

Annual Review 2010




a new direction

'We have found working with A New Direction incredibly productive. The organisation has taken a pivotal role in the development of CREATE over the past two years and has led on our young people's strategy and engagement with children and schools from across the Host Boroughs. We look forward to working with A New Direction over the coming years and making the most of 2012 and the legacy.'

HADRIAN GARRARD
HOST BOROUGHES UNIT

Contents

| | | | |
|---|-----------|------------------------------|-----------|
| Introduction | 2 | International Work | 13 |
| About Us | 5 | Vancouver | 13 |
| Creative and Cultural Learning | 6 | Oklahoma | 13 |
| Creative Partnerships | 6 | Service Children's Education | 13 |
| The Story of Stratford | 7 | Financials | 14 |
| Careers and Skills | 8 | Trustees and Staff | 16 |
| Headstart | 8 | Registered Details | 17 |
| IPC Media Schools' Design Programme | 8 | | |
| Arts Award in London | 9 | | |
| Also in 2010/11... | | | |
| CREATE Skills 2012 | 9 | | |
| Trashed Fanzine Project | 9 | | |
| Networks and Continuing Professional Development | 10 | | |
| InLondon (Interactive Network for London Schools) | 10 | | |
| Creative Agents | 10 | | |
| Future Directions | 11 | | |
| Local Authority Forum | 11 | | |

Introduction

This has been a great year for A New Direction. I'm really proud of the work we have delivered, which has created some exceptional opportunities for young Londoners to develop their passion for the arts and creativity. The focus this year has been on widening our reach and connecting with new partners and this has created some exciting new programmes and alliances, which we are looking forward to developing in 2011.

As the new political landscape settles, the impact of the spending review will see significant changes in funding for the creative and cultural sector, and new collaborations will become a key way forward for many during this period of extensive change. We look forward to playing our part in shaping and supporting these new partnerships.

I particularly welcome the debate about quality and excellence in relation to creative work with young people. In my 25 years of working in participatory arts settings I have always strived to achieve excellence and I think we owe it to young people to make sure that we are always

pushing these boundaries. I look forward to bringing A New Direction's expertise to future debates and discussion on quality, clarity and good practice as part of this process.

Our work is driven by Young Londoners and we've made even more effort this year to ensure that our own organisation models good practice by involving young people in all aspects of our work – from management and administration to planning and leadership of our work related learning programmes and artistic work. This commitment is already changing the way we work for the better making us more responsive and relevant to young people, which can only be a good thing.

A personal highlight of the last year was enabling a group of students from Stoke Newington School to visit Vancouver for a week to document and report on the 2010 Paralympic Winter Games. The students documented their experience via a range of social media platforms, reporting back to the UK via Twitter, Word Press blogs, Flickr, Vimeo and Audioboo. This work accelerated our understanding of what the London 2012 Olympic and Paralympic Games can mean to young Londoners and is informing our work around how young people can engage with the Games.

'This has been a great year for A New Direction. I'm really proud of the work we have delivered, which has created some exceptional opportunities for young Londoners to develop their passion for the arts and creativity.'

Going forward I'm particularly energised by our Games inspired artistic programme 'The Biggest learning Opportunity on Earth', which includes 150 schools working with 13 of London's leading arts organisations to explore how young people can effectively engage and experience the London 2012 Olympic and Paralympic Games.

The coming year will be an important one for A New Direction. We are ready to embrace what lies ahead and hold firmly to the belief that the arts and creativity can make a difference to the attainment, achievement and well being of the young people of London.

We live in an international city, with unique world leading cultural and creative resources and it is the entitlement of every young person to have access to these resources.

It is through the arts and culture that we develop a better understanding of ourselves and the city in which we live and it is my aspiration that A New Direction becomes a leadership organisation that models best practice ways of connecting young people, creativity and culture across our city.

Steve Moffitt
Director

'A New Direction addressed difficult questions, getting professionals to think beyond their organisations and imagine what we might all be able to achieve together. Not many organisations do this, few have the capacity to organise it, even less know what's going on across all sectors to be able to think it all together! It was inspiring.'

ANNA CUTLER, TATE
FUTURE DIRECTIONS PARTICIPANT

'Bringing together a diverse array of arts companies around the Olympics, A New Direction has walked the talk when it comes to collaborative creative practice, creating a working environment that encourages the sharing of ideas in a mutually beneficial way. That surely is the way of the future in this sector.'

GREG KLERKX, NIMBLE FISH
BIGGEST LEARNING OPPORTUNITY ON EARTH PROJECT

'You start to understand certain things working from the inside that you would never be able to grasp from an outside view.'

ASHLEY SAMUEL AJAYI, 16
HEADSTART (CREATE PROGRAMMER)

About Us

A New Direction is the strategic body for connecting young Londoners with the city's creative and cultural energy. Our work is driven by young Londoners, and is structured around pathways to **careers, creative potential** and **audiences** for young people.

A New Direction to careers

We support young people in the development of skills related to employment within the creative and cultural sectors and beyond. Our work-related learning programmes and opportunities open doors, and help young Londoners navigate their own paths into the world of work.

A New Direction to creative potential

Through our work with schools and other settings for children and young people, we aim to ensure all young people are equipped with the capability to find their own artistic, cultural and creative passions and pathways.

A New Direction to audiences

We provide young Londoners with a voice, enabling them to explore their city, and communicate what it means to come from London. We do this through finding new and different ways for young Londoners to share their creative work and connect with the city's creative and cultural sectors.

Creative and Cultural Learning

We believe in high quality arts provision and strong creative and cultural learning opportunities for all young Londoners. This can enhance and unlock learning, and can be the catalyst towards shaping future ambitions and creative careers – fuelling the next generation of creative minds, artists and creative leaders of the future. Everyone can learn through the arts and creativity, and this year our creative and cultural teaching and learning programmes reached more teachers and young people than ever before, with around 1,615 teachers and 23,587 young people involved in 2009/10.

Our expertise and experience in successful partnership building, combined with our expansive networks across the arts, creative industries and the education sector puts us at the forefront of our field.

As the London delivery agency for England's flagship creative teaching and learning programme, Creative Partnerships, we have built our networks

and expertise, delivering countless arts and education projects in hundreds of schools since the programme launched in 2002. As the programme concludes at the end of summer 2011, we remain committed to providing cultural learning opportunities across the capital.

Creative Partnerships

2009/10 – We successfully delivered creative and cultural learning projects across 115 Creative Partnerships Enquiry Schools (one-year programme) and 80 Change Schools (three-year programme), across 21 London Boroughs. 22,070 young people took part in the programme, with 1451 teachers and 413 creative practitioners.

In 2010/11, 150 schools from all across the capital will take part in 'The Biggest Learning Opportunity on Earth' – an exciting, London-wide artistic programme, exploring the value of the London 2012 Olympic and Paralympic Games for young Londoners.

The programme encourages young people to think critically about their place in the world and what it could mean to be a global citizen in the 21st century. This is London's 2010/11 Creative Partnerships Enquiry Schools programme, and is delivered alongside 13 of London's leading

'The school has benefited enormously from the work in terms of a positive impact in developing creative approaches to high quality teaching and learning.'

CHRISTINE ALEXANDER,
HEAD TEACHER OF COLEGRAVE PRIMARY SCHOOL
STORY OF STRATFORD PROJECT

arts organisations, each developing a different Games-inspired theme.

Partner organisations: Cineclub – The Young Filmmakers Network, Clayground Collective, Discover, Eastside Educational Trust, Emergency Exit Arts, Fundamental Architectural Inclusion, Graeae Theatre Company, Kinetika, LIFT, MakeBelieve Arts, Nimble Fish, Punchdrunk, RollingSound.

'The Biggest Learning Opportunity on Earth' has been awarded the Inspire Mark the badge of the London 2012 Inspire Programme, which recognises innovative and exceptional projects that are directly inspired by the 2012 Olympic and Paralympic Games, and will culminate in a celebratory festival in July 2011, bringing together all of the 150 participating schools.

The Story of Stratford

2009/10 – This two-year artistic commission documents the progress of the Westfield Stratford City development, from a building site in 2009 to an operational retail centre upon its opening in 2011, and explores how the history and subsequent regeneration of Stratford will change the lives of participating students and their families.

It was commissioned by Westfield Stratford City, with A New Direction delivering the project as part of the development's broader public art programme. Visual artist Helen Marshall worked with around 70 young people from local schools, Colegrave Primary School and Stratford School, and in late 2009 students enjoyed a taste of fame, as the temporary hoardings around Stratford station displayed their artwork from the project for local commuters. This was followed in July 2010, with a successful exhibition of work held at the East Gallery, Stratford.

In 2010/11, the completion of the project marks a new, intergenerational relationship between participants from Colegrave Primary School, and older people living at residential home Holden Point, Stratford, which also acts as a viewing gallery over the Olympic development.

Careers and Skills

We are committed to helping young people find their way to creative jobs and careers. This is important in feeding the sector with the greatest talent from the widest and most diverse pool of young Londoners, and promoting fairness and transparency across the sector. We understand that young people need to know what types of jobs are out there and available to them. Our programmes provide a combination of skill development directly related to employability, and hands-on creative and professional experience.

Headstart

2009/10 – This year we launched Headstart, our programme for young Londoners (aged 15–25) preparing for creative and cultural employment. 35 young people took part in the programme, which is delivered in partnership with industry professionals and focuses on four areas: Event Production (CREATE Programmers), Event Photography (Photo Posse), Film Production (Constant Pictures) and Social Media Journalism.

The CREATE programmers produced events for around 350 young people, while the Photo Posse took on commissions as part of the CREATE Festival. Constant Pictures produced films for A New Direction, the Royal Shakespeare Company and the University of the Arts. In March 2010, our Social Media Journalists reported live from the Vancouver 2010 Paralympic Winter Games.

The 2010/11 programme involves 45 young people. Constant Pictures have been commissioned by Westfield Stratford City, and the CREATE Programmers will be bringing a varied programme of music and dance to young people across the Host Boroughs in February 2011.

IPC Media Schools' Design Programme

2009/10 – Our work related learning programme delivered in partnership with IPC Media (the leading UK consumer magazine publisher) continues to develop, expanding to involve 36 students from schools in both Southwark and Croydon. IPC Media recognises this programme as adding value to core business, keeping ideas fresh, identifying future talent, and enabling employees to develop as mentors.

'I learnt a host of skills and gained valuable direction to my ideas about future careers, something I was completely un-clear on before I started out with A New Direction.'

JAKE MORGAN-STEAD, 15
HEADSTART (SOCIAL MEDIA JOURNALIST)

In 2010/11, the programme will continue to develop design and social media skills, enabling more students to gain a valuable insight into the magazine publishing industry.

Arts Award in London

2009/10 – A New Direction became the official development agency for Arts Award in London, helping to support and shape the offer to young people across the capital. This three-tier recognised qualification, which encourages young Londoners to develop leadership skills alongside their own artistic and creative work, goes from strength to strength, with Gold Arts Award now recognised on the UCAS Tariff system (35 points). The Bronze Arts Award is also on the Foundation Learning Tier.

In 2010/11, we are happy to celebrate the Arts Award's 5th year, and continue to be committed to the vision set out by Arts Council England and Trinity College London, not only from an advocacy and delivery point of view, but through on the ground activity.

Also in 2010/11...

CREATE Skills 2012

We are working with CREATE and the Host Boroughs Unit to develop a large-scale and strategic approach to delivering 1,000 work experience, training and internship opportunities within the cultural and creative industries. This will be available for young people aged 15–25 from across the Olympic Host Boroughs in spring 2011, and is a significant move to make sense of a skills 'Legacy' for young people through London 2012.

Trashed Fanzine Project

Students from City of Westminster College are working in collaboration with Trashed on a journalism project for A New Direction, which will result in a fanzine insert in Time Out in Spring 2011. Participants will explore the issues around young people finding work within the creative sector, and present this as a guide for professionals, businesses and other young people.

Networks and Continuing Professional Development

A New Direction's reach across the education, creative and cultural sectors allows us to build powerful networks of professionals and organisations, to connect on the key issues for children and young people, and to promote and deliver excellence across all our work.

InLondon (Interactive Network for London Schools)

2009/10 – We launched InLondon, our interactive network for London schools interested in creative approaches to teaching and learning. The network combines interactive online networking with a programme of INSET (In Service Training) events for teachers. Members can network with the creative and cultural sector once a term.

In 2010/11, we are extending the offer to all Change Schools, to enable a legacy to the Creative Partnerships programme, and are introducing the 'Creative Partnerships Alumni', inviting schools previously involved in the programme back into the network.

Creative Agents

Our Creative Partnerships programme is supported by an extended team of 50 Creative Agents who broker and support relationships between schools and creative partners. We have supported these professionals through a programme designed to enhance their work, delivery and evaluation of this work.



Future Directions

Between October 2010 and March 2011, we are bringing together key public agencies, policy makers and thinkers from across the creative and cultural sectors to take part in roundtable discussions. They will look at issues of fairness, and how young Londoners get the start they need to build careers in these sectors. Each session looks at a different aspect of the topic, considering key questions and evidence and whether there is an agenda for change.

Local Authority Forum

Through consultation with our 2008/09 Advisory Council, our network has expanded to involve borough representatives from all across London. This is a mutually beneficial forum for those interested in connecting with and supporting our work, whilst allowing for cross-borough discussion and collaboration.



'Brent views A New Direction as an integral partner in the development of our creative and cultural offer for young people. Our schools are far more engaged with how creativity can help growth, development and learning in young people and therefore better prepared to take up, and be part of, the wider cultural offer across the borough.'

AIDA ESPOSITO,
MANAGER, CULTURAL DEVELOPMENT
LONDON BOROUGH BRENT

'Working with A New Direction has provided new creative arts opportunities, which have allowed our British students, living overseas because of their parent's occupations within the Ministry of Defence, to have better access to creative projects.'

JOY HARRIS

SERVICE CHILDREN'S EDUCATION

International Work

London is an international city and hub of creativity and culture. As a London based organisation, we are interested in expanding our international links to develop partnerships and programmes across the world.

House (Hackney) and Thomas Tallis Secondary (Greenwich) partnered with three Oklahoma A+ schools in America to explore the importance and impact of creativity in education, and devised concepts around the idea of 'Pop-Up Schools'. This was presented to around 2,000 delegates at the conference, and students met to discuss their ideas with high profile figures such as Sir Ken Robinson.

Vancouver

In March 2010, we travelled to Vancouver, Canada for the 2010 Paralympic Winter Games with students from Stoke Newington School, Hackney. The purpose of the trip was to experience being in an Olympic Host City, meet volunteers, Paralympians, Olympic authorities, and explore aspects of the Cultural Olympiad and Education programme, putting this into context in relation to our own Games back in London in 2012. The students used social media platforms to report as journalists back to the UK, work that now continues as part of our Headstart programme.

Oklahoma

In November 2010, three London Schools travelled to Oklahoma, USA to take part in the 'Creativity World Forum'. Gallions Primary (Newham), Stormont

Service Children's Education

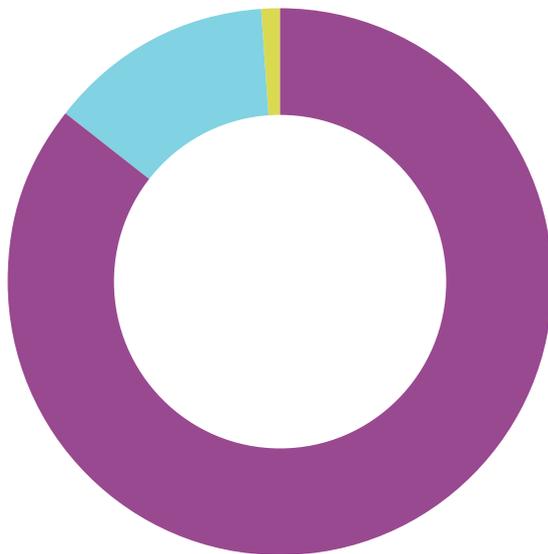
We continue to work with Service Children's Education to deliver our Enquiry Schools programme to three British schools in Germany. Service Children's Education (SCE) is an agency of the Ministry of Defence (MoD), and is dedicated to the education of the children of Her Majesty's Armed Forces, MoD Personnel and sponsored organisations stationed overseas.

In 2009/10, we worked with three SCE schools on the Rhine Garrison, near Dusseldorf, to explore the theme of diversity, and in 2010/11 we are delighted to continue this partnership, working with more SCE schools across Germany.

Financial Information

This section represents the Condensed Audited Financial Statements. The full Financial Statements, which were audited by Kingston Smith LLP and have unqualified audit opinion, are available upon request from A New Direction at info@anewdirection.org.uk

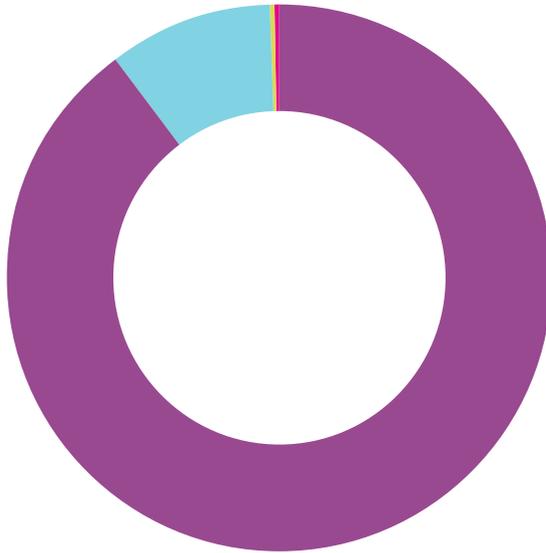
Expenditure



Details

| | |
|---|-------------------|
| ● Charitable Activities: Costs directly allocated to activities | £2,487,255 |
| ● Charitable Activities: Support Costs | £382,328 |
| ● Governance Costs | £29,377 |
| Total Expenditure | £2,898,960 |

Income



Details

| | |
|--|-------------------|
| ● Grants | £3,306,524 |
| ● Schools Contribution | £363,207 |
| ● Investment Income | £7,433 |
| ● Donations, Membership Fee, Events & Conferences | £4,937 |
| Total Income | £3,682,101 |

Trustees and Staff

Staff list

Angela Hall
Ann-Marie Okocha
Caroline Bray
Claire Storey
Edith Chikago
Eve Scragg
Judy Nagle
Jusna Begum
Laura Fuller
Natasha Silsby
Oliver Benjamin
Rebecca Branch
Sarah Davies
Shahrukh Bhattu
Steve Moffitt
Steve Woodward
Torrah King
Yejide Adeoye

Board of Trustees

Alisa Fiddes
David McNeill
Hilary Hodgson
Jackie Harrop
John Kieffer
Karen Myers
Lucinda Derry
Treasurer
Nicola Baboneau
Chair
Penny Bentley
Rezwana Rahman
Zed Callaghan

Registered Details

Registered Office and Principal Address

A New Direction
Discover
383-387 High Street
London
E15 4QZ

www.anewdirection.org.uk

Bankers

The Co-operative Bank
City Office
80 Cornhill
London EC3V 3NJ

Solicitors

Bates Wells & Braithwaite Solicitors
2-6 Cannon Street
London EC4M 6YH

Auditors

Kingson Smith LLP
Orbital House
20 Eastern Road
Romford
Essex RM1 3PJ

Design: Thirdperson.co.uk
Photography: Christa Holka

and
a new direction

creative
partnerships 

ARTS COUNCIL
ENGLAND

Supported by
**ARTS COUNCIL
ENGLAND**

