

Super Culture – ‘Weston Encounters’



Super Culture’s mission is to grow an ambitious and playful creative culture in North Somerset through participation, professional live arts, and artist development. They used their UKSPF Community Grant to fund a high quality and accessible programme of creative and cultural activities and events in Weston-super-Mare, focussed on growing community participation (particularly young people and those from deprived areas). They also funded activities to build the capacity and knowledge of their volunteers.

Activities included funding a regular programme of theatre, dance, comedy and more at Front Room; the ‘Whirligig’ showcase opportunity for work by young creatives; a contribution to the South Ward Lantern Parade; and an additional day of the GLOW Light Festival.

UKSPF Achievements

170 events and activities supported
6455 more people engaged
6159 increased footfall at select events

Wider impact

UKSPF funding supported an additional night at the GLOW Light Festival, increasing it from 4 to 5 nights. Events such as this have many positive implications. For example, 44 paid employment opportunities were created for artists, creative, and event personnel; 9 Weston-based artists and collectives were commissioned to co-create new illuminated artworks with community groups; and 88% felt GLOW enhances the sense of community in Weston.

51 new volunteers were engaged to support Super Culture’s work across the range of cultural events, allowing more ambitious work to be conducted and giving volunteers a sense of purpose and community.

The sustainability of Super Culture's partners was also enhanced by the funding. For example, Front Room were able to invest in additional producing and marketing capacity which helped to to boost audience numbers, with shows regularly selling out.