

# Spike Island



Green Futures Week: Big Dreaming  
Impact Report

# Overview

Spike Green Futures Week brought together a programme of events, discussions, and public-facing activity aimed at engaging creative practitioners, partners, and local audiences around sustainability. The week successfully created a strong and visible platform for environmental dialogue, contributing to a positive and energised atmosphere across the building.

While the week was considered a success overall, reflections highlighted that extending the programme in to the weekend and evenings would allow for deeper engagement and improved accessibility next year.

A total of 9 events were delivered across the week alongside an exhibition.

- the Ground Floor, was used to exhibit work from the community, enabling passive engagement throughout the week
- Collaborative events with external partners and contributors
- Pilot formats (e.g. book club, open knowledge sessions) to test engagement approaches



# Audience Reach

The programme successfully attracted predominantly external audiences, in approximation:

- 55% public (not regular Spike Island audience)
- 20% Local communities and organisations
- 25% Spike Island Communities

Audience insights:

- Most external attendees discovered events via social media
- Internal awareness was limited, with many building users unaware of the programme despite newsletter and digital communications
- No attendance from key groups including workspace members and UWE students
- Low participation from studio artists and tenants





## Key Outcomes & Impact

### 1. Increased Visibility & Public Engagement

The programme brought a significant number of new visitors into the building, many of whom may not typically engage with Spike Island. The exhibition “Tidal bodies” was identified as a major success generating engagement from building users, noting: “it was refreshing to see art from Spike artists in more public spaces” and prompting ongoing conversations and interest in future use of public-facing areas.

### 2. Strengthening Partnerships

A particularly strong collaboration was established with H&CCA, demonstrating the value of locally based partnerships. Additional organisations, like BID supported promotion and are now exploring future investment in Public green spaces at Spike Island

### 3. Learning & Behaviour change

Events such as the Knowledge Exchange & Sustainable Arts Practices facilitated meaningful peer-to-peer learning. Participants shared practical insights, including:

- Sustainable material recommendations
- Environmentally conscious approaches to artistic practice

This positioned the week as a space for active knowledge sharing, rather than passive consumption.

# Challenges

## Limited Staff capacity

Delivery was achieved within the existing capacity, of 4 member team. Additional support would have improved the execution, future planning should consider both:

- Low-resource delivery model
- Expanded programme with supported funding.

Key areas identified for required support:

~ Installation of Exhibition and promotion.

The organising team chose not to do open call regarding the events but rather approach community members directly, m

## Audience Gaps

Despite strong external engagement, internal audiences were underrepresented, including workspace members, artists, and students.



## Timing Constraints

Due to the limited budget all events happened during working week 9-5. This meant the it created a limited accessibility for any wider audiences, particularly those working standard hours.

## Communication Limitations

Digital promotion alone proved insufficient, particularly for internal audiences. Physical flyers and signage should be added for future events. Many building users reported that they missed any digital news regarding the event.



# Key takeaways and learnings

## Takeaways:

- The week had a strong theme and visible presence, which enhanced the engagement.
- There was minimal cross over with attendees for the variety of events, introducing a very diverse audience base.
- External and targeted events were more effective than general internal programming.
- Passive and publicly accessible formats had the highest impact.

## Learnings:

- Earlier understanding of capacity and planning are critical for improved future delivery of the event.
- External partnerships drive engagement and should be expanded.
- Internal audiences require tailored promotion strategies for future events.
- Low-cost delivery is viable, but capacity is a limiting factor for growth.
- Evening and weekend programming is essential for broader audiences and inclusion.



# Future Planning & Opportunities

Spike Green Futures Week has demonstrated that a low-cost, well-curated programme can deliver meaningful impact, fostering engagement, knowledge exchange, and new connections around sustainability.

While the initiative successfully reached external and sustainability-engaged audiences, its next iteration will focus on broadening participation, improving internal engagement, and increasing capacity.

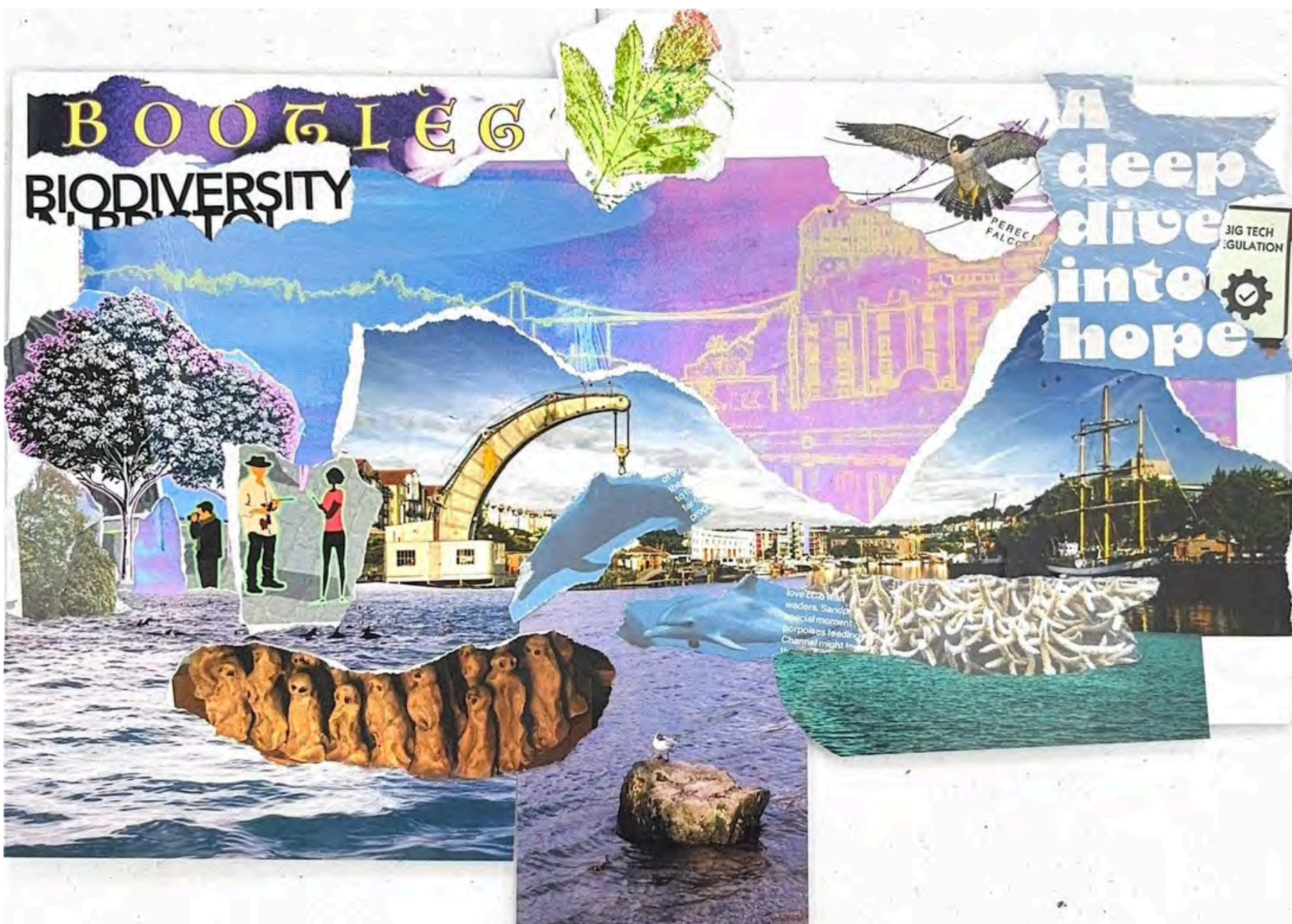
With further development, the programme has clear potential to become a key annual platform for sustainability within the creative and local community.

Future Opportunities:

- Earlier engagement of the project team and partners
- Increasing visibility through physical and local promotion
- Programming more evening and weekend events
- Develop a funding application through partners or project team

Next Steps

The next Spike Green Futures Week is now proposed to be held 15 March - 21 March 2027, with the first planning meeting in late July.



## Why it matters...

**“It has the potential to become a leading, accessible platform for sustainability in the art - locally rooted and highly impactful.”**