

# News Release

26 April 2010

## Launch of 'The Biggest Learning Opportunity on Earth' – a £700k 'Olympic' themed project for 150 London schools

**A New Direction**, the strategic body for connecting young Londoners with the city's creative and cultural energy, is pleased to announce the 14 partner organisations confirmed to deliver the 'Olympic' themed 2010/11 **Creative Partnerships Enquiry School Programme** to 150 schools across London.

**The following organisations will each work in partnership with schools from September 2010:**

Cineclub - The Young Filmmakers Network, Clayground Collective, Discover, Eastside Educational Trust, Emergency Exit Arts, Fundamental Architectural Inclusion, Graeae Theatre, Kinetika, LIFT, MakeBelieve Arts, Nimble Fish, Punchdrunk, RollingSound and Spitalfields Music.

The Enquiry Schools programme is a one-year opportunity for schools to work with a partner to explore creativity, and how it can drive school improvement.

Each organisation will devise and develop a project concept inspired by the London 2012 Olympic and Paralympic Games, drawing from the findings of the DEMOS report, 'The Biggest Learning Opportunity on Earth - How London's Olympics could work for young people in schools'.

The projects will reference Every Child Matters outcomes and explore one of the following themes: 'Connecting Countries', 'My Family and Me', 'Inspired by London', 'Leading the Way' and 'My Future'.

**The application process opens to schools across all 33 London boroughs on 07 June 2010**, and successful schools will be announced in September, with projects starting in October 2010.

## For more information contact:

Emma Macorison / Love Communications: [emma@wearelove.co.uk](mailto:emma@wearelove.co.uk) / 020 7300 7379

Steve Woodward / A New Direction: [steve.woodward@anewdirection.org.uk](mailto:steve.woodward@anewdirection.org.uk) / 020 8536 5388

## Notes to editors

1. A New Direction is the key strategic body for connecting young Londoners with the city's creative and cultural energy. It is the first-stop for those looking to advance their work with young people, arts and culture in London. Our work covers three main areas:

- A New Direction to careers.
- A New Direction to creative potential.
- A New Direction to audiences.

Our work is driven by young Londoners. We help them navigate London's extraordinary cultural opportunities to find new ways of being creative and becoming fulfilled.

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

2. Download the DEMOS report, 'The Biggest Learning Opportunity on Earth - How London's Olympics could work for young people in schools' (Charlie Timms - 2007)  
<http://www.anewdirection.org.uk/demosreport>
3. **During the 2009/10 academic year**, A New Direction's Creative Partnerships programme reached around **20,000 children and young people in 250 primary, secondary and special schools** (approximately 10% of the schools in the greater London area), and over **1,200 teachers**, delivering over **4,000 sessions**.
4. A New Direction is funded by Creativity, Culture and Education (CCE) to deliver Creative Partnerships to schools in London. Creative Partnerships is England's flagship creative learning programme, and is designed to develop the skills of young people across England, raising their aspirations and achievements and opening up more opportunities for their futures.  
[www.creative-partnerships.com](http://www.creative-partnerships.com)