

**A NEW**

**DIRECTION**

We created **opportunity**

# **A New Direction is a London-based non-profit generating opportunities for children and young people to unlock their creativity.**

London is one of the greatest creative hubs in the world. Every day, thousands of the children and young people who live here are inspired by the city's culture to unleash their own creative side. They have the chance to develop their skills, talents and passions, becoming people who can thrive in a challenging, changing world and boost our wider society.

But there are also thousands of young people who miss out on London's creative opportunities. Barriers of inequality or simple lack of support stop young people from reaching their creative potential, which has knock-on effects for their chances of personal fulfilment and success in later life.

Inequality is not set in stone; we can make London into a city with equal opportunities to engage with culture and be creative for all young people and children. This is our vision.

**This photographic collection celebrates 10 years of A New Direction. We would like to thank our funders, and the thousands of partners, organisations, schools and importantly, the hundreds of thousands of children and young people who have benefitted from and contributed to our work over the past decade.**

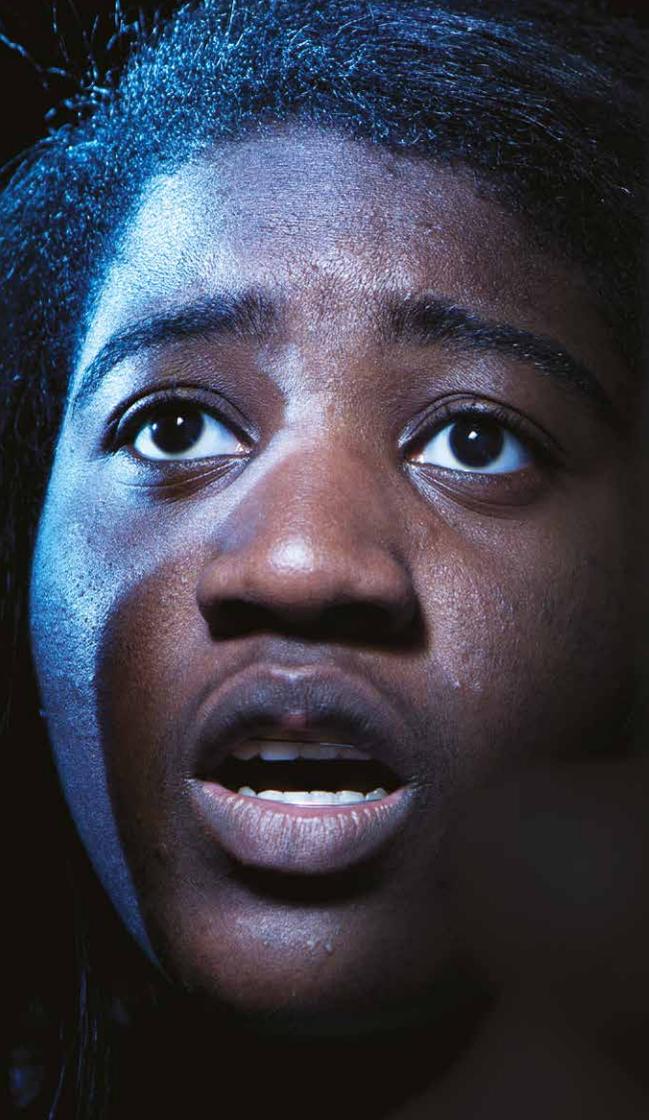
We look forward to continuing with our mission in 2019 and beyond.

Thank you.



Since 2011, we have strained thousands of young people through Create Jobs, helping 416 into paid work.





“ Being involved in the Cultural Learning Community and Advocates programmes really opened opportunities, securing Artsmark Gold and making a significant difference to our approach in school. ”  
**Teacher**





“ The pupils received a memorable experience that they will never forget. They have been able to develop and were given a space to share their views. ”  
**SEND teacher**





Over 2016-17, we worked with 18 schools and 13 creative practitioners on the My Creative School programme, involving 255 teachers and 2,600 pupils.





In 2011, our Olympic themed Biggest Learning Opportunity on Earth programme saw 140 schools across 30 London boroughs working with 14 partner organisations, with a total of 15,330 participants across the programme.









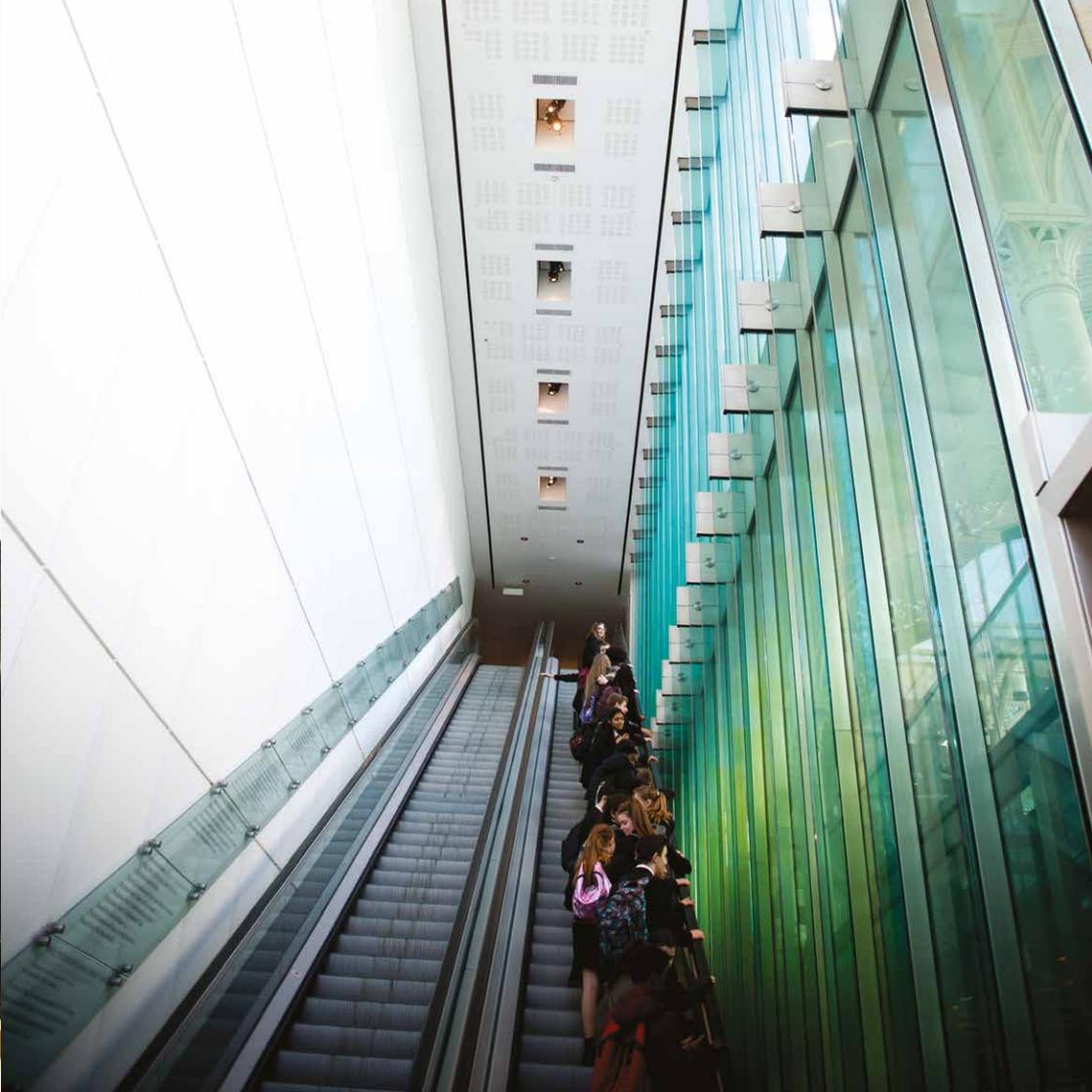
“What’s great is that after the course is finished, they stay in touch and check in to make sure you are OK and still progressing.”  
**Young creative**







“ I learnt more in three months  
of Flipside than I did in three  
years at university. ”  
**Young creative**





ALISON



Khadija



Luca ♡



WAN PHILLIPS



JAKE REID



Sadiya ☺



PATRICIA NYARKO

# A STRANGE KIND OF BEAUTY





“ I’d like to thank A New Direction for investing in long-term projects that allow for experiment and research, not micromanaging or having set agendas at the outset beyond seeing what happens in a particular field. It’s incredibly valuable. ”  
**Challenge London partner**









Since 2015, over 700 partners and 13,000 young people have taken part in our Challenge London partnership investment programme with match funding approaching £1million.





“I was completely astounded by the level of excitement and quality of work that was being delivered.”  
**Challenge London partner**

**POPULATION INCREASE OF 70,000 PER YEAR**

**800,000 Jobs**

**NEW LONDON POLARITY**

**NEW HOMES NEEDED PER YEAR 66,000**

**STRONG COMMUNITIES**

**ACCESS TO PLAY**

**BRING GROUPS TOGETHER**

**SOCIAL INTERACTION**

**WELL BEING**

**BENEFIT CUTS**

**CH**

**POOR**

**WELL BEING**

**THINK COLLABORATION**

**INFLUENCE & POWER**

**WHO MAKES DECISIONS?**

**50% OF YOUNG PEOPLE THINK THE WORLD IS CHANGING**

**18-24 turn out in 2017 54%**

**YOUNG PEOPLE LESS LIKELY TO VOTE**

**PRESSURE INSTITUT**

**YOUNG PEOPLE'S SERVICES**

**EMPLOYMENT**

**GROWTH IN MUSIC VISUAL ARTS PERFORMING ARTS**

**GREEN SPACE**

**50% OF HOMES IN LONDON ARE WITHIN 10m OF GREEN SPACE**

**CREATIVE POTENTIAL**

**YOUNG VOICES**

**SCHOOL**

**TOP THREE CHALLENGES FOR SCHOOLS**



“ This is really one of the most progressive, informative and supportive courses I have ever completed. ”  
**Teacher**





In November 2017, 519 pupils across eight London schools took part in the Mayor for the Day project, with 250 pupils attending an event at City Hall to share their work. 3,942 students engaged with dissemination of the project.



Over just six weeks, 1,087 schools booked sessions for the Tate Year 3 Project, with 50% of London Schools registering to take part.

## **Images and artwork**

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Ruby Taylor

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Spread the Word

Tate

Tim and Barry

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## **With thanks**

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

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