

Committee(s): Education Board	Dated: 21/01/2025
Subject: The City Educational Trust Fund (Charity No. 290840) Grant Recommendation and Management Update	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	Diverse Engaged Communities Providing Excellent Services
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	n/a
What is the source of Funding?	n/a
Has this Funding Source been agreed with the CBF & Charities Finance Team (representing The Chamberlain's)	n/a
Report of: Simon Latham, Interim Managing Director of City Bridge Foundation	For Information
Report author: Veronica Pearce, Central Funding and Charity Management Team	

Summary

The City of London Corporation is the sole corporate trustee of the following Charity which operates, in summary, to further education for the public benefit: the City Educational Trust Fund ("CETF") (Charity No. 290840).

At the Education Board in April 2024 Members agreed to award a £3,649,998 grant to A New Direction (Charity No. 1126216) to deliver Primary Arts – a cultural arts programme within London's primary schools, to enhance the education and teaching in and of the cultural arts for the public benefit, spanning 48 months. This follows on from a 14-month pilot to develop this programme.

This paper provides a quarterly update of the work undertaken by A New Direction.

Recommendation(s)

Members are asked, acting collectively for the City of London Corporation as Trustee of the City Educational Trust Fund ("CETF") (290840) and being satisfied that it is in the best interests of the charity to:

1. Note the quarterly update report for the full-length Primary Arts programme funded by the CETF.

Main Report

Background

1. As part of the Corporate Charities Review (CC Review) – as decided in July 2019 – the City Educational Trust Fund (Charity No. 290840) (“CETF”) which operates to further particular educational purposes for the public benefit, has undergone a review with a view to ensuring that the charity operates effectively and impactfully.
2. The City of London Corporation acting by the Common Council is the sole corporate trustee of this charity (“the Trustee”) and the Trustee has, in considering options for the charity’s good administration, resolved to develop proposals with a view to spending out the charity’s funds strategically and impactfully, and to close the charity. In implementing the decision to take a strategic funding approach in spending out the charity’s funds the Trustee resolved to fund a pilot project to support research, study and teaching in the cultural arts, focussed on primary schools in Greater London – ‘Primary Arts’. This report sets out the evaluation of the pilot of Primary Arts. The report also provides an update on the work-to-date for the rollout of the full-length programme which was approved in April 2024.
3. The Central Funding and Charity Management Team (CFCMT) has been managing the CETF since October 2016 under the oversight of this Board. During that time the CFCMT has endeavoured to deliver an open access grant programme for the CEFT which looked to further its charitable educational purposes under the charity’s second object (see paragraph 4.2 below). In July 2019, the CFCMT in reporting upon the outcomes of the City Corporation’s Corporate Charity Review made recommendations to the Education Board to support a large strategic project which would further the advancement of research, study and teaching in and of the cultural arts. Recommendations were based on evidence from the CFCMT from its various open grant programmes and an analysis of demand since 2016.

Current Position

4. A New Direction was awarded a £3,649,998 grant from the CETF across 48 months in April 2024 to rollout Primary Arts – a cultural arts programme across London’s primary schools beginning in July 2024.
5. This work is intended to enhance the research, study and teaching of cultural arts, meeting the CETF’s charitable objects - namely, for the public benefit to advance research, study and teaching in and of the cultural arts that will enable exposure and experience to a varying range of arts opportunities, learning and resources for teachers and students.
6. The full rollout of Primary Arts began in July 2024, having reported on work-to date at October’s Education Board, an update of the work taken place between September-December 2024 has been provided within this report (**Appendix 1**).

Update on Primary Arts Programme

7. Officers met with A New Direction in December 2024 to receive an update on the rollout of full programme delivery across the quarter, Officers ensure the delivery furthers CETF's charitable objects.
8. **Programme launch** – the key achievement of the quarter is the successful launch of the full-scale programme offer on 25 September 2024. 294 settings have been registered on the booking platform, and all programme strands have a robust number of bookings or applications.
9. 31 Boroughs are represented across the registered schools. Boroughs with no sign-ups are Bexley and Sutton. A New Direction is working with the Pathfinder Advisory group and connecting with local authority contacts to help encourage schools from these boroughs to engage in the programme.
10. **Marketing & Communications** – as part of the launch, A New Direction were pleased to secure sector media coverage, as well as implementing a direct mailing to 2,100 schools.
11. All strands of the programme except for In-Schools Touring are now in delivery. 294 schools are registered (of which 15 are SEND settings). On-the-day evaluations are being undertaken and the leadership cohort and touring organisations have completed their baseline evaluation questionnaires. Feedback has been very positive so far and the team have been delighted to see children and teachers enjoying their experiences, learning, and being inspired.
12. **Go & See (Theatre)** – the programme was oversubscribed at launch, with 88 applications (35 selected). Feedback has included: "The resources provided before the performance were incredibly helpful. The visual story allowed some of our children with additional needs to access the performance more easily, and the teachers valued the supportive materials, which guided meaningful questions and discussions both before and after the show."
13. **In-Schools Touring** - the programme was oversubscribed at launch, with 131 applications (100 selected). Initial planning is underway between organisations and their allocated schools. Sessions will take place next quarter.
14. **Masterclasses** – 40 Schools are attending (96 individual teachers). The successful delivery of 'Building Reading for Pleasure Schools' with Centre for Literacy in Primary Education, featuring an author was undertaken. Feedback from one attendee; "It made me reflect on my current school practices and how I am promoting reading for pleasure in school. It made me see more so the value of reading for pleasure."
15. **Come & Try** – 45 schools attending sessions (67 individuals). One session had to be rescheduled to 2025 due to the ASLEF strike. Feedback from the first session was positive including "Natural pigments are perfect for our Stone Age topic and Explore and Draw, which I am currently doing with my Y2s. We will go on a nature hunt and use the materials to make prints."

16. **Cultural Education Leadership Programme** – 18 teachers are participating in this cohort. There has been successful delivery of two learning days, including cultural exploration visits at Kensington Palace and Discover Story Centre, plus a learning visit to two primary schools and London Museum Docklands.
17. On-the-day evaluation of sessions has taken place, but follow-up surveys have yet to be undertaken. These will be sent out to schools around half a term after delivery has taken place, which means that participants in this term's activity will receive a questionnaire in February. Longer-impact will be reported on at a future Board meeting.
18. A New Direction is currently working through the value some schools place on a free offer, which can lead to a 'book in haste, reflect at leisure' approach. The charity is looking at how this is currently communicated to schools – more clearly articulating the cost of the programme, the number of schools on the waiting list for tickets, and the time it takes to confirm bookings – so that they understand the potential impact of them changing or cancelling their booking.
19. Working with the Pathfinder Advisory Group has been of benefit. The Pathfinder Group has been an interim measure, and A New Direction are currently working towards splitting into the two planned groups – a teacher advisory and a strategic development group.

Conclusion

20. This report provides Members with a quarterly update of the full programme rollout of Primary Arts.

Appendices

- Appendix 1 – Primary Arts Quarterly Report December 2024

Background Papers

- Report and Minute of the Policy & Resources Committee, 4 July 2019.
- Report and Minute of the Education Board, 24 April 2023.
- Report and Minute of the Education Board, 5 February 2023.
- Report and Minute of the Education Board, 16 April 2024.
- Report and Minute of the Education Board, 9 October 2024.

Veronica Pearce

Funding Manager Central Funding and Charity Management Team
E: veronica.pearce@cityoflondon.gov.uk