

Y1 Culture Delivery Plan - Jan-Dec 2025 (for publication)

	PROJECT / ACTIVITY	CULTURAL ACTION PLAN ACTION ALIGNMENT	MEASURES	CULTURAL ACTION PLAN OUTCOME	CULTURAL ACTION PLAN MEASURE
			INDICATOR		
1 COMMUNITY-POWERED CULTURE (cultural decision-making and participation)					
1.1	Expand engagement with South Asian Women through Morris & Art from the Islamic World; input into planning for South Asian Heritage Month 2025	Actions 1.1, 1.4	% of participants from South Asian and muslim heritage backgrounds participating in programme. Demographics of visitors evaluated. Number of South Asian Heritage Month activities.	More people participate in culture and this participation is fully representative of the demographics of the borough	Participation in culture events is fully representative of borough demographics by 2030. (ONS Census 2021: 47% non-white) Baseline: 46% across C&D reporting in 2023/24
1.2	Create and deliver a culture brand campaign: assets, 'What's On', visual identity and roll-out, linking to Culture for All programme in Walthamstow and opening of Soho Theatre Walthamstow	Action 1.2	Number of visitors to cultural venues Digital analytics: click through, unique web users; increase social media following and newsletter subscription.	More people participate in culture and this participation is fully representative of the demographics of the borough	Participation in culture events is fully representative of borough demographics by 2030.
1.3	Deliver the cultural, civic and community events programme & grant funding (Make it Happen grant scheme, Fellowship Fund). Implement the flag-raising protocol.	Action 1.6	Number of grantees, % demographics of grantees Number of audiences and participants in Make it Happen, % demographics of audiences and participants £ invested in Fellowship Fund and Community Events, £ match-funded	Increased collaboration between community groups through cultural activity results in better social cohesion.	Number of artists, cultural organisations, VCS and community groups working together and reporting increased collaboration
				Communities role in cultural decision-making grows resulting in more agency and power.	# of diverse artists and organisations involved in decision-making increases every year.
1.4	Plan and pilot Heritage Hubs, co-curated displays and temporary exhibitions in partnership with community groups	Actions 1.1, 1.3	% increase in engagement with VHM from these groups	More people participate in culture and this participation is fully representative of the demographics of the borough	Participation in culture events is fully representative of borough demographics by 2030.
				Communities role in cultural decision-making grows resulting in more agency and power.	# of diverse artists and organisations involved in decision-making increases every year.
2 CREATIVE HEALTH & WELLBEING					
2.1	Map creative health provision and evidence-base in Waltham Forest, working with the Creative Health Associate at the North-East London ICB	Actions 1.1	Number of Creative Health activities / organisations mapped Evidence of impact of Creative Health activities / organisations compiled and analysed	Culture is harnessed as a preventative driver for better health. New evidence and creative health mapping drives future funding opportunities.	There are more referrals to cultural activities through social prescribing 50% of respondents report improvement in mental health and wellbeing after cultural participation. Number of people accessing creative health spaces and programmes, particularly from target groups increases every year.

2.2	Deliver Make It Happen 2025 with the focus on programmes for Creative Health: borough wide grant funding scheme & capacity building programme; develop local community selection panel	Actions 1.1, 1.4, 2.1 and 2.4	Number of Make it Happen grantees, % demographics of grantees and community panel Number of Make it Happen audiences and participants, % demographics of Make it Happen audiences and participants £ invested in Make it Happen, £ match-funded	More people participate in culture and culture decision making; participation is fully representative of the demographics of the borough; more people state that their health has been improved through cultural participation	Number of people accessing creative health spaces and programmes, particularly from target groups increases every year. 50% of participants reporting improvement in mental and physical health through participation in programme. Also see Action Area 1: Participation in community panel, and grant funded culture events is fully representative of borough demographics by
2.3	Cultural social prescribing programmes for mental health e.g. WMG Flow State Sessions, dedicated activities at the Wetlands	Actions 2.4 and 2.6	Meeting participant targets for the funding, growth of participants following the 2024 pilot	Culture supports better health outcomes for specific groups of people, we can evidence this locally.	Number of people accessing creative health spaces and programmes, particularly from target groups increases every year. 50% of participants reporting improvement in mental and physical health through participation in programme.

3 CREATIVE EDUCATION, SKILLS & JOBS

3.1	Deliver cultural education and participation programmes for schools, including development opportunities for teachers; develop the Cultural Education Partnership (CEP) group	Action 3.1	3 CPD sessions per year Number of attendees to CEP meetings	Education, skills and careers opportunities are coordinated from early years to adulthood to give residents the best route into creative jobs.	Increase in pupils and students visiting cultural events and venues. More children and young people participate in creative activities, in and out of educational settings.
3.2	Develop a new framework to enable young residents to build creative skills and shape the cultural programme.	Actions 3.1, 3.2, 3.3, 3.4	Number of young people accessing skills and programming opportunities Demographic data of young people accessing skills and programming opportunities	More diverse young people are accessing creative jobs and opportunities. They take an active role in local cultural programming.	Increase in residents accessing skills and employment opportunities in the creative sector, especially diverse young people.
3.3	Develop work experience opportunities for target cohorts, working in partnership with the Youth Justice Service	Actions 3.2, 3.4	Number of young people from target cohorts accessing skills and work experience opportunities Number of referrals from Youth Justice Service	More diverse young people are accessing creative jobs and opportunities. They take an active role in local cultural programming.	Increase in residents accessing skills and employment opportunities in the creative sector, especially diverse young people. Increased number of partners offering education, training, skills and employment opportunities in the creative sector.
3.4	Develop programme of training, work experience and paid posts for groups underrepresented in culture and heritage, including SLAs for contractors delivering events, filming contracts and partnerships	Action 3.2, 3.3	Number of trainee, work experience and paid opportunities offered to WF residents. Focus on target cohorts and underrepresented groups in culture and heritage.	More diverse young people are accessing creative jobs and opportunities. They take an active role in local cultural programming.	Increased number of partners offering education, training, skills and employment opportunities in the creative sector. Increase in residents accessing skills and employment opportunities in the creative sector, especially diverse young people.

3.5	Dialled In: Dialled Industry delivery	Action 3.2, 3.3 & 3.4	Number of young people from target cohorts accessing skills and work experience opportunities	More diverse young people are accessing creative jobs and opportunities. They take an active role in local cultural programming. Also cross-reference: Action Area 1: Community-powered culture, Action Area 4: Cultural Infrastructure and Creative Economy, Action Area 5: Creative Neighbourhoods	Increase in residents accessing skills and employment opportunities in the creative sector, especially diverse young people. Also cross-reference: • AA1: More people participate in culture and this participation is fully representative of the borough • AA1: Increased collaboration between groups through cultural activity strengthens community cohesion • AA4: Creatives and creative businesses have the space and support they need to grow • AA5: Creative activations increase footfall for businesses, build social capital and support vibrant town centres
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4 CULTURAL INFRASTRUCTURE & CREATIVE ECONOMY

4.1	Secure operators for Walthamstow Assembly Hall, Chestnuts and Vestry House Museum	Actions 4.1, 4.4, 4.5	3 operators appointed Income targets achieved as per operator agreements	Cultural infrastructure is protected and grown. Existing spaces are better used and generate additional income, to re-invest in our communities.	Net increase of cultural infrastructure and of spaces offering cultural opportunities across the borough. Turnover generated by commercial operators and events is re-invested cultural participation via a Local Cultural Fund.
4.2	Deliver the soft launch programme of Soho Theatre Walthamstow	Actions 4.1, 4.2, 4.4	Number of visitors attending soft launch programme % demographics of visitors attending Focus on target cohorts Number of community partners and groups involved in the soft launch programme Number of local enterprises involved in soft launch programme	Waltham Forest is recognised as a place to make and experience exceptional culture and creativity. Cultural infrastructure is protected and grown. Existing spaces are better used and generate additional income, to re-invest in our communities.	Net increase of cultural infrastructure and of spaces offering cultural opportunities across the borough. Increased visitor footfall and spend. Increase in local enterprises provided support, trading and artistic opportunities at events and venues.
4.3	Develop the Vestry House capital project to increase access and begin work on audience development & co-curation. Establish new operational model that introduces affordable creative workspace	Actions 4.1 and 4.5	Operational model developed which forecasts future income (reopening due 2026) # community partners and groups involved in audience development and co-curation of VHM	Cultural infrastructure is protected and grown. Existing spaces are better used and generate additional income, to re-invest in our communities.	Turnover generated by commercial operators and events is re-invested cultural participation via a Local Cultural Fund. Increase in local enterprises provided support, trading and artistic opportunities at events and venues.
4.4	Develop commercial income streams e.g. venue booking and filming	Action 4.3	Complete implementation of bookings platform; Achieve stretch income targets	Increased investment and business opportunities for local creative enterprises results in inclusive sector growth, with funds reinvested in cultural participation.	1% of turnover generated by commercial operators and events is re-invested cultural participation via a Local Cultural Fund.
4.5	Capacity building programme (TBC)	Action 4.6	Number of capacity building opportunities offered (workshops, mentoring, networking) Number of participants in capacity building Number of partners and experts involved in programme	Increased investment and business opportunities for local creative enterprises results in inclusive sector growth, with funds reinvested in cultural participation.	Increase in local enterprises provided support, trading and artistic opportunities at events and venues. Net increase of cultural infrastructure and of spaces offering cultural opportunities across the borough.

5 CREATIVE NEIGHBOURHOODS

5.1	Deliver events programmes across the borough incl. Shake the High Road 2025 in Leytonstone; Leyton Mas carnival in Leyton in addition to hyperlocal projects delivered through Make it Happen Grants	Actions 5.2, 5.3, 5.4	Number of cultural activations happening in different neighbourhoods, with a focus on culturally underserved areas Number of local partners and creatives delivering programmes (% demographics) Increased footfall and spend	A thriving creative community in each neighbourhood delivers cultural activations. Improved community safety and social cohesion through culture, creating a sense of belonging and togetherness. Creative activations increase footfall for businesses, build social capital and support vibrant town centres.	Number of cultural activations happening in each neighbourhood. Creative activations bring more footfall and local economic benefit to each neighbourhood. Residents report an increased sense of safety, cohesion and belonging, through cultural participation.
5.2	Scope a new programme for Chingford, including public engagement programmes for the Waltham Forest Archives and Local Studies Library in North Chingford	Actions 5.1 and 5.2	Number of residents engaged in development of programme % demographics of residents engaged Number of local creatives and community groups identified as partners	A thriving creative community in each neighbourhood delivers cultural activations Creative activations increase footfall for businesses, build social capital and support vibrant town centres.	Number of cultural activations happening in each neighbourhood. Creative activations bring more footfall and local economic benefit to each neighbourhood.
5.3	Deliver commercial festival/s in Leyton Jubilee Park	Actions 5.4 and 5.6	15% allocation of concession and free tickets 20% Freelance roles to be filled by WF residents 1 Trainee opportunities offered to WF resident 70% of local traders 30% of local supply chains	Tracking sentiment/feedback from local attendees using free and concessions Tracking employment opportunities Tracking wider trading opportunities	Number of cultural activations happening in each neighbourhood. Creative activations bring more footfall and local economic benefit to each neighbourhood.
5.4	Scoping and development of cultural programming in libraries with an ambition to apply for Arts Council England project funding	Action 5.5	Project grant income from ACE in at least 1 library		Number of cultural activations happening in each neighbourhood. Creative activations bring more footfall and local economic benefit to each neighbourhood.

6 CULTURE AND CLIMATE ACTION

6.1	Develop and publish a green event toolkit, using learnings and planning from Walthamstow Garden Party	Actions 6.1 and 6.3	Number of creatives, businesses and operators engaged with toolkit	Our creative enterprises and cultural organisations are equipped to respond to climate and ecological emergency. They have access to the knowledge, skills, networks and investment to do so	Increase in creative businesses and cultural organisations operating in the borough who are equipped to monitor and reduce their environmental impact.
6.2	Deliver a programme of environmental awareness, including family and school sessions on biodiversity and sustainability, and a Green Jobs Fair at Walthamstow Wetlands	Action 6.3, 6.5	Number of pupils, students and schools engaged Number of attendees to Green Jobs Fair, % demographics of attendees Number of employers represented at Green Jobs Fair	Climate action activity increases through creativity and creatives	Increased number of creative climate collaborations with a measurable impact on behavioural change

6.3	<p>Improve the environmental sustainability of Vestry House and operations through specification for revitalisation (e.g. air source heat pumps, improved insulation) and operational plan developed with operator; climate issues and history of activism to be included in permanent exhibitions</p>	<p>Actions 6.2, 6.3, 6.4, 6.5</p>	<p>Reduction in scope 1 & 2 carbon emissions Number of creatives and community groups engaged on climate issues during revitalisation</p>	<p>Net zero cultural infrastructure and events in the borough.climate action. Climate action activity increases through creativity and creatives</p>	<p>Reduction in carbon emissions across cultural sites and events in line with emissions targets set in our Climate Action Plan</p> <p>Increased number of creative climate collaborations with a measurable impact on behavioural change</p>
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