

# COLOURS of Redbridge

Free **creative projects**  
that **bring us together**,  
**celebrate our cultures**  
and **improve our lives**

**Business Plan Summary  
2026-2029**



# WHAT IS **COLOURS OF REDBRIDGE**?

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Colours of Redbridge is an **award-winning, community-led programme** that places **arts and culture** at the heart of everyday life in Redbridge.

It is part of Creative People and Places (CPP), a national programme from **Arts Council England**, where **local people decide what culture happens in their area**.

Over the past three years, we have reached almost **150,000 people\*** with high-quality, inclusive cultural activity, to build **stronger, more cohesive communities**. Our programme actively amplifies under-represented voices while contributing to better **health, skills** development, and resilience in the face of **cost-of-living** pressures.

Colours of Redbridge has received almost £1m of funding because it is an area where involvement in mainstream **culture and creativity is relatively low**.



**'Golden Hour' Immersive Dining Experience, 2025**

## WHO IS **INVOLVED**?

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Colours of Redbridge is led by a group of organisations (called a 'Consortium') who **work closely with local communities**. We have invited **two new organisations** to join us to help reach older and younger audiences.

- Age UK (new member)
- Community Action Redbridge
- Ekota Academy (new member)
- Friends of Loxford
- Ilford Business Improvement District
- Muslimah Sports Association
- SPACE Studios
- Vision Redbridge Culture and Leisure

There is also a **team of five people** in charge of delivering the project on a day-to-day basis:

- A Programme Director (full time)
- A Programme Manager (full time)
- 3 x Community Engagement Officers (part time)








**Ilford & Redbridge  
Business Awards 2025**

# WHAT DO WE WANT TO **ACHIEVE**?

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Our overall aim is to **improve the quality of life** for Redbridge communities through high-quality culture and creativity, and our specific objectives are to:

-  **Bring the joy** - People feel happier, more inspired and more connected to their community
-  **Celebrate our diversity** - We bring people together to share stories and feel seen, heard and represented
-  **Learning for earning** - People have a better sense of their value and move into employment, education, volunteering or training
-  **Transforming spaces** - Local spaces feel alive, welcoming and well used, strengthening local pride and positive perceptions
-  **Healthy bodies, healthy pockets** - People experience better physical and mental wellbeing, more opportunities for social connection and affordable activities.



## National Objectives 🤖

As well as these objectives specific to Colours of Redbridge, we also need to achieve the **objectives of the CPP programme as a whole**, which are:

- To reach and inspire people who haven't been involved in mainstream arts and culture activities in the past
- To ensure high quality projects, and that the way we work with people is also of a high quality
- Review the best approaches to do this.

# WHO DO WE WANT TO REACH?

In order to reach audiences who are traditionally **less involved in mainstream culture and creativity**, we will focus on the following three priority areas:

- **South Redbridge:** Ilford, Loxford and Clementswood.
- **North Redbridge:** Hainault, Barkingside and Fullwell Cross.
- **Removing Barriers** across Redbridge: People who have retired, are D/deaf, neurodivergent, disabled, access mental health services, or support someone who does.

We will also proactively engage **other underrepresented groups** including young people (aged 16-25), lower income groups and established Asian/Asian British and Black/Black British groups, and the growing Eastern European and Roma communities in Redbridge.



## Target Figures

We aim to reach **60,000** attendees over three years, breaking down into approximately:

- **5,000** workshop or activity participants per year
- **15,000** spectators per year
- Additionally, we aim to reach **50,000** views across our website and social media channels per year.

We will track the number of **returning participants** with an ambition for this to maintain or increase each year.

## WHERE WILL WE BE WORKING?

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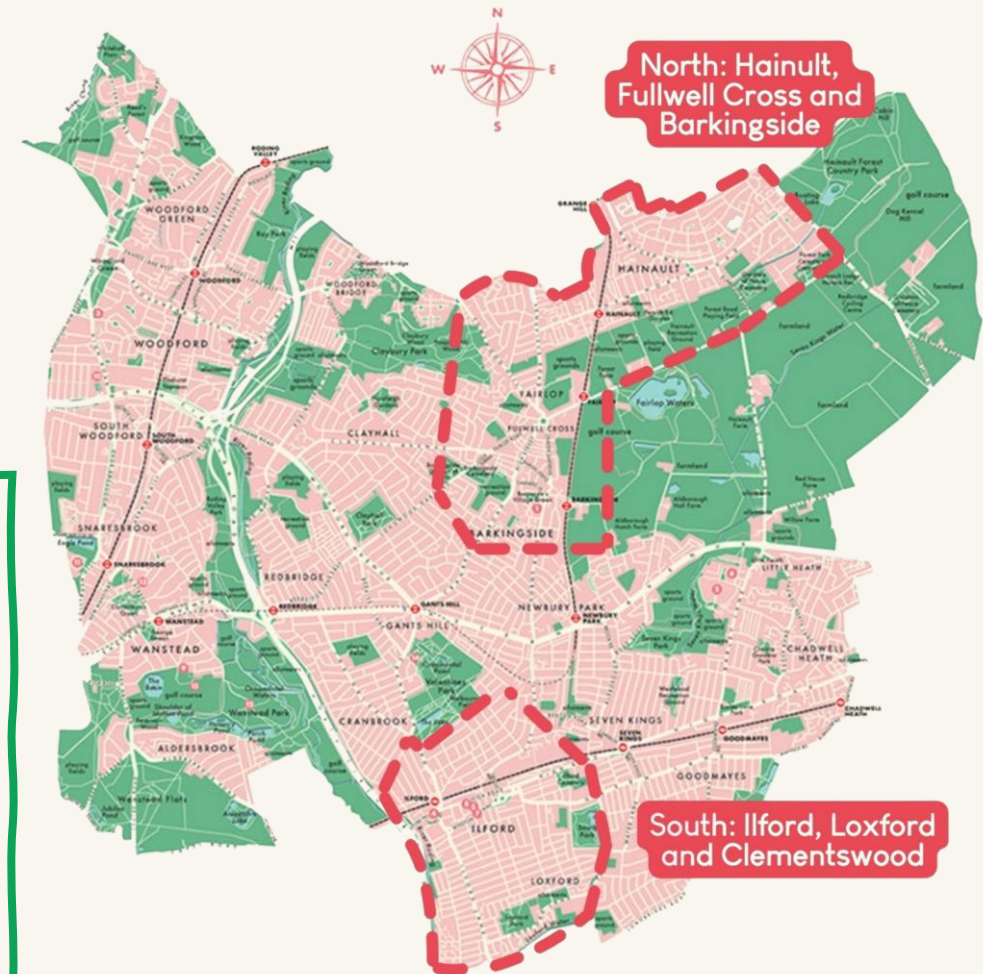
Over the next three years we will **expand** our target areas into other areas of low mainstream cultural activity and high need:

- **Clementswood** (South)
- **Barkingside** (North)
- **Chadwell Heath** (Removing Barriers)

**Loxford** will also remain a priority area.

We will also deepen engagement with **groups less represented** in our activities to date:

- The growing **Roma** community in Loxford
- **Eastern European** communities in the north of Redbridge
- **Youth groups** and colleges (including SEND schools)
- Housing associations and faith groups to reach **lower income groups**



**Expanded Priority Areas**

# WHAT WILL WE BE DELIVERING?



Year 1



Year 2



Year 3

Community Commissions	1 x existing project: Street Parade Plus Dance for Fitness (TBC)	1 x existing project: Street Parade 4 x new test projects (2 north, 2 south)	1 x existing project: Street Parade 2 x new full projects (1 north, 1 south)
Workshops (Insights Building)	12 touring workshops (4 per priority area) Truck Art with some food element	Use insights to inform Community Commission test projects and Street Parade	Use insights to inform Community Commission new projects and Street Parade
Youth / Digital Strand	Summer programme entitled 'Portfolio' (16-25)	Summer programme (alongside East London CPPs - TBC)	Summer programme (alongside East London CPPs - TBC)
Heritage Months	Visits to outdoor arts projects Planning shows for Year 2 Festival of the Dead (TBC)	South Asian Heritage Month (July) Black History Month (October) Planning shows for Year 3	Women's History Month (March) South Asian Heritage Month (July) Black History Month (October)
Skills / Go and See	Training for Community Producers Training for Future Producers Go and See trips	Training for Community Producers Training for Future Producers Go and See trips	Final Go and See trips
Rediscover Redbridge	April public event April sector event to support creative organisations (TBC)	April public event April sector event to support creative organisations (TBC)	April public event April sector event to support creative organisations (TBC)

## STRAND 1. **COMMUNITY COMMISSIONS**

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Community Commissions will remain the **key priority of our work**, led by our team of amazing **Community Producers**.

Previously, these projects have shown outstanding results, with high quality ratings, strong alignment to our core objectives and the largest audience reach of our work.

- In Years 1 to 3, we will **continue** one successful Community Commission developed in the current funding period: our **disability-led street parade**, this time working with SEND schools.
- From Year 2 onwards, we will also develop **four new test projects** (two in the north and two in the south), based on the emerging community insights collected during our Workshops.
- In Year 3, **two new projects** (one in the north, one in the south) will be taken forward to full delivery stage.



**'Big Small Wonders' Street Parade, 2025**

## STRAND 2. **WORKSHOPS**

In Year 1, we will launch a Workshop Programme to **deepen our understanding** of local audiences.

Based on the format of our 2023 [‘Here We Share’](#) sessions, Workshops will combine creative activities with opportunities to build new insights. This will ensure we are responding to emerging community needs and **generate fresh ideas** for the programme.

Insights gained will inform development of new Community Commissions and a report will be made available to partners in Redbridge, providing a helpful basis for placemaking work.

We will bring back our hugely-popular touring Truck Art truck as the backdrop to each workshop, delivered by local participatory artists, ensuring quality of both the artwork and the insight gathering process.



**‘Home Away From Home’  
Truck Art Project, 2025**

## STRAND 3. **YOUTH/DIGITAL**

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We will re-launch an **annual Youth/Digital project**, led by a group of local young people (Future Producers).

This project will explore a **broad range of digital artforms** and offer opportunities for **mentorship** and **skill development**. The Future Producers will design and deliver the programme, building a pipeline of future cultural leaders.

In Year 1, we will focus on **building portfolios** for up to 30 local young people and delivering a high-profile industry-focused showcase. We intend to partner with established **cultural education partners** in East London, including Foundation For Future London and A New Direction.

In Years 2 and 3, we will look to extend the programme with our neighbouring **East London CPPs** (Havering, Newham and Barking and Dagenham).



**'Future Producers Present...'  
Creative Showcase, 2025**

## Redbridge Outdoor Arts and Heritage Months

Our previous cohort of Community Producers (now called Community Champions) will play an active role in the Redbridge Outdoor Arts and Heritage Months programme, choosing performances for South Asian Heritage Month, Black History Month, and Women's History Month in 2027 and 2028.

## Skills and development

Community Producers will receive training in co-design, marketing, event management and access, ensuring high-quality project delivery. They will also visit cultural work as part of 'Go and See' trips, to help inspire ideas.

## Rediscover Redbridge

We will continue to facilitate an annual Creative Forum in Redbridge, where local creative organisations can showcase their activities to wider audiences and benefit from a peer-learning and networking session.



**Rediscover Redbridge  
2026**

# WHO MAKES THE DECISIONS?

## 1 Build community insights (listen)

We use our **insights** from local communities to develop key themes, objectives and ideas



## Design test projects

## 2

We work with our **Community Producers** to develop the ideas into test projects alongside amazing artists

## 3 Create big, bold, ambitious projects

We evaluate the test projects to see which the local community want to see made at **full scale** - these are big, bold and unique

Our Community Producers are **central to the success** of Colours of Redbridge and represent **Redbridge's diverse communities**.

Each of the three groups will be **refreshed for this new funding period**, welcoming between eight and ten new voices per priority area into the programme. They will continue to make **key decisions** about each project, including the location, scheduling, and artistic direction.

# HOW WILL WE **PROMOTE** OUR WORK?

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Our marketing focuses on trusted, **local relationships**, **authentic engagement** and **low-cost, high-impact** communications tailored to Redbridge's diverse communities.

Key principles:

- **Local** - through Community Producers, trusted networks and face-to-face engagement
- **Targeted** - reaching audiences through the channels they already use
- **Low-cost** - prioritising community networks and organic social media over expensive advertising
- **Sustained** - building long-term relationships and regular engagement over time
- **Accessible** - plain English, translations, inclusive design and accessible formats
- **Distinctive** - strong Colours of Redbridge visual identity and creative storytelling

## Priority Channels

### Physical

- Door-to-door distribution in priority areas
- Libraries, schools, health centres and community venues
- Community noticeboards, parks and leisure facilities
- Local press and partner networks

### Digital

- Instagram (youth and families)
- WhatsApp and Facebook community groups
- Partner newsletters and mailing lists
- Website, BookWhen and email updates
- Photography and video to showcase stories and impact

## WHAT IS THE **BUDGET**?

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The budget includes programme costs such as staffing, administration and overheads as well as spending money on the projects and reimbursing people for their time taking part. We propose **to increase our budget each year** in order to deliver **more exciting projects** over time and **respond to what people want**.

Year one 2026/27	£359,000
Year two 2027/28	£394,000
Year three 2028/29	£417,000

As well as funding from Arts Council England, Colours of Redbridge is **raising other funding** to deliver the programme.

We hope to raise funding from Neighbourhood Community Infrastructure Levy (NCIL), grants from trusts and foundations, and hiring out our artistic services (such as the South Asian truck).



**'Golden Hour' Immersive Dining Experience, 2025**

## HOW WILL WE KNOW IT'S **WORKED**?

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We will commission an **external consultant** to help us understand if and how we have achieved our objectives.

We also want to learn from our work and need to provide reports to **Arts Council England**, as our primary funder.

Like everything else in our programme, our evaluation will also **involve local people**. Our communities will help to decide what data to collect, and assist in collecting feedback from people involved in the programme.



**'Dance For Fitness'  
Showcase, 2025**

The logo for 'COLOURS of Redbridge' is centered within a large red oval. The word 'COLOURS' is written in a bold, sans-serif font with each letter in a different color: 'C' is blue, 'O' is green, 'L' is orange, 'O' is blue, 'U' is orange, 'R' is blue, and 'S' is green. Below it, 'of Redbridge' is written in a smaller, red, lowercase sans-serif font. A red wavy line arches across the top of the page, passing through the oval.

# COLOURS of Redbridge

Photo credits:  
Nyla Sammons  
Christopher Andreou

\*144,599 engagements over three years  
(multiple engagements could represent the  
same individual)

**Thank you for reading**

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