



**A.N.D**

ANNUAL REVIEW  
2014

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**A NEW DIRECTION FOR ARTS,  
CULTURE AND YOUNG LONDON**

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“The Mayor’s Fund for London has been delighted to work with AND this year to develop our new programme Creativity Works through a pilot in the fashion sector linked to the Jean Paul Gaultier exhibition at the Barbican. As ever their enthusiasm for the journey of the person and their shared enjoyment when a goal has been achieved is infectious. I find the passion of the team members for their mission shines through in everything they do. They remain on my top ten list of organisations I enjoy working with particularly on new endeavours where they are creative and flexible and come up with the goods.”

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**Kim Chaplain,**  
**Director of Charitable Activities and Young**  
**London Working,**  
**The Mayor’s Fund**

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“Many of our member youth clubs provide opportunities for young people to learn, have fun and develop their confidence through the arts and broader cultural experiences. So when we partnered with A New Direction to deliver the Strong Voices programme to extend these kinds of opportunities to more young people who are currently missing out, we had a great response from clubs all over London who wanted to become involved. As a result of Strong Voices, we’ve been able to offer more chances to young people, and to improve the capacity of youth clubs to offer valuable and innovative arts provision in their communities.”

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**Rosie Ferguson,**  
**Chief Executive,**  
**London Youth**

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“Working in close collaboration with A New Direction has enabled us to establish sustained and meaningful relationships with people and places across the eight east London boroughs involved in our developing East London & City Culture Partnership. AND’s knowledge and expertise are critical in helping us to establish a new cultural education partnership ecosystem that is truly world class, and genuinely meets the needs and aspirations of young people for both the world of today and tomorrow.”

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**Sean Gregory,**  
**Director of Creative Learning,**  
**Barbican Guildhall**



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# ELEPHANTS AND HORSES

## INTRODUCTION FROM THE CHAIR

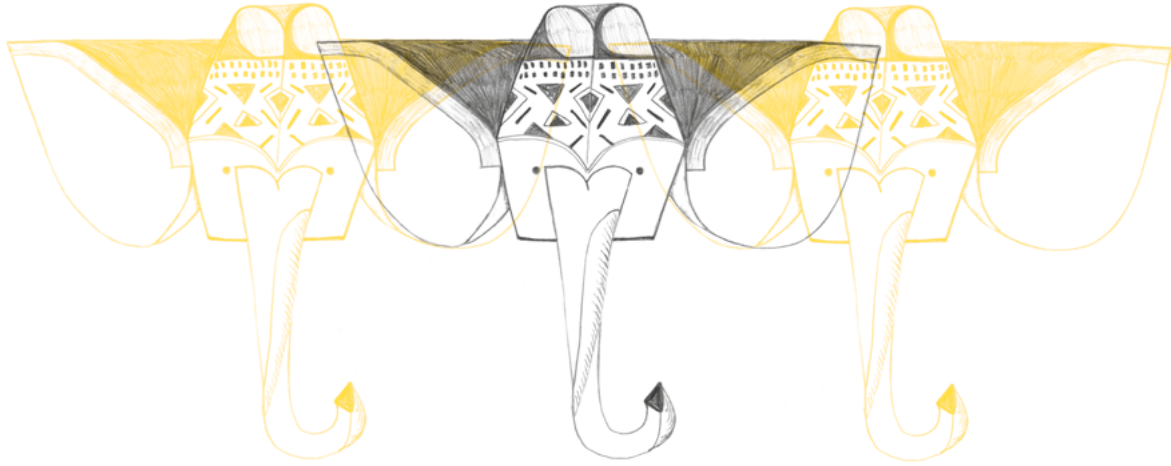
This is my last contribution to **A New Direction's** Annual Review both as Chair and as a Board member. I am pleased to welcome Dr Maggie Atkinson, the former Children's Commissioner for England to AND as the incoming Chair. I believe this is a fantastic appointment for AND - I of course wish her well.

The transformation in AND's work and profile has been remarkable. When I joined the Board, the organisation was still delivering Creative Partnerships in London - a successful and sometimes inspirational programme, but one that was ultimately limited in its scope and reach. Six years on, AND is fully independent with a talented staff team and is a significant player in London's cultural scene. Elsewhere in the Review you will read about a range of initiatives that are starting to meet our objectives for 'a new direction for arts, culture and young London'. For me, however, the most significant shift for AND has been understanding the 'real life' culture of young Londoners and bringing that knowledge into the design of programmes. Young people are mostly highly creative beings with an increasingly acute sense of where they

sit in culture and what they can contribute as active participants - a creative life - and not simply as consumers.

There are big challenges ahead for us in the publicly funded arts however, and not just 'the money thing'. Simply combining young people's cultural interest and awareness, with a potential or latent interest in what is produced by arts organisations is a classic 'category error' that ignores elephants in the room such as social class, commercial and self-made culture and so on. There is little or no evidence that the workforce of, or audience for the arts has shifted at all in the last 20 years in terms of social class, and I fear if anything that we may be moving backwards.

I believe that AND can play a key part in working with arts organisations and funders to rethink the whole business of 'access'. A rethink that moves away from a well intentioned but producer-led strategy of 'taking the horse to water' and starts to take proper account of the real cultural lives of young people, and particularly those from disadvantaged



backgrounds. In my view, this is not just a call for better marketing or tweaking programmes - it is time for radical new approaches and (to put it bluntly) dumping some old ones. The funded arts may need to demonstrate substantial public support in order to survive in the coming years, and being seen as (or actually being) primarily a playground for the 'haves' and not the 'have-nots' will not help one bit.

I will certainly miss everyone at AND very much. The breakfast meetings with the superb Steve Moffitt that usually start with "It's all a bit mad but it's good ...". The friendly and productive Board meetings. The presentations by the brilliant management team and staff that constantly opened our eyes to the quality and scope of the organisation's work. So thanks to everyone and particularly to four long-standing Board members who have or will be standing down in the coming months - Nicola Baboneau,

Karen Myers, Lucinda Derry and Jackie Harrop. I know that everyone will be keeping in close touch with the organisation in the future. I am particularly indebted to Nicola who was my predecessor as Chair and helped steer the organisation through all of its key changes such as independence from Arts Council England and CCE, and I know how much her wise counsel has meant to the organisation over many years. As I leave the Board I welcome Neil Harris who will take over from Lucinda and become our new Treasurer and Mathew Doulton as Trustee.

**My very best wishes to A New Direction for the future - and thanks for having me!**

 **JOHN KIEFFER** / *Chair* 



# AMBITION INTO ACTION



## INTRODUCTION FROM THE CHIEF EXECUTIVE

Since establishing **A New Direction** in 2008, we have delivered leading edge creative learning and cultural education programmes across London enriching the lives of many children and young people. Reflecting on the last 12 months there is much for us to celebrate. In a time of uncertainty and funding cuts we have established our position as a strategic organisation leading a city-wide debate around young Londoners' participation in arts and culture.


### Key achievements include:

- a** Delivery of *Spoke*, a cross - borough spoken word programme that culminated in the creation of the first *Young Poet Laureate for London*
- b** Development work on the *London Curriculum* with the Mayor's Office
- c** Work with *London Youth* on bringing the arts and youth sectors' together as part of the national *Strong Voices* programme
- d** New research on how wealth inequality affects young people's participation in arts and culture as part of our *Cultural Capital Inquiry*
- e** Establishing new models of *Cultural Education Partnership* in places including Barking and Dagenham and the Barbican's East London City Cultural Partnership

- f** Investment in and support for 12 new local cultural education ventures as part of *Connected London*
- g** Building the capacity, reach and funding base of our skills and employment programme, *Create Jobs* – creating more opportunities for young people to secure jobs in the creative and cultural sector
- h** Securing increased investment from Arts Council England for 2015-18.

London is changing. The extraordinary city in which we live and work is undergoing unprecedented population growth. It is forecasted that an additional 700,000 people will be living in London by 2020 and an already overcrowded and expensive city could become more polarised and unequal. This will inevitably impact on how young people engage in arts and culture and how they participate as active citizens in the city.

There is currently a disparity between inner and outer London in terms of where cultural organisations are based and work. AND is keen to shift the model of 'super-serving', where the same small group of schools and youth organisations are working with cultural partners. London schools are continuing to outperform the rest of the country. This is the best place for a young person (particularly from a poor background) to achieve 5 A-C grades at GCSE.



We believe a more effective join up and distribution of the cultural assets in the capital will create the platform for London to be the best place in the world for young people to experience a cultural education.

So, it is not all doom and gloom. Through a period of momentous change and transition there are many windows of opportunity and openings for innovation. Our research has helped us gain a better understanding of the issues affecting young people's engagement in arts and culture. Through **My Culture, My London** we not only have over 13,000 (and growing) young people engaged in an online conversation about what they value and experience, but we also have a clearer grasp of what young people are doing with their time and how they perceive and participate in culture. This is helping us identify how to address the barriers for young people to engage with arts and culture and how they can best access skills and employment opportunities in the creative and cultural sector.

Over the next 12 months, we will build momentum and engagement in the concept of fantastic cultural education for all in London. The *Arts Council England* funded bridge programme will have a significant role to play in helping us to achieve this aim and with our lead bridge role we will develop a set of key priorities to improve equity in terms of who is able to access cultural and creative opportunities. We are grateful to *Arts Council England* for their increased investment and will

build on the development work undertaken by our Associate partners, the Roundhouse, Lyric Hammersmith, Apples and Snakes and Sadler's Wells. Key to this new vision will be a strategy called the *Cultural Education Challenge*, addressing critical concerns and opportunities both geographic and thematic.

Thank you to every individual - young person, teacher, school leader, representative of a cultural organisation, local authority partner, *Music Education Hub* and funder who has worked with us over the year. Thank you for your support, your ideas, your commitment and your contribution to the debate and discussion.

Thank you also to the AND team for their dedication. I am indebted to the support, guidance and cleverness of AND's Board – specifically for the personal guidance and mentoring of AND's outgoing Chair John Kieffer. In 2015, we look forward to working with our new Chair, Dr Maggie Atkinson to champion the organisation and drive forward our ambition to make London the best city in the world for young people's cultural and creative development.

## Help us turn this ambition into action!

 **STEVE MOFFITT** / Chief Executive 



# TIMELINE 2014

## JANUARY

**Teaching Schools Cultural Ambassadors**  
Our Teaching Schools Cultural Ambassadors group met for the first time. We shared best practice and discussed opportunities to innovate and improve arts education.

**Interactive Infographics**  
Launched an online tool to help users explore key data and understand the demographics, trends, and data relating to children and young people in London.

**National Curriculum and the arts**  
35 teachers from schools across London gathered to explore what the National Curriculum says about the arts and how it might open new opportunities for schools to create a richer, more innovative arts offer.

## MARCH

**London Arts Award Development Conference.** Hosted the 2014 London Arts Award Development conference, bringing together over 100 Arts Award advisers from across the region to connect, reflect and plan new ways of working with Arts Award in London.

## FEBRUARY

**Create Jobs Whitechapel Masterclass**  
Mentoring workshop with Whitechapel Gallery, where backstage, technical and front of house employees shared their knowledge and experience with young people.

**Creative People and Places Conference**  
Ran the Creative People and Places Conference in Hull, bringing together Consortia for the first time to exchange learning on the programme across England.

## APRIL

**Queen Elizabeth Olympic Park Opening weekend**  
The Spoke Poetry Potting Shed was at the opening of Queen Elizabeth Olympic Park with 243 children and young people taking part in storytelling and poetry workshops.

**Connected London**  
Local partners from across 10 London boroughs met to evaluate models and innovative approaches to place-based working and plan a vision for cultural entitlement.

## MAY

**My Culture, My London on Facebook**  
Launched the My Culture, My London Facebook page, pulling together and showcasing creativity, arts and culture for young people across London.

**CENTRES conference in Brussels**  
The final conference for the CENTRES programme took place in Brussels. The event explored the findings of the programme and launched the resulting policy recommendations to an international audience.

## JULY

**Creativity Works: Fashion**  
Work placements began with a range of employers including Dazed Group, MusicJelly, Tim & Barry, Nocturne, and Create London. Participants travelled to Paris for Jean-Paul Gaultier's Couture Show, where they met the designer.

**Great British Carnival**  
Worked with Greater London Authority Peer Outreach Team and the London Borough of Newham to deliver 90 Arts Award Discover at the Great British Carnival at the Queen Elizabeth Olympic Park.

## JUNE

**60 Silver & Gold Arts Award**  
Tricycle Theatre, Tomorrow's Warriors, Geffrye Museum, Almeida Theatre, Tiger Monkey & Harrow Arts Centre delivered 60 Silver & Gold Arts Awards following a nine month programme, with the learning shared across the sector.

**Arts, culture and schools marketplace**  
Teachers and a range of arts and cultural organisations from across London met to exchange best practice, and showcase their offer to schools.

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## AUGUST

**Strong Voices Residential**  
59 young people attended a residential as part of Strong Voices, a two year DfE funded programme in partnership with London Youth, looking at how the arts and informal youth sectors can work in partnership to improve outcomes for young people.

**CEP funding secured**  
Secured renewed funding from the Creative Employment Programme to create 25 paid internship opportunities for young people in the creative and cultural industries.

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## OCTOBER

**Young Poet Laureate (YPL) for London**  
Warsan Shire finished her year as Young Poet Laureate for London, including residencies at the Houses of Parliament, Queen Elizabeth Olympic Park and campaigns for the Guardian and Visit London. Aisling Fahey was announced as the next YPL for London.

**Why Festival**  
Engaged in the Southbank Centre's Why Festival with a presentation around our research on young Londoners' cultural engagement, and a stall in the market place featuring a voting system for young people to feed into our My Culture, My London campaign.

## SEPTEMBER

**Creativity Works: Winter Lights**  
Induction, training and mentoring for young people at Waterman's Art Centre in Hounslow with a focus on outdoor event production.

**#ANDtogether prototype website**  
Following research looking at brokerage and communication between schools and the cultural sector, we started work on developing a prototype website for information sharing, profiling and connecting London teachers with arts and cultural organisations, to be tested through the Culture Hive Digital Marketing Academy.

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**Schools Conference @ British Library**  
Annual schools' conference took place at the British Library. Explored practical approaches to cultural education in the new National Curriculum through a series of talks and workshops. We filmed teachers' responses and shared them via Twitter with #ANDtogether.

**Connected London Conference @ Goldsmiths Centre**  
80 arts and cultural organisations listened to David Lammy's keynote speech. AND's Connected London publication launched.

## NOVEMBER

**Creativity Works**  
The Create Jobs team helped to produce St. Ethelberga's Hallowtide Fair with Punchdrunk, and produced The Winter Lights festival together with Waterman's Art Centre and Same Sky production company.

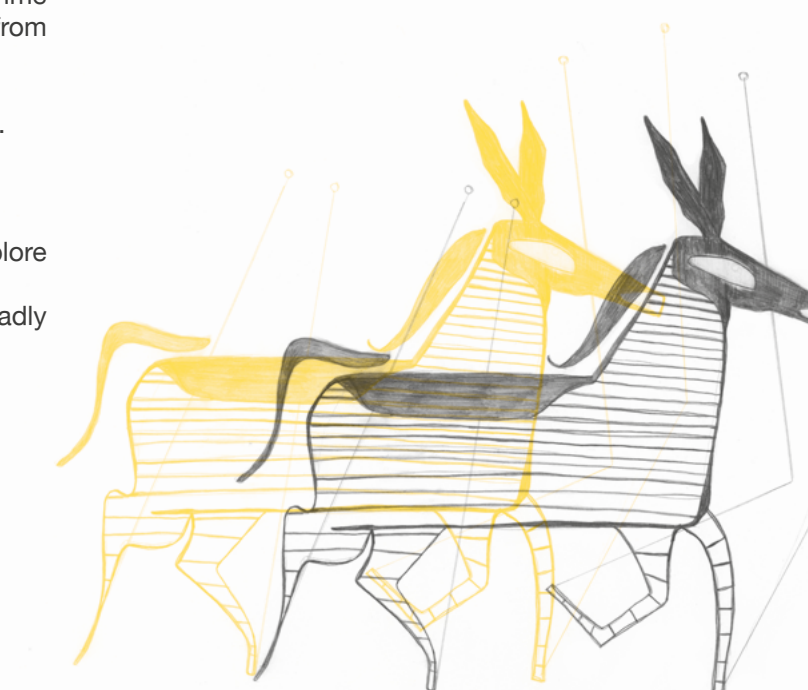
**Parliament Week**  
Working with the Mayor's Peer Outreach Team we supported the In The House event at the Houses of Parliament for Parliament Week 2014, with performances, workshops and speakers from across London, and a video diary room asking young people about their priorities for themselves and for London.

**Cultural Capital Launch**  
At the Whole Education annual conference, we launched our inquiry into the role that family income plays in access to culture, and the often hidden barriers to engagement experienced by children living in low income households.

## DECEMBER

**Strong Voices Celebration**  
We brought together the four youth clubs working on the Strong Voices programme to celebrate and share the learning from partnerships with arts organisations (including Ovalhouse and Breaking Convention) developed over two years.

**Discover Artsmark**  
Our Discover Artsmark programme continued, supporting schools to explore how to audit their arts and cultural provision as well as thinking more broadly about how to develop, extend and strengthen their provision.





DEVELOPING APERTURE FRAME CAPTURE PHOTOGRAPHY FACTUAL DOCUMENTARY OBSERVATION SCENE REEL WRAP SCRIPT FICTION TALES COMEDY TRAGEDY TO BE CONTEMPORARY TATE MODERN STREET PERFORMANCE FRINGE ORCHESTRA OPERA CLASSICAL MOVEMENT TUNE BEAT RHYTHM BRIXTON ACADEMY HIP-HOP REGGAE CRIMES DRUM POP GIGS BASS CROWD ELECTRONIC HOUSE DUBSTEP R&B PUNK PSYCHEDELIC GRUNGE GARAGE INDY

PROSE AUTHOR BOOKS BEATNIK HISTORY ANCESTRY IDENTITY GALLERY EXHIBITIONS INSTALLATION SCULPT ABSTRACT PAINT INK GRAPHICS LANDSCAPE INTERIOR CMYK BRANDING MAGAZINES LOGOS TECH DIGITAL APP INTERACTIVE

EVIDENCE SCIENCE ARCHIVE FIND ARTIFACTS MUSEUMS KNOWING MIMIC LIFE MUSEUMS KNOWING MIMIC LIFE MUSEUMS KNOWING MIMIC LIFE

WRITING POETRY RHYME LEARNING SCIENCE ARCHIVE FIND ARTIFACTS MUSEUMS KNOWING MIMIC LIFE MUSEUMS KNOWING MIMIC LIFE

LITERATURE VERSE PERFORMANCE MIMIC LIFE MUSEUMS KNOWING MIMIC LIFE MUSEUMS KNOWING MIMIC LIFE

THEATRE THESPIAN STAGE ACT FORUM JUMP BALLET TOE ORCHESTRA OPERA CLASSICAL MOVEMENT TUNE BEAT RHYTHM BRIXTON ACADEMY HIP-HOP REGGAE CRIMES DRUM POP GIGS BASS CROWD ELECTRONIC HOUSE DUBSTEP R&B PUNK PSYCHEDELIC GRUNGE GARAGE INDY

FILM DOCUMENTARY OBSERVATION SCENE REEL WRAP SCRIPT FICTION TALES COMEDY TRAGEDY TO BE CONTEMPORARY TATE MODERN STREET PERFORMANCE FRINGE ORCHESTRA OPERA CLASSICAL MOVEMENT TUNE BEAT RHYTHM BRIXTON ACADEMY HIP-HOP REGGAE CRIMES DRUM POP GIGS BASS CROWD ELECTRONIC HOUSE DUBSTEP R&B PUNK PSYCHEDELIC GRUNGE GARAGE INDY

CAMERA SHOT 16mm EDITING SCREEN CUT ACTION SET MEDIA SOAP CHATSHOW BOX UP STEP MOVEMENT TUNE BEAT RHYTHM BRIXTON ACADEMY HIP-HOP REGGAE CRIMES DRUM POP GIGS BASS CROWD ELECTRONIC HOUSE DUBSTEP R&B PUNK PSYCHEDELIC GRUNGE GARAGE INDY

TV BROADCAST PROGRAMME NEWS FORM CHATSHOW BOX UP STEP MOVEMENT TUNE BEAT RHYTHM BRIXTON ACADEMY HIP-HOP REGGAE CRIMES DRUM POP GIGS BASS CROWD ELECTRONIC HOUSE DUBSTEP R&B PUNK PSYCHEDELIC GRUNGE GARAGE INDY

DANCE TANGO JIVE RESTAURANT TASTE FLAVOUR PARADE CARNIVAL EAT MARKET DUB REGGAE CRIMES DRUM POP GIGS BASS CROWD ELECTRONIC HOUSE DUBSTEP R&B PUNK PSYCHEDELIC GRUNGE GARAGE INDY

FOOD STALL FESTIVALS STREET FOOD EXPERIMENTAL CONCERT EVENT RADIO SNACK TAPAS HALAL KOSHER VEGAN DESSERT TREAT

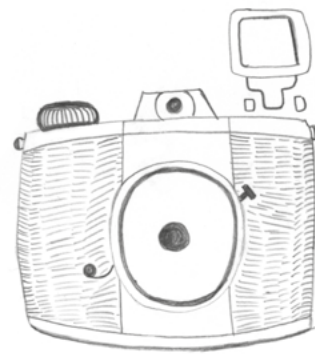
FINE ART ILLUSTRATION PRINT LOGOS TECH DIGITAL APP INTERACTIVE INNOVATION STYLE CAT WALK VOGUE MODEL

GRAFFITI FASHION TREND CLOTHING DRESS HAT ROCK 'N' ROLL SOUL BLUES PSYCHEDELIC GRUNGE GARAGE INDY

DESIGN DIGITAL APP INTERACTIVE INNOVATION STYLE CAT WALK VOGUE MODEL

**A.N.D**

# MY CULTURE, MY LONDON



Last year, in the AND Annual Review, we introduced the stories of eight young Londoners. They told us about the things they cared about and their lives, and in particular how much being creative meant to them. Creativity was part of their sense of identity, it was how they expressed their passions and it was a key part of growing-up. This made us think about the way in which adults tend to categorise and label different cultural forms and how removed this often is from what young people themselves are doing.

## We wanted to ask young people:

- How might things look if young people's own conception of arts, culture and creativity were put at the centre?
- How do we know that all the young Londoners who want to, are able to connect with their creative community?
- How are they able to gain an understanding of what they can take part-in?
- How are they able to grow and deepen their engagement?

Our original **My Culture, My London** ethnography work with twenty young Londoners told us that very few young people are likely to have no interest in being creative, but they find the word 'arts' off-putting and experience a number of practical (but relatively straightforward) barriers to getting involved or deepening their existing involvement. What they need is for the arts to feel less alien and 'not for me', and they need reassurance about the democratic and contemporary nature of arts and culture. They want to get involved – doing not watching – and they generally have little idea where to start when it comes to doing something new or taking the next step.

We tested some of these ideas with a group of arts leaders and then with a group of young people to see if we could get more consensus on what needs to change for young Londoners to feel like they have a stake in the creative life of the city. We also talked to many young people, parents and teachers at the *Why Festival* at the Southbank Centre in October and at a creative workshop with the artist Harold Offeh at the ICA.

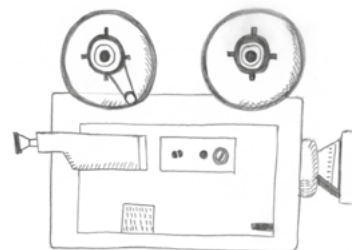
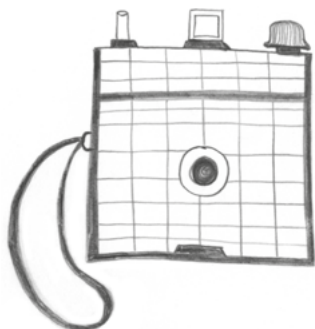
“The term arts and culture doesn't alienate me personally, but I think for a lot of teenagers in London it would and it's not really seen as a 'cool' thing to do.”

Female, 18, MCML Research



### Fundamentally, young people want:

- a** An increase in the diversity of the arts community so that it is more reflective of young people in London and their lives (in particular, more representation of ethnic minorities and people with disabilities)
- b** An elevated status for creativity and quantity of arts subjects in schools
- c** A meaningful way for young people to express their opinions on the direction of the arts
- d** More affordable art and activities for young people
- e** An increase in the breadth of what is defined as the 'arts' (slam poetry and street art, as well as painting and theatre)
- f** Galleries and arts spaces made more interactive and interesting for young people to visit
- g** Easier, more accessible routes to making a career in the arts (e.g. paid internships etc).



# WHAT YOUNG PEOPLE SAID

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“ I think the first thing I would do is try and get young people to understand that art is not inaccessible. Art is everywhere literally. ”

**Female, 19, MCML Young People's Workshop @ ICA**

“ Stop calling it “the arts” for a start, it makes people think in a hierarchical way and creates a “not-for-me” attitude! ”

**Female, 23, MCML Young People's Workshop @ ICA**

“ I wish education was good enough to teach us what culture means instead of it being an avoided topic. ”

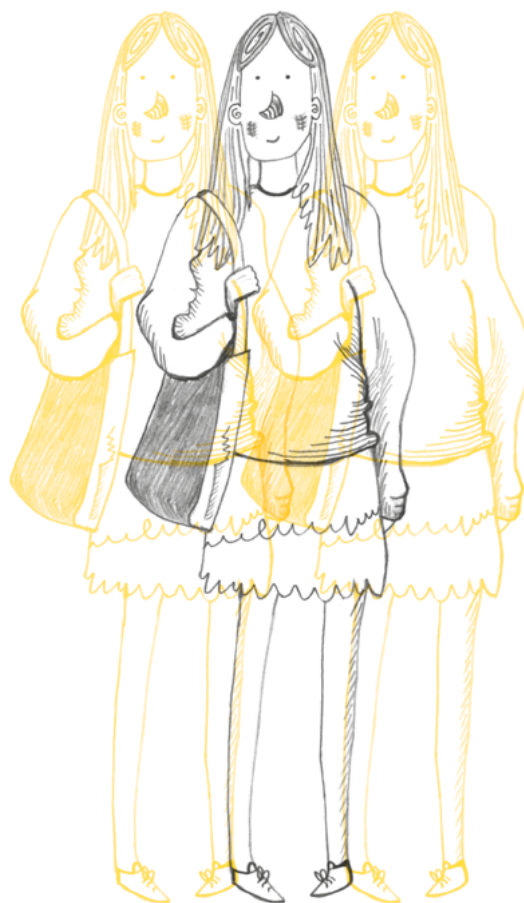
**Male, 24, MCML Young People's Workshop @ Barking and Dagenham College**

“ I wish that I knew what kind of opportunities were available to further my art interests. ”

**Male, 19, MCML Young People's Workshop @ Barking and Dagenham College**

“ Engaging young people with the arts can be difficult to achieve if there is a misconception about its relevance and lack of easy access. Young people need to be given opportunities to discover how diverse and attractive art can be; they should not need to seek it out themselves. ”

**Female, 17, MCML Young People's Workshop @ ICA**



# ART FILM DESIGN

“ I wish my creativity wasn't judged by others' perceptions. ”

**Male, 22, MCML Young People's Workshop @ Barking and Dagenham College**



“ I wish young children could get more opportunities to be creative in schools. ”

**Male, 21, MCML Young People's Workshop @ Barking and Dagenham College**

“ Drama teachers need to be in the loop about which drama organisations are offering which opportunities at what times if their students are to have their horizons broadened. ”

**Female, 17, MCML Young People's Workshop @ ICA**

“ In an ideal world I would like the arts to be treated like youth sports clubs, uniformly accessible and regular. I would like to see big art institutions partner with local youth clubs / libraries etc, to deliver year-long projects in every borough. ”

**Female, 24, MCML Young People's Workshop @ ICA**

“ I wish there were more free resources available to us. ”

**Male, 18, MCML Young People's Workshop @ Barking and Dagenham College**

# WHAT'S NEXT?

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## #MCML

We want to turn our research and findings into action, to develop practical ways to really help put young people's creativity into the heart of London.

### We want to:

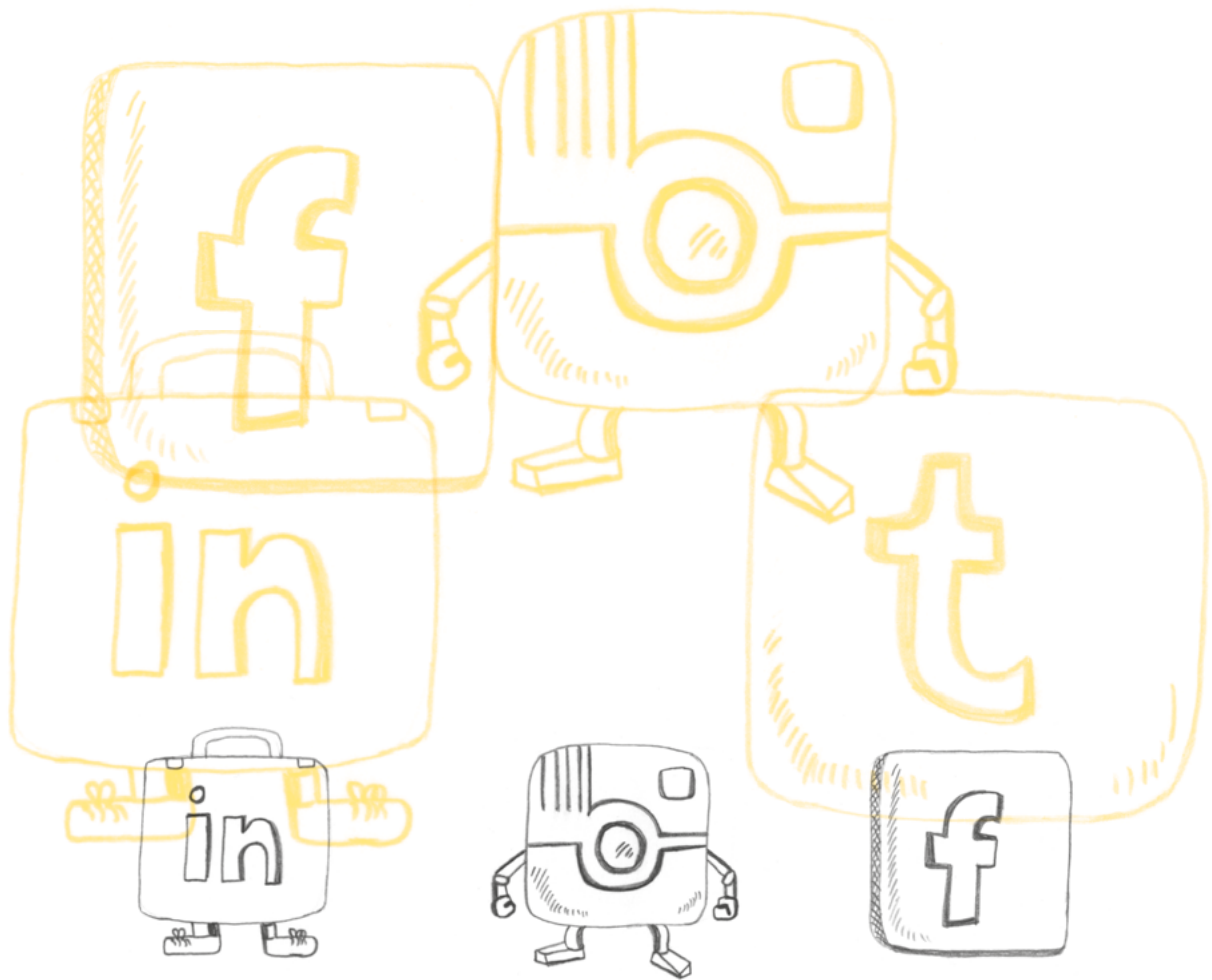
- a Find a space to honour and encourage the creativity of young Londoners, and to see that creativity reflected in the whole cultural offering from the city
- b Ensure that young people understand, appreciate and see relevance in the whole cultural offering in London
- c Develop an understanding and awareness in the sector of the part young people can play in future culture, and what needs to happen to prepare a) the sector and b) young people for that.

We want to develop a campaign driven by young people themselves simply tagged **#MCML**, that will encourage young Londoners to share what arts activities they are into, what arts and culture means to them and where in the city it is happening.

We are looking at options to showcase, celebrate and validate their comments and endeavours, showcasing and grouping young people's interpretation of arts and culture together.

The campaign will naturally be a **youth-owned, youth-lead movement, which celebrates talent in the city.**





## Through #MCML, arts and cultural organisations will be able to learn:

- Which art forms and creative practices are most popular with young people
- What issues and themes are currently resonating with a young audience, thus being able to be more responsive in programming their events.

However, more than just a listening exercise, arts organisations could directly engage with YP through this campaign. They could use **#MCML** as a way to reach new fans and encourage YP to come into their venue and experience their art form directly, potentially for the first time. If inspired to do so, organisations could then be in a position to commission materials, which they know will appeal to a younger audience.

We would like to hear from arts organisations, cultural partners, people in education, funders or with an interest in bringing more arts and culture to young people about your thoughts on these ideas and whether you would like to get involved in **#MCML**.

# FINANCIALS

## A NEW DIRECTION LONDON LIMITED

The Statement of Financial Activities has been prepared from the Trustee's Report and Financial Statements for the Year ended 31st March 2014

INCOMING RESOURCES FROM GENERATED FUNDS			YEAR ENDED 31 MARCH 2014	YEAR ENDED 31 MARCH 2013
	Unrestricted £	Restricted £	Total £	Total £
<b>Incoming resources from generated funds:</b>				
<b>Voluntary income:</b>				
Donations and similar income	-	9,000	9,000	-
Investment income	2,305	-	2,305	4,009
<b>Incoming resources from charitable activities:</b>				
Employment and skills	11,592	146,332	157,924	279,406
Increasing creative potential	280,164	33,038	313,202	539,422
Strategic development	63,525	1,546,991	1,610,516	726,705
Other incoming resources	9,167	-	9,167	-
<b>Total incoming resources</b>	<b>366,753</b>	<b>1,735,361</b>	<b>2,102,114</b>	<b>1,549,542</b>
<b>Resources expended</b>				
<b>Cost of generating funds</b>				
Fundraising costs	12,539	9,000	21,539	8,538
<b>Charitable activities</b>				
Employment and skills	11,592	73,838	85,430	278,854
Increasing creative potential	253,623	18,830	272,453	652,855
Strategic development	66,497	1,417,459	1,438,956	756,326
Governance costs	18,595	-	18,595	26,495
<b>Total resources expended</b>	<b>362,846</b>	<b>1,519,127</b>	<b>1,881,973</b>	<b>1,723,068</b>
<b>Net movement of funds in the year before transfers</b>	<b>3,907</b>	<b>216,234</b>	<b>220,141</b>	<b>(173,526)</b>
<b>Transfer between funds</b>	<b>5,000</b>	<b>(5,000)</b>	<b>-</b>	<b>-</b>
<b>Total Funds at 1st April 2013</b>	<b>229,548</b>	<b>288,499</b>	<b>518,047</b>	<b>691,573</b>
<b>Total Funds at 31st March 2014</b>	<b>238,455</b>	<b>499,733</b>	<b>738,188</b>	<b>518,047</b>



# LIST OF FUNDERS

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Arts Council England  
Arts Fundraising and Philanthropy Consortium  
Barbican  
Berkeley Foundation  
British Council and European  
Commission Lifelong Learning Programme  
City Bridge Trust  
Create London  
Creative & Cultural Skills  
Department for Work and Pensions – Job Centre Plus

Frieze Foundation  
Greater London Authority  
London Legacy Development Corporation  
Mayor's Fund for London  
Ministry of Defence – Service Children's Education  
North Music Trust - Department for Education  
Rayne Foundation  
Time Inc. UK (formerly IPC Media Ltd.)  
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
<b>John Kieffer</b> , <i>Chair</i>	29 January 2009
<b>Nicola Baboneau</b> , <i>Vice Chair</i>	23 June 2008
<b>Neil Harris</b> , <i>Treasurer</i>	03 December 2014
<b>Alisa Fiddes</b>	23 February 2009
<b>Becky Swain</b>	02 July 2012
<b>David McNeill</b>	29 October 2008
<b>Hillary Hodgson</b>	29 January 2009
<b>Jackie Harrop</b>	29 October 2008 ( <i>resigned 23 September 2014</i> )
<b>Karen Myers</b>	20 January 2009 ( <i>resigned 03 December 2014</i> )
<b>Keeley Williams</b>	23 September 2014
<b>Lucinda Derry (CIPFA)</b>	27 May 2009 ( <i>resigned 03 December 2014</i> )
<b>Marc Jaffrey</b>	24 September 2012
<b>Matthew Dolton</b>	03 December 2014
<b>Steve Ackerman</b>	24 September 2014 ( <i>resigned 03 February 2015</i> )
<b>Steve Moffitt</b> , <i>Company Secretary</i>	21 January 2009



# CONTACTS AND CREDITS

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## A NEW DIRECTION

3rd Floor  
20–26 Brunswick Place  
London  
N1 6DZ

## CONTACT DETAILS

@A\_New\_Direction

E [info@anewdirection.org.uk](mailto:info@anewdirection.org.uk)

T 020 7608 2132

W [www.anewdirection.org.uk](http://www.anewdirection.org.uk)

Registered charity number: 1126216

## DESIGN AND ILLUSTRATIONS

Bold Creative Limited



FASHION



POETRY

THEATRE

FILM

MUSIC

DANCE

FESTIVAL

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“Our early partnership with A New Direction brought experts together from across the cultural and heritage sector to help us begin to develop the concept of a London Curriculum, which aims to bring learning to life, inspired by the city. Now that we have established the programme we are delighted to be working with A New Direction again. AND are helping to encourage schools and arts organisations to seize the new opportunity offered by the London Curriculum to provide young Londoners with a rich cultural education.”

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**Helen Nistala,**  
**London Curriculum Lead,**  
**Greater London Authority**

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“On a Saturday afternoon in Stratford Circus, I was moved to tears, then to laughter, and back again by some of the incredible poetry being performed by 60 young people as part of the Spoke poetry programme. Having commissioned A New Direction to deliver Spoke, an ambitious and demanding year-long programme in and around the newly opened Queen Elizabeth Olympic Park, I was amazed to see such a powerful and moving outcome. Spoke was by no means an easy feat, requiring AND to develop partnerships across complex networks and organisations, deliver three concurrent high profile projects, and demonstrate a significant impact across all, but the team at AND have gone above and beyond to ensure a high quality programme. We, at LLDC and the Park have been consistently impressed by the level of engagement the AND team have inspired in young Londoners, and the delivery of Spoke has left us encouraged that a step change towards young and diverse employment in the cultural sector is imminent.”

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**Adriana Marques,**  
**Head of Arts and Culture, Queen**  
**Elizabeth Olympic Park, London Legacy**  
**Development Corporation**

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“Working with A New Direction has been an effective way of forging new employer relationships within the creative and cultural sector, which for us has been a closed door. They intervene early in a customer’s pathway supporting them with mentoring, upskilling and task-based work placements. Their approach enhances the local offer to Jobcentre customers positively enabling our customers into employment. We are very pleased to be working with them again.”

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**Chris Davison,**  
**District Relationship Manager,**  
**East London Jobcentre Plus**

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“The Cultural Education Partnership is bringing together national, local arts and cultural partners to achieve the best outcomes for Barking and Dagenham’s young people. A New Direction is the catalyst that is helping bring all this together.”

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**Jane Hargreaves,**  
**Divisional Director Education,**  
**Youth and Childcare**



FILM

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