

# Chard

# Regeneration



**South Somerset**  
District Council

# What is Chard Regeneration?

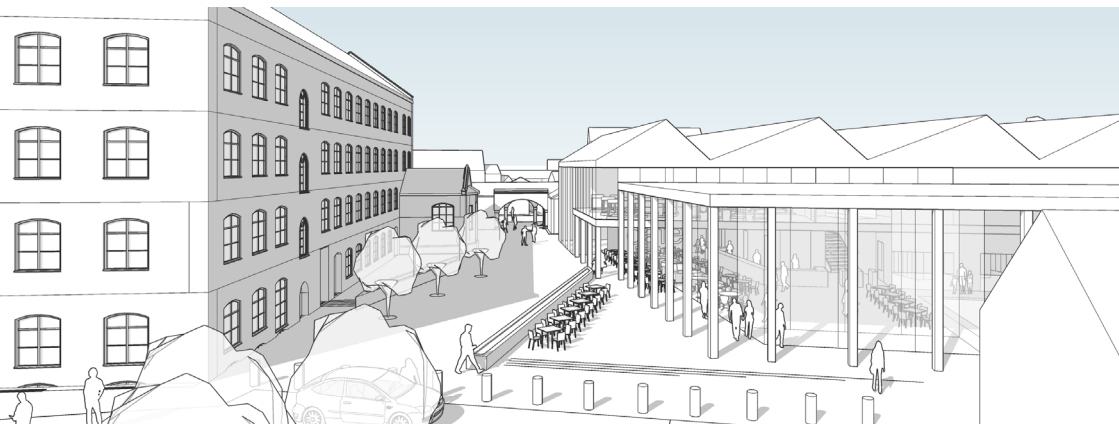
Chard Regeneration is an ambitious strategy guided by research and suggestions made by residents which will bring significant changes to the town and community.

## Aims:

- 1 Help boost the economy of the town centre of Chard
- 2 Bring a much more enjoyable experience to the users of the town centre

## To achieve this we will:

- 1 Regenerate the Boden Mill site
- 2 Revitalise the town centre



# Boden Mill Site Works

We worked hard to deliver the new Chard Leisure Centre which boasts a five-lane adult swimming pool, a beginners pool, cafe, children's soft play area and gym with additional studios.

Demolition and clearance at the derelict Boden Mill site began in November 2019 and we were excited to see the centre open its doors to the public on Monday 8th November 2021. Grim to swim in just two years!



The Leisure Centre creation formed Phase 1 of site works at the Boden Mill site. The public realm around the site was improved alongside other site works such as improvements to the car park. Trees were retained at the site and eco-friendly techniques and materials were used that will benefit the town centre surface water drainage.



# High Street Heritage Action Zone

Because of its special character, Chard has been designated a "High Street Heritage Action Zone" (HSHAZ) and secured over £2m funding to invest in the town centre between 2020 and 2024.\* The high street has been the heart of the community for generations and this funding will revitalise it for the future. We will invest in the physical infrastructure and organise events that unlock Chard's potential as a unique place to live, work and visit.

**The HSHAZ programme will have three parts:**

- 1** Public realm improvements (that is, the pedestrian areas of the street)
- 2** Grants for the repair and renovation of historic buildings and shopfronts
- 3** Community engagement

---

*\*Including £1m of Government high streets funding from Historic England*

---



# SHAZ part 1

Improvements to the public realm in Chard will create a better town centre environment, worthy of Chard's historic character.

## What we will do:

widen sections of pavement, replace tired concrete and brick paving with natural stone, create safer pedestrian crossing points at junctions, construct a new footway along Boden Street, plant new trees and flowerbeds, declutter street furniture.

## What this will achieve:

improved setting of the Guildhall and enhanced views of Chard's historic buildings, more accessible and attractive environment for pedestrians, space for markets and café seating, enhanced setting for the water channels, connecting the leisure centre to the town centre, and a greener urban area.



# SHAZ part 2

With almost the entire town centre of Chard being designated a conservation area, we are offering grants towards the renovation and repair of historic shop fronts and buildings through the SHAZ scheme.

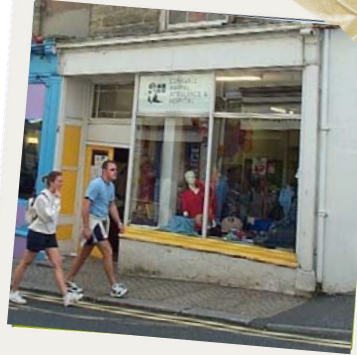
A shortlist of eligible properties has been drawn up which can be viewed online at [www.chardregeneration.co.uk/business-support](http://www.chardregeneration.co.uk/business-support).

Owners or tenants of eligible properties are encouraged to contact us to discuss the opportunity.

**“Trade has always been steady with regular customers but now the building looks more attractive this obviously appeals to new customers and is exciting”**

**“This is one of the best things we have done business wise”**

**“Trade has definitely increased, as a result of the works, within our building and the town. The works completed by the scheme has uplifted Falmouth which is now a well visited town throughout the year”**



Before



After

# HSHAZ part 3

Community involvement is a central part of the HSHAZ. We will work with partners to deliver a series of events and activities which invite you to engage in local heritage, learn new skills and consider the future of the high street. This may include:

- Guided walks and tours
- Talks, presentations and research projects
- Local history workshops
- Photography projects
- School visits
- Exhibition and community conversations

## Culturally Chard

Somerset Art Works and Chard Town Council are leading a consortium of local culture and community organisations to deliver *Culturally Chard*.

This 3-year programme of arts and culture invites you to celebrate Chard's unique town centre heritage in creative ways, and brings vibrant new events to the high street. Visit **[culturallychard.org](http://culturallychard.org)** for more information.




# Want to get involved?

If you are a business owner or tenant in the town centre and would like more information, visit:  
[www.chardregeneration.co.uk/town-centre-regeneration](http://www.chardregeneration.co.uk/town-centre-regeneration)

Are you an organisation with an idea for a community project? We would love to hear from you! Visit:  
[www.chardregeneration.co.uk/community](http://www.chardregeneration.co.uk/community)

 HM Government

## REVITALISING OUR Hi!STREET

 Historic England

*Historic images supplied by Chard Museum*