
**THE LONDON PICTURE
ANNUAL REPORT 2012**

A.N.D

A new direction for arts,
culture and young london



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INTRODUCTION

A MESSAGE FROM THE CHAIR



John Kieffer, Chair

In last year's Annual Report, I wrote about worrying times for the economy and society as a whole, public funding cuts, the possible marginalisation of the arts and all things creative in the curriculum, and the need to help provide children and young people with the tools to negotiate the choppy waters ahead. Well, a year on and in one sense it is 'business as usual' but if there is ever the time for some new thinking and real innovation this is it!

Whilst there has been a great deal of air time in recent months that has concentrated on the status or not of arts subjects in the English Baccalaureate, there is perhaps a more fundamental and I would argue more important conversation about the nature of creative learning and of creativity in learning that is bubbling away under the surface.

In his contribution to Creativity • Money • Love¹, Joe Hallgarten proposed a MeBacc that focuses on a young person's need to show "clear ambitions for the future, not only

career related, and demonstrate creativity, reflectiveness, meta-cognition – all of the skills we know are crucial for success in 21st century societies, workplaces and relationships." Although this moves us away from the familiar ground of special interest pleading into what are undoubtedly more difficult and nuanced areas of debate, this places creativity and the arts at the centre of the future of education rather than shouting from the wings.

We probably all knew better really, but any notion that A New Direction, located as it is in the midst of shifting sands, would be in anything but a permanent state of change was probably foolhardy. It is of great credit to Steve Moffitt and the staff team that they have negotiated these shifting sands with great skill, good humour and at times diplomacy that at times has gone far beyond the call of duty. Not least, the team has managed the transition from delivering the demanding but familiar Creative Partnerships programme to managing a raft of initiatives involving new sectors, new

partners, and whole new ways of working. All of this has been achieved whilst keeping the core values of the organisation in mind and in place. No small feat.

Over the last year the Board of Trustees said goodbye to Penny Bentley, who has been with A New Direction through all of its iterations, and was in her 30 years of teaching and school leadership in Tower Hamlets a true pioneer in the arts and education. We will miss Penny on the Board but I am sure that we will work together in the future.

I have been delighted however to welcome three new and wonderfully talented new Trustees to the Board: Becky Swain, Learning and Participation Manager of the literature organisation Arvon Foundation; Steve Ackerman the Managing Director of content design and creation company Somethin' Else; and Marc Jaffrey OBE, a consultant specialising in change management and former Music Manifesto Champion.

¹ <http://creative-blueprint.co.uk/thinkpieces/creativity-money-love>

A MESSAGE FROM THE CEO



Steve Moffitt, Chief Executive Officer

Over the last year A New Direction's work and the context in which we operate has radically changed. We are living through a period of extraordinary challenge and uncertainty for arts and cultural education, both in terms of funding priorities, and policy changes. There have been and are likely to be more significant cuts to public sector funding, impacting on Local Authority spending on arts and culture for young people, alongside proposed widespread curricular reform and changes in the status of arts in school. The concept of a national curriculum is changing, beside significant diversification of school management and delivery. We are experiencing a period of accelerated, unprecedented change.

Into this context we see our new role, as a Bridge organisation, connecting children, young people and schools with arts and culture, as extremely timely and useful for ensuring we sustain and grow

the opportunities for young Londoners to experience an amazing creative childhood.

We believe that London has the potential to be the best city in the world to experience a creative and cultural education. To do this we are implementing a dynamic and ambitious plan to maintain and improve the creative and cultural opportunities for young Londoners.

To achieve this we need support from a range of stakeholders, as we see the Bridge role as an alliance of organisations and individuals supporting a set of principles around innovation and quality.

In February 2012 we welcomed the Henley review of Cultural Education and its clear articulation of what young people should have access to. We built on this by commissioning NFER research (National Foundation for Education Research) into how schools in London engage with culture – this

confirmed that not all of London's young people have access to a quality, diverse and creative cultural education, and that schools needs are not currently being met by the offer of arts and cultural organisations. It is our job to help change this.

The Mayor's Education Inquiry in London has been a real milestone and explores the needs of London schools and its pupils. A key outcome of this will be the development of a 'London Curriculum'. This is a great opportunity for arts organisations, museums and heritage entities, alongside libraries and others to be part of the sustained improvement of London schools.

2012/13 was a great year for new developments in A New Directions work with children and young people. We commissioned new programmes involving digital art (www.trucearts.org) intergenerational heritage work (www.anewdirection.org.uk/stratford-explorers)

and new partnerships including Transport for London's Art on the Underground programme (www.anewdirection.org.uk/tfl).

The CREATE Jobs programme has been consolidated and developed over the last year. A new range of work related opportunities for young people from the host boroughs have been created and new partners have been recruited into the programme. (www.createjobs london.org)

A personal highlight for me was the summer of 2012. In the 23 years that I lived in London I have never experienced the city to feel so alive, welcoming safe and energised. Through Headstart and CREATE Jobs we had young people working as part of the CREATE Festival, tracking and engaging with the London 2012 Olympic and Paralympic Games in extraordinary ways. For all of us who work with young people, we have a responsibility to harness the energy of that summer to find a way of making the rhetoric

of 'Inspire a generation' into a reality. This will be challenging in difficult economic times, but if we reflect on the words of Stephen Hawking at the Paralympic Opening Ceremony:

"There is no such thing as a standard or run of the mill human being. We are all different. What is important is that we have the ability to create. We share the same human spirit."

Glorious and inspiring words from a unique individual.

I feel privileged to lead A New Direction at this particular moment, and I look forward to harnessing the collective imagination of the arts and cultural sector to help us move towards cementing London as the world leader in young people's creative and cultural development.

THE LONDON PICTURE



A key function of A New Direction's new Bridge role is to help understand the cultural education landscape in London.

This means understanding the demographics, trends, and data in relation to how children and young people interact with cultural opportunities.

The following infographics have been developed by bringing together a number of different existing datasets, and trying to see what they tell us about the different areas of London. They represent the key context behind our work, and much of the background behind the challenges that lie ahead.

Where do young people live? What kind of school do they attend? Which boroughs get the best GCSE results? Who has really embraced Artsmark? These questions can help us understand the city better and think about how we need to prioritise our activity.

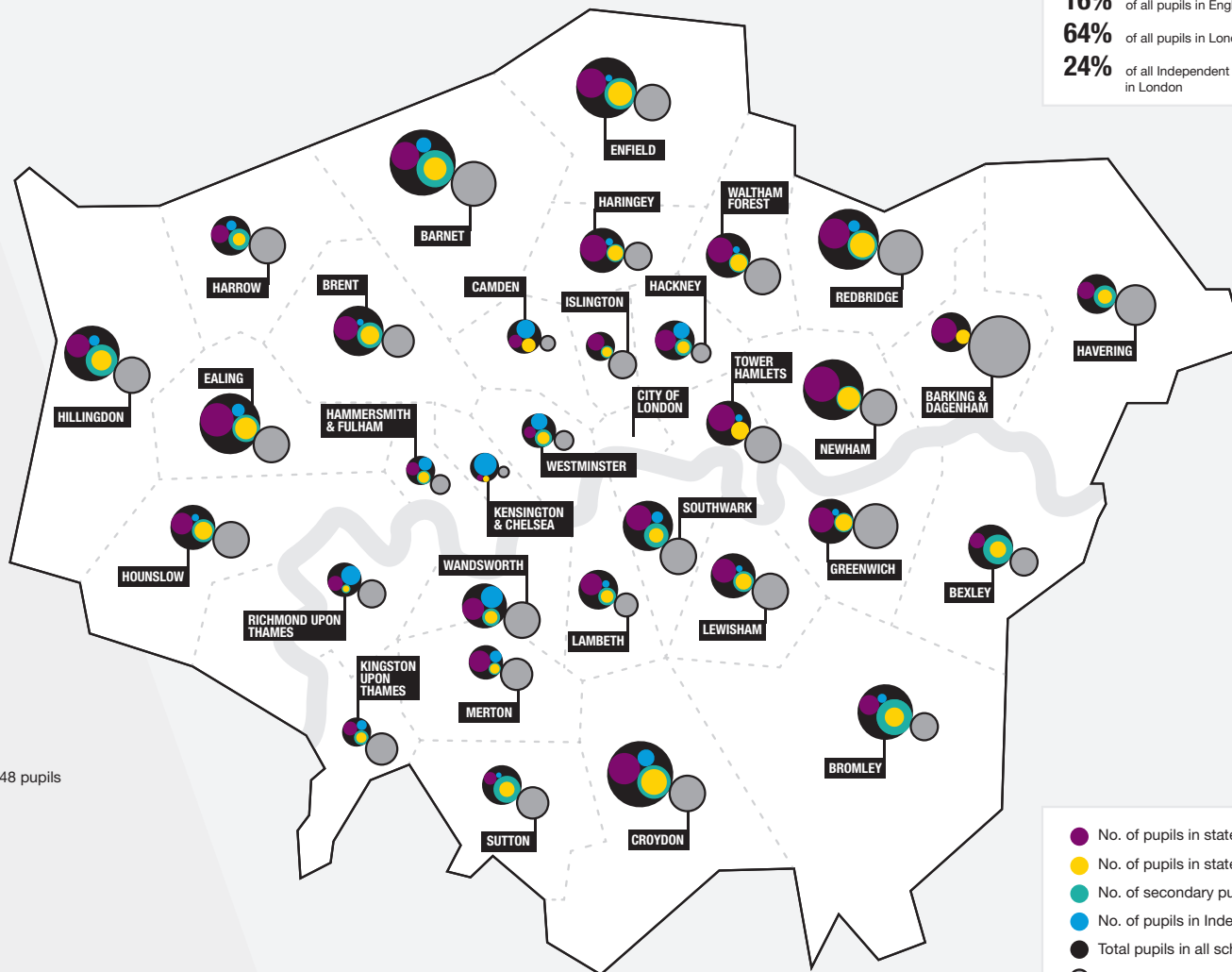
The infographics are also available online at www.anewdirection.org.uk/pictureoflondon, where you can also find a full summary of all the data that sits behind each image.



DISTRIBUTION OF PUPILS BY SCHOOL TYPE AND POPULATION GROWTH ESTIMATES

Where young Londoners go to school and population change over the next ten years

16% of all pupils in England live in London
64% of all pupils in London live in Outer London
24% of all Independent school pupils in England go to school in London



SCALE KEY:



- No. of pupils in state funded primary
- No. of pupils in state funded secondary
- No. of secondary pupils in Academies
- No. of pupils in Independent
- Total pupils in all schools
- % increase in population of 5-12 year olds by 2020

REFERENCES:
 1. <http://www.education.gov.uk/rsgateway/DB/SFR/s001071/index.shtml>
 2. Schools, Pupils and their Characteristics produced by the Department for Education were released on 21st June 2012 according to the arrangements approved by the UK Statistics Authority
 3. <http://data.london.gov.uk/datastore/package/gla-demographic-projections>



DISTRIBUTION OF PUPILS BY SCHOOL TYPE AND POPULATION GROWTH ESTIMATES

Where young Londoners go to school and population change over the next ten years - **ACADEMIES**

ACADEMIES

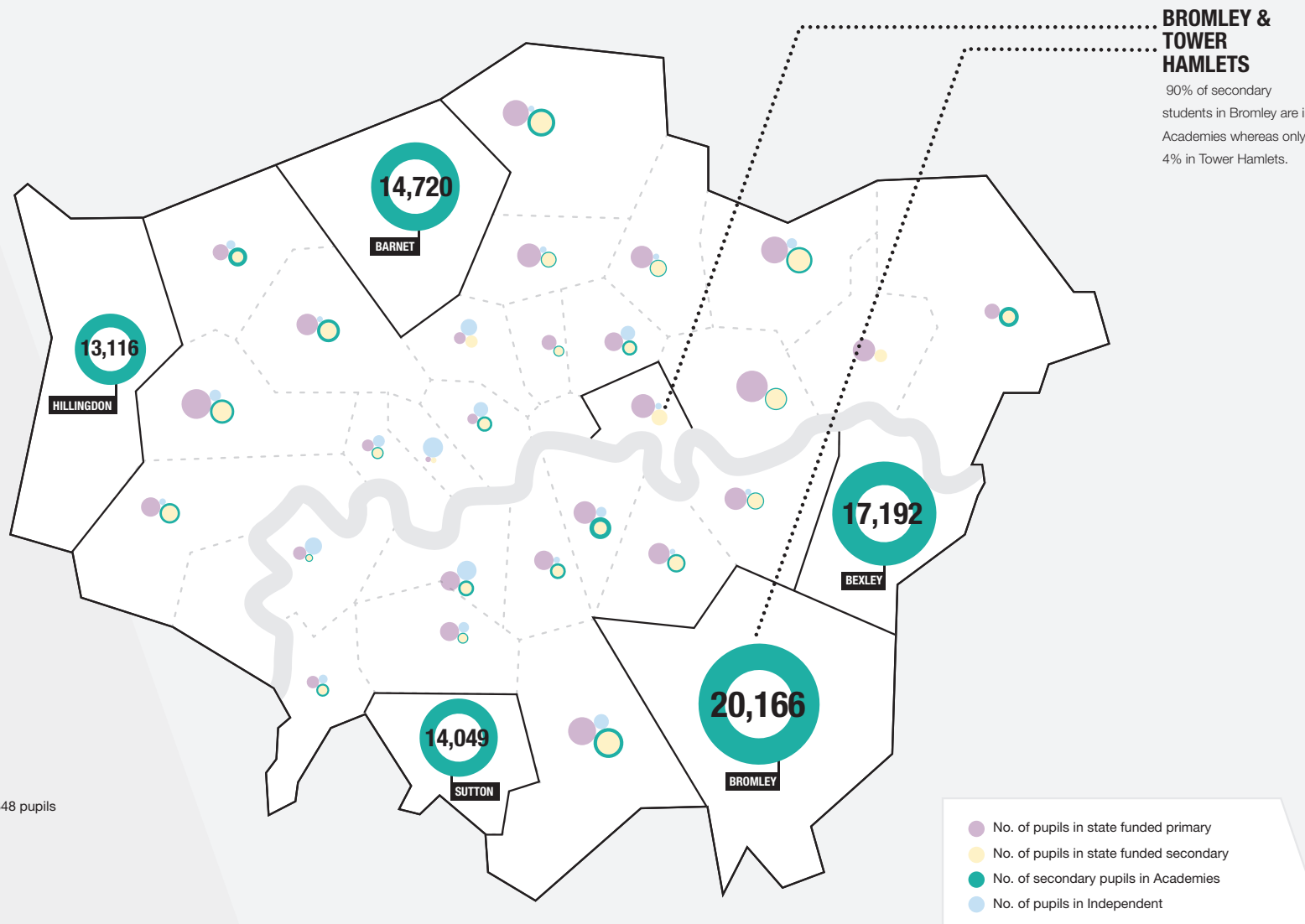
The Academy picture is changing rapidly. In September 2012 there were 2,309 academies across England ten times the 203 that were in existence when the coalition came to power in 2010.¹ We can see from the data that some boroughs have embraced academies more than others but growth is likely to continue across London.

BROMLEY, BEXLEY, BARNET, SUTTON & HILLINGDON

Currently have the highest number of secondary school pupils in Academies.

SCALE KEY:

• = 232 pupils
 = 61,348 pupils



A.N.D

DISTRIBUTION OF PUPILS BY SCHOOL TYPE AND POPULATION GROWTH ESTIMATES

Where young Londoners go to school and population change over the next ten years - **INDEPENDENTS**

INDEPENDENTS

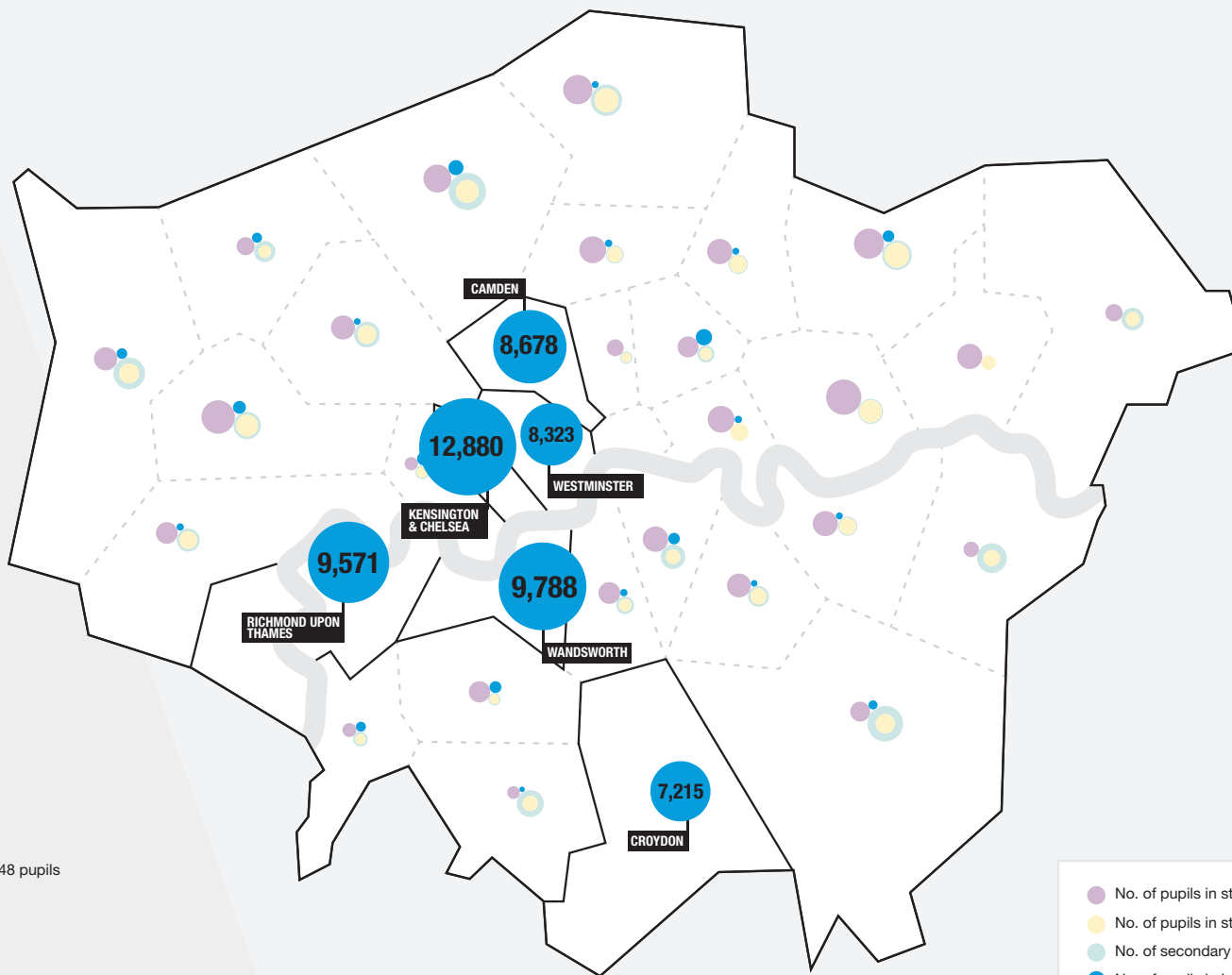
London has the highest proportion of private or independent schools in the country. In some boroughs a very large proportion of young people are educated privately. Our NFER survey showed that private schools tend to sit outside of local structures for encouraging cultural education.¹

KENSINGTON & CHELSEA, WANDSWORTH, RICHMOND, CAMDEN, WESTMINSTER & CROYDON

have the highest number of pupils attending Independent schools.

SCALE KEY:

· = 232 pupils ● = 61,348 pupils



- No. of pupils in state funded primary
- No. of pupils in state funded secondary
- No. of secondary pupils in Academies
- No. of pupils in Independent

A.N.D

DISTRIBUTION OF PUPILS BY SCHOOL TYPE AND POPULATION GROWTH ESTIMATES

Where young Londoners go to school and population change over the next ten years - **GROWTH**

GROWTH

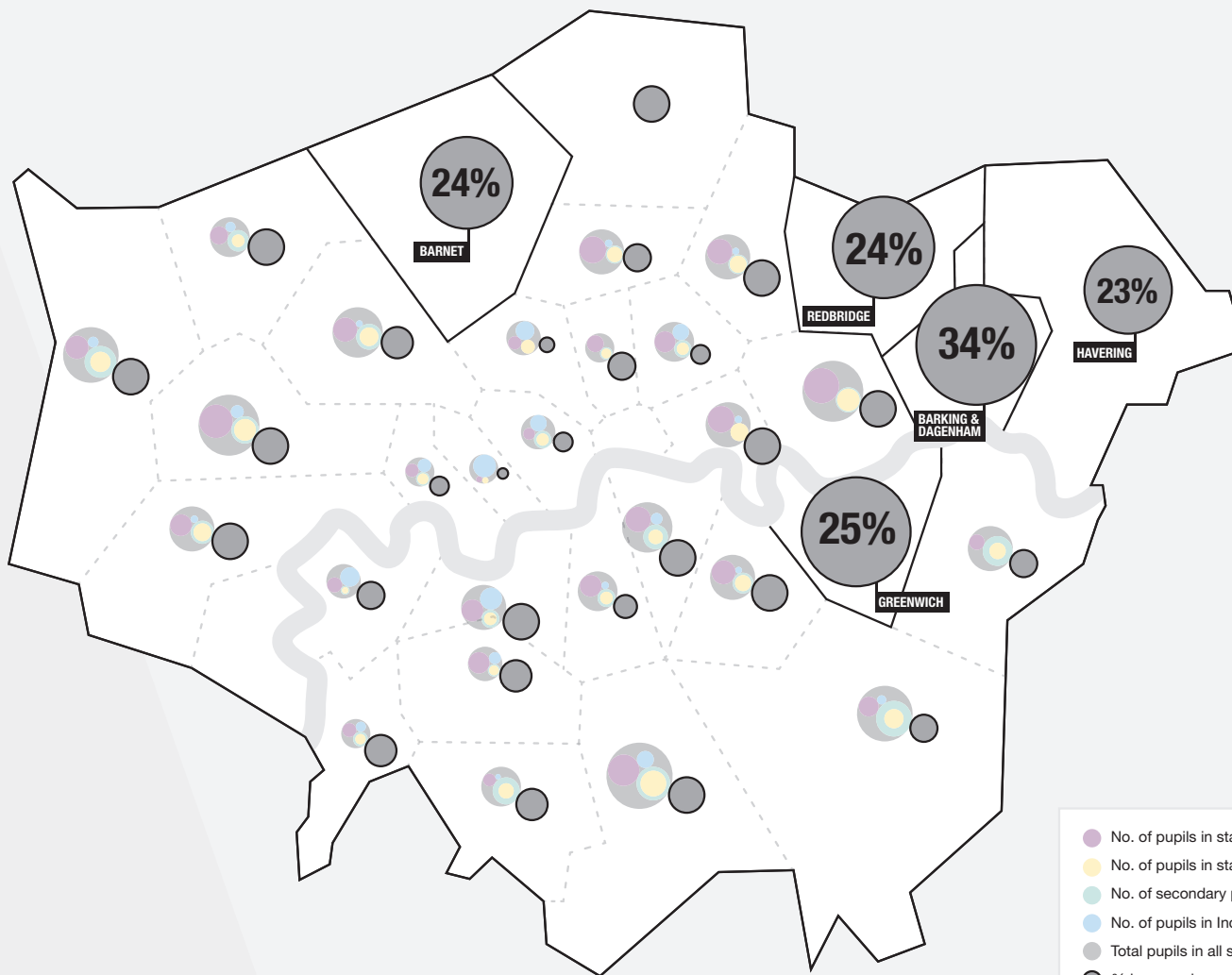
London's population is growing and getting younger – some boroughs will see disproportionate growth.

According to London Councils the city will need 90,000 new schools places (primary and secondary) between 2012 and 2016.⁸

BARKING & DAGENHAM, GREENWICH, REDBRIDGE, BARNET & HAVERING.

have the highest rate of population growth within the younger age group.

SCALE KEY:



- No. of pupils in state funded primary
- No. of pupils in state funded secondary
- No. of secondary pupils in Academies
- No. of pupils in Independent
- Total pupils in all schools
- % increase in population of 5-12 year olds by 2020

LONDON

On average 47% of London students in years 12 and 13 study in a different borough to the one they live in - making school places planning even more complex.⁹

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EDUCATIONAL ATTAINMENT ACROSS LONDON BOROUGHES

Success at GCSE and progression of young Londoners from age 16

LONDON

75% of London schools are judged to be good or outstanding by Ofsted compared to 69 % of schools across England.^{vii}

LONDON SKILLS NEEDS

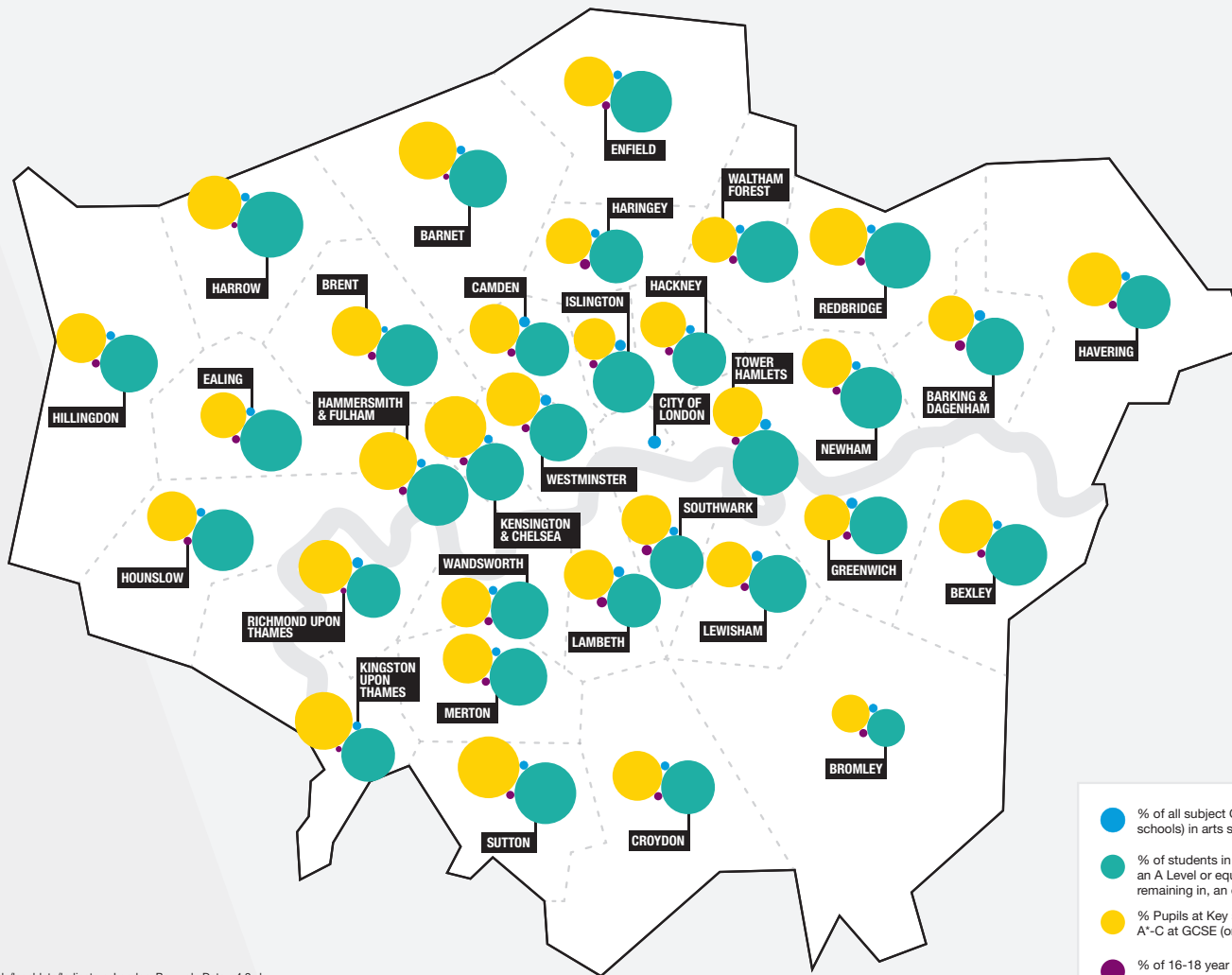
One in two jobs in London by 2020 will require at least degree level skills. 51% people in employment in London had NVQ4+ skills in 2010 compared to 37% of people in England.*

SCALE KEY:



REFERENCES:

1. http://seo.org.uk/sites/default/files/downloads/localdata/indicators_London_Borough_Data_v4.2.xls
2. <http://www.education.gov.uk/researchandstatistics/datasets/a00201306/dfc-gcse-and-equivalent-results-in-england-201011-revised>
3. <http://www.education.gov.uk/rsgateway/DB/STA/001076/osr13-2012.pdf>
4. <http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/children-and-young-people/>



UNEMPLOYMENT

London has high levels of youth unemployment – 1 in 4 young people aged between 16 and 24 is unemployed. At 25% youth unemployment (is together with Yorkshire and Humberside) – the highest in England (@September 2012).^{ix}

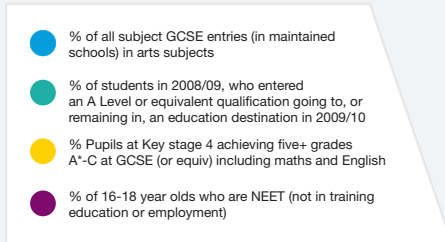
NEETS

Top 5:

- Southwark
- Lambeth
- Haringey
- Barking & Dagenham
- Croydon

Bottom 5:

- City of London
- Kingston Upon Thames
- Harrow
- Richmond Upon Thames
- Barnet



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EDUCATIONAL ATTAINMENT ACROSS LONDON BOROUGHES

Success at GCSE and progression of young Londoners from age 16

ARTS GCSES

AND's research into cultural engagement suggests Independent schools are more likely to enrol students in arts subjects at GCSE - with 46% of Independents surveyed reporting 81-100 of their pupils achieving an A-C grade at GCSE in an arts subject compared to 10.3% of maintained secondary and 25% of academies.^{xi}

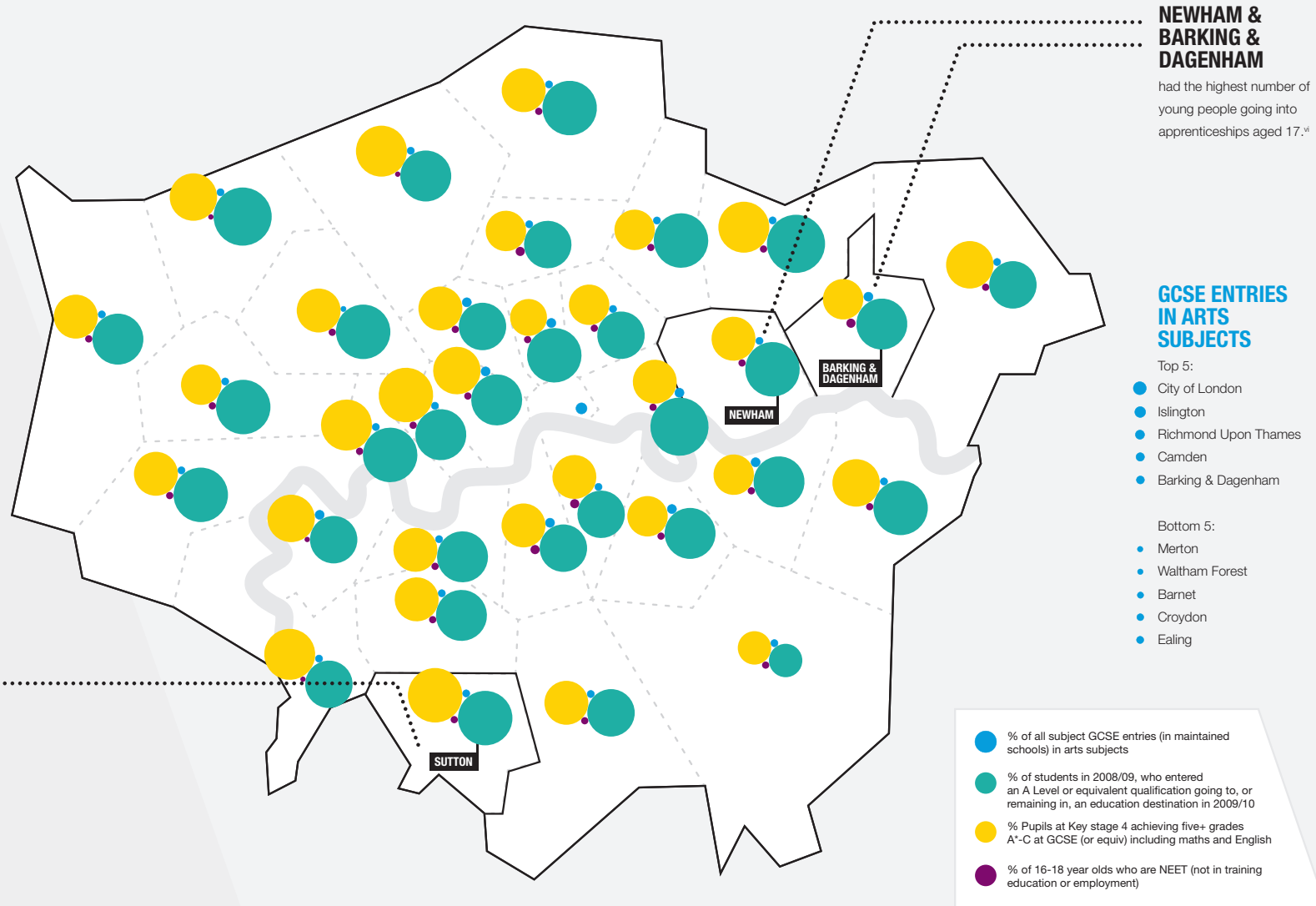
LONDON AVERAGE:

Since 2004 London schools have out-performed the rest of the country for achievement of 5 good GCSEs at Key stage 4 - 62% in London compared to 58% the England average.^{vi}

SUTTON

According to 2010 data Sutton had more young people going on to Oxford and Cambridge than any other borough in London.^{vii}

SCALE KEY:



A.N.D

DISTRIBUTION OF CULTURAL ORGANISATIONS, AUDIENCES AND ARTSMARK

What's going on where, who's taking-part in the arts and density of schools engaged in Artsmark

KENSINGTON & CHELSEA, RICHMOND, CITY OF LONDON, CAMDEN & WANDSWORTH

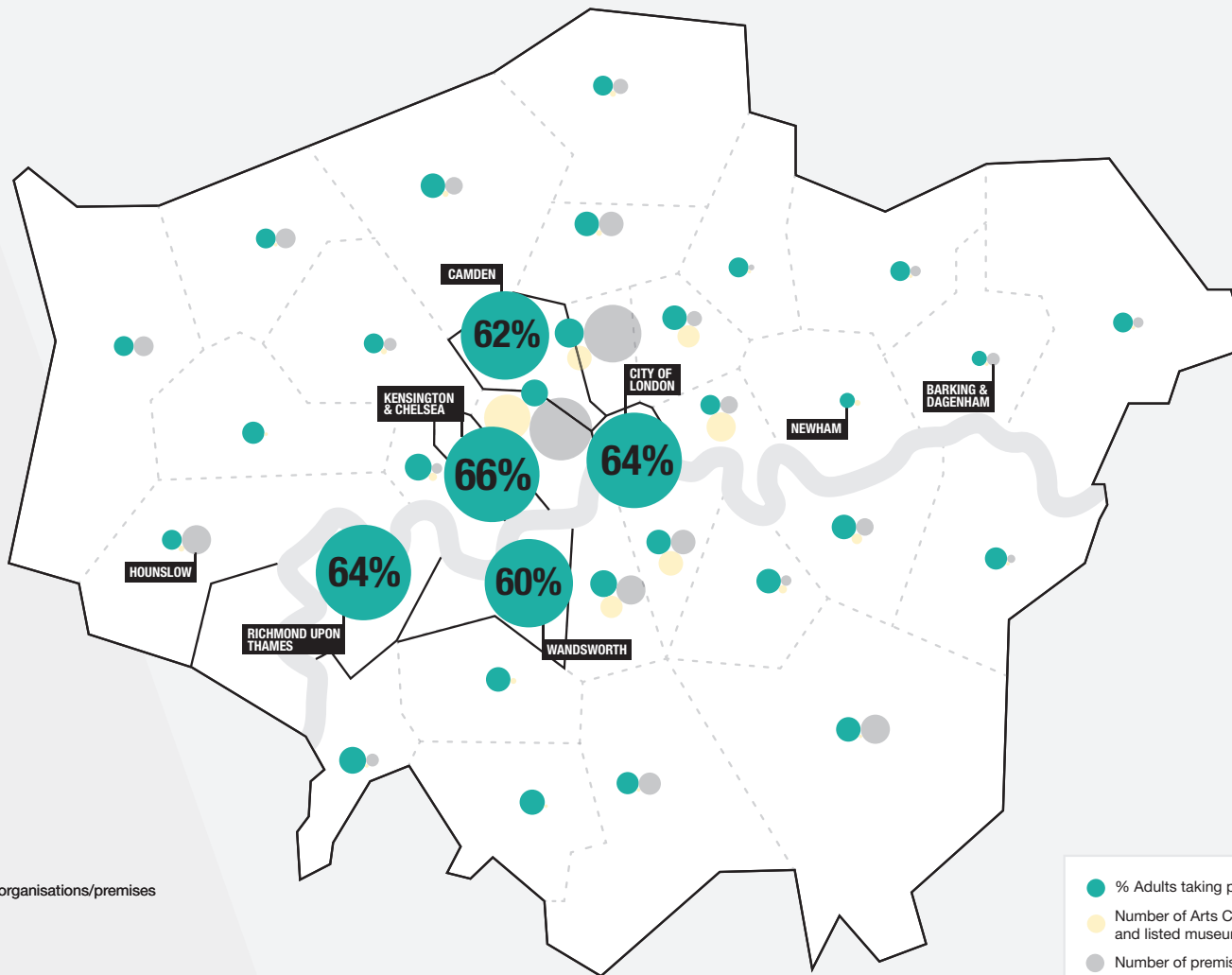
are the top five local authorities in England for adult engagement in the arts.

NEWHAM, BARKING & DAGENHAM & HOUNSLOW

are the lowest three boroughs for adult engagement in the arts.

THE TOP BOROUGHES FOR NO OF ACE / MUSEUMS

are Westminster, Camden, Tower Hamlets, Islington and Southwark.



SCALE KEY:

- = 32% ● = 66%
- = 2 ● = 118 number of organisations/premises

- % Adults taking part in the arts
- Number of Arts Council funded organisations and listed museums
- Number of premises licensed for entertainment

A.N.D

DISTRIBUTION OF CULTURAL ORGANISATIONS, AUDIENCES AND ARTSMARK

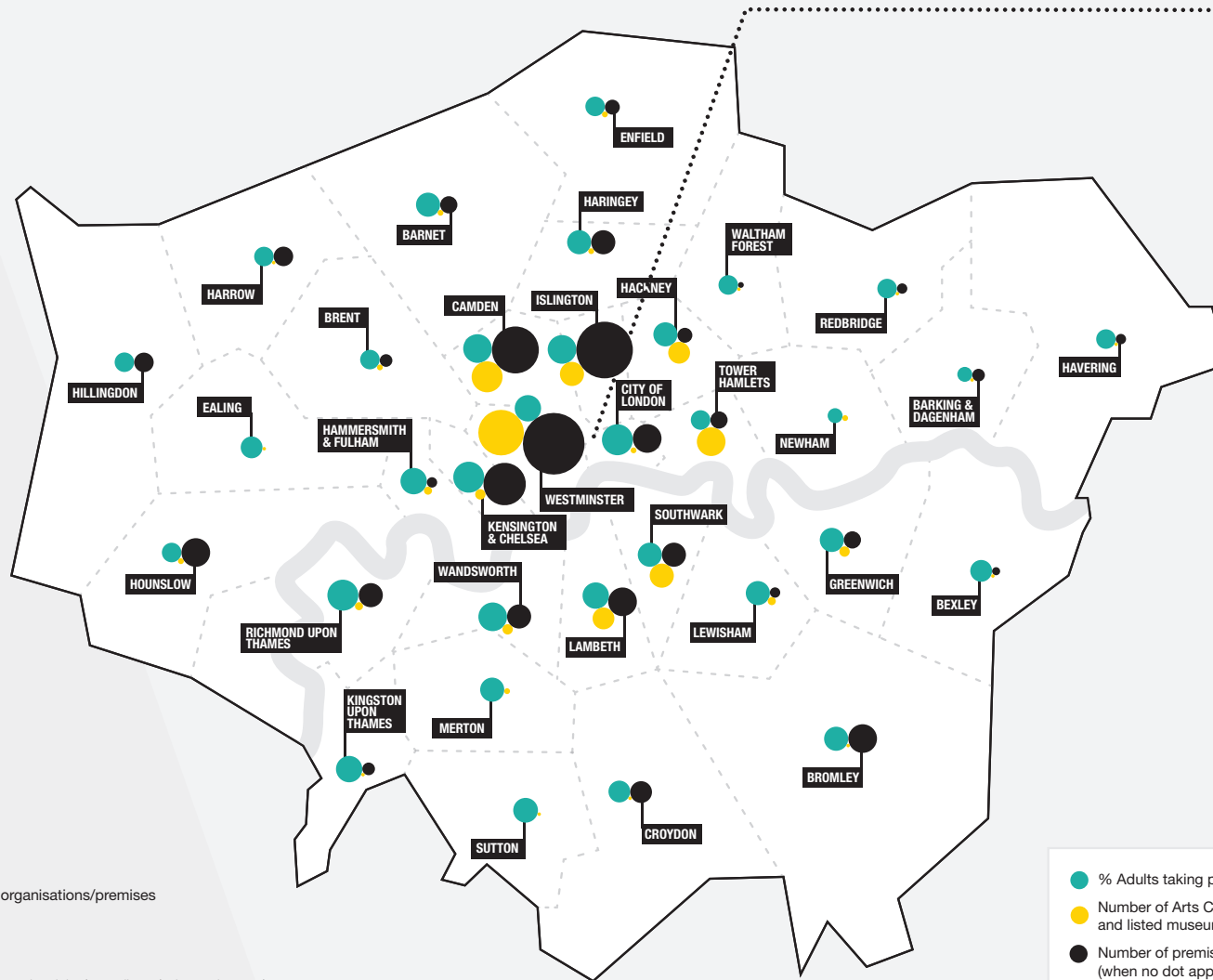
What's going on where, who's taking-part in the arts and density of schools engaged in Artsmark

LONDON

London has the largest cultural and creative sector in England probably in Europe. There are around 400 museums in London and 300 libraries. London is a 'super cluster' in terms of employment in the cultural creative sectors meaning it has some of the highest density of employment in this area in the world.

CENTRAL LONDON

The creative and cultural sectors tend to be localised and particularly dense within central London. Cultural provision in Outer London can be as low as in other areas of the country.



SCALE KEY:

- = 32% ● = 66%
- = 2 ● = 118 number of organisations/premises

- % Adults taking part in the arts
- Number of Arts Council funded organisations and listed museums
- Number of premises licensed for entertainment (when no dot appears, no data is available)

REFERENCES:
 1. <http://www.artscouncil.org.uk/what-we-do/research-and-data/arts-audiences/active-people-survey/>
 2. <http://www.artsaward.org.uk/site/?id=2251>
 3. <http://www.artscouncil.org.uk/funding/apply-for-funding/national-portfolio-organisations-map/>, <http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/children-and-young-people/>
 4. <http://www.culture.gov.uk/publications/7456.aspx>

A.N.D

DISTRIBUTION OF CULTURAL ORGANISATIONS, AUDIENCES AND ARTSMARK

What's going on where, who's taking-part in the arts and density of schools engaged in Artsmark

YOUTH ENGAGEMENT

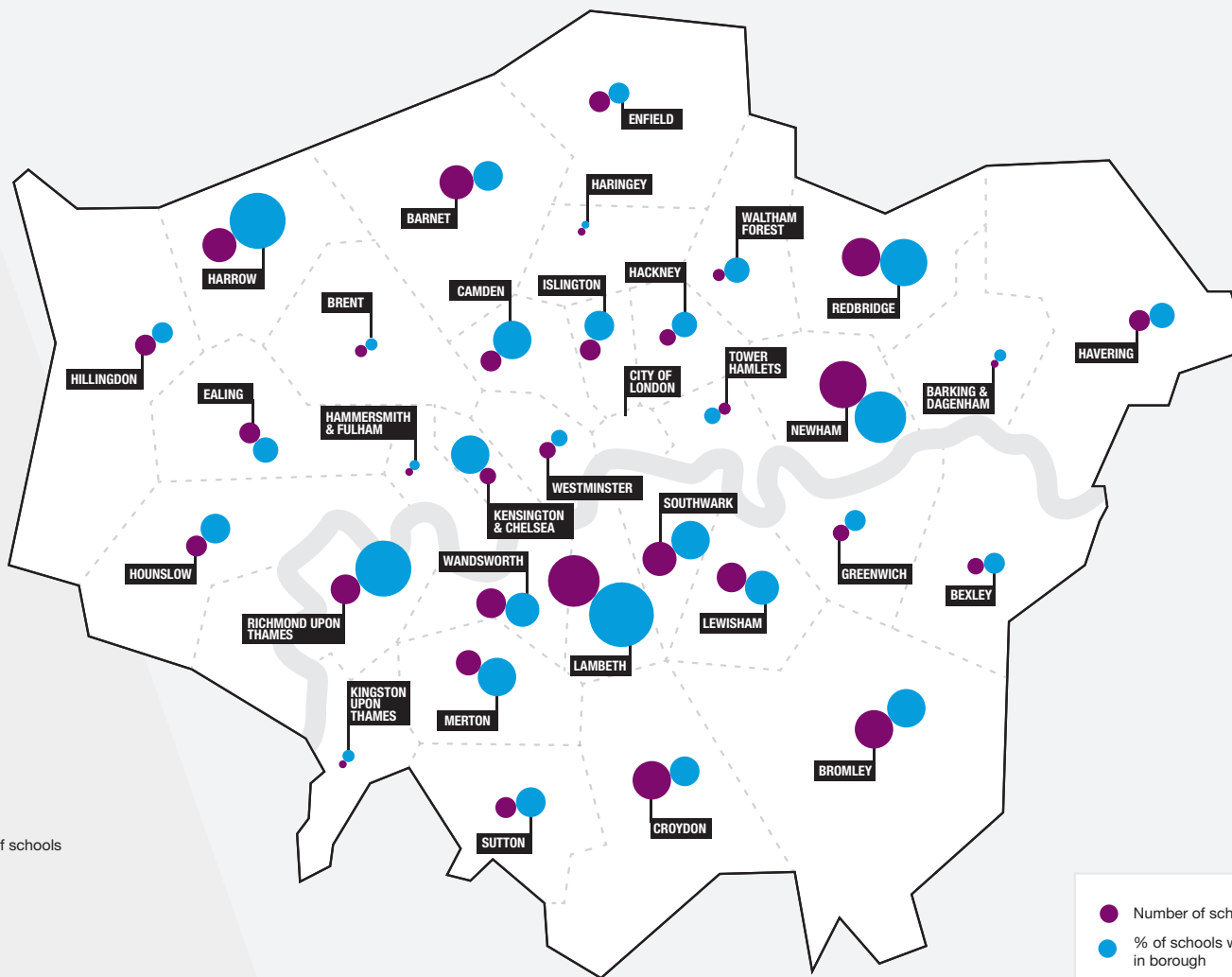
An Arts council Wales study of young people engagement in the arts suggested that those in wealthy areas sited 'parents time' as the most pressing barrier to engagement and in the poorest area it was affordability.^{xi}

MUSIC QUALIFICATIONS

64,000 pupils are taking music qualifications in state secondary schools in 2011-2012 but nearly 40% of those students come from just 10% of London's schools. 200,000 London children are learning musical instruments.^{xii}

ENGLAND

has 14% of schools with Artsmark.



SCALE KEY:

- = 2 ● = 29 number of schools
- = 2% ● = 29%

- Number of schools with Artsmark
- % of schools with Artsmark from total schools in borough

A.N.D

ECONOMIC AND CULTURAL DIVERSITY IN LONDON

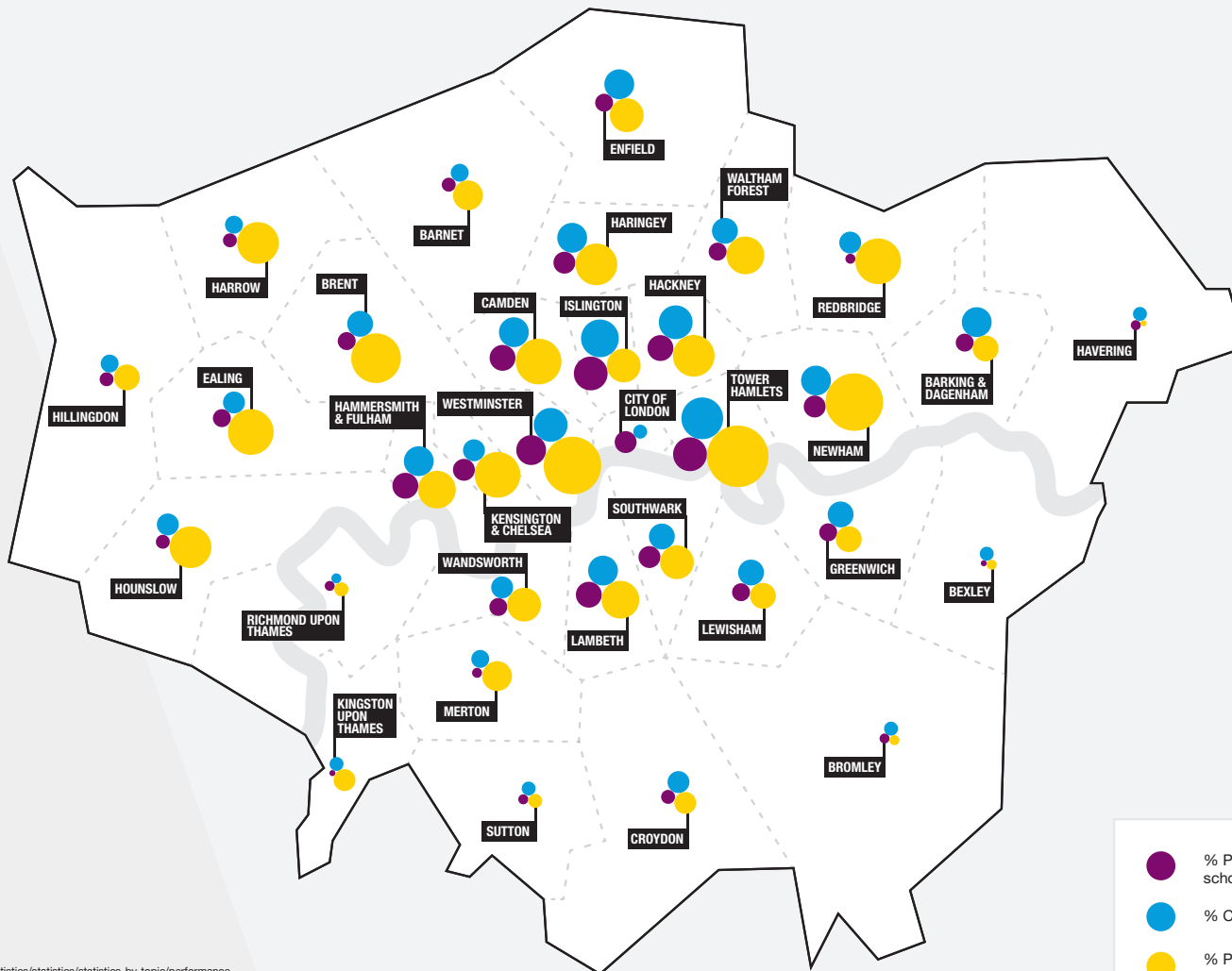
Where different communities are concentrated across London

SOCIAL FACTORS AND ATTAINMENT

Some groups of pupils are doing less well than others – for example pupils eligible for free school meals are almost twice as likely to be permanently excluded than the norm – white pupils, FSM pupils and SEN pupils are more likely to be absent from school regularly.^{xvi}

ETHNICITY AND ATTAINMENT

More Chinese pupils in London achieve the national benchmark of 5 GCSE grade A – C including English and Maths than any other ethnic group in England.^{xvii}



SCALE KEY:



REFERENCES:

1. <http://www.education.gov.uk/researchandstatistics/statistics/statistics-by-topic/performance>
2. www.cpag.org.uk
3. <http://data.london.gov.uk/datastore/package/languages-spoken-pupils-borough-msoa>

A.N.D

ECONOMIC AND CULTURAL DIVERSITY IN LONDON

Where different communities are concentrated across London

POVERTY

London has some of the highest levels of poverty in England and this is particularly the case for child poverty.

UK AVERAGE: 18% EALING

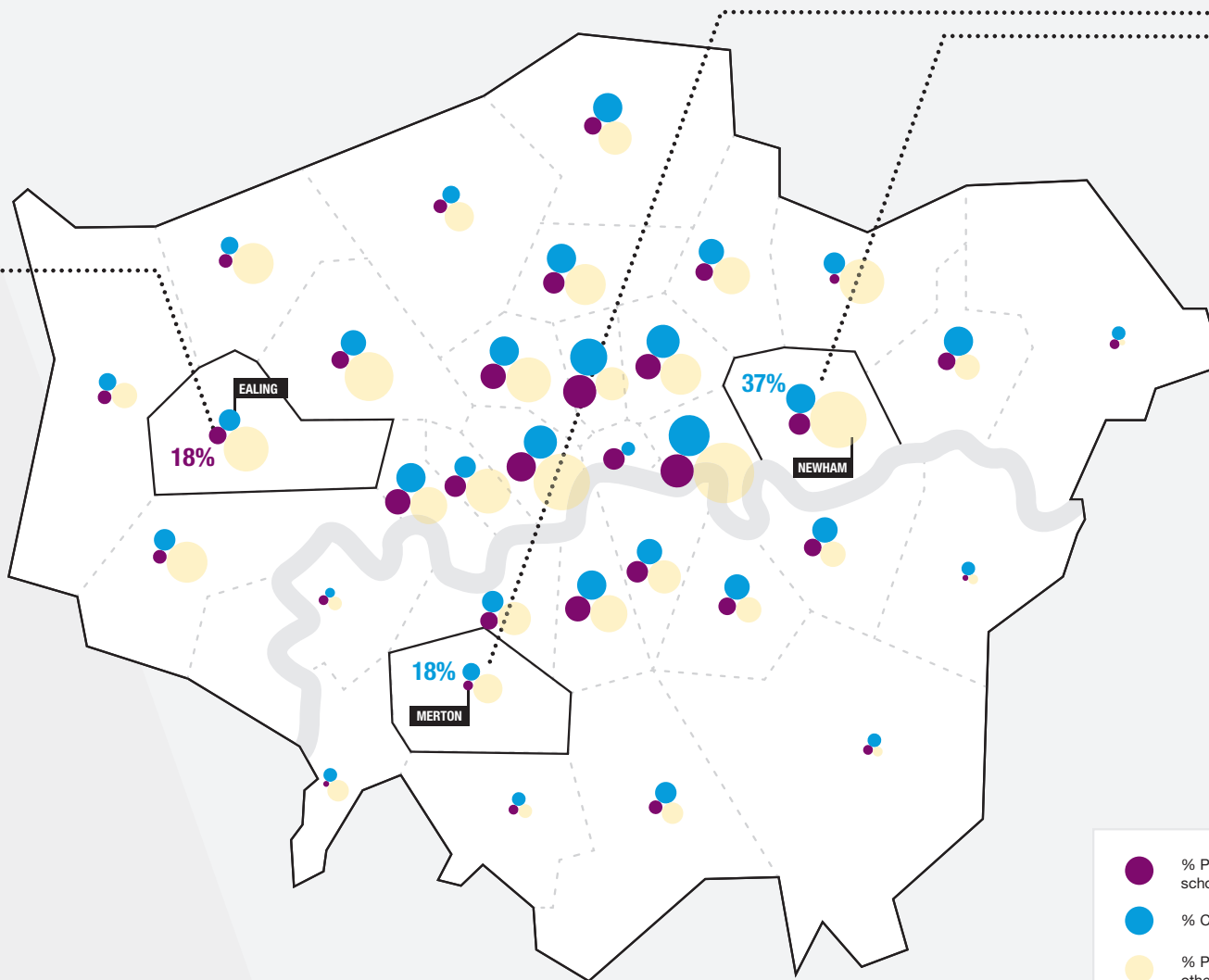
More than half the boroughs in London have more than the England average for pupils registered for Free School Meals and some are more than double the rate of England.

TEMPORARY ACCOMMODATION

75% of all households living in temporary accommodation in England live in London – in Newham the number of household per 1,000 in temporary accommodation is 42 compared to 1 in Merton.²⁰

HOUSEHOLD INCOME AND ATTAINMENT

London schools perform well for poorer students – the attainment gap at GCSE for students on free schools meals is 19 percentage points (lower than the non-FSM average) compared to 27% in the rest of the country.²¹



SCALE KEY:





ECONOMIC AND CULTURAL DIVERSITY IN LONDON

Where different communities are concentrated across London

LANGUAGE

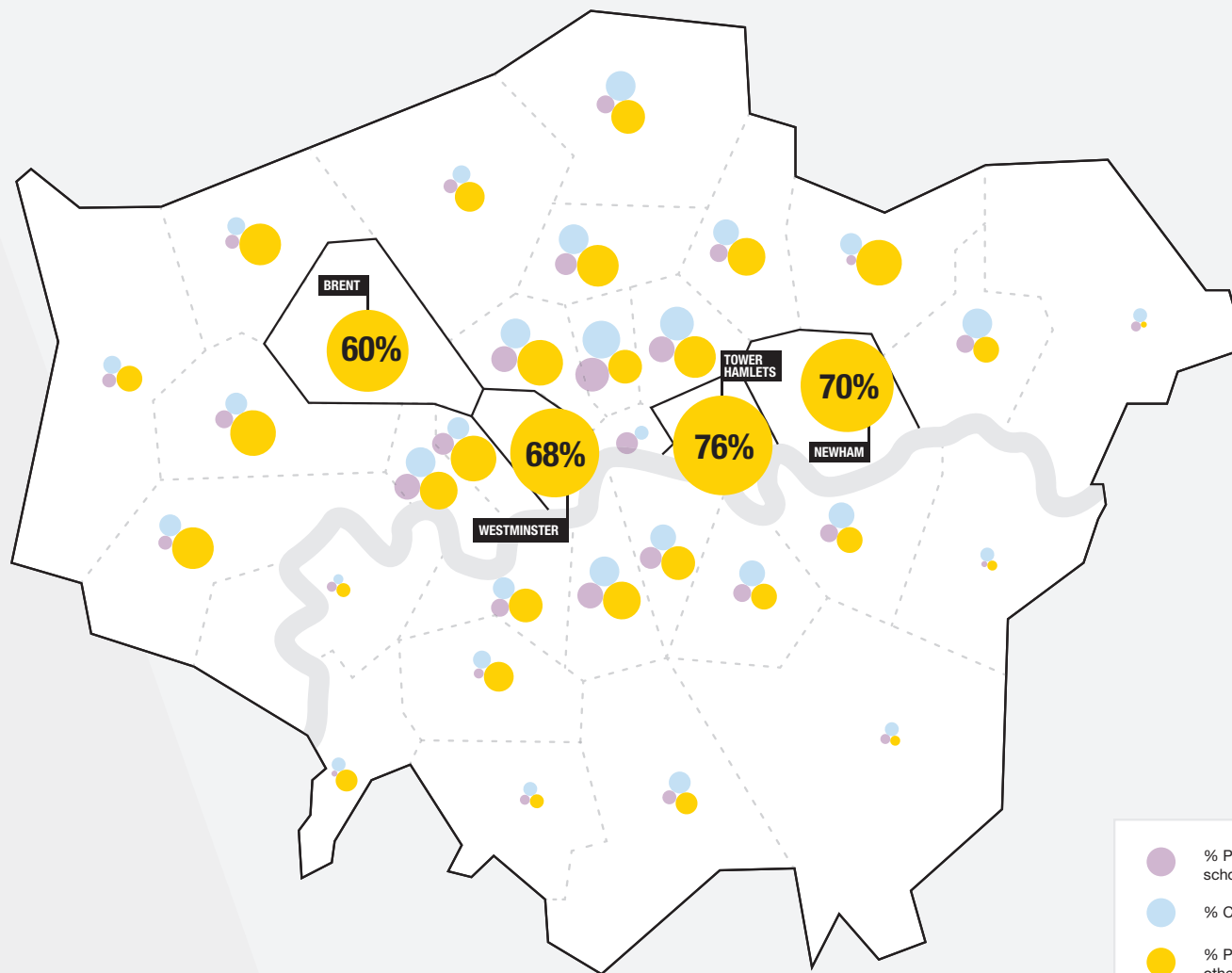
It is thought that over 300 languages are spoken in London. The GLA data on languages spoken by pupils at home looked at over 100 languages.

THE TOP TEN LANGUAGES SPOKEN

by pupils in London (according to a 2008) survey:

- Bengali
- Urdu
- Somali
- Panjabi
- Gujarati
- Arabic
- Turkish
- Tamil
- Yoruba
- French

SCALE KEY:



TOWER HAMLETS, NEWHAM, WESTMINSTER & BRENT

more than 60% of pupils are speaking another language at home.





REFERENCES

DISTRIBUTION OF PUPILS BY SCHOOL TYPE AND POPULATION GROWTH ESTIMATES

1. Schools, Pupils and their Characteristics produced by the Department for Education were released on 21st June 2012 according to the arrangements approved by the UK Statistics Authority
2. <http://www.education.gov.uk/rsgateway/DB/SFR/s001071/index.shtml>
3. Population growth estimates: GLA Demographic Projections <http://data.london.gov.uk/datastore/package/gla-demographic-projections>
 - i <http://www.guardian.co.uk/news/datablog/2012/sep/26/academies-sponsors-list-map>
 - ii <http://anewdirection.org.uk/blog/future-of-cultural-education-new-kinds-of-cultural-collaboration-for-new-kinds-of-schools>
 - iii <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> Final Report
 - iv <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> Final Report

EDUCATIONAL ATTAINMENT ACROSS LONDON BOROUGHS

1. Proportion of 16-18 year olds who are NEET (not in training education or employment) (%) (March 2011) DfE - NCCIS and Connexions http://seo.org.uk/sites/default/files/downloads/localdata/Indicators_London_Borough_Data_v4.2.xls
2. % Pupils at Key stage 4 achieving five+ grades A*-C at GCSE (or equiv) including maths and English 2010/2011. DfE SFR 02/2012 <http://www.education.gov.uk/researchandstatistics/datasets/a00201306/dfc-gcse-and-equivalent-results-in-england-201011-revised>
3. Destination data - DfE National pupil database 2010 <http://www.education.gov.uk/rsgateway/DB/STA/t001076/osr13-2012.pdf>
4. % of all subject GCSE entries (in maintained schools) in arts subjects 2011 – Arts Council England, Cultural education profile tool <http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/children-and-young-people/>
 - v <http://www.education.gov.uk/rsgateway/DB/STA/t001076/osr13-2012.pdf>
 - vi <http://www.education.gov.uk/rsgateway/DB/STA/t001076/osr13-2012.pdf>
 - vii <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> Final Report
 - viii <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> Final Report
 - ix <http://www.guardian.co.uk/news/datablog/interactive/2011/nov/16/youth-unemployment-map>
 - x <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> First Report
 - xi <http://anewdirection.org.uk/blog/future-of-cultural-education-new-kinds-of-cultural-collaboration-for-new-kinds-of-schools>



REFERENCES CONTINUED

DISTRIBUTION OF CULTURAL ORGANISATIONS, AUDIENCES AND ARTSMARK

1. Active People Taking Part data 2009 <http://www.artscouncil.org.uk/what-we-do/research-and-data/arts-audiences/active-people-survey/>
 2. Artsmark figures for local authorities are compiled by Trinity using Edubase data to determine % of schools <http://www.artsaward.org.uk/site/?id=2251>
 3. ACE National Portfolio organisations data mapped <http://www.artscouncil.org.uk/funding/apply-for-funding/national-portfolio-organisations-map/> Museums are listed as former MLA listed museums – Arts Council England, Cultural education profile tool <http://www.artscouncil.org.uk/what-we-do/our-priorities-2011-15/children-and-young-people/>
 4. Number of premises licensed for entertainment – includes theatres, studios, live music venues etc. DCMS October 2010. <http://www.culture.gov.uk/publications/7456.aspx>
- xii ACW 2006 Participation in the arts by Young people in Wales www.artswales.org.uk/3152.file.dld
- xiii <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> First Report

ECONOMIC AND CULTURAL DIVERSITY IN LONDON

1. GCSE Equivalent attainment pupil characteristics 2011 <http://www.education.gov.uk/researchandstatistics/statistics/statistics-by-topic/performance>
 2. Defined by children living in households defined as being 'Below Household Income' by Dpt Work and Pensions WWW.cpag.org.uk
 3. Languages spoken by pupils by borough 2008 Schools census
<http://data.london.gov.uk/datastore/package/languages-spoken-pupils-borough-msoa>
- xiv <http://www.londonpovertyprofile.org.uk/downloads/povertyreport2011-web.pdf>
- xv <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> Final Report
- xvi <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> First Report
- xvii <http://www.london.gov.uk/strategy-policy/mayors-education-inquiry> First Report

FINANCIALS

A New Direction London Limited - Statement of Financial Activities (including an income and expenditure account) For the Year ended 31 March 2012.

This summarised financial statement has been taken from our audited accounts.

	Unrestricted £	Restricted £	Total £	Total £
Incoming Resources				
Incoming Resources from generated funds:				
Voluntary income:				
Donations and similar income	19,372	-	19,372	399
Activities for generating funds:				
Events and Conferences	5,530	-	5,530	1,219
Investment income				
Bank interest receivable	7,064	-	7,064	14,791
Incoming resources from charitable activities:				
Employment and Skills	-	102,808	102,808	112,036
Increasing Creative potential	750,750	182,908	933,658	3,625,150
Strategic Development	475,060	142,000	617,060	-
Other incoming resources	-	-	-	19,057
Total Incoming Resources	1,257,776	427,716	1,685,492	3,772,652
Resources expended				
Charitable activities				
Employment and Skills	540,101	53,196	593,297	181,474
Increasing Creative potential	1,017,137	142,587	1,159,724	3,395,322
Strategic Development	568,378	65,076	633,454	-
Governance costs	23,467	-	23,467	20,027
Total Resources Expended	2,149,083	260,859	2,409,942	3,596,823
Net movement of funds in the year	(891,307)	166,857	(724,450)	175,829
Reconciliation of funds				
Total Funds at 1st April 2011	1,320,254	95,770	1,416,024	1,240,195
Total Funds at 31st March 2012	428,947	262,627	691,574	1,416,024

LIST OF TRUSTEES

John Kieffer	Chair	29 October 2009 (elected 26 October 2010)
Nicola Baboneau	Vice Chair	23 June 2008 (re-elected 26/10/10)
Lucinda Derry (CIPFA)	Treasurer	27 May 2009
Alisa Fiddes		29 October 2009 (re-elected 26 October 2010)
Becky Swain		02 July 2012
David McNeill		29 October 2009
Hilary Hodgson		29 October 2009
Jackie Harrop		29 October 2009
Karen Myers		29 October 2009
Marc Jaffrey		24 September 2012
Penny Bentley		29 October 2009 (resigned 16 January 2012)
Rezwana Rahman		27 January 2010 (resigned 20 March 2012)
Steve Ackerman		24 September 2012
Zed Callaghan		27 January 2010 (resigned 20 March 2012)
Steve Moffitt	Company Secretary	21 January 2009

LIST OF FUNDERS

Arts Council England

Hackney Council

Big Lottery Fund

Host Borough Unit

City Bridge Trust

IPC Media

Create London Limited

Job Centre Plus

Creative & Cultural Skills

London Legacy Development Corporation

Creativity, Culture and Education

Museums, Libraries and Archives

East London Business Alliance

Service Children's Education

Equitable Charitable Trust

Westfield Shopping Towns Ltd

GCAP Media

A.N.D

A new direction for arts,
culture and young london



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