ON THE BEACH AT WESTON,
WILD SWIMMERS WAIT IN LINE,
TO JOIN THE ROUGH
AND TUMBLE TIDE
AND SURFACE FROM
THE RUSH OF LIFE.
HOW BRAVE THEY ARE —
ALL GOOSEBUMPS AND GRACE.
OUT ON THE EDGE.
THEY FEEL A SENSE OF PLACE.
LOOK UP AT THE SOFTENED
JAWLINE OF THIS TOWN.
FLAT HOLM, STEEP HOLM,
BREAN DOWN.
HERE, WE ARE LOST
AND INSTANTLY FOUND.

WE SET OFF THROUGH
THE OLD ESTATE,
BEYOND THE SCHOOL,
TOWARDS THE GOLF COURSE,
WHERE BEST MATES,
MIKE AND DAVE, ONCE PLAYED,
COLLECTING TRUANT FLY-AWAYS.
WE REACH OUR BREATHLESS DESTINATION: UPHILL,
WHERE THE SKY IS AN ARROW
THROUGH OUR HEART
AND A PROBLEM SHARED
IS A PROBLEM HALVED.
THERE IT IS — THE CLEARING,
WITH ITS LAUGHTERFUL
OF BLUEBELLS.
AND THEN THE CHURCH,
THE SKY, THE BIRDS.
This project had engaged with thousands of people about their town and their hopes for the future by the time Covid-19 hit the UK. People had expressed their ambitions for a more diversified town centre, with opportunities for leisure and play, space for business to start, invest and grow and better homes with empty sites finally built out.

As in all parts of the country, the lockdown had a severe impact on the economy in the town centre and a visitor economy largely predicated on high volumes of day visitors. Prolonged and combined efforts and partnership between national, regional and local government, employers, community networks and local people will be needed to restore confidence and economic activity.

The lockdown also stimulated unprecedented community activity as people sought to support the most vulnerable in the town. There were countless examples of organised and spontaneous action to ensure people could eat, could get medicine and have somewhere to stay. The energy and spirit developed over those weeks and months will continue to play a vital role to support people's wellbeing, their local community and the town's economy in the years to come.

Weston is well placed to capture the benefits of the accelerated behavioural changes to shopping, working, commuting and travel. It is a place that inherently supports physical health and mental wellbeing with plenty of space for outdoor activity, access to natural landscapes, and a walkable town with a rich urban heritage from which to locally work.
What if... Weston were re-imagined and repurposed, step by step, to become a thriving and vital place to live, work and visit?

Welcome to Weston-super-Mare; a place of wonderful landscapes, a rich cultural and architectural heritage and a wealth of amenities for people living and working locally. Like other towns and coastal places of its size, Weston also faces challenges related to the performance of its town centre, persistent inequalities and attracting inward investment.

This is a Placemaking Strategy for Weston-super-Mare town centre that sets out a vision and an ambition for a ten-year programme of project delivery to help Weston become a healthier, greener and more prosperous place to live, work and enjoy. Critically, it is also an exercise to use a new place identity to better broadcast Weston to existing and future residents, employers, investors and visitors.

This exercise was initiated by North Somerset Council, but everyone is invited to play their part in delivering the ambition. Residents, workers, business, institutions, community groups, the voluntary sector, investors and government agencies are welcome to engage with this brilliant place and capture the opportunities it offers.

This publication is the result of deep and wide engagement with the local community, data capture and analysis and developing project proposals. This vision is ambitious and looks well into the future. It is not just about what Weston can become when grand plans have been realised, but how Weston can change along the way.

The document sets out an ambition for a series of projects across the town centre with approximate budgets and timeframes for delivery. Some are large and long term, while others are lighter, quicker and cheaper. Not all of these are funded, and funding and investment will be needed over time to realise the ambition. The delivery of these projects will rely on partnerships between public and private sector, landowners, and the local community.

Much of the initial work was undertaken leading up to the Covid-19 pandemic and lockdown of 2020 which had a very significant impact on the town centre and visitor economy. The set of proposals recognise the profound longer-term implications for the community, the economy and people’s daily lives.
Weston is a place to...

**Live**
Weston-super-Mare is a great place to live, combining a walkable town centre with the openness and fresh air of coastal views. Alongside the bay, residents enjoy access to dramatic landscapes such as Sand Bay SSSI, Uphill and the Mendip Hills further afield. Those looking for somewhere to live can find their dream home, from the Victorian villas with coastal views in the Hillside, dense urban streets such as Alfred Street and Alma Street or the curved terraces of Ellenborough Crescent and Royal Crescent, all within walking distance of good schools. Being able to live close to the walkable town centre provides amenities on your doorstep and a richness of emerging arts and cultural activity across the year and throughout the day.

**Work**
Employers find that Weston is a productive place, combining the High-Speed Broadband (with plans for over 50,000 properties to be connected to Full Fibre) with access to heritage and natural landscapes to support wellbeing. In the heart of the Grove Village, The Stable is an inspirational place to work for creative and digital business, collaborate and host events alongside fellow entrepreneurs in affordable studios, co-working space and cafe space. Businesses of all sizes can benefit from a breadth of skills in the local workforce across sectors.

**Connect**
From Weston Station, Bristol is 30 minutes away, Bath 60 minutes and London and Birmingham are within 2 hours. Regular bus services connect the town to Bristol International Airport. Weston is served by strategic connections to the national motorway network from the local M5, providing convenient access to the Midlands, South Wales, South West and London. Improving safe cycle path networks into and around the town are connecting suburbs and neighbouring villages to the town centre while the coastal cycling and walking path connects Weston to Brean Down to the south and Clevedon to the north.

**Study**
Close to the amenities and connections of the town centre and access to coastal and rural landscapes, Weston is a popular and safe place for students to live, exercise, socialise alongside developing academic and professional skills. Weston College is one of the outstanding Further Education institutions in the county and its sustained growth is positive asset for the town and the opportunities it provides for local people. The growing student population at University Centre Weston are excelling in a growing number of courses including digital and creative, legal and business and education and wellbeing. Purpose-built student accommodation provides well managed and high-quality space for students to live and study and local workspace provides a place to start, test and grow enterprise once students have gained their qualifications.
Experience
Weston is of course a well-known coastal resort and the expanse of the seafront attracts millions of visitors a year, particularly in the summer months. The promenade and the beach itself provide summer attractions but is also a cleansing place for a brisk walk in the Autumn, Winter and Spring.

In-land, the largely Victorian town centre provides shopping, services, food and drink for visitors and local people, particularly independent restaurants with cuisine from around the world and newly emerging craft breweries and micro pubs.

Established cultural assets including the Blakehay and Playhouse Theatres, two cinemas, The Tropicana, The Weston Museum, Grove Park, The Winter Gardens, The Quarry and The Stable provide a more granular, local and sometimes quirky experience across the year and throughout the day.

Go outdoors
Weston is a very popular place for summer seaside day-trippers visiting the Victorian town. It is also a year-round coastal town along the National Cycle Network and English Coastal Path, providing plenty of opportunities to outdoor activities.

It is connected to outstanding coastal and rural landscapes by growing and accessible network of walking and cycling.

Play
With play areas in parks across the town, family friendly open spaces, indoor facilities and good schools, Weston is becoming a more child friendly place.

It is a place for sports and recreation (such as kitesurfing) along stretches of the beach, in parks and indoor sports facilities. Walkers and cyclists will find easy access to nearby rural landscapes while the town is a key place along the English Coastal Path.

The legacy of Banksy’s Dismaland reminded people that Weston has a thriving grassroots and nationally significant cultural programme in and around the town centre with curated events and music and theatre in public spaces, pubs and venues in the town.
SUPERWESTON PLACEMAKING STRATEGY

03
The Vision

Cycle the kids to school, run along the beach and in the woods. Work and study locally in a bustling Victorian town centre or on the coast throughout the day. Back to your dream home with views of the sea and the hills. Your work-life balance is achievable here in Weston.

Weston will have an experience-based economy comprising of more valuable tourism, a vital and consolidated town centre and a thriving arts, culture and heritage sector. More people will call Weston their home and workplace as empty buildings are repurposed for homes and business and vacant development sites are built out with contextual and contemporary architecture.

Weston will become healthier and a more active place, with persistent inequalities being addressed through inclusive economic growth to support local employment and homes within a better private rented sector. It will be a green and rewilded place that supports walking and cycling, the rapid adoption of Electric Vehicles for personal and business use and a circular economy with local supply chains.

Weston will become a better-connected and nourishing place where Full Fibre digital technology, transport and wellbeing provided by the natural and historic urban environment supports productive distributed working. With a growing university centre supported by a thriving college, it will develop talent from around the world and throughout the community for a rapidly changing economy.

Objectives

- **Weston Wellbeing**
- **Weston Experience**
- **Active Weston**
- **Learning Weston**
- **Green Weston**
- **Work Weston**
- **Carbon Neutral Weston**
- **Weston Living**
Weston Wellbeing

— Supporting people’s chances of leading a healthy, fulfilling and active life in a rapidly changing economy through skills and employability
— Accessible primary health and wellbeing services in the town centre supporting residents to lead healthier lifestyles
— Better, healthier and locally sourced food and drink available to visitors, employees and residents
— A walkable town centre, access to coastal and rural landscapes for exercise, fresh air and mental wellbeing

Active Weston

— Walking and cycling into and around Weston as an alternative to the private car
— Using Weston as an open space for recreation, exercise and play
— Enhancing the English Coastal Path with opportunities for walking and cycling holidays throughout the year
— Activity and exercise on the doorsteps of residents, employees and visitors

Carbon Neutral Weston

— Providing more EV charging facilities and improving the connections between trains, buses and walking and cycling
— Business sourcing local produce to drive the regional circular economy
— Repurposing redundant buildings and restoring heritage assets as places to live, work and socialise

Green Weston

— Rewilding to increase sequestration of carbon, ecology
— Support mental wellbeing using green spaces and planting
— Encourage biodiversity
— Connect green spaces through the town centre
— Planting trees
Weston Experience

- Artistic, educational and cultural activity in Weston’s venues, institutions and public spaces driving footfall across a renewed and consolidated historic town centre
- Independent business and collective trading providing a local experience and thriving online
- A major stop along the English Coastal Path for walking, cycling and active tourism throughout the year
- Year-round visitor destination with quality overnight accommodation meeting demand for healthy and active tourism

Weston Living

- A connected and healthy place to live with clean air, walkable access to landscapes and local amenities
- A child friendly place with excellent schools and a network of parks, spaces and amenities for healthy and fulfilling activities
- Well-designed new homes for rent and sale in repurposed buildings and accelerated development sites
- Improving conditions within the private rented sector to improve people’s health, wellbeing and life chances

Learning Weston

- Promoting the high performance of Weston’s schools to support positive life chances for children and young people
- Using the strength and growth of Weston College and University Centre Weston to attract talent and investment and provide opportunities in a new economy for North Somerset’s skilled labour market
- Developing demand-led programmes around skills and employability for all ages and connecting learners to new and growing employers

Work Weston

- A healthy, affordable and digitally connected place for remote working with access to landscapes and local social amenities
- Productive and collaborative workspaces to attract a range of businesses in new and growing sectors
- A cultural and hospitality sector providing social amenities experiences to employees and remote workers
- Investment in digital infrastructure to unleash productivity collaboration across sectors
Projects
1. Birnbeck Pier Refurbishment
2. Worlebury Hillfort
3. Old Town Quarry
4. Marine Lake Swimming
5. Grove Park Refurbishment
6. The Stable
7. High Street Refurbishment
8. Italian Gardens Market and Events
9. Banksy Pinwheel
10. Sovereign Centre
11. Weston General Stores
12. Meanwhile Workspace
13. Alexandra Parade Transport Interchange
14. Dolphin Square
15. Station Road Public Realm
16. Weston Station Wayfinding
17. New Primary School
18. Tropicana and Seaquarium
Culture Weston

Culture Weston is a pioneering initiative that places outstanding cultural activity at the heart of Weston’s daily life and future growth. It supports and illuminates all that makes Weston ‘Super’ through a partnership-led programme that dynamically develops people and places.

The initiative is a Cultural Development Company and provides the focus and capacity to promote participation and quality, support placemaking, help people improve their health and wellbeing, foster and retain creative talent, raise the regional, national and international profile of Weston and North Somerset. There is a breadth of content and output in Weston from contemporary performance to classical music.

Culture Weston is being led by North Somerset arts organisation Theatre Orchard, in collaboration with North Somerset Council, Arts Council England and the local community.

Heritage Action Zone

Historic England and North Somerset Council are working closely to create and deliver a series of projects through the Great Weston Heritage Action Zone and High Street Heritage Action Zone (HAZ). Funding has been directed to community engagement, local capacity building, the Great Weston Conservation Area and delivering physical improvements to buildings.

The Great Weston Conservation Area stretches from Birnbeck Pier to Royal Sands and includes the town centre of Weston. The HAZ will gain access to the partnership grants scheme from Historic England. The grants scheme will generate at least £1.5m from Historic England over the next four years to enhance shop fronts. Heritage projects will continue to deliver across a number of placemaking outcomes in the town including improvements as a place to live, to work, to visit and as a means to participate in the process of change.
More and better homes

People being able to access good quality and affordable homes is critical to tackling inequalities and improving health outcomes. Having a safe, secure and stable home enables people to access work, to study and to provide for their families. More and better homes in the town centre will help people who may otherwise be enduring poor-quality housing, particularly in some parts of the private rented sector.

More people living in the town centre can also support the economy with additional footfall and expenditure, and with a supply of labour to fill local jobs.

North Somerset Council will continue to work proactively with Homes England to bring forward land for contextual and well-designed developments of new homes in the town centre as quickly as possible. The council will also work with skills providers and housing funding, delivery and management partners to develop proposals for a New Homes Investment Programme to deliver more and better-quality homes in the town centre. Funding could support the acquisition and redevelopment of existing properties in residential, commercial and hospitality use and convert them into good quality homes for rent and for sale, including genuinely affordable housing.

As well as providing a much better private rented sector, this would provide an opportunity for local and skilled employment through construction and refurbishment including through Modern Methods of Construction. New homes would be more energy efficient to help address the climate emergency and relieve people of fuel poverty.

The council will investigate the full range of powers available to it to improve the quality of homes in the town centre, including measures to improve standards of existing homes, reviewing provision and quality of supported housing linked to drug/alcohol rehabilitation and use compulsory purchase to enable delivery of new homes.

Skills and employability

Achieving inclusive economic growth in Weston will mean that residents and employers are both able to capture the benefits of a skills and employability landscape that works for them. Local and regional government will work with schools, skills providers and business to empower young people to achieve their potential, address under-employment and low pay, and facilitate progression pathways, and provide into-work support for those with barriers to employment.

In a rapidly changing economy, it is paramount that skills and employability programmes develop the workforce skills that employers require, and to support the recruitment and retention of talent in Weston.

The Covid-19 lockdown has had a very significant impact on economic sectors prevalent in Weston town centre and local and regional skills and employability programmes will be targeted to help people back into work and to explore the kinds of skills that growing sectors will require.
Digital connectivity

Much of the town centre has access to high-speed broadband and North Somerset Council will work with industry to further increase the number of connections. The delivery of Full Fibre will enable a step change in digital business activity and accelerate the introduction of 5G mobile technology in the town which could transform consumer behaviours and create opportunities for business in the experience-based economy.

Business support

As town centres continue to diversify toward experiences and the UK economy adapts to structural changes as a result of Covid-19 lockdown, good quality and demand-led support will be needed for the inception, change and growth of business activity in the town. Weston College, North Somerset Enterprise Agency, The Stable and the West of England Growth Hub will be key providers of support for entrepreneurs.

Weston General Stores

Weston General Stores will be a composite space in the heart of the town centre for people to work, meet, create, collaborate, study, learn, play and consume. The General Stores will be key part of Weston's diversifying town centre and emerging experience-based economy. Building on Weston's inherent health and wellbeing assets for people to work productively, it will be a platform to support remote and distributed working models as people will no longer need to commute to major employment centres every day. The space will consist of:

- Workspace for Weston-based employers and remote or distributed workers
- Meeting rooms and collaborative spaces for workshops
- Events space for teaching, learning, rehearsal and performance
- Trading space for collective retail models including fulfilment or collection for online purchases
- Space for good quality food and drink
- Shared and open source back office functions including printing and reference library
- Bookable community space
- Space for makers and micro manufacturers

The placemaking benefits could be substantial and include:

- Supporting the consolidation of trading activity in the town centre
- Greater levels of employment and investment in Weston
- Footfall across the day and throughout the week — estimated 400k additional visits per annum
- Support for business through enterprise partners
- A place for people to access skills and employability support

North Somerset Council will work with partners including Weston College, Culture Weston, North Somerset Enterprise Agency and the West of England Local Enterprise Partnership to develop a detailed business case for delivery and the LEP.

Primary Health Care

The Clinical Commissioning Group has an ambition to open a new doctors' surgery in Central Weston from 2022 as it plans for the long term provision of primary health care in the town. The project will be purpose built and provided in an accessible location for approximately 12,000 people.

Weston's experience economy

Major changes to shopping habits mean that people no longer need to go into town to do their shopping — they can do much of this online. The lockdown following the outbreak of Covid-19 increased the share of online expenditure - not just for groceries from supermarkets, but also from local independent retailers and makers who rapidly adapted their trading models. Covid-19 has probably accelerated a long-term trend for town centres, which is that they need to convince people that they should want to visit them, even if they no longer need to visit them.

Town centres then are changing to becoming visitor attractions of their own and are adjusting to the experience economy. They are becoming places to relax, to eat, to drink, to socialise and to play. While people spend time doing these things, they will spend money.

Councils, traders, business networks and landlords in towns up and down the country have long been working hard to understand how they can convince people they want to go into town now that they no longer need to. Not every town the size of Weston attracts large numbers of visitors every year, albeit seasonally. By curating a programme of cultural activity and connecting and promoting the assets and more peculiar and interesting places in the town centre, footfall, dwell time and expenditure can be encouraged into the town throughout the year and across the day.
Town Centre Consolidation

Town Centres are dynamic places comprised of multiple uses, spaces and ownerships. They are inherently flexible and have always been able to adjust to technological, demographic, economic, environmental and behavioural changes. COVID-19 and the lockdown dramatically accelerated changes to shopping, socialising, working and travelling.

Across the world, the structural changes to shopping habits means that people spend more money on food, drink and experiences and less money on physical things they need when they visit town centres. This means that town centres are having to convince people that they want to visit them, because they no longer need to.

While cultural programming and wayfinding can encourage footfall to Weston town centre, there will also need to be a process of consolidation and repurposing of buildings. North Somerset Council will prepare new planning policies and guidance that consolidate commercial activity into a smaller ‘core area’ and encourage the thoughtful and contextual conversion of underused retail space to new homes, workspace and community space.

Weston General Stores will become a means to achieving this through the provision of good quality and productive workspace in the heart of the town centre, trading models for business that can’t afford their own unit and space for click and collect.

Sovereign Centre

North Somerset Council owns the headlease of the shopping centre and income collected contributes to the budget that provides core public services such as adult social care, waste collection and libraries.

The Centre occupies a large portion of the town centre and is a connecting building between the seafront and the high street. Architecturally it exhibits a strong post-modern theme which is at odds with the rich Victorian fabric of most of the rest of the town.

As shopping habits continue to change the purpose of town centres for communities, the future role of the Sovereign Centre to support placemaking in Weston will be explored through diversification and investment.

Proposals to repurpose vacant space, seasonally re-use parts of the car park, the diversification of offer, drawing footfall into the high street, space for food and drink, learning and cultural events will be developed alongside physical investment in the building. The name and brand identity will be changed to reflect the changing nature of the town centre and to make use of the new WsM place identity.

Weston College and University Centre Weston

The growth of Weston College and the emergence of University Centre Weston has been a highly visible sign of success and progress for Weston, particularly in the town centre. The breadth of courses and quality of learning will continue to be a major ingredient for Weston’s inclusive economic growth and increasing the town’s role within the West of England region.

The college will have a key role to play in the economic renewal and resurgence of Weston following the Covid-19 lockdown through the provision of skills that employers need for young people to thrive and adult learning for those people seeking alternative employment in a new economic context.

Weston College has played a leading role in the creation of a new Institute of Technology (IoT), bringing together major institutions and advanced engineering and manufacturing businesses in the region. It will set learners on a path to high-skilled, high-wage careers in health and social care; advanced engineering and high-value manufacturing, and the creative, digital and high-tech industry sectors.

Purpose built student living is emerging as a viable asset class in the town centre. Additional developments of good quality and well managed accommodation will play a key role in attracting more students and driving demand for local cultural activity and the evening economy.

The growth of Further and High Education in Weston will continue to play an important role for investment and placemaking in Weston.

Collaboration through the Weston Place Agency can to explore opportunities for students to participate in activities that support their learning through working with local business and employers.

Weston College Group has University Centre Status and has major plans to expand its provision to make Weston a university town, working with its key partners UWE Bristol, Bath Spa University and Hartpury University. This combined with Weston leading the Institute of Technology for the West of England, alongside piloting the new government T Levels, will bring an enhanced focus to technical education with a philosophy of increasing the opportunity for higher and university-level education in the highly sought industry growth areas of engineering, health, cyber and computing.
Rewilding seeks to remove human intervention as the main drivers of ecological change. Restoring habitats to a ‘wild’ state with relaxed management interventions has measurable benefits for biodiversity in addition to a breadth of ecosystem services – the benefits functioning ecosystems provide to people. A strategy for increased planting through the town centre aims to improve provision for biodiversity, making corridors for wildlife to pass from Weston Woods to the dunes.

Rewilding planting routes

Increased biodiversity zones

Existing trees and green spaces

Key

North Somerset Climate Emergency

<table>
<thead>
<tr>
<th>Target</th>
<th>Target</th>
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</thead>
<tbody>
<tr>
<td>Become a net zero carbon council</td>
<td>Net Zero Embodied Carbon. Demand target of &lt;300–500 kgCO2/m2</td>
</tr>
<tr>
<td>An energy efficient built environment</td>
<td>Net Zero Operational Energy. Demand target of 35–55 kWh/m2/year</td>
</tr>
<tr>
<td>Renewable energy generation</td>
<td>On-site solar PV to provide 20% of energy demand</td>
</tr>
<tr>
<td></td>
<td>Major Development should incorporate battery storage</td>
</tr>
<tr>
<td></td>
<td>All new development should utilise heat pump technology</td>
</tr>
<tr>
<td>Repair, reuse, reduce and recycle</td>
<td>Increase Recycling Rate to 75%</td>
</tr>
<tr>
<td></td>
<td>Increase Recycled content within new developments to 40%</td>
</tr>
<tr>
<td>Replenish our carbon stores</td>
<td>Provide an area of rewilded land that is 20% of total area</td>
</tr>
<tr>
<td></td>
<td>Provide trees with canopies that cover 15% of the total site area</td>
</tr>
<tr>
<td>Reduce emissions from transport</td>
<td>Install EV charging points on 50% of all parking spaces</td>
</tr>
<tr>
<td></td>
<td>Encourage a 20% shift towards sustainable travel</td>
</tr>
<tr>
<td>Adapting to climate change</td>
<td>Urban Greening Factor Target of 0.5</td>
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<tr>
<td></td>
<td>Buildings designed to meet CIBSE TM59 criteria under 2050 climate conditions</td>
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</tbody>
</table>
During the summer months, Weston welcomes very large numbers of visitors who are mainly drawn to the seafront. Despite physical connections between the promenade and the high street, relatively few visitors explore the wide variety of cultural places, public spaces and businesses available across the town centre, while overall visitor numbers fall away during the colder months.

By introducing the concept of the ‘Weston Constitutional’ and the ‘Weston Peculiar’, more people can be encouraged to move inland and explore, while the role the seafront performs in the regional visitor economy can be extended beyond high season.

North Somerset Council owns much of the land along the promenade used for major events, outdoor trading and seasonal attractions. It is a major piece of infrastructure, providing public realm for high volumes of people and vital flood defences for the town.

It can become a year-round route for cycling and walking (taking your constitutional!) and the council will review the concessions, events and attractions to strengthen Weston’s experience-based economy.

A bold and creative approach to wayfinding, using street furniture, murals on buildings, graphics on the highway can support movement into and around the town by walking and cycling.

Tactically located interventions can encourage people to explore more of the town, to experience the richness of the more serendipitous and peculiar spaces and places found in the town centre.
As the use and inhabitation of spaces and units fluctuates, so does the potential activity within the town centre. This microplan aims to create agility in the town, activating under-used spaces in order to reinvigorate, be productive and attend to the needs of Weston's inhabitants.

Here, a selection of meanwhile activities have been integrated into the town's available spaces. The activities respond to Weston's wishes, and can be relocated as necessary.
Menu of Agile Uses

The availability of vacant sites fluctuates. During the Weston Wishes activity (see p.93) the public made requests for many activities for vacant sites. Here is a menu of agile uses. These activities can fill gaps and activate underused spaces across the town and outskirts. The duration of agile uses can range from a season to ten years.

**Key**

**Construction cost**

| £   | £1000’s       |
| ££  | £50k-£100k    |
| £££ | £100k – £1m  |

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
<th>Season</th>
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<tr>
<td>Outdoor eating</td>
<td>££</td>
<td>Year round</td>
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<tr>
<td>Outdoor cinema</td>
<td>£££</td>
<td>Seasonal</td>
</tr>
<tr>
<td>Allotment planters</td>
<td>££</td>
<td>Year round</td>
</tr>
<tr>
<td>Indoor market</td>
<td>£££</td>
<td>Seasonal</td>
</tr>
<tr>
<td>Co-working space</td>
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<td>Year round</td>
</tr>
<tr>
<td>Studio/performance space</td>
<td>£££</td>
<td>Year round</td>
</tr>
<tr>
<td>Urban play</td>
<td>££</td>
<td>Year round</td>
</tr>
<tr>
<td>Skatepark</td>
<td>££</td>
<td>Year round</td>
</tr>
<tr>
<td>Events space</td>
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</tr>
<tr>
<td>Homes</td>
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<td>Year round</td>
</tr>
<tr>
<td>Makers space</td>
<td>£££</td>
<td>Year round</td>
</tr>
<tr>
<td>Play space</td>
<td>£££</td>
<td>Year round</td>
</tr>
<tr>
<td>Orchard</td>
<td>£</td>
<td>Year round</td>
</tr>
<tr>
<td>Outdoor market</td>
<td>££</td>
<td>Year round</td>
</tr>
<tr>
<td>Urban forest</td>
<td>£</td>
<td>Year round</td>
</tr>
<tr>
<td>Mobile planters</td>
<td>£</td>
<td>Year round</td>
</tr>
<tr>
<td>Trampolining</td>
<td>££</td>
<td>Seasonal</td>
</tr>
<tr>
<td>Outdoor gym</td>
<td>££</td>
<td>Year round</td>
</tr>
</tbody>
</table>
The Bay
Marine Lake Swimming
Constitutional
Tropicana & Seaquarium
Public Realm
Wayfinding
Rewilding

Key
- Green Spaces and Trees
- Projects
- Areas for Rewilding
- Listed Buildings
- Sites for New Homes
- Public Realm Improvements
- Wayfinding

Delivery costs
- £ <£50k
- ££ £50k-£100k
- £££ £100k-£1m
- ££££ >£1m
The Bay

Marine Lake Swimming

Marine Lake can once again become a major outdoor swimming amenity for local people and visitors to the town. The council will seek investment and work with the local community to agree a sustainable model for regularly reducing the levels of silt in the lake.

Trading opportunities along Marine Parade could help to generate revenue while there are also opportunities to further enhance biodiversity in the area.

<table>
<thead>
<tr>
<th>Partners</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSC</td>
<td>£££</td>
</tr>
<tr>
<td>Programme</td>
<td>From 2022</td>
</tr>
</tbody>
</table>

Constitutional

The seafront will always attract millions of people a year, particularly in the high season summer months. It can become a year-round local and regional amenity along the English Coastal Path and National Cycle Network — a calming place to walk and cycle in the colder seasons supporting both physical exercise and mental wellbeing.

North Somerset Council will review the approach it takes to major events, outdoor trading and seasonal attractions to help enhance Weston’s experience-based economy.

This may result in fewer but better concessions and attractions on the seafront and greater use of inland spaces and places (such as Dolphin Square, Sovereign Centre rooftop and Italian Gardens) to drive footfall to business, cultural venues and museums in the town centre.

Pedestrian connections from the ‘constitutional’ route to the town centre will also be improved, including Spider Lane and Regent Street.

<table>
<thead>
<tr>
<th>Partners</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>NSC, Place Agency, private events operators</td>
<td>££</td>
</tr>
<tr>
<td>Programme</td>
<td>From 2023</td>
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</tbody>
</table>
The Tropicana is becoming a major regional venue and attracting events from across the country. North Somerset will seek capital investment to secure the future of the building and develop a cultural programme that contributes to an improved visitor experience.

The SeaQuarium building is privately owned but sits on North Somerset Council owned land. The council will work with investors to support the creative re-use of the building for cultural or business activities that meet Placemaking objectives and secure the future of the building.

Working with the Environment Agency, North Somerset Council delivered a £30million pound engineering and public realm project along the seafront to help protect the town from the risk of flooding.

Engagement through the Weston Wishes exercise identified support for more civic facilities such as water fountains, distance markers for runners and more seating and planting.

There are also opportunities to renovate historic shelters, repair railings and street furniture.

The land train became unviable, but North Somerset Council will work with partners to explore its reintroduction or the potential for electric autonomous vehicles to support accessible movement along the seafront and around the town.

These items will be explored for deliverability and viability.
Hillside
Birnbeck Pier
Worlebury Hill Fort
Old Town Quarry
More Homes
Rewilding
Wayfinding

Delivery costs

<table>
<thead>
<tr>
<th>Key</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>£</td>
<td>Green Spaces and Trees</td>
</tr>
<tr>
<td>££</td>
<td>Projects</td>
</tr>
<tr>
<td>£££</td>
<td>Areas for Rewilding</td>
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<tr>
<td>££££</td>
<td>Sites for New Homes</td>
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</table>

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<thead>
<tr>
<th>Delivery costs</th>
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<tr>
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</tbody>
</table>
North Somerset Council and the Royal National Lifeboat Institute (RNLI) are collaborating to restore the Grade II listed Pier and deliver a permanent new Lifeboat station for the town.

**Partners**
NSC, RNLI, Historic England, Birnbeck Regeneration Trust

**Cost**
££££

**Programme**
From 2024

---

Privately owned derelict sites with coastal views are available for development and North Somerset Council will work with any credible development proposal to facilitate good development through the planning process.

**Partners**
NSC, development sector

**Cost**
££££

**Programme**
From 2023

---

North Somerset Council will seek investment partners to relaunch the Quarry to become a year round cultural asset for the town and serve as a Visitor Centre for the Worlebury Hill Fort.

**Partners**
NSC, Weston Civic Society, investors

**Cost**
££

**Programme**
From 2022

---

Some non-native and invasive species may be considered for clearing to support the conservation of the fort. This will support increased interpretation and access to the Scheduled Monument, allowing it to become a major visitor destination throughout the year.

**Partners**
NSC, NLHF, Forestry England, local community

**Cost**
£££

**Programme**
From 2023

---
Grove Village and The Bouvelard
The Stable
Historic Shopfronts
Grove Park
Public Realm
Student Accommodation
More Homes
Rewilding
Wayfinding

Key
- Green Spaces and Trees
- Projects
- Areas for Rewilding
- Listed Buildings
- Public Realm Improvements
- Wayfinding

Delivery costs
- £<50k
- £50k-£100k
- £100k-£1m
- >£1m
The Stable opened in 2017 as co-working space for business in creative and digital sectors. It provides spaces for working and collaboration, events, hospitality and grassroots community activity. With reduced levels of out-commuting and more local working throughout the week, demand for The Stable is growing.

**Partners**
The Stable, NSC, Local Enterprise Partnership

---

Grove Park

Opened in 1861, the listed Grove Park was Weston's first public park. It is a significant amenity for people who live, work and study in the town. The council will work with funders to renovate buildings, rookeries, water features, boundaries and pathways. The project will support the existing Park Friends network and develop local community heritage skills.

**Partners**
NSC, Friends of Grove Park, NLHF

**Cost**
££££

**Programme**
From 2024

---

Historic Shopfronts

Heritage Action Zone grants will improve priority shopfronts, including buildings in the Grove Village neighbourhood. The project will also support businesses to improve their engagement with local customers and visitors.

**Partners**
NSC, Historic England, business

**Cost**
£££

**Programme**
From 2020

---

Public Realm

Increased visual connection with the High Street and improved street furniture will draw visitors and residents towards the Grove Village shops, bars, restaurants and cultural venues.

**Partners**
NSC

**Cost**
£

**Programme**
From 2021
4.0 Programmes and Projects

High Street & Lower High Street
Sovereign Centre
Events & Market Space
Banksy Pinwheel
Spider Lane Wayfinding
High Street Public Realm
Bike Hub
More & Better Homes
Heritage Buildings
Dolphin Square Meanwhile
High Street

Sovereign Centre

North Somerset Council owns the headlease of the Sovereign Centre. It will introduce a new plan for the centre including capital investment to diversify activities away from a reliance on retail inside and out.

The rooftop car park is not always used and provides an excellent viewpoint across the town and out to the Severn Estuary. The roof could be seasonally repurposed as a public space for events, a garden, cultural programming and family friendly food and drink. A polytunnel roof could house covered facilities and provide shelter from the rain.

Events and Market Space

The Italian Gardens can host a weekly market, a popular request from the public during project consultation phases. A market would support independent traders and has potential to diversify food offering, drawing visitors from out of town and activating the High Street and Town Centre on operation days.

Banksy Pinwheel

A place will be found for Banksy’s Pinwheel, that was left for the town following the Dismaland exhibition at the Tropicana in 2015. There are a number of locations where the Pinwheel could be sited, so it can become a major regional installation of public art and a wayfinding device.
The Bike Hub is a place for hire and repair of bikes and a place for cyclists to rest and refresh along the National Cycle Network. The Bike Hub will help divert footfall from the seafront into the town centre, diversify the experience-based economy around the year and support more people cycle locally. Various locations are being explored including combining the hub with Weston General Stores.

**High Street Public Realm**

The High Street forms the ‘peculiar’ north-south axis of Weston, a pedestrianised main shopping street. Refurbishment of the public realm includes rationalisation of street furniture (seating, waste bins, lighting, cycle parking), and increased planting to create a biodiversity corridor and new wayfinding.

<table>
<thead>
<tr>
<th>Partners</th>
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<tbody>
<tr>
<td>NSC</td>
<td>£££</td>
<td>From 2023</td>
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If redevelopment plans continue to be delayed then Dolphin Square can provide outdoor spaces for wellbeing and activities for families and young people on a meanwhile basis. Weston Wishes showed that there was significant demand for a skatepark, an outdoor gym, trampolining, green space to enjoy and grow food, and children’s play areas. Located at the end of the High Street, the square provides public space to round off the ‘peculiar’ axis, and much-needed, central wellbeing activities as meanwhile uses. In the long term, the site will be developed for housing by Homes England.

**Food trucks and outdoor eating in a public square**
**Children’s play area**
**Urban forest**
**Temporary/movable vegetable planters**
**Trampoline park**
**Skatepark**
**Outdoor gym**

**Lower High Street**

Dolphin Square Meanwhile

**High Street**

The Bike Hub is a place for hire and repair of bikes and a place for cyclists to rest and refresh along the National Cycle Network. The Bike Hub will help divert footfall from the seafront into the town centre, diversify the experience-based economy around the year and support more people cycle locally. Various locations are being explored including combining the hub with Weston General Stores.

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<tbody>
<tr>
<td>NSC, DfT</td>
<td>££</td>
<td>From 2021</td>
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<tr>
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<tbody>
<tr>
<td>NSC, Homes England</td>
<td>£££</td>
<td>From 2021</td>
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</tbody>
</table>
Orchard Meadows
Public Realm
Meanwhile Workspace
Weston Museum Wayfinding
Historic Shopfronts
More & Better Homes
Events Programme & Street Trading

Key
- Green Spaces and Trees
- Projects
- Areas for Rewilding
- Listed Buildings
- Train Station
- Public Realm Improvements
- Wayfinding

Delivery costs
- £: <£50k
- ££: £50k-£100k
- £££: £100k-£1m
- ££££: >£1m

2.0 Weston-super-Mare 68
Orchard Meadowsower
4.0 Programmes and Projects 68
Orchard Meadows

Public Realm to Meadow and Orchard Street

Public realm improvements to Meadow Street and Orchard Street could make the streets access only, widening walking space for pedestrians and increasing usable public space.

Partners
NSC

Cost
£££

Programme
From 2023

Meanwhile Workspace

Vacant units along Meadow Street can be temporarily repurposed to provide workspace in the area. For example, Weston Discounts is a large unit that spans an area between Meadow Street and Alexandra Parade, providing a large space for temporary alternative use.

Partners
NSC, building owners, workspace operators

Cost
£

Programme
From 2022

More and Better Homes

Repurposing vacant buildings and capacity over shops along Orchard Meadows will create opportunities for more and better homes and student accommodation in the centre of town.

Partners
Property owners, development sector

Cost
£££

Programme
From 2024

Weston Museum Wayfinding

As part of the ‘peculiar’ north-south axis, wayfinding towards Weston Museum will be improved from Meadow Street and Orchard Street.

Partners
NSC, Weston Museum

Cost
£

Programme
From 2022
Alexandra Parade & Walliscote Place
Public Transport Interchange
Station Road Public Realm
Heritage Action Zone
More & Better Homes
Wayfinding
Rewilding

Key
- Green Spaces and Trees
- Projects
- Areas for Rewilding
- Listed Buildings
- Sites for New Homes
- Public Realm Improvements
- Train Station
- Wayfinding

Delivery costs
- £<£50k
- ££50k-£100k
- £££100k-£1m
- ££££>£1m
Public Transport Interchange

A new bus interchange is proposed on Alexandra Parade. The proximity of bus stops to the Town Centre aims to increase use of public transport and walkability to the High Street. As part of this project, pedestrianisation of Regent Street will help increase usability of the adjoining public space.

Station Road Public Realm

Public realm improvements to Station Road include widening of footpaths, dedicated cycle lanes, new planting, wayfinding and improved crossings, creating a more welcoming and comfortable experience on arrival into the Town Centre.

Heritage Investment

The High Street Heritage Action Zone will contribute funding toward the sensitive redevelopment and re-use of heritage assets, including the former Magistrate’s Court.

Alexandra Parade

Walliscote Place

More Homes

North Somerset Council will seek investment to bring forward the development of the former police station for good quality new homes in the town centre. An exemplary design will be sought to provide a contextual setting for the listed former Magistrates Court.
Weston Station
More & Better Homes
Arrival Wayfinding
New Primary School
Station Public Realm

Key
- Green spaces and trees
- Projects
- Areas for Rewilding
- Listed Buildings
- Sites for New Homes
- Public Realm Improvements
- Train Station
- Wayfinding

Delivery costs
- £<£50k
- £50k-£100k
- £100k-£1m
- >£1m
Weston Station

**More and Better Homes**

There are development sites with the capacity for around 500 new homes in close proximity to the station and bus services. The council will continue to accelerate the delivery of good quality homes and improve the impression of this gateway location for the town.

**Weston Station Public Realm**

On arrival into Weston by rail, a welcoming square integrating public art, public realm and wayfinding is needed to guide visitors to varying destinations. The proposed square includes seating, a drop-off and pick-up point, planting and trees, signage and arrival/departure information. This will integrate with plans for step-free access both sides of the tracks.

**Arrival Wayfinding**

Arrival into Weston by train, road and by bus can be marked by wayfinding public art interventions, drawing visitors towards the Town Centre.

**New Primary School**

Land and access has been identified for a new primary school to help meet the needs for the Town Centre as development sites come forward and buildings are repurposed.
DOWN TO THE OPEN CAFES
AND THE CALM MUSEUM,
GIVING EGG-SHELL STORIES
SOMEBWHERE SAFE TO NEST.
PAST THE SUPERMARKET
WHERE THE COAL DUST USED TO FLY.
THE CLOCK WHERE TRAINS ONCE
WORKED THROUGH TOWN, LIKE TIME.
THIS PLACE WAS QUITE 'THE THING'.
NOSTALGIA'S CINEMATIC FLING.
BEFORE THE DISCOS,
THERE WERE DANCES —
LOVERS COURTED
IN THE WINTER GARDENS.
NOW OUR KISSES WALTZ
BESIDE THE TIDES
AND FRIENDSHIPS FLICKER
IN THE WOODS AT NIGHT.

A TOWN WITH ART IN EVERY SEAM,
WHERE SINGERS HARMONISE
ALONG THE STREETS;
WHERE MUSIC PUSHES
THROUGH THE CRACKS
AND DRAMA DANCES ON THE SAND.
A COUPLE, BAGS IN HANDS,
COME SHOPPING EVERY WEEK.
THEIR STORY STARTED
IN THE BALLROOM OF THEIR PAST —
THAT MOMENT WHEN
HE OFFERED HER HIS ARM.
NOW THEY ARE WAITING
FOR THEIR BUS TOGETHER.
THIS IS THE REAL MEANING
OF FOREVER.
This placemaking methodology is founded in public engagement: the first of three activities, Weston Wishes invited inhabitants to make wishes for Weston, writing or drawing on postcards. Partners included Weston College, Walliscote Primary School, Hans Price Academy, Broadoak Academy, Love’s, The Stable, Artspace, Replenish, Theatre Orchard Weston Town Council, Civic Society, BID and the wider public. The postcards were exhibited in the Sovereign Centre Food Court, an ‘urban room’ for the project.

Social media played a part in the development of an initial campaign, Superweston, opening a conversation about a new graphic identity for Weston and building a community around the engagement events with partners. The Weston Wishes responses demonstrate the community spirit and activism of Weston people and organisations: many identified the need for resources to support mental health and homelessness; increased green spaces and opportunities to grow food; spaces and activities for young people and families; encouragement of arts practices; more independent retailers and support for the High Street.
Weston Wanders

Weston Wanders was a community mapping activity, consisting of Walkabouts around Weston to document thoughts and observations about the town. The aim was to collect current intangible feelings and histories of place in Weston today.

Poems were co-made by Beth Calverley, the Poetry Machine with the community about their feelings and memories of Weston, infused into a Poem for Weston (overleaf).

Mike Jones (Centre for All Healthy Living) led a walk around Weston, and Chris Fisher (Weston Museum) recorded oral histories.

A large community map of Weston, usable in the future by designers/creatives, interprets the town.

— 51 people took part in making the map
— 14 people co-wrote poems.

Partners included: Weston College, Weston Heritage Health Walks and Weston Museum.

A current sense of how people feel along specific routes and particular locations in Weston as a place were defined.

Work Weston

This event focused on developing ideas about future economic development of Weston retail and workspace. Business leaders and key stakeholders from North Somerset took part in a Placemaking Roundtable to discuss:

— Business and investment: What factors would encourage businesses to set up in Weston town centre?
— Identity: What narratives could encourage people to make investment decisions in Weston?
— Branding: What do you think about the new Burgess and Beech identity options?

A Workplace and Retail Afternoon was held with the wider business community:

Presentations were held by Turner.Works, Retail Revival and the Placemaking and Growth, Development and Environment, from North Somerset Council.

Two workshops followed:

— Workshop 1, led by Sally Williams, focused on reimagining retail and the high street in Weston
— Workshop 2, led by Carl Turner, focused on exploring the future of workspace in Weston.
IT’S GOOD TO FIND A SPACE TO SIT AND THINK.
PRINCE CONSORT GARDENS OVERLOOK THE LAKE
AND YOU CAN WAIVE TO WALES ON A LUCKY DAY.
FREEDOM FEATHERS AT OUR FINGERTIPS LIKE CLOUDS
AND WE CAN CLEAR OUR HEADS AWAY FROM TOWN.
BUSES ARE IMPORTANT.
SO ARE TREES.
GREEN IS THE ANTIDOTE TO FEELING BLEAK.
BRING BACK THE HEALING PROPERTY OF NATURE —
BRING BACK THE SPACES THAT WE’VE ALMOST LOST.
BRING BACK THE WILDNESS WHERE HOPE BELONGS.

WE’VE STOPPED AT THE QUARRY,
WHERE THE TWILIT LIMESTONE SLEEPS.
THIS IS THE COMPANY THAT NATURE KEEPS;
A LEAFY HERITAGE OF QUIET DREAMS.
THE SCOUTS ARE CAMPED TOGETHER. STARTING FIRES.
THEY GATHER CLOSER AS THE SHADOWS FLICKER HIGHER.

AND HERE, BETWEEN THE TREES, WE’RE SWIMMING —
LOST AND FOUND AT SEA.
THE LEAVES ARE A LIVELY HIVE OF WAVES.
AN ESTUARY OF BEELINES, MAKING STEADY CHANGE.
ALL IT TAKES IS THE NERVE TO JUMP IN.

IF ONLY EVERYONE COULD FEEL LIKE THIS.
Design Lab
Making a brand

Following the initial research and design development, Burgess and Beech invited Weston's students, entrepreneurs and locals to the Sovereign Centre for an exhibition and design workshop.

Through the exhibition, visitors were given the opportunity to see behind the scenes in the branding process, from visual research, design development, to offcuts and finally the proposed three routes.

As part of the workshop, each visitor was given a booklet to voice their opinions about each route and a vote on which they preferred.

Alongside this, a large display wall opened discussion over WsM's naming, values, tone of voice, colour mood, rating and typeface.

After completing the Design Lab workshop, booklets were left out for the next week to collect further results from those unable to attend. Beside the physical campaign, online votes were cast out over social media to allow the public to have their final say.

Overall, Route 3 was a clear winner—with over 70% of voters responding positively. Some voter comments include:

“Shows we are moving forward”
“All types of visitors are welcome”
“Showing off what WSM has to offer in terms of nature & the outdoors”
“Child friendly, healthy living”
“A statement to make”

A large display wall opened discussion over WsM's naming, values, tone of voice, colour mood, rating and typeface.

Approximately 100 votes completed by multiple groups and ages.
<table>
<thead>
<tr>
<th>Alliance Homes</th>
<th>JJP Holdings</th>
<th>The Stable</th>
<th>Weston Museum</th>
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<tbody>
<tr>
<td>AGE UK</td>
<td>Know Your Place</td>
<td>Theatre Orchard</td>
<td>Weston Hospice Care</td>
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<tr>
<td>Alder King</td>
<td>Lloyds Bank</td>
<td>University of the 3rd Age</td>
<td>Weston Town Centre Partnership</td>
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<td>Arts Council England</td>
<td>Lambtrad</td>
<td>The Vaults</td>
<td>Weston Town Centre Partnership</td>
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<td>ArtSpace</td>
<td>Love’s Cafe</td>
<td>Vision North Somerset</td>
<td>Weston Chamber of Commerce</td>
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<td>British Legion</td>
<td>National Lottery Heritage Fund</td>
<td>Voluntary Action North Somerset</td>
<td>Xenint</td>
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<tr>
<td>Broadoak Academy</td>
<td>Printmaking Space</td>
<td>Walker and Ling</td>
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<tr>
<td>Citizens Advice North Somerset</td>
<td>Quartet Community Foundation</td>
<td>Walliscote Primary School</td>
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<td>Dowlas</td>
<td>ReACT Theatre</td>
<td>Walsingham Planning</td>
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<td>Replenish</td>
<td>West of England Growth Hub</td>
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<tr>
<td>Federation of Small Businesses</td>
<td>Revprop</td>
<td>West of England Combined Authority</td>
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<tr>
<td>For All Healthy Living Centre</td>
<td>RNLI</td>
<td>West of England Local Enterprise Partnership</td>
<td></td>
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<tr>
<td>Forum of care home providers</td>
<td>Rusty Club</td>
<td>Weston Business Improvement District</td>
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<tr>
<td>Grand Pier</td>
<td>Sovereign Centre</td>
<td>Weston Civic Society</td>
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<tr>
<td>Hans Price Academy</td>
<td>St Monica’s Trust</td>
<td>Weston Collective</td>
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<tr>
<td>Historic England</td>
<td>SAFFA (the armed forces charity working with retired officers)</td>
<td>Weston College Group</td>
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<td>Homes England</td>
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<tr>
<td>The Hive and NSEA</td>
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</table>
Team & Credits

Working closely with the North Somerset Council, 'meanwhile' thinking, architects and urban planning experts Turner Works joined forces with identity and branding outfit Burgess & Beech to create a strategy for Weston, a vehicle for the re-imagination, repurposing and reinvigoration of the town. Environment and sustainability consultants Greengage focused on the socio-environmental strategy development; and retail and community analysis consultants Retail Revival undertook surveys to find out what the public would like to see in the town centre.

Photography by Paul Blakemore, Turner Works, Burgess & Beech

Poetry by Beth Calverley, The Poetry Machine

Special thanks to: Mike Jones (For All Healthy Living Centre), Chris Fisher (Weston Museum), and the people of Weston-super-Mare