

Primary Arts 2025/26

In-Schools Touring Programme

A New Direction is delighted to be seeking Expressions of Interest from cultural organisations in London to collaborate with us on the delivery of our Primary Arts In-Schools Touring Programme in 2025/26. Through this programme, we aim to reach 100 state primary settings (SEND and mainstream) with an offer comprising performances and in-class workshops for pupils, and twilight CPD for teachers, as well as resources and materials, delivered in schools across London. There is a fee of up to £33,000 (inclusive of VAT) available per organisation, on the basis of them working with 10 schools each.

We welcome Expressions of Interest across **all art forms** including (but not limited to) drama, dance, music, visual and digital art, spoken word and cross art form. To express your interest in being part of the 2025/26 programme, please read the programme information and application guidance, before completing and submitting the Expression of Interest Form online by **10am, Monday 24 March 2025**. If you have any questions that aren't answered in this document, please contact the Primary Arts team at A New Direction by email at schools@anewdirection.org.uk before expressing interest in the programme.

Thank you.

EOI Guidance

Introduction

Please read the [programme information](#) before you start. You must be able to deliver the offer as described – our experience delivering the programme over the last two years has shown that there is not much room for flexibility of format.

The expression of interest form can be found online [using this link](#).

Please note that this is **not** a funding application. We are looking to commission organisations to codeliver our Primary Arts programme with us. If you are selected for the programme you will enter into a service agreement with us, not a grant agreement.

We recognise that the form and budget will take time to do and are grateful for you doing so. We need this information in order to make informed decisions to select offers that are most suitable for the programme our funders expect us to deliver, and to ensure that we are making best use of our funding in terms of value for money.

Please complete all sections of the Expression of Interest form. We are keen to understand the scope of your offer and the practicalities of your delivery as well as the planned impact on pupils and teachers.

Please stick to the word limits. The form will not calculate your word counts for you, but we'd suggest typing your answers in Word or Notes before completing the form so that you can save your work, with the added benefit of checking your word counts. Due to pressures of time, the team will not be able to read excessively long forms, so by exceeding the word counts you risk your application being overlooked.

You will also need to complete and upload the [Organisation Declaration](#) and upload a detailed budget to accompany your expression of interest. You are also welcome to upload supporting documents.

If you have any questions about the programme or the expression of interest process, please contact the Primary Arts team at A New Direction by email at schools@anewdirection.org.uk.

Note

Please note that we use the word 'performance' in this document – we recognise that for some organisations the experience offered to children may not be a straightforward performance, so please take this as a shorthand for the group experience offered to the whole year group, rather than the workshops delivered in individual classes.

Eligibility

As this is a London-based and London-focussed programme, funded by the City of London, we will prioritise expressions of interest from organisations based in and with significant experience of working with primary settings in London.

Your organisation must have the capacity to deliver the programme as described in the programme information above, within the timeframes outlined, and within the maximum budget of £33,000 (including VAT).

Question-by-Question

Section 1: organisation information.

- Please ensure details are accurate, with no typos in email/ web addresses.
- We welcome applications across **all art forms** including (but not limited to) drama, dance, music, visual and digital art, spoken word and cross art form. When selecting organisations to codeliver the programme we will look to curate an offer for schools that gives opportunities across a range of art forms without any one art form dominating.
- There is no obligation to provide an additional contact but please do so if you would like us to cc a colleague when we contact you about your EOI.

Section 2: programmatic questions.

1. What is the name of your performance and workshop?

Please only list one offer. If your organisation has more than one offer you would like us to consider, please complete a separate EOI for each. Please do not submit more than two EOIs.

2. a. Please describe the performance and workshop you would like to deliver for this programme (max 300 words)

Please describe the performance and workshop elements separately and describe the flow of the day (ie whether the performance is preceded by or followed by the workshops), and make clear how the in-class workshop supports further learning for pupils.

b. Please describe your proposed twilight CPD offer for this programme. What will staff gain from the session and how will it support learning and development for pupils? (max 200 words)

CPD sessions should take place in the 4 weeks prior to pupil-facing delivery and should be designed to support school-wide engagement even though your work with pupils will be focussed on one year group. CPD should be delivered in person unless the school gives a compelling reason for online delivery.

3. What age group is your event and workshop suitable for? Please select all that apply.

We do not expect every organisation to be able to work with every year group. We will select a range of partners that enable us to curate a programme for schools that offers something for every Key Stage.

SEND: Our aim is for all offers within the In-Schools Touring programme to be accessible to mainstream and SEND settings. If you do not feel your offer is currently accessible to pupils with additional needs, please contact us before expressing interest in the programme. (email schools@anewdirection.org.uk with 'In-Schools Touring' in the subject line).

4. What experience does your organisation have in delivering similar programmes with this/these age group/s in school settings and how do you measure the success of that work?

(max 300 words)

We are keen to understand your organisation's experience of similar practice in the past, what has been successful in this work, and how you know it has been successful. We are looking to work with organisations with a proven track record of successful delivery in schools.

5. a. What areas of the National Curriculum and/or other school priorities (e.g. supporting mental health and wellbeing, developing a growth mindset, British Values, raising attainment in speaking and listening) does your offer connect to?

We know that schools are more likely to be interested in offers that can support them to deliver their core curriculum or help them deliver against other priorities. We will also be able to curate a balanced programme with an understanding of the range of subjects, areas and priorities supported by the offers of the organisations we choose to work with.

b. How does your offer connect to and support the areas and/or priorities you have listed?

What are the key elements of your performance and workshop that connect to the subjects/ areas/ priorities you have identified, and how is this supported through your teacher CPD offer.

6. What is your approach to inclusion? How do you ensure that your work meets the needs of pupils with additional needs, SEND or who have an Education Health and Care Plan (EHCP)? (max 300 words)

Inclusion and access is a core principle of the programme. Our aim is that all 10 offers making up the In-Schools Touring programme should be suitable for pupils in mainstream and SEND settings, and we hope to foster an open-minded, proactive approach that works to build and enhance inclusion throughout the programme offer. We recognise that different organisations take different approaches to inclusion – please give concrete examples of how you work to anticipate and meet the needs of pupils and how you know this is successful.

7. Please provide a detailed budget outlining the costs for the programme.

Your budget should take into consideration the following:

- Planning, preparation and project management
- Coplanning with schools
- Delivery of CPD, performance/s and workshops in 10 schools (up to 4 form entry), including people, travel, materials, consumables
- Evaluation, including event reports
- Network meetings, delivery team attendance at an online onboarding session, check-ins with AND team for support
- Resource development and comms materials
- DBS checks, other.

When considering travel costs, please bear in mind that this programme is open in schools in all 32 London boroughs – we will not know which schools are participating or where they are located until the booking process is complete.

The maximum budget available per organisation (to work with 10 schools) is **£33,000 inclusive of VAT**. Depending on the uptake of the programme, you may be asked to work with a lower or higher number of schools (no fewer than five, no more than 15) and your fee will be adjusted accordingly based on the costs you have provided. You should plan to be able to work with up to four classes in one day - if you are scheduled to work with a larger school requiring an additional day of delivery you will be offered an additional fee to accommodate this.

We are not necessarily looking for the cheapest possible offer, but we will be looking at value for money as required by our funder. Your budget should give an accurate sense of your delivery costs.

It is important to us that everyone involved in your offer is paid fairly. Everyone should be paid at least the London Living Wage and we advise referring to the current guidance in your sector (e.g. theatre, visual arts, etc) on day rates for freelancer fees.

We have provided a [budget template](#) that you may use if you wish. When setting out your budget, please set out:

- Your **fixed (overarching costs)**: these are the costs that won't change much whether you are working with 5 schools or 10. If you are including day rates and different members of the team are on different rates, please separate them out.

In this category, we would expect to see things like:

- Overheads
- Project management
- Time to contribute to AND's evaluation processes
- Attendance at network meetings with AND
- Fees for facilitator onboarding
- Time to contribute to comms materials (ie sharing blurbs, logos and images, and later review copy. We expect this to be about a day's work)
- Time to contribute to resources (we will ask you to contribute a one-hour activity for the resource pack for your show - you will not need to develop any

other resources. We will provide a template for this, and you are welcome to use an existing activity or develop a new one. We would expect this to be one to two days' work)

- Rehearsal spaces

(NB this is not an exhaustive list)

- Your **set per-school costs**: these are the costs that you incur for each school you work with that will not change whether you work in a school for a single day or two days.

We would expect this to include:

- Co-planning time with the school prior to delivery
- Cost of delivering your CPD sessions, such as travel, facilitator time, etc.

- Your **in-school delivery (per day) costs**: all the costs involved in mounting your performance and workshop in one school for one day. You should be prepared to work with up to four classes in one day. If you are selected for the programme and asked to work with a school larger than four form entry, we will pay you for an additional day of delivery in that school. The costs you set out in this section should give us a sense of the cost of an additional day of delivery.

We would expect this to include:

- Practitioner time (if different members of your team are on different day rates, please list them separately)
- Travel (including van hire)
- Per Dies

Exclusions

You do not need to include the following in your budget:

- Photography – A New Direction aims to photograph activity in one school per organisation, and will gain the necessary permissions to share these with you. Organisations should not take any photos of children during delivery.
- Resources (other than light-touch resources to support CPD) – A New Direction will produce a resource pack for the programme which organisations will contribute to, there is no need for organisations to develop additional resources.
- Printing (particularly professional printing) – for environmental reasons, where possible we prefer to reduce the use of paper resources.
- Independent evaluation – A New Direction will undertake evaluation of the programme (supported by organisations) and will share relevant raw data with organisations.

Please upload your budget in excel format (do not convert to PDF), and ensure that your organisation name is in the file name.

8. Supporting materials

Please supply anything you think will enhance our understanding of your organisation's approach to working with schools and of your proposed offer in particular. We encourage you to use existing material to support your EOI rather than creating anything new.

If you prefer to share links rather than upload documents, please list these in a single Word doc with a brief explanation of what they are, and upload it (one upload is fine in this case).

9. Please confirm that you are able to offer at least 18 date options for in-school delivery between 23 February and 27 March 2026.

We aim to offer as many dates as possible for schools at the point of booking, to make it easier to schedule delivery in a way that is manageable for schools and organisations. The more dates you can offer in the initial phase the more helpful that will be. Any dates not allocated during scheduling will be released back to you by December.

10. Attendance at network meetings

As outlined above, we expect all participating organisations to send at least 1 member of their team to the four network meetings. The same member(s) of the team should attend each meeting for consistency. Please check dates and indicate your availability.

Network meetings will take place at A New Direction's offices in the Queen Elizabeth Olympic Park (Good Growth Hub) on the following dates:

- Monday 29 September 2025
- Monday 17 November 2025
- Monday 12 January 2026
- Thursday 14 May 2026

11. Interview availability

We'll need to have a short chat (30 mins) with all shortlisted organisations to discuss your EOI, check your budget and ensure we have a good understanding of your proposal before making our final decision. We'll use the availability you indicate here to suggest a date and time, and will contact you to arrange this if you are shortlisted. If you are not available on any of the dates listed, we will try to arrange a different date.

- Wednesday 23 April (morning /afternoon)
- Thursday 24 April (morning /afternoon)
- Monday 28 April (morning)

12. Organisation declaration

In order to meet the requirements of our funder (City Educational Trust Fund), and to comply with A New Direction's policies and best practice, we require organisations working with us to codeliver the Primary Arts programme to complete a [declaration](#) to confirm that they have compatible policies and approaches.

The declaration covers:

- Safeguarding
- GDPR and Data Protection
- Equality, Diversity and Inclusion
- London Living Wage
- Environmental Protection

Please read and sign the declaration (a digital signature is fine), and upload it in Word or PDF format. Please ensure that your organisation name is in the document name.

If you have concerns about any aspects of the declaration, please contact Jess McDermott, Programme Manager at A New Direction (jess.mcdermott@anewdirection.org.uk) before expressing interest in the programme. Organisations that are not able to complete the declaration may not be eligible to be part of the programme.

Thanks again for your interest in working with us on Primary Arts. We look forward to hearing from you.

If you any have questions that aren't answered in this guidance, please contact the Primary Arts team at A New Direction by email at schools@anewdirection.org.uk before expressing interest in the programme.