

Barnsley | High Street Heritage Action Zone

# Eldon Street





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**T**he Eldon Street High Street Heritage Action Zone (HSHAZ) was a four-year partnership project between Historic England and Barnsley Council, led by Barnsley Museums. It started in April 2020 (just weeks after the Covid pandemic resulted in a national lock down) and ended in March 2024.

The Eldon Street HSHAZ has been engaging, creative, inventive and inspiring, showcasing culture-led regeneration at its best. Alongside delivering urgently needed capital works to key historic buildings on Eldon Street, the project has helped thousands of people to rediscover their love for this historic High Street as part of the ongoing regeneration of Barnsley town centre. The project has worked with artists, schools, community groups and local businesses to bring joy and playfulness back to the High Street, supported by the council Arts and Events team, Fusion (Barnsley's Local Cultural Education Partnership) and others. It has brought to life the stories of this place, as well as creating a new positive and vibrant narrative for the future.

Professional photographer James Mulkeen was engaged at the start of the programme to document the HSHAZ. These images are just some of the 750+ images he delivered, and provide a beautiful visual record of our Eldon Street journey. We've loved every minute.



more than  
**610,000**  
People engaged with  
HSHAZ activities at  
face-to-face events



**17**

Town centre events  
supported by the HSHAZ

**1**

Eldon Beast 'spirit animal'  
created for Eldon Street

Photography top and right: Jess Hutchinson



1

New board game inspired by the stories of Eldon Street



1

New YouTube adventure game inspired by and filmed on Eldon Street



35

Community engagement events held in person and 12 digital engagement events delivered



2

Twisted willow beasts temporarily released onto Eldon Street





48

Artists involved in the project

12

Artist micro residences with local businesses



5

Eldon Street inspired exhibitions hosted



2

Wedding dresses adorned with collected Eldon Street love stories





1

Residency with the poet laureate



1

New radio ballad inspired by Eldon Street and broadcast on BBC Radio 4







1

Album launch event



16

New songs inspired by  
Eldon Street stories

2

Iconic K6 telephone boxes restored and repurposed for cultural activity

1

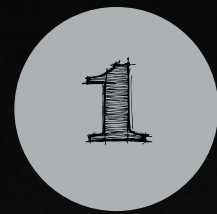
Tellapoem box created

(featuring a bespoke Eldon Street poem by the poet laureate)





**1** Historic clock - and community meeting place - restored



Digital recreation of Eldon Street in the 1960s projected to a live audience of over 21,000 people



over  
**300,000**

People directly engaged with the HSHAZ online (with a digital reach of over 3.5million)



8

Key historic spaces reimagined through movement and dance

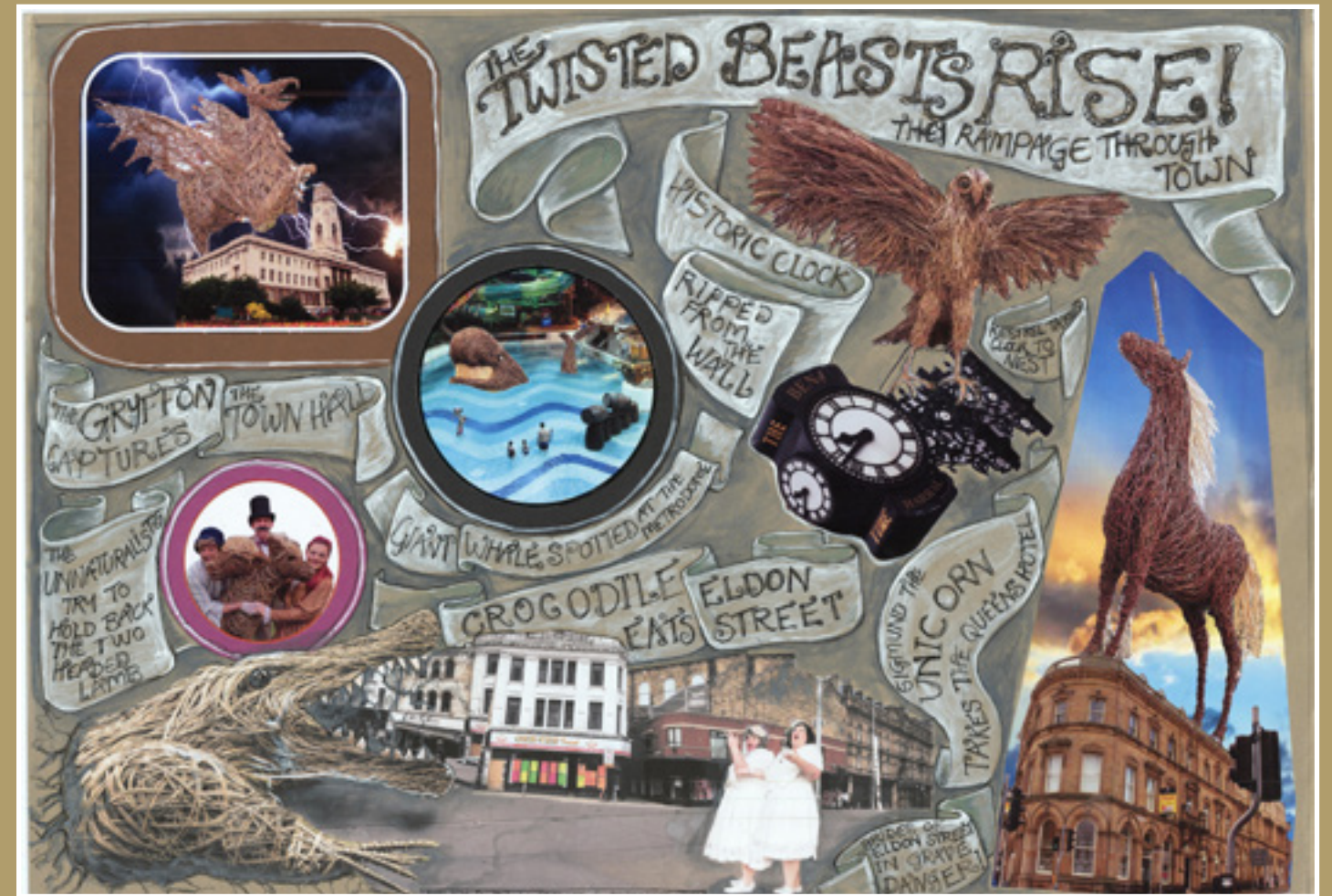
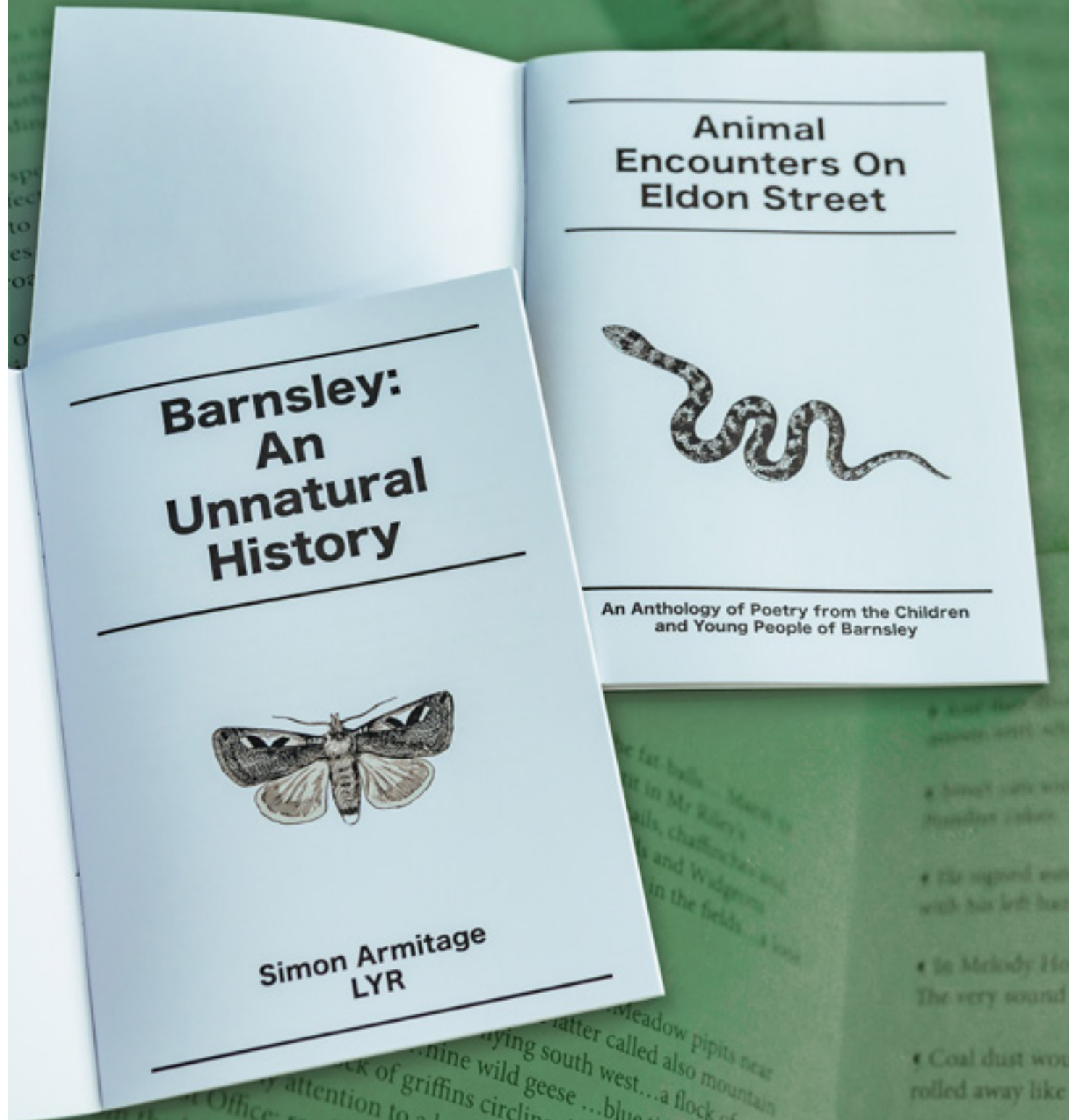


7,859

Camera shutter-clicks on HSHAZ assignments

2

Poetry anthologies published and submitted to the British Library



3

Eldon Street historic montage postcards reimagined

1

Alternative historic blue plaques trail developed with young people (mainly true)



3

Historic Eldon Street characters brought back to life for the 'Unnaturalists' wonders of Eldon Street

12

Miles of heritage tours delivered





over  
**200**  
Volunteers involved in  
supporting the HSHAZ



**1,390**  
Volunteer hours  
spent supporting  
the project





1,086

Young people directly involved in the project, through schools workshops and activities



1

Eldon Street heritage curriculum pack produced (and Eldon Street added to the curriculum in at least one local school)

2

Enterprise competitions involving 8 local independent businesses and 2 local schools





2

New permanent artworks installed

15

Temporary art installations created



60m<sup>2</sup>

Of historic public realm improved



8

Major historic buildings repaired





Enough scaffolding to stretch 2½ times along Eldon Street (between the interchange and Market Hill)



4,052m<sup>2</sup>

Of vacant floorspace brought back into commercial use





10

Business owners invested in the HSHAZ

9

Historic shopfronts repaired/reinstated



4

Apprenticeships and university placements supported



36

Damaged historic faience blocks painstakingly made to measure and restored



733

Historic Eldon Street documents catalogued and available to researchers for the first time



9

Historic Eldon Street plans conserved and available to researchers for the first time



34

Press releases written and shared



71

Grant payments processed





Dr Tegwen Roberts

HSHAZ Programme Manager



Dominic Somers

Arts and Events Officer

Sara Mair

Engagement Support and Fusion Lead



Mark Swanwick

Arts and Events Officer

Matt Mitchell

Events and Logistics Manager

Holly Poppleton

Events and Programmes Assistant







Dr Tegwen Roberts - HSHAZ Programme Manager  
Dominic Somers - Arts and Events Officer | Sara Mair - Engagement Support and Fusion Lead  
Devinia Skirrow - Comms and Marketing | Jess Baxter - Principal Accountant | Iain Blackburn - Principal Accountant  
Archives Team: David Blunden - Local Studies Specialist | James Stevenson - Archivist | Michael Hardy - Digital Curator

Matt Mitchell - Events and Logistics Manager | Mark Swanwick - Arts and Events Officer  
Holly Popleton - Events and Programmes Assistant

Eldon Beast puppet created by Sue Walpole | BeastEL game created by Beccy Dye  
Telepoem Box design and Eldon Street A-Z by Patrick Murphy | Sunset neon by Patrick Murphy and Simon Armitage  
Hymn To The Big Wheel installation by Liz West | Twisted Lamb by Emma Parkins | Twisted Alligator by Sarah Gallagher  
80s Mural by Seanna Doonan | Cinevelo by Wayne Sables | Crate It by Lenny and Whale  
Reimagined Eldon Street postcards by Amanda Stoner

Gary Clarke Company dancers - Robert Anderson, Patricia Langa, Emily Thompson Smith, Jake Evans, Shelley Eva Haden  
The Unnaturalists - Mark Mark Productions | The Eldon Street Brides - The WE Great Ladies  
Photography - James Mulkeen

