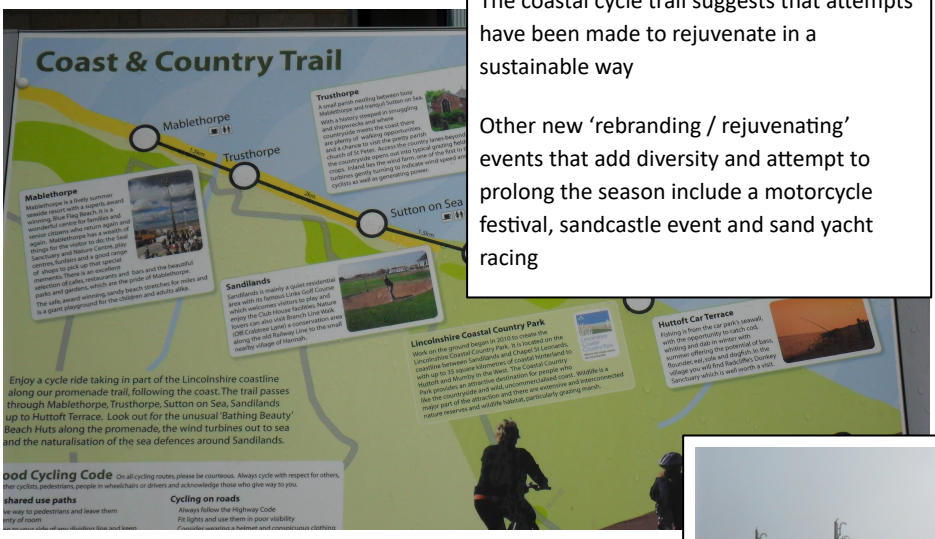
A fire damage and unrepaired designer beach huts suggest that attempts at rejuvenation have not been totally successful

The 'Bathing Beauties' Festival celebrates the Heritage of the Lincolnshire coast with designer beach huts, arts, crafts, music, theatre and dance

The coastal cycle trail suggests that attempts have been made to rejuvenate in a sustainable way

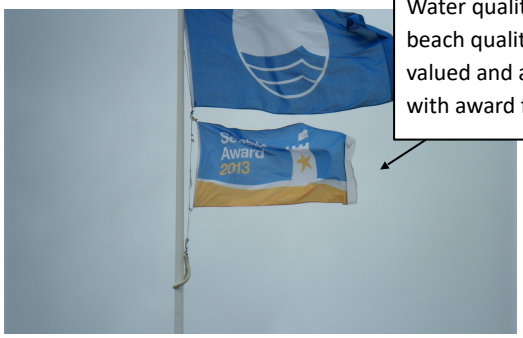
Other new 'rebranding / rejuvenating' events that add diversity and attempt to prolong the season include a motorcycle festival, sandcastle event and sand yacht racing



ATTEMPTS AT REJUVENATION

Money has been spent on improving the sea front and access to the sea front.

Illuminations are now 'switched on' with an entertainment evening in July



Water quality and beach quality are valued and advertised with award flags