

LETTER OF SERVICES 2022. La Arena Beach



ARNÜERO'S TOWNHALL

WHAT DO WE COMMIT TO IN OUR SERVICE? HOW WE MEASURE IT?

SERVICE	COMMITMENT	MEASURE
INFORMATION AND CUSTOMER SERVICES	Make available to all users of the Arnüero Beaches, all the information related to the use and enjoyment of them, permanently updated.	Informative panels reviewed daily by townhall's personnel ≥ 1
	Implement a continuous care and surveillance service on the beaches, through the presence of suitably trained municipal personnel.	Nº lifeguards/beach ≥ 1
	Collection of complaints and suggestions by municipal staff and lifeguards, responding in writing within a maximum period of 1 week	% response time below 7 days for all feedback submitted in writing =100%
LIFEGUARD	Guarantee the presence of lifeguards, for 8 uninterrupted hours, ensuring attention within a maximum period of 4 minutes to any incident that occurs in the beach and / or bathroom area.	% response time to any incident occurred in the beach below 4 minutes =100%
MAINTENANCE	Guarantee the application of effective preventive and corrective maintenance programs at our facilities, ensuring the absence of complaints from users.	Nº of complaints for non-working infrastructure ≤ 10
CLEANING AND WASTE COLLECTION	We are committed to keeping the sandbanks in the best cleaning conditions, carrying out at least 2 daily cleanings during the bathing season.	Nº of manual and/or mechanic cleanings per day ≥ 2

¿WHAT ARE THE INDICATORS OF OUR SERVICES?

HYGIENIC – SANITARY INDICATORS	BEACH	2021
Nº deaths / red flag days	EL SABLE	0
	LA ARENA	0
Quality of the water (nº of bad quality days per season)	EL SABLE	0
	LA ARENA	0
Cases of fungi	EL SABLE	0
	LA ARENA	0
Salvareo related incidents/days with salvareo presence	EL SABLE	1.36
	LA ARENA	1.88
Jellyfish related incidents/days with jellyfish presence	EL SABLE	0
	LA ARENA	0
Nº of incidents related to animal excrements per season	EL SABLE	0
	LA ARENA	0
Nº of incidents due to lack of maintenance per season	EL SABLE	0
	LA ARENA	0
N.º of cuts / beach day	EL SABLE	1.02
	LA ARENA	0.91

ENVIRONMENTAL INDICATORS	BEACH	2021
Water consumption (m3 / nº users)	EL SABLE	0.012
	LA ARENA	0.008
Electrical power consumption (kWh/ beach day)	EL SABLE	1.07
	LA ARENA	1.43
Trash generated (Kg / nº users)	EL SABLE	0.03
	LA ARENA	0.04
Trash rightly classified for recycling (% of total)	EL SABLE	47 %
	LA ARENA	42 %
Noise (nº complaints / beach day)	EL SABLE	0
	LA ARENA	0
Quality of the water (nº of bad-quality water)	EL SABLE	0
	LA ARENA	0
Quality of the sand (nº of claims related to lack of quality in the sand)	EL SABLE	1
	LA ARENA	1
Negative impact in the biodiversity (% of the beach affected by infrastructure)	EL SABLE	<15 %
	LA ARENA	<15%
Diesel consumption Cleaning + S.O.S (Lts/día playa)	EL SABLE	7.91
	LA ARENA	7.89

QUALITY INDICATORS	BEACH	2021
Nº of claims/complaints	EL SABLE	1
	LA ARENA	2
Nº of non-compliance issues with the management system	EL SABLE	1
	LA ARENA	1
Nº of corrective measures implemented	EL SABLE	16
	LA ARENA	13
Index of users´ satisfaction level per season	EL SABLE	93 %
	LA ARENA	89 %
Index of accessibility satisfaction	EL SABLE	97 %
	LA ARENA	97 %
Index of users information satisfaction	EL SABLE	88 %
	LA ARENA	89 %
Percentage of improvements objectives accomplished	EL SABLE	90 %
	LA ARENA	100 %

RESULT OF THE PROPOUSED OBJECTIVES IN 2021

OBJETIVE	BEACH	DEGREE OF COMPLIANCE
Initiate the processing of the concession for the installation of a new ramp in El Sable that complies 100% with universal accessibility regulations.	EL SABLE	90 % (*)
Relocate the SOS module on the Sable beach for better visibility / protection of the bathing area to be monitored, in line with the project for a new ramp and accessible routes.	EL SABLE	100 %
	LA ARENA	100 %
Incorporate energy efficiency improvements that reduce consumption in beach facilities.	EL SABLE	100 %
	LA ARENA	100 %
Expand hours and staff training at the "Disability Information and Attention Points", as well as improve resources for users with disabilities, expanding the assisted bathroom service to the weekends of September.	EL SABLE	100 %
	LA ARENA	100 %
Expand the number of showers, incorporating one more suitable for people with reduced mobility, in order to reduce the crowding of people around a single shower.	EL SABLE	100 %
	LA ARENA	100 %

(*At the end of the 2021 season, the resolution of the concession had not yet been received, but it was achieved on 11/30/2021, therefore today the objective has been 100% met)

¿ WATH ARE OUR OBJETIVES FOR CONTINUE IMPROVING OUR SERVICES IN 2022?

- ✚ Optimize the infrastructure associated with beach safety (watch tower, loudspeaker, walkways, pulse oximeters...)
- ✚ Increase waste segregation by more than 20%
- ✚ Reduce energy consumption in toilets by at least 10%
- ✚ Expand and strengthen the services offered for users with reduced mobility
- ✚ Increase the presence of users with disabilities by at least 15%

CITIZEN PARTICIPATION

Quality is everyone's business

Complaints and suggestions.

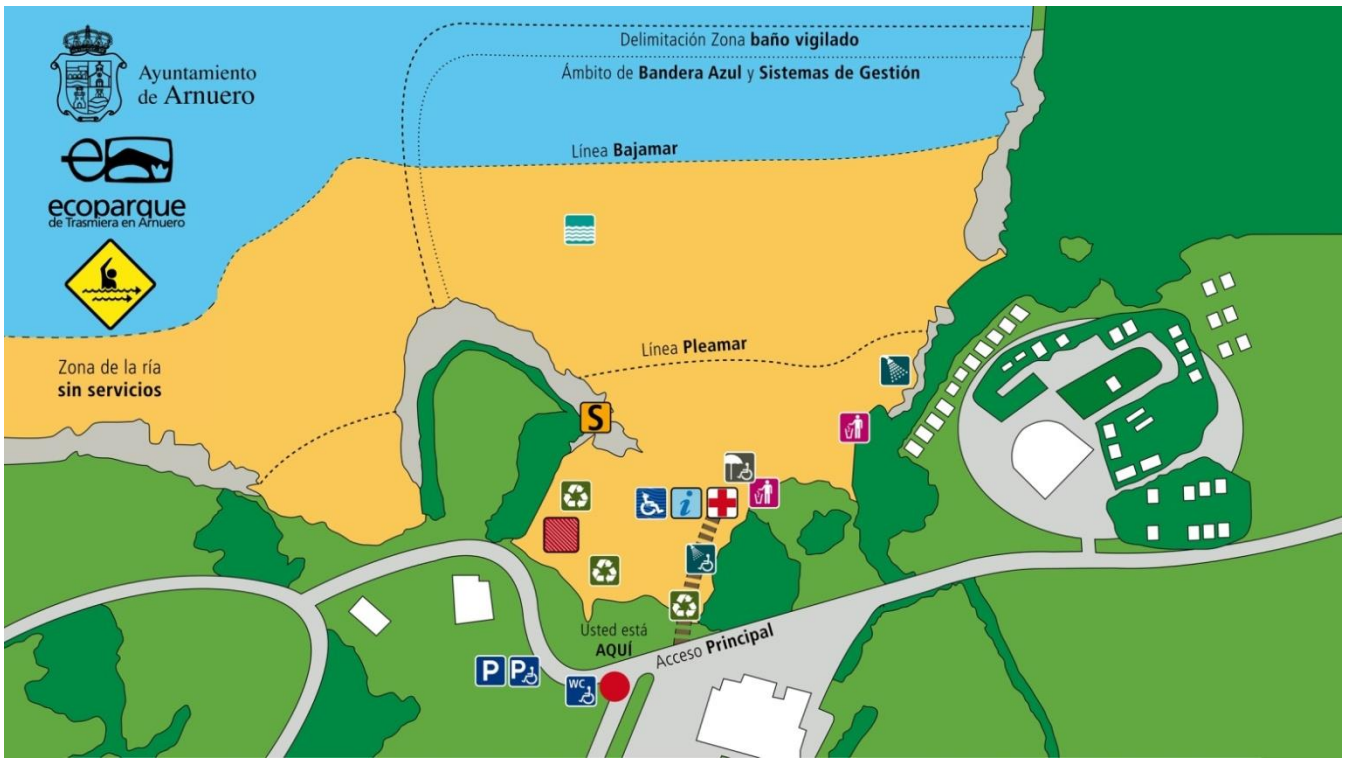
All beach users have recognized their right to make suggestions and complaints about the operation of the services provided on the beaches through the following channels:

- E-mail: playas@ayuntamientoarnuero.org
- Municipal centers: City Hall, tourist information points and Trasmiera Ecopark Centers.
- App "**Línea Verde Arnuero**"

Surveys.

Every year surveys are carried out on the degree of satisfaction of beach users that allows us to detect opportunities for improvement.

**YOUR COLLABORATION IS IMPORTANT!
HAVING THE BEST BEACHES IS A SHARED EFFORT!**



Servicios Playas

El Sable | La Arena

	PUNTO DE MUESTREO PARA ANÁLISIS DEL AGUA		PUNTO ATENCIÓN CIUDADANA		LIMPIEZA DE ARENAS RECOGIDA DE BASURAS
	PUNTO DE INFORMACIÓN		INFORMACIÓN EDUCACIÓN AMBIENTAL		RECOGIDA DE RESIDUOS FLOTANTES
	DUCHAS / DUCHAS ACCESIBLES		PUESTO CENTRAL SALVAMENTO		RESPECTO FLORA Y FAUNA
	APARCAMIENTO Plazas Discapacitados		PUESTO VIGILANCIA SOCORRISTAS		PAPELERAS Y CONTENEDORES
	ÁREA ACCESIBLE		SERVICIO DE VIGILANCIA		RECOGIDA SELECTIVA DE RESIDUOS
	APARCAMIENTO		SEÑALIZACIÓN Y RESPETO LEGISLACIÓN LITORAL		CIERRE DE LA PLAYA EN SUPUESTOS DE RIESGO POTENCIAL

→ Normas de uso

NO ANIMALES DOMÉSTICOS	NO ARROJAR BASURAS	NO INTRODUCIR ENVASES	NO ACAMPADA	NO EQUITACIÓN	NO RUIDO NI PERTURBACIÓN TRANQUILIDAD	NO CIRCULACIÓN VEHÍCULOS	NO DETERGENTES

→ Teléfonos de interés

- Ayuntamiento 942 677 041
- Información Turística 942 637 915
- C.I.T. 942 679 720
- Policía Local 942 677 090
- Protección Civil 112
- Centro Salud Meruelo 942 637 039
- Hospital de Laredo 942 688 500

Promueve: Ayuntamiento de Arnauero

Colabora: C.I.T. U.S.A.