

Appendix B: Cultural Strategy Delivery – A Plan on a Page

The first year of *Brent Creates: A Cultural Strategy for Inclusion, Wellbeing and Growth 2026-31* is focused on establishing the partnerships, governance, programmes and evaluation arrangements needed for longer-term delivery. Activity will be delivered with ViBrent, Creative Community Brent, the Brent Cultural Compact, Arts Council England National Portfolio Organisations, and cultural, education, health and community partners. At the end of the year we will review progress against the plan and agree future priorities through the newly established Cultural Compact.

A high-level plan on a page is provided overleaf showing activity spanning the last quarter, through to Q1 in 2027/28.

Cross-Cutting Delivery

Throughout the year, the Council and its partners will:

- promote cultural opportunities through BrentCreates.com, Ticket Bank, ViBrent, Creative Community Brent and partner networks;
- increase participation among groups experiencing barriers to cultural engagement;
- strengthen collaboration across culture, education, health, regeneration, business and the voluntary and community sector;
- support artists, freelancers, cultural organisations and creative businesses;
- pursue external investment and sustainable funding; and
- monitor progress through the Cultural Impact Framework and Annual Cultural Impact Report.

Strategic theme	Q2: July - September 2026 Raising Awareness and Building Foundations	Q3: October - December 2026 Participation, Access and Community Voice	Q4: January - March 2027 Skills, Partnerships and Growth	Q1: April - July 2027 Evaluation, Impact and Future Planning
Inclusive Cultural Access	Promote the Vi-Brent Summer of Creativity and cultural opportunities through BrentCreates.com and partner channels. Begin Creative Community Brent engagement, including the Have Your Say survey.	Deliver community listening and borough-wide engagement; recruit the Community Steering Group and Young & Creative Panel; promote inclusive cultural programmes, Black History Month activity and the Kilburn Music Mile Festival.	Promote Ticket Bank and deliver Creative Community Brent pilot activity and community-led programmes.	Deliver community celebrations, festivals, heritage activity and themed participation events, including Climate and Culture and ESOL activity.
Creative Skills and Careers	Deliver ViBrent Work Experience Week and recruit the next Emerging Curators cohort.	Launch ViBrent resources; expand partnerships with schools and youth organisations; begin the Brent Backpack cultural education pilot and launch artist and volunteer opportunities.	Deliver Brent Backpack in participating schools; launch placements and progression pathways; deliver the ViBrent Freelancers Marketplace and professional development activity.	Continue placements, volunteering and skills development opportunities; use learning from Year 1 to shape the next phase of cultural education and creative skills programmes.
Cultural Health and Wellbeing	Develop partnerships and identify opportunities for future creative health activity.	Develop creative health pilots with Public Health and community partners, alongside disability inclusion and equity-focused engagement.	Develop thematic Cultural Compact working arrangements, including health and wellbeing, and continue creative wellbeing activity through delivery partners.	Evaluate participation and wellbeing outcomes and develop the next phase of creative health activity in response to the findings.
Community-Led Placemaking	Begin community leadership recruitment and identify future community-led opportunities.	Launch pilot workshops, micro-grants, artist open calls and volunteer recruitment; strengthen resident involvement in shaping cultural activity.	Deliver community-led cultural programmes, pilot projects and winter cultural celebrations.	Launch a second round of micro-grants and deliver community celebrations and heritage activity across the borough.
Infrastructure and Investment	Establish the Brent Cultural Compact, begin recruitment of an independent Chair, develop the Cultural Impact Framework and identify future funding opportunities.	Hold the inaugural Cultural Compact meeting, agree priority workstreams and strengthen partnerships with Arts Council England National Portfolio Organisations.	Launch the Cultural Compact and its working groups; agree the Cultural Impact Framework; develop proposals for a future Brent Cultural Fund and support creative workspace and business growth.	Publish the first Annual Cultural Impact Report; review progress through the Cultural Compact; agree priorities for 2027/28 and progress Creative Enterprise Zone and culture-led regeneration activity.
Environmental Sustainability	Incorporate sustainability into development of the Cultural Impact Framework and future programme planning.	Include climate, environmental responsibility and accessibility within programme and partnership development.	Embed sustainability considerations within cultural programmes, partnership activity and the emerging performance framework.	Deliver Climate and Culture activity and assess environmental impact as part of Year 1 evaluation and future planning.