



MYCOAST

My Coast App Rolled Out Across Cornwall

Wednesday 17th July

For immediate release

The free MyCoast beach information app is now live across all 60 RNLI Lifeguarded beaches in Cornwall, providing users with real-time information alongside built-in safety parameters provided by the RNLI. It's aim? To direct people away from beaches with unsuitable conditions whilst providing users with all the relevant information they need for planning a great day out on the Cornish coast.

Created in Cornwall alongside the RNLI and a host of other leading collaborators, MyCoast allows users to plan better and safer beach days out. Users are able to choose their activities for that day, before adding whether they are bringing children with them, or have accessibility needs. They are then able to select any facilities and amenities, such as parking, toilets or food and drink before searching. The complex engine at the heart of the MyCoast app then analyses the users requirements, together with the weather, water quality, sea conditions and specific water safety parameters for each beach, built-in by the RNLI, before displaying the beaches which are suitable for their activities and needs. As a result, users can make more informed decisions before visiting the beach.

What makes MyCoast so unique is that it is the only app to not only pull real-time data across these features, but it has the RNLI's built-in safety parameters as well as detailed information about geolocated facilities, which users can navigate to from within the app.

Developed with unique datasets from leading global information partners, MyCoast has already earned the endorsement of Surf Life Saving Great Britain, the #Stop Drowning Above Water Charity, Cornwall Council and Visit Cornwall. With 15 people drowning along the Cornish coast each year, it is hoped that MyCoast will help people plan, visiting the beaches most suitable for their requirements that day, working to reduce the number of avoidable incidents along Cornwall's coastline.



M Y C O A S T

As MyCoast founder Jo Murray explains “MyCoast was born from my personal frustrations at simply wanting to safely take my family to the beach. After several failed attempts I soon lost my confidence to explore parts of Cornwall and going to the beach became a stressful prospect. I was determined to drive change, enabling people to ‘know before they go’, to help reduce risk and stress by providing a single point of beach information. Whilst MyCoast is a constant work in progress, I am utterly delighted with how far we have come and very much look forward to working with the Cornish community to help us to constantly improve MyCoast whilst keeping it accurate and up to date!”

Whether it’s to surf, swim, paddleboard, take the children, walk the dogs, grab a bite to eat or enjoy a BBQ, MyCoast will show the best beaches to head to that day. Completely free to download, MyCoast offers the freedom for users to confidently explore the Cornish coastline, whenever and however they choose. With exciting further development works already underway, including the addition of real-time busy-ness data, MyCoast is set to change the way we all use the beach for good.

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Notes to editor

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For more information about MyCoast visit www.my-coast.com or download the app.