

SaferSands Industry Standard for St Lucia								
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by candidate (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of partners if any
Sustainable Seas Ltd	St Lucia	€36,000	€ 18,000 50%	1	Commonwealth Secretariat	Commonwealth Fund	May 2011 October 2011	RNLI Scribal Consulting Ltd (St Lucia)
Detailed description of project					Type of services provided			
<p>The Government of Saint Lucia, with assistance from the Commonwealth Secretariat (COMSEC), is currently executing a project to develop a Beach Risk Management and Standards Framework for the island. This initiative is a follow-up to a pilot study conducted in 2009 with the assistance of the European Union. Recommendations from that study are being taken forward in this project through the creation of an industry standard for beach management.</p> <p>Saint Lucia's beaches are important environmental, social and economic assets. However, their variety in terms of appearance, size, composition and usage makes their management a challenging, yet ultimately vital, contribution to the country's overall development. Nowhere is this more important than in tourism marketing and promotion. Linked very closely to this is the need for improvements to beach safety and bathing water quality, both of which are critical to ensuring a successful beach tourism product.</p> <p>The proposed Standard shall reflect the importance of all beaches around Saint Lucia, categorising recommendations for low and high-activity beaches separately.</p> <p>The project was implemented from May to September 2011, during which time a number of consultations and meetings were held with key stakeholders to ensure that the proposed standards are in keeping with national priorities.</p>					<p>The Government of Saint Lucia, with assistance from the Commonwealth Secretariat (COMSEC), is currently executing a project to develop a Beach Risk Management and Standards Framework for the island. This initiative is a follow-up to a pilot study conducted in 2009 with the assistance of the European Union. Recommendations from that study are being taken forward in this project through the creation of an industry standard for beach management.</p> <p>Saint Lucia's beaches are important environmental, social and economic assets. However, their variety in terms of appearance, size, composition and usage makes their management a challenging, yet ultimately vital, contribution to the country's overall development. Nowhere is this more important than in tourism marketing and promotion. Linked very closely to this is the need for improvements to beach safety and bathing water quality, both of which are critical to ensuring a successful beach tourism product.</p> <p>The proposed Standard shall reflect the importance of all beaches around Saint Lucia, categorising recommendations for low and high-activity beaches separately.</p> <p>The project, contracted to Sustainable Seas Ltd, was implemented from May to September 2011, during which time a number of consultations and meetings were held with key stakeholders to ensure that the proposed standards are in keeping with national priorities.</p>			