

Leading with Purpose

Brief for Response Piece

Sept 2026

A New Direction is commissioning responses to [Leading with Purpose: Cultural Education in Practice](#), our collection of essays on the evolution of cultural leadership. We are looking to commission leaders (emerging or established) in the cultural education sector to provide insights or creative reflections on our publication that contribute to the discussion.

Your response can take the form of a written piece for our [blog](#) (max of 1,000 words) or another creative format, responding to one or more of the articles in our resource (outlined below) and developing the conversation further by:

- Identifying the main challenges cultural educators are facing today;
- Addressing issues in your field of expertise within the cultural education sector — how it's changed, where it's headed, etc.; or
- Sharing any tips or suggestions you have for sector actions and focus.

Fee

£250 - this includes either a piece of writing up to 1,000 words, or another creative response (such as a piece of digital visual art).

Project Context

[Leading with Purpose: Cultural Education in Practice](#) is a collection of observations, studies, analysis and practical tools for today's cultural educators. Many of the leaders who inspired and contributed to the resource work outside traditional institutions. They navigate shifting policies, funding challenges and gaps in support and have developed resilience, creativity and deep community knowledge along the way. Leading with Purpose is not a fixed manual. It's an invitation to recognise, resource and reimagine leadership for the future. We hope it sparks reflection, conversation and action.

The publication brings together three perspectives:

- Dr David Parker explores what cultural education leadership is, why it matters, and what support the sector needs.
- John Riches shares the stories of ten practitioners whose lived experience shapes their leadership and opens pathways for others.
- Dr Chrissie Tiller connects today's work to radical thinkers of the past, showing how their ideas can help us create new possibilities for children and young people.

We have organised a series of in-person events tied to the articles and will be sharing a collection of complementary views and reflections from your sector peers on our blog throughout Autumn 2026. To keep the conversation going, we are looking for additional responses to share at the start of 2027.

Timeline

- Deadline for EOI submission – 7th Dec 2026
- Successful EOI submissions notified – w/c 7th Dec 2026
- Writing and editing – Dec 2026 / Jan 2027
- Published via AND – February / March 2027

How to apply

Complete our EOI form here: <https://www.tfaforms.com/5223065>

If you have any questions feel free to contact Marina.Lewis-King@anewdirection.org.uk

About A New Direction

We are an award-winning not-for-profit organisation generating opportunities for children and young people to develop their creativity. We work with arts, cultural and creative organisations in London to support and develop their approaches to work with and for children and young people.

Find out more: www.anewdirection.org.uk/about-us