

BATHING BEAUTIES FESTIVAL

**MAP
CIC**

Karen Froggatt

**Operations Manager
Mablethorpe Area Partnership CIC**

BATHING BEAUTIES FESTIVAL

MAP
CIC

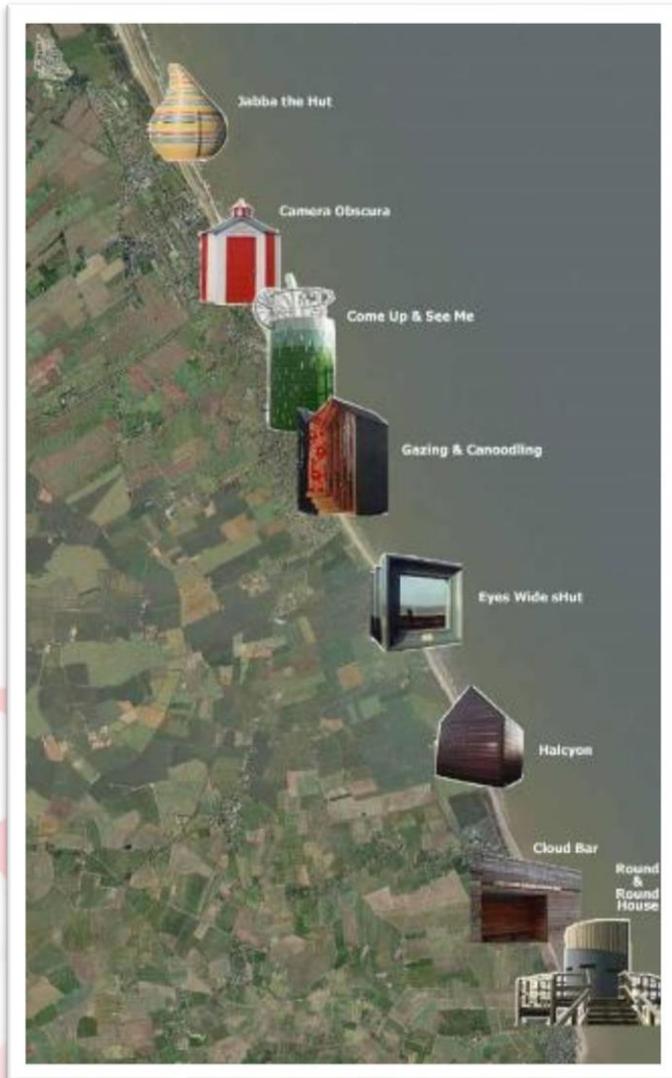
In The Beginning

- In 2005 County Council appoint Michael Trainor to help with coastal regeneration
- Michael created the idea of the Bathing Beauties
- Design competition launched
- 240 designs received from over 15 countries
- 4 winners chosen



BATHING BEAUTIES FESTIVAL

MAP
CIC



BATHING BEAUTIES FESTIVAL

MAP
CIC

- The first Festival took place in 2007
- Organised by Mablethorpe Tourism Forum
- 2007 £12k funding
- 2008 £20k funding
- 2009 RDPE (Rural Development Programme of England) 3 year grant funding
- 2012 MAP lead on the event. RDG (Rural Development Grant – further 3 years grant funding)

BATHING BEAUTIES FESTIVAL

MAP
CIC

- Beach huts filled with crafters
- Music
- Street theatre
- Poetry
- Dance
- Inter-active creative activities
- Pyrotechnic display
- Continental Market





www.visionsfoundation.org.uk

BATHING BEAUTIES FESTIVAL

MAP
CIC

Aims

- The chance to experience art and cultural activities in their own community
- Extend the tourism season on the Lincolnshire Coast
- Work with the local community, schools and artists
- Raise the profile of the coast and beach huts as a visitor attraction
- Make our tourism offer more attractive
- Use the natural coastal landscape and architecture as performance & visual art space
- Support Lincolnshire Artists
- Provide professional opportunities to local artists, students, art groups to showcase, exhibit and sell their work

BATHING BEAUTIES FESTIVAL

MAP
CIC

Community approaches to celebrating the seaside

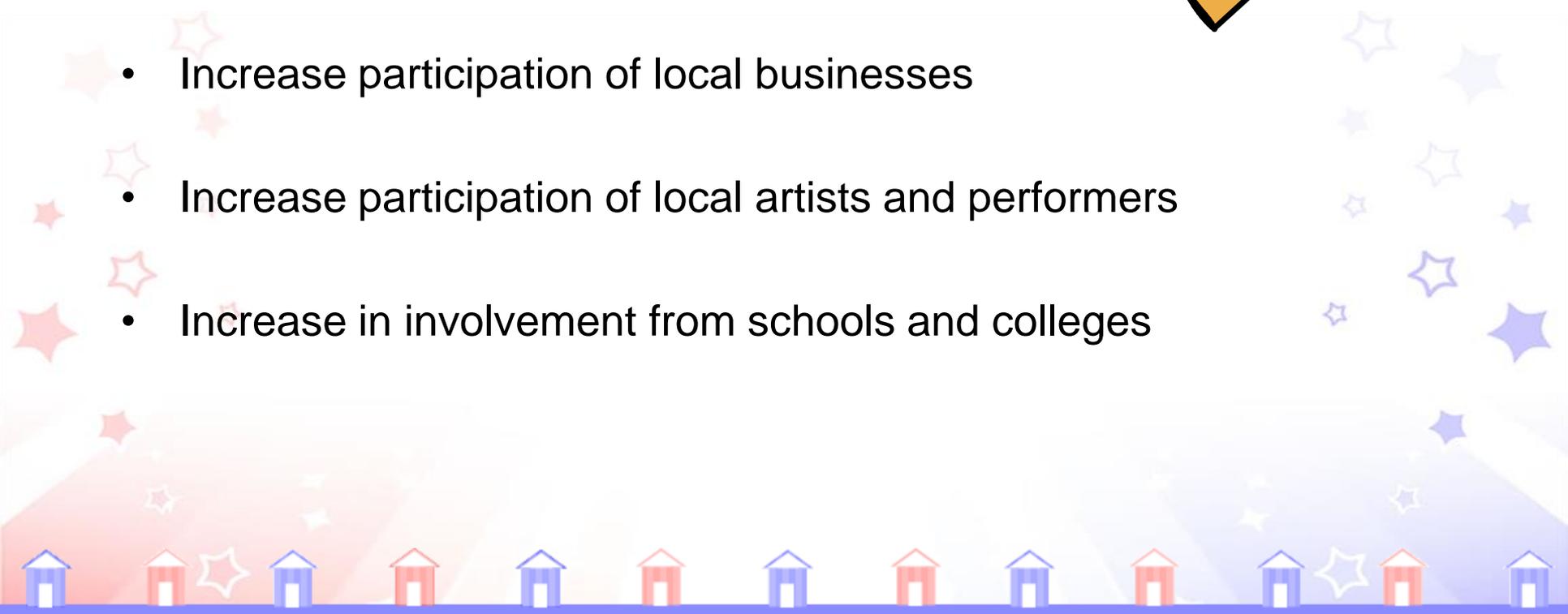
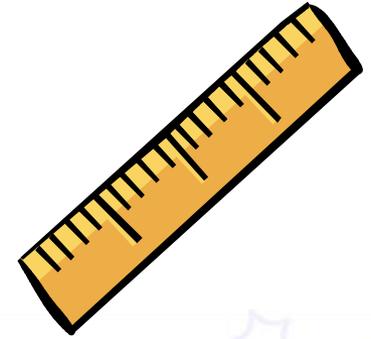
- To establish the FOBB as a sustainable event by 2016
- Annually increase the number of artists regularly working and selling in the area
- Generate more community involvement for each event
- Engage the local schools and colleges
- Engage more closely with the 'health and well being' agenda through art

BATHING BEAUTIES FESTIVAL

MAP
CIC

Measuring Success

- Increase day visitors
- Increase overnight stays
- Increase participation of local businesses
- Increase participation of local artists and performers
- Increase in involvement from schools and colleges



BATHING BEAUTIES FESTIVAL

MAP
CIC

Community approaches to celebrating the seaside

- Established event on the annual calendar
- Own website, Facebook page and Twitter account
- www.bathingbeautiesfestival.org
- Annual event programme



BATHING BEAUTIES FESTIVAL

MAP
CIC

Engaging with the Local Community

- Volunteering opportunities
- Local community group support
- Business advertising opportunities
- Local business support
- Private beach hut competition

BATHING BEAUTIES FESTIVAL

MAP
CIC

Challenges



- Weather
- Sustainability
- Remote Location



BATHING BEAUTIES FESTIVAL

MAP
CIC

What has worked well!

- Community involvement
- Same core event organisation team
- Good relationship with the District Council
- BBC Radio Lincolnshire/local press support
- 8 page spread in Coast Magazine
- Professional website & social media

BATHING BEAUTIES FESTIVAL

MAP
CIC

Bathing Beauties Festival 2012

- 12,000 visitors (71% out of the District)
- 10% increase in overnight stays
- 15% increase in day visitors
- £146,000 additional spend



BATHING BEAUTIES FESTIVAL

MAP
CIC

COME AND JOIN US

- We look forward to seeing you at the Bathing Beauties Festival this year on September 6th and 7th in Mablethorpe and Sutton on Sea!



BATHING BEAUTIES FESTIVAL



The European
Agricultural Fund for
Rural Development:
Europe investing in
rural areas