

Cultural Leader Programme The Team



Steve Moffitt
Chief Executive Officer, A New Direction

Steve leads the AND team and is responsible for strategic leadership and overall financial viability of A New Direction. He is passionately committed to developing innovative creative change programmes for young Londoners, with over 25 years experience of work in the arts, educational and community settings.

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Anita Kerwin-Nye
Director, not dead fish

Anita is an experienced charity leader who has worked in the sector for over 20 years. As part of her role as Director of notdeadfish, Anita is also Managing Director of the London Leadership Strategy and advises several school networks including Whole Education and Challenge Partners. A Fellow of the Chartered Institute of Personnel and Development, Anita's focus is on organisational behaviour and systems development to improve practice in people and organisation development for the benefit of individuals, businesses, economies and society.

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Franzi Florack
Education Consultant & Researcher

Franzi is a lecturer, PhD candidate and social mobilizer with a PGCE and Masters in Education from the University of Cambridge. As a consultant and teacher, she has developed arts, language and educational courses for schools and universities. Her work has been published in academic journals and online and she has also spoken at a wide range of international conferences.

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John Kelleher
Social Media and Education Expert

John Kelleher is a freelance education consultant specialising in music and music technology. He provides advice, training and resources for music teachers. He also specialises in educational social media and web analytics.

Before moving into consultancy work, he was Head of Music at a specialist performing arts school in Slough from 2008-2013 before moving to a London secondary school as Director of Music and a member of the senior leadership team.

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Anja Teichert
Campaign and Project Manager

Anja is working with notdeadfish on a number of campaigning projects. Since June 2015, she also coordinates the Drive for Literacy Programme, a joint venture between Ark Schools and the Driver Youth Trust. The programme ensures that all pupils who face literacy difficulties including dyslexia are identified as early as possible at school and that appropriate support and resourcing is made available. Prior to her work as project and campaign manager for not dead fish, Anja has worked in the advocacy, PR and campaign sector for several London-based charities, including Action Against Hunger and Childreach International.

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Laura Fuller
Senior Programme Manager (Schools)

Laura leads on the strategic development and delivery of A New Direction's schools programmes, including leadership development, CPD and INSET, networks, SEN and Artsmark.

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Hannah Wilmot
Evaluator/Researcher/Writer

Hannah has worked as an independent evaluator, researcher and writer for fifteen years having previously worked for Battersea Arts Centre, Riverside Studios and London Arts Board (now Arts Council England, London) as Education Officer. As an evaluator, she is skilled in collecting, analysing and interpreting data, particularly in the arts and creativity. She is adept at consulting with diverse partners including young people, parents, school governors, teachers, artists and funders. She has written a range of research reports and guide books.

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