

	Brent Health and Wellbeing Board 24 July 2025
	Report from the Director of Public Health, Leisure and Parks
Joint Health and Wellbeing Strategy: progress update	

Wards Affected:	All
Key or Non-Key Decision:	Non-key
Open or Part/Fully Exempt: <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
List of Appendices:	Appendix 1 – Joint Health and Wellbeing Strategy Refresh Appendix 2 - Progress tracker
Background Papers:	None
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1.0 Executive Summary

- 1.1 In July 2024, the Health and Wellbeing Board endorsed a refreshed Health and Wellbeing Strategy, setting out a new set of commitments and priorities for the borough. The published strategy includes a commitment to provide annual progress updates. This is the first progress report since the refresh, offering an update on delivery against the new commitments. These are summarised in this report against each of the five themes with the full detail included in Appendix 2. The report also includes a couple of case studies to showcase innovative partnership work. Finally, the report draws the Board's attention to a future opportunity.

2.0 Recommendation(s)

- 2.1 To note the progress and challenges set out in this report, and to identify areas where additional support or collaboration could strengthen delivery and maximise impact.
- 2.2 To explore how the Social Progress Index (SPI) can be used to inform local service planning, resource allocation, and targeted intervention.
- 2.3 To review and respond to the opportunities outlined in section 6, particularly where cross-council or partner action could enhance impact.
- 2.4 To approve the proposed next steps outlined in section 7.

3.0 Background

3.1 Contribution to Borough Plan Priorities & Strategic Context

- 3.1.1 This report relates to Borough Plan Priority – A Healthier Brent.
- 3.1.2 Every Health and Wellbeing Board is required to produce a Joint Health and Wellbeing Strategy (HWS) which reflects local health needs and to which all partners should have regard.
- 3.1.3 The global pandemic exposed and highlighted health inequalities, prompting Brent to redefine its approach to developing a new Joint Health and Wellbeing Strategy. The current strategy represents a shift from previously health and care-focused objectives to a broader focus on the social determinants of health, adopting a more community-centred approach.
- 3.1.4 The original set of commitments in the strategy were largely narrative-based and appropriate at the time, and mostly achieved, but the BHWB requested that future commitments be more measurable. In response, the refreshed strategy included a new set of commitments with clear KPIs and baselines to better track progress and impact, though some narrative context remains important to fully understand their meaning and potential impact.

4.0 Progress Summary

Overall progress

- 4.1 Across the six themes of the Health and Wellbeing Strategy, a total of 49 commitments were tracked during this reporting period. As of the latest update:
 - Achieved: 25
 - Partially achieved: 6
 - In progress/narrative: 18
- 4.2 Several initiatives have exceeded targets for example in diabetes support, housing adaptations, community mental health outreach, and the Urgent

Community Response (UCR) service. Brent's ability to scale and embed high-impact programmes such as School Streets, Family Wellbeing Centres, and the new Community Wellbeing Service highlights sustained progress in delivering accessible, resident-focused support.

- 4.3 Themes like Healthy Lives, Healthy Places, and Staying Healthy have made the most measurable gains, particularly where service infrastructure was already in place. In contrast, commitments linked to more structural or systemic change, such as inclusive research, demographic data improvements, and employment pathways from health settings remain in progress or under development.
- 4.4 The strategy's two underpinning themes: Healthy Ways of Working and Understanding, Listening and Improving have begun to establish foundations for more participatory, data-informed policy, including the launch of the Social Progress Index in June 2025. However, delivery here is at an earlier stage and will require sustained effort to realise the full intended impact.
- 4.5 In summary, Brent is delivering well against many of its core health and wellbeing priorities, with strong community reach and service delivery in place, while work continues to deepen impact in areas that require longer-term system and culture change.

4.6 Progress highlights by themes

- 4.7 This section provides key highlights and summary for the progress update. Each commitment is briefly outlined in the following format:

- Commitment number (as in Appendix 1)
- Status: Achieved/Partially Achieved/In progress/Narrative/Awaiting data
- Progress against KPIs

A more detailed breakdown is available in Appendix 2: Progress tracker.

4.8 Healthy Lives

“I am able to make the healthy choice and live in a healthy way, for myself and the people I care for”

- 4.8.1 There are 14 commitments under this theme. As of the current update:

- Achieved: 7
- Partially achieved: 2
- In progress/narrative: 5

- 4.8.2 Progress is strong overall, with several initiatives exceeding their original targets. Achievements include the expansion of the Diabetes Healthy Educators programme, the delivery of over 27,000 interventions through the UCR service (450% above target), an increase in reach through targeted communications, and the Period Dignity pilot.

4.8.3 Some areas remain in development or under review, including the Food Strategy (narrative), Healthy Start scheme uptake, and outreach work to improve childhood vaccination and asthma support, and the Admiral Nurses programme is delayed but expected to launch shortly.

4.8.4 Summary of progress by commitment:

- **1.1 Food Strategy development: narrative**
Food Strategy project continues to be co-developed with communities and partners, so far the officers organised two workshops and engaged with 55 people from 37 local organisations in the first workshop and around 60 people from at least 28 organisations during the second one.
- **1.2 Public Health and Brent Health Matters events: partially achieved**
Marked as partially achieved as the KPI was set at organising at least 40 events per month, but the received update suggests that teams continue to deliver 35 events on average.
- **1.3 BHM Grants: narrative**
While no new grants were distributed in 2024/25, the focus was on supporting 2023/24 recipients and signposting them to additional funding opportunities.
- **1.4 Targeted communications: achieved**
Approximately 42,000 people were reached out to through social media against 36,000 last year
- **1.5 Diabetes support: achieved**
Target on track to be exceeded, with 9 Healthy Educators programmes delivered to date and 3 more scheduled by end of June.
- **1.6 Brent Period Dignity Pilot: achieved**
Target exceeded with 17 locations providing people with period products and menstrual health educational resources.
- **1.7 Tackling tooth decay in children: achieved**
The oral health bus visited 23 schools so exceeded target of 20. 840 children were seen compared to 627 the previous year.
- **1.8 Healthy Start scheme: in progress**
Uptake by Healthy Start card holders remains at 12% and impact is under evaluation.
- **1.9 Tackling health inequalities in children and young people: in progress**
Outreach and groundwork underway to increase MMR uptake and support asthma management, with delivery expected to follow

- **1.10 Mental health practitioners: achieved**
201 referrals received across 21 schools since Autumn 2023, with 81% progressing to intervention.
- **1.11 Brent Hubs: achieved**
81.78% of enquiries resolved at first contact in May; 4,469 residents accessed Community Hubs so far this quarter, on track to match Q4 levels.
- **1.12 Stop Tobacco service: partially achieved**
Referrals increased by 60%, but quit rate fell from 45% to 28%.
- **1.13 Rapid Response, now referred to as UCR: achieved**
Annual activity exceeded by 450%, with over 27,000 interventions delivered and significant A&E attendances avoided.
- **1.14 Admiral nurses: in progress**
Due to some governance-related delays, the Admiral Nurses have not yet been appointed. The scheme is now expected to launch in July.

4.9 Healthy Places

“Near me there are safe, clean places where I, and people I care for, can go to relax, exercise for free, meet with like-minded people, and where we can grow our own food”

4.9.1 There are 15 commitments under this theme. As of the current update:

- Achieved: 8
- Partially achieved: 2
- In progress: 5

4.9.2 Delivery under this theme is progressing well, with successes in areas such as housing quality, school streets, accessible physical activity, and climate engagement. The School Streets programme has surpassed its annual target with 32 zones now in place, while over 21,000 private rental properties have been licensed and £7.7M invested in adaptations for disabled residents. Outdoor and accessible activities are reaching diverse communities and are now backed by stronger data collection systems.

4.9.3 Some areas remain in development or require further progress, such as the Healthier Catering Commitment and the Air Quality Champions initiative. Despite not meeting all KPIs, the Music Mile mental health project showed strong engagement and impact. Active travel outcomes were mixed, with traffic reduction targets achieved early but a decline in residents walking or cycling regularly.

4.9.4 Summary of progress by commitment:

- **2.1 Events for Ukrainian guests: partially achieved**
Commitment partially achieved with 6 events delivered against a target of 12
- **2.2 Sport England Place Based Expansion Programme and Football Foundation Playzones: in progress**
Steering group active and funding secured for early-stage work, but no delivery yet against physical activity KPIs.

Challenges reported by services:

Football Foundation Playzones progress seems to have stalled. Parks not able to commit to match funding for this. The lead officer will reopen the conversation to explore potential sources of funding.

- **2.3 Accessible physical activities programme: achieved**
Programme of accessible activities is well-established and reaching diverse priority groups, with improved data systems now in place to strengthen impact tracking.
- **2.4 Private rental licensing and an adaptations programme: achieved**
21,700 properties licensed (target: 12,000), with £7.7M invested in adaptations to support disabled residents.
- **2.5 Ealing Road Library Garden: achieved**
12 outdoor events delivered with 122 adults and 164 children engaged, plus additional school participation and external funding secured.
- **2.6 “Together Towards Zero” grants: achieved**
18 climate grants awarded in 2024/25 (target: 15), with Round 4 launched in May 2025.
- **2.7 Healthier Catering Commitment: in progress**
6 new businesses signed up to date against a target of 20 for 2024, with further work and engagement underway.
- **2.8 The Music Mile – Mental Health Support programme: partially achieved**
23 residents enrolled (target met), 14 performed at the festival, and 6 musicians delivered sessions against a target of 10. The project is spotlighted in section 5.1.
- **2.9 Air Quality champions: in progress**
Initial recruitment delays, but two members of the Brent Health Matters team have now taken on the Air Quality Champion role and will support engagement at upcoming events.
- **2.10 Air Quality work in schools: in progress**
Baseline travel data due July 2025, with outcomes to follow; educational

activity underway via Breathe Clean Brent project.

- **2.11 Active Travel: partially achieved**
Traffic levels have met the 2027 target early, but active travel rates have declined to 29%; next data point due early 2026.
- **2.12 Supporting schools to lead local climate action and education: achieved**
15 schools now use the Climate Action Guide, 20 leads trained, and 12 schools have created and started to implement action plans, with 10 more in progress.
- **2.13 SCIL Youth Provision Grant: in progress**
19 EOIs received, 12 progressed to full applications, with 5 shortlisted for Cabinet approval to secure funding for delivery.
- **2.14 Family Wellbeing Centres: achieved**
18,079 families accessed Family Wellbeing Centres in 2024/25, consistent with previous year's levels.
- **2.15 School Streets: achieved**
School Streets expanded to 32 zones, meeting the annual implementation target and supported by ongoing evaluation and future trials.

4.10 Staying Healthy

“I, and the people I care for, understand how to keep ourselves physically and mentally healthy, managing our health conditions using self-care first. We have access to good medical care when we need it.”

4.10.1 There are 13 commitments under this theme. As of the current update:

- Achieved: 7
- Partially achieved: 2
- In progress: 4

4.10.2 Delivery is progressing steadily across this theme, with strong outcomes in mental health access, preventative care, and support for carers. Notable successes include the 24/7 multilingual mental health support for Ukrainian guests and hosts, a significant reach through Community Connector outreach (over 1,100 residents), and reductions in unplanned hospital admissions for COPD, exceeding the target with a 5.32% drop. The Brent Carers Strategy continues to deliver well, and the Health Education contract outperformed its annual goal.

4.10.3 Some areas are still developing or require further scale-up. The Step-Up Pathway has seen limited uptake due to constrained delivery capacity, and the introduction of social prescribers in Adult Social Care is still in the pilot phase. Data is awaited on bowel cancer screening, and targeted hypertension work remains below target. While dementia-friendly library outreach has

expanded, full implementation and funding submission are pending. Overall, the theme demonstrates strong community engagement and early impact, but sustained effort will be needed to meet annual targets in several key areas.

4.10.4 Summary of progress by commitment:

- **3.1 Mental health services for Ukrainian guests and their hosts: **achieved****
24/7 mental health support now available for both guests and hosts, in Ukrainian, Russian, and English.
- **3.2 Bowel cancer screening services: **achieved****
19 events delivered in 2024/25.
- **3.3 Targeted hypertension work: **partially achieved****
56 patients supported between April 2024 and May 2025; activity continues but is currently below the annual target of 100.
- **3.4 Health Education contract: **achieved****
82 people were supported through health education and case management sessions, exceeding the annual target of 50.
- **3.5 Co-produced mental health events: **in progress****
20 workshops were delivered with 70% co-produced, demonstrating strong community engagement, but further sessions are required to meet the annual target of 50.
- **3.6 Supporting residents with GP registration: **in progress****
BHM and Public Health supported 123 people to register with a GP between April 2024 and April 2025 against the target of 150.
- **3.7 Mental health outreach and Community Connectors: **achieved****
Over 1,100 residents were engaged through 80 events led by Community Connectors, with targeted outreach and support for those most at risk of mental health crises.
- **3.8 Improving accessibility of libraries for residents living with dementia: **partially achieved****
Library service expanded to 12 dementia-friendly care homes and funding application work is progressing, but full delivery and ACE bid submission are still pending.
- **3.9 Introduction of social prescribers into ASC: **in progress****
Two social prescribers now embedded in Adult Social Care; pilot underway with evaluation focused on wellbeing, user experience, and demand reduction.
- **3.10 Brent Carers Strategy: **achieved****
Brent Carers Strategy delivery is on track, with over 1,000 carers supported,

including 35 new referrals, 71 assessments, and 64 young carers identified via the 2025 school census.

- **3.11 Prevention Strategy: achieved**
Brent's Prevention Strategy has been finalised following extensive co-production and partner engagement, with delivery infrastructure now in place and KPI framework under development.
- **3.12 Tackling emergency hospital admissions for patients with COPD: achieved**
Unplanned hospital admissions for COPD fell by 5.32% in 2024/25, exceeding the 5% target.
- **3.13 Step-Up Pathway: in progress**
Scheme piloted and supported 3 residents in 2024/25; delivery capacity remains limited with only 1 dedicated bed in use.

4.11 Healthy ways of working

“The health, care and wellbeing workforce will be happy and strong; and the health and wellbeing system will recover quickly from the impacts of the pandemic.”

4.11.1 There are 3 commitments under this underpinning theme. As of the current update:

- Achieved: 2
- In progress: 1

4.11.2 The Community Wellbeing Service has launched successfully, with 293 referrals in its first five months and a growing offer to support residents with complex needs. Recruitment through the Health Educators programme continues, with 46 Community Champions now active, employment pathways for residents referred via health and community routes exceeded its original target.

4.11.3 Summary of progress by commitment:

- **4.1 Healthy Educators programme for local communities: in progress**
Community health recruitment has continued, BHM currently manages a total number of 46 Community Champions.
- **4.2 Community Wellbeing Service: achieved**
The new Community Wellbeing Service has launched successfully, with 293 referrals received in its first five months and strong early progress in building accessible, partner-led support.
- **4.3 Pathways to employment for individuals referred by GPs, social prescribers, self-referrals, and local employment services: achieved**
171 residents supported with employment opportunities.

4.12 Understanding, listening and improving

“I, and those I care for, can have our say and contribute better to the way services are run; BHWB data are good quality and give a good picture of health inequalities”

4.12.1 There are 4 commitments under this theme. As of the current update:

- Achieved: 1
- In progress/narrative: 3

4.12.2 This underpinning theme focuses on embedding lived experience and local insight into decision-making across adult social care, research, and service design. The evolution of ward-level insight sessions into the borough-wide Social Progress Index marks a major milestone, while co-production structures within Adult Social Care are now embedded and operating regularly. Inclusive health research is progressing, with foundations in place but delivery of participatory work still to begin.

4.12.3 Summary of progress by commitment:

- **5.1 Embedding co-production with residents in ASC: in progress**
Co-production structures are now well-established and engaging residents on a regular basis, but further work is needed to deepen engagement with underrepresented communities and strengthen demographic recording practices.

Request from services:

In view of the low numbers of service users recorded from the Roma, Gypsy and LGBTQ+ communities, we would like to request support for the formation of a cross-organisational working group. This group would report to the existing Coproduction and Community Partnership Steering Group and look at how we can improve our engagement with the above groups, our understanding of their health and wellbeing needs and how we record this information. It would also explore and share examples of good practice when engaging with these communities.

- **5.2 Ward-data level sessions: achieved**
The original ward-level insight sessions have now evolved into the development of Brent's Social Progress Index, launching in June 2025, to provide a more strategic and data-rich approach to understanding local needs.
- **5.3 Embedding the voices of service users in the design and delivery of treatment and recovery services: narrative**
By the end of 2024/25, there were 35 Recovery Champions and 87 new attendees at BSAFE sessions, showing ongoing engagement with Brent's unique, resident-led weekend recovery service. Members are welcome to visit

the project or invite B3 to present at a future Board meeting as it's a strong example of local residents leading support in their own community.

- **5.4 Inclusive health research: in progress**

Engagement with underrepresented groups is underway and several insight projects have been scoped, but participatory research has not yet started and key delivery milestones remain in progress.

5.0 Case studies

5.1 This section includes a number of projects that deserve a spotlight because of their innovation, partnership, response to community needs and positive impact on the health and wellbeing of Brent residents. These case studies are shared to help the Board identify opportunities for collaboration, scaling, or wider adoption, and to inform future priorities by highlighting what's working well on the ground. This is not an exhaustive list, and we recognise there are many other valuable initiatives underway across the borough.

5.2 Spotlight: The Music Mile Mental Health Support Programme

Context

5.2.1 In 2024, Kilburn-based charity Kilburn State of Mind launched the Music Mile Mental Health Support Programme, supported by the Public Health grant. Designed alongside a wider festival to celebrate Kilburn's rich musical heritage, the mental health support programme offered an innovative approach to supporting residents' wellbeing by offering locals music lessons and the chance to perform at the festival. By using music as a tool, the programme created a safe, inclusive space for residents to express themselves and build confidence.

Programme set-up:

- Professional music lessons in a one-to-one setting
- Opportunity to perform at the new Music Mile Festival in November 2024

Target group and participation

5.2.2 The initiative welcomed residents from all backgrounds, with a particular focus on reaching those less likely to access traditional mental health services. Notably, a significant number of participants were Black British men, a group identified as among the least likely to engage with conventional support. Their strong participation was a positive and encouraging outcome for a programme rooted in inclusion and accessibility. Of the 23 residents who joined the programme, 17 completed it and 14 performed live at the festival in front of friends, family, and the wider community.

Impact

- 5.2.3 Through one-to-one music lessons and the opportunity to perform at the Music Mile Festival, reported outcomes included increased confidence, reduced stress, and a renewed sense of purpose. These outcomes were based on participant feedback surveys, which highlighted the programme's positive impact on mental health and social connection.

“It definitely offered a certain structure to me that brought me out of, I would say, an unhealthy level of unhappiness.”

Learning

- 5.2.4 The Music Mile Mental Health Support Programme demonstrates the power of creative, community-led approaches in promoting mental wellbeing.

Participant feedback and survey responses consistently highlighted the programme's positive impact, with many expressing a desire for it to continue and expand. Additionally, participants expressed a need for longer programme duration to allow for more meaningful engagement and sustained outcomes. Its success offers valuable insights for future initiatives, particularly in areas where similar needs and opportunities exist. This model could be adapted in other communities, helping to create more healthy places where people can connect, grow, and thrive.

5.3 Spotlight: Period Dignity Brent Pilot

Context

- 5.3.1 In 2024, Brent Council launched the Period Dignity Brent Pilot, a significant initiative aimed at tackling period poverty and stigma across the borough. The pilot, supported by a cross council team which brought together Public Health, Policy, Brent Hubs, Early Help and Libraries, focused on improving access to free period products and menstrual health education in community settings, including libraries, family wellbeing centres, and Brent hubs. The council partnered with Hey Girls to provide a universal offer developed to ensure all people who menstruate have access to free, eco-friendly period products and menstrual health education. 17 locations across the borough have been set up to distribute disposable and reusable period product options.

Impact

- 5.3.2 The initiative was co-designed with resident facing council services, to ensure it met the real needs of the community. It also included training for frontline staff to help them talk confidently and compassionately about menstruation, breaking down taboos and promoting dignity.

“It’s not just about addressing a lack of access but about creating a culture where periods are normalised and no one feels shame or stigma”

- 5.3.3 During the trial approximately 17,000 products have been distributed to those in need. By embedding period dignity into everyday community spaces, the pilot not only met immediate needs but also laid the groundwork for long-term

change around menstrual health in Brent. The Period Dignity Brent Pilot stands as a transformative example of how local, place-based approaches can address health inequalities and promote wellbeing through dignity, inclusion, and community empowerment.

5.4 Spotlight: Community Wellbeing Service

Context

- 5.4.1 Launched in January 2025 at the New Horizons Centre in Harlesden, the Community Wellbeing Service builds on a successful pilot to deliver integrated, community-based support. Its aim is to enhance community resilience, address food insecurity, and provide holistic, preventative interventions that reduce the risk of crisis for vulnerable families in one community space.
- 5.4.2 Operating five days a week, the service offers a community shop, café, evening meal service, and wraparound support. An on-site Adult Social Care Day Service provides enriching activities such as arts and pottery, while also enabling carers and participants to access wider support. The Families Housing Needs service plays a critical role in addressing homelessness, working closely with co-located partners to deliver coordinated, person-centred support.

Impact

- 5.4.3 By bringing together services like Sufra, Brent Hubs, and Housing Options under one roof, the initiative has fostered a stronger local support network. This co-location model enhances collaboration, streamlines service delivery, and builds sustainable capacity across sectors. Residents benefit from more accessible, joined-up support that meets their diverse needs, and the service provides a supportive working environment, contributing to a more fulfilled and resilient health, care, and wellbeing workforce.

Learning and future plans

- 5.4.4 Looking ahead, the service aims to deepen integration with health services, including GPs, Social Prescribers, and Public Health officers. This will enable more seamless referrals and comprehensive wraparound care.

5.5 Spotlight: The Men United project

- 5.5.1 Launched in Spring 2023 as a 10-week pilot at The Unity Centre, the Men's Health project began as a general health education programme. However, feedback from participants highlighted a greater need for emotional support and non-judgemental conversation. This led to the creation of Men United, a safe space focused on listening and connection.

- 5.5.2 Harlesden, an area facing significant deprivation and health inequalities, was chosen as the project's base. The Methodist Church, centrally located and close to services such as Crisis and Turning Point, provided an ideal setting.
- 5.5.3 The space offers a welcoming environment where men can experience a sense of belonging and access essentials such as food, warmth and toiletries, alongside social connection, activities and practical support. Partner organisations including Via, Brent Health Matters, CNWL and others attend regularly, providing pathways into advice, support and care for those facing challenges such as addiction, mental health difficulties, or insecure housing.
- 5.5.4 The project has since expanded, with organisations including GamCare, Brent Health Matters, The Cove, Via, and CNWL offering on-site support. Via's regular attendance marks a key development, particularly given the prevalence of addiction and gambling issues among attendees. Many participants face housing insecurity and lack family support. While direct housing assistance is not provided, the project signposts individuals to relevant services.

Impact

- 5.5.5 The Men United project has made a meaningful difference in the lives of its service users. It has supported men in making vital phone calls, accessing health services, and receiving referrals to organisations like Via and Adult Social Care. Several men have had eye tests and now wear prescription glasses for the first time.
- 5.5.6 In response to concerns around weight and wellbeing, physical activity sessions were introduced, including football, tennis, and outdoor gym use. One participant, previously morbidly obese and struggling with mental health, saw significant improvements, so much so that NHS staff reached out to commend the project's impact.
- 5.5.7 What began as a drop-in has grown into a space where friendships are formed, confidence is built, and men feel safe, valued, and connected.

"I come here because it's like a club and I've made friends(...) I've made at least half a dozen friends, and I get to see them regularly, every week(...) Before this I didn't have many friends and wouldn't see them for months on end(...) Having a chat and a haircut and speaking to others is just so relaxing(...) It sorts me out."

Learning and future plans

- 5.5.8 Men United has shown that consistent, trusted relationships are essential when working with vulnerable men. Many of the men involved face daily challenges such as addiction, homelessness, and social isolation. For some, this space is the only place they feel safe, welcomed, and heard.

- 5.5.9 The project offers more than basic support as it creates moments of joy, connection and purpose through activities like games, music, and conversation. These experiences have helped build confidence, reduce isolation and support mental wellbeing.
- 5.5.10 Next steps include growing the arts and creative offer to support self-expression and identity. A new strand of the project will focus on refugee and asylum-seeking men, helping them develop basic food safety skills to improve employability. Following positive feedback on recent health checks, more in-house health support is planned. Many participants remain disconnected from healthcare despite being registered with a GP. Inviting trusted clinicians into the space will help build trust and improve access over time.

6.0 Opportunities

Creative People and Places National Portfolio Programme 2026-29

- 6.1 Brent Libraries, Culture and Heritage Services and Brent Public Health have partnered with Fresh Arts, a Brent-based NPO¹ and key cultural partner, to develop a bid for a funding application for a programme which centres around social prescribing and creative responses to health needs. The bid was submitted in January 2025 to the Arts Council England (ACE) for the “Creative People and Places (CPP) National Portfolio Programme 2026-29”. The outcome of the bid is expected in October 2025. The CPP programme funds consortium partners in eligible local authority areas to empower local people to decide what kind of creativity and culture activity they want to experience in their place – the Arts Council England identified five London boroughs, Barking and Dagenham, Brent, Croydon, Enfield, and Newham as priority places for investment and engagement in creative and cultural activity.
- 6.2 This funding from ACE will allow the delivery of a programme rooted in Brent’s diverse community, choosing, creating and participating in excellent arts and culture experiences in the borough through community led, inclusive practice. At the heart of the programme are the Brent Creative Community Steering Group and The Young and Creative Panel these are representative networks of residents who will commission, co-create and support excellent arts and culture experiences and participatory opportunities. The programme will focus on the borough’s priorities, which are the health and wellbeing of the residents, arts engagement of diverse communities, young people and people with SEND boosting engagement in non-traditional spaces.
- 6.3 The bid by the Brent consortium is for £1M of ACE funding to be used over three years (beginning April 2026), with 15% of match-funding coming from the Brent partners. This funding will provide opportunities to focus on Brent community's priorities, which are the health and wellbeing of the residents, arts engagement of diverse communities, young people and people with

¹ NPO stands for "National Portfolio Organisation", which refers to cultural and arts organisations that receive multi-year regular investment from Arts Council England to deliver creative and cultural activities in line with its Let's Create strategy.

SEND. The delivery of the programme will also be supported by partnership with University of Westminster, The Compass Learning Trust and The Young Brent Foundation.

- 6.4 The programme will aim to reach around 94,000 of Brent's residents through arts engagement at various places including schools, youth clubs, community centres and the borough's parks and green spaces. Through a range of exciting participation opportunities, the programme will target specific groups, centring and self-enabling residents unable to engage with art and cultural services in the usual way. The outcomes that this programme hopes to evidence are: increased engagement in the arts through community led practice, reduction of loneliness, improved sense of wellbeing, improved health outcomes, better use of community assets and improved wellbeing for Brent's residents including young people.
- 6.5 This programme will bring together significant local insights, relationships and expertise through the consortium (across local marketing knowledge, community engagement, heritage and cultural production and evaluation methodologies) which provides benefits for our local communities.

7.0 Proposed next steps

- 7.1 Continue to monitor progress against the current set of commitments, with a particular focus on those that are yet to be achieved.
- 7.2 Begin early planning for the next Joint Health and Wellbeing Strategy, which will replace the current one ending in 2027
- 7.3 Explore opportunities to align with the development of the new Borough Plan, also due in 2027, including collaboration with Brent's Corporate Policy Team on the 2026 Residents' Attitudes Survey to help inform shared priorities

8.0 Financial Considerations

- 8.1 None at this stage.

9.0 Legal Considerations

- 9.1 None at this stage.

10.0 Equity, Diversity & Inclusion (EDI) Considerations

- 10.1 In developing new 2024/25 commitments against the five themes, health inequalities are explicitly considered.

10.0 Climate Change and Environmental Considerations

- 10.1 In developing new 2024/25 commitments against the five themes, the potential to act to mitigate climate change has been explicitly considered,

particularly through commitments aimed at improving air quality or encouraging residents to engage in active travel.

11.0 Human Resources/Property Considerations (if appropriate)

11.1 None at this stage.

12.0 Communication Considerations

12.1 None at this stage.

Related documents available upon request:

- Outcomes of the Brent Food Strategy Workshop (Apr 2025)
- Physical activity timetable
- Social Prescribing within ASC
- Brent ASC Strategy

Report sign off:

Dr Melanie Smith

Director of Public Health, Leisure and Parks