


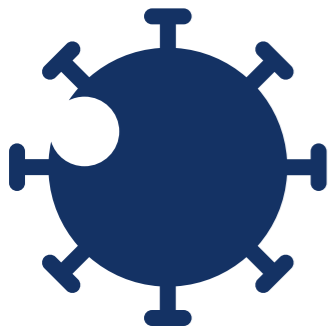
WVSA





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.



Covid-19

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 safe 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.

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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-
SUPER-
WARE

02



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 café 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.



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.



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.



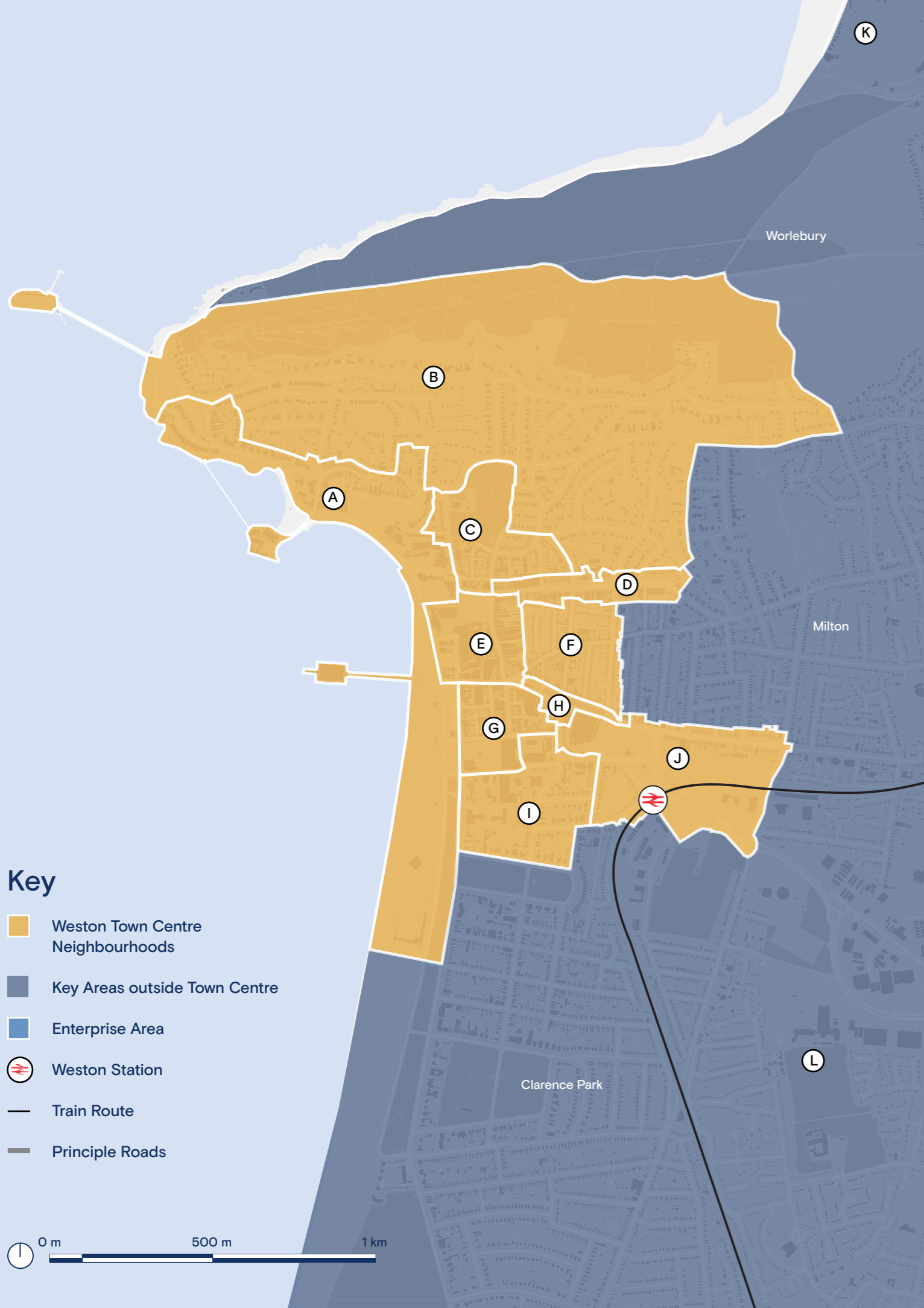
Go outdoors

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.



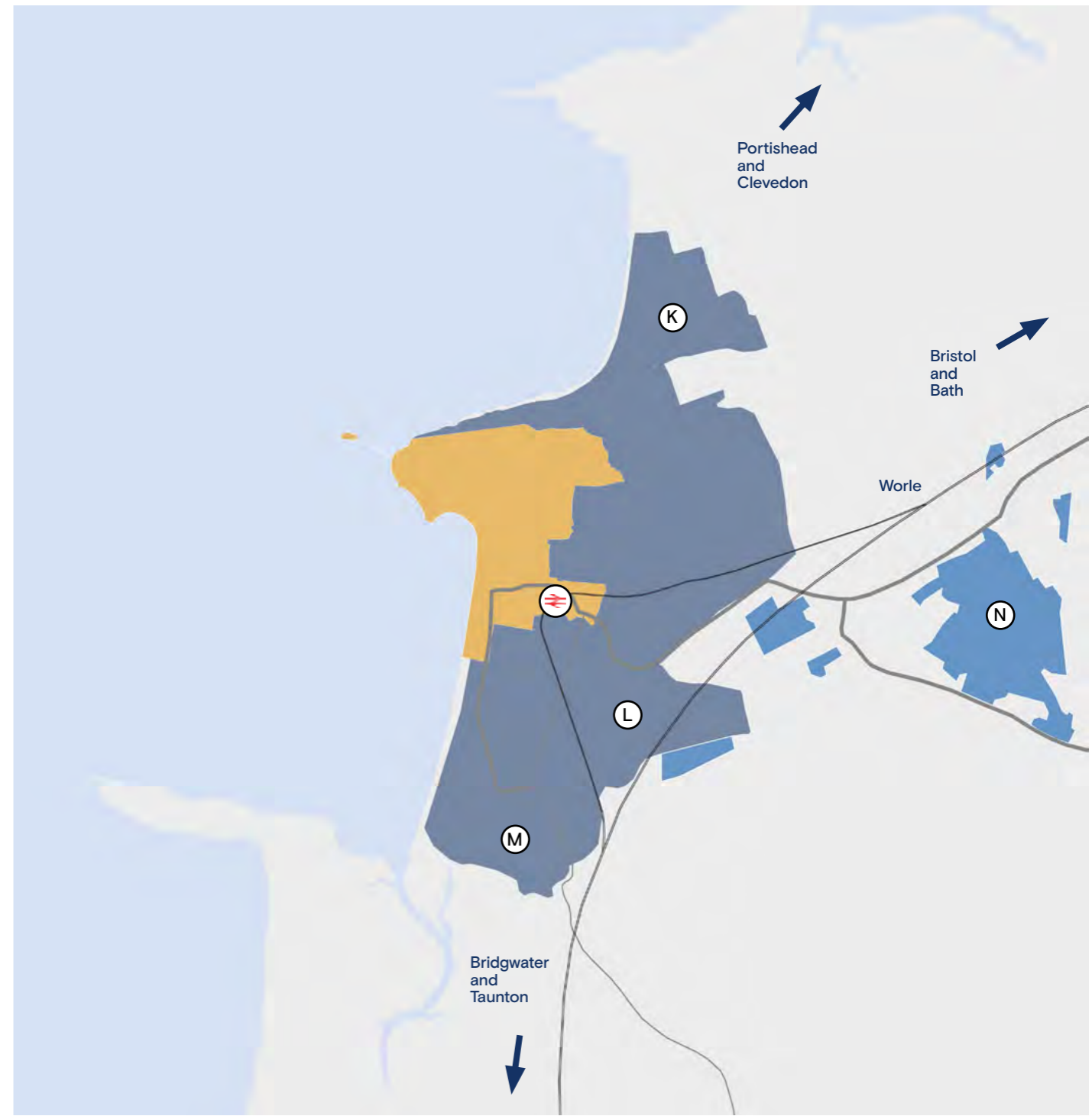
Image by Paul Blakemore



- Key**
- Weston Town Centre Neighbourhoods
 - Key Areas outside Town Centre
 - Enterprise Area
 - ⚓ Weston Station
 - Train Route
 - Principle Roads

Weston Neighbourhoods

- | | |
|----------------------------|------------------------------|
| A The Bay | H Alexandra Parade |
| B Hillside | I Walliscote Place |
| C Grove Village | J Weston Station |
| D The Boulevard | K Kewstoke |
| E High Street | L Bournville |
| F Orchard Meadows | M Uphill |
| G Lower High Street | N J21 Enterprise Area |



**SUPERWESTON
PLACEMAKING
STRATEGY**

03

Weston Wishes



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



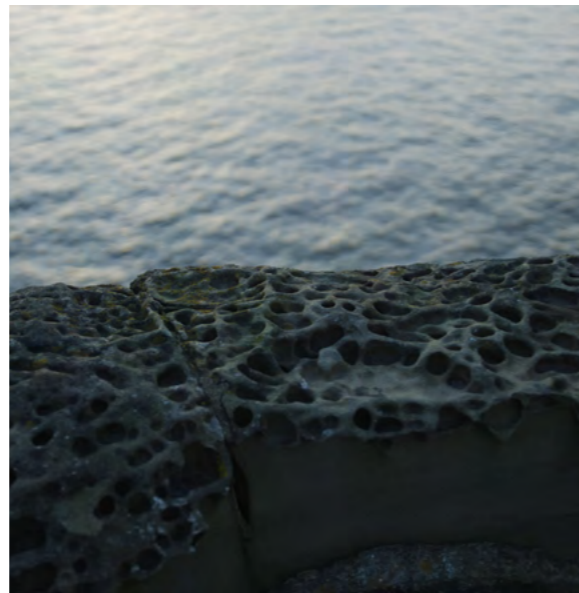
- Supporting people's chances of leading a healthy, fulfilling and active life in a rapidly changing economy through skills and employability
- Accessible primary health and wellbeing services in the town centre supporting residents to lead healthier lifestyles
- Better, healthier and locally sourced 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



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



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



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



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



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



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





PROGRAMMES AND PROJECTS

044

Projects

- Birnbeck Pier Refurbishment
- Worlebury Hillfort
- Old Town Quarry
- Marine Lake Swimming
- Grove Park Refurbishment
- The Stable
- High Street Refurbishment
- Italian Gardens Market and Events
- Banksy Pinwheel
- Sovereign Centre
- Weston General Stores
- Meanwhile Workspace
- Alexandra Parade Transport Interchange
- Dolphin Square
- Station Road Public Realm
- Weston Station Wayfinding
- New Primary School
- Tropicana and Seaquarium

Key

- Green Spaces and Trees
- Projects
- Public Realm Projects
- Key North-South Axes
- A. 'Constitutional'
- B. 'Peculiar'
- Key West to East Moves
- i. Station Road/Walliscote Road/Oxford Street
- ii. Alexandra Parade-Meadow Street/Regent Street/Grand Pier
- iii. Spider Lane/South Parade/Waterloo Street/Boulevard
- Core Shopping Area
- Homes on Upper Floors
- New Housing Development Sites
- EV charging locations



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.



Key

- Heritage Action Zone
- High Street Heritage Action Zone

Weston Place Agency



There is a powerful abundance of passion, assets, resources and content between Weston-based organisations. The Weston Place Agency is a commitment from cross sector partners with a strategic, economic and cultural impact to harness this power and provide collaborative place leadership for the town. Participants of the Place Agency network will use their resources and assets to better broadcast Weston's product and increase value across the town.

The network will drive the objectives of this placemaking strategy and pool resources to curate activity, develop projects and generate content-rich promotional narratives.

Critically, it will co-create a single place-based online platform for Weston, bringing together messages aimed at communities, business, visitors and investors. Working together with an overarching platform for content about individual assets can better promote Weston as a place across audiences.

The Place Agency is a broad network open to business, institutions, community and voluntary networks, local government, investors and funders.



Creating Inclusive Opportunity



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.

Weston College and University Centre Weston



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.

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.

Carbon Neutral



Weston Town Council and North Somerset Council have declared a climate emergency and an intention to achieve carbon neutrality by 2030. Many Weston businesses have themselves already participate in local initiatives such as ‘Plastic Free Weston’.

As North Somerset’s largest town, policy changes by the councils and behavioural changes by Weston residents and businesses can lead to a significant reduction in carbon emissions, including through:

- Encouraging and supporting local working so that people no longer need to commute to Bristol and beyond every day of the week
- A more circular economy of business activity with the use of local produce and services within the region
- Design and delivery of projects that make Weston even more walkable and provide

the infrastructure for safe cycling including a new cycle hub, safe storage, hire and dedicated lanes to connect the town centre with the wider Weston area

- Rolling out more charging points for Electric Vehicles in public car parks
- Exploring the introduction of local renewable energy generation, including photovoltaic panels on buildings and carparks
- Pushing for the repurposing of existing buildings to accommodate new homes and workspace
- Encouraging mixed use development for the highest levels of energy efficiency that can viably be delivered in new buildings
- Storing more local carbon in rewilded areas and additional trees
- Supporting a shift from private car use to public transport including buses and trains.

North Somerset Climate Emergency	Target
Become a net zero carbon council	Net Zero Embodied Carbon. Demand target of <300-500 kgCO2/m2
An energy efficient built environment	Net Zero Operational Energy. Demand target of 35-55 kWh/m2/year
Renewable energy generation	On-site solar PV to provide 20% of energy demand
	Major Development should incorporate battery storage
	All new development should utilise heat pump technology
Repair, reuse, reduce and recycle	Increase Recycling Rate to 75%
	Increase Recycled content within new developments to 40%
Replenish our carbon stores	Provide an area of rewilded land that is 20% of total area
	Provide trees with canopies that cover by 15% of the total site area
Reduce emissions from transport	Install EV charging points on 50% of all parking spaces
	Encourage a 20% shift towards sustainable travel
Adapting to climate change	Urban Greening Factor Target of 0.5
	Buildings designed to meet CIBSE TM59 criteria under 2050 climate conditions

Rewilding



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.



Wayfinding



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 in-land 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.



Lighting (Tandem Designs)



Benches (WMB Studio)



Art crossings (Camille Walala)



Activating blank walls



Illustration of an art crossing on the Highstreet



Illustration of a public art on an empty flank wall

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.

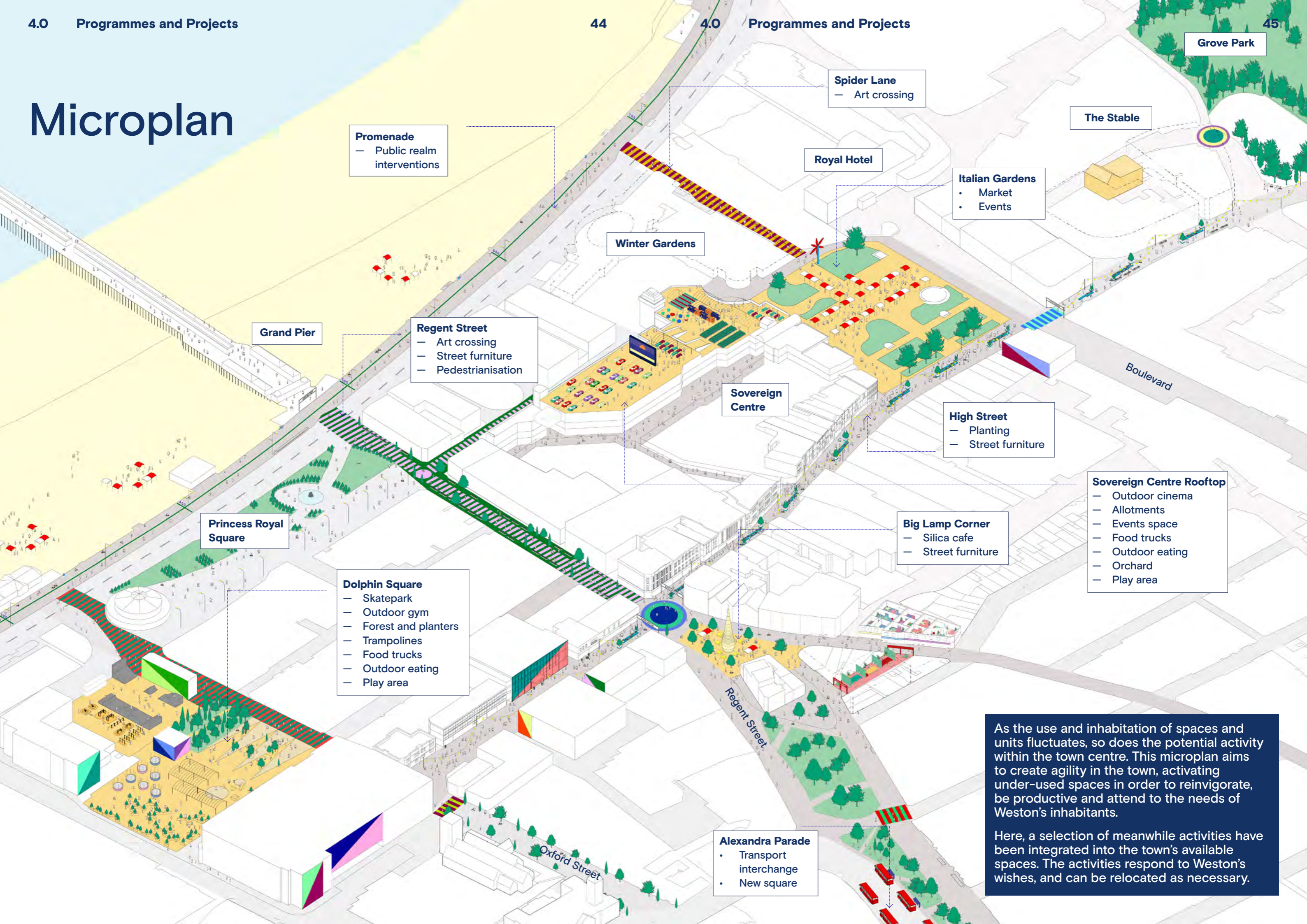
Tactically located interventions can encourage people to explore more of the town, to experience the richness of the more serendipitous and peculiar spaces and places found in the town centre.

Landmarks

- | | |
|----------------------|--|
| A Birnbeck Pier | M Sovereign Centre |
| B Worlebury Hillfort | N Grand Pier |
| C Weston Woods | O Alexandra Parade Transport Interchange |
| D Old Town Quarry | P Dolphin Square |
| E Marine Lake | Q Town Hall |
| F Knightstone Island | R Weston Beach |
| G Grove Park | S Weston Train Station |
| H Weston College | T Tropicana |
| I Winter Gardens | U Seaquarium |
| J The Stable | |
| K Italian Gardens | |
| L Weston Museum | |



Microplan



Promenade
— Public realm interventions

Spider Lane
— Art crossing

The Stable

Royal Hotel

Italian Gardens
• Market
• Events

Winter Gardens

Grand Pier

Regent Street
— Art crossing
— Street furniture
— Pedestrianisation

Sovereign Centre

High Street
— Planting
— Street furniture

Sovereign Centre Rooftop
— Outdoor cinema
— Allotments
— Events space
— Food trucks
— Outdoor eating
— Orchard
— Play area

Princess Royal Square

Big Lamp Corner
— Silica cafe
— Street furniture

Dolphin Square
— Skatepark
— Outdoor gym
— Forest and planters
— Trampolines
— Food trucks
— Outdoor eating
— Play area

Alexandra Parade
• Transport interchange
• New square

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

 <p>Outdoor eating ££ Year round</p>	 <p>Outdoor cinema ££ Seasonal</p>	 <p>Allotment planters £ Year round</p>	 <p>Indoor market ££ Seasonal</p>	 <p>Co-working space £££ Year round</p>	 <p>Studio/performance space ££ Year round</p>
 <p>Urban play ££ Year round</p>	 <p>Skatepark £ Year round</p>	 <p>Events space ££ Seasonal</p>	 <p>Homes £££ Year round</p>	 <p>Makers space £££ Year round</p>	 <p>Play space ££ Year round</p>
 <p>Orchard £ Year round</p>	 <p>Outdoor market ££ Year round</p>	 <p>Urban forest £ Year round</p>	 <p>Mobile planters £ Year round</p>	 <p>Trampolining ££ Seasonal</p>	 <p>Outdoor gym ££ Year round</p>

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.

Partners
NSC

Cost
£££

Programme
From 2022



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.

Partners
NSC, Place Agency, private events operators

Cost
££

Programme
From 2023



The Bay

Tropicana



The Tropicana is becoming a major regional venue and attracting 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.

Partners
NSC

Cost
££££

Programme
From 2021



SeaQuarium



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.

Partners
NSC, investors

Cost
££££

Programme
From 2021



Public Realm



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.

Partners
NSC, investors

Cost
£££

Programme
From 2023



Hillside

Birnbeck Pier

Worlebury Hill Fort

Old Town Quarry

More Homes

Rewilding





Wayfinding



Delivery costs

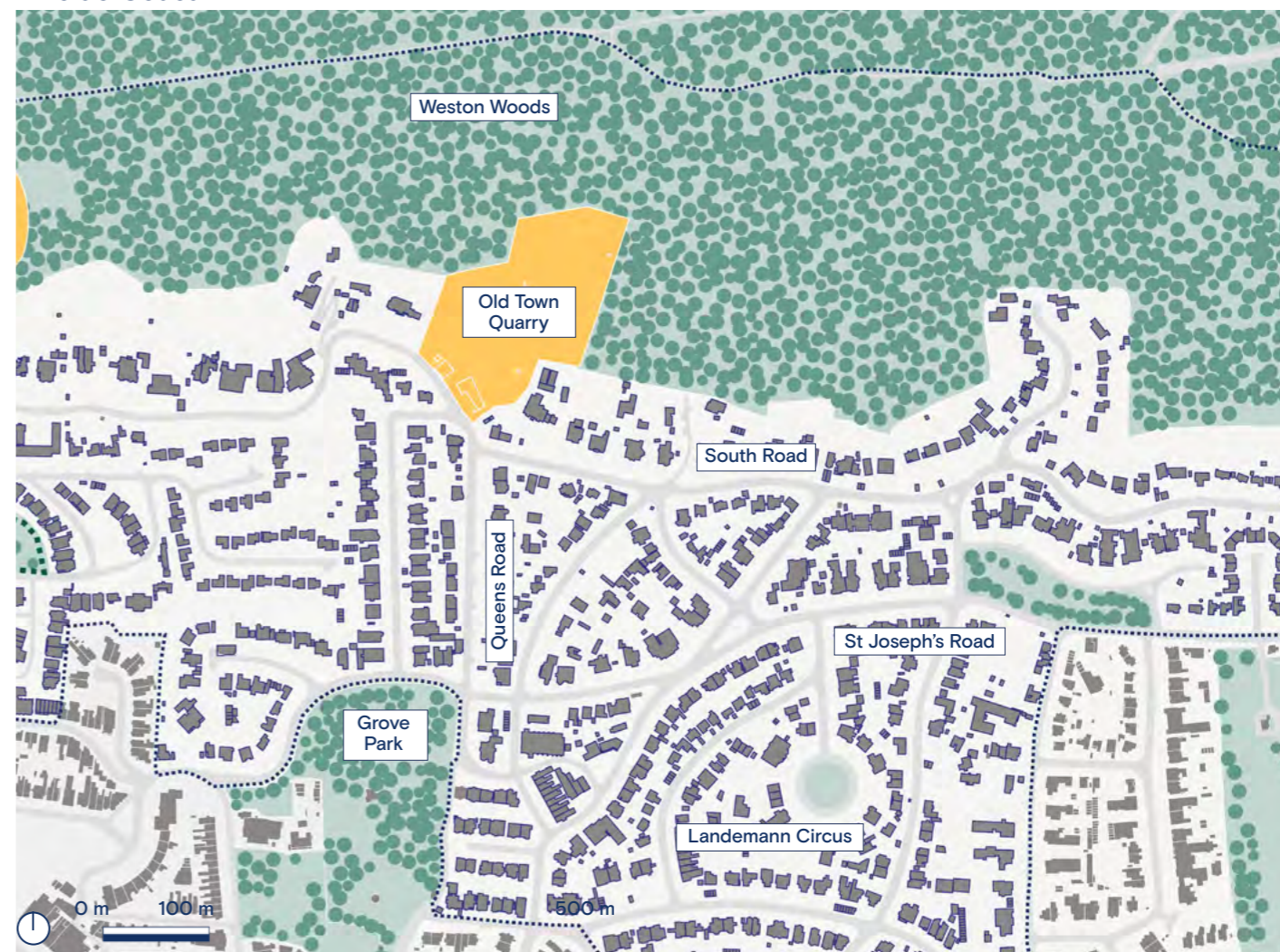
- £ <£50k
- ££ £50k-£100k
- £££ £100k - £1m
- ££££ >£1m

Key

-  Green Spaces and Trees
-  Projects
-  Areas for Rewilding
-  Sites for New Homes



Hillside Coast



Hillside Inland

Hillside

Birnbeck Pier

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

More Homes

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

Old Town Quarry

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

Worlebury Hill Fort

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 Boulevard

The Stable

Historic Shopfronts

Grove Park

Public Realm

Student Accommodation







More Homes

Rewilding

Wayfinding

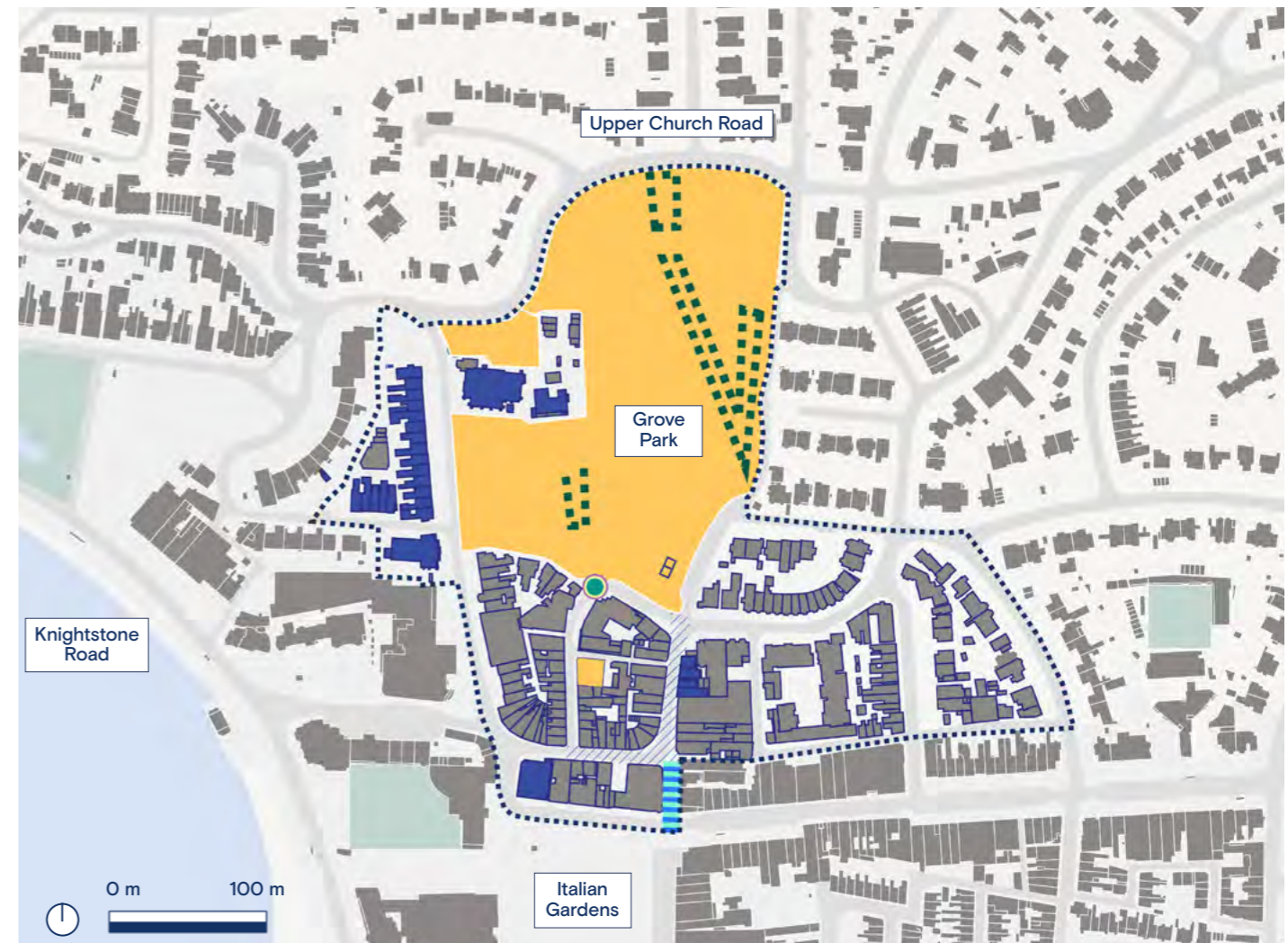


Key

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

Delivery costs

- £ <£50k
- ££ £50k-£100k
- £££ £100k - £1m
- ££££ >£1m



Grove Village



The Boulevard

Grove Village and The Boulevard

The Stable

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



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



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



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.

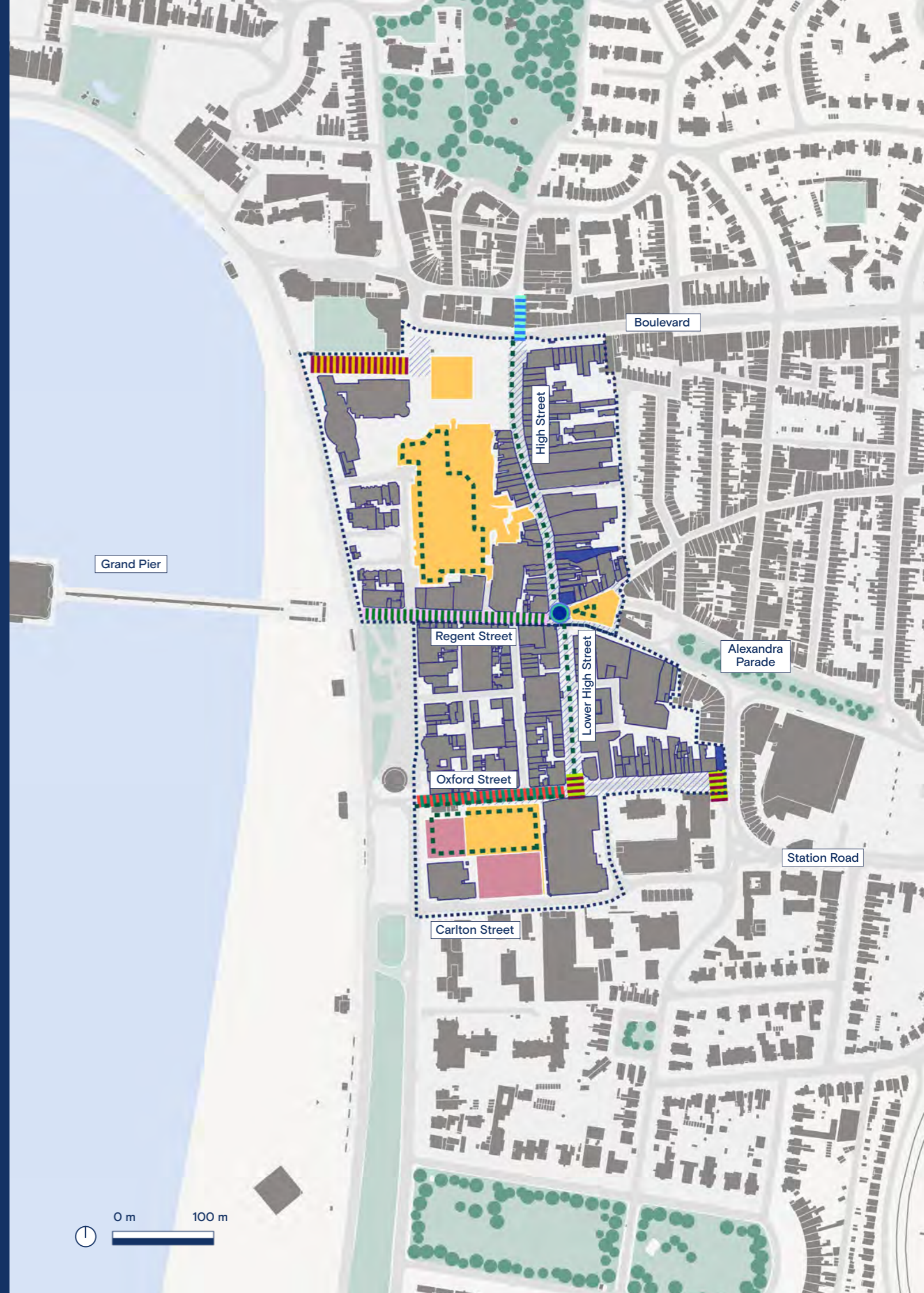
Partners
NSC

Cost
££

Programme
From 2021



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



Delivery costs

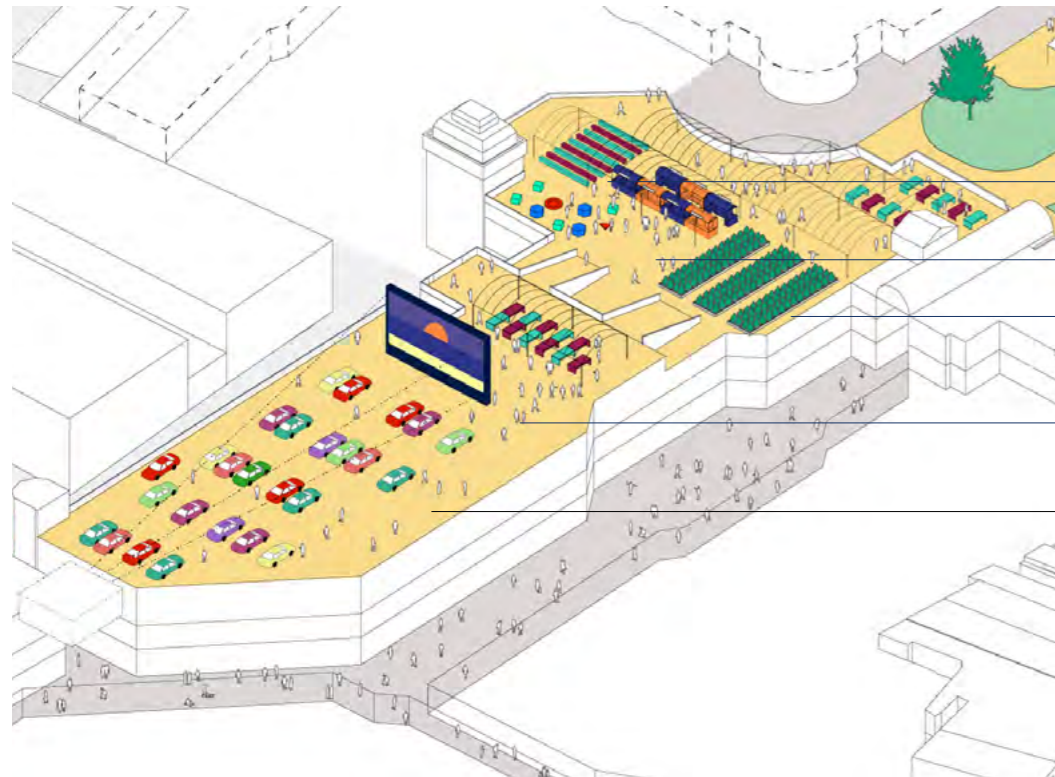
- £ <£50k
- ££ £50k-£100k
- £££ £100k - £1m
- ££££ >£1m

Key

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

High Street

Sovereign Centre



- Events space
- Food & drink stalls
- Shared gardens/ growing space
- Picnic tables
- Outdoor cinema

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.

Partners
NSC

Cost
££££

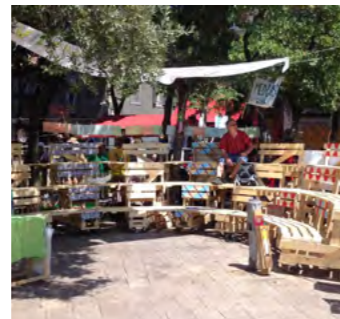
Programme
From 2021



Pop Brixton (Turner.Works)



Nezil Market, Hackney



Papomo (Collectif Populaire Mobile)



Skip Garden, Kings Cross

Events and Market Space

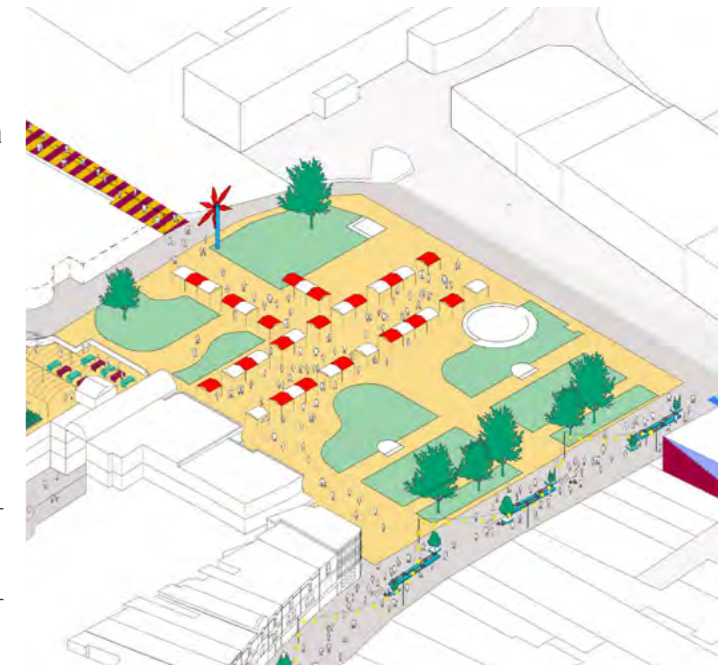


The Italian Gardens can host a weekly market, a popular request from the public during project consultation phases. A market would support independent traders and has potential to diversify food offering, drawing visitors from out of town and activating the High Street and Town Centre on operation days.

Partners
NSC, market operators

Cost
££

Programme
From 2021



Banksy Pinwheel

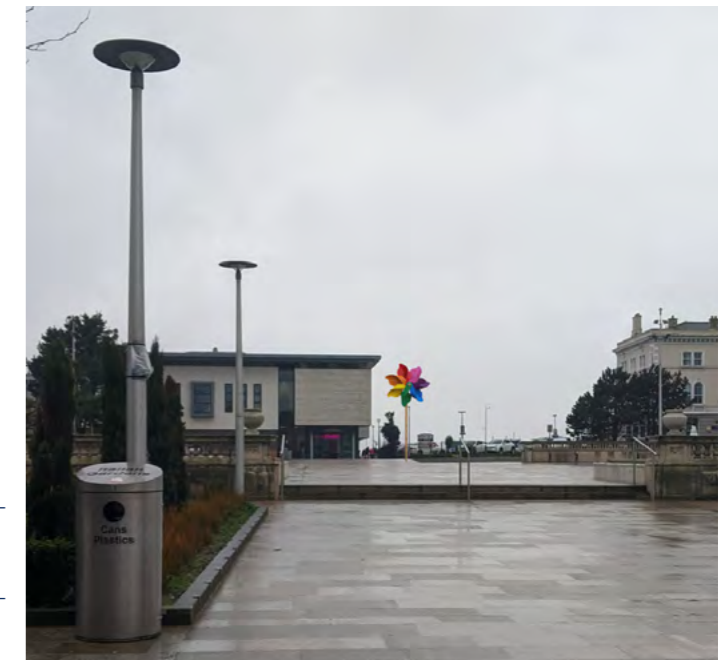


A place will be found for Banksy's Pinwheel, that was left for the town following the Dismaland exhibition at the Tropicana in 2015. There are a number of locations where the Pinwheel could be sited, so it can become a major regional installation of public art and a wayfinding device.

Partners
NSC, MHCLG

Cost
££

Programme
From 2021



Visualisation by Portus and Whitton

High Street

High Street Public Realm

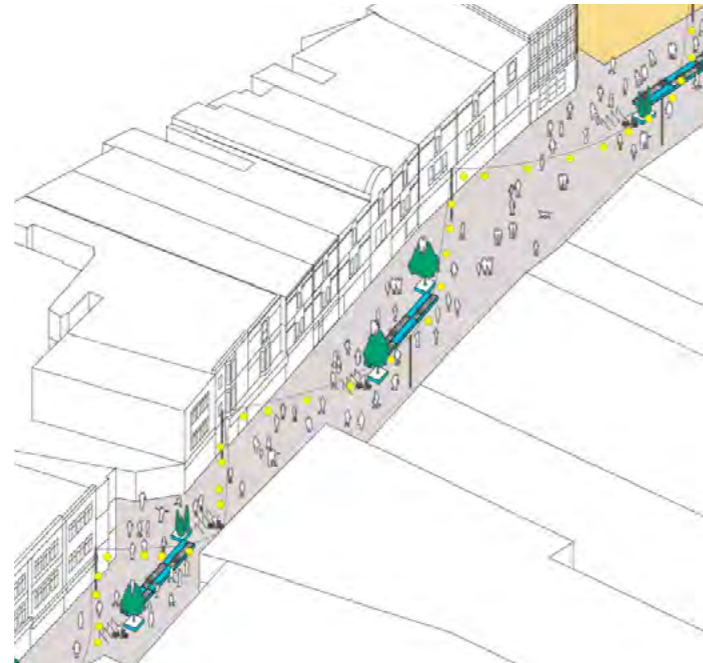


The High Street forms the ‘peculiar’ north-south axis of Weston, a pedestrianised main shopping street. Refurbishment of the public realm includes rationalisation of street furniture (seating, waste bins, lighting, cycle parking), and increased planting to create a biodiversity corridor and new wayfinding.

Partners
NSC

Cost
£££

Programme
From 2023



Bike Hub



The Bike Hub is a place for hire and repair of bikes and 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.

Partners
NSC, DfT

Cost
££

Programme
From 2021



Lower High Street

Dolphin Square Meanwhile



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

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.

Partners
NSC, Homes England

Cost
£££



Orchard Meadows Public Realm Meanwhile Workspace Weston Museum Wayfinding Historic Shopfronts More & Better Homes Events Programme & Street Trading

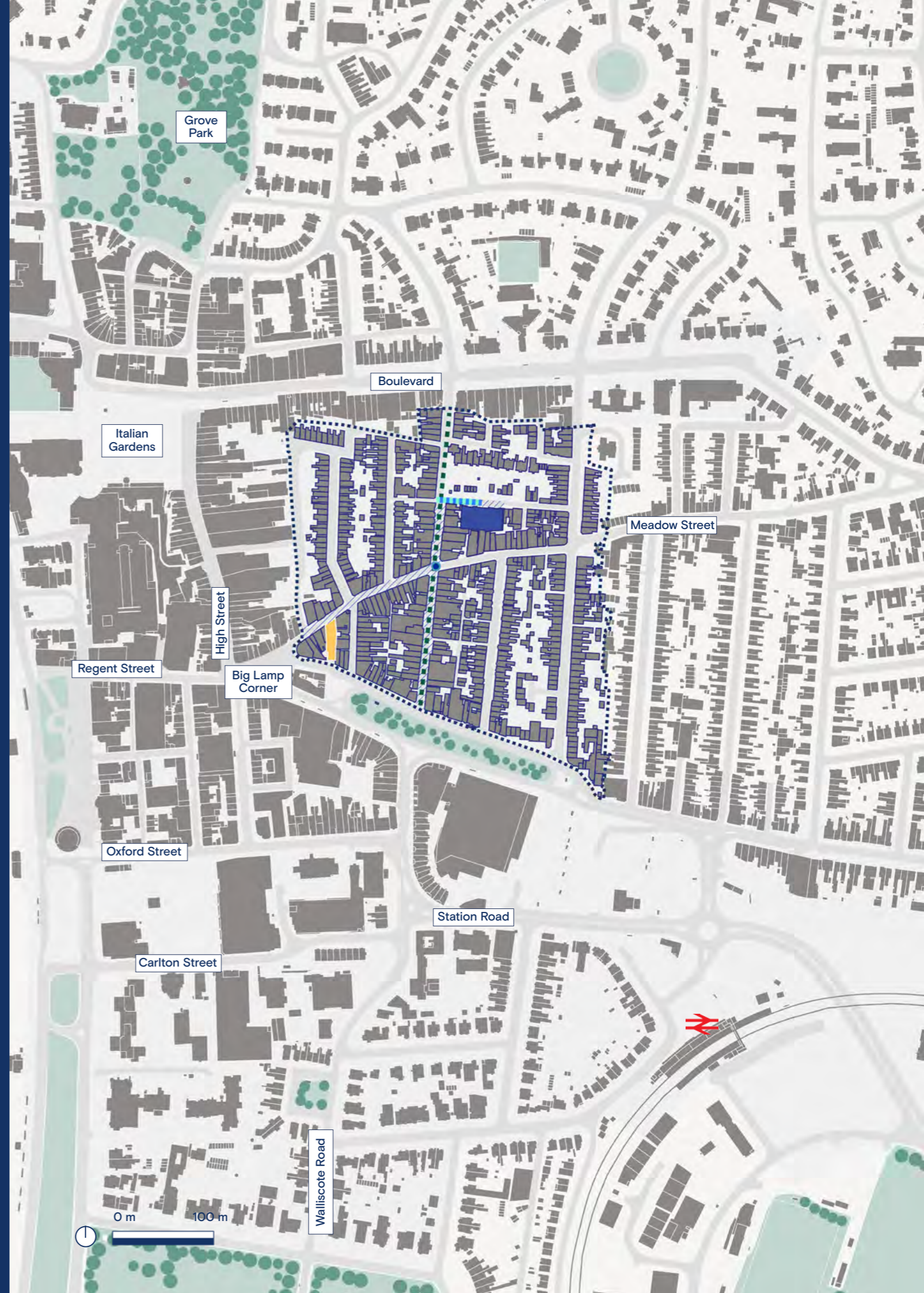


Delivery costs

- £ <£50k
- ££ £50k-£100k
- £££ £100k - £1m
- ££££ >£1m

Key

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



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.



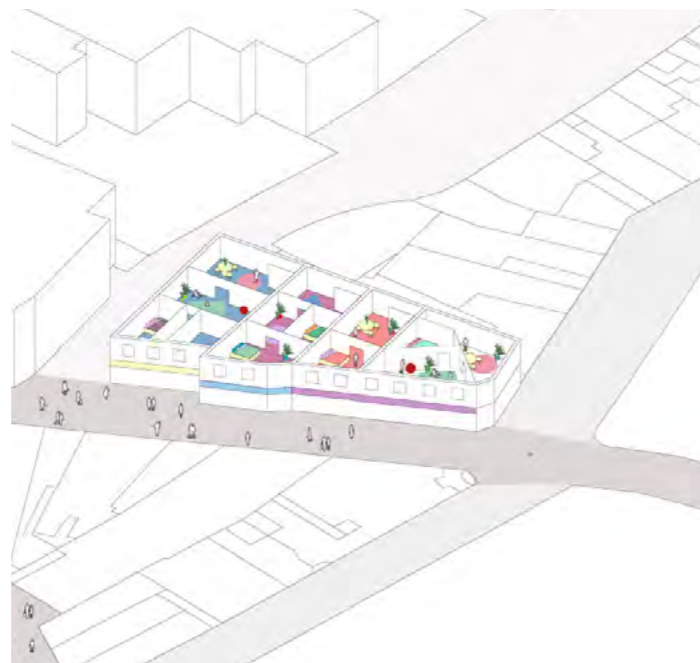
Partners
NSC

Cost
£££

Programme
From 2023

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.



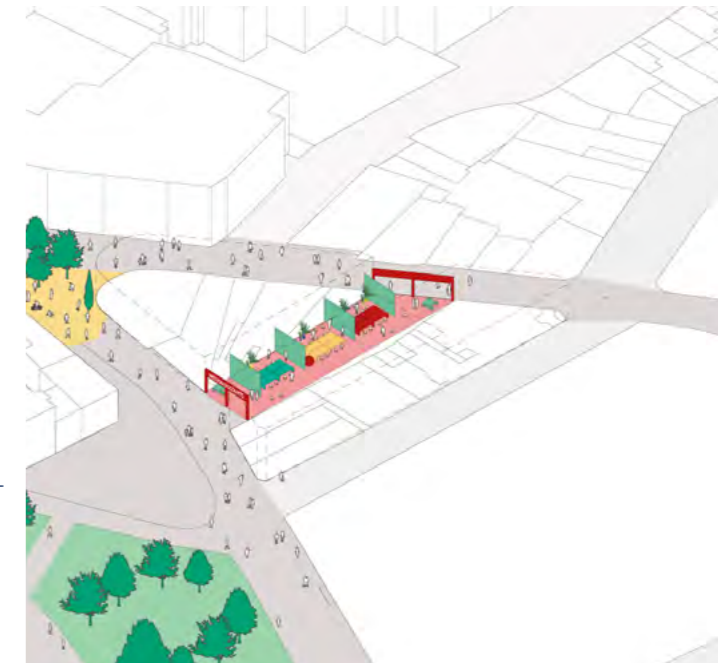
Partners
Property owners, development sector

Cost
£££

Programme
From 2024

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.

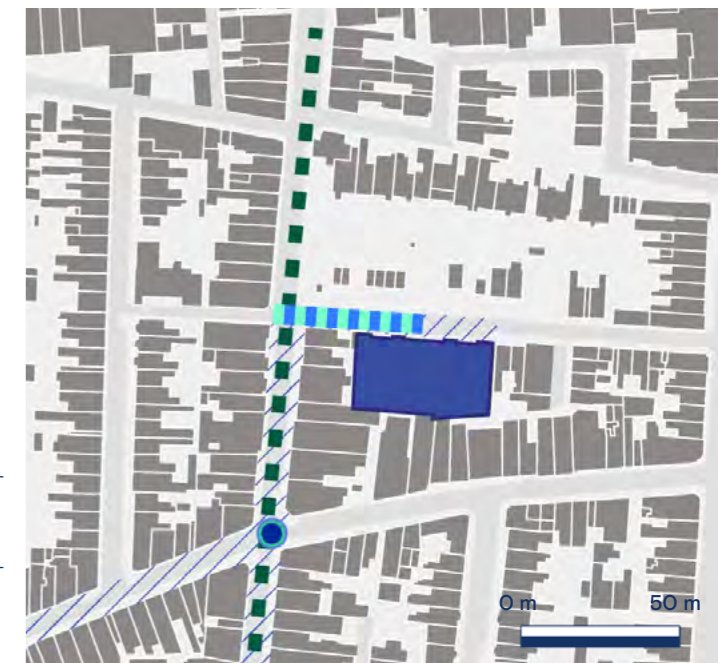


Partners
NSC, building owners, workspace operators

Cost
££

Weston Museum Wayfinding

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



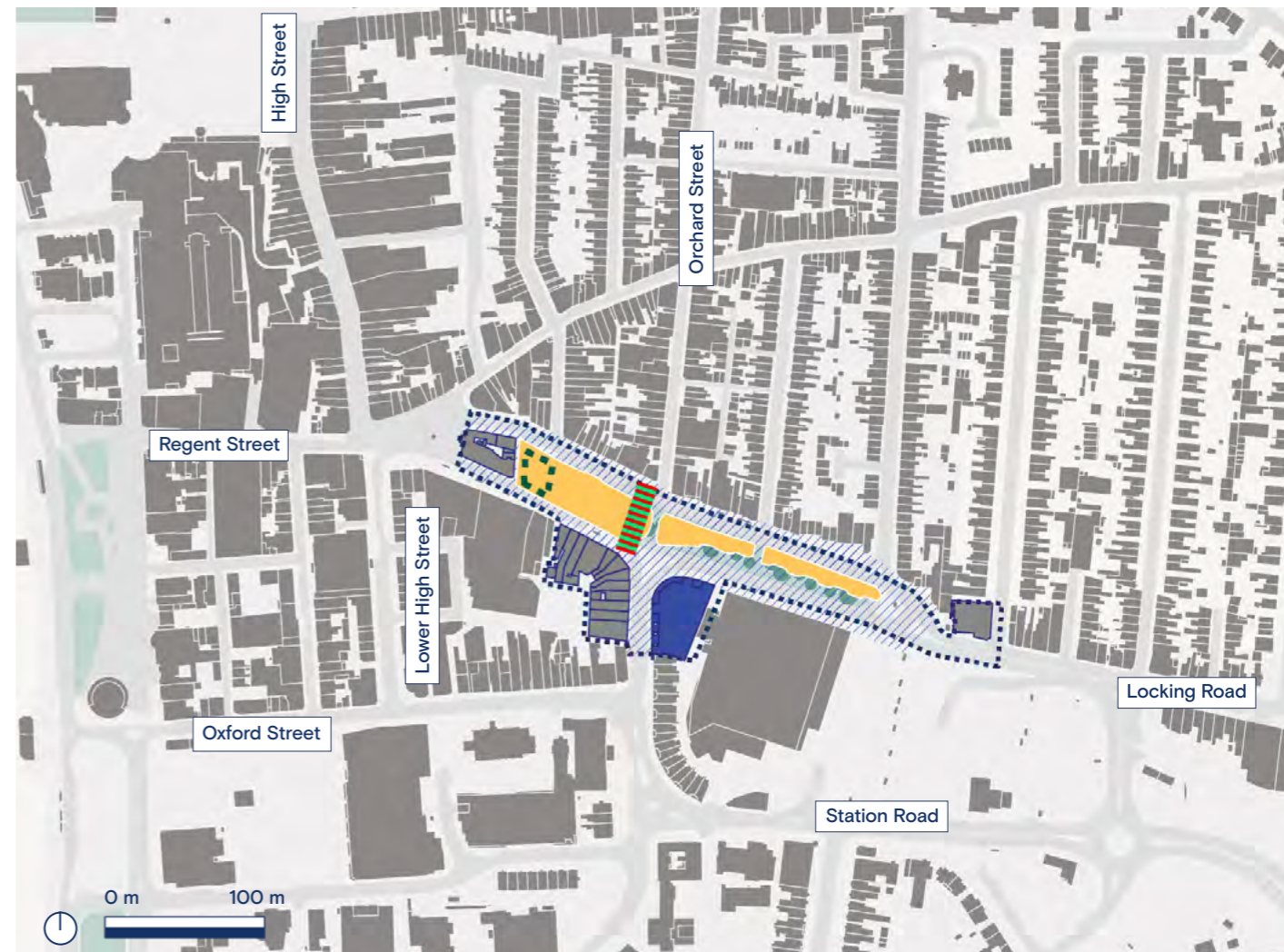
Partners
NSC, Weston Museum

Cost
££

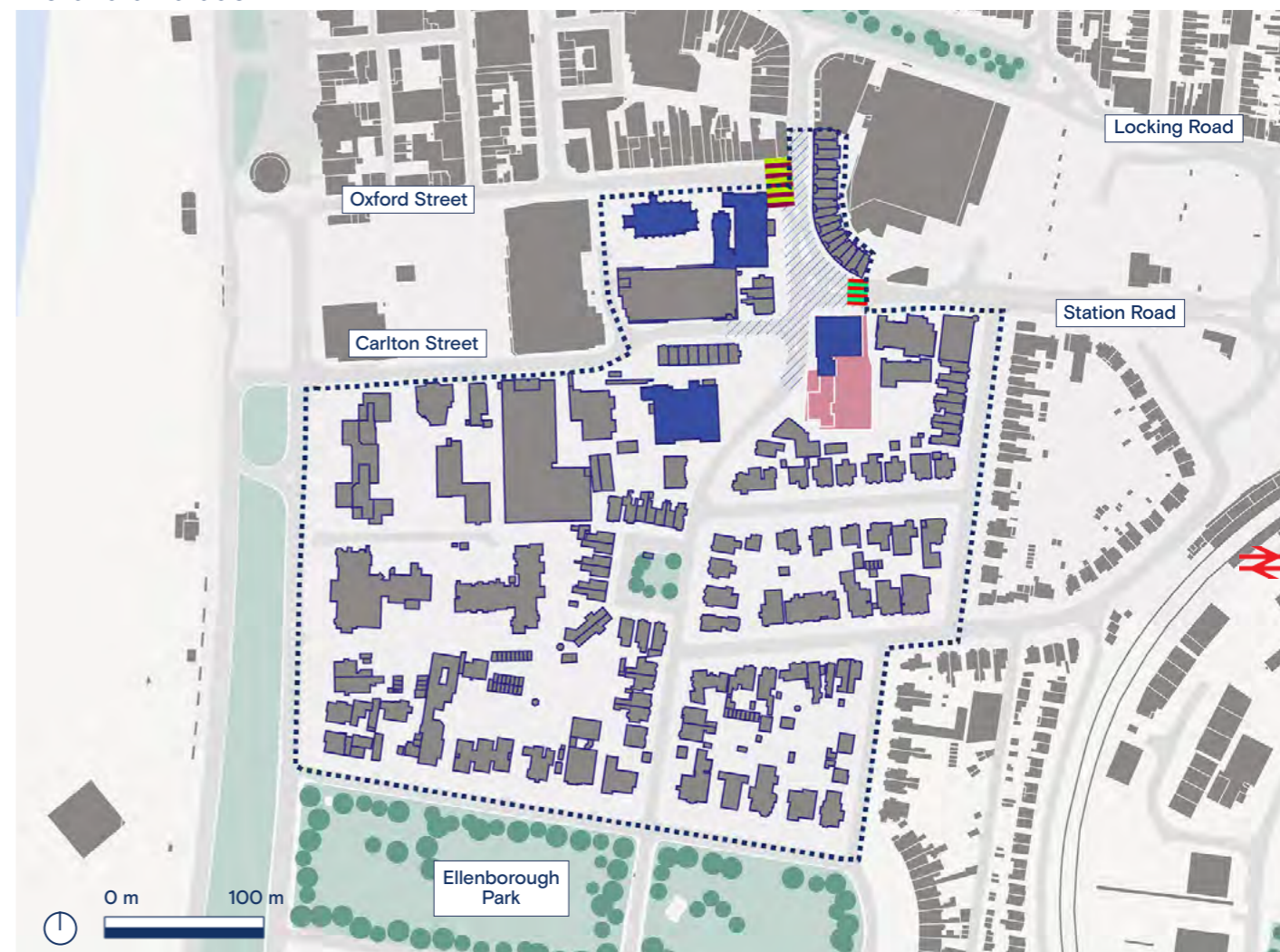
Programme
From 2022

Alexandra Parade & Walliscote Place

Public Transport Interchange Station Road Public Realm Heritage Action Zone More & Better Homes Wayfinding Rewilding











Alexandra Parade



Walliscote Place

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



Alexandra Parade

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.



Partners
NSC, DfT, Local Enterprise Partnership

Cost
££££

Programme
From 2021

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.



Partners
NSC, DfT, Local Enterprise Partnership

Cost
££££

Programme
From 2021

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



Partners
NSC, Homes England, development sector

Cost
££££

Programme
From 2023

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.



Partners
NSC, Historic England, property owners

Cost
£££

Programme
From 2021

Weston Station

More & Better Homes

Arrival Wayfinding

New Primary School

Station Public Realm

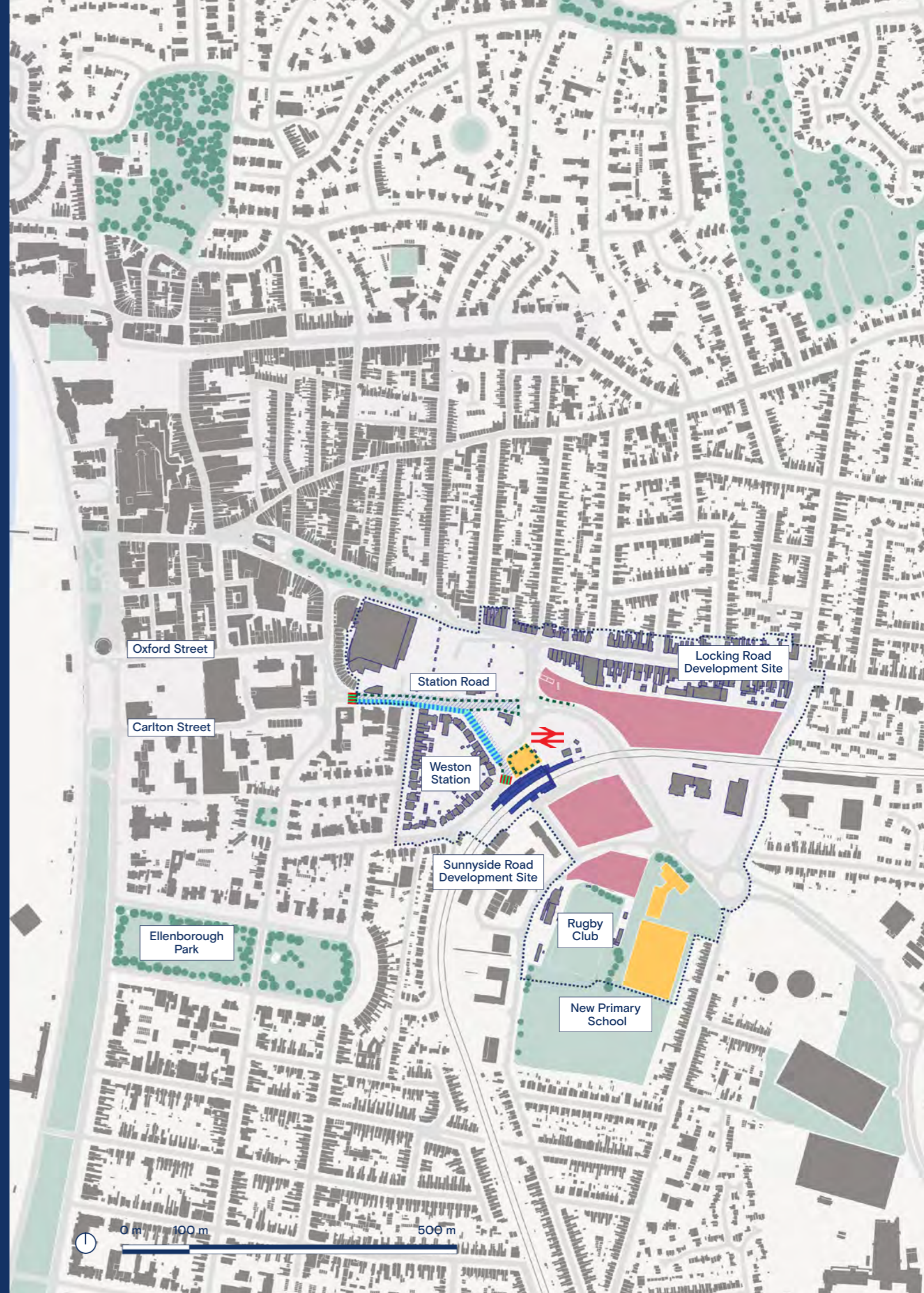


Delivery costs

- £ <£50k
- ££ £50k-£100k
- £££ £100k - £1m
- ££££ >£1m

Key

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



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.

Partners
NSC, Homes England, development sector

Cost
££££

Programme
From 2023



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.

Partners
NSC

Cost
££

Programme
From 2021



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.

Partners
NSC, GWR, Network Rail

Cost
££££

Programme
From 2021



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.

Partners
NSC, DfE

Cost
££££

Programme
From 2025



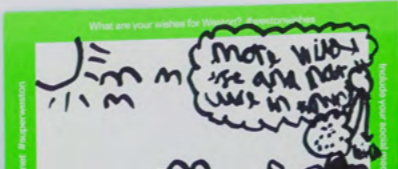
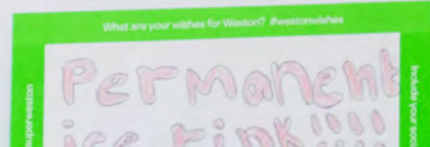
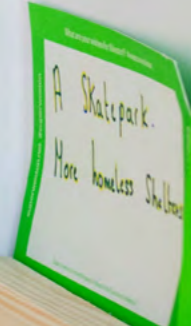
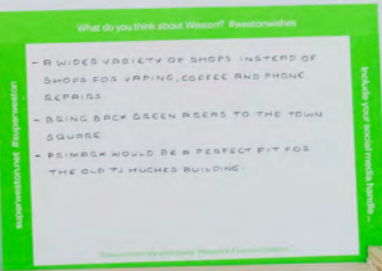
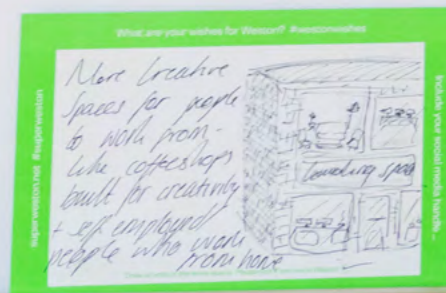
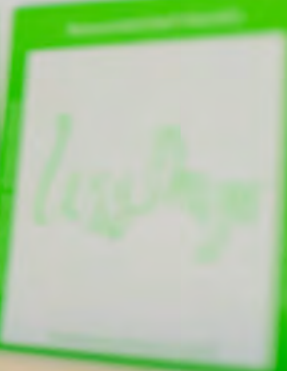
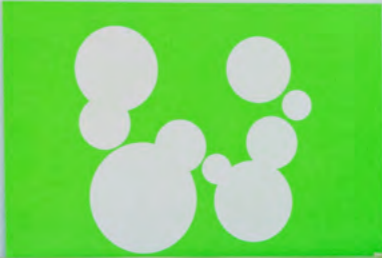
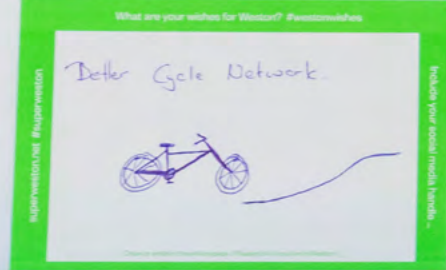
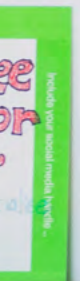
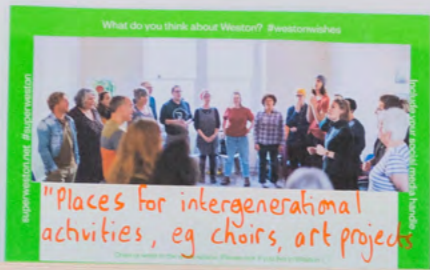
A dirt path winds through a lush green landscape. The path is made of brown earth and small stones, leading from the foreground into the distance. On the left, a large tree with vibrant green leaves frames the scene. The background is filled with more trees and dense foliage under a bright sky. The overall atmosphere is peaceful and natural.

**DOWN TO THE OPEN CAFES
AND THE CALM MUSEUM,
GIVING EGG-SHELL STORIES
SOMEWHERE 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.**

PUBLIC ENGAGEMENT

05



Weston Wishes

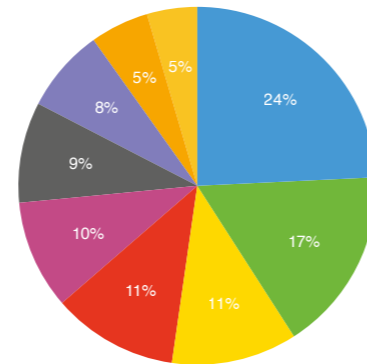
What do you wish for Weston?

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.

Key

- Retail/food & drink
- Children's Activities
- Public Realm
- Green & Environment
- Sports & Swimming
- Culture
- Young People
- Leisure
- Social Support



5000 cards completed by multiple groups and ages.

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 WAVE 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.



Index of Project Partners

Alliance Homes	JJP Holdings
AGE UK	Know Your Place
Alder King	Lloyds Bank
Arts Council England	Lambtrad
ArtSpace	Love's Cafe
British Legion	National Lottery Heritage Fund
Broadoak Academy	Printmaking Space
Citizens Advice North Somerset	Quartet Community Foundation
Dowlas	ReACT Theatre
Destination Bristol	Replenish
Federation of Small Businesses	Revprop
For All Healthy Living Centre	RNLI
Forum of care home providers	Rusty Club
Grand Pier	Sovereign Centre
Hans Price Academy	St Monica's Trust
Historic England	SAFFA
Homes England	(the armed forces charity working with retired officers)
The Hive and NSEA	

The Stable	Weston Museum
Theatre Orchard	Weston Hospice Care
University of the 3rd Age	Weston Town Centre Partnership
The Vaults	Weston Chamber of Commerce
Vision North Somerset	Xenint
Voluntary Action North Somerset	
Walker and Ling	
Walliscote Primary School	
Walsingham Planning	
West of England Growth Hub	
West of England Combined Authority	
West of England Local Enterprise Partnership	
Weston Business Improvement District	
Weston Civic Society	
Weston Collective	
Weston College Group	

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

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Mike Jones (For All Healthy Living Centre),
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