

# COLOURS of Redbridge

'Bringing **joy** and **colour**  
to our borough.'



# WHAT IS **COLOURS OF REDBRIDGE**?

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Colours of Redbridge (formerly Creative Redbridge) is a three-year programme of **community-led arts and culture** in the borough of 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**.

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

We believe that culture is a driving force for **stronger communities**. We will listen to community voices that are not often heard, to build a **healthier, happier borough**. We will help to reduce the impacts of the key issues residents face, such as the cost of living, health and wellbeing, or gaining skills and employment.



## WHO IS **INVOLVED**?

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Colours of Redbridge is led by a group of organisations who **work closely with local communities**:

- Friends of Loxford
- Ilford Business Improvement District (BID)
- Muslimah Sports Association (MSA)
- Redbridge Council for Voluntary Services (RCVS)
- SPACE Studios
- Vision Redbridge Culture and Leisure (the lead organisation)

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

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



# OUR OBJECTIVES

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

- **Bring the joy** - increase a sense of fun in the borough, bringing different communities together
- **Make some noise** - create collective voices that were previously unheard or underrepresented who can then tackle other issues in their neighbourhoods
- **Learning for earning** - increase skills and opportunities that can lead to better employment or further education
- **Healthy bodies, healthy pockets** - improve physical health and wellbeing through low-cost or free creative experiences
- **Boost our neighbourhoods** - increase participation, activating spaces and making them vibrant even in the face of an economic downturn



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 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
- Learning lessons from our work

## WHERE WILL WE BE WORKING?

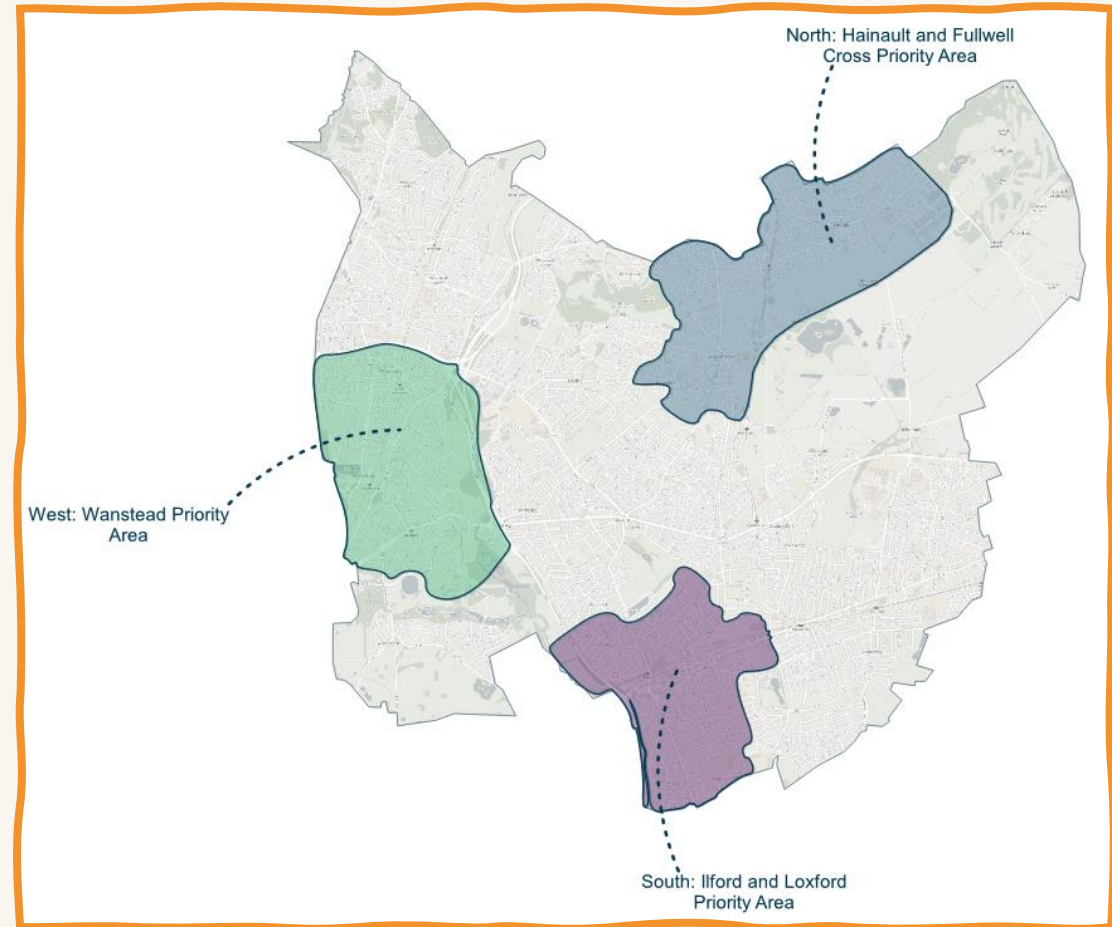
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We will begin our work in three priority areas in the borough: in the **north**, **south** and **west**.

We want to engage **new audiences** so that everyone has access to high quality arts and culture. Our knowledge of the borough and research shows that our more **ethnically diverse communities** and those with **less money** are also **less likely to get involved in mainstream arts and culture**.

**Iford and Loxford** in the south of the borough, and **Hainault and Fullwell Cross** in the north have a bigger proportion of these groups.

**Wanstead is a hub of health care providers, networks and facilities for older and disabled people** – groups also less likely to get involved in mainstream arts and culture. That's why we are also focusing on this area.



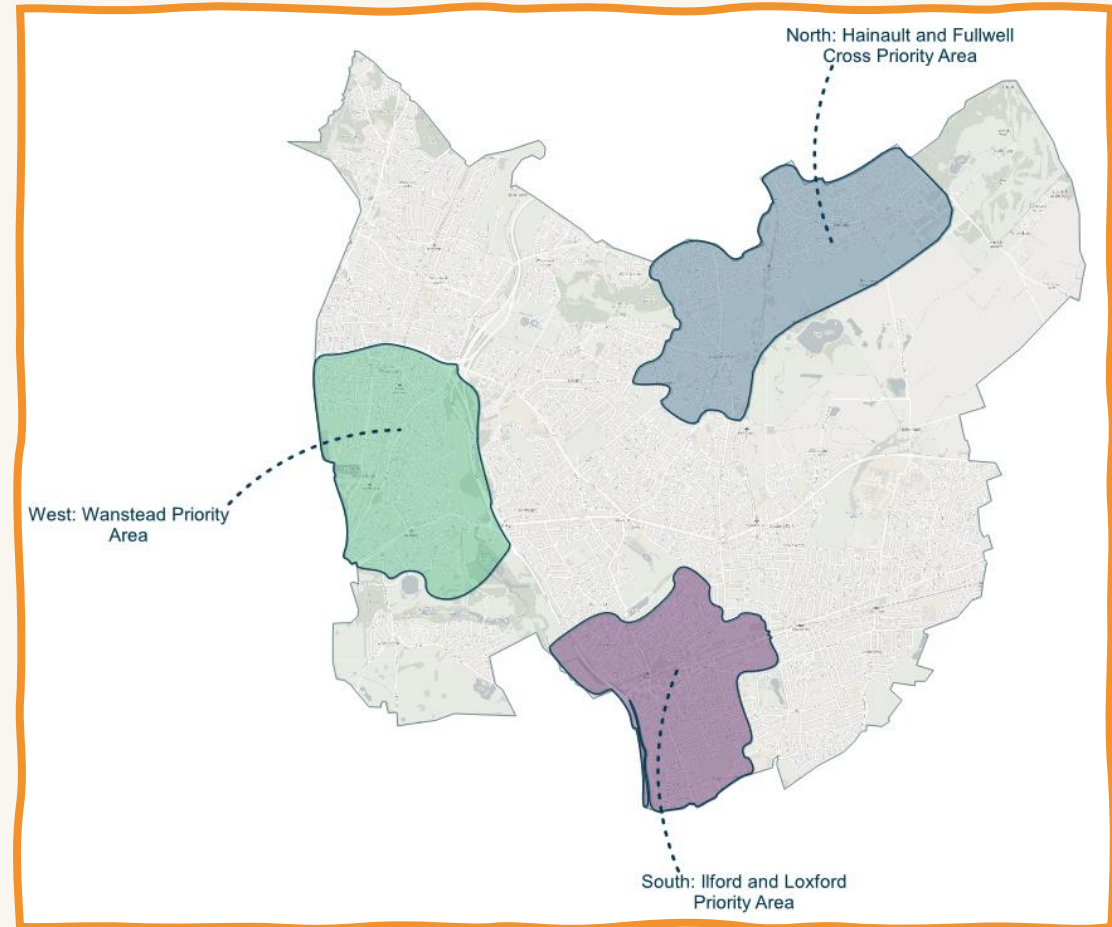
**Our priority areas**

## WHERE WILL WE BE WORKING?

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Our research shows that, in general, **people who are less involved** in the arts in Redbridge:

- Could be put off by the **cost**
- May consider themselves creative but are turned off by 'mainstream' arts (as it may **not be tailored to their needs**)
- Are likely to be from an **Asian/Asian British** or **Black/Black British** background
- Are more interested in activities that are **local** and in **familiar** settings
- Value **family-friendly** activities
- Are more interested in arts that **reflect their cultural background**



**Our priority areas**

## WHO DO WE WANT TO REACH?

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In order to **engage new audiences** with arts and culture, we will focus on the following groups in our three priority areas:

- Families
- Children and young people
- Asian and Asian British communities
- Black and Black British communities
- Lower income groups
- Older people
- People with disabilities

Our principles for getting people involved will be **local, familiar, and relatable**. Arts activities will be **free or low cost**, and will **take place in familiar, local settings**.



Our team of three **Community Engagement Officers** will promote Colours of Redbridge by having conversations and building networks in each of the three priority areas.

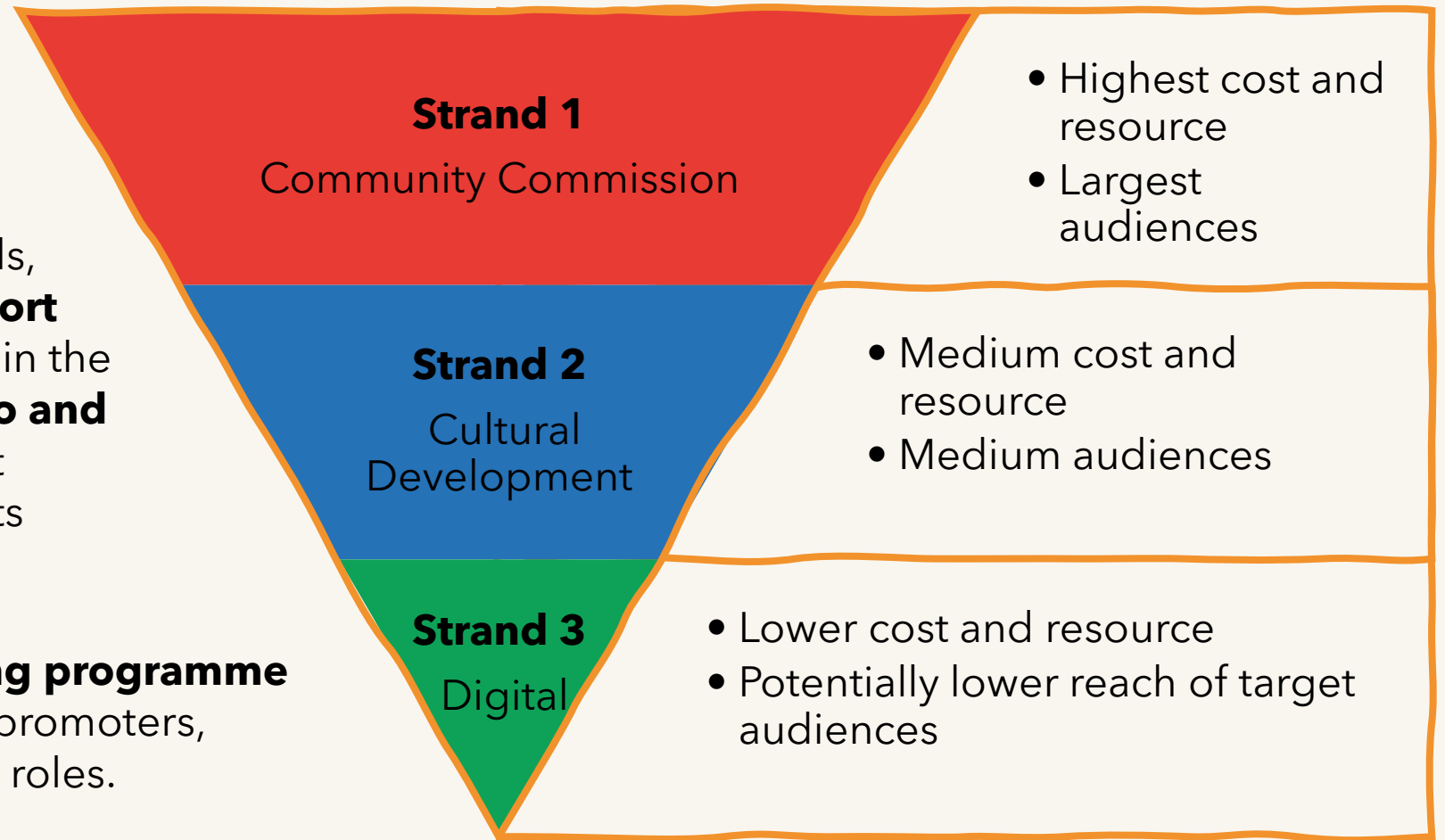
They will get in touch with community groups, faith groups, health services, youth services and charities, amongst others, to spread the word. We will also use social media and other publicity channels to spread awareness.

# WHAT WILL THE PROGRAMME DO?

There are **three main programme strands** and all of them will launch this summer.

In addition to these three strands, there will be **training and support** available for people taking part in the programme. This will include **'go and see'** visits where people can get inspiration from other arts events happening across London.

There will also be a **volunteering programme** for residents to get involved as promoters, stewards, influencers, and other roles.



**Our delivery strands**



## STRAND 1. **COMMUNITY COMMISSION**

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We will spend most of our budget to create **a few larger projects**, developed with local groups called '**Community Producers**'. These projects could be anything from festivals and fireworks to Bhangra and beatboxing, depending on what best supports local communities.

In each of our priority areas we will follow this process:

- 1. Listen** - We will run around 30 'Here We Share' sessions in partnership with community organisations. Artists will gather stories from local people and find out what's important to them. In return, people taking part will receive a token of our gratitude, such as a free meal, performance, or workshop.
- 2. Test** - Based on what we hear, our Community Producers will organise a series of 'test projects' to see what local people enjoy the most.
- 3. Create** - The most successful of these test projects will be developed into a larger project (one per priority area).



**'Here We Share' sessions**

## STRAND 2. **CULTURAL DEVELOPMENT**

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We will provide **funding and support** for **existing community groups** to run their own **creative projects and activities**. In each priority area, **five groups** will receive some funding to test their ideas in 2023/24.

The following year, the **three most successful projects** will receive more funding to make their projects bigger and reach wider audiences.

As well as this funding, groups will get **free advice, training and support** to raise additional funds, plus project management support, provided by Redbridge CVS.



**Friends of Loxford  
community group**

## STRAND 3. **DIGITAL**

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Across the whole of Redbridge, we will deliver a **digital arts project** each year. This will be led by young people from the borough, including from the Redbridge CVS Young Advisors programme.

They will develop ideas and commission a creative organisation to help deliver their idea and then work to get people involved. It could be **anything creative and digital** such as filmmaking, gaming design, audio design, a podcast, dance challenge or digital fashion project.



**Redbridge Design Challenge  
winner and judges**

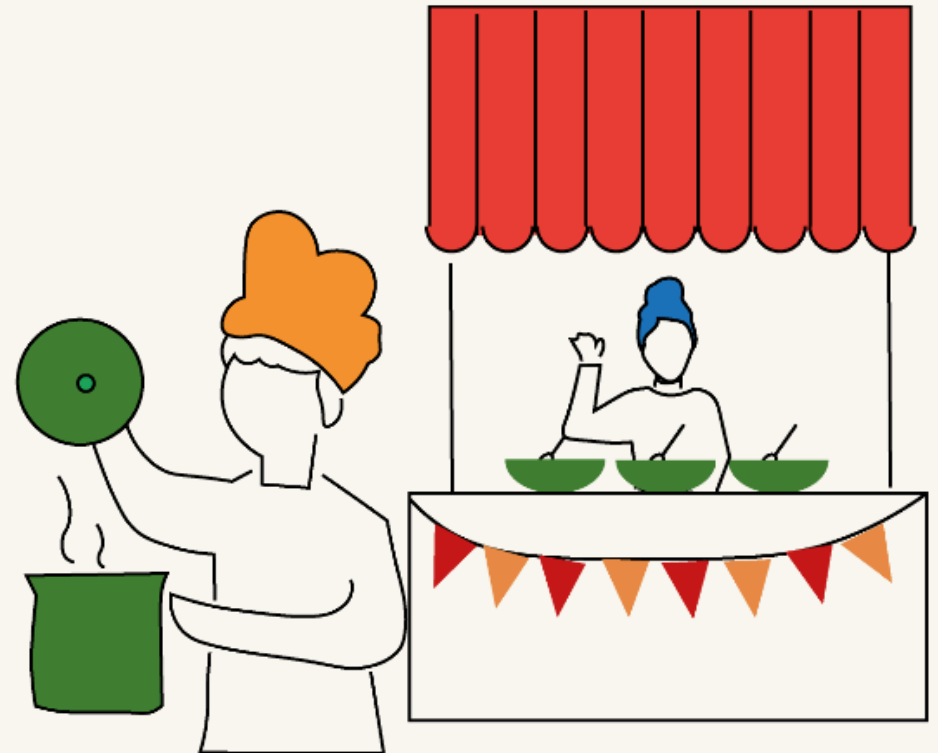
# WHAT IS THE **BUDGET**?

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 2022/23	£97,000
Year two 2023/24	£450,000
Year three 2024/25	£576,000

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

We hope to raise funding from Neighbourhood Community Infrastructure Levy (NCIL), grants from trusts and foundations, and commercial sponsorship (such as Ilford BID).



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

We will commission an **external consultant** to help us evaluate Colours of Redbridge, so we can understand if and how we have achieved our objectives.

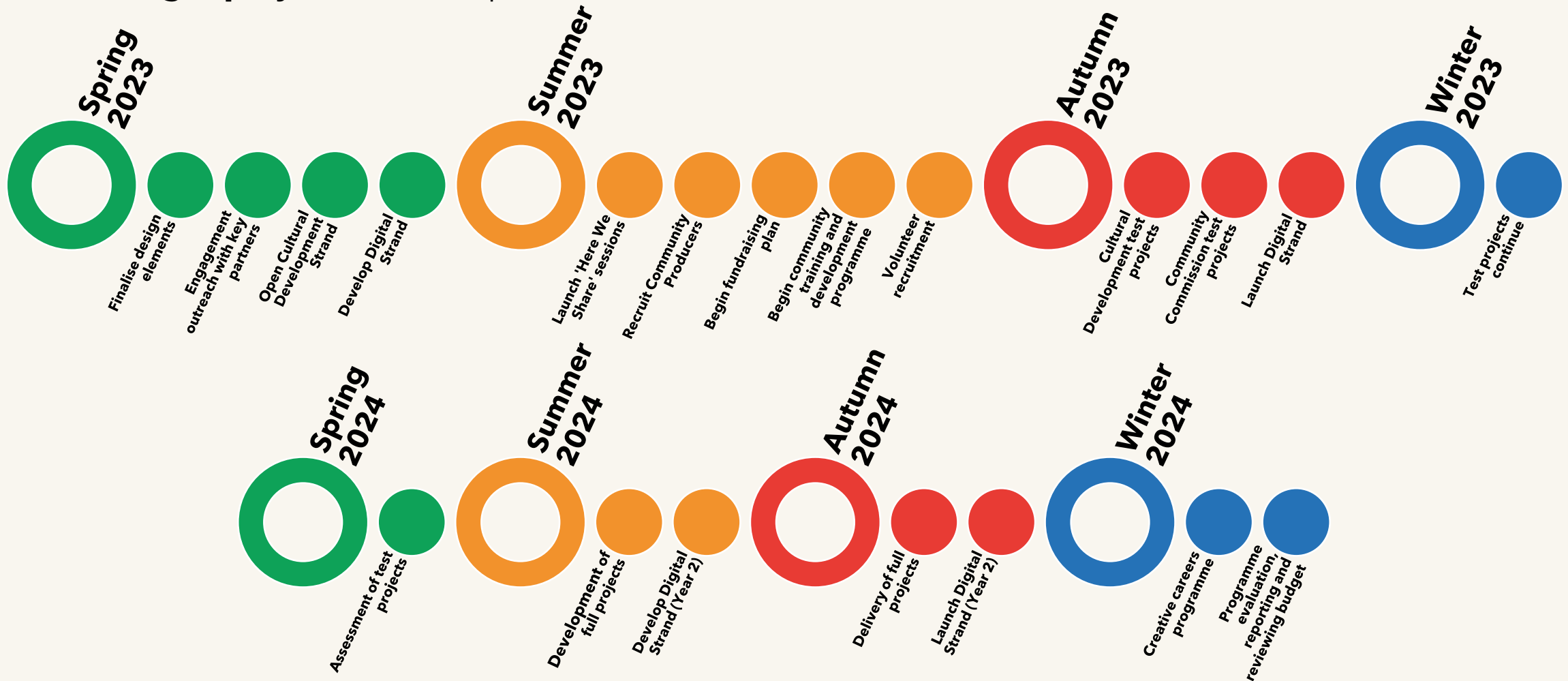
We also want to learn from our work and need to provide reports to **Arts Council England**, as our primary funder.

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.



# WHEN WILL IT **HAPPEN?**

2022 involved **setting up the project**. 2023 will be mainly around **listening and testing ideas**, and then **larger projects** will take place in 2024.



# COLOURS of Redbridge

**Thank you**

For more details email  
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