

**Immediate Release**

## **Yorkshire's Runswick Sands is Britain's Best Beach**

The amazing accolade of Britain's Best Beach has been given to the spectacular sands at Runswick Bay in North Yorkshire by The Times in their Annual Guide to the Country's Best Beaches.

Here at Welcome to Yorkshire we were never in any doubt that the county's coast would come out on top. 50 of Britain's Best Beaches are showcased but Runswick runs away with the top title.

Nestled in a bay between the fabulous fishing village of Staithes and wonderful Whitby, Runswick Bay has an unspoilt quality that is simply stunning and inviting.

The Times chose this beautiful beach at Runswick as its favourite, where fossil-hunters, dolphin-watchers, fishermen and families enjoy its spectacular sands. Described as 'close to perfection' by travel writer Chris Haslam, who has compiled the annual Beach Guide since 2008, this year's Yorkshire beaches also featured include Spurn Head and Fraisthorpe in the East Riding, plus Filey's Hunmanby Gap and Redcar and Cleveland's Marske-by-the-Sea.

Runswick Bay captured the coveted title with its spacious sands for fine castle-building, with paddleboards and kayaks for hire and three freshwater streams for damming, plus swimming, rockpools and fishing spots, as well as the fossil grounds at nearby Kettleness Sands.

It's canine-friendly too, dogs are welcome, the beach has excellent water quality, toilet facilities and refreshment kiosks. There are only 80 parking spaces, ensuring natural social distancing and a peaceful experience.

With magical Hob Holes (caves, which according to local legend, were home to goblins who could cure children of whooping cough!), plus sightings of bottlenose dolphins and wildlife-watching boat trips it's the perfect day out or staycation with its fantastic seaside accommodation, including the Runswick Bay Hotel and Runswick Bay Cottages with spectacular sea views.

Welcome to Yorkshire Chief Executive James Mason said *"I had the pleasure of filming with The Times and The Sunday Times at Runswick Bay this week and what a truly beautiful place it is. The views are spectacular and the beach is absolutely amazing. With a coastline stretching for 120 miles, Yorkshire is blessed with some outstanding coastal walks, fantastic fishing villages, spectacular towns rich in history including Scarborough, Whitby and of course back in 2018 the breathtaking beach at Filey was given the tremendous honour of The Sunday Times' Beach of the Year. Life's a beach when you visit Yorkshire."*

Tourism & Corporate Marketing Manager at Scarborough Council Janet Deacon said *"We're thrilled that Runswick Sands has taken the coveted title of Britain's Best Beach by The Times. Runswick Bay is an unspoilt beauty spot that can give any beach resort in the world a run for its money. Whatever the season, it's spectacular."*

**- ENDS -**

**Images:**

**Welcome to Yorkshire Chief Executive James Mason (attached)**

**Runswick Bay -**

Box link here: <https://yorkshire.box.com/s/p40qeihrvhtwjem9ff1udq10ropsv7qr>

YouTube video link <https://youtu.be/e8HSSpGSRAU>

**Editors' Notes:**

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
  - Tourism in Yorkshire is worth £9 billion annually
  - The county's tourism and hospitality industry employs almost 225 thousand people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

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