

Future Creative




Transforming lives
through Creative Learning



About Future Creative

- What if you could inspire creative learning in your school and support your pupils to reach their full potential by raising aspirations and attainment?
- What if you could develop a dynamic, flexible workforce with a creative solution finding attitude?
- What if you could create community cohesion and engage stakeholders with new ideas?

Future Creative can help you find the answer to these questions by using creativity to stretch people's imaginations, spark their talents and help them to reach their full potential; offering all stakeholders a chance to gain a fresh perspective on the world through creative and cultural learning programmes.



A dynamic social enterprise company, Future Creative acts as a Creative Learning, Training and Educational Consultancy. As well as delivering the hugely successful Creative Partnerships programme, we work collaboratively with partners from education, culture and business to improve the life chances of adults, children, young people, their families and communities through the development of their creative thinking and life skills.



Giving learners responsibility for their education and empowering them along the way, Future Creative is committed to collaboratively delivering creative training programmes to develop individuals, groups and organisations through risk taking, creativity and a new way of thinking.

Challenging and empowering all involved

Creative learning offers more than a simple opportunity to take part in an imaginative activity, as well as giving a chance to think outside the box and unlock hidden or forgotten talents, it also fosters teamwork and supports continuing development.

The bespoke packages offered by Future Creative are carefully tailored to the needs of clients. For example, a community can be drawn together by designing a local exhibition, whilst a company can inject a fresh sense of togetherness into its workforce through engaging and enjoyable creative problem solving exercises.

Ultimately, the programmes offered by Future Creative challenge and empower: By offering clients the chance to take part in a creative project, they learn a range of new skills to help them approach their work, challenges and lives in a different way – raising their aspirations and re-invigorating them.

Enabling young people and adults to optimise their potential

The hard facts back up the advantages of Future Creative programmes. As an area delivery organisation for the Creative Partnerships programme, Future Creative has contributed to its phenomenal success. The National Foundation for Educational Research discovered that its programmes improved some pupil's results by up to 2 grades at GCSE and delivered a significant reduction in the level of absenteeism in primary schools. With such a great effect, and supported with a host of other creative programmes, it's no surprise that organisations across the educational, public, cultural and business sectors turn to companies like Future Creative to take advantage of their leading education, training and development schemes.

what if?

To find out more about our programmes, please contact the programme team

Tel: 0845 200 4628 or email info@future-creative.org



Inspire Future Creative

Future Creative's Inspire programme is targeted at adult learning and development; using creative learning approaches to develop participants' skills, knowledge and experience – honing vital talents such as teamwork and critical thinking to help them reach their full potential. Inspire is aimed at three main areas:

- Corporate and Public Organisations
- Educational and Cultural Sector
- Personal Development and Wellbeing

Suitable for individuals, groups or entire organisations, Future Creative's Inspire programme is a collection of professional, tailor-made and off-the-shelf learning programmes. The Inspire programme is also suitable for personal development and wellbeing.

Case Study: Parents as Partners in Early Learning

Future Creative recognises parents as the fundamental catalysts for development in their children's education. The PPEL (Parents as Partners in Early Learning) project gave parents the tools they needed to turn their homes into dynamic and exciting learning environments. In doing so, it enhanced children's learning in those all important early years and empowered parents; giving them the confidence that they have supported their children with the best possible learning experiences.

Parents were able to better understand their children and support their development and independence. During 2009/10, 19 out of 40 unemployed parents on the scheme gained employment, with 25 attending training to improve their literacy. Equally, educational practitioners improved their understanding of their profession and gained new colleagues – 8 parents from the 2009/10 programme became either childminders or school staff. Most importantly, the children were given a learning environment that prepared them for higher achievement and greater wellbeing for the rest of their lives.





Case Study: Headteachers' Creative Leadership Programme

Future Creative and Advisory Service Kent (ASK) designed and facilitated an exciting and innovative two-day residential CPD programme for Headteachers and Early Years Managers of 32 schools and settings engaged with the "Buddying Project" from North Kent.

Future Creative provided a dynamic and interactive learning environment in which participants engaged with their own professional development; explored

how creativity can inform learning and raise standards; investigated the role of leaders in supporting creative learning and offered participants space to re-connect with current Early Years thinking and practice. The ground-breaking course was best summed up by a comment from one Headteacher:

"These two days have reminded me that we, as Headteachers, are so focused on results and the curriculum that we

have stifled not only our own creativity but that of others in our schools. It's now shouting to be let out!"



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Explore Future Creative

Case Study: Get Out & Do Maths!

Kelsey Primary School turned to Future Creative to improve levels of attainment and progress in maths. A key part of the School Improvement Plan, it was an inventive and engaging chance for the school to get a fresh perspective on the teaching and learning of maths as part of their creative learning programme.

The school asked, "How can children apply their maths understanding to the real world and the space around them?", the project set out to reinvigorate the perception of maths for the entire school community. Working with Creative Partners, teachers and pupils, the project used interdisciplinary and multi-media art forms – as well as a host of engaging activities – to achieve this. The students learnt about percentages on trips to shops, used see-saws to learn about weight and balance and created exciting symmetry games.

The project was a hit with pupils, who thought it was "fun" and had made "maths easier". The class teacher reported that attainment had gone up during "Get Out & Do Maths!". As a result of this the Headteacher is now restructuring the framework of the school to incorporate more teacher input and develop cross-curricular learning.



The Explore programme helps children and young people to develop their imaginations, aspirations and creative skills for life. It builds confidence and unleashes their full potential through exciting creative arts projects and cultural learning experiences.

Explore is suitable for:

- Early Years Settings
- Primary and Secondary Schools
- Extended, Alternative and Informal Learning

Every Explore package is bespoke and tailored perfectly for the young people in question. Linked to a range of national learning programmes and initiatives, including, Arts Awards, ECM, Creative and Media Diploma, SEAL, National Challenge, Extended Schools, and EYFS, the Explore programme can be run in collaboration with the curriculum to enhance the learning experience and give it an added spark.



Case Study: Creative Vertical Tutoring

Staff at the Swan Valley Community School wanted to ensure that their pupils had the benefit of the most inspirational and engaging teaching possible. They worked with Future Creative to develop a programme that would investigate how creative learning and teaching could be used to get the maximum effect out of the vertical tutoring system. The School also wanted to provide professional development to teachers so that they could develop creative methods more

broadly across the curriculum.

Teachers met a Creative Partner from Future Creative at an INSET day. They explored what vertical tutoring meant to them and how tutorial time could be used in a productive and creative way. Creative Partners then held evening sessions focused on developing creativity and how to integrate it into the curriculum in a meaningful and beneficial way.

By the end of the year, the school had integrated vertical tutoring with great success. Having enjoyed the project so much and seeing the real benefits that creativity had in the classroom, staff at the school are now planning to use it more widely within the curriculum.



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Engage Future Creative

Through collaborative creative activities, Engage breaks down social barriers, enhances community cohesion and builds family capital through shared cultural experiences. Our projects engage with a diverse range of groups, drawing people together and creating a powerful sense of ownership and pride in their environment and community.

Engage projects are designed with results in mind and are a perfect way for organisations to help their staff work together and form a more productive team, to cross the intergenerational gap in communities or get two disparate sub-communities in an area to come together to enhance community spirit.

Future Creative can also provide a three-day partnership building event, which can be extremely useful at the beginning of multi-stakeholder programmes or as part of organisational restructure processes.

Case Study: Kentish Delights

Working with Tunbridge Wells Museum staff, Future Creative identified groups in the community to engage with, including schools, those young people Not in Education, Employment or Training (NEET) and senior citizens living in residential accommodation. Ethnic minority groups were also engaged, including Roma Gypsy traveller support groups.

Travelling throughout community hubs across Kent, Future Creative ran exhibitions of locally produced work, chronicling and recording people's memories and stories from the area. The research and consultation activities also took place in diverse locations, such as sheltered housing, to accommodate those who could not attend other sessions.

Bringing communities together across the lines of social boundaries, Kentish Delights enabled communities across Kent to engage with each other, breaking down barriers and enabling individuals to understand and appreciate the true depth and diversity of their communities.





Case Study: The Newington Estate

Kent Police and Thanet Community Safety Partnership wanted to find out how people felt about living on the Newington Estate in order to combat antisocial behaviour. They commissioned Future Creative to invent a novel way of connecting with the community to improve relations and get a real opinion on how local residents felt.

Future Creative planned and managed a three-day consultation event in which

members of the community creatively documented their thoughts and feelings. Using various forms of media and creating interesting new spaces on the estate, a forum was created for residents to express themselves truthfully and meaningfully, allowing their voices to be heard. The scheme gave Kent Police and Thanet Community Safety Partnership the real views of the community. The potential exists for an extension of the

initiative to engage with disaffected youths, raising their aspirations and giving them skills for life.



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Other Programmes Future Creative

As well as the Inspire, Explore and Engage programmes, Future Creative applies its philosophy to a range of other successful programmes and projects. Using every bit of the experience gained in our other initiatives and still relying on the force of creativity to draw the best out of people, these programmes make a difference in a variety of fields and sectors.



Creative Partnerships

Future Creative delivers the flagship creative learning programme, Creative Partnerships. Developed to enhance the skills of young people across England, it raises aspirations and ultimately, attainment.

Creative Partnerships projects foster long-term partnerships between schools and creative professionals, including film-makers, entrepreneurs and artists. These partnerships inspire young people, teachers and creative professionals to challenge how they work and experiment with new ideas. Through Creative Partnerships, young people are given an increased motivation for learning. This sets them in good stead for the future, raising their educational attainment and opportunities and readying them for life beyond the school gates.





Arts Award

Future Creative is responsible for developing the Arts Award scheme throughout the South East. Set up in 2005 by Arts Council England and Trinity Guildhall, the scheme is flourishing in schools and public centres across the UK, deepening the engagement with the arts of 11-25 year olds and encouraging creative and leadership skills. The scheme delivers a nationally recognised qualification, graded into Bronze, Silver and Gold categories that can be achieved through a focus in any art form – from performance to sculpture or literature and beyond.



Partnership Programmes

Future Creative is constantly forging relationships in the local and wider community, seeking new partners for exciting collaborations in order to establish a strong creative and cultural network across the region and beyond. Our partnership work creates initiatives that empower young people to become creative leaders whilst developing a wide range of skills and knowledge. Crucially, it encourages our partners to challenge their existing delivery style by supporting them to rediscover their creativity and realise their potential as part of their professional development.

Bespoke Programmes

Especially suitable for business organisations, Future Creative offers clients a range of bespoke programmes. Although our existing initiatives are individual in every case, they follow the key themes of Inspire, Explore and Engage. Our bespoke

programmes offer total freedom – allowing all involved to make the most of creative adventures that will stretch the imagination! For example, they could be based around teamwork exercises at your workplace or creative thinking challenges to unlock your employee's potential as part of a residential course. You set the limits!

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