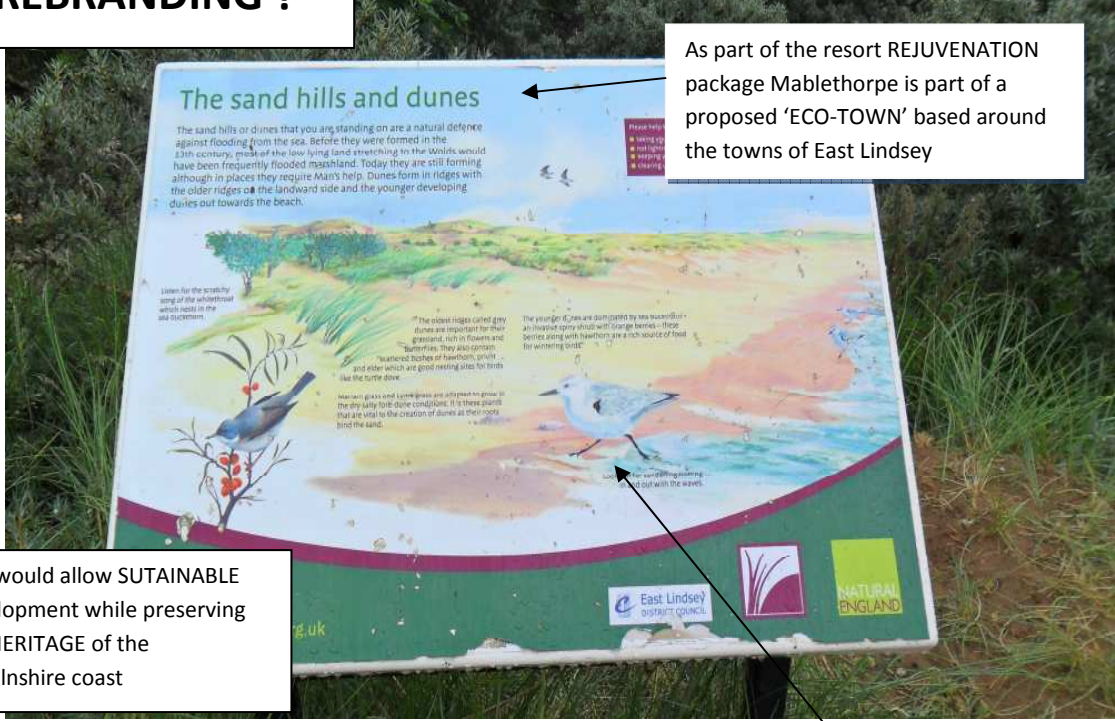


REJUVENATION AND REBRANDING ?



Nearby is the Seal Sanctuary and Nature Centre which also offers themed nature walks



As part of the resort REJUVENATION package Mablethorpe is part of a proposed 'ECO-TOWN' based around the towns of East Lindsey

This would allow SUSTAINABLE development while preserving the HERITAGE of the Lincolnshire coast

Rebranding in this way would allow the town to DIVERSIFY beyond the traditional 'Bucket and Spade' resort functions and attract new visitors from different socio-economic groups



Sand dunes to the north of Mablethorpe are designated a Natural Nature Reserve and SSSI (Site of Special Scientific Interest)

The special habitats, flora and fauna are protected and preserved

The Coastal Communities Regeneration Handbook stresses the need to introduce ECO-TOURISM and HABITAT MANAGEMENT

