



**A NEW
DIRECTION**

Join our Board

Become an A New Direction Trustee

We're looking for up to three new trustees who share our values and can provide guidance and support as we work towards our mission to enhance the capacity and agency of children and young people in London to own their creativity, shape culture and achieve their creative potential.



Contents

Chair’s Welcome	3
About Us.....	5
Our Values.....	8
Our Board	8
Our Team.....	8
What We Do.....	9
Our Strategic Aims	10
Recent Highlights	11
Looking Forwards.....	13
Join our Board.....	14
Key Responsibilities.....	14
Who We’re Looking For.....	15
What We Can Offer You	16
How to Apply.....	17

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness



Chair's Welcome

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people growing up, living, and learning in London to own their creativity, shape culture, and achieve their creative potential. The organisation is values driven, based in, and working across all of London. Our work, partnerships and influence, however, already extend beyond the capital, across the UK and the world.

I became Chair of A New Direction in 2015 and it has been a wonderful six years, coming to an end in mid-2022. It will be hard, but it is time to hand on the amazing thing that is A New Direction to another Chair. In my time as Chair, I have been part of an extraordinary period of growth, which has included the expansion of the team and a significant increase in the range of projects and programmes we deliver.

As we have grown as an organisation, so has the ambition and scale of our work – recent examples include the success and critical acclaim of Steve McQueen's Year 3 at Tate Britain, and our securing the role of operator of the Good Growth Hub in the Olympic Park. We are also expanding the number and range of other organisations with which we are delighted and proud to work, in and beyond the charitable sector. Our wonderful and committed Board reflects the breadth of experience and creativity that AND needs as it goes forward to still greater things.

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

Creativity is part of everything we do, and our projects are driven by a clear eyed, determined commitment to equality and access. Without question, the 2020-21 financial year has been a testing time for all of us. Working with and harnessing the energy generated by uncertainty and challenge, the organisation redesigned all programmes and projects to be delivered online with the team working from home. We renegotiated and repurposed grant agreements, consulted with our stakeholders and adapted. This period has been highly successful, with new work being developed and the organisation finding productive and relevant ways of working.

We have a dynamic and committed board. I very much enjoy working with this team of exceptional people. As we enter a new cycle of planning and prepare for next year's Arts Council England National Portfolio funding process, the trustees and I have decided that now is the right time to expand and refresh the A New Direction board.

We are looking for up to three passionate people to join us – people with diverse voices that reflect the greatness and the strength in difference that London lives by, who will bring new perspectives and fresh ideas from the cultural sector, education and human resources. Your most important quality is a commitment to our values. You will bring and we will harness your ideas, energy, passion, and different lived experiences to move us forward.

I am proud to be the Chair of A New Direction, working with such a values driven organisation whose mission has never been more relevant. I hope that you will consider joining us to be part of our journey.

Professor Maggie Atkinson
Chair of Trustees, A New Direction

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

A NEW DIRECTION

We create **opportunity**

About Us

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We were established in 2008 and have played a pioneering role in shaping the city's creative and cultural offer alongside children and young people. We are an influential advocate for arts and creative learning across the UK and internationally, encouraging an increase in the quality and ambition of work through high-profile programmes and seminal reports.

Our Vision

For a world where all children and young people achieve their creative potential.

Our Mission

To enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities - from childhood, through school years and into employment.



Our Values

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

Equity

We believe in the talents and potential of all children and young people and demand a fair and level playing field. We challenge the structural and systemic inequalities that influence children and young people's lives and opportunities, and prioritise those that experience these. We are committed to an inclusive working culture, where everyone who works for or with us is treated with dignity and respect. We have high expectations of those we work with to share this value and will not shy away from challenging discussions where needed.

Connectivity

We connect ideas, ways of working, and communities of people active in our spheres. By bringing people together, we can learn and move forward collectively; amplifying our voice and those of the children and young people we serve. We can share and challenge our thinking and approaches, identify and address gaps, pool our resources, design and deliver new and exciting opportunities, increasing our collective impact.

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

Trust and Respect

We listen to and respect the voices and views of all children and young people, our colleagues, partners and stakeholders, and in turn aim to earn their trust in us as a respected source of expertise and support. The trust that develops between us is our most valued asset and translates into strong, successful partnerships and genuine collaboration.

Creative Culture

We think creatively and value creativity within our team - it is an important element of what we do. Our creative culture enables us to dream and plan big, to connect in new ways, to innovate, and to create meaningful opportunities for children and young people. We believe that a creative culture at the heart of any school, place, organisation or business can promote happiness and success, and the right conditions for children and young people to reach their potential.

We are passionate about unlocking and sharing children and young people's own concept of 'creative culture' and exploring where individual creativity and collective culture converge.

Kindness

We act with kindness and generosity, understanding the challenges that children and young people in London are facing, and the pressures experienced by colleagues, stakeholders and partners in all areas of our work. Being present, listening and understanding the needs of those we work with is vital for us to be effective in what we do. We are open and supportive and aim to be a positive and welcoming organisation to all.

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

Our Board

Our board is chaired by Professor Maggie Atkinson, and we have talented and passionate trustees with a range of experience and expertise from across education, youth services, policy, fundraising and development, human resources, and finance.

[Find out more about our trustees](#)

Our Team

We're a small, tight-knit organisation with approximately 30 employees

Our main teams are formed around our main areas of work, they are:

- **Business, Development and Operations:** including our Finance, Comms, Operations and Development colleagues led by Steve Moffitt (CEO) and Eamonn Flynn (Business and Operations Director)
- **Education, Culture and Place:** who deliver our schools, cultural sector and local partnerships offer, led by Rebecca Branch (Executive Producer)
- **Employment and Skills:** who deliver Create Jobs, our employability programme for young Londoners, and our delivery of the Good Growth Hub led by Oliver Benjamin (Director of Skills and Employment)

[Find out more about our team](#)



What We Do

Our focus is children and young people's creative potential and their engagement with, and influence on, London's cultural ecology – the dynamic resources, assets, networks, places, neighbourhoods, and strategies that make London the global hub for culture and creativity that it is today.

We engage and support learning settings and the systems that work for and with children and young people to create the conditions for high-quality, relevant and accessible offers at key points during their lives, and during important moments for London. This means working across sectors to build understanding of the problems and working collaboratively to create more and better solutions led by and centred around children and young people.

In recent years we have led award-winning learning and skills programmes fostering city-wide and localised engagement, and intensive development programmes and partnerships that support cultural leadership in schools, arts organisations and communities. We also host a range of popular digital platforms and deliver a significant level of communications activity supporting thought leadership and knowledge exchange for young people and practitioners working across cultural and creative fields.

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

Our Strategic Aims

A. Learning and Leadership

To foster the creative talents and capacities of children and young people, and of practitioners working within learning, education, and the creative industries.

B. Networks and Communities

To nurture inclusive networks which champion creativity, collaboration and community.

C. Places in Partnership

To establish and sustain place-based partnerships that catalyse creativity and systemic change in communities.

D. Research and Insight

To generate insights into youth culture and cultural learning systems through research, evaluation and youth-led platforms.

E. Organisational Culture

To be an inclusive, resilient, and dynamic organisation.



Recent Highlights

Education, Culture and Place

We are proud to be the **Sector Support Organisation for Children and Young People** in London, a role we deliver in partnership with Arts Council England, to strengthen London's cultural learning eco-system and improve the quality, relevance and inclusiveness of the capital's offer.

Over the past four years, our **SEND Network**, a free professional development programme for London special school teachers and mainstream SENDCos, **has grown from 10 to 40 teachers**, and is now a flagship for arts and creativity. Each year, teachers in the Network collaborate with us on the **I Am Festival**, our yearly celebration empowering D/deaf, disabled, and neurodivergent young people to explore their creativity. Over the past five years, the festival has provided a platform for hundreds of young people to showcase their talents, leadership, ideas and opinions.

Our commitment to equity has also led to a new arts enrichment and leadership offer for Children Looked After and Care Leavers called **We Belong** which is influencing social services and address negative perceptions of children and young people with experience of the care system.

In 2016, we carried out a piece of research and development with a group of schools which sowed the seed for the extraordinary **Steve McQueen's Year 3** project that A New Direction delivered in partnership with Tate, Artangel and **1,504 participating schools**. We were delighted to have played a lead role in one of the most ambitious

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

portraits of citizenship ever undertaken, supporting **76,146 children aged 7 and 8 to participate** and visit an iconic cultural venue.

Challenge London is A New Direction's partnership investment programme. Through the Challenge we are co-investing alongside other organisations in place-based partnerships that support strategic growth in leadership and cultural infrastructure. Since 2018, we have awarded £1.1m investment to 17 initiatives across the city with over £1.4 million committed in match investment. This represents a total of **over £2.5 million investment in cultural education for young Londoners.**

Employment and Skills

A New Direction's employability programme, **Create Jobs**, has been growing its influence within the creative employability space. Beginning in the publicly-funded arts world, it has built up a strong reputation and large following across the creative and digital industries in London and beyond.

Through a range of innovative engagement models that focus on potential, the programme has supported and launched the careers of a diverse and more representative creative workforce – **over 500 young people in 2020 alone.**

In 2020, our relationship with the 2012 Olympic legacy body, the London Legacy Development Corporation, evolved into an exciting 5-year+ partnership to establish a beacon of best practice in east London. Known as the **Good Growth Hub**, it will offer skills and employability programmes from a new physical training hub connected to local networks and provision across east London. The aim is to generate a diverse talent pipeline for the work opportunities generated within the East Bank cultural zone and wider regional creative industries.

[Find out more about what we do](#)

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness



Looking Forwards

It is an exciting time for A New Direction, as we work to implement a new business plan and develop key programmes to support our future ambitions as we continue to work to deliver for children and young people in London.

As we move forward, we are committed to continuing to support London's cultural eco-system supporting children and young people to 'build back better and fairer'. We will build on the uplifting outpouring of art, culture and creativity witnessed during lockdowns that supported collective sense-making and feelings of connection and empathy across society.

Children and young people have been disproportionately affected by the pandemic. Empowering agency and involving young people in shaping the future has never been more vital.

We will use our knowledge, networks and influence to ensure that the recovery agenda is as equitable as possible, that structural and systemic inequalities are challenged, and that all children and young people have access to opportunities to achieve their creative potential.

This financial year, we will be applying to be an Arts Council England (ACE) National Portfolio Organisation and secure another three years of funding to support children and young people in London. In 2019, Arts Council England (ACE) shared their new strategy for 2020-2030, including four new Investment Principles – ambition and quality, dynamism, environmental sustainability and inclusivity and relevance. These investment principles are aligned with A New Direction's strategic approach and the values that guide how we work. We are committed to applying and embedding the Investment Principles and will be exploring the Principles with our Board and wider team in depth over the rest of this financial year.

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness



Our non-executive Board of Trustees works together to provide constructive advice and guidance on A New Direction's strategic direction and exercises overall control of the charity's financial affairs.

We aim to have a diverse board with a broad range of skills, experience and expertise, which come together as a whole to support us to achieve our mission.

Key Responsibilities

As an A New Direction Trustee you will:

- Safeguard and champion A New Direction's vision, mission, values and strategic aims
- Work with fellow Trustees to ensure proper and effective governance of A New Direction in line with our charitable purpose
- Work together as Trustees to ensure the effective governance, compliance and viability of A New Direction while delegating management and administration to our team of Directors
- Provide guidance, challenge and support to A New Direction's staff team
- Bring your ideas, experience and expertise to the governance of A New Direction
- Prepare for and attend board meeting (normally four per year, plus one board 'away-day'), and any relevant subcommittee meetings, taking an active part in discussions and decision making

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

- Contribute actively to the Board of Trustees' role in setting strategic direction, defining goals and setting targets, and evaluating performance against agreed targets
- Act as a champion and advocate for A New Direction
- Act with care and skill in A New Direction's best interests
- Work with fellow trustees, our team and stakeholders in line with A New Direction's core values
- Support A New Direction's fundraising activities, building and maintain relationships with key partners and stakeholders where appropriate
- Sit on appraisal, recruitment and disciplinary panels as required.
- Lead (possibly) on one of Arts Council England's Investment Principles at Board Level

We're looking for someone who:

- Shares our vision for a world where all children and young people can achieve their creative potential
- Would value and be committed to the opportunity to help us achieve our mission and strategic aims
- Understands and can work in line with our values of equity, connectivity, trust and respect, creative culture, and kindness
- Understands, or is willing to learn about, charity governance and the legal duties, responsibilities, and liabilities of a trustee (training for this can be provided)
- Is willing to actively contribute to all Board duties and responsibilities
- Has good judgement and decision-making skills
- Works well as part of a team and enjoys collaborating with others
- Has a demonstrable commitment to equality, diversity and inclusion
- Is able to think creatively
- Is able to provide constructive challenge, guidance and support
- Has the ambition to support fellow trustees and the A New Direction team to continually improve our ways of working and increase our positive impact

We're particularly interested in hearing from people with skills, experience and expertise in:

- HR
- Education, working with children and young people in learning settings
- Cultural sector
- Communications
- Planning

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

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What We Can Offer You

We are committed to creating an inclusive working culture that embodies our values.

We want to be the most inclusive, accessible, and welcoming organisation we can be with a workforce and Board that reflects the community we serve and a working culture where everyone feels included, supported and able to be their whole selves at work.

As an A New Direction trustee you will:

- Be part of a friendly and committed board of up to 12 trustees and the wider A New Direction team, with a wide range of backgrounds, experiences, and areas of expertise
- Have access to relevant training and development opportunities related to your role as trustee, including charity governance, safeguarding, equality and inclusion
- Gain or develop your insight into the sectors we work with
- Have the chance to engage with a wide range of our work and be invited to our events
- Have the chance to develop your governance and leadership skills in a supportive environment

Our Values

Equity

Connectivity

Trust & Respect

Creative Culture

Kindness

How to Apply

The deadline for applications is 10am on Monday 04 October 2021.

If you are interested in becoming an A New Direction Trustee, please submit your CV and a cover letter outlining your interest in the role and what you feel you would bring to it via our online recruitment portal here:

<https://anewdirection.peoplehr.net/jobboard>

If you would like to find out more about us or to arrange an informal discussion before deciding whether to apply, please contact Steve Moffitt on steve.moffitt@anewdirection.org.uk to arrange a telephone conversation.

If you have any questions or need support with our online recruitment portal please email recruitment@anewdirection.org.uk.

Shortlisted applicants will be invited to attend an **interview via Zoom, in the week commencing Monday 18 October 2021.**