay was the busiest beach in the area, with lifeguards performing



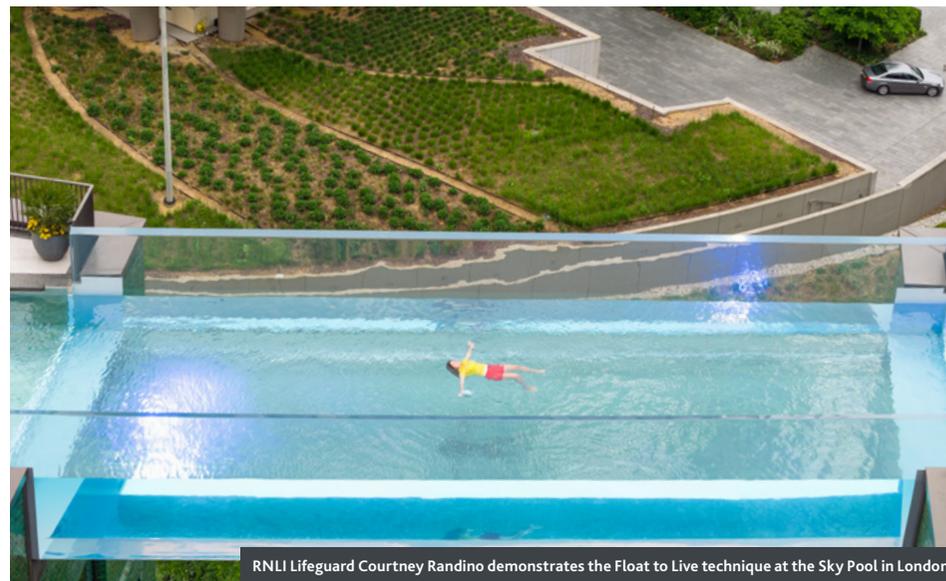
Three lives were saved at Watergate Bay, Newquay, during one of the busiest weekends of the summer

'Two decades on, the impact of the lifeguards is enormous: last year [2023] they helped almost 20,000 people, bringing the total number of people aided by RNLI crews and lifeguards to 30,713.'

Excerpt from a feature on RNLI lifeguards in *The Sunday Times Magazine*

over 50 rescues across the weekend, and saving three lives on the Friday. RNLI lifeguards at Porth Beach and Fistral Beach were also called into action nearly 50 times, including two major first aid incidents. Lewis Timson, Lead Lifeguard Supervisor for Newquay, commended his team for all their hard work.

- The RNLI, supported by Helly Hansen, launched its Float to Live campaign on 21 May at London's Sky Pool, Embassy Gardens. The launch was broadcast live on BBC *Breakfast*, with RNLI Lifeguards Courtney Randino and Dominik Fajkiel demonstrating the Float to Live technique in the transparent swimming pool.



RNLI Lifeguard Courtney Randino demonstrates the Float to Live technique at the Sky Pool in London

Social media

Our social media followers across Instagram, TikTok, LinkedIn and X continued to show positivity towards the RNLI and our lifeguards.

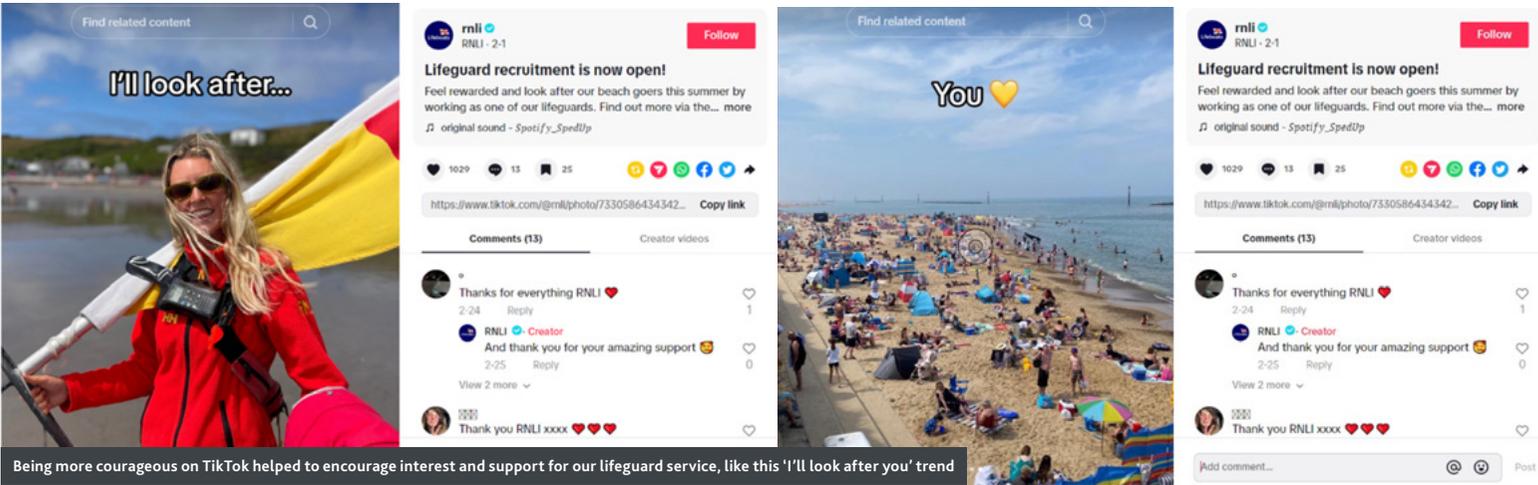
- Launching lifeguard recruitment with a fun and interactive quiz in 2023 proved to be so popular, we did it again in 2024. A video, which went alongside the quiz, performed better than previous years with a reach of 24,500 on Instagram.
- We held an Instagram Live Q&A with RNLI Seasonal Lifeguard Supervisor Luke Lane-Prokopiou to dive into what it takes to become a lifeguard and to talk about his experience. With a reach

of 25,500 and lots of comments from potential candidates, it really shows the value of this type of content.

- Following a successful trial of TikTok in 2023, we were more courageous with the channel in 2024 by jumping on trends to reach new audiences. Our content for the 'I'll look after you' trend in support of lifeguard recruitment was particularly successful with over 1,000 engagements from followers and potential applicants.

- We covered more about the training requirements to become a lifeguard across our content and used new footage that we captured during training days.
- A reel showing the rollout of our lifeguard service gained the most engagement on Instagram with a reach of 25,500 and 1,400 engagements.
- The top performing content across all channels in the week it was posted was a video of RNLI Lifeguard Chris Lewis

receiving his Guinness World Record Award for being the RNLI's longest-serving lifeguard. When posted on TikTok and Instagram, and reposted by Guinness World Records, the reach was 11,900 on TikTok and 25,500 on Instagram, and the number of engagements was 1,500 on TikTok and 1,400 on Instagram.



Being more courageous on TikTok helped to encourage interest and support for our lifeguard service, like this 'I'll look after you' trend

NEWS

Here is just a snapshot of some of the lifesaving rescues involving RNLI lifeguards in 2024, alongside highlights of their critical work to raise awareness and share water safety messages.

20 MARCH ONWARDS

Launching the 2024 season

The RNLI launches the new lifeguard season with various media opportunities at beaches across the UK to witness lifeguards going through their paces. Journalists are given a chance to speak with lifeguards and see



23 May: RNLI Lifeguard Rosalie Longman (left), Senior RNLI Lifeguard George Hudson (middle) and RNLI Lifeguard Terri Warner (right) rescue two surfers at Perranporth Beach

how they train and prepare for patrols. Rescue statistics for the 2023 lifeguard season are published to coincide with the launch.

27 MARCH

A record-breaking lifeguard

RNLI Lifeguard Chris Lewis is awarded a Guinness World Record Award for having the longest career as a lifeguard. In 2024, 72-year-old Chris celebrated 59 years of keeping people safe on Bournemouth Beach.

23 MAY

Two surfers rescued from a rip current

RNLI lifeguards spring into action when two surfers get caught in a rip current off Perranporth Beach in North Cornwall. Senior Lifeguard George Hudson helps a 13-year-old boy, while Lifeguards Terri Warner and Rosalie Longman help a 36-year-old man. The lifeguards bring the two surfers safely back to shore and provide casualty care until paramedics arrive.

31 MAY

An all-female lifeguard team

On this day, for the first time, the RNLI lifeguards keeping people safe on Camber Sands in East Sussex are all women. In her eighth season, Georgia Landy is the senior lifeguard supervisor on the shift. The two other lifeguards are sisters Florence and Beatrice Laimbeer. Florence has been lifeguarding for the past 4 years, and Beatrice is in her second season on Hastings and Camber beaches, following in her sister's lifesaving footsteps.



31 May: The first ever all-female lifeguard team on Camber Sands

9 JUNE

An out-of-hours rescue

At 9.50am, before their shift started, North Cornwall RNLI Lifeguards Theresa Morokutti and Harry Barea go to the rescue of a bodyboarder who is drifting round the headland of Mawgan Porth Beach

in a strong current. Entering the water fully clothed, they each paddle more than 300m on rescue boards to reach the bodyboarder and bring her safely back to shore.



9 June: RNLI Lifeguards Theresa Morokutti and Harry Barea rescue a bodyboarder at Mawgan Porth Beach

25 JUNE**An abundance of rip currents**

A combination of up to 1.2m surf and light wind causes an abundance of rip currents, resulting in a busy weekend of rescues, sea patrols and countless preventative actions for Pembrokeshire lifeguards in the north and south of the county.

At Newgale and Whitesands beaches, RNLI Lifeguards Thomas Owen and Finn Jones both paddle out on rescue boards to help two surfers. Senior Lifeguard Dafydd Ridgway helps two more surfers struggling to return to shore. And patrolling the seas on a rescue watercraft, RNLI Lifeguards Jonathan Cafolla-Ward and Fiona Campbell come across three more surfers stuck in a rip current.

Lifeguards on Freshwater West Beach arrive before patrol hours to find two surfers caught in a rip current. Using a Public Address system and hand signals from the shore, the lifeguards manage to direct the surfers safely out of the current and give them safety advice once they're back on the beach.

4 JULY**Swimmer uses Float to Live technique**

When RNLI Lifeguard Leon Cherrington-Jones swims out to rescue a swimmer at

Sandymouth Beach in North Cornwall, he finds her between the rocks and in the Float to Live position. Using the rescue tube, Leon floats the swimmer past the rocky area before getting her safely back to shore.



4 July: RNLI Lifeguard Leon Cherrington-Jones rescues a swimmer off Sandymouth Beach

5 JULY**An off-duty rescue**

Off-duty RNLI Lifeguard Callum McDonald is on a surf trip at Farr Bay, near Thurso, when he comes across two young bodyboarders caught in a rip current by some rocks. Callum

gets them to hold onto his board leash while he paddles away from the rocks. He has to time it well in between the sets of waves to ensure everyone's safety. Struggling to keep afloat without their bodyboards, the children then cling onto Callum's surfboard while he pushes it ashore by kicking his legs. Once safely back on land, the children are checked over and reunited with their friends and family.



5 July: RNLI Lifeguard Callum MacDonald rescues two young bodyboarders while off duty

11 AUGUST**Lifeguards help cardiac arrest casualty**

RNLI Lifeguards Luke Barton and Oliver Owen are just finishing their 5K run along Lowestoft Promenade in East Suffolk when

they rush to the aid of another runner who is in cardiac arrest. Lifeguards Vicki Grice, Owen Webster and Rose Webster also help as they arrive for the start of their shift. The lifeguards clear the beach so the air ambulance can land and help to transfer the casualty to the helicopter, ready to be transported to hospital.

12 AUGUST**A team effort to give critical first aid care**

RNLI lifeguards in West Dorset are alerted to a casualty with a suspected head and spinal injury after falling from the north wall of Lyme Regis Beach onto a rock groyne below. The lifeguard team work hard with other emergency services to stabilise the casualty, before handing over the critical care to the air ambulance paramedics.



12 August: RNLI lifeguards at Lyme Regis give critical first aid to a casualty with a suspected head and spinal injury

16 AUGUST**Two children rescued in quick succession**

Portrush RNLI Lifeguard Owen Montgomery rescues a young bodyboarder who is being dragged out to sea in a rip current off West Strand Harbour Beach. When Owen reaches the bodyboarder on his rescue board, the young boy has lost his bodyboard and is struggling to stay afloat. Just moments after getting the boy safely to shore, Owen is alerted to another young bodyboarder who is in trouble in the same rip current and who has also lost her bodyboard. Owen paddles back out and brings the 12-year-old girl safely back to shore too. Both children are rescued in just 4 minutes.



16 August: Portrush RNLI Lifeguard Owen Montgomery rescues two young bodyboarders, in separate incidents, in 4 minutes

22 AUGUST**Blown out to sea on inflatables**

South Shields RNLI lifeguards rescue three adults and two children after they're blown

100m out to sea on inflatables at Sandhaven Beach. Having no control against the strong offshore winds, the group abandon the inflatable pool rings in an attempt to swim back to shore, but then panic when they realise they're out of their depth. Lifeguards Lucas Champion and Wayne Hann pull the group aboard the inshore rescue boat and take them back to shore, before recovering the four inflatable pool rings to avoid any false alarms being raised.

2 SEPTEMBER**200 miles for 200 years**

Wirral RNLI lifeguards take on a 200-mile relay challenge to mark the RNLI's 200th anniversary year. Starting at 7am, 38 lifeguards ran continuously for approximately 40 hours. Each team member covered a 5-mile stretch from Harrison Drive Beach to New Brighton Beach and back, passing on a lifeguard rescue tube instead of a baton. Two extra group runs were added throughout the challenge to make the distance up to 200 miles. The team – ranging in age from 16–60 years old – raised over £2,000 for the RNLI.



2 September: Wirral RNLI lifeguards run 200 miles to mark 200 years of saving lives at sea

Q&A WITH ALICE HIGGINS

Alice started lifeguarding in West Dorset in 2011. Today, she is a lead lifeguard supervisor and also volunteers at Weymouth Lifeboat Station as a helm on the station's inshore Atlantic 85 lifeboat and as a crew member on its all-weather Severn class lifeboat.

**What's the best part of your job?**

For me, the best part about being lead lifeguard supervisor with the RNLI is the variation of the job. It's extremely rewarding to oversee lifeguards joining the team as volunteers or at grade 1, helping them develop through their training and seeing them grow both personally and professionally.

What's it like being a woman in a male-dominated profession?

I would encourage more women to join the RNLI as I've found it very supportive. There are support networks such as Women in Lifeguarding, Women's Community and Women in Search and Rescue (SAR). There's an increased female presence in leadership roles in general, and a continuous drive to make improvements.

It's so important to have female role models within a professional environment – to be able to provide answers to questions and concerns, to have both serious and confidential conversations, and just as importantly, to have a laugh! Seeing other women succeed in a male-dominated world and work environment is empowering.

You were invited to the Service of Thanksgiving at Westminster Abbey on 4 March to mark the RNLI's 200th anniversary. What was it like?

It was a once-in-a-lifetime opportunity and one that I felt privileged to be a part of.

It was amazing to see so many people with a love for the RNLI – conversations could be had with anyone due to the common interest.

Seeing such a wide range of people – past and present, different age ranges and roles, and a mix of backgrounds and credentials – was really inspiring. It was such a wonderful experience, it feels almost impossible to replicate, explain or do it justice.

You can hear more from Alice in episode 159 of the RNLI 200 Voices podcast.

The podcast introduces you to 200 people, each with their own RNLI story to tell – one for each of the RNLI's 200 years.

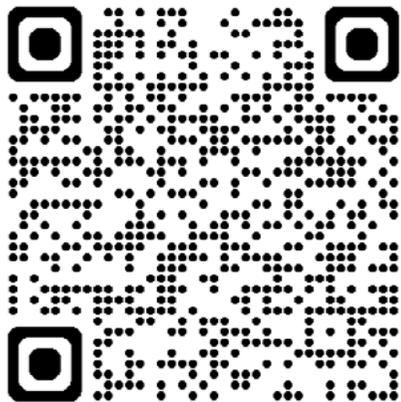
Scan this QR code or visit RNLI.org/200VoicesAliceHiggins.



MAP OF CURRENT RNLI LIFEGUARDED BEACHES

To see a map of all current RNLI lifeguarded beaches in the UK and Channel Islands, scan this QR code with your smartphone or tablet or visit RNLI.org/map.

SCAN ME



Once the map has opened:

- Use the search box to find a specific beach, or zoom in and out using the + and - function to view lifeguard units, lifeguard support centres and lifeboat stations. The symbols used for these locations are explained in the legend on the left-hand side.
- Select a beach for a breakdown of its information.
- To view lifeguarding dates and times, select a beach, scroll to 'Unit Operating Times' and select 'View'. This will take you to the lifeguarded beach information on RNLI.org.

RNLI LIFEGUARDED BEACHES IN 2024

Support centre and lifesaving region	Lifesaving region	Beach name
Glenrothes	Scotland	Aberdour Silver Sands, Broughty Ferry, Burntisland, Coldingham Bay, Elie Harbour, Leven, St Andrews East Sands, St Andrews West Sands
Catfield	North and East England	Cromer East, Cromer West, East Runton, Gorleston, Great Yarmouth, Hemsby, Lowestoft North, Lowestoft South, Mundesley, Sea Palling, Sheringham East, Sheringham West, Southwold North, Southwold South, Wells-next-the-Sea, West Runton
Scarborough		Belvedere, Bridlington North, Bridlington South, Cayton Bay, Filey, Hornsea, Redcar, Runswick Bay, Saltburn, Sandsend, Scarborough North Bay, Scarborough South Bay, Whitby, Withernsea
Skegness		Mablethorpe, Skegness, Sutton-on-Sea
Tyne and Wear/ Roker		Cats and Dogs, Cullercoats, King Edward's Bay, Roker, Sandhaven (Centre Beach), Sandhaven (Mowbray), Seaburn, Tynemouth Longsands, Tynemouth Longsands North, Whitley Bay, Whitley Bay North
Bridgend	Wales and West England	Coney/Sandy Bay, Llantwit Major, Ogmere, Rest Bay, Southerndown, Trecco Bay, Whitmore Bay (Barry)
Cardigan		Aberporth, Aberystwyth North, Aberystwyth South, Borth, Clarach, Llangrannog, Newport Sands, New Quay Harbour, Poppit Sands, Tresaith
Formby		Ainsdale, Crosby, Formby, Southport
Haverfordwest		Amroth, Broad Haven, Coppet Hall, Freshwater West, Newgale Central, Newgale North, Newgale South, Nolton Haven, Pendine Sands, Saundersfoot, Tenby Castle, Tenby North, Tenby South, Whitesands

Support centre and lifesaving region	Lifesaving region	Beach name
St Asaph	Wales and West England	Prestatyn, Rhyl
Swansea		Aberavon, Caswell, Langland, Pembrey, Port Eynon, Three Cliffs
Wirral		Harrison Drive, Leasowe Bay, Moreton, New Brighton (Perch Rock), The Plateaux, West Kirby
Chichester	South East England	Bognor Regis, Eastney, Littlehampton East (East), Littlehampton East (West), Southsea Central*, Southsea East
Hastings		Bexhill-on-Sea, Camber Central, Camber West, Hastings Pelham, Hastings Pier, Marina St Leonards
Poole		Alum Chine, Avon, Boscombe East, Boscombe West, Bournemouth East, Bournemouth West, Branksome Chine, Durley Chine, East Cliff, Fisherman's Walk, Friars Cliff, Highcliffe*, Manor Steps, Sandbanks, Shore Road, Southbourne, Swanage
Ramsgate		Botany Bay, Broadstairs (Viking Bay), Joss Bay, Leysdown-on-Sea, Margate Main, Minnis Bay, Minster-on-Sea*, Ramsgate, Sheerness, St Mildred's, Stone Bay, West Bay (Thanet), Westbrook Bay
Bude	South West England and Jersey	Black Rock, Crackington Haven, Crooklets, Northcott, Sandymouth, Summerleaze, Widemouth
Dawlish		Dawlish Warren, Exmouth, Sandy Bay, Teignmouth

Support centre and lifesaving region	Lifesaving region	Beach name
Hayle	South West England and Jersey	Beach View, Carbis Bay, Godrevy, Gwenver, Gwithian North, Gwithian South, Hayle Towans, Marazion, Mexico Towans, Perranuthnoe, Porthcurno, Porthkidney, Porthmeor, Porthminster, Sennen, Upton Towans
Helston		Gunwalloe, Gyllyngvase, Kennack, Poldhu Cove, Polurrian Cove, Porthleven, Praa Sands
Jersey		El Tico, Grève de Lecq, Le Braye, Plémont, St Brelade's Bay, Watersplash
Kingsbridge		Bantham, Bigbury-on-Sea, Blackpool Sands, Challaborough, Hope Cove, Sedgewell Cove (Bigbury-on-Sea), Slapton Sands (Monument)
Mullacott		Berrow*, Brean, Burnham-on-Sea, Croyde, Sandymere, Westward Ho!, Woolacombe
Newquay		Crantock, Fistral, Great Western, Lusty Glaze, Mawgan Porth, Porth, Tolcarne, Towan, Watergate Bay
Padstow		Booby's, Constantine, Harlyn, Polzeath, Porthcothan, Trebarwith, Trevone, Treyarnon
Perranporth		Chapel Porth, Holywell Bay, Perranporth, Perran Sands, Porthtowan, Portreath, St Agnes
Torpoint		Freathy, Seaton, Sharrow, Tregantle, Tregonhawke
Weymouth		Greenhill, Lyme Regis (Cobb), West Bay (Dorset), Weymouth (main)

Support centre and lifesaving region	Lifesaving region	Beach name
Ballymoney	Northern Ireland	Ballycastle, Benone Strand, Castlerock, Cranfield, Downhill Strand, Murlough, Portrush East Strand, Portstewart Strand, Tyrella, West Strand Blackrocks, West Strand Harbour, Whiterocks

* Although the total number of RNLI lifeguarded beaches in 2024 was 242, for a number of reasons, formerly agreed with our clients, there was no lifeguard service on four of these beaches – Berrow in Somerset, Highcliffe in Dorset, Minster-on-Sea in Kent, and Southsea Central in Hampshire.

OUR PARTNERS

At the RNLI, we believe even one life lost to drowning is one too many. But we can't save every one alone.



We're proud to work in partnership with local authorities, beach owners, lifeguard training providers and specialist organisations to make our beaches safer. And we would like to thank our partners for their ongoing commitment to beach safety and our mission to save every one.





ALSO IN PARTNERSHIP WITH:

Bourne Leisure, Sandy Bay
Dorset Council
Dundee City Council
Great Yarmouth Borough Council

National Trust: Formby, Portstewart, Three Cliffs
Portsmouth City Council
Rother District Council
Thanet Rother District Council

TRAINING PARTNERS:





Lifeguards

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

Logos: Arun District Council; BCP Council; Bridgend County Borough Council; Carmarthenshire County Council; Causeway Coast & Glens District Council; Ceredigion; City and County of Swansea; Cornwall Council; Denbighshire County Council; East Devon District Council; East Lindsey District Council; East Riding of Yorkshire Council; East Suffolk Council; Fife Coast and Countryside Trust; Hastings Borough Council; Lusty Glaze Beach; Lyme Regis Town Council; National Trust - North Region (Formby); National Trust (Portstewart); National Trust (Three Cliffs); Neath Port Talbot County Borough Council; Newry, Mourne & Down District Council; North Norfolk District Council; North Tyneside District Council; North Yorkshire Council; Parkdean Resorts (Croyde); Parkin Estate Limited (Woolacombe); Pembrokeshire County Council; Pendine Community Council; Perranzabuloe; Redcar & Cleveland Borough Council; Salcombe Harbour Authority (South Hams); Scottish Borders Council; Sefton Council; Somerset Council; South Tyneside Council; States of Jersey; Sunderland City Council; Swale Borough Council; Swanage Town Council; Teignbridge District Council; Torridge District Council; Vale of Glamorgan Council; Watergate Bay Hotel; Weymouth Town Council; Wirral Council

Photos: Peter Hancock, Jack Johns, Jaye Mackay, RNLI/(Harrison Bates, Ollie Burton, Michael Jess, Nigel Millard, Photodrones, Nathan Williams), Sam Sherring, Jodie Shoesmith, Vince Timson

The RNLI is the charity that saves lives at sea

The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (CHY 2678 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney