



Chard Town Council

The Guildhall, Fore Street, Chard, Somerset TA20 1PP

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Mayor: Cllr Jason Baker Town Clerk: Paul Russell

CHARD TOWN COUNCIL

DATE: 15th March 2022

PRESS RELEASE

For immediate release

NEW TOWN CENTRE SIGNAGE

As part of the town centre improvements currently being undertaken in Chard town centre the Town Council is working closely with South Somerset District Council to provide new signage and fingerposts to help signpost people to the various locations within the town centre.

The new signage will be installed along High Street, Fore Street, Holyrood Street, Boden Street, the Eastern Gateway and the main car parks.

Funding for the signs has been jointly funded by the South Somerset District Council's Market Towns Investment Group initiative and Chard Town Council.

The signage is intended to help make it easier for both residents and visitors to find their way around the town on foot and access the many attractions within the town including the new Leisure Centre, Chard Museum and the Guildhall.

Town Mayor, Cllr Jason Baker, said: "It is great that Chard is receiving so much investment from both the town council and its partners. The new signage will enhance the town centre and help visitors to navigate their way around the town"

The signage will be installed in the next few months and will complement the public realm improvements currently being delivered in the town centre as part of the High Street Heritage Action Zone initiative.

Anna Matthews, Project Manager of Chard's High Street Heritage Action Zone at South Somerset District Council commented: We are really pleased that the Town Council has been able to provide new pedestrian wayfinding signs at this time, when significant investment is being made in the regeneration of the town centre.

Chard Town Council is very grateful to the help, support and funding provided by South Somerset District Council in helping to improve Chard town centre and to enable this project to be delivered.

Chard High Street Heritage Action Zone

Because of its special historic character, Chard has been designated a High Street Heritage Action Zone (HSHAZ) and secured £2m funding to revitalise its town centre. Over £1m of government high streets funding from Historic England has been matched by more than £1m by South Somerset District Council. These funds are being invested in making lasting physical improvements that enhance the historic high street.

The High Street Heritage Action Zone scheme is a national programme of £95 million investment across more than 60 English high streets, with £40 million from the Department for Digital, Culture Media and Sport's Heritage High Street Fund, £52 million from the Ministry of Housing, Communities and Local Government's Future High Streets Fund, and a further £3 million from the National Lottery Heritage Fund.

The HSHAZ programme for Chard has three strands – public realm improvements (that is, the pedestrian areas of the street), grants for the repair and renovation of historic buildings and shopfronts, and community engagement activity. Additional funding has been secured by a consortium of local cultural and community organisations, to deliver a cultural programme (see note below).

The aim of Chard's High Street Heritage Action Zone is to make the high street a more attractive, engaging and vibrant place for people to live, work and spend time. We want everyone to be as involved as possible in the scheme, and in the future of Chard's town centre.

Culturally Chard

The 'Culturally Chard' consortium, led by Somerset Art Works and Chard Town Council, has been awarded £80,000 as part of the national £7.4 million HSHAZ Cultural Programme which is currently working across over 60 English high streets. Cultural activity funded by this grants scheme will take place over the next three years, co-ordinated by the consortium members and delivered by local organisations. Culturally Chard will bring new activity to the town centre and encourage people to connect to the unique heritage of Chard's high street in creative ways. For more details visit www.culturallychard.org

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To find out what is happening in your area and get involved, please follow
@HistoricEngland #HistoricHighStreets and visit:
www.HistoricEngland.org.uk/HighStreetCulture

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