



**A NEW
DIRECTION**

Join our Board

Become an A New Direction Trustee

We're looking for up to three new trustees who share our values and can provide guidance and support as we work towards our mission to enhance the capacity and agency of children and young people in London to own their creativity, shape culture and achieve their creative potential.

If you are interested and would like any of the application documents in a different format, would like any support with the process or have any questions, please email

recruitment@anewdirection.org.uk or call 0207 608 2132.

Help us achieve our mission

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

Our non-executive Board of Trustees works together to provide constructive advice and guidance on A New Direction's strategic direction and exercises overall control of the charity's financial affairs.

We aim to have a diverse board with a broad range of skills, experience, and expertise, which come together as a whole to support us to achieve our mission.

Who are we looking for?

We're particularly interested in hearing from people with skills, experience, and expertise in:

- **Education** — working with children and young people in learning settings
- **Access and inclusion** — work with children and young with physical and learning disabilities and lived experience of disability
- **Creative and digital** — experience of work with the creative and digital sector

Deadline

The deadline for applications is **11.59pm on Sunday 19th November 2023.**

Read on for more details, and information about how to apply.



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About Us

A New Direction is an **award-winning non-profit** organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We were established in 2008 and have played a pioneering role in shaping the city's creative and cultural offer alongside children and young people. We are an influential advocate for arts and creative learning across the UK and internationally, encouraging an increase in the quality and ambition of work through high-profile programmes and seminal reports.

Our Vision

A world where all children and young people achieve their creative potential.

Our Mission

To enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities - from childhood, through school years and into employment.



Welcome from our Chair

As A New Direction's Chair, I warmly invite you to apply to join our Board of Trustees at this exciting time of opportunity, challenge and change for the organisation.

I became Chair of this fantastic organisation in the summer of 2022, and I am privileged and excited to be leading the Board of Trustees at this hugely exciting time.

As a lifelong East Londoner, with a deep personal and professional connection to the impact of creative opportunities for young Londoners in our city, I strongly believe that A New Direction has a vital role to play in ensuring that all children and young people in London can develop their creativity and play an active role in the culture and heritage of the city.

An award-winning charity, we are an incubator of ideas and change — connecting and sparking partnerships and generating opportunities directly with young people and across the ecosystem that supports young people's creative lives.

Whilst our focus is on London, we work with partners across the country and internationally and are keen for our work to have an impact beyond the boundaries of the capital.

It's a challenging time for charities and organisations in the voluntary sector, and like all organisations, we are having to adapt and rethink continually. However, in this year of transition, there is much to be optimistic about and to celebrate. We continue to deliver high-quality work against our Mission, Vision, and Values that is ambitious, clear, relevant, of value and that matters.

We were recently successful in [securing National Portfolio Organisation status as part of Arts Council England's portfolio](#). This three-year funding commitment provides security for the organisation until 2026. It builds on the work we have generated since establishing in 2008 and for 11 years as the Arts Council's Sector Support 'Bridge' for London.

We run the [Good Growth Hub](#) in Hackney Wick, East London, offering opportunities and quality programmes utilised by a diverse group of young people, primarily from East London, and employers in and around the Olympic Park.

We have also secured a significant amount of funding from The City of London Corporation City Educational Trust Fund (a City of London Corporation charity), to develop and test a pilot programme of continuing professional development with primary school teachers and delivery of cultural education projects, residencies, and cultural visits with primary school children. The pilot programme, launched in September 2023 and will run until July 2024 with 25 schools, with a longer-term aspiration to deliver across 100 schools across London annually from 2024 to 2026.

One thing that has, and always will remain consistent is that our values sit at the heart of everything we do and are embedded in how we work with young people, partners, funders and as a team. We are committed to making a difference, not just for the young people we serve, but for everyone involved: our staff, board and all of our stakeholders.

We have the best people in [our team](#) and on [our board](#), and I am humbled to contribute to the leadership of A New Direction. Our board cares deeply about the young people we support and the team who enable the work to happen, and I firmly believe that to make the most difference in the world and do our best work, we need to connect, work with integrity, come together as a board, a team and with other people.

We are excited by the future and look forward to how we can continue to realise our purpose to create cultural and creative opportunities for the children and young people of the capital.

To help us do this, we are looking for up to three passionate people to join us — people with powerful, diverse voices and different lived experiences that reflect our city.

As new Trustees, you will bring positive energy, fresh ideas, expertise, and new perspectives. You don't need to have previous charity governance experience. Your most important quality is a commitment to our values and a strong belief in the importance of what we do.

I am proud to be the Chair of A New Direction, and I hope that you will consider joining us to be part of our journey.

Arfa Butt
Chair, A New Direction



What We Do

Our focus is children and young people's creative potential and their engagement with, and influence on, London's cultural ecology – the dynamic resources, assets, networks, places, neighbourhoods, and strategies that make London the global hub for culture and creativity that it is today.

We facilitate high-quality, relevant, and accessible creative learning spaces and experiences for children and young people in London by supporting and engaging with the learning settings, structures and systems that they work with. This means working across sectors to build an understanding of the problems, and working collaboratively to create more and better solutions led by and centred around children and young people. We do this alongside creating opportunities for young people to work in the creative and cultural sector.

We deliver all our work in partnership with a range of different organisations, companies, businesses, networks, and funders. Our work is diverse, and the range of partners we work with reflects this diversity. Be they from the education, cultural, creative, statutory, or corporate sectors, we pride ourselves on being best able to work collaboratively to achieve shared outcomes for young people.

In recent years we have led award-winning learning and skills programmes fostering city-wide and localised engagement, and intensive development programmes and partnerships that support cultural leadership in schools, arts organisations and communities. We also host a range of popular digital platforms and deliver a significant level of communications activity supporting thought leadership and knowledge exchange for young people and practitioners working across cultural and creative fields.

Our Values

Our values are core to everything we do, and are embedded in how we work with young people, partners, funders and as a team.

Our values are:

Equity

We believe in the talents and potential of all children and young people and demand a fair and level playing field. We challenge the structural and systemic inequalities that influence children and young people's lives and opportunities, and prioritise those who experience these.

We are committed to an inclusive working culture, where everyone who works for or with us is treated with dignity and respect. We have high expectations of those we work with to share this value and will not shy away from challenging discussions where needed.

Connectivity

We connect ideas, ways of working, and communities of people active in our spheres. By bringing people together, we can learn and move forward collectively; amplifying our voice and those of the children and young people we serve.

We can share and challenge our thinking and approaches, identify and address gaps, pool our resources, design and deliver new and exciting opportunities, increasing our collective impact.

Trust and Respect

We listen to and respect the voices and views of all children and young people, our colleagues, partners and stakeholders, and in turn aim to earn their trust in us as a respected source of expertise and support.

The trust that develops between us is our most valued asset and translates into strong, successful partnerships and genuine collaboration.

Creative Culture

We think creatively and value creativity within our team - it is an important element of what we do. Our creative culture enables us to dream and plan big, to connect in new ways, to innovate, and to create meaningful opportunities for children and young people. We believe that a creative culture at the heart of any school, place, organisation or business can promote happiness and success, and the right conditions for children and young people to reach their potential.

We are passionate about unlocking and sharing children and young people's own concept of 'creative culture' and exploring where individual creativity and collective culture converge.

Kindness

We act with kindness and generosity, understanding the challenges that children and young people in London are facing, and the pressures experienced by colleagues, stakeholders and partners in all areas of our work. Being present, listening and understanding the needs of those we work with is vital for us to be effective in what we do. We are open and supportive and aim to be a positive and welcoming organisation to all.



Our People

Our Board

Our board is chaired by Arfa Butt, and we have talented and passionate trustees with a range of experience and expertise across education, youth services, policy, fundraising and development, communications, human resources, and finance.

[Find out more about our trustees](#)

Our Team

We're a small, tight-knit organisation with approximately 30 employees

Our main teams are formed around our main areas of work, they are:

- **Core Teams:** including our Finance, Communications, HR and Operations colleagues
- **Education, Culture and Place:** who deliver our schools, cultural sector and place offers, led by Rebecca Branch (Director of Education, Culture and Place)
- **Employment and Skills:** who deliver our employability programme for young Londoners, and our delivery of the Good Growth Hub led by Oliver Benjamin (Director of Skills and Employment)

[Find out more about our team](#)

A photograph of children sitting at a table, engaged in drawing. They are using various colored markers and paints on white paper. One child is drawing a figure with a colorful, abstract body. Another child is drawing a purple flower. The table is covered with drawing supplies, including a palette of colored markers and a blue marker. The text 'Our Commitment to Access, Equality & Inclusion' is overlaid on the image in a large, white, bold font with a black outline.

Our Commitment to Access, Equality & Inclusion

A New Direction is committed to creating an inclusive working culture, where everyone who works for or with the organisation is treated with dignity and respect.

Our ambition is for A New Direction to be the most inclusive organisation we can be with:

- a workforce and Board that reflects the community we serve.
- a working culture where everyone feels included and able be their whole selves at work.
- programming that's accessible and welcoming to all.

We are committed to providing equal opportunities in employment for everyone who works for or with A New Direction and all those we encounter in the course of our work. This means treating everyone fairly, respectfully and without discrimination, particularly on the grounds of protected characteristics.

We welcome applications from all backgrounds so that our board mirrors the community we serve.

We are committed to improving accessibility in all areas of our organisation, and work from a social model of disability.

If you would like any of the application documents in a different format, need any adjustments to or support with the application process or have any questions, please get in touch at recruitment@anewdirection.org.uk or call 0207 608 2132.



Join our Board

About the Role

Our non-executive Board of Trustees works together to provide constructive advice and guidance on A New Direction's strategic direction and exercises overall control of the charity's financial affairs.

We aim to have a diverse board with a broad range of skills, experience and expertise, which come together as a whole to support us to achieve our mission.

Key Responsibilities

As an A New Direction Trustee you will:

- Safeguard and champion A New Direction's vision, mission, values and strategic aims
- Work with fellow Trustees to ensure proper and effective governance of A New Direction in line with our charitable purpose
- Work together as Trustees to ensure the effective governance, compliance and viability of A New Direction while delegating management and administration to our team of Directors
- Provide guidance, challenge and support to A New Direction's staff team
- Bring your ideas, experience and expertise to the governance of A New Direction
- Prepare for and attend board meeting (normally four per year, plus one board 'away-day'), and any relevant subcommittee meetings, taking an active part in discussions and decision making

- Contribute actively to the Board of Trustees' role in setting strategic direction, defining goals and setting targets, and evaluating performance against agreed targets
- Act as a champion and advocate for A New Direction
- Act with care and skill in A New Direction's best interests
- Work with fellow trustees, our team and stakeholders in line with A New Direction's core values
- Support A New Direction's fundraising activities, building and maintain relationships with key partners and stakeholders where appropriate
- Sit on appraisal, recruitment and disciplinary panels as required.
- Lead (possibly) on one of Arts Council England's Investment Principles at Board Level

Who we are looking for

We're looking for someone who:

- Shares our vision for a world where all children and young people can achieve their creative potential
- Would value and be committed to the opportunity to help us achieve our mission and strategic aims
- Understands and can work in line with our values of equity, connectivity, trust and respect, creative culture, and kindness
- Understands, or is willing to learn about, charity governance and the legal duties, responsibilities, and liabilities of a trustee (training for this can be provided)
- Is willing to actively contribute to all Board duties and responsibilities
- Has good judgement and decision-making skills
- Works well as part of a team and enjoys collaborating with others
- Has a demonstrable commitment to equality, diversity and inclusion
- Is able to think creatively
- Is able to provide constructive challenge, guidance and support
- Has the ambition to support fellow trustees and the A New Direction team to continually improve our ways of working and increase our positive impact

We're particularly interested in hearing from people with skills, experience and expertise in:

- Education, working with children and young people in learning settings
- Access and inclusion, work with children and young with physical and learning disabilities and lived experience of disability
- Creative and digital, experience of work with the creative and digital sector



What We Can Offer You

We are committed to creating an inclusive working culture that embodies our values.

We want to be the most inclusive, accessible, and welcoming organisation we can be with a workforce and Board that reflects the community we serve and a working culture where everyone feels included, supported and able to be their whole selves.

As an A New Direction trustee you will:

- Be part of a friendly and committed board of up to 12 trustees and the wider A New Direction team, with a wide range of backgrounds, experiences, and areas of expertise
- Have access to relevant training and development opportunities related to your role as trustee, including charity governance, safeguarding, equality and inclusion
- Gain or develop your insight into the sectors we work with
- Have the chance to engage with a wide range of our work and be invited to our events
- Have the chance to develop your governance and leadership skills in a supportive environment

How to Apply

The deadline for applications is 11.59pm on Sunday 19th November 2023.

If you are interested in becoming an A New Direction Trustee, please send your CV and a supporting statement to recruitment@anewdirection.org.uk.

Your supporting statement can take one of the following forms:

- Cover letter (1 x A4 page)
- Video (3 mins)
- Voice memo (3 mins)
- PowerPoint presentation of up to ten slides

If you would like to find out more about us or to arrange an informal discussion before deciding whether to apply, please contact Steve Moffitt on steve.moffitt@anewdirection.org.uk to arrange a telephone conversation.

If you would like any of the application documents in a different format, would like any support with the process or have any questions, please email recruitment@anewdirection.org.uk or call 0207 608 2132.

Shortlisted applicants will be invited to attend an **interview with three of our current trustees via Zoom, in the week commencing Monday 04 December 2023.**

Successful candidates will be invited to attend our next Board meeting at 5pm on Thursday 14 December as observers. This will be an opportunity to meet our trustees and members of our executive team, and be formally invited to join the Board.