



Funded by
UK Government

Levelling Up Funding accelerates transformation of Weston-super-Mare

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**North
Somerset
Council**

POWERED BY

**LEVELLING
— UP —**

WVSAW

A person wearing a vibrant, multi-colored floral shirt is seen from behind, holding a large, open umbrella. The umbrella has a brown top and a yellow and green interior. The scene is set on a city street with multi-story brick buildings and utility poles in the background. The lighting is bright, suggesting a sunny day.

Where did it all start?



What if... Weston was re-imagined and repurposed, step by step, to become a thriving and vital place to live, work and visit?



Weston Wishes..

- In 2019-2020, a creative team led by Turner Works spent months listening to thousands of people who live, work and visit in Weston.
- The Super Weston Placemaking Strategy is a combination of what they wanted for the future of Weston.
- Design agency Burgess & Beech created the Super Weston brand
- www.superweston.net

Super Weston 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 achieved here in Weston.



EXPERIENCE WESTON



GREEN WESTON



WORK WESTON



ACTIVE WESTON



LIVE WESTON



CARBON NEUTRAL



LEARN WESTON



WELLBEING

BUSINESS
+
CULTURE
+
LOCAL GOVERNMENT
+
FUNDERS
+
INSTITUTIONS



WESTON PLACE AGENCY

LEADERSHIP
COLLABORATION
STRATEGY
PROJECTS

CURATING ACTIVITY
+
TRADING PLATFORMS
+
BRAND ARCHITECTURE
+
COMMUNICATIONS
+
ONLINE PRESENCE

SUPER WESTON



A photograph of a person from behind, holding a large, colorful umbrella (orange, yellow, and green) on a city street. The person is wearing a blue patterned shirt. The background shows a row of multi-story brick buildings under a bright sky. The letters 'WWSA' are overlaid in a large, white, stylized font across the center of the image.

WWSA

£23 million Levelling Up Fund 2 programme

LUF vision & objectives

Our bid will transform Weston-super-Mare, delivering high-impact, high visibility projects to address unequal social levels.

Our residents will benefit from more diverse and higher quality employment; our employers from a town that attracts and retains talent; and our visitors from a year-round offer.

Projects will bring further momentum to already changing perceptions, attract further investment, and create a positive cycle of ongoing change and reinvention.

Project 1: A year-round destination

We will boost our visitor economy by investing in much-loved but deteriorating heritage assets to create national visitor attractions and creative hubs.

Project 1: A year-round destination

The Tropicana

Project aims:

- Increase capacity
- Major renovations and repairs
- Improve energy efficiency
- Flood defence work
- Improve fascia
- Improve commercial viability



Project 1: A year-round destination Birnbeck Pier

Project aims:

- Refurbishment of buildings including toilets, cafe, shop and ticket office
- Public realm improvements
- Fits within major multi-organisation funded programme



Project 1: A year-round destination

Marine Lake

Project aims:

- Next stage of dredging
- Repair and replace surfaces
- Refurbish Madeira Gardens
- Shower hoses and drains
- Improve toilet facilities
- Safety improvements
- Install hoist



Project 2: Reinventing the town centre

We will reinvent and diversify our town centre, supporting our creative economy, independent retailers and food & drink innovators.

Project 2: Re-inventing the town centre Sovereign centre

Project aims:

- Refurbish and green-box units within the Sovereign
- Full refurbishment 4 High Street units
- Extend shopfront improvement project for additional vacant units
- Re-usable empty unit wraps



Project 3: Connecting spaces and place

We will deliver wayfinding and quick win public realm improvements to increase footfall and spend and boost local pride in the quality of our environment.

Project 3: Connecting spaces and place

Wayfinding

Project aims:

- Improve wayfinding to tie together coastal and town assets and transport hubs
- Improve and extend signage
- Encourage active travel (walk and cycle)
- Digital systems
- Highlight hidden gems
- Promote accessible routes
- Create information boards and features



Project 3: Connecting Places and space

Grove Park

Project aims:

- Redesign the entrance to improve visibility from the High Street
- Relocate the toilet block. Ambition to install compostable toilets
- Soft and hard landscaping
- Improve lighting



Timescales:

- Current programme ends March 2025 (TBC)
- Designs underway
- Trying to avoid busy times

Working with partners:

- Key stakeholders will be engaged in the projects.
- To animate the spaces.

For more information Email: business@n-somerset.gov.uk

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