WESTON-SUPER-MARE REGENERATION

Life after Dismaland – Banksy and beyond

Mike Jackson, Chief Executive, North Somerset Council
AGENDA

+ Weston in context
+ Recap on Dismaland
+ Dismalegacy
+ Culture, confidence and regeneration
WESTON VISION – LIVING, LEARNING AND LIFESTYLE

+ clear vision
+ embracing change
+ more people living, learning, and spending time in the town centre
DECEMBER 2014 – TOO GOOD TO BE TRUE?
EARLY 2015

- derelict building, unused for 10+ years
- multiple health and safety challenges, exposed to elements, heat, light, power, water, drainage
- June – ‘The Bay’ café opens its doors
EARLY SUMMER 2015 – THE COVER STORY

- Crime-thriller cover story
- Enabled work to start on-site and local recruitment to happen
rumours emerged online four days before show opening
Banksy was top trend on Facebook for a week
DISMALAND – A RECAP

+ more than 50 artists from 17 countries including Banksy, Damien Hirst and Jimmy Cauty
+ music nights featuring Fat Boy Slim, De La Soul, Damon Albarn, and Leftfield
+ 200,000 visitors from across the world including Jude Law, Russell Brand, Jack Black and Massive Attack
+ £20m benefit to local economy
+ 100% increase in rail travel from London
+ global profile for Weston
+ ‘confidence’

the day it opened ‘Dismaland tickets’ was the top search on Google
Dismaland website had 6 million hits a minute on day one.
CULTURAL LEGACY

+ Tropicana reborn as an arts and entertainment venue
+ 200,000 visitors in 2016
+ Theatre Orchard curating pop-up theatre
+ Wormwood Rocks street art festival
+ Food festival 30,000 visitors
+ Hazy Days music festival
+ ‘Reaper Bar’ established as Weston’s newest music venue
+ ‘On the map’ with Arts Council, Hemingway Design
CREATIVE HUB

- Funding secured
- 50+ jobs
- Opens this spring
STIMULATING BUSINESS GROWTH
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+ Independent traders investing their own cash
MOMENTUM FOR WIDER REGENERATION

+ Public and private sector investment
+ Dolphin Square
  - £18m leisure development
  - opening summer 2017
  - 300+ jobs
+ Housing Zone
  - £20m HCA investment
  - c 700 new town centre homes across three sites
WESTON AS A UNIVERSITY TOWN

+ University Centre Weston
+ £20m investment in Winter Gardens including restoration of 1930s ballroom - continued community use
+ Transforming perceptions
WHAT NEXT?

North Somerset Great Places Bid
“Great Weston”

- We recognise the potential of Weston-super-Mare and all its cultural assets.
- We know that participation in arts, culture & heritage is positive for communities.
- We understand the value of culture in improving the quality of people’s lives and in supporting the local economy.

Cultural Destinations
KEY MESSAGES

+ Clear vision
+ Take a risk/recognise opportunity
+ Power of art
+ Importance of momentum

LGA culture, tourism & sport conference  February 2017
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Questions...?

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