

Committee(s)	Dated:
Education Board	21/05/2025
Subject: The City Educational Trust Fund (Charity No. 290840) Grant Management Update	Public report: For Information
This proposal: · Delivers Corporate Plan 2024-29 outcomes	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 Chamberlain's Department?	n/a
Report of:	Simon Latham, Acting Managing Director of City Bridge Foundation
Report authors:	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. 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 ‘Primary Arts’ – a project focussed on primary schools in Greater London which delivers against the Charity’s objects: research, study and teaching in the cultural arts. This report provides an update of the work delivered in the last quarter of Primary Arts.
2. 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 CETF which looked to further its charitable educational purposes under the charity’s second object (see paragraph 4 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

3. 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, delivery in school’s commenced in September 2024.
4. 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.
5. The full rollout of Primary Arts began in July 2024, having reported on work-to-date at January’s Education Board, an update of the work taken place between January - April 2025 has been provided within this report (**Appendix 1**).

Update on Primary Arts Programme

6. Officers met with A New Direction in April 2025 to receive an update on the rollout of full programme delivery across the quarter, Officers ensure the delivery furthers CETF’s charitable objects.

7. The number of sessions undertaken this quarter across all programme strands include:
- Cultural Education Leadership Programme: 2 sessions
 - Masterclasses: 2 sessions
 - Come & Try: 3 sessions
 - Go & See: 1 session
 - In-Schools Touring Programme:
 - o 92 CPD sessions
 - o 100 performances
 - o 200 workshops

A detailed breakdown of all sessions can be found in **Appendix 2**.

8. A total of 7,505 children and 1,438 teachers took part in Primary Arts this quarter.
9. The evaluation for the programme is based on the Theory of Change (ToC) (**Appendix 3**). Linked to this ToC are evaluation frameworks for the programme strands, two of which can be found by way of example (**Appendices 4 & 5**).
10. The full report provides breakdown analysis of each programme strand, summarising outcome ratings, as well as impact quotes, some stand out examples have been outlined below.
11. The principal impact of the Year 1 programme to date is increased teacher confidence and motivation to try out new creative approaches across the curriculum with 97% of survey respondents strongly agreeing (71%) or agreeing (26%) this outcome has been achieved.
12. Teachers also felt they had been given new skills, practical strategies and resources to use in their classrooms with 94% strongly agreeing (71%) or agreeing (23%) that this was the case.
13. The programmes have had a positive impact on children's mood (and potentially, wellbeing) with participants in In-Schools Touring telling us they feel amazed, happy, excited and proud about what they have done. This is supported by teachers' assessment of the outcomes for pupils from In-Schools Touring and Go & See, with 99% of respondents strongly agreeing (86%) or agreeing (13%) that the children enjoyed the activity and had fun.
14. There is evidence of a strong impact on children's curiosity, imagination and creativity though the exploration of new ideas, knowledge, artforms and places. 96% of teachers strongly agreed (73%) or agreed (23%) this outcome had been achieved.
15. Some quotes have been pulled out for each programme strand below.
16. **Come & Try** – 'Extremely welcoming, friendly and knowledgeable artists and leads, no pressure of sharing creations, well resourced, great level of

explanations. Loved that we were able to take samples for reference and a printed breakdown of the tried crafts. A brilliant evening!!'

17. **Go & See (Theatre)** – 'The children thoroughly enjoyed this experience and had an amazing time at the theatre. For many of them, it was their first time attending a theatre or watching a live pantomime, and they were brimming with excitement and curiosity both before and after the performance. This exposure to live theatre, encouraged many children to portray their own stories through role play and further in class discussion.'
18. **In-Schools Touring** - 'Developing creative flair. Experiencing a stimulating creative environment. Evaluating their skills and the things that they are proud of. Teamwork skills and whole class bonding.'
19. **Masterclasses** – 'The easy to transfer to classroom tips. Helping me to think about reviewing our reading for pleasure approach after a few years of doing the same things.'
20. **Cultural Education Leadership Programme (CELP)** – feedback has been gathered in the follow up evaluation nine months after participants had completed the 2023/24 pilot. 'My outlook on cultural education shifted completely. I developed a greater appreciation for its impact on students, staff, and the wider school community. I now recognize the importance of embedding cultural awareness into the curriculum in meaningful ways, ensuring it is not just an add-on but a fundamental part of the learning experience.'
21. AND have analysed school uptake data, and as a result have segmented boroughs into high, medium and low priority. This will help inform targeting based on schools currently registered as a percentage of eligible schools in each borough. Boroughs have also been identified with lower uptake from eligible SEND settings, which mainly overlap with the high and medium priority boroughs.
22. AND undertook its first consultation session with teachers. The event used creative facilitation techniques to explore teachers' views on two strands, Come & Try and Go & See. Through this learning AND will be adding breadth to the strand offerings, looking at targeted communication to non-teaching staff and providing a light-tough resource.

Conclusion

23. This report provides Members with a quarterly update (January – April 2025) of the full programme rollout of Primary Arts – the full report can be found in Appendix 1.

Appendices

- Appendix 1 – Primary Arts Quarterly Report
- Appendix 2 - Sessions

- Appendix 3 – Theory of Change
- Appendix 4 – CELP Evaluation Framework
- Appendix 5 – In Schools Touring Evaluation Framework

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.
- Report and Minute of the Education Board, 21 January 2025.

Veronica Pearce

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