

Appendix D: Performance and Outcomes Framework

Introduction

Brent Creates is supported by a Theory of Change and Impact Framework designed to measure the contribution culture makes to the Borough Plan priorities, including health and wellbeing, community cohesion, skills development, economic growth and inclusion. The framework combines quantitative measures with qualitative evidence, including case studies, resident feedback and programme evaluation.

Purpose

The Cultural Strategy will be monitored through annual reporting against six strategic themes aligned to the Borough Plan and the objectives of Brent Creates. Reporting will combine headline performance indicators with resident feedback, case studies and impact evaluation.

Strategic Theme	Intended Outcome	Headline KPI / Measure
Participation & Access	More residents engage in culture and barriers to participation are reduced.	Total participants engaged; proportion of participants from priority groups; participation by geography; Ticket Bank uptake.
Creative Skills & Careers	More residents access creative skills, training and employment opportunities.	Work placements and work experience opportunities; participation in skills programmes; number of young people supported into creative pathways.
Health & Wellbeing	Cultural activity contributes to improved wellbeing and reduced isolation.	Participation in creative wellbeing programmes; social prescribing referrals and engagement; resident wellbeing feedback.
Community-Led Placemaking	Stronger civic pride, community cohesion and community leadership.	Number of community-led projects; volunteers engaged; resident participation in co-design and decision-making activity.
Infrastructure & Investment	A stronger and more sustainable cultural sector.	External funding secured; number of cultural partnerships; engagement with cultural organisations and freelancers.
Environmental Sustainability	Culture supports environmental awareness and sustainable practice.	Number of programmes incorporating sustainability themes; proportion of major cultural events adopting sustainable delivery approaches.

Example programme targets are provided overleaf

Example Programme Targets

The following measures have already been identified through funded programmes and will contribute to future performance reporting:

Measure	Current Target
Residents engaged in Creative Community Brent activity	More than 57,000 participants over programme lifetime
School children engaged through Cultural Backpack and related activity	More than 7,500 children
Children and young people with SEND participating in activity	At least 2,500 participants
Young people's festival activity through ViBrent	4,200 participants and 5,000 audience members
Paid work opportunities for young people	20 opportunities by 2027
Creative careers bootcamps	4 delivered by 2027
Young people receiving mentoring placements	60 by 2027
Users of BrentCreates.com	20,000 annual users by 2031
Affordable creative spaces supported	At least one per year

Reporting Arrangements

Progress will be reported annually through a Cultural Impact Report, combining KPI performance, qualitative outcomes, case studies and evaluation findings to assess the contribution of culture to inclusion, wellbeing, skills development, community cohesion and economic growth in Brent.