

Curzon Clevedon – Creative Events for Intergenerational Cohesion



The Curzon Cinema in Clevedon ran a seven-month long series of community-focused cultural events (“Season One”). This included music and comedy events designed to diversify their programme, increase average attendance at the venue, and create new opportunities for volunteering.

UKSPF Achievements

28 local events and activities supported

2893 increased footfall at the cinema

16 new volunteers engaged

Wider impact

The success of the events programme had a positive impact on the Curzon’s financial position (after a hit due to the pandemic) and it has given the organisation more confidence to broaden their programming to include more community and live events. They were able to host an additional 2893 people compared with what they would have achieved by just showing the main feature films and feedback from the audience on the quality and variety of programming was very positive. Season Three will launch in the Autumn of 2024, so the work continues!

The new types of events allowed the Curzon to upskill their staff who are now much more confident with sound and lighting equipment, as well as to recruit 3 new students from Clevedon school as volunteers who are looking for a career in live event technology.