

VisitLincolnshire

BUSINESS

DID YOU KNOW....

SKEGNESS - THE BEGINNINGS

Skegness was just a village in 1873 when local landowner the Earl of Scarborough decided that the popularity of the seaside could only grow, he commissioned plans for a 'model watering place' with wide, tree-lined streets on a grid system, promenades, gardens and a pier. The Earl was right, and when the Great Northern Railway Company commissioned John Hassall in 1908 to draw the 'Skegness is So Bracing' poster featuring the Jolly Fisherman, its success was secured. This most famous of adverts was to promote a special three-shilling excursion from Kings Cross. Skegness continued to make tourism history when in 1921 a poor travelling showman, Billy Butlin, set up his hoop-la stalls here. By 1929 he had opened a large amusement park and by 1935 had built the Butlin's Holiday Camp.