

LETTER OF SERVICES 2025. La Arena Beach



ARNUERO'S TOWNHALL

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

SERVICE	COMMITMENT	INDICATOR
SURVEILLANCE, INFORMATION AND CUSTOMER ASSISTANCE	Make available to all users of this Beach, all the information related to the use and enjoyment of it, permanently updated.	No. informative panels reviewed daily by townhall's personnel ≥ 1
	Provide a continuous care and surveillance service through trained personnel.	No. watch / beach ≥ 1
	Collection of level of satisfaction, complaints and suggestions	Rate of response time below 7 days = 100%
LIFEGUARD	Guarantee the presence of lifeguards, for 8 uninterrupted hours.	Rate response time below 4 minutes = 100%
MAINTENANCE	Carry out preventive and corrective maintenance programs at our facilities, ensuring their accurately conservation.	No complaints for non-working infrastructure ≤ 10
CLEANING AND WASTE COLLECTION	Keep the beach and facilities in the best conditions, carrying out a selective waste collection.	No. manual and/or mechanic cleanings per day ≥ 2

The above services are provided during the BATHING SEASON that runs from July 1 to August 31, uninterrupted within next schedule:

SURVEILLANCE, INFORMATION AND ASSISTANCE: 11:30 - 14:30 / 16:00 - 19:30

LIFEGUARD: 11.30 - 19.30, every day, as well as weekends of June and September (and days of special influx).

MAINTENANCE: 7:00 - 13:00.

CLEASING AND WASTE COLLECTION:

- **Manual:** 7:00 - 13:00.
- **Mechanical (sand sifting):** 2-3 times/week (once/ week in june and September).

Additionally, the guarded parking service is provided from July 1 to September 15, with the payment conditions indicated at the entrance.

¿WHAT ARE THE INDICATORS OF OUR SERVICES?

HYGIENIC – SANITARY INDICATORS	BEACH	2024
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	1.29
	LA ARENA	1.88
Jellyfish related incidents/days with jellyfish presence	EL SABLE	1.55
	LA ARENA	1.77
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	1.53
	LA ARENA	1.63

ENVIRONMENTAL INDICATORS	BEACH	2024
Water consumption (m3 / nº users)	EL SABLE	0.02
	LA ARENA	0.02
Electrical power consumption (kWh/ beach day)	EL SABLE	0.51
	LA ARENA	1.44
Trash generated (Kg / nº users)	EL SABLE	0.02
	LA ARENA	0.06
Trash rightly classified for recycling (% of total)	EL SABLE	58%
	LA ARENA	49%
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	0
	LA ARENA	0
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	8.13
	LA ARENA	10.95

QUALITY INDICATORS	BEACH	2024
Nº of claims/complaints	EL SABLE	0
	LA ARENA	0
Nº of non-compliance issues with the management system	EL SABLE	5
	LA ARENA	6
Nº of corrective measures implemented	EL SABLE	11
	LA ARENA	11
Index of users' satisfaction level per season	EL SABLE	97%
	LA ARENA	88%
Index of accessibility satisfaction	EL SABLE	98%
	LA ARENA	94%
Index of users information satisfaction	EL SABLE	96%
	LA ARENA	87%
Percentage of improvements objectives accomplished	EL SABLE	93%
	LA ARENA	98%

RESULT OF THE PROPOUSED OBJECTIVES IN 2024

OBJETIVES	SUCCESS
Renewal of SOS modules and Surveillance and Information posts	100 %
Put the beach webcams into operation	100 %
Implement parking control on La Arena beach	100 %
Reduce the use of paper documents generated by the GIS	100 %
Increase the waste segregation ratio on beaches	100 %
Reduce diesel and oil consumption by cleaning vehicle	80 %
Replace amphibious chairs with lighter and more manageable ones	100 %
Make life jackets with cervical support available to assisted bath	100 %
Renovation of toilet modules (including changing rooms)*	100 %

¿ WATH ARE OUR OBJETIVES FOR THE SEASON 2025?

- 100% digitization of SOS, INFO, and maintenance records
- Reduce consumption of paper records by digitizing them
- Increase awareness of disability support services
- Improve information on signage through Navilens codes

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 Arnüero**”

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	 RESPETO 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
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Promueve:



Ayuntamiento de Arnuero

Colabora:



C.T. ISLA

→ 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