

A New Direction Advocates Programme outline

A New Direction Advocates are a select group of teachers and senior leaders from schools across London who are united by a passion for the arts and culture in education. Advocates build and support networks of schools, advise on and advocate for cultural education, including A New Direction's programmes and Artsmark, represent A New Direction at conferences and events, and support other schools in developing their arts and culture offer. Advocates typically enter the programme from the Cultural Leadership Community, though applications are also welcomed from teachers who have an arts leadership role in schools currently holding Artsmark Platinum.

The programme

Advocates are supported by A New Direction and [Nimble Fish](#) to act as leaders in cultural education and to further develop their strategic leadership skills. Working in a cohort of like-minded peers, participants are able to share practice and ideas, build partnerships, and develop new work.

Participants will attend **two full-day CPD sessions** at the start and end of the programme, and a minimum of **three evening working group meetings**.

The first and last sessions of the programme will run as full days and are compulsory for all Advocates. In these sessions, participants will work alongside colleagues participating in A New Direction's [Cultural Leadership Community](#) programme.

- **Session 1: launch/induction** will include updates on key issues in cultural education, A New Direction's current priorities, and an opportunity to get to know colleagues on both the Advocates and Cultural Leadership Community strands of the programme. In addition, specific activity for Advocates will focus on:
 - Advocacy skills
 - Network development
 - Event planning (TeachMeets etc)
 - Tailoring planned programme content to meet group needs and priorities
- **Session 2: sharing and celebration** will be an opportunity for all participants in both strands of the leadership programme to share and celebrate what they have achieved throughout the 1920 programme. All Advocates will be expected to present at this session.

Interim sessions will take the form of **working dinners** (one per half term), exploring key strategic issues in leadership in cultural education (including through inspirational speakers), and working towards key advocacy milestones. These meetings will usually take place at A New Direction's offices, with members of the A New Direction team joining where relevant. Dinner and drinks will be provided.

Each working group meeting will take place after school, and Advocates must attend **at least three** of these. Each session will explore key strategic issues in leadership development and cultural education, including:

- Fundraising
- Networking
- Producing
- Advocacy
- Other key cultural leadership skills

Any additional content for these sessions will be tailored to the needs, priorities and interests of programme participants (based on information from application forms and additional conversations at Session 1). They will also include:

- The chance to connect with colleagues working at or with A New Direction on current priorities and new developments
- Support for network development activity
- Work towards successful co-delivery of TeachMeets and/or other events
- Planning for co-delivery opportunities and external presentations

On occasion, working group meetings may be attended by previous Advocates, both to further their skill development and so they can share their experience with the current cohort.

Working dinners will take place **once per half term** in Autumn2, Spring1, Spring2, and Summer1. **Advocates must attend a minimum of three sessions.** When applying to join the programme please indicate which sessions you will attend.

Advocates will also gain professional experience by undertaking advocacy activity over the course of the programme. This will comprise:

- Development of a schools network (whether new or existing): see below

And either

- Co-planning and co-delivering a Teachmeet along with one or more other Advocates, where possible, and in partnership with A New Direction: see below

Or

- Hosting one of the four half day CPD sessions for CLC: see below

Or

- Presenting at one of the following:
- CPD session within this programme
- Teachmeet run by other Advocates
- A New Direction's Creative INSET Programme
- Artsmark training or support
- Other A New Direction programme events

Schools network development

All Advocates will be expected to **identify and initiate or further develop a teacher network** locally to their school. This may be based on existing structures such as a MAT or teaching school alliance, secondary and feeder primaries, etc, or common interest e.g., art form, phase, etc. Where no network exists, a new network opportunity must be identified at the application stage. If there is an existing network, this should be identified at the application stage and the Advocate should then work to support and expand this. A network should comprise **at least five schools** and should be **active** (i.e. meeting or communicating regularly).

TeachMeets

A TeachMeet is an informal twilight networking event run by teachers, for teachers. Each event focusses on one theme and invites teachers and other interested parties to deliver a short presentation (usually no longer than 7 minutes) on their work related to that theme. Refreshments are provided, and there is time planned in for networking.

A New Direction's TeachMeets are open to teachers and other teaching professionals, and to the cultural sector.

A New Direction plans to work with Advocates to deliver three TeachMeets in 2020, in Spring 1 (Feb), Spring 2 (March/April) and Summer 1 (June). Advocates interested in co-delivering TeachMeets should include this in their application, indicating their preferred date and suggested themes, as well as which other Advocate(s) they intend to work with (this should be agreed in advance with those named). Advocates are welcome to involve a cultural partner in the codelivery of their event if they wish; please indicate this on your application form.

For each event, Advocates will be responsible for:

- Identifying and booking a suitable venue (A New Direction can support with this)
- Setting the event theme and title
- Writing the event description
- Promoting the event
- Identifying potential speakers
- Reviewing offers to speak from other attendees and making a selection (with A New Direction)
- Setting the running order
- Hosting the event
- Writing a blog after the event for A New Direction's website

A New Direction will

- Set planning milestones for the event
- Pay all event costs (including venue and catering costs)
- Deal with risk assessment
- Create the event booking form and deal with all bookings
- Promote the event
- Support Advocates to identify speakers if needed
- Support Advocates to review offers to speak from other attendees
- Provide staff to cover registration and venue liaison at the event itself
- Support delivery of the event
- Undertake all monitoring and evaluation of the event

Advocates will also have access to a small resource budget, as needed, and will receive additional mentoring support for TeachMeets, see below.

Hosting a Cultural Leadership Community CPD session

For the Cultural Leadership Community strand of the programme there will be four half day CPD sessions. A New Direction would like to invite four Advocate schools to each host one of these. Acting as a host school involves:

- Providing a suitable space for the session (to accommodate up to 30 people), and refreshments where possible (or at minimum, access to hot water for tea and coffee). An ideal space would be the school hall. Providing AV if possible.
- Presenting at or codelivering the CPD session (with Nimble Fish), sharing practice and experience relevant to the session theme (see below)
- Sharing practice in other ways if possible, eg through pupil presentations, a learning walk, etc.

A New Direction can cover costs if needed.

Advocates hosting a CLC CPD session will be offered half a day of additional mentoring support to prepare for this (see below).

CLC CPD sessions will take place on the following dates (please note that in all cases, the space would be needed from midday for set up, and until 7pm for support surgery delivery):

- Curriculum Innovation through the Arts: Wednesday 20 November 2019, 13.00-16.30 (plus optional support surgery 17.00-19.00)
- Pedagogy/Practice Innovation through the Arts: Tuesday 28 January 2020, 13.00-16.30 (plus optional support surgery 17.00-19.00)

- Wellbeing and the Arts: Thursday 19 March 2020, 13.00-16.30 (plus optional support surgery 17.00-19.00)
- Building Creative Skills for 21st Century Global Competitiveness: Thursday 21 May 2020, 13.00-16.30 (plus optional support surgery 17.00-19.00)

Support for Advocacy activity

A New Direction highly values the work of the Advocates team and is committed to supporting all Advocates to be as successful as possible. Support available in 1920 will include the following:

Network development

- In addition to support offered via working group meetings and online through Basecamp, each Advocate will be offered **half a day of mentoring and support** via phone and/or email to enable them to maximise the impact of their network development.
- Each Advocate will be eligible to apply for a small amount of **funding** to support their network through the programme. Details of this will be provided at Session 1.

TeachMeets

Any Advocate working to deliver a teachmeet on behalf of A New Direction will be offered an **additional half day of mentoring** from Nimble Fish to support their planning and preparations for delivery. The Senior Programme Manager will also support planning and decision making. Two members of the A New Direction team (usually the Senior Programme Manager and the Programme Coordinator) will also attend the event to support delivery.

Hosting a CLC CPD session

Any Advocate hosting a CLC CPD session will be offered an **additional half day of mentoring** to support their planning and preparations for codelivery with Nimble Fish.

Advocates will also receive:

- Access to a small budget to support their network development
- Access to a small resource budget to support attendance at conferences and other events
- Advocacy resources and materials from A New Direction
- Signposting to opportunities, resources and events from AND and the cultural sector and other relevant organisations
- Artsmark support from A New Direction's Artsmark team for the reregistration process
- Match funding for Arts Award adviser training for one member of staff when another is trained

- Support from A New Direction, Nimble Fish and peers between sessions via a closed social network (Basecamp)
- Certificate and transcript of participation at the end of programme

Programme outcomes for participants

Cultural leadership and networks

- Increased understanding of cultural leadership and improved cultural leadership skills.
- Development of strategic relationships with a network of schools across London.
- Evidence of having undertaken significant leadership activity in culture and the arts, including network building.
- Connection into other key networks in arts, culture and education, including establishing relationships with the cultural sector.

Arts and cultural learning

- Increased knowledge and understanding of the value of arts and cultural learning in schools
- Increased knowledge and understanding of current debates on effective pedagogy in arts and cultural education.
- Increased knowledge and understanding of the research base around the value of arts and cultural learning in schools

Impact assessment, evaluation and fundraising

- Increased skills and confidence to evaluate cultural education activity.
- Knowledge and understanding of how to raise additional funding for cultural education.

Time commitment and costs

The estimated time commitment for the A New Direction Advocates programme is around **10 days** in total:

- 2 days for attendance at full-day induction and sharing sessions at the start and end of the programme
- 1.5 days for attendance of working group sessions
- Half a day of mentoring from Nimble Fish
- Plus around 6 days independent work to develop a schools network and undertake other Advocacy activity as described above (TeachMeet / hosting a CLC CPD session/ presenting or co-delivering elsewhere), plus additional support where relevant.

This programme is offered by A New Direction **free of charge**. We regret that we are not able to pay for cover or transportation costs. For full day sessions, lunch and refreshments will be provided; for evening working group meetings, drinks and dinner will be provided.

Practical information

Full day sessions will take place on the following dates:

- Launch/induction: Thursday 17 October 2019, 9.30-16.30, @ Sadlers' Wells
- Sharing and celebration: Thursday 18 June 2020, 9.30-17.00, venue TBC

Working group meetings will take place on the following dates (participants must attend a minimum of three of these meetings):

- Session 1: Wednesday 30 October 2019, 17.00-20.00, @ A New Direction
- Session 2: Thursday 16 January 2020, 17.00-20.00, @ A New Direction
- Session 3: Tuesday 3 March 2020, 17.00-20.00, @ A New Direction
- Session 4: Thursday 30 April 2020, 17.00-20.00, @ A New Direction

Venues will be confirmed no later than September.

All venues will be fully accessible. Please indicate on your application form if you have any access requirements.

Eligibility and application information

In order to be eligible to become an A New Direction Advocate, applicants:

- **Must** be working in a London school (all London boroughs)
- **Must** be working in a school registered for/actively working towards achieving, or awarded Artsmark
- **Must either** have participated in the Cultural Leadership Community **or** have a current arts leadership role in an Artsmark Platinum awarded school
- **Must** have a working knowledge of Artsmark and be prepared to advocate for Artsmark to others
- **Must** commit to attending:
 - Induction/launch (full day)
 - Sharing and celebration (full day)
 - At least three evening working group meetings.

Please check dates carefully against your school calendar and get sign off from your Headteacher or another member of senior leadership for your absence. The success of the sessions depends on consistent attendance by all participants.

- **Must** commit to creating an active network of schools or developing an existing network, and acting as an Advocate within this network

- **Must** commit to one of the following:
 - Co-planning and co-delivery of a TeachMeet
 - Hosting a CLC CPD session at school
 - Co-delivering or presenting at another event

Please note: places are limited on this programme (16 participants) and we may not be able to accept more than one application per school.

How to apply

To download the application form, please visit our website:
anewdirection.org.uk/advocates

Applications should be sent to Naranee Ruthra-Rajan, Senior Programme Manager (Sector Support) Naranee.Ruthra-Rajan@anewdirection.org.uk