
MY CULTURE, MY *LONDON*

ANNUAL REVIEW / 2013



A NEW DIRECTION IS LONDON'S LEADER IN CULTURAL EDUCATION

We connect children, young people and education with the best of arts and culture in London. We believe that together we can make London the best city in the world for young people's cultural and creative development.

- We campaign for the value of arts and culture to the lives of all young Londoners
- We promote practical ways that schools and other institutions can develop cultural opportunities
- We work with arts and cultural partners to ensure the highest quality in work with children and young people

A New Direction (AND) is also the lead bridge organisation for London, as part of a national network of 10 organisations, funded by Arts Council England via the National Lottery to connect children and young people, schools and communities with arts and culture. We are supported in this role by four London-based arts organisations – Apples and Snakes, The Lyric Hammersmith, Roundhouse and Sadler's Wells.

A.N.D

A new direction for arts,
culture and young london



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WHOSE LONDON?

INTRODUCTION

Speaking as a Londoner born and bred, this wonderful great complex mess of a city has the ability to both delight and frustrate in equal measures.

The contradictions come thick and fast, and none is more chilling than the fact that at the same time as the London economy shows some signs of recovery, youth unemployment is at its highest level since 1993, and one in four young Londoners is now unemployed.

The sad truth is that the huge creative and cultural sector in the capital of which we are rightly proud does little to help here, with access to jobs for young Londoners being very poor, and with those who do get through the door still more likely to come from our leafier and well-heeled postcodes.

AND's recent research also shows us that the mere idea of 'art and culture' is alien to many young Londoners whose everyday lives are nonetheless filled with creativity that they made themselves and with their friends – whether that's music, skateboarding, hairstyling or the myriad of opportunities to share and co-create online.

So when it comes to inclusion in all senses of the word, we are in danger of missing an opportunity to connect with young Londoners that I believe could eventually bring into question the relevance and even the legitimacy of the subsidised arts.

What can we do about it?

Well, we arts folks are certainly not dumb and we have good intentions, but one thing is clear; to simply carry on doing the same things as we have been doing for the last 25 years to encourage inclusion, and then expect different results is just daft. I think Einstein had something to say about this...

So if the arts are to play a part in London's future that is much more meaningful than acting as a magnet for tourism or an agent of gentrification, we could be well advised to divert a little of the energy we all put into 'advocacy' into some deep thinking about what our role could and should be in creating opportunities for young people in London. Yes, let's talk amongst ourselves, but more importantly let's also talk to anyone who may have something to contribute to finding a way forward whether they are teachers, social entrepreneurs,

business people, or games developers. Most importantly let's find new ways to engage with the public (particularly the young public) about what we do and how we do it.

The easy option to believe that everything is hunky dory and we just need to find ever smarter ways to replicate the existing arts constituency – workforce and audience – will not get us very far.

The challenge for AND and our partners is to continue to be open to new ideas about how we work and be even more ambitious about the role that the arts and culture can play in the lives of young people in London.

To say that the last year for AND has been busy is an understatement and I continue to be in awe of the staff team and hugely indebted to the Trustees to whose ranks I was delighted to welcome Marc Jaffrey and Steve Ackerman.



John Kieffer / Chair

WHOSE CULTURE?

When we established A New Direction in October 2008 – equity, creativity and trust were the core values we built the organisation around, and they continue to be principles that drive us forward.

The last 12 months have been busy and productive but also challenging. In a year where the London 2012 Olympic and Paralympic Games invited the world to embrace what is best about our city, we also experienced unprecedented change to public services, curriculum reform, the introduction of new school models, population growth, rising rents and house prices and fear and anxiety for young Londoners about their working futures.

In austere times there is a real possibility for polarisation and it is now more important than ever that we fight for equity and ensure that all young Londoners have the opportunity to take part in arts and culture. It is our vision that London leads the world as a city where young people can participate in and experience the best creative endeavour. Culture and creativity for all young people is a right, regardless of money and resources being scarce, and we must work together to address the inequalities that exist in the capital around how young people access opportunities.

This last year has been focused on building a better understanding of London and how the city is changing; what the ongoing challenges for young people are as well as for local authorities, schools and the cultural sector.

For me much of the conclusion of this work is about the extent to which we really listen to young people and involve them in decision making. All of us in the cultural sector need to work harder at understanding and being relevant to young people's lives as well as sharing power by co-authoring and co-creating work with young people. It is not our role to preserve a static notion of arts and culture. We must embrace and value new ideas and concepts of culture and cultural education, and support and enable young people to express themselves in their own terms.

Schools are important to us. There are more than 3,000 of them in London, reaching the majority of young people. London schools are currently outperforming the rest of the country and they play a key role in sparking and nurturing creativity in the next generation.

For a young person from a less well-off background school is likely to be the place that provides their first memorable cultural experience. As part of our Bridge work we are building the capacity of schools with our advocacy and support around Artsmark and Arts Award. These tools are a coherent and consistent vehicle for schools committed to maintaining and building a high-quality cultural offer.

In the last 12 months we have expanded our partnership working. We have done this with the London Mayor on the development of the London Curriculum and in work with youth clubs/informal arts settings with London Youth (as part of the DfE funded Strong Voices programme). We have created paid work opportunities for young people through our Create Jobs programme working with Create, Job Centre Plus and the CC Skills Creative Employment Programme. Working with the Innovation Unit on our Connected London programme we have invested time and resources with partners across the city (ranging from music hubs to museums and local authorities) to build new local cultural education partnerships.

It is a privilege for A New Direction to support and be part of the realisation of the first ever Young Poet Laureate for London as part of Spoke, a Queen Elizabeth Olympic Park commission, with Apples and Snakes, Spread the Word and Discover. The role is symbolic of what is best about our city and creates a unique opportunity for a new voice to be heard.

We must be positive about the future of cultural education in London – whether young people choose to engage in culture for pleasure, learning or as part of the future workforce. Young people are passionate, creative and excited about the city around them – we must harness this energy and value London's greatest asset – our young people.



Steve Moffitt / Chief Executive

TIMELINE / 2013



CENTRES CONFERENCE

Delegates from across eight European countries converge on Coin Street to discuss Creative Entrepreneurship in Schools.

ALL EYES ON US

all eyes on us, a film made by young people about the making of the Paralympic Opening Ceremony, launches at Freeword.

SCHOOLS CREATIVE INDUSTRIES DAY

Schools involved in the CENTREs pilots came together at the Barbican Centre for a Creative Industries Day, where they met creative entrepreneurs and took away ideas for their own creative entrepreneurship projects at school.

LONDON PICTURE CONFERENCE

200 arts and cultural organisations come together to look at the future for cultural education in London.

OFFICE MOVE

A New Direction moves from Stratford to Old Street.

MARK WALLINGER'S LABYRINTH

Art on the Underground and *A New Direction* launch school resources for Mark Wallinger's Labyrinth project.†



CONNECTED LONDON

Partners from across 10 London boroughs come together to road-map a Cultural Education Plan for London and prepare for challenges ahead.

LONDON CURRICULUM

Work begins with the Mayor's office on plans to develop resources as part of a London Curriculum.

JAN

FEB

MAR

APR

MAY

JUN

TEACHING SCHOOLS EVENT

London phase one Teaching Schools come together at the Southbank Centre to build a programme of support for cultural engagement.

MUSEUMS AND HERITAGE EVENT

40 museum and heritage colleagues join us at Cecil House to look at changing education landscape and opportunities for partnerships with schools.

† 'Our collaboration with AND to develop the Labyrinth Schools Programme has been highly rewarding and beneficial for us. AND's strategic knowledge combined with practical advice has resulted in an inspiring range of creative public outcomes and resources for London students and teachers, and in doing so will help to strengthen the cultural connection between young people, the Tube and the wider city.'

**Louise Coysh, Curator
Art on the Underground**

Mark Wallinger's Labyrinth
May 2013

ELMO MENTORING

Young people take over the Queen Elizabeth Olympic Park to launch our Elmo (East London Mobile Workshop) mentoring programme with LLDC.

ACTION LEARNING

30 cultural leaders in education conclude their Action Learning activity. Quote from participant: 'A New Direction can scan horizons and call to attention things I might miss whilst busy delivering.'

SUMMER READING CHALLENGE

Library services across London take on Arts Award as part of the Summer Reading Challenge and achieve 400 Arts Awards at Discover level.

STRONG VOICES RESIDENTIAL

45 young people and 20 youth workers from London youth clubs come together, kick-starting a two-year project connecting youth provision and the arts sector.

YOUTH POLL REPORT

Results of a poll of 1,600 young Londoners are published, highlighting the importance of schools in introducing young people to arts and culture, and an imbalance between inner and outer London.

LABYRINTH SCHOOL POSTER CAMPAIGN

Art on the Underground and A New Direction run a successful poster competition for Mark Wallinger's Labyrinth project.

CREATE JOBS EVENT

Hackney Empire and Hackney Into Work host an event for employers in support of our Create Jobs programme, which so far this year has seen 50 unemployed young people find jobs within the creative and cultural sector, and many more involved in work experience and paid opportunities.

POVERTY DEBATE

Priced Out? – an in-depth look at how poverty is affecting the cultural lives of young people, with Stella Creasy MP at William Morris Gallery.

YOUNG POET LAUREATE

Warsan Shire is announced as the first ever Young Poet Laureate for London at the Houses of Parliament as part of Spoke – a Queen Elizabeth Olympic Park commission in partnership with Spread the Word, Apples and Snakes and Discover.

**JUL****ARTSMARK EVENTS**

142 schools take part in Discover Artsmark and Artsmark Inset, with 122 starting applications and 22 going on to achieve Artsmark or Artsmark Gold so far.

AUG**SEP****OCT****SCHOOLS CONFERENCE**

Conference for 100 schools at Somerset House exploring ways to maintain a more creative and cultural curriculum.

NOV**MEASURING IMPACT**

Seminar on impact assessment, led by Arts Inform with A New Direction, Roundhouse, Royal Opera House Bridge, The Lyric Hammersmith, Spitalfields Music, Dance United, London Transport Museum and Horniman Museum.

DEC**STAKEHOLDER RECEPTION EVENT**

AND rounds up the year with an event for 100 stakeholders at the House of St Barnabas, Soho – a not-for-profit members club that supports London's homeless people back into work through its integrated Employment Academy.



MY LONDON

PORTRAITS OF YOUNG LONDONERS



Danielle



Lawrence



Paloma



Sid



Talia



Thurika



Trey



Dahlia

Children and young people are at the heart of everything we do at A New Direction. We live in one of the most dynamic and creative cities in the world, and our mission is to ensure all young Londoners benefit from this. This year we did a survey looking at how young Londoners engage with culture and this gave us some strong messages; that engagement drops off at the end of secondary school; that young people in outer London engage less than those in inner London and that school is really important in introducing young people to culture for the first time.

But this does not tell us much about the *texture* of how children and young people experience culture and experience London. To try and get under the skin of this question, we have been doing in-depth research which looks at the behaviour of 20 young people. They are not 'representative' – they only speak to their own experience – but they do provide some insight into a view of the city that you might not come across as an adult.

For many of our young people there is no special 'arts' aspect to their lives – creation, participation and experimentation are just part of who they are, and part of their everyday existence. Their idea of creative activity might be quite elastic – it might be tattooing or beauty or creating cartoons online, taking photos and sharing them with friends – but it does include the mainstay of dance and drama classes, drawing and making music.

Participation is about identity, understanding yourself and sharing this with others. The internet and social media are woven into all forms of engagement. Barriers do exist and are real – money, time, lack of

encouragement – but young people will use a lot of determination and ingenuity to pursue the things that really matter to them.

There is a passion for being creative, an openness for new experiences and a strong identification with the diversity and opportunity on offer in London, but a lack of any real understanding of how to leverage this to move forward. This can mean that experiences are tried but not pursued; ideas happen but are not explored further, and if your mates and parents are not supportive it can be hard to go it alone. When it comes to trying new things and developing and progressing in a creative area, small – even inconsequential – barriers can be very off-putting and conversely, small 'nudges' – like encouragement, easy transport, free tickets – make a big difference.

We will be publishing a full report of this research next year, but to give you an idea of who our young Londoners are and what arts, culture – and London – means to them, we are publishing eight portraits photographed by Giulio Mazzarini in this annual review.

What might this mean for arts and cultural organisations, schools and those who fund and plan cultural activity?

- How young person or child focused are our cultural offers?
- How responsive are we to the ways that young people choose to engage – through filming, sharing, being noisy?
- Navigating London's many opportunities can be stressful – are we doing enough to support young people?
- Do we respect young people's notions of culture and creativity or do we just want them to adopt ours?
- Does the workforce in our professions reflect the diversity of young London?

To keep up to date with how this research progresses sign-up to the AND bulletin at:

anewdirection.org.uk/newsletter

YOU ARE, WHEN ALL IS DONE...

... YOU ARE. GOETHE



DANIELLE AND LONDON

PROFILE /

DANIELLE / 21 YEARS OLD / ISLINGTON

Danielle lives with her husband and her one-year-old daughter. They are soon to welcome a fourth member to their family.

Library trips, street festivals, free museums and visits to Coram's Fields are Danielle's idea of arts and culture in London. Being a mother, these activities are always focused around the family and it's important that an activity is suitable for everyone.

Sometimes, she'll just stumble upon something; as a family, they like to jump on a bus and see what interesting things they can find.

Of course, being a mother does limit her somewhat. She can't just go to a music festival or a gig in the evening like she used to. And money can be an issue too. It's the reason a free museum takes preference over one with an entrance fee and a street festival is such a welcome find.



“ SOUTHBANK FESTIVAL; WE WERE LUCKY AND JUST STUMBLED ACROSS IT ON ONE OF OUR LITTLE SIGHTSEEING DAYS OUT. WE LIKED IT SO MUCH WE RETURNED NUMEROUS TIMES WHILE IT WAS ON (RAIN OR SHINE). IT WAS GREAT BECAUSE IT HAS STUFF FOR ADULTS AND CHILDREN TO DO ”



LAWRENCE AND LONDON

PROFILE /

LAWRENCE / 14 YEARS OLD / CRYSTAL PALACE

Lawrence lives with his parents and sister and is currently studying for his GCSEs. Having always lived in London, Lawrence finds the city an intriguing place, full of things to be discovered and explored.

His favourite subjects at school are geography and history, which explains his love for museums and heritage sites.

Lawrence's other passion is going to the theatre, stemming from his past involvement with stage school and drama clubs. Although he doesn't act anymore, due in part to the demands of school, he still appreciates the theatre and he likes to feel connected to it.

For Lawrence, there is one other great passion in his life competing for his time: football. Lawrence plays for his school's football club and usually has a match every weekend. Football eats into the time he can spend doing other things but he tries to keep a balance.



“ WHEN I LOOK AT THINGS IN MUSEUMS (ARTEFACTS, PAINTINGS AND SHOWS) IT GIVES ME NEW IDEAS AND IT ALSO MAKES ME WANT TO MAYBE DO SOMETHING LIKE THAT ”



PALOMA AND LONDON

PROFILE /

PALOMA / 13 YEARS OLD / PUTNEY

Paloma comes from a diverse background. Her mother is half English, half Italian and her father is Nigerian. She's very aware of her heritage and enjoys London because it is so multi-cultural.

Her parents are a huge influence on her. This has resulted in a varied portfolio of activities and hobbies throughout the years, from rowing to cheerleading to her current passion, Stagecoach, where she is rehearsing for a production of *Charlie and the Chocolate Factory*.

Paloma is inherently curious and energised by being exposed to new activities. She recently visited her local library for the first time and was

amazed at what she found there – one book in particular about fashion design caught her imagination, resulting in a series of her own hand-drawn designs.

More traditional arts and culture such as museums or heritage sites, however, are less inspiring. At her age, she wants any experience to deliver instant gratification before she's willing to give it any more time.



“ I AM A BOOK READER – I USUALLY GET MY BOOKS AS GIFTS OR FROM THE SCHOOL LIBRARY OR WE’LL BUY IT. BUT HAVING BEEN TO THE LIBRARY I’LL DEFINITELY USE IT MORE OFTEN NOW ”

HELL
IS
OTHER
PEOPLE



ONE MAN, TWO GUYNORS
Theatre Royal, Haymarket
Brompton, London

Friday
Upper Circle

18-October-2013
Ticket Price £7
Box Office £1.00

7:30

£7

£1.00

SID AND LONDON

PROFILE /

SID / 18 YEARS OLD / BARNET

Sid lives in Barnet with his mother and is currently at college studying creative media. He comes from a family where books and writing are in the blood.

His course is teaching him skills in storytelling and he is using these to good effect in creating a graphic novel.

As a student, money is always an issue, so he's constantly looking to find free activities like good films on TV, reading and the free places that London offers.

Despite openly embracing the term 'arts and culture', some of the traditional art forms, such as theatre and dance, still feel remote and a bit alien to him. It was a revelation therefore, when he went to see *One Man, Two Guvvors*, and realised how relevant and enjoyable theatre could actually be.

“ LONDON IS FUN AND EXCITING BECAUSE THERE'S ALWAYS SOMETHING HAPPENING AND YOU DON'T HAVE TO TRAVEL FAR TO FIND ENTERTAINMENT. AND A LOT OF IT IS FREE. YOU CAN ENJOY THE STREET PERFORMERS AT SOUTHBANK OR WANDER AMONG THE ECCENTRICS IN CAMDEN MARKET. YOU CAN ADMIRE A BANKSY ON A WALL OR LISTEN TO BUSKERS IN THE TUBE STATIONS. AND JUST WANDERING AROUND THE CITY IS LIKE VISITING ONE HUGE MUSEUM ”





TALIA AND LONDON

PROFILE /

TALIA / 15 YEARS OLD / FINCHLEY

Talia lives with her parents and sister and is currently in year 11 studying for her GCSEs. She has always lived in London and thinks it's a fantastic place to be.

Talia's favourite things to do, when she's not in school, include hanging out with her friends, listening to music, watching her favourite YouTube bloggers and going shopping.

Talia and her friends have a big influence on each other and in the last year, they've become obsessed with make-up, which has resulted in other interests being sacrificed. For Talia, make-up is a creative outlet and something that inspires

her every day. She dedicates a lot of time to make-up bloggers on YouTube, learning about different techniques and trends.

Talia's family's love of music has rubbed off on her – she loves to go to concerts and musical theatre, which she finds much more interactive than traditional theatre. She'd like to go more often, but it's quite expensive and seen more as a treat and something to save up for.

“ I LOVE HOW SOMETHING CAN ENHANCE THE WAY YOU LOOK. THAT REALLY INSPIRES ME ”





THURIKA AND LONDON

PROFILE /

THURIKA / 17 YEARS OLD / CROYDON

Thurika's main passion in life is mathematics, and she is working hard to secure a place to study Maths with Computer Science at university next year.

But her interests are not purely scientific. She loves designing clothes and accessories; from Japanese kimonos to African-inspired print dresses. She is part of her school sets and props design team and she practises Bharatanatyam, a south Indian classical dance, performing in programmes throughout the year.

She doesn't use the term 'arts and culture' to describe these activities. For her it brings to mind traditional occasions that are aimed at older, more privileged individuals. It also suggests a more passive involvement to her – she prefers to be actively taking part in these activities, rather than watching from the sidelines.

“ I'M NOT INTO MUSEUMS, OR OPERA OR ANYTHING CLASSICAL, MAINLY BECAUSE THEY ARE NOT AIMED AT MY AGE GROUP. I'M MORE OF A PERSON WHO LIKES TO BE HANDS ON AND DO SOMETHING, RATHER THAN JUST LOOK AND LISTEN. I PREFER A MORE LIVELY ATMOSPHERE! ”





TREY AND LONDON

PROFILE /

TREY / 13 YEARS OLD / CHISWICK

Trey has lived in London all of his life, with his mum and older brother and sister. He loves football and outdoor adventure activities. He is also fascinated by graphic design and animation.

He first became interested in it through playing Xbox but now enjoys creating designs on his computer – his most recent work of art is a logo for a friend who is making a gaming news website.

He spends most of his time locally rather than travelling into other areas of London – there's plenty to do on his doorstep with sport, the shops and cinema all within reach.

His recent visit to a central London gallery didn't inspire him, lacking contemporary appeal and feeling static and 'old-fashioned'. It's also not the sort of place that would appeal to his friends.

To Trey, arts and culture is 'multi-entertainment' – he expects to interact with it, so anything that is digitally powered or enhanced is appealing. So too are the more informal arts, such as the street dancing he came across in the summer on the South Bank.

“ I WENT TO THE NATIONAL GALLERY WITH MY MUM BECAUSE I KNEW NONE OF MY FRIENDS WOULD GO ”



COFFEE
COCKTAILS



DAHLIA AND LONDON

PROFILE /

DAHLIA / 22 YEARS OLD / UPPER HOLLOWAY

Dahlia was born and bred in London and wouldn't want to live anywhere else. Now she works as a runner for a production company in Shoreditch.

Arts and culture are part of her identity – her job, her friends, her pastimes, where she hangs out, even what she wears reflect her passion for creativity. You'll find her dancing at LoveBox in Victoria Park, enjoying live music in a pub in Dalston, visiting art installations in Kensington Gardens, admiring street art in Shoreditch or simply painting at home to relax.

If she had her way, she'd like all creative experiences to make her feel involved, otherwise they don't hold her attention for very long. Interactive experiences seem more worthwhile.

But with such a hectic and ad hoc work schedule it's not always easy for her to fit everything in. Activities that don't involve planning or a routine therefore tend to rise to the top. Spontaneity is the name of the game.

“ I LIKE TO GO TO PLACES THAT ARE OPEN ALL THE TIME, SO I CAN JUST DROP IN AND TURN UP WHEN I LIKE. THAT WAY IF I DON'T LIKE SOMETHING, OR I'M BAD AT IT, IT DOESN'T MATTER... I CAN JUST TRY THINGS OUT ”



FINANCIALS

A NEW DIRECTION LONDON LIMITED

The Statement of Financial Activities has been prepared from the Trustees' Report and Financial Statements for the year ended 31st March 2013.

INCOMING RESOURCES FROM GENERATED FUNDS:			YEAR ENDED 31 MARCH 2013	YEAR ENDED 31 MARCH 2012
	Unrestricted £	Restricted £	Total £	Total £
Voluntary income:				
Donations and similar income	–	–	–	19,372
Activities for generating funds:				
Events and conferences	–	–	–	5,530
Investment income				
Bank interest receivable	4,009	–	4,009	7,064
Incoming resources from charitable activities:				
Employment and skills	11,815	267,591	279,406	102,808
Increasing creative potential	58,996	480,426	539,422	933,658
Strategic development	–	726,705	726,705	617,060
Total Incoming Resources	74,820	1,474,722	1,549,542	1,685,492
Resources expended				
Cost of generating funds				
Fundraising costs	8,538	–	8,538	–
Charitable activities				
Employment and skills	14,570	264,284	278,854	593,297
Increasing creative potential	148,957	503,898	652,855	1,159,724
Strategic development	75,659	680,667	756,326	633,455
Governance costs	26,495	–	26,495	23,467
Total Resources Expended	274,219	1,448,849	1,723,068	2,409,943
Net movement of funds in the year	(199,399)	25,873	(173,526)	(724,451)
Reconciliation of funds				
Total Funds at 1st April 2012	428,947	262,626	691,573	1,416,024
Total Funds at 31st March 2013	229,548	288,499	518,047	691,573

LIST OF FUNDERS

Arts Council England

Barbican

British Council and European Commission Lifelong Learning Programme

City Bridge Trust

Equitable Charitable Trust

Creative Cultural Skills

Department of Work and Pensions – Jobcentre Plus

Eclectic Productions

Frieze Foundation

Greater London Authority

Heritage Lottery Fund

IPC Media Ltd.

London Legacy Development Corporation

Ministry of Defence – Service Children’s Education

North Music Trust – Department for Education

Rayne Foundation

Royal Opera House

Transport for London – Art on the Underground

Trinity College London

TRUSTEES

The following are the trustees who served in the year and up to the date of this report:

TRUSTEE NAME	DATE APPOINTED
John Kieffer, <i>Chair</i>	29th January 2009 (<i>elected 26/10/10</i>)
Nicola Baboneau, <i>Vice Chair</i>	23rd June 2008 (<i>re-elected 26/10/10</i>)
Steve Ackerman	24th September 2012
Lucinda Derry (CIPFA), <i>Treasurer</i>	27th May 2009
Alisa Fiddes	23rd February 2009 (<i>re-elected 26/10/10</i>)
Jackie Harrop	29th October 2008
Hillary Hodgson	29th January 2009
Marc Jaffrey	24th September 2012
David McNeill	29th October 2008
Steve Moffitt, <i>Company Secretary</i>	21st January 2009
Karen Myers	29th January 2009
Becky Swain	2nd July 2012

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