

## Weston Wallz 2025 – Evaluation Summary

Weston Wallz 2025, our 5<sup>th</sup> anniversary event was without doubt our most complete iteration of the event which we have held. Taking learnings from previous years we were able to host a fulfilling event for artists, participants and visitors.

Highlights for the project were:

The Scale UP mentoring programme received positive feedback, with participants noting increased confidence in showcasing their artwork publicly, and slightly unexpected was feedback from mentors expressing the value in sharing their expertise.

Collaborations in the form of co-designed murals took place with Refugees Welcome North Somerset and North Somerset Youth Justice and Prevention Service. Both were of a similar format where the artist led a workshop and the outputs from this were used to inform the mural design. Whilst the Youth Justice workshop was not as well attended as the Refugees Welcome, the artist facilitator, Sam Walsh fed back that it had been the most rewarding session he'd ever run due to the massive swing in attitudes of the participants between arrival for the day and their departure.

58 artists were involved in this year's event made up of 19 new permanent murals bringing the total to over 70 for the town in the past five years and 39 artists painting on temporary surfaces which we're on display for a month.

Around 750 participants took advantage of the plethora of free creative workshops we programmed this year, 423 booked spaces were taken up and we estimate at least another 300 attended the drop in sessions, participation was up 50% on 2024 which we feel was due to taking on board learnings from previous years and combining the spray jam and workshops in one area as well as refining our marketing for Westons demographic to focus on posters and Facebook as opposed to Instagram.

We received a plethora of feedback on this year's event but the below extract from ScaleUP artist Jodie Haslam covered so much of the positivity of the project we wanted to include it in full:

I've had an amazing time as part of the Scale Up Programme and I've learnt so much in so short an amount of time! I never thought I would have a chance to do mural painting, especially at this scale, so it's been such a valuable and super fun experience! I feel like I learnt so much from Bex Glover (Mentor) that I would never have been able to learn from any other source or my own research and being provided with so much help, materials and space from Weston Wallz/Upfest meant that I never had to worry about the cost or practicalities of the painting! It all just made it such a great and accessible entry point into mural painting! Bex was also such a wonderful mentor - I felt like our ways of preferring to work really gelled and it made the process much easier than I thought! The community aspect of the whole process has been so lovely to see as well. From meeting Bex, Emma and Steve, to the other mural painters and even just talking to my neighbours about my mural and

them saying they'd go visit it/ the Weston Wallz trail, it's been so rewarding already to see how murals/Weston Wallz/Upfest impacts and brings together an area and group of people. It's made me feel more connected to Weston-super-Mare too! I've just had the best time and really hope to keep painting murals in the future and I couldn't have done any of this without the Scale Up programme/Weston Wallz/Upfest and Bex, Emma and Steve!

Our project benefitted:

Artists – 58 Artists were involved in this years event, 17 were commissioned for permanent wall spaces, 2 Local artists were mentored under our scaleUP programme and a further 39 participated in the spray jam weekend.

Arts Facilitators – 6 Arts Facilitators we're employed to host creative workshops over the spray jam weekend.

RWNS (Refugees Welcome North Somerset) – 1 Artist was commissioned to run a co-design programme with RWNS, the workshop was attended by 13 local refugees and the outputs from the workshop informed the artists mural design.

NSYJPS (North Somerset Youth Justice & Prevention Service) – 1 Artist was commissioned to run a co-design programme with NSYJPS, whilst the workshop was only attend by 2 young people out of an anticipated 8, the Artists feedback ws that it was one of the most rewarding sessions he had run, it led to the artist producing a mural to reflect the positivity of young people in the town.

BSL users – Two BSL guided street art tours were arrange, one of which was open to the public and the other for a group from the city of Bristol College.

Local Community & Town Visitors – By far the largest group benefitting from Weston Wallz is the local community of Weston-super-Mare, not only the 750 participants, or the estimated 15,000 onlookers who saw the artworks develop over the 10 day period, but also throughout the year where the local community and visitors can now appreciate over 70 murals which adorn the walls of the town.

## UPFEST Projects:

### Weston Wallz 2026 – WSMTC Funding Proposal

#### Who we are:

The Upfest organisation has been responsible for the creation of over 1,000 artworks across the UK for both public and commercial organisations in addition to our own bi-annual international mural festival we help other towns inject colour and culture into their street scape as part of place-making, wayfinding and community initiatives.

We thrive on creative challenges, working closely with artists, clients and communities to make a positive impact, and bring accessible, public art to more people. We love working in new forms, in different locations and at a scale that helps to amplify the genre.

**Must read:** Street art turned my town into a giant art gallery, and I couldn't be happier. Article by local resident and journalist Tom May – [Creative Boom](#)



Artwork by Snub23, Elm Tree Guest House, Orchard Street, WSM

#### Weston Wallz 2026:

The Upfest organisation proposes to bring back Weston Wallz for its 6<sup>th</sup> annual event to Weston-Super-Mare. Over the past five years Weston Wallz has curated 68 walls throughout the town centre, working with local, regional, national and world-class international artists to bring a new dimension of public artwork to the town benefitting the local community and visitor economy. The nine-day cultural programme is proposed to take place between the 17<sup>th</sup> and 26<sup>th</sup> of July 2026 at the start of the school summer holidays, it is only possible with the ongoing support of Weston Town Council and other partners.

## UPFEST Projects:

### Weston Wallz 2026 – WSMTC Funding Proposal

#### Funding

The proposal is split into two tiers, Tier One demonstrates what is possible with the proposed £25,000 WSM Town Council funding alongside £3,000 support from Super Culture and £5,000 from sponsorship gained by Upfest. Tier Two demonstrates what would be possible with tier one funding plus, £30,000 support from Arts Council England and £5,000 support in kind from various supporters. (The Upfest organisation will endeavour to reach Tier 2 funding levels).

#### **Tier One: (£32,000 total Funding of which £25,000 from WSMTC)**

Upfest organisations project management and artist curation of Weston Wallz 2026, as well as undertaking funding application to Arts Council England and Sponsorship generation to enable Tier 2.

S.M.Art Weekend Spray Jam featuring up to 40 artist live temporary painting in the Italian gardens.

Subject to generating sponsorship, the spray jam will be elevated with a programme of weekend family arts and crafts activities.

Production of 8 – 10 small to medium sized walls. (A mix of new spaces and refresh of existing spaces)

ScaleUp Programme – Mentoring of emerging artist based at The Quarry

Updated and printed street art map for distribution by Visit Weston

Updated [Digital Google Map](#) (currently 715,000 views over five years)



Artwork by David McMillian, Kings Lane, WSM

## UPFEST Projects:

### Weston Wallz 2026 – WSMTC Funding Proposal

#### Tier Two: (£68,000 total Funding of which £25,000 from WSMTC)

In addition to Tier One, our outline plan (subject to arts council requirements) is:

Production of up to 20 small, medium and large scales murals, with some located in higher profile locations.

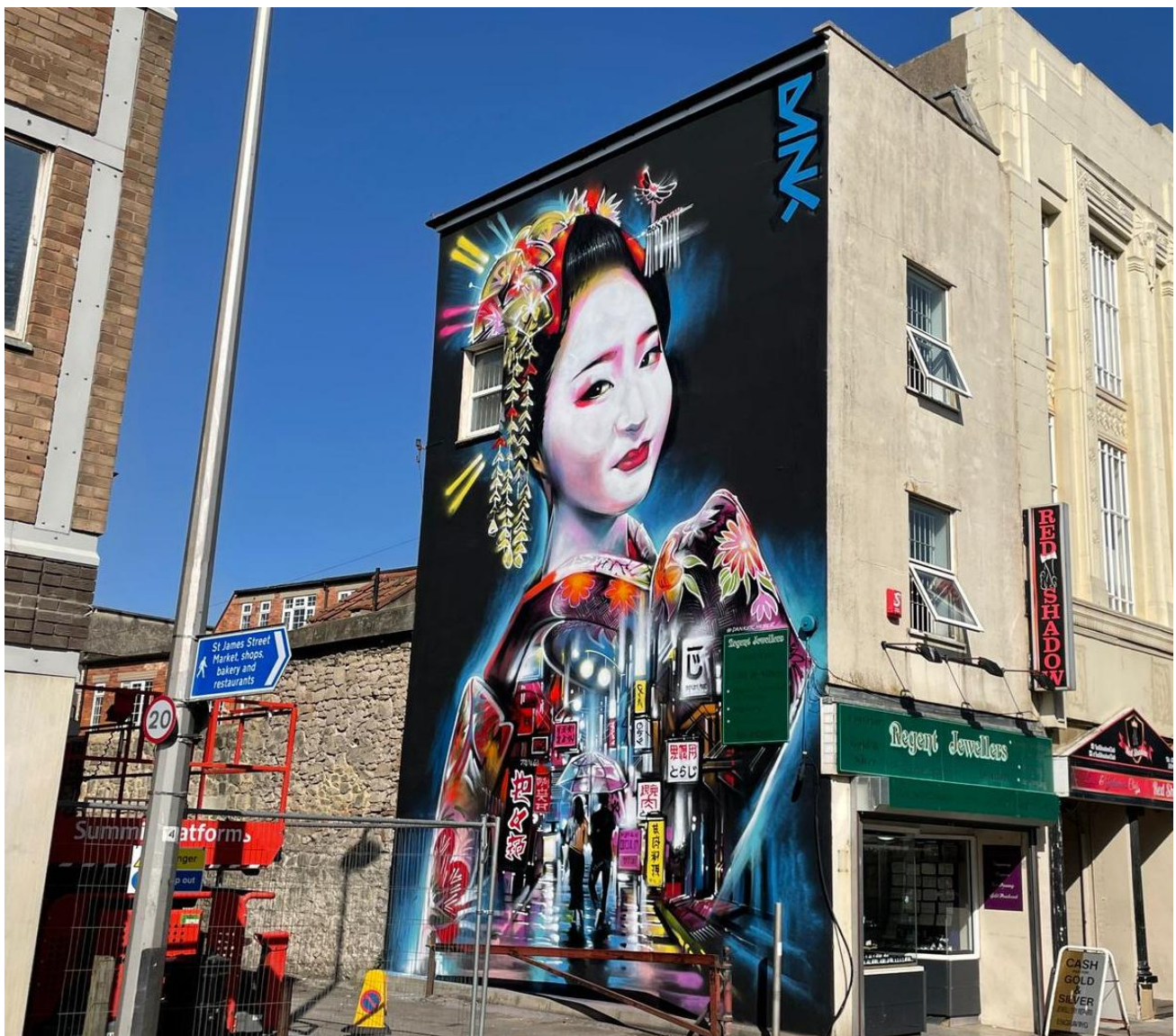
Upfest ScaleUP programme (2 additional spaces) which would support local non-street painting artists to scale up their artwork onto a street location.

Deliver 750 free creative workshop spaces (equivalent to £10,000 of paid for workshops)

Closer working and co-production artworks with local organisations, similar to work undertaken in 2025 with RWNS & Youth Justice and Prevention Service.

Sponsorship funded applications bringing greater depth to the overall programme.

Increase in media presence due to working with specialist PR Firm driving higher footfall.



Artwork by Dan Kitchener, Regent Street, WSM

**Weston Wallz 2025 – Feedback highlights.**

Julie Donaghey – Local Resident

I wanted to say how much we believe in the power of art to transform, what you are doing for the town is amazing. Wherever you end up choosing to put the artwork will be a real asset and we genuinely thank you for organising it all.

Carole - Volunteer

We got bought chocolate by ladies who couldn't believe their kids could spend a couple of hours doing creative activities for free, they wanted to know when we'd be back again.

Jodie Haslam – ScaleUP Mentor programme

I've had an amazing time as part of the Scale Up Programme and I've learnt so much in so short an amount of time! I never thought I would have a chance to do mural painting, especially at this scale, so it's been such a valuable and super fun experience! I feel like I learnt so much from Bex that I would never have been able to learn from any other source or my own research and being provided with so much help, materials and space from Weston Wallz/Upfest meant that I never had to worry about the cost or practicalities of the painting! It all just made it such a great and accessible entry point into mural painting! Bex was also such a wonderful mentor - I felt like our ways of preferring to work really gelled and it made the process much easier than I thought! The community aspect of the whole process has been so lovely to see as well. From meeting Bex, Emma and Steve, to the other mural painters and even just talking to my neighbours about my mural and them saying they'd go visit it/ the Weston Wallz trail, it's been so rewarding already to see how murals/Weston Wallz/Upfest impacts and brings together an area and group of people. It's made me feel more connected to Weston-super-Mare too! I've just had the best time and really hope to keep painting murals in the future and I couldn't have done any of this without the Scale Up programme/Weston Wallz/Upfest and Bex, Emma and Steve!

Sam Walsh – Artist facilitator (Co-design, Youth Justice & Prevention Service)

Was a really great day today. The kids were a bit 'too cool for school' when they arrived and were moaning about if going on until 3. Then by lunch they didn't want to leave because they were so engrossed in making the designs .....the support workers were loving it too .....

When I was younger, I took part in a graffiti workshop that taught me some of the fundamentals of painting. It's pretty cheesy, but being able to now pass on that knowledge and give back through this project was incredibly rewarding. In a world that's more digital than ever, I reckon pen, paper and paint can still shift perspectives and make real change – just encouraging someone's creativity can go a long way!

Fiona Matthews - Super Culture

The Next Gen crew had a fab time yesterday - thanks for organising - 12 turned up which is great.. They are really keen to do more.

# WESTON WALLZ

## EVALUATION 2025

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# FESTIVAL PR GOALS

- To launch Weston Wallz as one of the UK's most ambitious street art takeovers
- Attract visitors to the festival weekend from across Bristol and the South West.
- Secure strong coverage in relevant media titles.

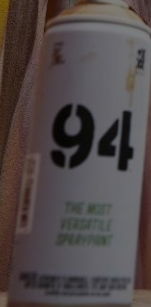
# TACTICS

- Press release for line-up announcements
- Ongoing media outreach to relevant titles
- Interviews with organisers and artists
- Social media
- Community outreach through Facebook groups and forums



# HERO CAMPAIGN MOMENTS

- **BBC POINTS WEST:** PACKAGE FILMED ON LOCATION FOR OPENING WEEKEND OF WESTON WALLS
- **BRISTOL LIVE:** WESTON-SUPER-MARE STREET ART FESTIVAL RETURNS WITH 75 COLOURFUL MURALS TAKING OVER TOWN CENTRE
- **SECRET BRISTOL:** THIS SEASIDE STREET ART TRAIL NEAR BRISTOL IS ADDING A SPLASH OF COLOUR THIS JULY - AND THERE'S A JAM-PACKED PROGRAMME OF FREE CREATIVE WORKSHOPS FOR ALL
- **BRISTOL LIFE MAG:** DOUBLE PAGE SPREAD ARTIST PROFILE
- **BBC NEWS:** STREET ART FESTIVAL LEAVING 'REAL LEGACY'



# INTERVIEWS

Throughout the campaign, interviews were coordinated with artists and organisers, featured on:

- **BBC POINTS WEST:** Interviews with Stephen Hayles, Jodie Haslam and Bex Glover for a weekend package.
- **BRISTOL LIFE:** A top-picks artist profiling piece from Steve and Emma highlighting Shauna Blanchfield, Hazard One, Sophi Odling and Dale Grimshaw.
- **BBC RADIO BRISTOL:** Mentions across their news bulletins to highlight the return of Weston Wallz.





@I.AM.SPRITE

# PRESS COVERAGE

PRINT & ONLINE  
PIECES: 19

BROADCAST  
MENTIONS: 3

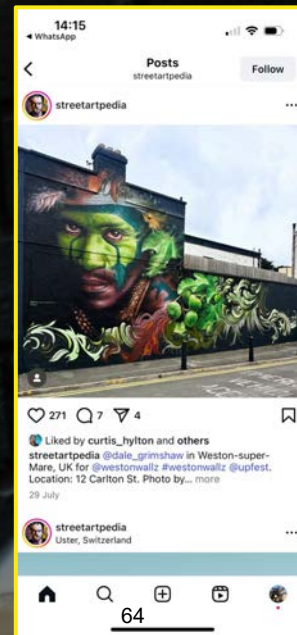
TOTAL REACH: 910,754,599

Coverage log: <https://docs.google.com/spreadsheets/d/1CqGo7gHM-foWE65hR0KqhKUJ0vEdV8IUhwVCZHiCwMw/edit?usp=sharing>



# SOCIAL COVERAGE

Social coverage was seen from prominent street art bloggers in the region including Streetartpedia (220K), Creative Boom (134K) and Hannah Judah (34K) as well as Bristol media outlet Secret Bristol (67K)



<sup>65</sup>  
**Bristol**★★★  
**Post**

**B B C**

Somerset's heartbeat since 1836  
**County Gazette**

**VisitWest**

**NEWS**

**Bristol Life**

**Weston**  
**Mercury**



CREATIVE BOOM

**B B C RADIO**  
**BRISTOL**

**yahoo!**



**SECRET BRISTOL**

# WONDER WALLZ

No Upfest for Bristol this year – it's biannual these days. But the team are never idle, and if you head over to Weston-super-Mare this month you'll be able to witness a fresh blooming of street art on the walls of the seaside town

Photos by Paul Box



**U**pfest describes Weston Wallz as "A project rooted in people, paint and place", and for their stint at the seaside town this year they've invited artists whose work speaks to identity, activism and imagination in bold new ways. There are 19 wall artists (and a further 26 involved in the spray-paint this year; here are four of organisers Emma and Steve Hayles's favourites.

The best way to take it all in is to hop on a train to Weston and watch the festival unfold in real time. Live the coastal dream, buy a bag of chips – watch out for the gulls – and wander around the streets while the artists do their thing. Throw yourself into the marine lake afterwards if it's hot and sunny.

## SHAUNA BLANCHFIELD: illuminating the everyday

"Irish muralist Shauna turns public space into a site of reflection and wonder. Her work explores the fragile terrain of memory and collective identity, often through figuration and subtle plays of light. She transforms the mundane into the magical, inviting viewers to consider the hidden poetry of the everyday."

## HAZARD ONE: painting power in full colour

"Hazard One fuses luminous colour with raw realism, drawing on her roots in graffiti and illustration to create empowering portraits of women and marginalised voices. Her work is bold, intersectional and unmistakably hers – a real force in the UK's street art scene."

## SOPHI ODLING: dreamscapes without borders

"Australian muralist Sophi crafts large-scale works alive with colour, curiosity and connection. Her art, inspired by travels from Nicaragua to Thailand, honours cultural diversity and the innocence of youth."

## DALE GRIMSHAW: the political is personal

"London-based artist Dale brings social commentary to the streets, spotlighting indigenous resistance and the costs of globalisation through his incredible portraiture. His murals are emotionally charged and hyper-realistic."

Weston Wallz runs 19-27 July 2023; [www.upfest.co.uk](http://www.upfest.co.uk)



Others they made earlier: (clockwise from top) Shauna Blanchfield; Dale Grimshaw; Hazard One



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Also joining the line-up are Brighton's Snub23, whose robotic stencil work fuses future tech and

Photo: Ben Birchall



streets of Weston.

“Street art has always had the power to reflect the times we’re in,” said festival director Stephen Hayles. “This year, we’re not just painting walls – we’re creating space for stories that often go unheard and we’re inviting the whole community to be part of that conversation.”

■ All workshops are free, but spaces are limited

WESTON WALLZ  
PLUS BRISTOL  
HARBOUR  
FESTIVAL  
PLUS YOUR  
SEVEN-DAY  
TV & RADIO  
LISTINGS

100

## 67

HERO COVERAGE

# Flocking back Sheep return to the Downs to keep grazing rights

**LOWE CLARKE**  
CLARKE@BRISTOLPOST.CO.UK

**S**HEEP once again graze the historic grasslands of the Downs yesterday in part of a centuries-old tradition that brought together pupils, civic leaders and conservationists.

The event, held yesterday, on the west side of Westbury Road near St Monica's House, celebrated an unusual clause in the Downs Act of 1861 which stipulates that the Commissioners of Dorsetshire Downs must allow at least one sheep every five years to maintain their ancient grazing rights.

Over the years, 13 groups and individuals, including the Downs, including the University of Bristol Botanic Gardens, Bathurst School and St Monica's Trust, have retained the right to graze up to 1,000 sheep collectively.

Before sheep once grazed the area in their hundreds with a full-time shepherd until 1925, the tradition largely faded due to safety concerns from increased traffic. Eight ewes and lambs were placed in a fenced area for the event, which also featured a live demonstration of medieval wool weaving and interactive educational sessions run by the local George and Downs Wildlife Project.

Local shepherdess Melinda Baker spoke to children about the realities of sheep rearing today. More than 80 pupils from Avonmouth C of E School and Weston School participated, engaging with the animals and learning about their environment.

Through short sessions, students explored plant biology and discovered how grazing animals more helped maintain the Downs' landscape.



Sheep on the Downs yesterday. Below, shepherdess Sarah Harris with a Black Welsh Mountain Sheep (Pic: Paul Dicks)



Shepherdess Sarah Harris with a Black Welsh Mountain Sheep (Pic: Paul Dicks)

West's Deputy Lord-Lieutenant of Bristol, Kathryn Wood, High Sheriff of Bristol, councillor Henry Mitchell, the Lord Mayor of Bristol, Professor Robin Spence from the University of Bristol, and Tim Ross, president of the St Monica's Trust. Representatives from the Downs Committee and the Society of Merchant Venturers were also in attendance.

The event aimed to connect the public with local history, biodiversity and traditional crafts, while showcasing an unusual but enduring local obligation.

The Downs and Dorsetshire Downs is jointly owned by the Society of Merchant Venturers (SMV) and Bristol City Council who, through the Downs Commission,

## In brief

### Inspectors praise care at after-school club

CHILDREN at Future Stars Coaching, based at St Mary Redcliffe Primary School in Bristol, are "happy and settled" and benefit from an environment where "children laugh with delight", according to a glowing Ofsted report following a visit in March.

The out-of-school day care setting, which caters for 71 children aged four to ten, has met all requirements in its latest inspection. The club operates from the primary school at Windmill Close and is run by Future Stars Coaching, offering wraparound care from Monday to Thursday between 3.20pm and 5.30pm.

"Staff welcome all children at this inclusive club. They involve children when planning their provision to ensure that they meet children's individual needs," inspectors found.

Staff are highly motivated and "this report is a reflection of the care, commitment, and joy that our team brings to every session."

### Appeal over bridge lorry ban

A LOCAL authority has called for large vehicles to be allowed across the old Severn bridge between Wales and England as soon as possible.

From next Tuesday, lorries weighing more than 7.5 tonnes will be banned from crossing the A48 bridge to transport their heavy impact on the structure and will instead have to take a 14-mile detour to the right at Wales End bridge, National Highways, the UK Government agency in charge of both bridges, plans to permit motorway crossings in approximately Q3 to Q4 months but to set up a system for restricting lorries to cross the town. It's awaiting to work with residents and partners who see the value in public art - not as decoration, but as dialogue."

Any local businesses keen to support the project, or building owners interested in affixing their walls for consideration can contact stephen@upfest.co.uk.

Weston Wall 2025 will take place from Saturday, July 18, to Sunday, July 27.

# Town walls to get a makeover as street art festival gets ready to return

WESTON-SUPER-MARE'S street art festival Weston Wall is returning for a fifth year with 75 murals adding a splash of colour to the town centre.

Organisers say this year's event will see "international artists" and "bold visual storytelling" as Weston becomes a living gallery.

Weston Wall began as a small mural trail and has grown into a week-long programme of street art and creative workshops. Since its launch, the event has delivered 58 permanent murals to the town.

This year will see murals painted live by internationally respected artists including Dale Grimshaw, Sophi Odling, Shauna, and HazardOne, with additional names to be announced in the coming weeks.

The artworks will be created across Weston town centre, continuing what organisers say will be the transformation of everyday walls into "striking, thought-provoking installations".

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The artworks will be created across Weston town centre, continuing what organisers say will be the transformation of everyday walls into "striking, thought-provoking installations".

The Italian Gardens will play host to S.M. Art Sprayman and workshops, giving young people and families the chance to take part in hands-on creative sessions and getting the opportunity to try out Posca Paint-pens and MTN spray-paint.

Stephen Hayles, founder of festival organisers Upfest, said: "Weston Wall has quietly become a significant part of Weston's evolving identity. Over the past five years we've seen not just murals appear,

but relationships formed, ideas shared, and new visitors drawn into the town. It's rewarding to work with residents and partners who see the value in public art - not as decoration, but as dialogue."

Any local businesses keen to support the project, or building owners interested in offering their walls for consideration can contact stephen@upfest.co.uk.

Weston Wall 2025 will take place from Saturday, July 19, to Sunday, July 27.



HERO COVERAGE

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BristolLive

## Weston-super-mare street art festival returns with 75 colourful murals taking over town centre

Lorna Hughes

Mon 26 May 2025 at 5:00 am BST  
2 min read



-Credit:Upfest

Weston-super-mare's street art festival Weston Wallz is returning for a fifth year with 75 murals adding a splash of colour to the town centre.

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## Weston-super-mare street art festival returns with 75 colourful murals taking over town centre

"It brings vibrancy and colour to our town"



Comments 0

WHAT'S ON

By Lorna Hughes

05:00, 26 May 2025



A mural created for Weston Wallz 2024 by artist Karl Read (Image: Upfest)

Weston-super-mare's street art festival Weston Wallz is returning for a fifth year with 75 murals adding a splash of colour to the town centre.



# Introducing... A NEW ERA FOR SOMERSET

## UCS COLLEGE GROUP

### Weston Wallz street art festival returns to town in July

7TH JULY CULTURAL EVENTS ART ENTERTAINMENT EVENTS FESTIVALS LEISURE



The festival is set to return between Saturday, July 19 and Sunday, July 27 (Image: Supplied)



By Jack Roberts  
Reporter  
JackWRoberts

Share   

0 Comments



UK savers: how will instability affect you?  
Raisin UK



Ready to test drive the new BMW iX?  
BMW



on July 01 2025

#### Weston Wallz to return to Weston-super-Mare this July

In Bristol, News, North Somerset

This July, Weston-super-Mare becomes the canvas for one of the UK's most ambitious street art takeovers, as Weston Wallz returns with a powerful blend of large-scale murals, bold artist voices and hands-on creativity for the whole community.

Running from Saturday 19 to Sunday 27 July, the 2025 edition unveils 19 brand-new murals, created by a star-studded roster of international and UK artists, with themes ranging from protest to personal identity. Central to this year's programme is a high-impact collaboration with young people from the North Somerset Youth Justice & Prevention Service - marking a milestone in how public art can challenge perceptions and open new conversations.

To coincide with the summer holidays, Weston Wallz will host a packed weekend of free creative workshops on Saturday 26th and Sunday 27th July on the Italian Gardens. Open to all ages, activities include KITH spray-painting with James, character illustration with KIDCA pens and by 5pm, promming with Amy Huddings, and hands-on games run by Catwalk Words. Families can also create treasure with Crayls Yarn & Co and join guided street art tours led by expert Lindsey D.

On top of all the free bookable activities you'll be able to draw out your inner self at the drop-in Police doodle hut and creative station. Bring your own bits to upcycle with paint pens or dip into the box of unlabelled canvases whilst submitting the free-painting work of 20+ regional artists as part of the 1st Art Sprayers in the Italian Gardens.



HERO COVERAGE

# This Seaside Street Art Trail Near Bristol Is Adding A Splash Of Colour This July – And There's A Jam-Packed Programme Of Free Creative Workshops For All

From the team that brings Upfest to Bristol, Weston Wallz is adding another 19 brand-new large-scale artworks around the coastal town.

CHARLIE CASE • JULY 1, 2025

SHARE THE ARTICLE



Credit: Upfest

[Upfest](#) may be taking a break from Bristol this year. But **Weston Wallz** is set to add a splash of colour to our seaside neighbours for a fifth year straight. Meaning **Weston-super-Mare's very own street art festival** is starting to rival [Bristol's graffiti scene](#) for spray-and-paint action.

Weston Wallz, which is actually set up by the Upfest team, will return for nine days this summer (**July 19 to 27**)—popping up across multiple Weston venues with **free-to-attend workshops, live painting, arts activities, and street art tours**. Expect a range of top-quality new artworks for all street art lovers to enjoy.

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INSPIRATION ART & CULTURE

## Street art turned my town into a giant art gallery, and I couldn't be happier

The street art festival Weston Wallz has genuinely improved the quality of life in Weston-super-Mare, and I think every town should have one.

Written By: Tom May

4 August 2025



Photo: Upfest / Weston Wallz

HERO COVERAGE



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@KIDCRAYON

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# SOCIAL AMPLIFICATION

Throughout July, social media activity ramped up in the lead-up to Weston Wallz, with consistent content shared across Facebook and Instagram to build momentum and engage local audiences. Regular updates spotlighted artist announcements, workshop highlights, key stakeholders and sponsors. As the event drew closer, live content from the Weston Wallz weekends was also introduced, alongside community engagement through local Facebook groups - helping to drive visibility and excitement around the project.

## REACH ACROSS FACEBOOK AND INSTAGRAM:

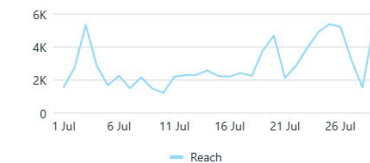
**49,964**

**CONTENT INTERACTIONS ACROSS FACEBOOK AND INSTAGRAM: 8,509**

## INSTA

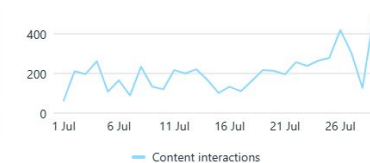
Reach ⓘ

29,810 ↑ 1.1K%



Content interactions ⓘ

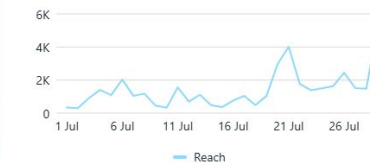
5,887 ↑ 6.4K%



## FACEBOOK

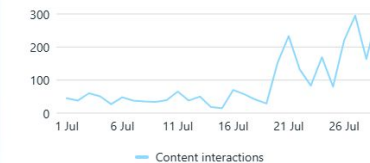
Reach ⓘ

20,154 ↑ 571.6%



Content interactions ⓘ

2,622 ↑ 3.3K%



# SOCIAL AMPLIFICATION

## TOP PERFORMING INSTAGRAM POST

**REACH: 11,667**

**VIEWS: 16,550**

**INTERACTIONS: 924**

**SAVES AND SHARES: 70**

The highest performing post of the campaign was the wrap up reel which highlighted artists, murals, sprayjam and a number of the artists that got involved in Weston Wallz 2025. This post was a great showcase of all the hard work that went into the festival and showcased the vibrant murals that have been added to Weston.

