



BRENT CREATES

A CULTURAL STRATEGY FOR INCLUSION,
WELLBEING & GROWTH | 2026-31



THIS IS THE BOROUGH OF CULTURES

Foreword

Culture in Brent is woven into everyday life; it is lived, heard, experienced, and shared across our borough. From our high streets and schools to our parks, faith spaces and community centres, culture connects people, creates belonging, and opens doors to opportunity. Our diversity is central to Brent's character and identity, bringing together long-established communities and newer arrivals to share traditions, creativity, and stories.

From the world-famous roar of Wembley Stadium, which places Brent on the global stage, to Kilburn High Road's long-standing music scene that continues to nurture grassroots creativity, culture is woven into the borough's streets. Ealing Road's restaurants and shops reflect stories of migration and entrepreneurship, while Harlesden stands as a vital centre of Black culture and music, whose sound systems, venues, and studios have helped shape reggae, soul, and jazz, influencing artists and movements far beyond Brent. This creative legacy remains a source of pride, identity, and inspiration for generations of Brent residents.

Brent has a rich and diverse cultural life, shaped by grassroots organisations, artists and communities. Grassroots culture is a crucial part of Brent's local economy. Small music venues, creative workspaces, pubs, restaurants, and festivals form dense networks of small businesses and voluntary organisations that provide jobs, develop skills and support entrepreneurship. These grassroots cultural ecosystems help animate high streets and keep wealth circulating locally. They are often the entry point for young people and underrepresented communities into creative careers, and they play a vital role in sustaining Brent's night-time and visitor economies.

This new strategy for culture builds on tangible investments such as Harlesden Picture Palace, the new cultural hub in Neasden, and affordable studio spaces in Wembley, alongside initiatives like artist callouts for high street shutter commissions that animate public spaces and create freelance opportunities for local creatives.

Our Cultural Strategy 2026–2031 sets out a vision for culture to bring people together, improve wellbeing and create opportunity. Brent Council will act as a facilitator, brokering partnerships and empowering residents to drive cultural life. The strategy will embed culture across health, education, regeneration, and sustainability, ensuring every resident can access, shape and benefit from cultural experiences that matter to them.

New research for the Department for Culture, Media and Sport (DCMS) shows that regular engagement with culture and heritage delivers significant health and wellbeing benefits. They estimate the value of these benefits is £1,000 per adult per year, and more than £8 billion nationally.

Brent's strategy will apply this methodology locally to measure the impact of programmes such as Vi-Brent, Creative Community Brent, the Cultural Backpack and creative health pilots. This will create a robust evidence base to demonstrate the value of culture in Brent, guide investment and support long-term decision-making. This strategy recognises culture as central to economic growth, health outcomes, community cohesion, and the borough's evolving identity.

Councillor Promise Knight

*Lead Member for Customer Experience,
Residents Support and Culture*



Executive Summary

Brent's Cultural Strategy 2026–2031 positions culture as central to the borough's ambitions for health, education, regeneration and sustainability. The strategy isn't just the council's strategy. It has been developed through engagement with a range of local people and organisations who contribute to the borough's cultural landscape. It is intended to underpin a partnership approach to building on Brent's rich and diverse cultural heritage and its designation as the London Borough of Culture in 2020.

Key Points:

- **Economic strength:** Brent's cultural economy contributes at least an estimated **£238 million** annually, supporting jobs, skills, businesses and tourism.
- **Strategic goals:** Six core goals underpin this strategy:
 - Inclusive Cultural Access
 - Creative Skills and Careers
 - Cultural Health and Wellbeing
 - Community-Led Placemaking
 - Infrastructure and Investment
 - Environmental Sustainability
- **Partnership delivery:** Programmes will be led through Vi-Brent, Creative Community Brent, and the Brent Cultural Compact.
- **The council's role:** Rather than directly commissioning cultural activity, the council will act as a facilitator and convenor – connecting partners, advocating for and leveraging investment that can support cultural activity, empowering grassroots activity

¹ See Appendix 6 for a list of cultural organisations that participated in the research phase of this strategy and the engagement methods undertaken



and measuring impact. Successful delivery of this strategy depends on collaboration across sectors, including internal departments such as Public Health, Education, and Regeneration, alongside cultural organisations, community groups, and major venues. The council will work closely with key sector representatives to support the development of the Cultural Compact, co-creating a strong network that can advocate for creativity and culture and be well positioned to attract external funding.

- **Investment and advocacy:** The council will work with the Cultural Compact to co-create a strategy to secure external grant funding to resource our collective longer-term aspirations and new projects and support creative and cultural activity. We will explore opportunities to develop a Brent Cultural Fund and to support creative projects and organisations to access other sources of funding. In addition, we will advocate for fair contributions from the visitor economy, including consideration of ticket levy or visitor tax mechanisms, working with major venues and cultural partners to develop an equitable model that reinvests in community-led cultural activity.
- **Accountability:** Annual Cultural Impact Reports will measure economic, social, environmental and wellbeing outcomes.

The Economic Value of Culture in Brent

Culture is a cornerstone of Brent's economic vitality.

- Charitable cultural organisations in Brent generate approximately **£38 million** in economic value annually.
- Major venues further amplify this impact: each non-sporting event at Wembley Stadium brings an estimated **£4.35 million** into the local economy, with around 46 such events per year – totalling roughly **£200 million**.
- Combined, Brent's cultural economy delivers an estimated **£238 million** per year, equivalent to £700 per resident or **£1,980** per household.

Investment in collaborative frameworks – **Vi-Brent, Creative Community Brent**, the **Creative Enterprise Zone (CEZ)**, and Brent's three **Arts Council England National Portfolio Organisations** (Kiln Theatre, Fresh Arts and Royal Philharmonic Orchestra) – helps ensure these benefits reach communities across the borough.



We want to see the Council effectively using its role to bring organisations and communities together.



Stakeholder interview insight

Our Role as a Facilitator

Brent Council will not be the primary funder or producer of major cultural events. Others are much better placed to do this. Instead, the council's role will be to:

- **Connect** – convene partners across culture, education, health, business and community.
- **Advocate** – lobby for fair investment and inclusive cultural infrastructure (e.g., ticket levies, regeneration levers).
- **Enable** – broker partnerships, signpost funding and deliver a small annual micro-grants programme to unlock grassroots activity.
- **Measure** – evidence impact (economic, social, health, environmental) and publish an Annual Cultural Impact Report.

Delivery will be partnership-led, working with the sector through the Cultural Compact. A wide range of teams in the council are already involved in supporting and promoting cultural and creative activity, Regeneration, Children's Services, Skills and Employment, and Public Health. The council will continue to ensure that cultural and creative activity are woven into approaches to deliver wider social outcomes across all directorates, ensuring that cultural projects and organisations can benefit from relevant community funding streams.



² See appendix 7 for a list of cultural organisations in the borough as of Summer 2025

³ See appendix 3 for a detailed overview of each of the listed borough-wide partnerships

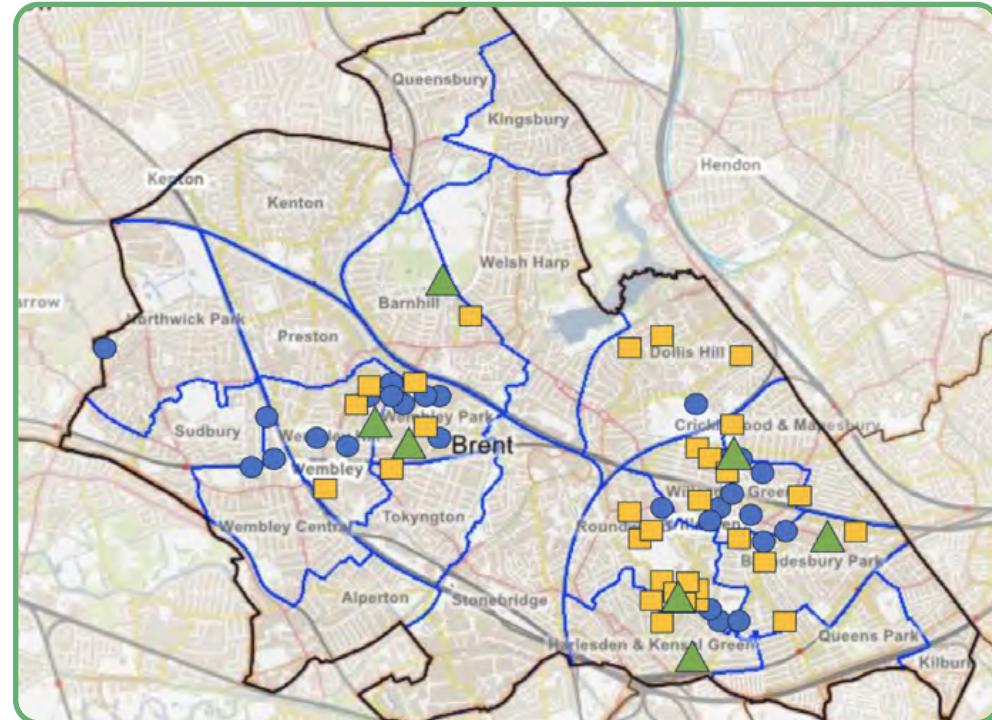
Brent's Cultural Network and Governance

Culture in Brent is delivered by a rich ecosystem of organisations, freelancers, community groups and major venues

Key borough-wide partnerships:

- **Vi-Brent** – supporting sector collaboration, schools' programmes, participation pathways, skills development, creative-industry bootcamps and networking (including Punchdrunk Enrichment, Fresh Arts, Royal Philharmonic Orchestra, Unique Community, Mahogany Carnival Arts, Young Brent Foundation, Garden Studios, The Awareness Tap and Brent Council).
- **Creative Community Brent (CCB)** – led by Fresh Arts C.I.C with Brent Culture, Young Brent Foundation, Brent Public Health, Westminster University and The Compass Learning Trust; embeds community-led programming and co-commissioning and creative health.
- **Brent Cultural Compact** – aligning culture with health, education, regeneration and sustainability through inclusive governance and shared decision-making.

We will monitor cultural provision across all wards, with a particular focus on underserved areas and will undertake a comprehensive review at the end of the strategy period.



Symbol	Key
●	Charity or Society
■	For Profit Company/Not for Profit Company
▲	Local Authority

Statement of Purpose

This shared strategy aims to:

- Remove barriers so that culture is **inclusive and accessible**, enabling every resident to participate and shape experiences.
- Celebrate and invest in Brent's cultural strengths while creating **learning, skills and career pathways**.
- Harness culture as a force for **wellbeing, equity and economic growth**, aligned with borough priorities and drawing on the strengths that come with being a diverse borough.
- Work as **one cultural network** through Vi-Brent, Creative Community Brent and the Cultural Compact.

“

Great art can be a window and a mirror; an opportunity to understand other peoples' stories and perspectives, and to enable us to tell our own stories. Through art we can challenge, expose and help to heal societal problems and divisions.

”

Arts Council England – an independent review, 2025



RPO Relaxed performance

Strategic Alignment

Brent's Cultural Strategy is not a standalone document—it is a cross-cutting framework that strengthens and complements the council's wider ambitions.

Borough Plan 2023–2027

The Cultural Strategy contributes directly to the Borough Plan's five priorities:

- 1. Prosperity and Stability** – by expanding creative skills programmes, apprenticeships, and freelance support, the strategy drives economic growth and widens employment opportunities in Brent's creative industries.
- 2. A Cleaner, Greener Future** – cultural initiatives promote sustainability by embedding green principles into placemaking and programming and encouraging circular-economy practices.
- 3. Thriving Communities** – cultural activity fosters civic pride, reduces isolation and celebrates Brent's diversity through inclusive, community-led projects.
- 4. The Best Start in Life** – youth-focused cultural programmes improve educational outcomes, support mental health and create pathways into creative careers.
- 5. A Healthier Brent** – by integrating arts into social-prescribing and wellbeing strategies, the strategy addresses health inequalities and promotes resilience.

Youth Strategy 2025–2028

The Cultural Strategy amplifies youth voice and participation by creating safe spaces for expression and learning. It offers clear pathways into creative careers, embeds mental-health support through arts-based interventions, and ensures young people co-design cultural experiences that reflect their needs and aspirations.

Equity, Diversity and Inclusion (EDI) 2024–2028

Culture is a powerful tool for tackling inequality. The strategy prioritises underserved communities, removes barriers to participation, and promotes workforce diversity through training and leadership opportunities. Its Impact Framework ensures accountability and tracks progress towards inclusive outcomes.

Health and Wellbeing Priorities

Culture is embedded in Brent's health strategies as a driver for mental wellbeing, social connection, and community resilience. Through partnerships with the NHS and local health providers, cultural programmes support social prescribing, co-design health messaging, and activate community hubs as spaces for wellbeing.

Strategic Goals

The strategy is built around six core goals designed to remove barriers and open-up access to cultural participation:

- 1. Inclusive Cultural Access**
- 2. Creative Skills and Careers**
- 3. Cultural Health and Wellbeing**
- 4. Community-Led Placemaking**
- 5. Infrastructure and Investment**
- 6. Environmental Sustainability**



Punchdrunk Enrichment events

Goal 1: Inclusive Cultural Access

Increase cultural participation across all communities, with a focus on groups that have had fewer opportunities

Why This Matters

Inclusive cultural access sits at the heart of Brent's Cultural Strategy. By removing financial, social and language barriers, we can ensure that every resident has meaningful opportunities to participate in cultural life. Inclusive participation strengthens belonging, reduces isolation and supports learning and wellbeing. When culture is accessible to all, it becomes a powerful driver of equity, cohesion and civic pride, directly supporting the Borough Plan priorities for Thriving Communities and a Healthier Brent.

The strategy identifies six priority groups based on evidence of need and gaps in access, as established through research and consultation:

- 1. Children and young people (0–24)** – to build cultural habits early, support education, and provide positive pathways.
- 2. Adults on lower incomes** – to address financial barriers and ensure culture is not a privilege.
- 3. Black, Asian and minority ethnic communities** – to reflect Brent's diversity and address historic under-representation.
- 4. Eastern European communities** – to reach groups often excluded from mainstream cultural provision.
- 5. People with mental-health needs** – using culture as a tool for wellbeing and resilience.
- 6. Local artists and freelancers** – to sustain Brent's creative economy and ensure that diverse voices shape cultural life.

These groups were identified through consultation, data analysis, and stakeholder engagement as those facing the greatest barriers to participation and standing to benefit most from inclusive cultural opportunities. By championing these communities, Brent can create a cultural ecosystem that is fair, representative, and transformative – where every resident feels they belong and can contribute to the borough's vibrant cultural identity.

What We Want to Achieve

We want every resident to have simple, meaningful access to culture, wherever they live and whatever their circumstances. This means bringing cultural activity into everyday spaces – libraries, schools, parks and community hubs – and removing barriers through free or low-cost programmes, multilingual support and co-designed opportunities. Our actions will focus on the six priority groups and ensure that cultural participation across Brent is equitable, representative and sustainable.

Key Actions

To achieve this goal, the council and its partners will:

- Launch the Brent Cultural Compact in 2026 to connect cultural organisations with public- and private-sector partners, creating a borough-wide platform for collaboration and shared opportunities.
- Support the rollout of Vi-Brent's Cultural Backpack programme providing free cultural experiences for schoolchildren and embedding culture in early learning.
- Enable delivery of a Young People's Festival in 2026, showcasing local talent and creating inclusive spaces for youth engagement.

⁴ See appendix 4 for an overview of how schools, youth organisations, and education stakeholders are involved in shaping, governing and delivering the cultural programmes set out in the Strategy.

- Support Creative Community Brent to bring arts and cultural activities programming into everyday spaces from 2026, including parks, schools, and community hubs.
- Support co-commissioning of cultural activities through community panels as part of the Creative Community Brent programme, ensuring residents have a direct voice in shaping cultural content and delivery within the CPP framework.
- Encourage and explore schemes to distribute lower cost tickets to cultural experiences to those that can benefit the most.

“As an organisation that has been spearheading inclusive practice in Brent since 2018, we believe this cultural strategy reflects many of the borough's needs. We work with children, young people, and adults from marginalised backgrounds, but our service is open access, and we want to see this happen on a wider scale. Culture should unite all communities, celebrate differences, and provide a point of connection.

However, if some individuals feel excluded, we lose their voices, which is a significant loss. The only way to ensure a level playing field is by taking extra steps toward equity. This strategy will work towards just that, and we are overjoyed to be a part of it.

Natalya Kharina, Artistic Director, Unique Community



Goal 2: Creative Skills and Careers

Support pathways into creative industries, particularly for young people and underrepresented groups, through training, apprenticeships, and visibility of creative career options.

Why This Matters

Creative industries offer significant economic and employment potential, yet access to these careers is often unequal. In a borough as diverse and talented as Brent, widening entry routes ensures that creative work is not restricted to those with existing networks or financial advantage. Strengthening pathways into creative roles helps tackle inequality, supports local employment and grows the borough's cultural economy.

Vi-Brent and Creative Community Brent are central to this ambition. Their bootcamps, paid placements, mentoring and hands-on learning opportunities give young people and underrepresented groups the skills, confidence and experience they need to progress. Together, these programmes link culture with education and regeneration, opening opportunities that can transform lives and communities.



There is an opportunity as a growing industry – but we need to engage parents as well as young people to address barriers as they may not see culture as a career.



Cultural research round table participant

What We Want to Achieve

We want creative careers in Brent to be visible, accessible and achievable for everyone. This means offering practical training, paid opportunities and clear routes into the creative industries, with a particular focus on young people, freelancers and underrepresented groups.

Through Vi-Brent and Creative Community Brent, the council and its partners will deliver structured programmes that blend technical skills with real-world experience. Success will mean not only more people entering creative work but also greater confidence, aspiration and a more diverse and equitable creative workforce across the borough.

Delivery of this goal will be supported through partnerships with Brent Start, schools, further education providers and higher education institutions, including the University of Westminster, to create joined up pathways from education into creative employment. This will include careers advice, work placements, mentoring, bootcamps and sector led training aligned to local creative industries and studios.

Key Actions

To achieve this goal, we will:

- support the delivery of creative careers bootcamps and mentoring through the Vi-Brent partnership.
- promote paid work placements with our cultural partners to give young people hands-on professional experience.
- support the launch of the Creative Careers Programme in partnership with Garden Studios and Vi-Brent in 2026.
- support skills development through Creative Community Brent projects embedding creative learning in schools and community hubs from 2026.
- support the pilot of Youth Creative Hubs from 2027 offering safe spaces for training, collaboration and creative development.

As one of Brent's Arts Council England National Portfolio organisations, we very much welcome this important cultural strategy for Brent - which aligns with much of the work we deliver at Kiln. We believe that arts and culture can be for anyone, and we are committed to presenting world class theatre, nurturing talent, providing training, education and employment pathways to create a thriving creative ecology within the borough. We look forward to contributing towards the success of Brent Creates by working alongside the council and wider partners on cultural activity in support of this strategy for the benefit of Brent communities, which sits at the heart of Kiln's mission.

Amit Sharma (Artistic Director/CEO) and Iain Goosey (Executive Director), Kiln Theatre



Kiln Theatre - Driftwood

Goal 3: Cultural Health and Wellbeing

Use arts and cultural participation to improve mental health, reduce isolation, and strengthen community resilience through creative health initiatives and social prescribing.

Why This Matters

Culture plays a powerful role in improving mental health, reducing isolation and supporting resilience. Embedding arts into social prescribing and community-health pathways provides accessible, non-clinical routes to wellbeing, particularly for residents with mental-health needs, SEND, or wider health inequalities. Creative Community Brent's participatory programmes – from music and movement to storytelling – support holistic approaches that benefit individuals and reduce pressure on health services.

What We Want to Achieve

We aim to make culture a recognised and accessible tool for health improvement across Brent. Our focus is to integrate creative participation into everyday settings and health pathways, resulting in measurable gains in wellbeing, social connection and resilience for residents.

Key Actions

To achieve this goal, we will:

- integrate arts into social-prescribing pathways from 2026.
- support the delivery of participatory programmes through Creative Community Brent from 2026.
- co-create a Cultural Impact Framework with colleagues in Public Health and evaluate impact annually.



At Fresh Arts, we believe that the arts should be accessible to all. We recognise the power of arts and culture to give young people the best start in life, level the playing field, build skills and encourage meaningful participation. We also recognise the profound impact that engaging in the arts can have on people's health and wellbeing. Creative participation can reduce isolation, improve confidence, support emotional resilience, and provide a sense of purpose and belonging – benefits that are felt across all ages and communities

Davinia Khan, Principal & Artistic Director, Fresh Arts

⁵ Mughal R., Polley M., Sabey A. & Chatterjee H.J. (2022) How Arts, Heritage and Culture can support health and wellbeing through social prescribing. NASP.

⁶ Polley, M., Seers, H., Toye, O., Henkin, T., Waterson, H., Bertotti, M. and Chatterjee, H.J. (2023). Building the economic evidence case for social prescribing. Report — October 2023. London: National Academy for Social Prescribing.

Goal 4: Community-Led Placemaking

Give residents the power to create cultural experiences that reflect their own stories, identities, and needs by supporting community-led projects and local cultural leadership.

Why It Matters

Placemaking empowers residents to shape cultural life in ways that reflect local identity, stories and needs. When communities lead cultural activity, it builds civic pride, strengthens social ties and helps ensure regeneration benefits local people. Co-design and community leadership create authentic cultural experiences and increase trust, belonging and visibility for under-represented voices.

What We Want to Achieve

We want cultural spaces and programmes to be shaped directly by the communities who use them. This requires establishing shared governance structures, expanding co-design and co-commissioning, and ensuring residents play an active role in decision-making.



Willesden Gallery

Key Actions:

To achieve this goal, we will:

- support the establishment of a Creative Community Steering Group within Creative Community Brent programme in 2026.
- promote and support co-commissioning of cultural activities through community panels under Creative Community Brent from 2026
- support the delivery of borough-wide, community-led festivals and events that amplify local voices.
- explore artist callouts for public art commissions, including high street shutter projects, to combine placemaking with freelance opportunities for local artists.

 *As we look ahead, we see enormous potential in deepening community involvement. The move towards co-creating and co-commissioning work with local residents is an exciting next step – one that ensures cultural activity reflects the lived experiences, voices, and aspirations of the people it serves.* 

Davinia Khan, Principal & Artistic Director, Fresh Arts

Goal 5: Infrastructure and Investment

Cultivate a dynamic cultural ecosystem by harnessing regeneration opportunities and driving strategic investment.

Why It Matters

A thriving cultural sector depends on access to affordable spaces, sustainable funding and strong digital platforms. Brent's regeneration programmes present opportunities to embed cultural infrastructure into new developments, while digital tools such as BrentCreates.com extend access by sharing opportunities and connecting communities. Securing investment and expanding resources will help local organisations grow and ensure that cultural activity reaches every ward.

What We Want to Achieve

Brent's cultural future depends on robust infrastructure and sustainable funding. Recent investments in cultural infrastructure – including Harlesden Picture Palace, Neasden's cultural hub, and Wembley studios – provide strong foundations for a thriving cultural ecosystem that this strategy seeks to build upon. Alongside physical spaces, digital platforms are critical to engagement. We will activate BrentCreates.com as the borough's central cultural hub – providing listings, opportunities and storytelling to connect communities and showcase talent.

We aim to strengthen the borough's cultural infrastructure by expanding physical and digital access, securing meanwhile and affordable spaces, and increasing investment in local creativity. The potential creation of a Brent Cultural Fund is being explored as a future mechanism to support grassroots cultural activity.

Key Actions:

To achieve this goal, we will:

- promote **BrentCreates.com** as the borough's digital cultural platform, ensuring it becomes the go-to space for cultural listings, opportunities, and storytelling.
- advocate for cultural infrastructure in regeneration
- investigate whether external funding opportunities might enable the creation of a Brent Cultural Fund in future.
- support Vi-Brent tackle digital exclusion through its digital poverty fund initiative.
- support Creative Community Brent in offering multilingual resources and hybrid cultural experiences to increase participation.
- introduce a Brent Micro-Grants Programme, offering 10 grants per year of up to £500 to support grassroots cultural activity, early-stage ideas and light-touch community-led projects, with a focus on reducing barriers for individuals, freelancers and small groups.



Goal 6: Environmental Sustainability

Promote environmentally friendly practices and help local communities thrive by using sustainable methods and recycling resources wherever possible.

Why It Matters

Culture can champion sustainable behaviours and model environmentally responsible practice. Embedding green approaches in cultural delivery helps reduce waste, promote circular-economy principles and build pride in a greener Brent. Outdoor and nature-based arts activity supports climate goals while creating inclusive spaces for participation.

What We Want to Achieve

We want cultural organisations and events to demonstrate environmental leadership by reducing emissions, promoting reuse and embedding sustainability in design and delivery of cultural activity.

Key Actions and Milestones

To achieve this goal, we will:

- use **BrentCreates.com** as a low-carbon engagement tool, reducing reliance on printed materials.
- advocate for green-design principles in any future cultural spaces, including energy-efficient buildings and the use of renewable energy.
- embed reuse and recycling in cultural programming (e.g., upcycled art projects and sustainable materials for festivals).
- Promote the use of parks and green spaces for outdoor cultural activities, aligning with the strategy's nature and biodiversity goals.

Funding & Investment Model

Brent will prioritise external investment and targeted local support to maximise grassroots impact.

- **External grants:** Arts Council England, government programmes, philanthropic funds.
- **Planning-linked contributions:** explore Section 106/NCIL to support cultural infrastructure where appropriate.
- **Ticket levy advocacy:** work with cultural partners and major venues to lobby for fair contributions from the visitor economy, ring-fenced for community-led cultural activity.
- **Aspirational Brent Cultural Fund:** The Cultural Compact will explore strategies for attracting external investment that could support the future development of a Cultural Fund, including considering the feasibility of a microgrant programme.

“Since 2020, Brent Council officers have secured £2.2 million in external investment for culture and heritage – fuelling festivals, creative education and community projects that strengthen our borough’s cultural life.”

Evaluating our Success

Evaluation ensures accountability, learning and long-term investment. We will track outcomes across:

- Intrinsic value (emotional and creative impact)
- Economic impact (jobs, skills, local growth)
- Social benefit (inclusion and cohesion)
- Community building (civic pride and local identity)
- Mental health (wellbeing and resilience)
- Environmental benefit (sustainable practices)

How we will measure success:

- **Logic models** for each goal (inputs, activities, outputs, outcomes)
- **Quantitative data** (participation, demographics, employment, GVA)
- **Qualitative insight** (surveys, interviews, case studies)
- **Wellbeing tools** (e.g., WEMWBS)
- **Annual Cultural Impact Report** (progress, learning, recommendations)

Evaluation is not just about reporting – it drives learning and improvement. By understanding what works and what doesn't, we can refine our approach, strengthen partnerships, and ensure resources deliver maximum benefit. It also builds credibility with funders and stakeholders, helping secure long-term investment and positioning Brent as a leader in inclusive cultural practice.

Endnote

As Cabinet Lead for Culture (2022–2025), I've seen Brent's commitment to creativity grow – from the legacy of our Borough of Culture year to the strong partnerships shaping this new Culture Strategy. Working with Brent's brilliant artists, freelancers, and organisations like Kiln, Punchdrunk Enrichment, the Royal Philharmonic Orchestra and Fresh Arts CIC has been a joy, and I'm proud that culture sits firmly at the heart of Brent's future.

This strategy is rooted in listening and understanding our creative landscape. Following the 2023 LGA/Arts Council Peer Review, we used its recommendations to strengthen our approach. Through extensive engagement, we explored the challenges and ambitions of our sector, building a strategy shaped by many collaborative conversations – expertly guided by Achates – and infused with the energy and optimism of Brent's cultural community.

We are now laying foundations for long-term cultural infrastructure and for the council's role as convenor – supporting studio spaces, backing projects like Harlesden Picture Palace, developing the Ealing Road Creative Enterprise Zone and supporting the Kilburn Music Mile festival.

Brent's diversity shines through our shared love of culture – from steel pan to the Wembley Mela, K Pop and reggae. This strategy sets out how the council will collaborate with creative organisations of all sizes, with a focus on those most at risk of missing out on grant funding, ensuring everyone can experience culture and pursue creative ambitions.

It also shows how culture links to wider priorities: health and wellbeing, skills and careers, placemaking, investment and climate action. Culture connects us as imaginative citizens, and this strategy outlines how Brent will continue to grow as a vibrant creative hub, nurturing the next generation of artists and innovators.

Councillor Fleur Donnelly-Jackson
Cabinet Member for Housing



Wemba's Dream

Appendices

Appendix 1: Brent Cultural Strategy Implementation Roadmap

This roadmap translates the ambitions of the Brent Cultural Strategy into a clear, phased plan for delivery. It aligns strategic goals with practical actions, milestones and partnerships, ensuring that culture becomes a driver for inclusion, wellbeing, and opportunity across the borough.

Phase 1: Foundations (2026)

Focus: establishing governance, launch flagship programmes, and embed culture in health and education.

Key Actions

Brent Cultural Compact (lead: Brent Culture)

Includes:

- Launches
- Publish strategy for attracting funding
- Publish Year 1 Cultural Impact Report
- Commence options appraisal for visitor-economy contributions (ticket levy/visitor tax) with major venues and partners
- Design and launch a Brent Micro-Grants Programme (10 grants annually, up to £500), including eligibility criteria, assessment process and alignment with Cultural Compact priorities.

Creative Community Brent (lead: Fresh Arts)

Includes:

- Programme foundations are set up, Director appointed, planning begins
- Establishment of steering group
- Plan programme delivery: Dance Together, Laugh Together, Act Together, Make Together
- Plan embedding culture in social prescribing pathways (lead: Brent Public Health)

Vi-Brent (lead: Punchdrunk Enrichment)

Includes:

- Roll out the Creative Careers Programme

- Advance digital inclusion through BrentCreates.com (Brent Culture & Punchdrunk Enrichment)

Phase 2: Expansion (2027)

Focus: scaling up programmes, deepen community leadership, and strengthen cultural-health integration

Key Actions

Brent Cultural Compact (lead: Brent Culture)

Includes:

- Promote use of existing cultural infrastructure (Harlesden Picture Palace, Neasden hub, Wembley studios) as anchors for community-led programming and creative commissions.
- Year 2 Cultural Impact Report published (Brent Culture)

Creative Community Brent (lead: Fresh Arts).

Includes:

- Expand CCB programme into additional wards and communities
- Diwali outdoor event hosted
- Strengthen creative health pilots targeting mental-health and long-term conditions

Vi-Brent (lead: Punchdrunk Enrichment)

Includes:

- Deliver borough-wide community-led festivals and exhibitions

- Youth Creative Hubs piloted
- Launch school-based cultural programmes

Phase 3: Consolidation and Legacy (2028-29)

Key Actions

Brent Cultural Compact (lead: Brent Culture)

Includes:

- Host borough-wide cultural summit to share learning and best practice
- Publish final evaluation report and recommendations for 2030+ strategy

Creative Community Brent (lead: Fresh Arts)

Includes:

- Consolidate CCB outcomes and develop a legacy framework
- Increased participation in programme
- Social prescribing reach increased

Vi-Brent (lead: Punchdrunk Enrichment)

Includes:

- Expand Vi-Brent skills bootcamps and creative career pathways

Appendix 2: Key Performance Indicators and Benchmark Table

Goal	KPIs	Benchmarks
Goal 1 Inclusive Cultural Access	<ul style="list-style-type: none"> • Increase in participation among priority audiences • Number of free/low-cost cultural programmes • Engagement on BrentCreates.com • Number of people engaged 	<ul style="list-style-type: none"> • By 2027, 2,910 pupils from five pilot schools will participate in a combined total of 25 cultural activities through the Cultural Backpack programme (Vi-Brent) • BrentCreates.com reaches 6k annual users by 2026 and 9k annual users by 2027 • 12 major public inclusive festivals/events by 2029 (CCB) • 38,680 people engaged in-person + online by 2029 (CCB) • 4,200 participants + audience of 5,000 (families and communities) in Young People's Festival in 2026 (Vi-Brent)
Goal 2 Creative Skills and Careers	<ul style="list-style-type: none"> • Number of Creative Careers Bootcamps • Paid placements offered • Mentoring placements offered 	<ul style="list-style-type: none"> • 4 bootcamps cohorts, 60 participants by 2027 (Vi-Brent) • 60 young people mentored/trained by 2027 (Vi-Brent) • 20 paid work opportunities for young people by 2027 (Vi-Brent)
Goal 3 Cultural Health and Wellbeing	<ul style="list-style-type: none"> • Number of cultural programmes in social prescribing • Residents engaged in creative health activities 	<ul style="list-style-type: none"> • Culture embedded in social prescribing pathways through • 360 people engaged through social prescribing pathways by 2029 (CCB)
Goal 4 Community-Led Placemaking	<ul style="list-style-type: none"> • Number of community steering groups • Number of co-commissioned projects 	<ul style="list-style-type: none"> • 50 members recruited to the Community Panel by 2026(CCB) • 12 Core Consortium Meetings held by 2029 (CCB) • 8 co-commissioned projects delivered by 2029 (CCB)
Goal 5 Infrastructure and Investment	<ul style="list-style-type: none"> • Affordable creative spaces secured • BrentCreates.com engagement • External funding leveraged • Brent Cultural Fund established 	<ul style="list-style-type: none"> • Additional affordable creative spaces secured – 1 per year • BrentCreates.com reaches 20,000 annual users by 2031 • External funding secured to set up a Brent Cultural Fund
Goal 6 Environmental Sustainability	<ul style="list-style-type: none"> • Outdoor cultural activities delivered 	<ul style="list-style-type: none"> • Events meet sustainability criteria • 9 key outdoor cultural events annually (CCB)

Appendix 3: Cultural Networks

Vi-Brent Network

Vi-Brent is a borough-wide cultural network launched in 2025 through Arts Council England's Place Partnership programme. It represents a major investment in Brent's creative future, bringing together nine leading organisations: Punchdrunk Enrichment, Fresh Arts, the Royal Philharmonic Orchestra, Unique Community, Mahogany Carnival Arts, Young Brent Foundation, Garden Studios, The Awareness Tap and Brent Council.

The network's mission is to strengthen collaboration across the sector, build capacity and create inclusive cultural opportunities for residents. Over the next three years, Vi-Brent will deliver a wide range of initiatives — including immersive theatre, orchestral music, carnival arts and filmmaking — ensuring Brent's diverse communities can access and participate in high-quality cultural experiences.

A central aim of Vi-Brent is to empower young people and open pathways into creative careers. The programme includes free arts provision for primary schools, a children's arts festival engaging thousands of participants and skills bootcamps in music production, film, TV and theatre. By connecting local artists, freelancers and cultural organisations through regular networking and collaborative projects, Vi-Brent aims to transform Brent into a thriving hub of creativity. This initiative not only addresses barriers to participation but also nurtures the next generation of talent, ensuring culture acts as a driver of inclusion and opportunity across the borough.

The Primary Festival is a flagship Vi Brent initiative that sparks creativity, confidence and cultural participation among Brent's youngest residents. Delivered through 16 weeks of artist led workshops in five primary schools, plus sessions from local cultural partners, the festival centres children's voices in creative development. Using stories from diverse cultures, pupils co create performances that celebrate identity and imagination, culminating in community and public realm showcases. The festival strengthens schools' roles in Brent's cultural ecosystem—supporting teachers, building partnerships and widening cultural access for families. Engaging over 5,000 children, families and community members, it helps build early cultural habits and supports wellbeing while contributing to Brent's ambition for every child to have a meaningful cultural entitlement.

Creative Community Brent

Creative Community Brent is a flagship programme funded by Arts Council England through the Creative People and Places (CPP) initiative. Led by Fresh Arts C.I.C in partnership with Brent Culture, Young Brent Foundation, Brent Public Health, Westminster University and The Compass Learning Trust, the programme aims to embed cultural activity into everyday life and make participation truly inclusive.

From Autumn 2026, Creative Community Brent will bring co-commissioned and co-created cultural experiences into non-traditional spaces such as parks, schools, homes and community centres. It focuses on engaging groups who have historically had fewer opportunities — including children and young people, Black and Asian communities, people with SEND and residents experiencing health inequalities.

Creative Community Brent will also integrate cultural activity into health and wellbeing strategies, supporting social prescribing and mental-health pathways. By prioritising co-design and community leadership, it ensures cultural experiences reflect local needs and identities. The programme contributes to Brent's Impact Framework through robust research and evaluation, informing future cultural policy and national best practice in arts, health and community engagement.

Cultural Compact

Partnership is at the heart of Brent's Cultural Strategy. Through Vi Brent and Creative Community Brent, we will create opportunities that reflect the borough's diversity and make cultural participation a habit from early childhood onwards.

A key mechanism for delivering this vision is the Brent Cultural Compact – a borough wide alliance that brings together public, private and community partners to align cultural development with wider priorities, including health, education, regeneration and sustainability. The Compact provides a governance framework for shared decision making, resource coordination and inclusive leadership, ensuring investment in culture contributes to social equity, economic opportunity and community wellbeing.

By convening partners and creating the conditions for cultural activity to thrive, the council supports skills development, confidence and civic pride across Brent. This collective approach enriches residents' lives and positions culture as a cornerstone of the borough's long term vision – driving inclusion, healthier communities and a stronger local economy.

Appendix 4: Young People's Governance Framework

This appendix outlines how schools, youth organisations and education stakeholders shape, govern and deliver the cultural programmes within the Strategy.

Overview: Why Schools Governance Matters

Children and young people (0–24) are identified as a priority audience for cultural access, skills development and wellbeing support. Schools are therefore central to:

- delivering early cultural engagement
- identifying and reducing access barriers
- embedding creative learning into daily education
- shaping youth-focused cultural programmes

The Vi-Brent partnership and the Cultural Compact ensure these outcomes are coordinated across schools, cultural organisations and council services.

Lead Coordinating Organisation: Young Brent Foundation (YBF)

Young Brent Foundation plays a core leadership role across school engagement for the Vi-Brent cultural education partnership.

Key responsibilities include:

- Acting as the coordinating body for school and youth engagement.
- Leading the Local Cultural Education Partnership (LCEP).
- Managing governance, outreach and alignment between schools, cultural partners and the council.
- Ensuring school and youth voices shape cultural programmes.
- Convening education stakeholders and cultural organisations to align cultural learning with local priorities.

Governance Structure

Steering Committee Membership

Council Services

- Brent Music Service
- School Improvement Service
- Director of Education Partnership
- Brent Culture Service

External Partners

- Local cultural delivery organisations (Punchdrunk Enrichment, Fresh Arts, RPO, Mahogany Arts, Unique Community, Garden Studios and youth-led organisations)

Education Sector Stakeholders

- Primary, secondary and special schools
- Multi-Academy Trusts
- Supplementary and alternative learning providers

Steering Group Functions

- Strategic Oversight: Ensuring education priorities are embedded in Vi-Brent planning.
- Co-Design and Decision-Making: Schools, youth representatives and partners jointly shape programmes.
- Quality Assurance: Reviewing curriculum alignment, safeguarding and evaluation.
- Youth Voice: Ensuring co-design across all programme strands.
- Monitoring & Evaluation: Feeding into the Annual Cultural Impact Report.

How Schools Shape Delivery

- Cultural Backpack Programme (Vi-Brent)
- Schools co-design timetables, select artforms and shape content for free cultural experiences for pupils aged 5–11.

Creative Careers Pathways

Secondary schools and colleges contribute through:

- curriculum-linked modules
- creative bootcamps
- mentoring
- paid placements
- Youth Creative Hubs

Co-Commissioning Panels

- Schools nominate representatives to community cultural panels.
- Pastoral and SEND Partnerships
- Schools help shape wellbeing-focused and SEND-inclusive cultural opportunities.

Appendix 5: Public Health Integration & Creative Health Delivery

This appendix outlines how Public Health priorities – particularly reducing loneliness, improving mental health and supporting residents facing health inequalities – are embedded within the Cultural Strategy.

Why Public Health Integration Matters

Cultural participation is shown to improve:

- mental health and emotional resilience
- social connection
- confidence and belonging
- healthy ageing
- non-clinical support for long-term conditions

Embedding Public Health into cultural delivery ensures Brent takes a whole-council approach to wellbeing.

Strategic Alignment with Public Health

This appendix strengthens alignment with:

- Mental Health & Wellbeing Strategy
- Loneliness Reduction agenda
- SEND and inclusion priorities
- Population Health Management
- NHS social prescribing pathways
- Brent Health & Wellbeing Board priorities

Delivery Mechanisms

Brent will deliver creative-health outcomes through:

1. Creative Community Brent (CCB)

The primary vehicle for health-focused cultural delivery and funded from Arts Council England's Creative Place Partnership funding programme.

Core CPP wellbeing activities include:

- participatory arts for wellbeing (dance, music, movement, storytelling, visual arts)
- community meals and gatherings to reduce loneliness
- targeted activities for:
 - older residents
 - Black and Asian communities
 - people with SEND
 - new parents and carers
 - residents facing health inequalities
- sessions delivered in community hubs, parks and homes
- integration with NHS social prescribing pathways

Why CCB Matters

CCB:

- targets communities with historically low engagement
- operates year-round
- embeds evaluation aligned with wellbeing indicators

2. Vi-Brent: Young People's Wellbeing

Vi-Brent supports young people's health through:

- free creative school-based opportunities
- youth-focused wellbeing programmes
- structured creative spaces for teenagers
- collective creative experiences that reduce youth loneliness

3. Brent Cultural Compact: Health in Governance

The Cultural Compact ensures:

- shared leadership across sectors
- alignment of Public Health and cultural delivery
- targeted cultural provision in priority neighbourhoods
- integrated evaluation of health outcomes

Integration with Social Prescribing

From 2026 Brent will embed arts into social prescribing pathways, involving:

- GP practices and PCNs
- link workers referring into CPP and Vi-Brent
- community hubs offering creative health activities
- use of recognised wellbeing tools such as the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)

Public Health Role in Delivery

Co-Design & Prioritisation

Public Health will:

- identify priority groups
- shape programme themes
- ensure cultural appropriateness across Brent's communities

Commissioning & Partnerships

Public Health will collaborate on:

- commissioning wellbeing-focused programmes
- referral pathways
- identifying suitable venues

Evaluation

Public Health will support:

- data sharing
- interpreting wellbeing evaluation
- contributing to health metrics in the Annual Cultural Impact Report

What Success Looks Like

- measurable reductions in loneliness
- improved mental health outcomes
- increased participation in arts-based social prescribing
- stronger community resilience
- expanded access to creative health activity
- reduced reliance on clinical services for mild-moderate mental health needs

These outcomes directly map to the Strategy's evaluation domains, including Mental Health, Social Benefit and Community Building.

Appendix 6: Cultural Organisations and Representatives Engaged in the Development of the Strategy

To ensure Brent's Cultural Strategy is grounded in sector insight, community experience and practitioner expertise, Achates undertook a comprehensive consultation process. This involved a steering group, sector roundtables, one-to-one interviews, and open surveys for creatives and audiences. Together, these activities formed a robust evidence base for the development of the Strategy.

1. Engagement Methods

a. Steering Group

The Steering Group guided the research framework and ensured alignment with borough priorities. Members included:

- **Clr Fleur Donnelly-Jackson**
- **Amit Bhagat**, Head of Libraries, Culture & Heritage
- **Colin Chester**, Acting London Borough of Culture 2020 Legacy Manager

b. Roundtables

Three themed roundtables were held to enable focused discussion across different parts of Brent's cultural and creative ecosystem. Participants explored strengths, challenges, gaps, and opportunities relating to cultural access, infrastructure, audiences, and partnership working.

Roundtable 1 – Cultural Sector Representatives

- **Iain Goosey**, Executive Director, Kiln Theatre
- **Clary Salandy**, Founder, Mahogany Carnival Design
- **Sophie Flack**, General Manager, Deafinitely Theatre
- **Zoe Cook**, Co-Director (Venue & Events), Lexi Cinema
- **Bethany Haynes**, Senior Producer, Punchdrunk Enrichment
- **Tom Philpott**, Director of Artistic Planning & Partnerships, Royal Philharmonic Orchestra
- **Sarah Smith**, Stock & Reader Development Manager, Brent Council
- **Diana Manipuld**, Archive Officer, Brent Council
- **Thomas Mabey**, Regeneration Officer, Brent Council
- **Colin Brown**, Founder, UK Reggae History
- **Peter Baxter**, Culture Project Manager
- **Diane Shrouder-Johnson**, Serene-One
- **Ronald Amanze**, Arts for Dementia trustee

Roundtable 2 – Civic and Community Organisations

- **Peter Flack**, ASC Studios
- **Nicola Moore**, ASC Studios
- **Alan Medley**, Kilburn State of Mind
- **Cristina Antonini**, We Restart
- **Nataliya Kharina**, Unique Community
- **Clare**, Brent Artist Network
- **Jessica Rabello**, Educator, Brazilian Community
- **Yoel Berhane**, Senior Programme Manager, Brent
- **Hilary Seaton**, Principal Planner, Brent
- **Leone Buncombe**, Head of Talent & Community, Garden Studios

Roundtable 3 – Creative Industries & Town Centre Stakeholders

- **Rubie Charalambous**, CEZ and Town Centre Manager
- **Ellishia Stewart**, Principal Regeneration Officer, Brent
- **Ace Ruel**, Creature Bionics
- **Richard Hay**, Kilburn Town Centre Manager

c. One-to-One Interviews

To deepen understanding of Brent's cultural infrastructure, audience needs, and economic context, Achates conducted interviews with key leaders of cultural organisations and funders:

- **Prof Gregory Sporton**, Associate Head of College (Research & Knowledge Exchange), University of Westminster
- **Davinia Khan**, Artistic Director, Fresh Arts
- **Angie Farrance**, Senior Policy Officer, Greater London Authority
- **Chris Stones**, Director of Community and Education, Royal Philharmonic Orchestra
- **Nataliya Kharina**, Artistic Director, Unique Community

These interviews provided granular insight into sector capacity, partnership potential, skills needs and gaps in provision.

d. Online Surveys

Two open surveys—one for creative practitioners and one for audiences—were distributed by Brent Council.

- 22 creative practitioners and 19 audience members responded.

While not statistically representative, the surveys offered valuable indicative trends regarding participation patterns, barriers to engagement, perceptions of Brent's cultural offer, and views on future priorities.

The consultation phase engaged a broad range of cultural organisations, practitioners, civic partners, funders, and residents. Their contributions have been central to shaping a strategy that reflects Brent's creativity, diversity, challenges, and ambitions. The insights gathered across these engagement methods underpin the Strategy's focus on inclusion, partnership, infrastructure, skills development, and cultural wellbeing.

Appendix 7: Comprehensive list of cultural organisations in the borough as of Summer 2025

Name of Organisation	FORM	Status Notes	Priority Audiences
3 Sixty Studios Ltd	Music recording studios	For profit company	Musicians, performers and voice over artists
Abbey Fabrics / Cleared Art / Modern Props Limited / Old Times / Super hire	Prop hire	For profit company	TV and film industry
ACAVA (Barham Park / Honeypot Lane)	Visual arts and studio spaces	Registered charity	Creative practitioners, cultural organisations
ACME Harrow Road	Artist studios	Registered charity	Artists in Brent
Action Space	Visual arts and studio spaces	Registered charity	Learning disabled artists across London, arts and culture organisations
Artistic Spaces (Oxgate House)	Visual arts and studio spaces	For profit company	Artists, designers, makers and content creators
Artists Studio Co. (Ealing Road Studios & Alperton)	Visual arts	Registered charity	Artists and makers, schools

Name of Organisation	FORM	Status Notes	Priority Audiences
BANG	Media, culture and heritage leadership and training - also has an earth and environment strand	Registered charity	Young people, community leaders
Battery Studio	Music studios	For profit company	Musicians
Be Lifted	Music, fitness and community led interaction projects	Registered charity	Women from the age of 16-70 years old • Domestic Violence survivors • Single mothers • Women living in poverty • At risk women and women ex-offenders
Blue Ocean Waves	Music, dance and art	Not for profit company	Children and young people
Brent Artist Network	Visual arts	Unincorporated group	A group of creative practitioners (individuals and grassroots organisations) who live or work in the borough. BAN provides a platform for artists to connect, collaborate, share resources, and support each other's creative endeavours
Brent Artists Resource Company	Creative co-working desk space	Not for profit company	Artists in north west London

Name of Organisation	FORM	Status Notes	Priority Audiences
Brent Indian Association	Dance	Not for profit company	Indian diaspora communities
Brent Museum and Archives	Museum and archive collections relating to Brent	Local authority	Communities in Brent, academia, social researchers
Brent Music Academy	Music education	Registered charity	Young people, musicians
Capital City Academy	Dance and performance rehearsal studios	Not for profit company	Performing arts groups in Brent
Chalkhill Community Radio	Community radio	Not for profit company	Radio station for Brent communities
Children's Bookshow, The	Literature	Registered charity	School children and children's authors
Cineworld Wembley	Cinema	For profit company	General public
Clube dos Brasileirinhos	Brazilian community and culture support center in London - Music	Registered charity	Brazilian communities in Brent
Creative Performance	Performing arts	Registered charity	Children and young people
Cuban Vibes Dance School	Dance	For profit company	Children and young adults, communities in Brent
CVS Brent	Fashion and heritage	Registered charity	Diverse communities in Brent

Name of Organisation	FORM	Status Notes	Priority Audiences
Deafinitely Theatre	Theatre	Registered charity	Deaf artists and theatre makers, deaf and hearing audiences of all ages, families and schools
Ealing Road Library	Libraries	Local authority	Local communities, families, schools, young people, community groups, older people
Exib	Set and exhibition building	For profit company	TV theatre film and event industry
Film Medical / Curious Science / Electro props	Prop and costume making	For profit company	TV theatre film and event industry
Fresh Arts	Combined arts	CIC	Fresh arts offers a wide range of arts and education programs for all ages
FUBU Nation	Dance	Not for profit company	A Brent-based dance company that offers workshops, classes, and dance intensives for professional and non-dancers
Garden Studios	Visual arts, film and TV	For profit company	Film and TV production industry
Granger Hertzog	Prop and costume making	For profit company	

Name of Organisation	FORM	Status Notes	Priority Audiences
Harlesden High Street	Gallery	For profit company	Bridge the social and culture gaps within the field of contemporary art by working with underrepresented artists
Harlesden Library	Libraries	Local authority	Local communities, families, schools, young people, community groups, older people
Hillside Performing Arts	Theatre	CIC	Young families, older people, schools, community organisations in Brent and neighbouring boroughs
Institute of Contemporary Music (Kilburn Campus)	Music education	For profit company	Adult learners
Kilburn Library	Libraries	Local authority	Local communities, families, schools, young people, community groups, older people
Kilburn State of Mind	IT, computing and music	Registered charity	Children – babies (and caregivers) and children under 11 and adults
Kiln Theatre	Theatre, cinema and comedy	Registered charity	Brent and Camden residents, schools, young people, emerging creatives, older people, underserved audiences

Name of Organisation	FORM	Status Notes	Priority Audiences
Kingsbury Library	Libraries	Local authority	Local communities, families, schools, young people, community groups, older people
Kinspiration	Literature, drama and crafts	CIC	Provide workshops and sessions to engage and inspire children, young people and adults alike, to fulfil their potential using creative learning activities such as storytelling, story writing, drama, arts and crafts and through collaborations with other facilitators
Lexi Cinema	Film	Social Enterprise (all profits go to charity)	Offering mainstream, independent and world cinema alongside a diverse programme of special screenings including black history studies, a women-only refugee film club, a neighbourhood film school and events for LGBT seniors, carers and the hard of hearing
Light Factory Studios	Artist studios	CIC	Artists designers and makers
Lin Kam Art	Festival arts, sound system and culture	For profit company	Local communities

Name of Organisation	FORM	Status Notes	Priority Audiences
Magic Sound	Asian music and culture	For profit company	
Mahogany	Combined arts and carnival	Not for profit company	Group of multi-disciplinary artists who design and create large scale kinetic sculptures/carnival costumes utilising the human body in the art form of "Mas Making", Masquerade or Street Theatre
MAMA Youth Project	Media training	Registered charity	Young people
Met Film School	Academia and film	For profit company	Emerging film TV and media artists
Metroland Cultures	Visual arts	Registered charity	Brent's artistic community
Papatango Theatre Company	Theatre	Registered charity	New writers, emerging talent
Pirate Studios - Wembley	Music studios	For profit company	Musicians - runs a residency programme and recording facilities for podcasts, dance, DJs and rehearsal space
Produbbing	Music studios	For profit company	Voice over and dubbing studio
Prop Hire and Deliver	Prop and costume making	For profit company	Film and TV production industry

Name of Organisation	FORM	Status Notes	Priority Audiences
Punchdrunk Enrichment	Theatre	Registered charity	Schools Families and Communities
Red Lotus Events	South asian music and dance	Not for profit company	Families – focus on second generation South Asian residents in Brent
RPO (Brent)	Music	Registered charity	Moved headquarters to Wembley Park to become even more embedded in the community - Brent workers, Musicians and community groups
Scenic Sets	Set and exhibition building	For profit company	TV theatre film and event industry
Second Floor Studios & Arts	Artist studios	CIC	Artists and makers in Wembley
Sherine's Dance School (formerly Adele's)	Dance	For profit company	Children aged 3-16 year olds
SKLPC Saturday School	Dance (Bollywood)	Registered charity	Children aged 5-18 year olds
Sparks Film School	Film and media education for young people	For profit company	Youth film and media courses for children aged 5-18 year olds
St Michael and All Angels Steel Orchestra	Steel band orchestra	Registered charity	Provide access for children, young people and adults to play steel pan and perform in the community

Name of Organisation	FORM	Status Notes	Priority Audiences
Stockyard Backdrops	Prop and costume making / Set and exhibition making and design	For profit company	TV, Film, theatre and events industry
Synergy Theatre Project	Theatre	Not for profit company	Ex-offenders, young people at risk of offending - work with Young Foundation in Brent but based in South London
TAIT	Set and exhibition building	For profit company	Event production companies and large scale venues
The Granville	Workspace and community hub within a converted Victorian church hall in South Kilburn	Registered charity	Local community Entrepreneurs, community groups
Theme Traders	Prop and costume making	For profit company	TV theatre film and event industry
Troubadour Wembley Park Theatre	Theatre	For profit company	General public
TurtleKey Arts	Combined arts	Registered charity	Disabled, disadvantaged and socially excluded people
Unique Community	Theatre	Registered charity	Young people and emerging artists
We Restart	Visual art, performing and video art, video	Registered charity	Refugee artists

Name of Organisation	FORM	Status Notes	Priority Audiences
Wembley Library	Libraries	Local authority	Local communities, families, schools, young people, community groups, older people
Wembley Operatic Society	Music	Registered charity	Amateur musical theatre group
Wembley Arena (OVO Arena)	Music venues	For profit company	Local audiences, community groups
Willesden Green Library	Libraries	Local authority	Local communities, families, schools, young people, community groups, older people
Wow Wembley	Workspaces for creative professionals	For profit company	Creative businesses, including content creators, photographers, videographers, and other professionals in similar fields
Yogi Divine Society	Drama, dance and music	Registered charity	Families, faith community

