



We are a *charitable arts organisation* with a vision to grow an ambitious, playful and inclusive creative culture in North Somerset through world class *festivals, events* and *live performance*, creative talent development and a year-round participation programme that enables local communities to *connect & get creative*.



“*Uplifting* people and places in Weston-super-Mare and North Somerset through *inspiring cultural initiatives*”







THERE IS NO
PLANET B

OUR CHILDREN
ARE THE SEEDS
WE HAVE TO
HELP THEM
TO
GROW

SUPER
CULTURE



**SUPER
CULTURE**



SUPER
CULTURE



SUPER
CULTURE



SUPER

CULTURE



SUPER
CULTURE



SUPER

CULTURE

Key High Street events within *Whirligig* 2023 and *Weston Lit Fest* 2023 coincided with the *highest footfall* figures for September and October!

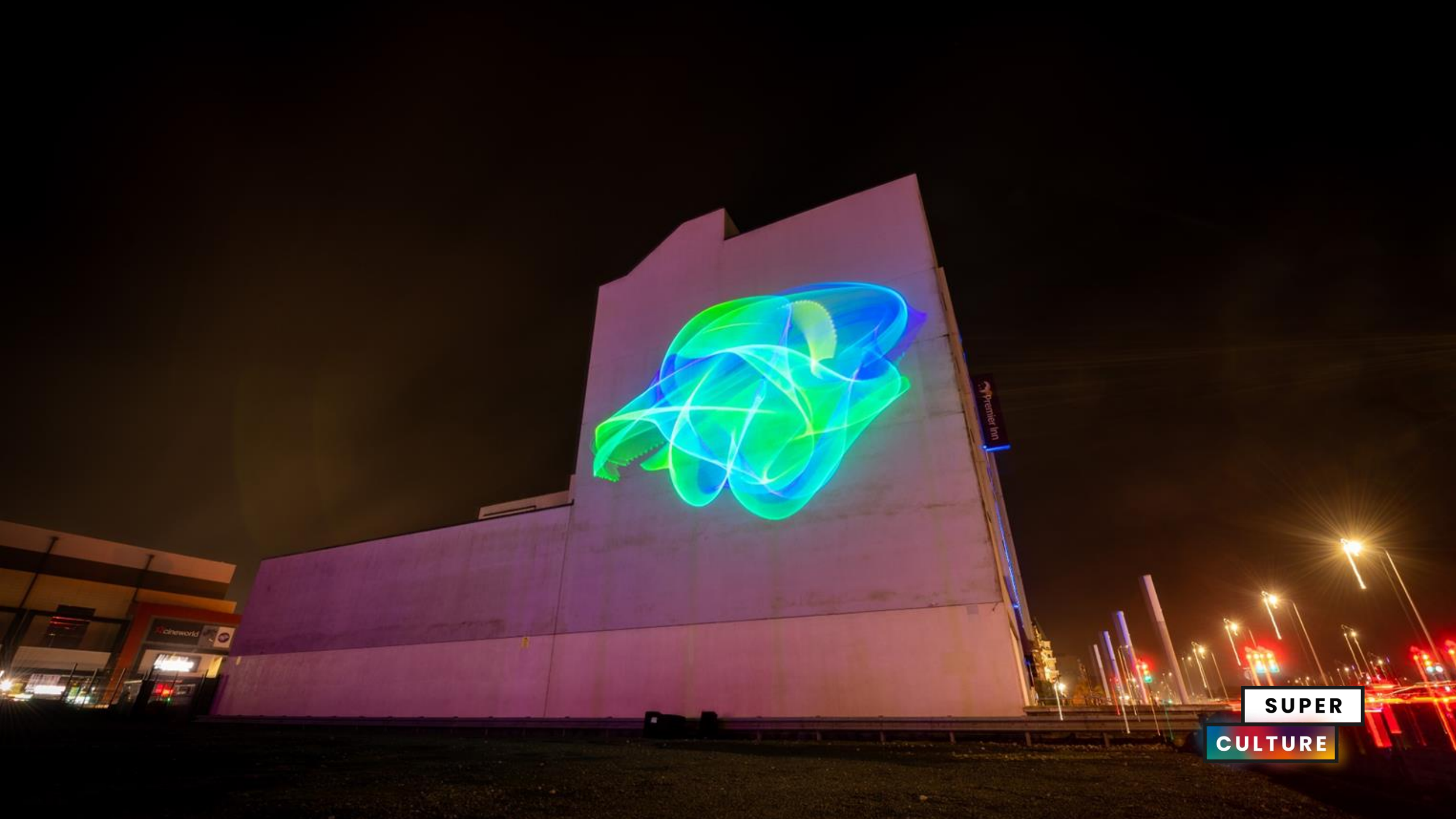
A woman with blonde hair, wearing a thick, textured, reddish-brown hooded garment, looks upwards with a serene expression. Above her is a large, dense, fan-like structure composed of many pointed, overlapping elements, glowing with a vibrant red light. To the right, a smaller, blue, cloud-like or smoke-like structure is visible. The background is solid black.

#GLOW23

SUPER
CULTURE



SUPER
CULTURE



SUPER

CULTURE

GLOW Light Festival impact:

- **27%** of attendees were visiting from outside of Weston
- **67%** of attendees did other activities while visiting *GLOW* including visiting a restaurant, café, pub/bar, shopping, and attending other cultural or entertainment venues
- **£287,000** spend in Weston was associated with those visiting *GLOW*
- **£204,000** spend is estimated to be additional and only occurred as a result of *GLOW* taking place
- Organisers of *GLOW* spent **£40,000** in the local Weston economy and a further **£44,000** in the wider West of England
- The average attendee spend per head was £13. Visitors staying overnight was £122 including overnight accommodation



SUPER

CULTURE



SUPER
CULTURE

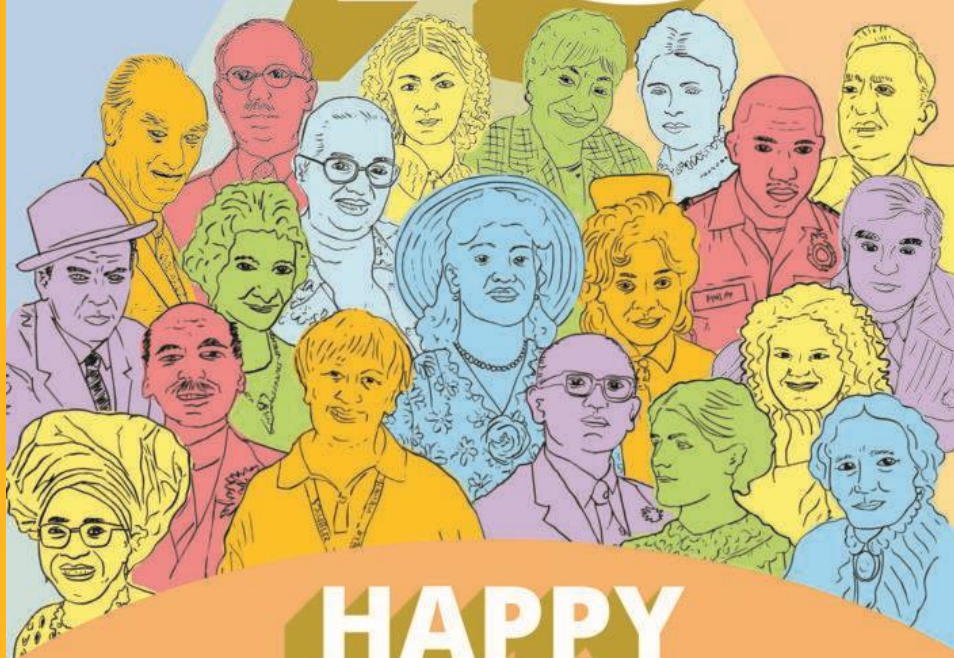
GLOW 2023 marketing and PR outcomes:

- **2,500** people watched a 30 minute live streamed tour of *GLOW*
- Coverage on *BBC News online*, *Weston Mercury*, *Visit Bristol*, *Visit Weston*, *Somerset Live*, *Visit Somerset*, *Bristol Parent*, *Bristol Mums* and others reaching over **200,000** people
- 3 broadcast interviews on BBC Radio Bristol and BBC Points West reached **350,000** people
- *GLOW* event posts on social media from Culture Weston reached **77,000** people
- **63%** of visitors to *GLOW* from outside of Weston said attending has increased the likelihood that they will return to the area again
- **83%** of attendees said visiting *GLOW* made them more likely to attend other local arts/cultural events in the future





75



**HAPPY
BIRTHDAY
NHS**





SUPER
CULTURE





Words on the Wall



An Anthology of Writing by Charles G. O'Connor
Edited by The Writers' Room, San Francisco

a flat place

NOREEN MASUD

HOW TO
WILD
SWIM

WHAT TO KNOW
ABOUT THE PLEASURE

FOOTE

THIS
THREAD
OF
GOLD

A Celebration of
Black Womanhood

CATHERINE JOY WHITE

RICHARD MILWARD
MAN-EATING
TYPEWRITER

Red is Home



A
Hero
LIKE
Me

WE
NEED
JUSTICE

TIME
FOR
CHANGE

WE
NEED
PEACE

NOR WINN
SUNDAY TIMES BESTSELLER

THE
SALT
PATH



COSTA BOOK AWARDS
SHORTLIST

THE
SEASIDE

England's Love Affair

MADELEINE BUNTIN

THE SUNDAY TIMES
SPORT BOOK OF THE YEAR

The stories of Britain's swimming champions and the women who worked tirelessly and made it all so much easier



JENNY LANDRETH

2017
shortlist

THE
TIDAL
YEAR

A MEMOIR ON GRIEF,
SWIMMING AND SISTERHOOD

FREYA BROWN









Find us on:

📷 @superculturewsm
📘 Super Culture
🐦 @SuperCultureWsM



Upcoming events → superculture.org.uk

