

A new direction

A NEW DECADÉ

**A NEW
DIRECTION**
We create opportunity

Ten years on...

2008

A **New Direction** launches reaching 250 schools a year across 30 London boroughs with **Creative Partnerships**.

2009

Launch of **Headstart** funded by LDA and Awards for All, with 20 young people working on event production.

2010

5 YOUNG PEOPLE REPORT LIVE FROM THE VANCOUVER PARALYMPIC WINTER GAMES, AND 25 PUPILS ATTEND THE WORLD CREATIVITY SUMMIT IN OKLAHOMA CITY.

2011

Creative Partnerships concludes with 140 schools, 14 arts organisations and 12,000 pupils taking part in the London 2012-themed **The Biggest Learning Opportunity on Earth**.

Local schools produce **The Story of Stratford**, a public artwork around the Westfield development.

Sir Ken Robinson addresses our annual Schools Conference.

2012

The **Henley Review** of Cultural Education is published.

We help the GLA launch the **London Curriculum**. Over 75% of London secondary schools now use this suite of resources.

Our partnership with **Service Children's Education** sees the highest number of **Arts Awards** delivered by a single organisation in a year.

2013

Young filmmakers launch **All Eyes on Us** with Eelyn Lee Productions, documenting the preparation for the London 2012 Paralympic Games, alongside an exhibition with Tim & Barry.

Together with Spread the Word, we announce Warsan Shire as the first ever **Young Poet Laureate for London**.

We run **Strong Voices** in London as part of a national DfE-funded programme to connect vulnerable young people with culture.

Through the **Creative Employment Programme** we create 15 interns, 9 apprentices and 9 traineeships, and partner with the DWP to create 40 work placements and 25 paid roles.

2014

We launch **My Culture, My London** – ethnographic research exploring the creativity of young Londoners.

30 young people visit Paris with **Creativity Works: Fashion** to attend a Jean Paul Gaultier show and meet designer Jean-Charles de Castelbajac.

We start a 3-year evaluation of Arts Council England's national **Creative People and Places** project.

Creative Employment Programme produces 8 interns and 129 traineeships.

We help create a learning resource to support schools to engage with Mark Wallinger's **Labyrinth**, the largest public artwork on the Tube network.

2015

Professor Maggie Atkinson, the former Children's Commissioner, is appointed as Chair.

Work starts on feasibility study for Steve McQueen **Year 3** project with Tate and Artangel.

40 YOUNG PEOPLE MEET MICHAEL EAVIS AT GLASTONBURY AS PART OF CREATIVITY WORKS: FESTIVALS.

Launch of the **London Cultural Education Challenge** – our 3-year partnership investment programme.

Creative Employment Programme produces 13 interns, 24 apprentices and 56 traineeships.

2016

We run the first **Children's Festival** at City Hall for the Mayor's Fund for London.

We deliver the national **Cultural Citizens** in London, enabling more young people from Barking and Dagenham to develop an interest in culture.

Baroness Beeban Kidron speaks at a **House of Lords reception** for 200 stakeholders and partners.

Launch of **My Creative School** – a 3-year programme with the Education Commission, funded by Paul Hamlyn Foundation.

Invicta Primary named first Platinum **Artsmark** school under new programme.

Creative Employment Programme sees 19 interns and 34 apprentices created.

Meet a Mentor launches, pairing Create Jobs alumni with industry specialists.

2017

Our **SEND Network** take over **Tate Exchange** for 5 days, to celebrate the creativity of D/deaf, disabled and neurodiverse young people.

350 PUPILS FROM 8 LONDON SCHOOLS EXPLORE BEING MAYOR FOR THE DAY AT CITY HALL.

Young Londoners engage with the General Election and Panic report through **Creativity Works: Advertising**.

LLDC-funded **STEP** launches with a new shared model of entry-level employment with arts and creative employers.

Launch of **Flipside** – an industry-led talent development programme in digital product design.

Our **Advocates** programme launches, supporting teachers to promote the value of the arts in schools.

2018

Creativity Works: Visual storytelling exhibition with Magnum Photos.

Launch of the Steve McQueen **Year 3** project, with all London primary schools invited to take part.

Breaking ground on East Bank and joint work on education and talent pipeline in East London with East Bank partners and LLDC.

Future Startup Now launches, the first project working to incubate creative businesses with GLA funding.

Launch of **New Museum School** with Culture&.

Publication of **Caring for Cultural Freedom** with Kings College London.

Started **Evidence Champions** research network with the RSA.

LookUp launches – an online platform for showcasing cultural opportunities and organisations to London schools.

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Hello

Welcome to our 2019 Annual Review. We are proud to share some of our programmes, successes and achievements from the past year, and highlight some of the challenges and opportunities that lie ahead.



As we look to the start of a new decade, and at the end of our 10th anniversary year, we also look back at the past 10 years of A New Direction.

Contents

More to be done

Steve Moffitt, Chief Executive 2

The human right to create

Professor Maggie Atkinson, Chair 4

Culture by rights

I Am at Tate Exchange Festival 8

We Belong 9

Snapshot of a generation

Steve McQueen Year 3 12

Local partnerships

Supporting schools on their journey to creativity

Talking Artsmark 20

Building the creative workforce of the future

Create Jobs 24

Future Startup Now 26

Step into the Smithsonian 28

As one decade comes to a close...

Work with us 32

Thanks 34

Board of Trustees 35

Financials 36

More to be done

When A New Direction set out on this journey 10 years ago, we faced the ambitious task of creating a new strategic role for the organisation, working across a range of sectors and making sense of London from the perspective of children and young people. The process of forging connections, building partnerships and networks, catalysing programmes and testing new ways of working has been an inspiring and daunting experience. **There is always more to be done.**



STEVE MOFFITT, CHIEF EXECUTIVE

London has not stood still in this time; the city continually reinvents and reimagines itself. The population is the largest it has ever been, with predictions of the creative industries growing four times the rate of other areas of the economy. This, coupled with the uncertainty of how the UK's exit from the European Union will affect us, means it has never been more important to build a healthy skills pipeline to future-proof our creative and cultural economy. However, in order to do this, we must continue to champion the importance of investing in children's creative capacity through an enriched curriculum, through changing employer recruitment practices and through giving young people the entrepreneurial tools to create their own jobs and lead culture.

Since 2011 we have embraced this strategic challenge and established our flagship employment and skills programme Create Jobs, providing thousands of opportunities for young Londoners to enter the creative and cultural job market. Whilst the team and I have much to be proud of we know it's not enough and believe London can do a lot better, which is why in 2018 we commissioned *Building the Creative Workforce of the Future*, a report that highlights how best to support London's young creative population to create a sector which utilises talent and potential from every part of our city.

The question we have always asked ourselves is who is missing out? Who should be in the room but isn't? Who has unfair barriers put in their path? And what can we do about it? This is about choosing to be part of making a more equal society that works for everyone and recognising the really important role culture, arts and creativity plays in this progression.

Year 3 has been an exemplary piece of work for us. The exhibit at Tate Britain is a refreshing insight into who the future leaders and citizens of the city will be. Working with Steve McQueen and partners Tate and Artangel has been a huge learning experience. Galvanising and managing 1504 primary schools across the capital to participate has been both challenging inspiring and massively rewarding. To be part of this joint endeavour has tested how we work at scale — as we strived to achieve an offer and invitation that was relevant, meaningful and of educational value. We believe the simple act of inviting every seven- or eight-year-old into one of our great cultural institutions will bring change and have an impact we can only now guess at.

There is much more to do to share power, to challenge inequality and to do the hard work involved in really becoming inclusive, but we are excited about the potential to connect with partners to bring about a change that's led by the extraordinary energy and creativity of young Londoners.

“
...it has never been more important to build a healthy skills pipeline to future-proof our creative and cultural economy.”

The human right to create

Looking back at A New Direction's accomplishments over these past 10 years the scale of impact has been immense. We've influenced change at a citywide and national policy level to build local infrastructures through partnership working, training and supporting professionals. In addition, we've carefully tailored creative projects and training programmes that are changing the lives of thousands of children and young people.

Central to this is our ethos. We create the conditions in which London's children and young people, irrespective of their background, can recognise and be involved in culture that represents and champions them, and ensure that they have autonomy within it and ownership of it. Taking forward our 2017 report with Kings College London called 'Caring about Cultural Freedom', we've taken great strides in creating strategic and imaginative interventions that challenge the disillusionment that too many young Londoners feel when culture does not resonate with them.

2019 marks the 30th anniversary of the United Nations Convention on the Rights of the Child. Article 31 champions the right of every child to engage in arts and culture, in and beyond school. It is a poignant reminder that every child is born full of potential into a world where inequality still prevails. Too many children lack the cultural freedom to express themselves, to play, to have a chance to learn free from discrimination, to

develop their curiosity, to feel safe to explore, to access information and opportunities, to live rich and fulfilling lives.

These problems are compounded by a narrowing of how culture is expressed in schools at a time when creativity has never been in higher demand in the working world, and when it has never been more critical to foster a sense of wellbeing within children that raises the value and significance of their culture and their role within it. This is an ethical, moral and policy imperative.

This year we elevated the status of London's Children Looked After and young adults Leaving Care through *We Belong*, a programme designed to give a voice to an often forgotten and disenfranchised group. They have been empowered to set their own agenda around arts and culture, creating a manifesto that advocates for their rights and raises awareness with their peers and wider society.



We will work with the most vulnerable children and young people, so all can have the same opportunities for creative development and cultural enrichment.

Looking ahead we want to continue to create a system-wide change in the arts and cultural citizenship of children and young people, galvanising relationships with all our stakeholders and campaigning for policy changes where there are still barriers for children and young people. We will work with the most vulnerable children and young people, so all can have the same opportunities for creative development and cultural enrichment.

I congratulate the A New Direction team for the critical role they have played over the last decade. It is an honour to chair the Board of Trustees of this remarkable organisation.



PROFESSOR MAGGIE ATKINSON, CHAIR

Photo: Dubheasa Lanipekun



A STUDENT AND TEACHER TAKE PART IN AN ARTS AND CRAFTS ACTIVITY AT I AM AT TATE EXCHANGE FESTIVAL 2019

Culture

**by
rights**

Culture by rights

Culture by rights



STUDENTS TAKE PART IN A BAUHAUS BALLET PERFORMANCE AT I AM AT TATE EXCHANGE FESTIVAL 2019

Photo: Dubheasa Lanipekun

I Am at Tate Exchange Festival

28
SCHOOLS

300
D/DEAF, DISABLED AND NEURO-DIVERSE PUPILS

46
STRONG SEND NETWORK

3000+
VISITORS TO SEE THE STUDENTS' WORK

Since 2017 we have been key partners in the Tate Exchange — creating unique opportunities for and with young people with special educational needs and disabilities (and their schools) to take part in a week-long residency of multi-sensory activities at Tate Modern. This year, following six months of planning with teachers in our **46-strong SEND network**, we introduced the *I Am* at Tate Exchange Festival, welcoming **3000+ visitors** to see and experience the work created by **300 D/deaf, disabled and neuro-diverse pupils** from **28 schools**.

The project demonstrates the ongoing need for more SEND young people to embrace arts and culture outside the classroom, make disability more visible in London's cultural venues, and shows that children of all abilities can play an active role in London's culture on an equal footing as makers, producers and consumers.

We Belong

Building on a 20-month research programme with London's care system and the cultural sector we launched *We Belong*, for Children Looked After (CLA) and Leaving Care. The programme is about building confidence and communication skills to support the capacity to build connections and personal resilience — abilities that are crucial when leaving the care system.

Six Care Leavers recruited via four London Borough Care Leaver Teams worked as experts to shape and define the programme through mapping and research, conversations, creative writing, visioning and project design. This was centred around the themes of **Breathing Space, Creative Expression, Connections and Awareness**.

The findings of this exploratory work have set the ethos and model for us to take forward for the next three years, **anchored by a powerful manifesto focusing on 'changing attitudes and inspiring futures'**:

- Loved not just Looked After**
- Create Space for us to Heal**
- Encourage us to have Confidence**
- Give us the room to Reach our full Potential**
- Celebrate our Individuality**
- Have High expectations of us because**
- We Matter**

Culture by rights



PUPILS EXPERIMENT WITH GREEN SCREEN DURING A WORKSHOP AT I AM AT TATE EXCHANGE FESTIVAL 2019

Photo: Dubheasa Lanipékun



Completing the Arts Festival Leaders course in the spring of 2019, through which I programmed an event at a Tate Late, cemented my interest in the cultural sector. Create Jobs made me further realise my passion and talent for working in cultural institutions like museums and galleries, which combine my backgrounds in art and anthropology, when I was accepted onto the STEP into the Smithsonian programme... I hope that one day I can work at the V&A and Smithsonian museum which will open in East Bank in 2023.

– Mohammed

Steve McQueen Year 3 © Tate

Snapshot of a generation



Steve McQueen Year 3

A traditional feature of school life – the class photograph, often a cherished memento in the home from generation to generation, was elevated to the status of a major new artwork by artist Steve McQueen. An idea stemming from McQueen's own class photo taken in 1976 prompted the idea for capturing a moment in the life of 7- and 8-year-olds across our capital city – a tender reminder of our future in all its diversity, creativity, optimism and innocence, and our duty as adults to invest in their brilliance and potential.

Snapshot of a generation



PUPILS FROM LITTLE EALING PRIMARY SCHOOL VISIT STEVE MCQUEEN YEAR 3 AT TATE BRITAIN

Steve McQueen Year 3 © Tate. Photo David Lennon

A partnership between Tate, Artangel, A New Direction and Steve McQueen set out on an ambitious task of photographing Year 3 class groups across London.

Our knowledge and experience of navigating the complex logistical, legal and safeguarding sensitivities in photographing the capital's children and presenting them within the public domain, coupled with our ability to frame this opportunity into a valuable and meaningful experience, resulted in **3,128 classes from 1,504 schools** taking part.

This work has become a significant snapshot of a generation, with **76,146 children contributing to the success of this work** – that's almost two thirds of the capital's 7- and 8-year olds.

3,128
CLASSES

1,504
SCHOOLS

76,146
CHILDREN

A New Direction led on:

- developing a website and booking platform for schools to sign up to
- securing consent from all participating children for the gallery and outdoor exhibition
- **60-80 school visits** a week over 10 months and ensuring all schools had a 45-minute workshop – we devised content and ran weekly CPD with the Tate photographers to support this
- piloting processes and session content with Ambassador Schools and running **100 day-long workshops** in school exploring the themes of identity, community and aspirations for the future
- **900+ teachers** to Tate for events and Private Views with artist Steve McQueen

- duty of care briefings on digital citizenship, school assemblies and workshops for the **53 schools** appearing in the Outdoor Exhibition
- learning resources (resulting in **17,300 downloads**)
- 2 CPD events for teachers – **200** signed up.

Year 3 has captured the imagination of London schools and their communities, it has connected them with something bigger, opened up new conversations around creative schools, identity, community and aspirations for the future. It has sparked curiosity within children and their families – helping them to feel part of a wider cultural ecology and explore their place within it.

60-80
SCHOOL VISITS A WEEK FOR 10 MONTHS

100
DAY-LONG SCHOOL WORKSHOPS

17,300
LEARNING RESOURCE DOWNLOADS

600
CHILDREN VISITING THE GALLERY EVERY DAY FOR FIVE MONTHS



“Through this project and a supporting workshop from Tate, the children were able to look at their own identities. We thought about who we were, what made us unique and what our hopes for the future were. We made a time capsule to take with us to the exhibition. In fact, the whole exhibition is a time capsule. The children will not only see themselves as part of their school and their community but as part of a whole London community.

The impact of the children seeing themselves in Tate Britain will be amazing. It opens up the gallery to them. We can't wait to see it and are so proud to be part of it.”

– **Kate Gorely, class teacher, The Belham Primary, Southwark**

“When the photographers came it made me feel like my class were a big family.”

– **Samuel, pupil From The Belham Primary, Southwark**

“It was really interesting finding out about how many other classes and children were involved in the project. I was excited to find out that our picture was going to be in Tate Britain for everyone to see like we were a famous celebrity or piece of artwork.”

– **Pupil From Bowes Primary, Enfield**

Local partnerships

A round-up of approaches to arts education for all



Photo: Roger Brown

BRENT EDUCATORS ATTEND A CREATIVE CPD SESSION AS PART OF THE BRENT 2020 PROGRAMME LAUNCH

There are many pressures on schools and youth services which can result in children and young people not getting the cultural opportunities they need.

We believe that part of the solution is in developing local approaches to this problem. That means schools, cultural organisations, local authorities and school improvement teams coming together to make a commitment to art in school and to look at ways of jointly achieving a cultural education for all.

From hyper-local area-based interventions, to London-wide programmes, networks and initiatives, here are some of our highlights...

Local Partnerships

London Borough of Culture

52
CULTURE LEADS HELPED CREATE EDUCATION RESOURCES

Brent: We are part of Brent's 2020 London Borough of Culture (LBoC) and have to date worked with **52 Culture Leads** from Brent schools and created education resources to embed Brent 2020 activity into all **87 Schools**.

Waltham Forest: We have been working with the London Borough of Culture on a programme for all schools as part of the 2019 London Borough of Culture.

11 by 11 is **Islington** Council's commitment to make **11 outstanding cultural experiences** available to local schoolchildren by the time they reach Year 11.

Newham enrichments grants will bolster schools' access to renowned institutions, create more opportunities to showcase talent and provide more activities that enhance and expand the curriculum and extra-curricular activities.

Southwark Council will match **19 Southwark theatres** and a further 30 located within easy access of local schools with more than **20,000 primary school children** with limited access to theatre.

Local Area Arts Award clusters

We support **five Local Network Clusters** for Arts Award that aim to reach **all 32 London boroughs**. The North East Cluster covers seven boroughs and has been particularly effective in 2018–2019, running four events that reached 170 participants.

27%
GROWTH OF ARTS AWARD MODERATIONS

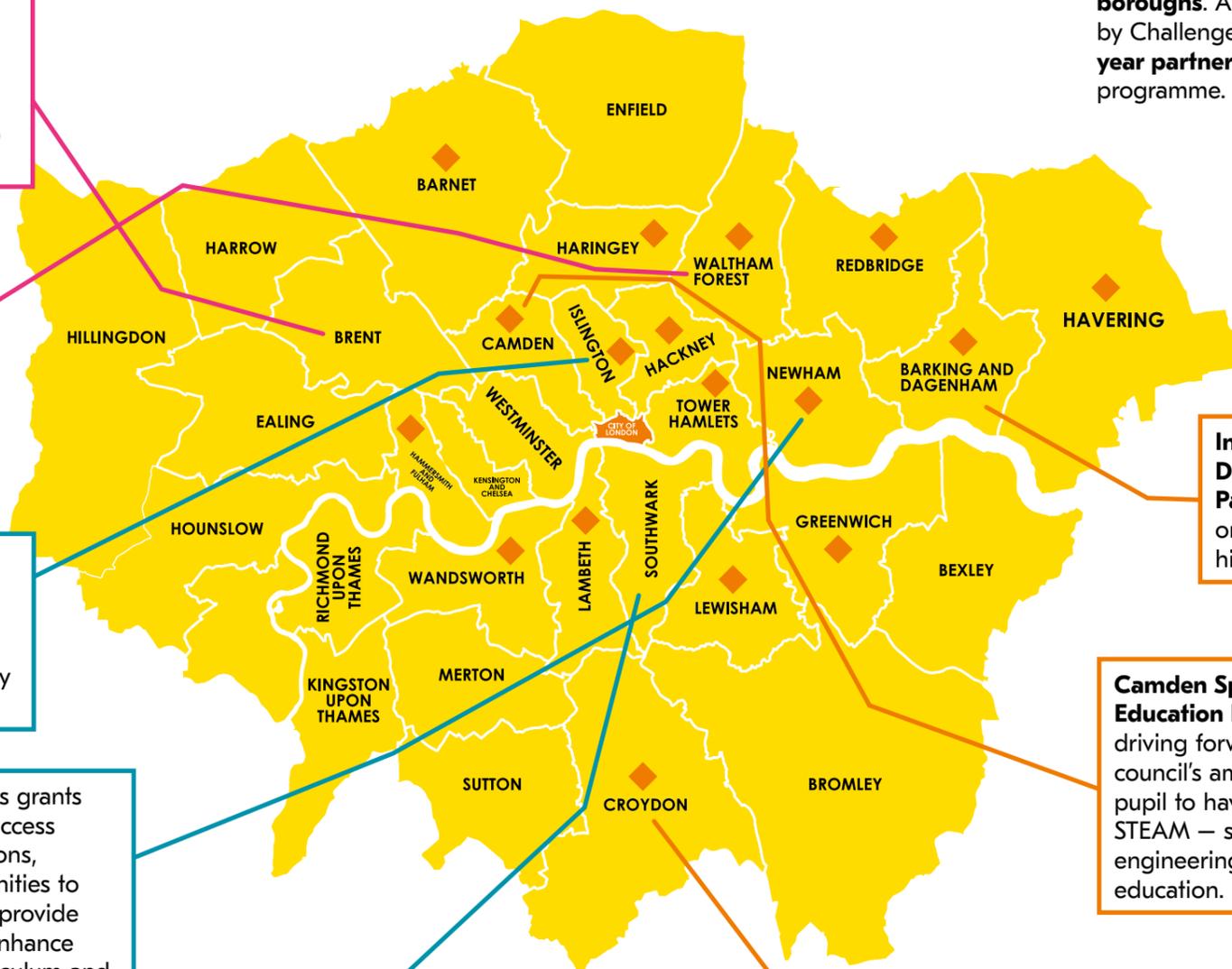
In 2018 London had **9758 Arts Award** moderations – a **growth of 27%** from the previous year.

Connected London

Cultural education partnerships are emerging across **22 London boroughs**. A number are supported by Challenge London our **four-year partnership investment** programme.

A New Direction has invested **£900,000 in 12 cross-sector partnership programmes** being delivered between 2018 and 2022. Investment has been made against **100% matched investment**, so for every £1 invested, a partner investor has contributed another £1.

◆ Places with developing partnerships supporting arts and culture in schools



Inspiring Futures – Barking & Dagenham Cultural Education Partnership: 50% of schools are on their Artsmark journey – the highest % in London.

Camden Spark – Cultural Education Partnership is driving forward the local council's ambition for every pupil to have an integrated STEAM – science, technology, engineering, arts, maths – education.

As part of the **Croydon Cultural Education Partnership** the **Croydon Youth Arts Collective (CYAC)** has built an annual Youth Arts Takeover, engaging 500+ young people and families and platforming over 100 young artists each year.

New shoots emerging

Local authorities are pushing back against the decline of arts in school with innovative programmes of their own including:

11
OUTSTANDING CULTURAL EXPERIENCES BY YEAR 11

50%
OF SCHOOLS ON ARTSMARK JOURNEY

12
CROSS-SECTOR PARTNERSHIP PROGRAMMES

£900,000
INVESTED AND MATCHED

Supporting schools on their journey to creativity

Talking Artsmark

Teachers Clare Longhurst (CL) from Thomas Becket School in Croydon and Deepa Vekaria (DV) from Woodfield School in Brent describe their Artsmark journey



This is your journey and you can channel it in any direction that works for your setting.



DEEPA VEKARIA



CLARE LONGHURST

Artsmark is the creative quality standard for schools, accredited by Arts Council England. A New Direction supports London schools throughout their Artsmark journey, offering expert guidance, advice and training.

What made you register for Artsmark in the first place?

CL – We wanted recognition for what our school does in the arts. We have lots going on in music and artistic achievements and it was a chance to showcase these as well as make what we offer even better.

DV – We wanted to promote and embed art through the curriculum in all phases, working with teachers to develop arts and culture into their schemes of work. We wanted to increase the opportunities for our pupils so that they could experience art in different forms such as through enrichment activities and visiting museums and galleries. We also wanted to develop the arts at a whole-school level. Artsmark was perfect for achieving all of this.

What did you find useful about the process?

DV – As a direct result of registering with Artsmark, we have built long term partnerships with arts and cultural organisations such as Camden Arts Centre, the Crafts Council's 'Make your Future project', A New Direction's SEND network working with Tate Exchange and The National Theatre. Pupils have attended a Japanese woodblock printmaking session at the British Museum, we have attended educator-led sessions at the National Portrait gallery and the Victoria and Albert Museum. We are very grateful to all of the arts and cultural organisations that have invested time, resources and CPD training in supporting our school as these opportunities are so valuable and rare to come across. We have developed

new schemes of work and have invested in purchasing Japanese printmaking materials and ceramics resources as pupils have loved working with these techniques.

What did the award mean for the children? What did it mean for your families and wider community?

CL – Our children are incredibly proud of our award and know it is because of their talents and commitment that we have achieved it. For our next Artsmark journey, we are getting the children more involved through pupil voice and getting them to steer us in the direction of their needs and aspirations for the school.

What advice would you give other schools thinking about registering for Artsmark?

CL – Do it! It's such a great chance to celebrate what you do already, and an excuse to zone in on how you can make things better. After all, a broad and balanced curriculum should be fun too!

DV – Please register for Artsmark as you will embark on a journey that is inspirational. Please come and visit our school, we would love to support other schools and collaborate on projects together. You will have support from your Bridge organisations. This is your journey and you can channel it in any direction that works for your setting.

Building networks

We have set up a series of strategic networks for knowledge sharing and collaboration to build resilience and increase capacity within school communities.

- **Cultural Leadership Community** – 20 teachers are building leadership capacity and exploring curriculum innovation.
- **Advocates** – 16 teachers and senior leaders are working together to champion best practice around the themes of Creativity, Curriculum and Progression, Youth Voice, Parental and Community Engagement, and Wellbeing and the Arts.
- **SEND Network** – 46 SEND teachers and SENDCos are planning the I Am Tate Exchange Festival and taking part in related CPD opportunities.



It is one of the most rewarding INSET experiences I have been involved in in my 24 years of teaching.

STEP PROGRAMME PARTICIPANTS, PARTNERS AND COLLABORATORS SHARE THEIR EXPERIENCES AT A CELEBRATION EVENT AT SADLER'S WELLS, NOV 2019

Photo: Eric Aydin Barberini



Building the creative workforce of the future

Building the creative workforce of the future

Create Jobs is our flagship employability programme. Since its inception in 2011 it has helped thousands of under-represented young Londoners to build skills, experiences and networks. More than 500 have progressed into paid work within the creative, cultural, heritage and digital sectors.

Across the board, the creative industries remain hugely exclusive with few pathways that connect diverse talent with paid and sustained work. Create jobs has taken great strides in closing the digital skills, employability and diversity gaps through innovative partnership projects like Flipside, Digital Pipeline London and New Museum School. In 2018 the New Museum School programme, funded by the National Lottery Heritage Fund and delivered with Culture&, created **16 new paid traineeship roles** with **14 heritage and museum organisations**. On this programme, **75% of trainees are from a BAME background, 25% are male, one third identify as disabled and 30% identify as being part of the LGBTQ+ community** – very different to the current workforce in this field.

Over the last year we have been growing our content production training in film, TV and online digital platforms.

Photo: Eric Aydin Barberini



YOUNG CREATIVES NETWORK AT A STEP PROGRAMME SHARING EVENT

16
NEW PAID
TRAINEESHIP
ROLES

1/3
OF TRAINEES
IDENTIFY AS
DISABLED

**CREATE
JOBS**

30%
OF TRAINEES
IDENTIFY LGBTQ+

75%
OF TRAINEES
FROM BAME
BACKGROUND



“It was hugely rewarding to be involved with Create Jobs. The students were insightful, intelligent and passionate. The films they created were personal, political, brave and human. It was a privilege to listen, learn and support such impressive young people, many of whom will undoubtedly go on to build exciting futures in the creative industry.”

– **Darren O’ Kelly Co-Founder and CEO at Untold Studios**

“When I found out about the course I applied without question. This programme was the first time that I feel I’ve been given the space, support and encouragement to express my creativity. It was shocking to see the lack of BAME and women represented in a growing industry. I am grateful that programmes like Create Jobs are trying to open doors, and that I’m part of that movement.”

– **Yolanda, now employed at All Response Media**

Create Jobs

Building the creative workforce of the future

Employer spotlight: Depop

Future Startup Now

Future Startup Now is a Mayor of London-funded programme designed by industry experts who lead immersive training. The programme addresses the lack of representation in London's digital workforce by growing the talent pool of young Londoners wanting to work in start-ups or set up their own business.

Depop is one of the creative and digital industry employers to have joined Future Startup Now since it began in January 2019. Depop is an online global marketplace that actively engages with independent creative entrepreneurs based in London, Milan and New York. They describe themselves as a company of "photographers, DJs, illustrators, jewellery makers, painters, music producers, globetrotters, writers and activists, joined together by passion for our product and obsession with community." From being involved in the programme, Depop has gone on to hire five Future Startup Now participants.

Polly Applegate, Head of Community at Depop, supported the Startup bootcamp training, offering insights and advice to the interns.

She said: "I think it's really important to have these programmes. In terms of aligning with diversity and equality, it matches everything Depop stands up for. I believe we are fully inclusive and my team particularly hire people from all walks of the world to make up a greatly diverse team. I think it's very important for us to open our doors to these programmes as we scale so rapidly. We can work together to find great talent."

Building the creative workforce of the future



Photo: Create Jobs

STEP INTO THE SMITHSONIAN PARTICIPANTS VISIT UNITED STATES BOTANIC GARDEN

Step into the Smithsonian

The Smithsonian Institution, the world-famous group of museums centred in Washington DC, is to be part of the exciting plans for East Bank – a complex of exceptional cultural and education venues that will be opening in Stratford over the next five years. In May 2019 we were thrilled to have the opportunity to connect four young east Londoners to this once-in-a-lifetime initiative.

Over a six-week period in summer 2019, as part of our Create Jobs employability scheme, we introduced four trainees to some of London's cultural institutions to gain a local context to emerging trends and issues facing cultural institutions today. This was followed by an immersive exchange programme in the US, which involved the group meeting curators, archivists, professors and conservators. They benefited from career advice, industry insight seminars and peer networking.

We asked our four trainees to document their experiences in the form of essays, images, illustrations and poems, plus create a zine to share their creative reflections and give voice for those largely underrepresented in the museum sector. The zine challenged traditional orthodoxies of museum narrative that often "silences other

voices, doesn't meet us in the present and makes us forget that we're making our own histories all the time".

This unique opportunity supports the Smithsonian in its mission to develop the next generation of talent and to innovate and engage more diverse communities. We hope more world-class organisations will use its considerable power to engage young people in new ways and drive change from within.

STEP into the Smithsonian was conceived and funded by the London Legacy Development Corporation and Smithsonian Institution London in partnership with Foundation for Future London and the London Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest, and is delivered and managed through Create Jobs.

Building the creative workforce of the future



This experience has helped me to believe that museum spaces are somewhere I could belong, and also somewhere that is changing.

— Participant



Photo: Create Jobs

STEP INTO THE SMITHSONIAN PARTICIPANTS VISIT BLACK CULTURAL ARCHIVES AS PART OF THEIR INDUCTION



Photo: Create Jobs

STEP INTO THE SMITHSONIAN PARTICIPANTS EXPLORE WASHINGTON, D.C.



I feel so positive that this doesn't stop here, it's clear that Create Jobs are committed to our development. You're sending us job roles and having conversation about careers throughout. This feels like planning for next steps. I have built connections and networks, and that's really helpful.

— Participant



Photo: Ketishia Vaughan

STEP INTO THE SMITHSONIAN INDUCTION DAY

As one decade comes to a close...

...we look forward to the future. What will the next 10 years hold?

Work with us to achieve our vision of a London where all children and young people can thrive through developing their creativity.

Get in touch
www.anewdirection.org.uk
[@A_New_Direction](https://twitter.com/A_New_Direction)



Thanks

A New Direction would like to thank our funders and supporters, who generously contribute to our work:

- Arts Council England
- Mayor of London
- City of London Corporation
- London Legacy Development Corporation
- The National Lottery Heritage Fund
- Tate
- Co-op Foundation
- The Mercers Charitable Foundation
- Mayor's Fund for London
- Berkeley Foundation
- Citi Bank
- Paul Hamlyn Foundation
- London College of Fashion
- ScreenSkills
- Time Inc.
- Department for Work and Pensions
- European Social Fund
- Transport for London Art on the Underground
- London Borough of Waltham Forest
- London Borough of Brent

Steve McQueen Year 3 Workshop © Tate

Board of Trustees

Trustee Name appointed	Office	Date
Professor Maggie Atkinson	Chair	20 May 2015
Neil Harris	Treasurer	3rd December 2014
Marc Jaffrey		24th September 2012 (stepped down 18/10/2018)
Keeley Williams		23rd September 2014
Matthew Dolton		3rd December 2014
Ann Ewing		20th October 2015
Eylan Ezekiel		14th December 2017
Charlotte Louise Hillenbrand		14th December 2017
Gabriela Cala-Lesina		14th December 2017 (stepped down 6/12/2018)

We would also like to recognise the thousands of children and young people, teachers and headteachers, arts and cultural organisations, local authorities, creative employers and other partners that generously contribute to and support our work.

Financials

			Year ended 31 March 2019	Year ended 31 March 2018
	Unrestricted	Restricted	Total	Total
Income from:	£	£	£	£
Donations and similar income	—	—	—	—
Charitable activities:				
Strategic Development	47,266	1,602,380	1,649,646	1,619,446
Increasing Creative Potential	199,762	129,428	329,190	305,273
Employment and Skills	—	611,890	611,890	573,640
	247,028	2,343,698	2,590,726	2,498,359
Investment Income	439	—	439	260
Other Incoming Resources	9,223	—	9,223	11,600
Total	256,690	2,343,698	2,600,388	2,510,219
Expenditure on:				
Raising Funds	13,275	10,600	23,875	13,734
Charitable activities:				
Strategic Development	4,132	1,364,897	1,369,029	1,796,494
Increasing Creative potential	199,011	72,436	271,447	278,973
Employment and Skills	—	584,519	584,519	589,973
	203,143	2,021,852	2,224,995	2,665,440
Total	216,418	2,032,452	2,248,870	2,679,174
Net Income/ Expenditure before transfers	40,272	311,246	351,518	(168,955)
Transfer between funds	21,107	(21,107)	—	—
Net Movement in funds	61,379	290,139	351,518	(168,955)
Total Funds at 1st April 2018	428,543	391,568	820,111	989,066
Total Funds at 31st March 2019	489,922	681,707	1,171,629	820,111

About A New Direction

A New Direction is a London-based non-profit organisation, generating opportunities for children and young people to unlock their creativity. We work with schools, cultural venues, local authorities and a range of other partners to support children and young people to be creative and experience culture, while identifying areas of inequality and campaigning for policy change.

Our values are embedded in how we work with young people, partners, funders and as a team. They are:

Creativity

There is extensive research on the impact of creativity and culture on society. They inspire leaders and inventors, hold communities together and make our everyday lives exciting.

London has a worldwide reputation for creativity. We need to keep earning that reputation to make the best city for our children to grow up in.

Equity is essential

All children and young people deserve the chance to be creative. Wealth, background, geography and other characteristics should not be barriers to thriving.

For this reason, A New Direction focuses on the individuals and communities who most face these challenges, particularly in the outer boroughs of London. We want to level the playing field.

Trust is key

We trust the children and young people we work with. They are the heart of what we do and their voices are vital to the success of our mission.

Registered charity: 1126216

www.anewdirection.org.uk
@A_New_Direction

www.createjobslondon.org
@Create_Jobs



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DIRECTION**
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