

Levelling Up Funding accelerates transformation of Weston-super-Mare

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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?





WestonWishes..

• 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 worklife balance is achieved here in Weston.

















LEARN WESTON



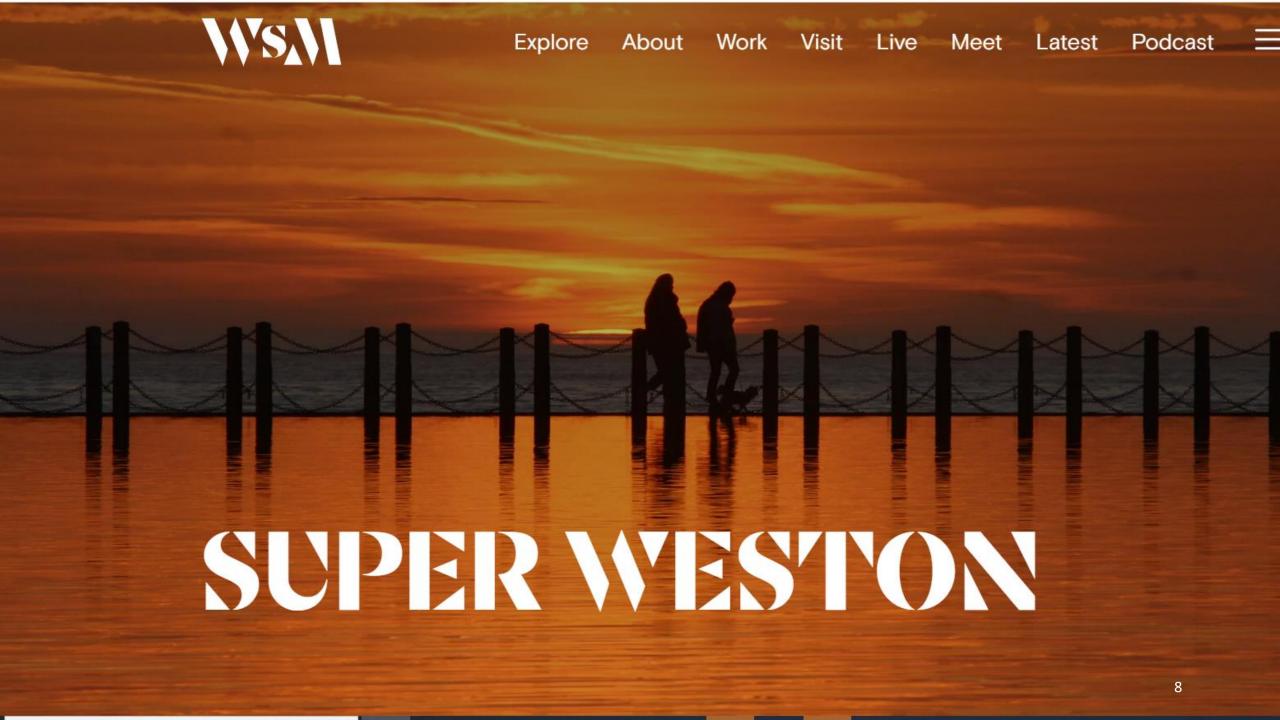


BUSINESS + CULTURE + LOCAL GOVERNMENT + FUNDERS + INSTITUTIONS



WESTON PLACE AGENCY

LEADERSHIP COLLABORATION STRATEGY PROJECTS CURATING ACTIVITY + TRADING PLATFORMS + BRAND ARCHITECTURE + COMMUNICATIONS + ONLINE PRESENCE



£23 million Levelling Up Fund 2 programme

LUF vision & objectives

Our bid will transform Weston-super-Mare, delivering highimpact, 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.

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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.



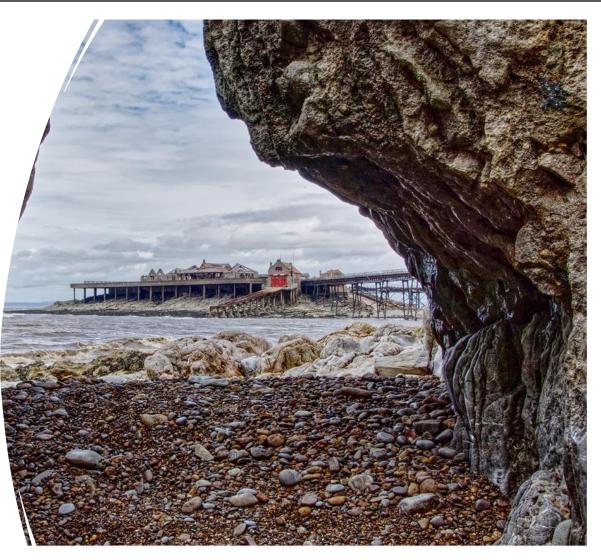
Project 1: A year-round destination **The Tropicana**

- 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

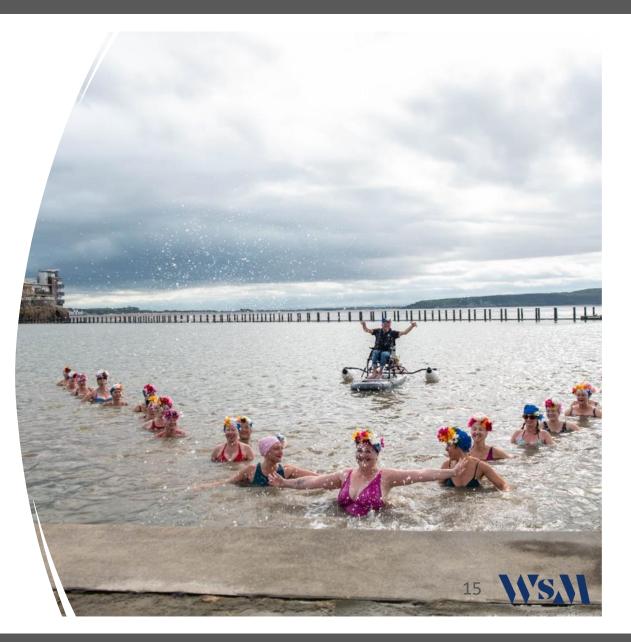
- Refurbishment of buildings including toilets, cafe, shop and ticket office
- Public realm improvements
- Fits within major multiorganisation funded programme





Project 1: A year-round destination **Marine Lake**

- 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

- 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

- 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

- 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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