

WSM

Great Weston Heritage Action Zone 2017-2022

The legacy: a snapshot of achievements



Great Weston Heritage Action Zone 2017-2022

The Great Weston Heritage Action Zone has met its aims and its delivery plan despite the challenge of the Covid-19 pandemic. It has clearly demonstrated how heritage can play a role in the town centre's renaissance.

Here's a snapshot of our achievements

1 Understanding.

Technical research and evidence gathering including historic landscape characterisation, aerial mapping, a conservation area appraisal and a buildings listing review to better understand Weston's heritage significance and to inform a targeted building repairs scheme and other initiatives.



2 Protecting.

Two new designated listed buildings – The Railway Station and WHSmith (44 High Street). The amalgamation of four separate conservation areas into one 'Great Weston Conservation Area'; this has been extended to include the town centre. In 2018, a management plan was adopted to help inform positive change and future conservation initiatives.

3 Celebrating.

Allan Brodie, Johanna Roethe and Kate Hudson-McAulay wrote a book called *Weston-super-Mare: The town and its seaside heritage*. This was to spread Weston's appeal and celebrate the town's colourful history and heritage. A sold out launch event was held in March 2019 in the town's Blakehay Theatre.

4 Championing.

A series of digital heritage guides and walks including the 'In the Footsteps of Hans Price' walk. Officers champion heritage as a fundamental part of their jobs.

5 Safeguarding.

Planning and heritage management tools including the adoption of a local authority Heritage Strategy as policy, a Local Heritage List to acknowledge and help safeguard Weston's important heritage assets; a shopfront design guide (assisted by University of the West of England), and an Article 4 Direction preventing the loss of boundary walls.

6 Connecting communities.

Development of *Know Your Place*, a free digital mapping resource that enables local people to share information, knowledge and stories and to explore online maps, archive images and information.

7 Conservation.

Physical improvements to the public realm and several historic buildings, Walker & Ling (84-86 High Street), 59, 132 and 134 High Street. This helped to provide a more positive perception of the town and a better environment for economic investment.

8 Participation.

A programme of heritage and cultural events for a variety of groups and audiences.

- Heritage Open Days festival each September for the four years between 2017 and 2021 which saw over 30 organisations engage in a celebration of heritage.
- Civic Society led heritage lecture series.
- Two major exhibitions on the Grand Pier.
- Three exhibitions at Weston Museum.
- A major placemaking exhibition in The Sovereign shopping centre featuring Heritage Action Zone work.

9 Capacity building.

A programme of training for council members, officers, walk leaders and local retailers.

10 Local Authority commitment and investment.

The development of a SuperWeston Placemaking Strategy (2020) for the town, demonstrating a commitment to further positive design, planning, heritage and cultural initiatives. It joins individual schemes together in an overarching vision which the council is now delivering.



Thank you to the investors in Great Weston Heritage Action Zone

Historic England, North Somerset Council, Weston-super-Mare Civic Society, Weston Town Council, the retail sector and the communities in Weston-super-Mare who have supported the work.



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Heritage Action Zones
Historic England

