

LETTER OF SERVICES 2026. 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 June 15 to September 15, with the payment conditions indicated at the entrance.

¿WHAT ARE THE INDICATORS OF OUR SERVICES?

HYGIENIC – SANITARY INDICATORS	BEACH	2025
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	1.20
	LA ARENA	1.85
Jellyfish related incidents/days with jellyfish presence	EL SABLE	6.33
	LA ARENA	1.18
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	1.17
	LA ARENA	1.38

ENVIRONMENTAL INDICATORS	BEACH	2025
Water consumption (m3 / nº users)	EL SABLE	0.02
	LA ARENA	0.01
Electrical power consumption (kWh/ beach day)	EL SABLE	0.70
	LA ARENA	1.16
Trash generated (Kg / nº users)	EL SABLE	0.06
	LA ARENA	0.05
Trash rightly classified for recycling (% of total)	EL SABLE	48%
	LA ARENA	47%
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	9.09
	LA ARENA	10.18

QUALITY INDICATORS	BEACH	2025
Nº of claims/complaints	EL SABLE	0
	LA ARENA	2
Nº of non-compliance issues with the management system	EL SABLE	4
	LA ARENA	3
Nº of corrective measures implemented	EL SABLE	5
	LA ARENA	7
Index of users' satisfaction level per season	EL SABLE	97%
	LA ARENA	97%
Index of accessibility satisfaction	EL SABLE	99%
	LA ARENA	100%
Index of users information satisfaction	EL SABLE	98%
	LA ARENA	96%
Percentage of improvements objectives accomplished	EL SABLE	96%
	LA ARENA	100%

RESULT OF THE PROPOUSED OBJECTIVES IN 2025

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

¿ WATH ARE OUR OBJETIVES FOR THE SEASON 2026?

- ✚ Reduce electricity consumption in restrooms
- ✚ Equip restrooms with sanitary bins featuring self-closing lids
- ✚ Improve beach-related information via a web app with a dedicated beach section
- ✚ Install scooter parking racks to encourage scooter use and reduce car density in high-congestion areas
- ✚ Expand "Easy-to-Read" formatting to new books, as well as to physical and digital information signage

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		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

Promueve:



Ayuntamiento de Arnauero

Colabora:



CET

→ 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