

WSN

www.superweston.net



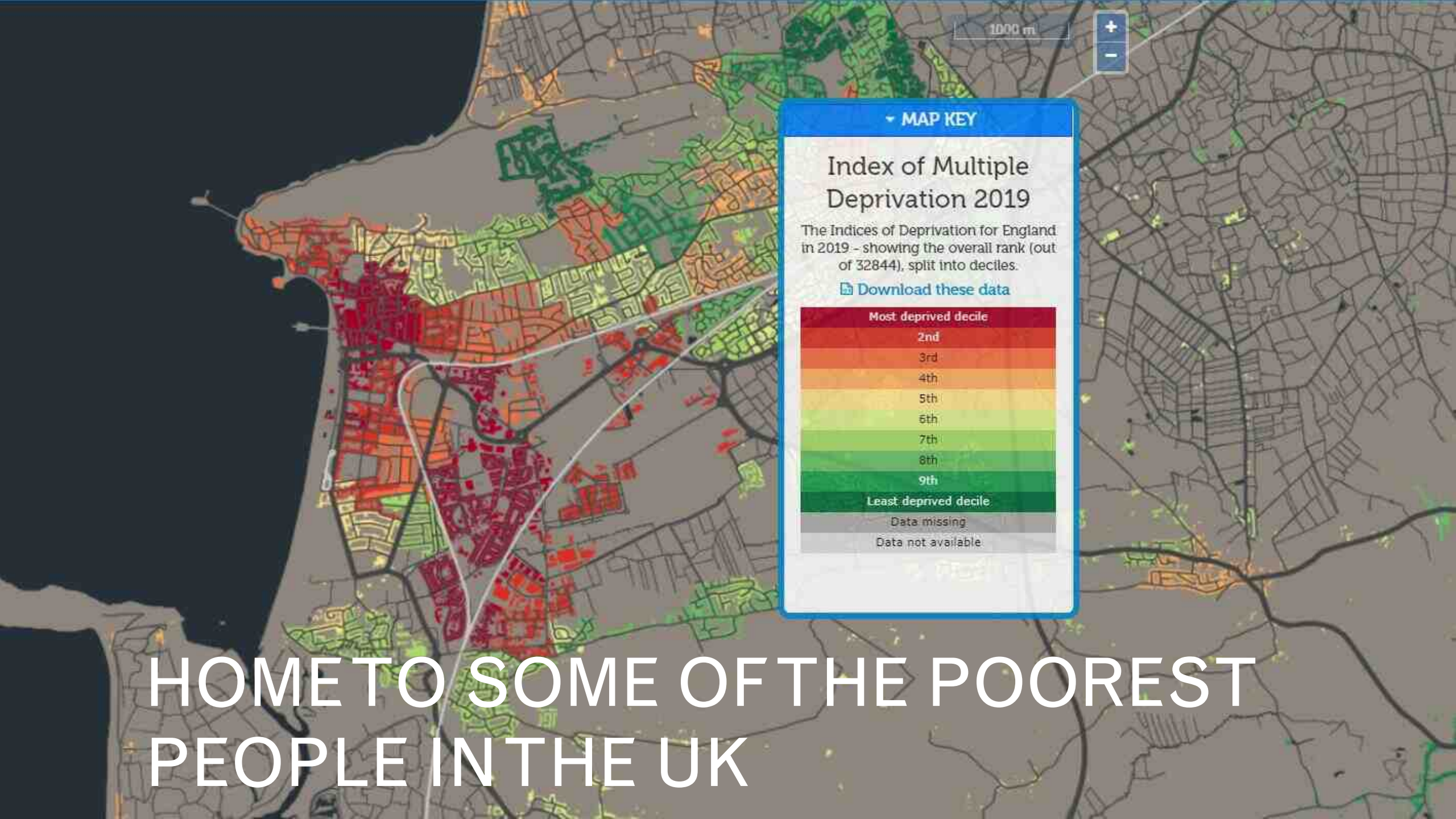
NEARLY AS BIG AS BATH

25 MINUTES FROM BRISTOL TEMPLE
MEADS

HISTORIC FABRIC

MAJOR VIABILITY ISSUES HOLDING
BACK INVESTMENT





MAP KEY

Index of Multiple Deprivation 2019

The Indices of Deprivation for England in 2019 – showing the overall rank (out of 32844), split into deciles.

[Download these data](#)



HOMETO SOME OF THE POOREST
PEOPLE IN THE UK

**PREVIOUS VISION PREDICATED ON LUXURY
APARTMENTS**

KEPT MISSING OUT ON FUNDING

TOWN CENTRE DECLINE

LACK OF FAITH AND COLLABORATION

‘PERCEPTION PROBLEM’

A woman with shoulder-length brown hair and blue-rimmed glasses is smiling. She is wearing a thick, grey, cable-knit turtleneck sweater. She stands in the center of the frame. Behind her are several rows of red plastic chairs, some stacked. The background features large windows that let in bright, natural light, creating a warm atmosphere. The text is overlaid on the left side of the image.

1. listen to **people**

2. improve the **experience** to increase **value**

3. design a **brand** to broadcast that experience

experience x brand = value for people

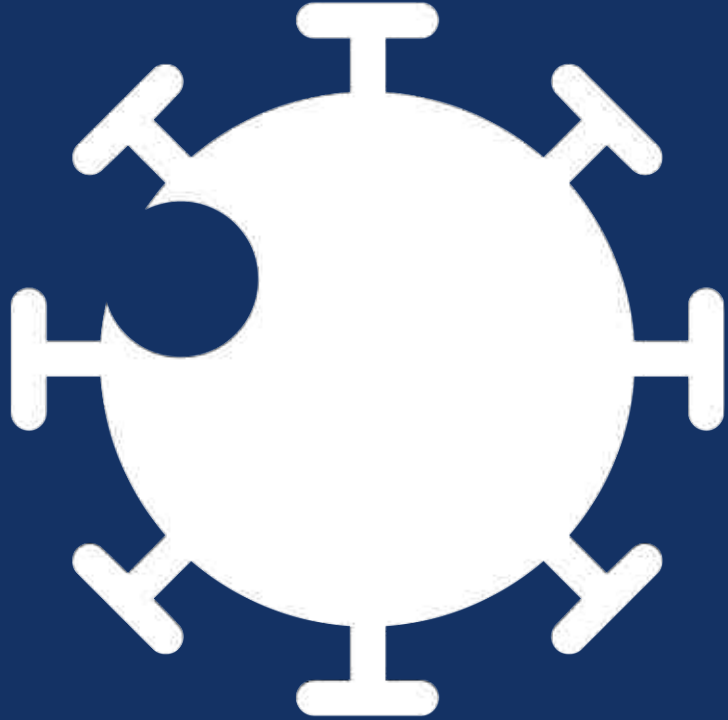






Weston Wishes





IMPACT ON VISITOR ECONOMY
MAJOR ECONOMIC TRANSFORMATION
MORE WORKERS IN THE TOWN
BASIS FOR DIFFERENT STORIES

Cycle the kids to school, run along the beach and in the woods. Work and study locally in a bustling Victorian town 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.



wellbeing



experience



active



learn



green



work



carbon neutral



live


Key

 Green Spaces and Trees

 Sovereign Centre

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





Promenade
— Public realm interventions

The Stable

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

Big Lamp Corner
— Silica cafe
— Street furniture

Princess Royal Square

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

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.



Outdoor eating
££
Year round



Outdoor cinema
££
Seasonal



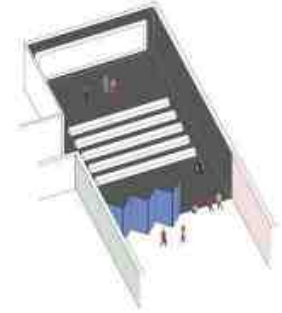
Allotment planters
£
Year round



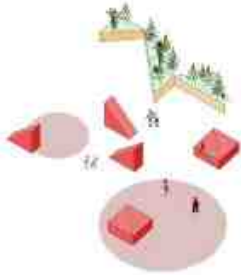
Indoor market
££
Seasonal



Co-working space
£££
Year round



Studio/performance space
££
Year round



Urban play
££
Year round



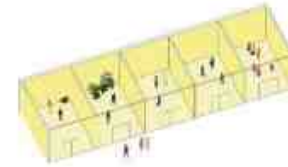
Skatepark
£
Year round



Events space
££
Seasonal



Homes
£££
Year round



Makers space
£££
Year round



Play space
££
Year round



Orchard
£
Year round



Outdoor market
££
Year round



Urban forest
£
Year round



Mobile planters
£
Year round



Trampolining
££
Seasonal



Outdoor gym
££
Year round



Uplifting Weston through Culture

Culture Weston 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.

[LEARN MORE ABOUT CULTURE WESTON](#)



Weston Artspace is a new hub for Weston-super-Mare's creative community, right at the heart of the High Street.

Most days, the space hosts artists (writers, painters, designers, photographers, filmmakers, theatre companies, dancers and more) working on their own creative projects.





WOT R U DOIN 2 US.... ALL? .GOV

#ANDREW BURNS COLWILL

ANDISART.CO

ANDI 20





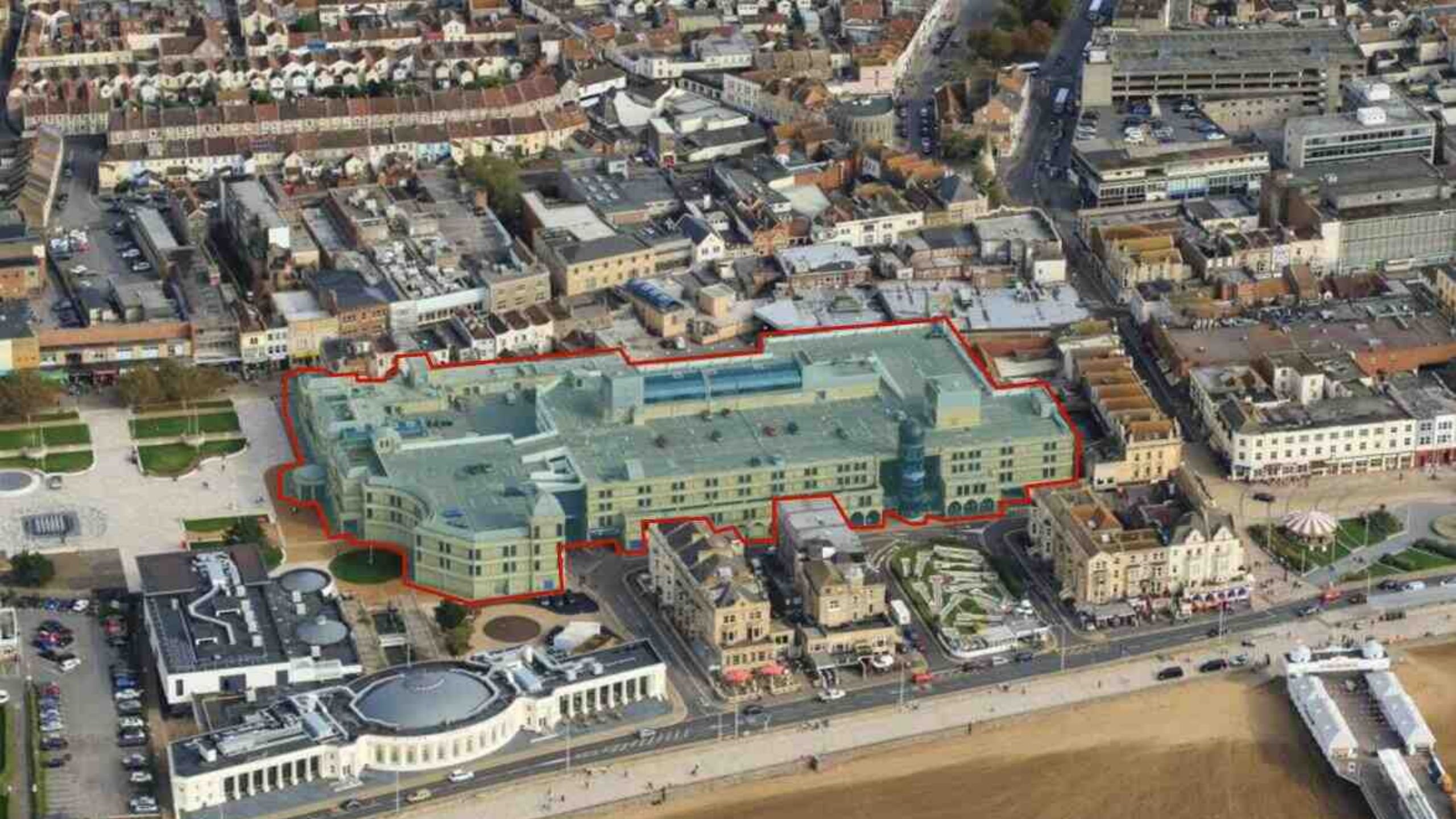
LEVELLING UP





TROPICANA

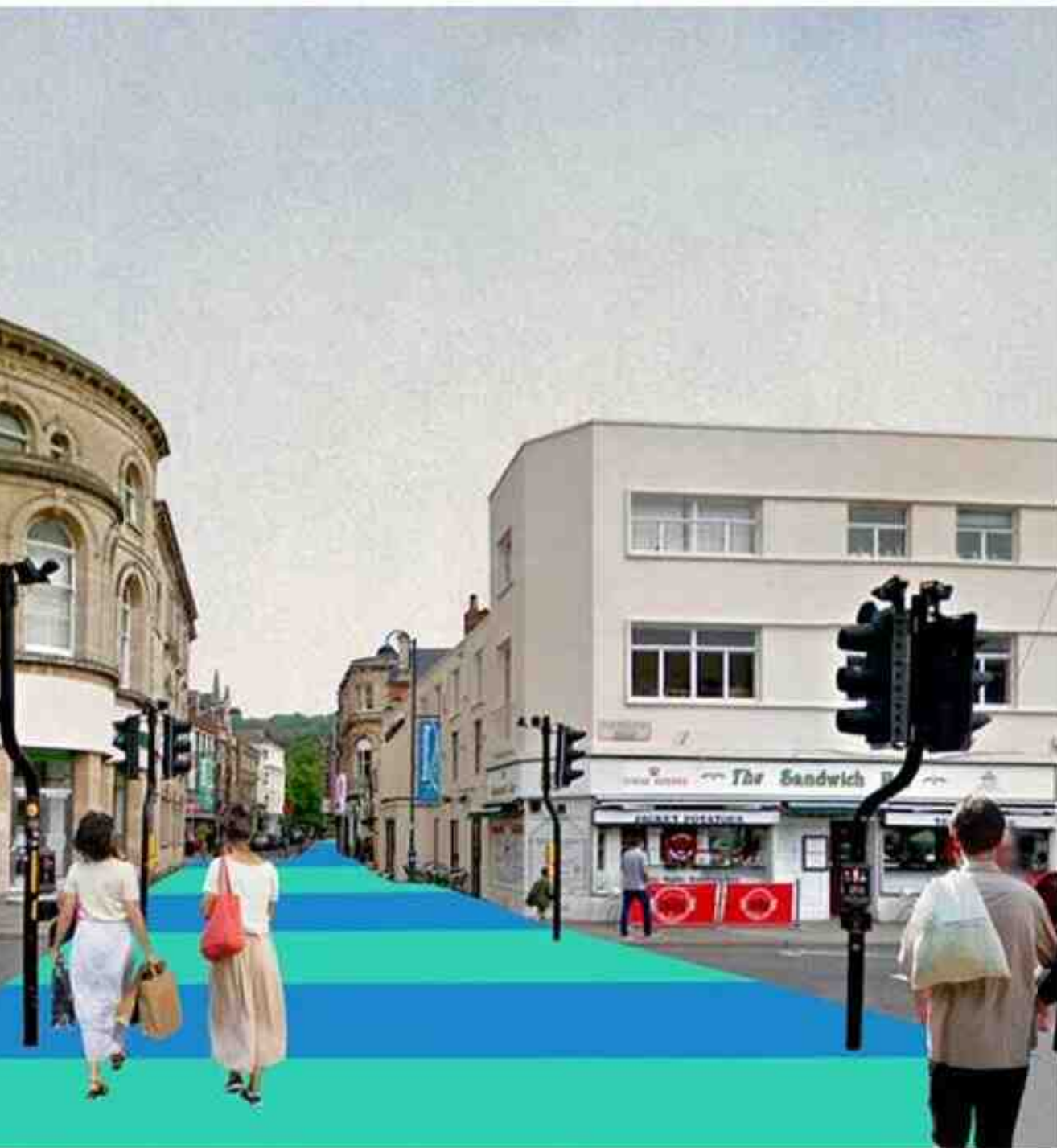












PLACE AGENCY

BUSINESS
+
CULTURE
+
LOCAL GOVERNMENT
+
FUNDERS
+
INSTITUTIONS



WESTON PLACE AGENCY

LEADERSHIP
COLLABORATION

STRATEGY
PROJECTS



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

WSM

HELLO

Welcome to the online placemaking platform for Weston-super-Mare. Discover the ambition of the [Placemaking Strategy](#), catch up on latest [announcements](#) and access [resources](#) including our branding architecture and guidelines.



Featured News



New windows of Weston

Weston-super-Shop Windows is matching freelance creatives with town centre business to help welcome people back.

Published on 19th April 2021



Welcome back to Weston

Local businesses have been documented as they geared up for welcoming visitors, residents and local workers to the town centre.

Published on 11th April 2021



Walker and Ling work finished

The new shopfront project was delivered through the Heritage Action Zone in partnership with Historic England and North Somerset Council.

Published on 08th April 2021

WELCOME BACK TO WESTON

Local business and safe shopping promoted in run up to 12th of April.



Weston-based photographer Paul Blake made a number of traders across the town to present them through the SuperWeston brand identity funded by the European Regional Development Fund (ERDF). The striking images have been used as a poster and social media campaign to welcome residents, visitors and workers back to the town centre and remind them of the rich mixture of independents in the town.

Businesses promoted include Lovers Cafe, Christopher's House of Chocolates, The Coffee House, Good & Proper, Weston Antiques, Weston Music Shop, Walker & Ling, Quilting in the Meadow, Weston Collectors, the Grand Pies, Outdoors and Active, Your Houseplants, Push Barbers, the Craft Store and Weston Indoor Market.

Film maker Solly Low has also produced a beautiful short film called 'The Opening' available from [Facebook](#), [Instagram](#) and [YouTube](#). The campaign is dedicated to the people who make Weston super.



AFTER A HARD DAY AT WORK.

A crisp walk around Knightstone Island is the perfect way to spend an evening.



Liked by corders and 47 others

superwestonmare Want to stretch your legs this evening... [more](#)

View 1 comment

23 December 2020



STAY ACTIVE

30 walking and cycle routes
around Weston super-Mare and
surrounding areas.

2020

WSM

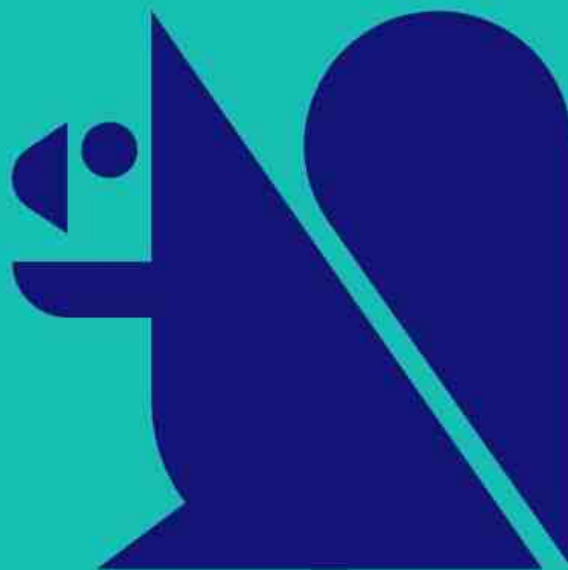


NATURE STROLLS

The definitive guide to birdwatching,
trailfinding and tree-bathing around
Weston-super-Mare.

2020

WSM

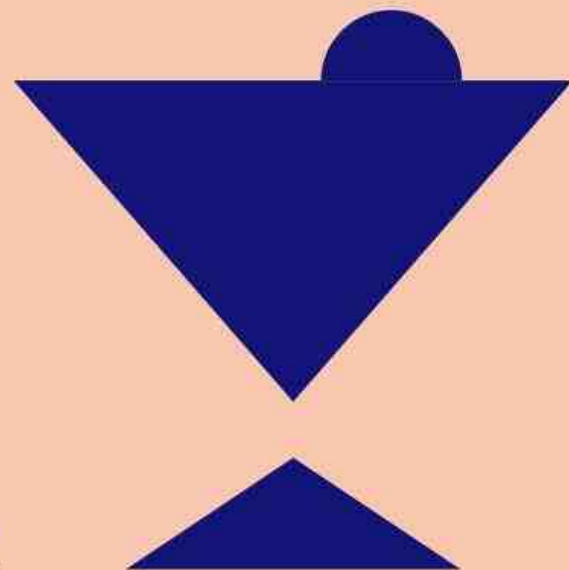


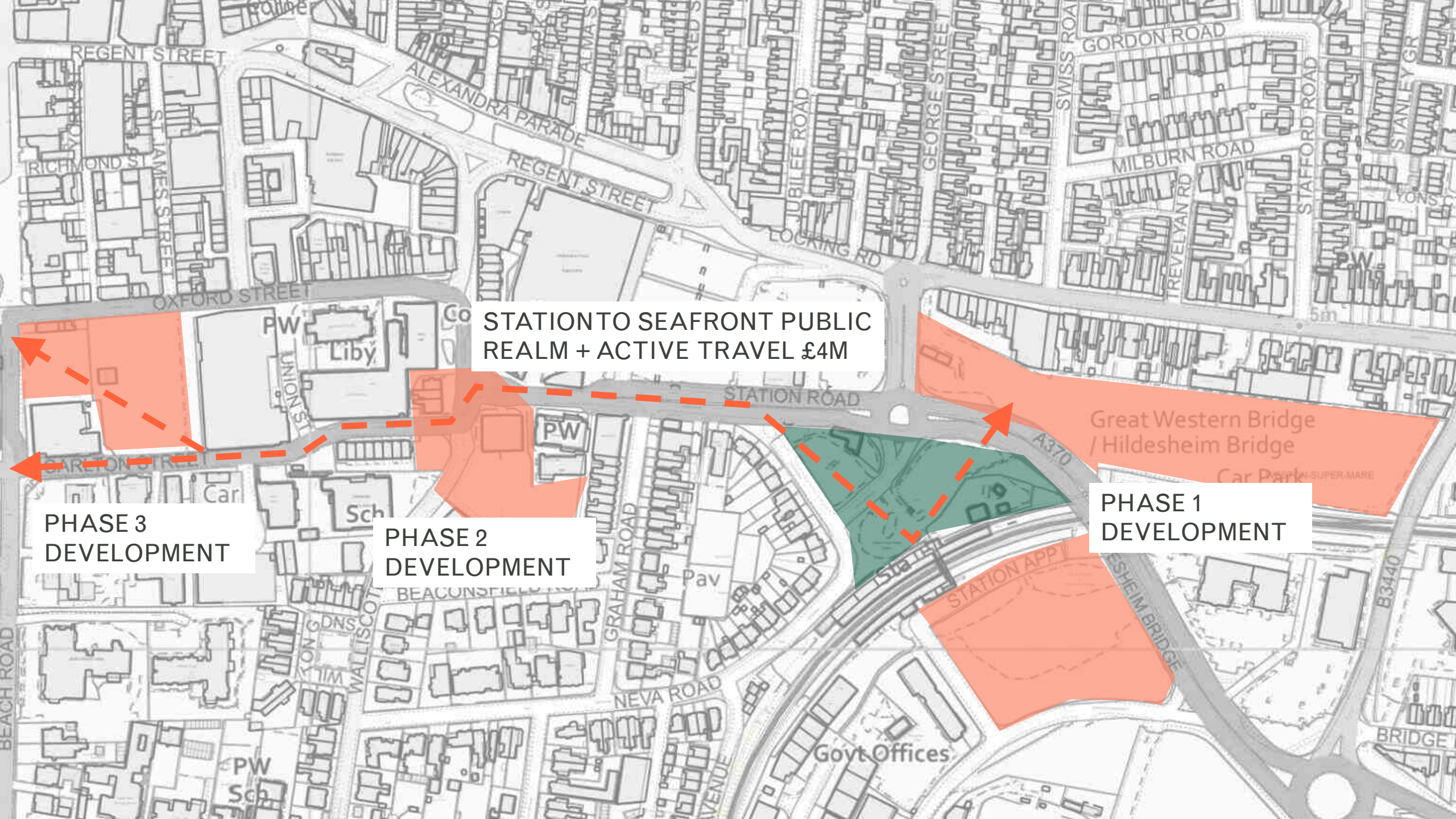
WHAT'S ON IN WESTON

From theatre to festivals, special
events to art exhibitions, find out
what to see and do during your
Super Weston break.

2020

WSM





STATION TO SEAFRONT PUBLIC
REALM + ACTIVE TRAVEL £4M

Great Western Bridge
/ Hildesheim Bridge

Car Park

PHASE 1
DEVELOPMENT

PHASE 2
DEVELOPMENT

PHASE 3
DEVELOPMENT