Slough Comes Alive: Hundreds Join High-Energy Flash Mob Showcasing Town's Cultural Power

Wednesday 1 April, 2026

Slough's High Street and Salt Hill Park became stages for an extraordinary show of unity, creativity and pride this Saturday, 28th
of March, as more than 300 residents gathered to witness a large-scale flash mob in support of the town's bid for UK Town of Culture 2028.

The event brought together over 100 dancers across three distinct performances, each led by different choreographers and representing different age groups and communities, a powerful reflection of Slough's cultural richness in action.

The flash mob was conceived and coordinated by *Sreya Biswas* of *Sanchari Dance Company*, a community organisation that uses dance to promote health, wellbeing and social connection across the borough.

The event opened with an energetic, youth-led performance from *Creative Academy* and *Prodigy Dance Studio,* led by Gracie, featuring around 40 dancers aged 6 to 22. Performing on the High Street, they drew crowds and stopped passers-by in their tracks, with many of the young performers holding handmade placards reading *"We Love Slough"* and *"We Support Town of Culture 2028."*

This was followed by a dynamic Afro-Caribbean dance performance from a local church group, Mustard Seed Chapel International, with around 15 dancers, led by Veronica from Dancing Stars and Fiona from Fusion. The group spanned a wide range of ages, bringing rhythm, expression and cultural pride into the town centre.

The finale featured around 40 dancers performing a Bollywood fusion routine led by Sanchari Dance Company, with participants from *Sai Seva, Apna Virsa*, Indian Diaspora UK (IDUK), Slough Mitra Mandal and many other local community groups. The performance became a shared moment, with members of the public joining in.

The dance routines were later repeated in Salt Hill Park, attracting an even wider audience enjoying the rare sunshine that Saturday.

65 dancers had signed up through the open call, demonstrating the strong appetite across Slough's communities to take part.

Alongside the performances, members of the Slough Sisterhood community led a walk through Salt Hill Park, adding to the sense of visibility, movement and shared purpose.

Throughout the event, participants carried bold placards reading *"Slough is Ready," "Slough: You Didn't Expect That,"* and *"Slough – More Than a Punchline,"* signalling a town confidently reclaiming its narrative.

The event was widely captured by attendees, with footage filmed both on the ground and by drone, and is already circulating across social media, generating strong engagement and positive reactions.

Vineet Vijh, Director of Viva Slough, said:

"This was Slough telling its story in the most powerful way possible — through its people. Different cultures, different generations, all coming together in one shared moment. You could feel the pride, the energy, and the belief that Slough's time has come."

Sreya Biswas, Sanchari Dance Company, said:

"Seeing so many people step forward and perform with confidence was incredible. This was about more than dance; it was about showing what Slough is capable of."

Rob Deeks MBE, Chair of the Slough Town of Culture Steering Group, said:

"What we witnessed today is exactly why this bid matters. This is real participation, real pride, and real

Media:










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community leadership. Slough isn't waiting for recognition, it is already showing the country what it can do."

Rajesh, a passing resident, commented:

"It was amazing to see the energy from the dancers, the town centre really did come alive."

The atmosphere across both locations was overwhelmingly positive, with hundreds of residents watching, joining in and sharing the moment. The event demonstrates the growing momentum behind Slough's Town of Culture bid, not just as a vision, but as something already being brought to life by its communities.

Notes to Editors

- Sanchari Dance Company (Sanchari House of Dance): A Slough-based community dance organisation focused on promoting health, wellbeing and cultural expression through dance.
- Creative Academy: A professional dance training organisation based in Slough, developing young talent for careers in the creative industries.
- Prodigy Dance Studio: A dance and performing arts school committed to providing accessible, affordable and high-quality training to young people in the local area.
- Afro-Caribbean Church Youth Group: A local church-based youth group engaging young people through cultural expression, music and dance.
- Viva Slough (The Slough Hub C.I.C): A community organisation focused on improving wellbeing, employability and pride of place through arts, culture and community-led initiatives.
- Slough Town of Culture 2028 Bid: A borough-wide partnership bringing together arts, business, education and community organisations to position Slough as a leading centre for culture in the UK.

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