

The beach of the future

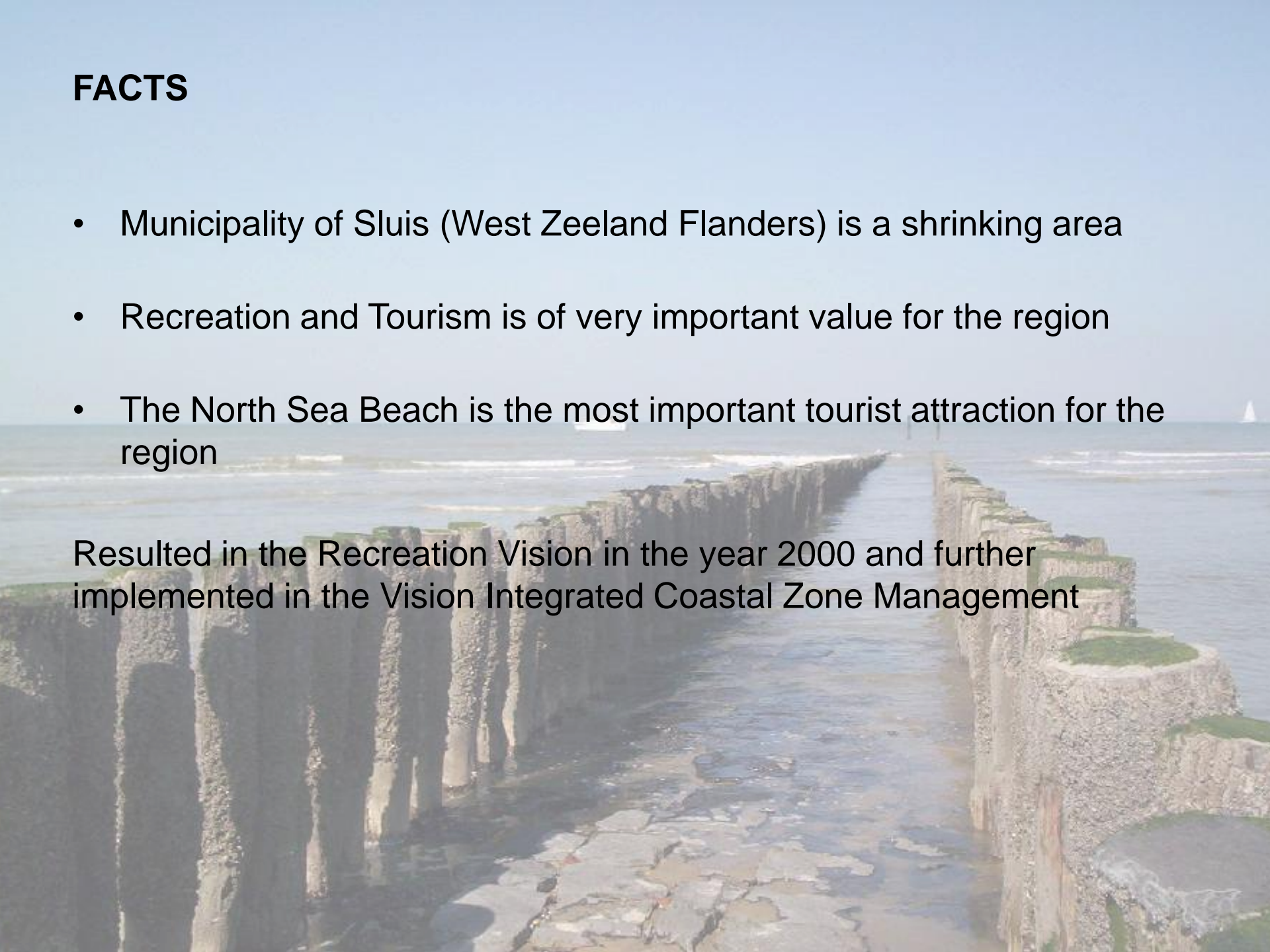
27th of September 2011



FACTS

- Municipality of Sluis (West Zeeland Flanders) is a shrinking area
- Recreation and Tourism is of very important value for the region
- The North Sea Beach is the most important tourist attraction for the region

Resulted in the Recreation Vision in the year 2000 and further implemented in the Vision Integrated Coastal Zone Management



Westerschelde Estuary versus North Sea



**Dune coast along
the North Sea**

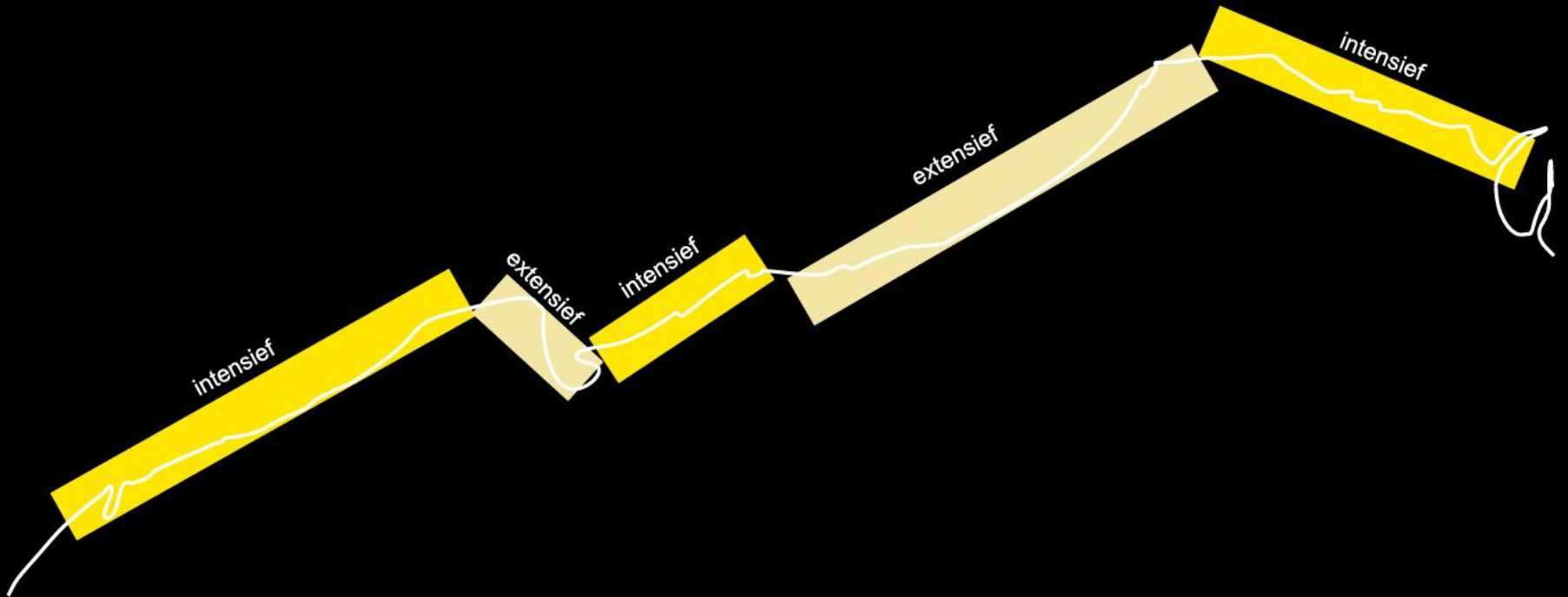


**Sea walls and salt
marshes, Westerschelde
Estuary**



Two characteristics of the coast

ZONING: extensive and intensive areas



Zoning and differentiation



Approach of several target groups and diversification along the coast:

differentiation of coastal villages:

- Fashionable Cadzand
- Family friendly Nieuwvliet
- Cultural Groede
- Maritime and culinary Breskens
- Natural Hoofdplaat

Widening of the coast



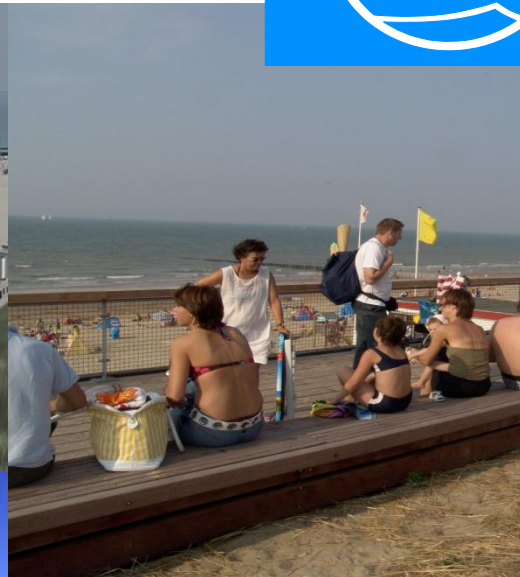
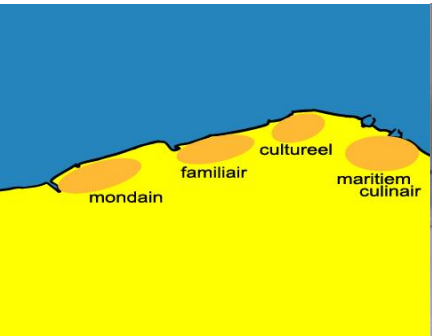
From a coast line to a wide coastal zone

Differentiation within intensive areas

Sport beach



Family – swimming beaches



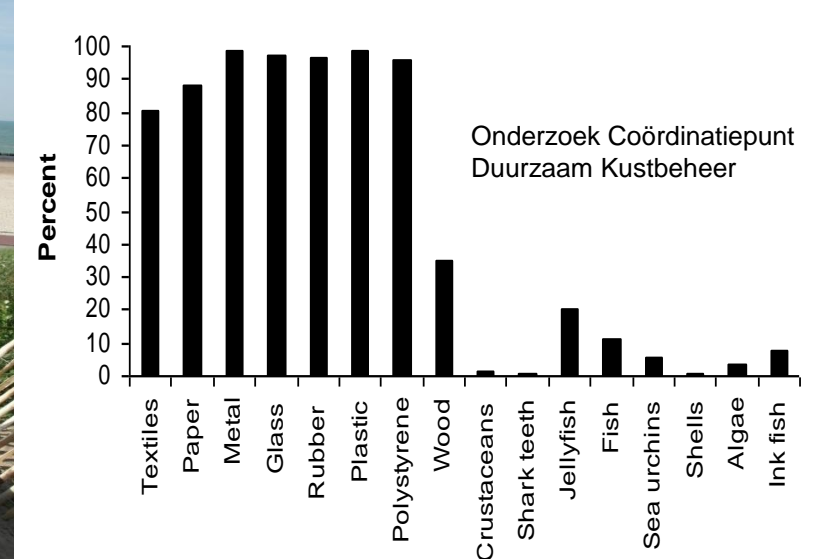
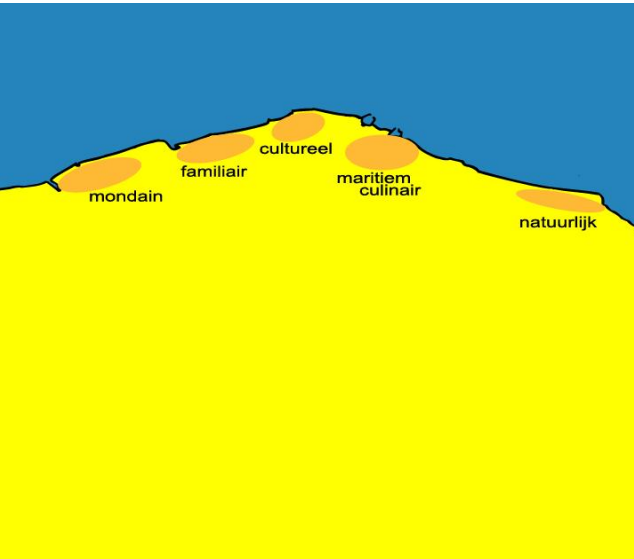
<http://www.dacks.nl/>



http://deutsch.tcvillas.com/villa_moonshadow/

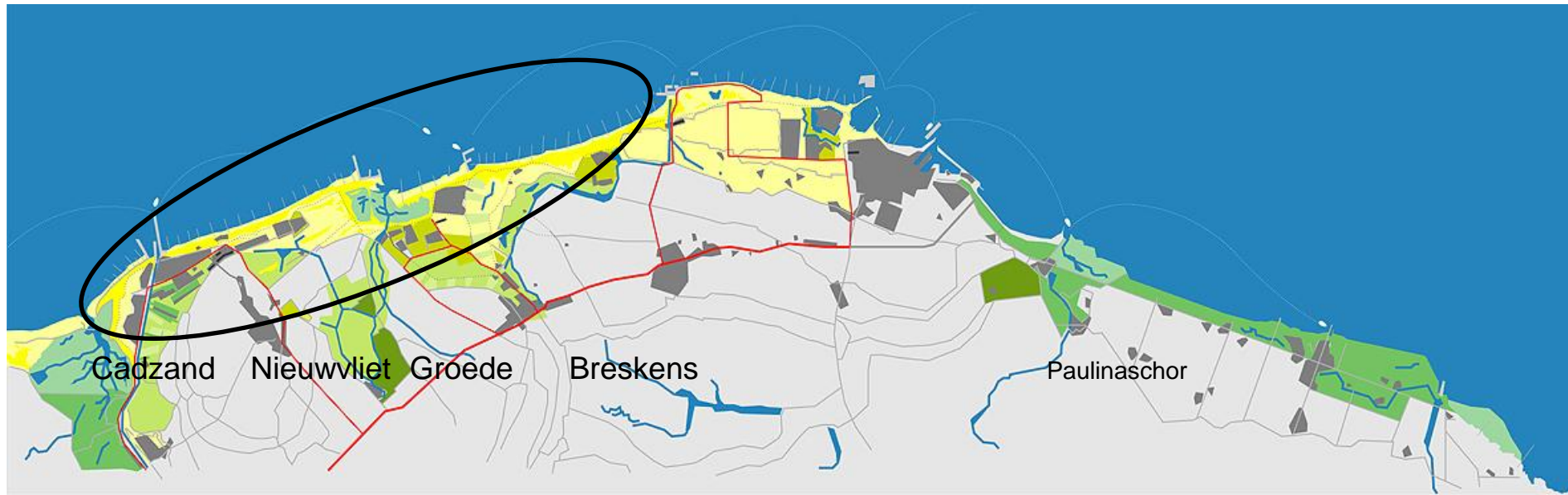


Natural beach



Integrated coastal zone management still actual but needs further implementation

Resulted in juni 2011 in a future vision for the North Sea beach from 't Zwin in Retranchement to Breskens



What chances are there for the beach?

- Trends and developments
 - Shorter and more frequent holidays
 - Tourist is more demanding
 - Tourists' wishes change rapidly

- Target group orientated

The themes given to the beaches in Integrated Coastal Zone management make it possible to make differentiation in beaches. Combination of promotion and facilities creates a specific identity and attracts specific target groups, leading to new product marketing combinations.

Future vision (june 2011) Where do we want to be in 2015-2020?

- **Beach pavilions:** clustering and quality improvement



- attention for the materials
- original concept
- differentiation improves the attraction
- no separate containers
- attention for the roof, as 5th wall
- giving possibilities to existing pavilions to expand, if the expansion is linked to quality improvement

- **beach houses**

quality improvement



- **Sleeping houses on the beach, pilotproject**



HOW?

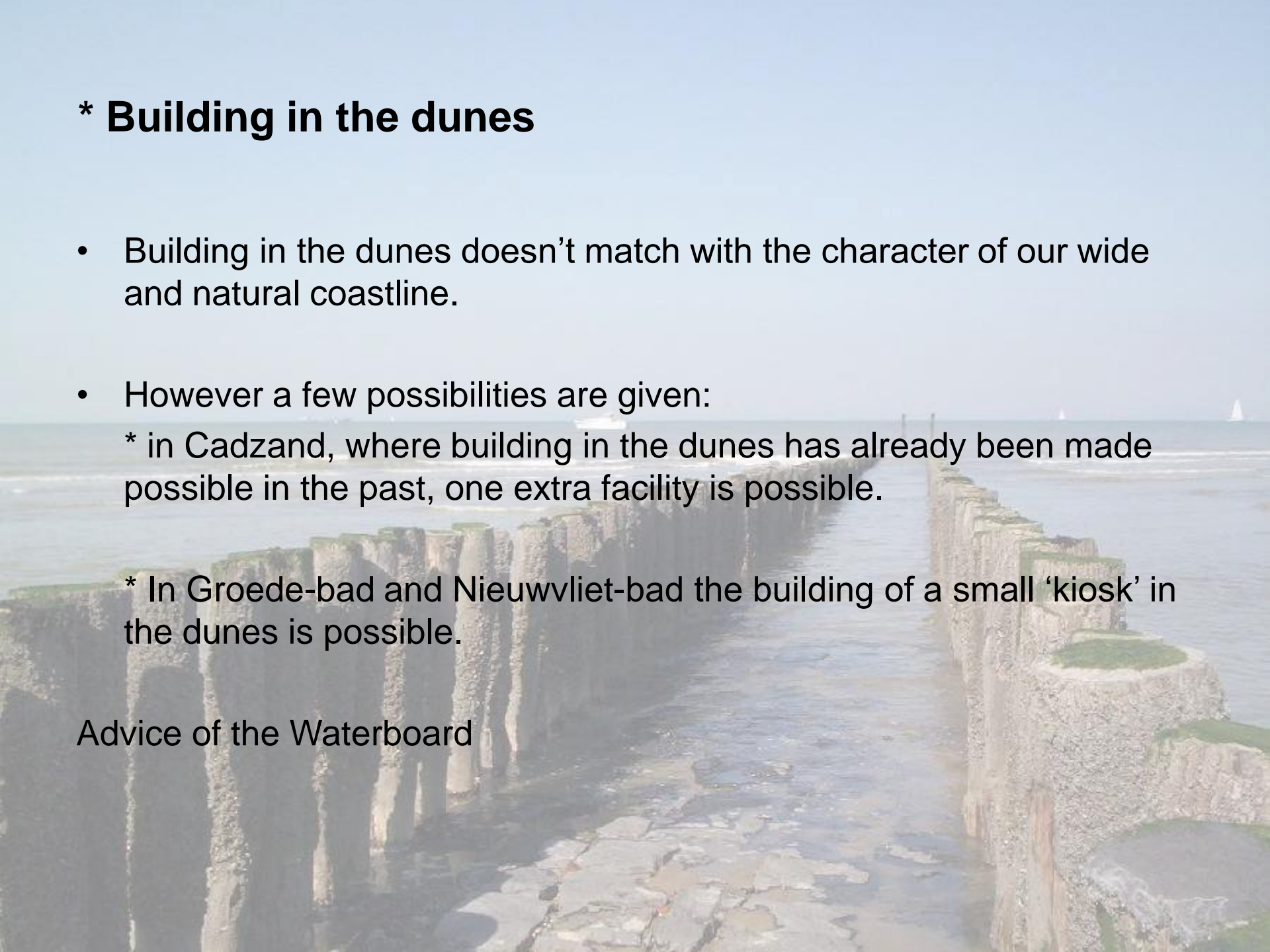
- Take into account safety issues
- Influence on regular beach visit / choice of location is very important
- Width of the beach
- Permission of the owner
- Professional exploitation
- etc.



* Building in the dunes

- Building in the dunes doesn't match with the character of our wide and natural coastline.
- However a few possibilities are given:
 - * in Cadzand, where building in the dunes has already been made possible in the past, one extra facility is possible.
 - * In Groede-bad and Nieuwvliet-bad the building of a small 'kiosk' in the dunes is possible.

Advice of the Waterboard



Other important issues in the vision for the future

- Improvement of accessibility
- Improvement of Blue Flag locations / improve beach safety up to european level
- Stimulate yearround beach experience, organisation of events



All these wishes, developments, quality improvements are described in a

- * a short term implementation (2-3 years)
- * a long term implementation (3-4 years)

Evaluation in 4 years



**Working together on a coast
that needs constant attention!**

