

# Mablethorpe Leader

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# HUTS FESTIVAL WOWS WORLD

## Event a real tonic for towns

MABLETHORPE and Sutton on Sea were the focus of international attention at the weekend as they hosted the UK's first ever beach hut festival.

Thousands of people, including a number of designers and enthusiasts from as far away as Canada, visited the Bathing Beauties Festival to celebrate the opening of the new beach huts.

Mablethorpe's business and tourism manager Mike McDonald said: "The festival exceeded all expectations.

"The international interest generated by this event was evident in the number of overseas visitors we had - at times we could have done with an interpreter!"

Michael Trainor is the lead artist behind the Bathing Beauties project and designer of both the Come up and See Me beach hut and the Star of the East.

When asked why the Mablethorpe

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area was chosen for this unique project, Michael said: "There is such a fantastic seafront here and although it may have been partially forgotten, it is still very much loved. We saw this as an opportunity to bring something new and exciting to Mablethorpe as it certainly deserves it."

Coun Doreen Stephenson, leader of East Lindsey District Council, said: "Part of our aim with this festival is to attract investors to the area to regenerate the town and coast."

The Bathing Beauties Festival began as an international contest to 're-imagine the beach hut for the 21st century.'

So far five huts have been built along the coast and four others will be added at a later date.

## What they thought of the ideas



Irene Shore, 67, from Mablethorpe: "Anything that will attract visitors is good as it has been a disastrous season this year."



Vera Ladlow, 78, from Scunthorpe: "I've come on holiday here for 45 years. I think these new huts will give a boost to the area."



Chris Turner, 58, from Mablethorpe: "I think the new beach huts are brilliant and certainly a step in the right direction for the town."



Artist Michael Trainor and Coun Doreen Stephenson in front of his long, tall gin and tonic style beach hut named Come Up and See Me. Photo: Ian Holmes.

Now, what's YOUR view? Email [gemma.gadd@jpress.co.uk](mailto:gemma.gadd@jpress.co.uk) or write to the Editor, Mablethorpe Leader, 12 Cornmarket, Louth LN11 9PY, or visit our website at [www.louthleader.co.uk](http://www.louthleader.co.uk)