

CHALLENGE LONDON



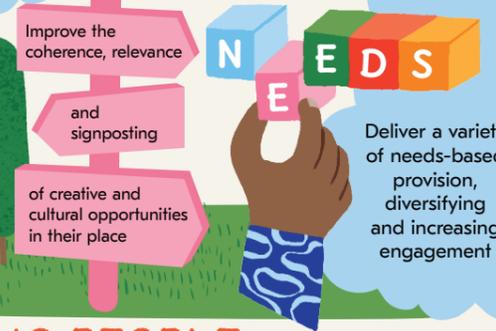
OUTCOMES

FOR PARTNERSHIPS

Cross-sector partnerships:

Build confidence and skills, improving the quality and planning, delivery and evaluation of activities

Become effective advocates for young people's engagement in culture and creativity



Deliver a variety of needs-based provision, diversifying and increasing engagement

FOR CHILDREN + YOUNG PEOPLE

A greater number and diversity of children and young people:

Develop new skills and capabilities

Develop their knowledge of arts, culture and the creative industries

Feel their voice is heard, their opinions valued, and their ideas represented in their local area



FOR INVESTMENT

Cross-sector partners make a strong and improved evidence-based case for investment

Progress is made towards more sustainable business models for cross-sector partnership activity

Investment in cultural education and creativity is levered from new and diverse sources



VISION

A London where all children and young people can thrive through developing their creativity

Effective and sustainable cultural education partnership infrastructure is established across London, supporting young people's creative freedom

Varied sources of investment sustain children and young people's cultural and creative engagement in London

THE PROGRAMME

Challenge London, led by A New Direction, with funding from Arts Council England, is a 4 year partnership investment programme supporting cultural education across our city.



By investing £900,000 in cross-sector partnership work between 2018 and 2022...

...we aim to move towards our ambition of all young Londoners being able to develop their creativity and play an active part in the culture and heritage of the city.

CONTEXT

London's cultural, heritage, artistic and creative opportunities are rich and varied. However, London is also a city with challenges around inequality, and we know that not everyone feels empowered to shape culture and be involved with the breadth of opportunities available.

Our research identified six key themes impacting young Londoners' capacity to shape culture and be creative:

INPUTS



OUTPUTS

PROGRAMME LEVEL

- Peer learning opportunities
- New models of partnership working that address the six themes and respond to local needs
- Resources produced to support successful partnership working
- Interim and final evaluation reports
- Quarterly monitoring data
- Bi-annual Challenge London partner events to share learning and practice

LOCAL LEVEL

- Local Theories of Change
- No. of Artsmark registrations
- No. of Arts Awards and range of awards
- Workforce professional development opportunities
- Creative programmes for children and young people
- Arts Award
- Youth consultation and leadership opportunities
- Regular meetings of CEP and other partnership steering groups
- Audience development, marketing and communications activity

NEW LONDON FAIRNESS PREPARING WORK
 INFLUENCE & POWER PRESSURES ON INSTITUTIONS WELLBEING



Supported using public funding by
ARTS COUNCIL ENGLAND

A NEW DIRECTION
 We create opportunity