

**WSM: SOVEREIGN
CENTRE PROJECT
NAMING DEVELOPMENT**

WSM

INTRODUCTION

Vision:

A town centre for tomorrow

Weston town centre is the heart of our community. It's an important and dynamic place where people come together, enjoy and celebrate, and support our local businesses. The Sovereign Centre, located at the heart of our town and facing the vibrant seaside, is the gateway for people as they visit the beach and come to enjoy restaurants, pubs, cafes, and shops.

As our town faces a moment of great change, we are looking toward a new opportunity for one of the Council's most important properties. New patterns in shopping, socialising, working, and travelling means that we must create a place that is fit for the future.

Future Plans:

A renewed place for Westoners

The Sovereign Centre, under Council ownership since 2018, is an opportunity to shape and support the fortunes of the town centre. This project to target and transform specific interior and exterior spaces will open the building to the community and welcome people as they travel between the seafront and the town centre.

As part of the Council's strategy to create better spaces for all with the Council's Placemaking Strategy, this focused refurbishment will draw millions of beach visitors through the doors of the Sovereign Centre and, with new wayfinding, will direct them to local town centre businesses.

New flexible workspace, makerspace, and event spaces will encourage the next generation of start-ups and entrepreneurs to invest in Weston. A new cycle hub and refurbished café will encourage families and people of all types to stay in the town centre and participate in an active lifestyle.

We would like to engage with the public on these changes, to help find out what naming themes the people of Weston connect and associate with representing our new vision for the Sovereign Centre.

Please continue reading and let us know your thoughts for our new name.

WHAT MAKES A NAME?

A brand name is a first impression to your brand or offering, and can define how your brand is portrayed to an audience. With few words, you may convey what your business or product stands for, literally, figuratively or sometimes both.

Therefore the naming process is a sensitive one, where different ideas must be brought together. From local knowledge and regional language, to the wider expectations of a shopping centre 'brand', this new name must tick all the boxes to become a successful brand for the established Sovereign Centre.

Things to think about...

Appearance

Think logos, website address, naming on maps and addresses, social media handles and press mentions.

Positioning

Does it feel unique and memorable?

Depth

Does the name connect to its area and place?

Humanity

Does the name connect with you?

Energy

Could it generate excitement around Weston?

Sound

Is the name easy to say and remember? Will the name work in a variety of contexts? "I'm going down to Sovereign today."

NAMING THEMES

1. General Stores

A name that attempts to marry the past and future prospects of the shopping centre. General, meaning “affecting or concerning all or most people or things; widespread” captures the far reaching aims of the new space, whilst playing on the well known term, ‘General Store’.

GENERAL STORES

2. Super Weston

Attaching ‘super’ to various names gives the name an instant indication as to the scale of the Sovereign Centre and its widespread attraction, whilst clearly playing on its location, in the centre of Weston-super-Mare.

SUPER STORES

SUPER CENTRE

THE SUPER

3. No major name change

The existing name is well known within local culture. It may be challenging to gain traction and acceptance within the local community with a change of name.

Sometimes simply updating the brand identity may serve the purpose of driving change.

**THE
SOVEREIGN
CENTRE**

THE SOVEREIGN

THE SOV

Have your Say!

Contribute to the thinking about a new name

For this space to become a truly Weston place, it needs to have the input from local people like you. We encourage you to share this with your friends and family and have your say on the naming options the Council should explore.

To have your say you can:

Visit online: www.n-somerset.gov.uk/newname

Visit in person: Food Court at the Sovereign Centre

Snap the QR code

