£3million National Lottery investment to bring



Wednesbury High Street Heritage Action Zone. Lee Allen

High Street Heritage Action Zones cultural programme will enhance 68 English high streets through art, sound and film.

The £7.4m cultural programme, which launched today, is designed to secure lasting improvements to our historic high streets for the communities who use them. High streets from St Helen's to Stirchley and Wednesbury to Woolwich will benefit.

It is being led by Historic England, in partnership with The National Lottery Heritage Fund and Arts Council England. The Fund has invested £3m.

> "It is vital that we continue to celebrate and invest in our heritage, and keep our high streets as invaluable community hubs."
>
> *Ros Kerslake, Chief Executive, The National Lottery Heritage Fund*

The four-year programme includes:

- a new podcast series called High Street Tales
- an accompanying e-book

- digital and physical artworks
- photography
- sound walks
- film series - Future of the High Street

It is part of the larger £95m High Street Heritage Action Zones scheme, announced in September 2019.



Rebecca Tantony walks past the graffiti mural on Weston-super-Mare high street. Credit Heidi Burton

A sense of belonging and togetherness

Ros Kerslake, Chief Executive, The National Lottery Heritage Fund, said: “Our historic high streets are an important part of who we are, creating a sense of place and belonging and bringing communities together.

“In recent years, changing shopping habits have had an impact and the current COVID-19 crisis is a significant new challenge.

“It is vital that we continue to celebrate and invest in our heritage, and keep our high streets as invaluable community hubs.

“This £3million of National Lottery funding will support creative activities capturing the spirit of our ever-changing high streets and helping to shape their future.”

Other High Street Heritage Action Zones funding comes from the Department for Digital, Culture, Media and Sport and the Ministry of Housing, Communities and Local Government's Future High Streets Fund.

Better places to live, work and visit

The National Lottery Heritage Fund is committed to helping the sector demonstrate how heritage helps people and places to thrive.

Our National Lottery Grants for Heritage, which reopened for applications at all levels on Monday, is prioritising heritage projects that support local economies, places and communities throughout 2021-22.





es with refocused priorities for 2021-22

Great Place Scheme evaluation (England)