

Lower St James's Street **HERITAGE ACTION ZONE**



SAVING BURNLEY'S CULTURAL GEM

Built in 1894, the majestic Empire Theatre is a much-loved part of Burnley's cultural heritage and is now owned by the Burnley Empire Trust. Closed to the public since 1995, the trust is delivering essential restoration work to stabilise the theatre and restore public access.

During 2021, HAZ support enabled essential maintenance

and restoration work to be carried out on the theatre's roof, removing evident asbestos and working towards new roof repairs to stop any further water ingress damage. This will allow the trust to welcome more contractors safely onto site to conduct surveys and continue to work towards reinstating the theatre for public use.

Paving the Way for Success

The first phase of the Public Realm HAZ scheme is now complete, transforming the streetscape on St James's Street with fresh new paving, highway surfaces and a number of new pedestrian crossings to connect the wider St James's Street area.

Breathing new life into this historic conservation area, redundant street furniture and signage has been cleared to create a revitalised and inviting shopping experience for those visiting and working within the area. Aiming to increase footfall, improve overall accessibility through the town centre and encourage private sector investment, St James's Street has already noted improved traffic flow and safer pedestrian access.



Shopfront

Several properties and business owners have come forward to accept a grant to transform property exteriors through fascia renovations and repairs. Plans have been submitted for several properties on St James's Street with a view to completing the works during 2022.



The Country House Gallery received a grant to re-decorate the shop front through traditional techniques and heritage skills. youtu.be/kL5AG6bObwM

Heritage Action Zone (HAZ) 2022

First secured in 2020, the £2.5m heritage-led regenerative scheme aims to transform the lower end of St James' Street into an alternative and creative quarter for local people, businesses and visitors. Through built environment and community engagement, and in partnership with Historic England, HAZ aims to enhance the streetscape, reduce building vacancies, and increase visitors to the area between the Cross Keys pub and Marks and Spencer.

Read on to find out what has already been achieved in 2021...

BURNLEY'S CULTURAL CONSORTIUM



PAINTING THE TOWN

Burnley's Cultural Consortium has engaged its first street artist to brighten up Lower St James's Street as part of the colourful "Raise the Curtain" art installation project. Designed to launch the programme and engage new audiences through street-

level artwork, acclaimed local artist Alexandra Gallagher's work was commissioned for this new billboard. Her vibrant display of vintage imagery, flora and fauna celebrates the rich diversity of local culture and forms part of an attractive new entry point to the street.



More to Come in 2022

Don't forget that you can **pick up Free HAZ bags, sketch pads and pens** from many of the shops on St James's Street and there are lots of activities and initiatives to look forward to during 2022, including our pop-up shop, cultural events and more physical improvements to St James's Street.

Book your place on our FREE workshops at www.burnleyhaz.org.uk/community/

- > Traditional sign writing
- > Lime Plastering
- > Decorative plastering
- > Lime Pointing
- > Heritage building techniques and more...

Showcasing Creative Talent

HAZ supported a three-day pilot festival over the Halloween weekend, treating hundreds of visitors to live music, art, performance, craft stalls and creative workshops.

Centred along St James's Street and led by Natalie George from The Gallery, the Burnley Culture Festival aimed to support local creatives and grassroots talent. With three years of funding, the pilot event proved a great success and event planners have big plans for 2022 to champion accessible arts, culture and music within the town.



Snapshot in Time

Burnley's Cultural Consortium held two successful free pop-up events during 2021, entitled 'Saturday Girl'. Award winning photographer, Casey Orr, took 40 local people's portraits to showcase the diversity and creative defiance of Burnley's culture and community, and all things Northern.

Watch out for much more from Saturday Girl in 2022: more pop-ups, exhibitions, a publication and more. There's still time to take part, and have your portrait included!

