

# The Prince's Foundation for Children & the Arts

Annual Review 2010/11

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Early engagement with the arts  
can have life-changing effects on  
children, particularly those who  
might otherwise struggle to succeed  
within mainstream education.

HRH The Prince of Wales, President

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## CLARENCE HOUSE

For over five years now, my Foundation for Children & the Arts has been championing the power of the Arts to transform lives and working to ensure a future where all children in the U.K. can gain access to the Arts. My Foundation's programmes reach out, around the country, to the many children who, through social or economic disadvantage, are denied access to cultural venues and to high-quality Arts activity.

All the current evidence shows that early engagement with the Arts can have life-changing effects on children, particularly those who might otherwise struggle to succeed within mainstream education. Once they discover that their local theatre, gallery or arts centre can provide a safe and welcoming environment for them to be inspired, challenged and entertained, a wealth of untapped potential can be unleashed.

It is this danger of unrealized and wasted potential among our young people which has driven me to explore a number of different approaches. Active involvement in the Arts is certainly one of the most fruitful channels I have found. My Foundation uncovers new examples every day of how even the most disaffected or disadvantaged child can be excited by a wonderful piece of theatre or music and inspired to give voice to their own ideas and feelings.

At Edgware Infant School, for example, over 40 different languages are spoken by the children, who come from the widest possible range of social, cultural and economic backgrounds. The school has been taking part in my Foundation's Start Programme for the past three years, in partnership with the Arts Depot arts centre in Finchley. The School devotes an entire week to Start, during which the curriculum is built around the programme, including maths, literacy, geography and design & technology. I am told that a boy with autism who rarely speaks was utterly engaged in all the Start activities throughout the week and talked animatedly about what he was doing with teachers and other children. A young girl with Down's Syndrome has a very poor attendance record, but didn't miss a day of Start week. In fact, attendance across the school rose during the project. In the words of the school's Arts co-ordinator :

*"Start has transformed the school and the whole relationship that we have with the Arts... The children's self-esteem goes through the roof; they feel like superstars. It's the best week of the year."*

I would like to express my heartfelt thanks to all the supporters and sponsors of my Foundation, whose generosity and enthusiasm make this work possible.



HRH The Prince of  
Wales, Buckingham  
Palace Gala Dinner  
© Arthur Edwards



*Start*, Northern Ballet Theatre

## **Chairman's Foreword**

I am an optimist.

To be honest, I'm more of an optimist now than I was in 2006 when we established The Prince's Foundation for Children & the Arts as an independent charity.

In these few years we have achieved the credibility to which we aspired. At our launch we talked confidently about the future – our plans, our ambitions and the impact we would have. In 2010/11 we were able to look back with great pride at our achievements.

But...it is not for us to pat ourselves on the back. We need to thank the very many children whose lives have been touched by our programmes, for wandering, unknowingly, into a new world of cultural experiences, which would have been out of their reach without our intervention.

Based on that proven track record, we can now look forward to seeing the day when quality and sustained cultural education for disadvantaged children becomes the norm throughout the UK. My optimism says that is very achievable.

Of course Government is desperate to improve focussed academic subject learning, but that must not be at the expense of the proven success of our model.

We alone cannot deliver that model to the million or so children who are currently 'missing out' – our ambition was to prove our model works and encourage others to help deliver more and more. That is where we are now, but going forward, we need the active support of National and Local Government, the teaching community, cultural centres around the UK and parents – amongst others.

For getting to where we are now, I must thank wholeheartedly all our stakeholders and supporters – Staff, Donors, Trustees, Committee Members, Ambassadors, Partners and others.

Please continue to help, I don't want my optimism to be dented!!

*Rick Wills*

**Rick Wills**  
Chairman

## Chief Executive's Report

Children & the Arts completed its fifth year of activity in 2010/11, partnering 230 schools with 43 cultural organisations across the UK, and introducing over 16,000 children to the arts.

The Foundation's expenditure totalled approximately £1 million for the fourth year in succession, enabling us to maintain a consistent activity level and a similar scale of operation is also planned for 2011/12. For the year as a whole, a net decrease in funds was recorded of £56k, compared with an increase of £31k in the previous year, though our level of reserves remains in line with our policy of maintaining free reserves at the level of approximately six months' unrestricted expenditure.

During the year, we re-launched our *Start* programme, implementing the conclusions of the detailed Programme Review undertaken in 2009/10. This included re-designing the 'journey' which children travel during the course of a *Start* project around the four stepping-stones of Introduction, Inspiration, Enhancement and Creation, and strengthening those elements of the Programme related to the development of children's critical faculties.

We have also launched *DesignQuest*, with generous support from The Burberry Foundation and extended the geographical reach of our work (particularly expanding our 'presence' in Northern Ireland).

A particular priority in the year was working closely with teachers to plan our work more strategically, to evaluate the effect of the work on children's development and to seek to achieve greater long-term impact. Not only did significantly more teachers than in previous years see improvements in children's teamwork, creative thinking and social skills, but there was also a marked increase in the number of teachers reporting that their involvement in our projects would have a significant influence on their future classroom work (97%, compared with 88% in 2009/10).

In this and in many other ways, we are confident that Children & the Arts' work will have a lasting benefit both for today's children and for generations to come.

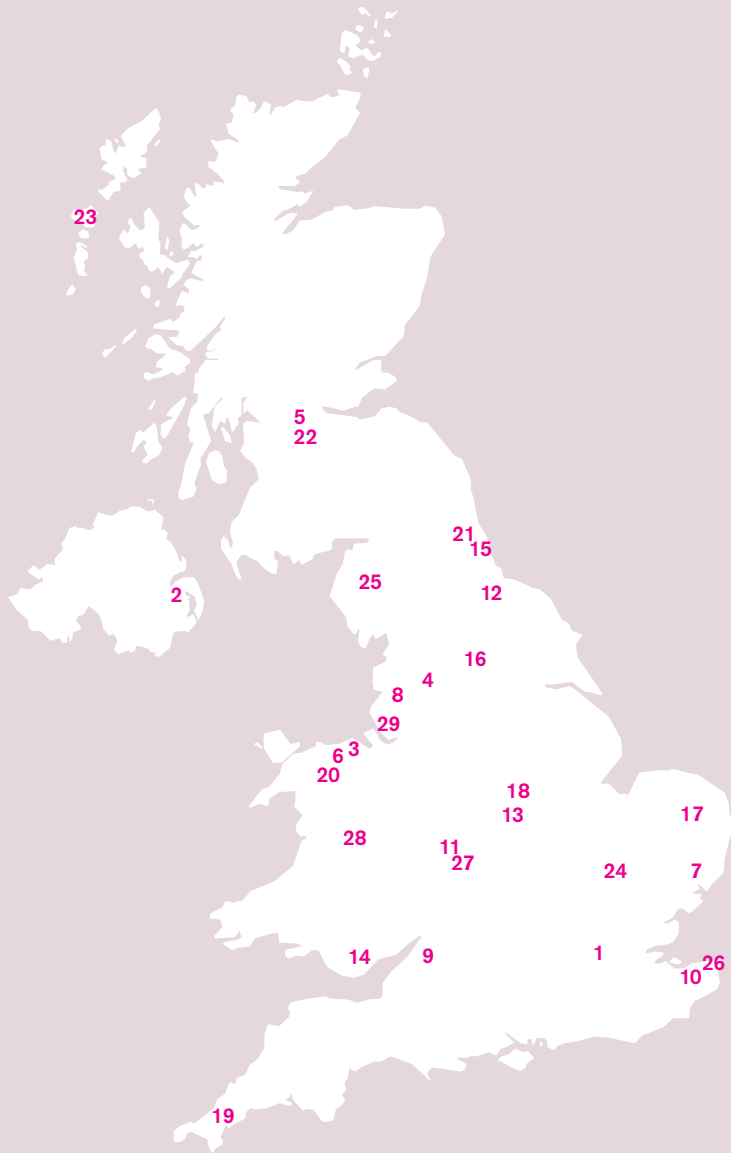


**Jeremy Newton**  
Chief Executive



*Start*, Royal  
Cornwall Museum

## 2010/11 Map of Activity



### Start Partners

- 1 Arts Depot  
London
- 1 Battersea Arts Centre (BAC)  
London
- 2 Belfast Exposed Photography  
Belfast
- 3 Bodelwyddan Castle Trust  
Bodelwyddan
- 4 Burnley Youth Theatre  
Burnley
- 5 Citizens Theatre LTD  
Glasgow
- 6 Clwyd Theatr Cymru  
Mold
- 7 DanceEast  
Ipswich
- 8 Drumcroon Gallery  
Wigan
- 9 Egg Theatre at Theatre Royal Bath  
Bath
- 10 Gulbenkian Theatre  
Canterbury
- 11 Ikon Gallery  
Birmingham
- 12 Jack Drum Arts  
Bishop Auckland
- 1 London Mozart Players  
London

- 13 Mantle Arts  
Coalville
- 4 Mid Pennine Arts  
Burnley
- 14 National Museum Cardiff  
Cardiff
- 15 No Limits Theatre  
Sunderland
- 16 Northern Ballet Theatre  
Leeds
- 17 Norwich Castle Museum & Art Gallery  
Norwich
- 17 Norwich Playhouse  
Norwich
- 18 Nottingham Playhouse  
Nottingham
- 1 Orchestra of the Age of Enlightenment  
London
- 1 Rambert Dance Company  
London
- 19 Royal Cornwall Museum  
Truro
- 20 Ruthin Craft Centre  
Ruthin
- 21 Seven Stories  
Newcastle-upon-Tyne
- 22 South Lanarkshire Council  
Hamilton
- 1 South London Gallery  
London

- 23 Taigh Chearsabhagh Museum and Arts Centre  
Lochmaddy
- 1 The Gate Theatre  
London
- 24 The Junction  
Cambridge
- 14 The Makers Guild in Wales  
Cardiff
- 25 Theatre By the Lake  
Keswick
- 26 Theatre Royal Margate  
Margate
- 27 Warwick Arts Centre  
Coventry

### Quest Partners

- The Great Art Quest
- 2 Ormeau Baths Gallery  
Belfast
- 1 The Saatchi Gallery  
London
- 28 Oriel Davies Gallery  
Powys
- 29 Tate Liverpool  
Liverpool
- DesignQuest
- 1 Kensington Palace  
London


## Start

2010/11 saw the fifth anniversary of our *Start* programme. *Start* provides funding and guidance to cultural venues across the UK, enabling them to form long-term relationships with schools in their local area.

Children participating in a *Start* project over the course of the year visit their local arts venue at least twice, enjoy a series of workshops both in the venue and back at school, and benefit from a range of enrichment activities, from behind the scenes tours to the chance to meet artists, directors or choreographers.

The schools involved in *Start* are carefully selected using a combination of Ofsted statistics and local knowledge: pupils will typically be from low income families, have special educational needs, or will not have English as a first language, as well as little opportunity to engage with the arts. Each school works closely with their partner arts organisation for three years: this long-term partnership ensures that long after we have stepped back the relationship will continue to flourish.

During 2010/11, within the *Start* programme alone, we worked with 38 arts organisations and reached over 15,400 children from over 200 schools.



“  
It’s wonderful  
to watch that  
moment in  
an exhibition  
or workshop  
that can just  
flick a switch,  
transforming  
their attitudes!

Teacher  
*Start*  
Drumcroon Gallery

“  
I feel like I am  
going into my  
own little world  
and I can do  
anything I like  
with art.

Pupil  
*Start*  
Ikon Gallery

*Start*, Battersea  
Arts Centre,  
© James Allan



“  
**I thought that  
it was very  
different but  
good because  
I've never seen  
nothing like  
it before.**

**Pupil**  
*Start*  
Theatre by the Lake

“  
**The children have  
been made to feel  
very special**

**Teacher**  
*Start*  
Theatre by the Lake

“  
**I think the  
performance  
was inspiring**

**Pupil**  
*Start*  
Theatre by the Lake

*Start, Theatre  
by the Lake*

## **Start at Theatre by the Lake, Keswick**

Workington is a small town 20 miles west of Keswick on the Cumbrian coast. It suffers from rural isolation and has areas of severe social and economic deprivation. For young people, aspirations are low and educational attainment is poor. The vast majority of children from Workington will never have visited Theatre by the Lake, or for that matter had any experience of a professional theatre.

Through *Start*, 580 children aged 10–12 from Workington, visited Theatre by the Lake twice over the course of the last academic year as well as engaging in in-school workshops and a finale event. The project worked with children who were in Year Six and Seven to help with the often difficult transition from Primary to Secondary school.

During the first visit, the pupils watched a performance of *Tom's Midnight Garden*, gently introducing the children to professional theatre for the first time. The second visit, *The Salty Sea Dog – Captain George Majiggins*, was a performance especially designed for the participating pupils. The theatre was transformed into the 'HMS Theatre by the Lake' with maritime equipment borrowed from a nearby harbour, staff in nautical dress and street performers greeting the pupils! This created a sense of vibrancy and interactivity far and away from how pupils may have imagined arts organisations prior to the project. After the performance, pupils were able to work with the actors up on the stage and to explore the theatre more widely.

The project had a massive impact on the pupils involved. As well as providing many of them with their first experience of professional theatre, it allowed the young people to confront issues of growing up and to think positively about their future. As a result of *Start*, the confidence and aspirations of the many disadvantaged and disengaged pupils has been transformed.

## What are Quests?

*Quests* are high-impact projects in high need areas. Each *Quest* explores a single artform in depth, and works with young people from disadvantaged areas across the UK.

*Quests* are managed directly by Children & the Arts and all include a teacher training day, venue visits, and in-school workshops as well as providing high quality learning materials. Each *Quest* works towards a celebratory finale attended by the parents, teachers and the young people themselves, where the participants work is showcased in a professional arts venue.

As well as introducing hundreds of children to the arts for the first time, *Quests* act as high quality industry blueprints to inspire arts organisations across the UK. We hope that other arts organisations will be inspired by our *Quest* programme, and we find that the majority of our arts venues continue to work with their partner schools long after the *Quest* has been completed.

During 2010/11 Children & the Arts ran *The Great Art Quest*, sponsored by GAM UK Ltd, for a third year and piloted *DesignQuest*, supported by The Burberry Foundation. Our *Quests* cover the full stretch of the UK, from Belfast to London and over the course of the year reached over 800 children.

“  
I never sewed  
before. I wasn't  
very good but  
at least I got to  
try it.

Pupil  
*DesignQuest*

*Great Art Quest*,  
The Ormeau  
Baths Gallery



“  
**I felt so happy and pleased that my work was on the gallery wall. Thank you for letting me express myself.**

**Pupil**  
*Great Art Quest*

“  
**They have been given such a sense of pride from having their work exhibited in a 'real life' gallery. It has also given a positive vibe to the school and some much needed positive media for our estate.**

**Teacher**  
*Great Art Quest*

*Great Art Quest,  
Saatchi Gallery,  
© Amit Lennon*

## **The Great Art Quest and the Saatchi Gallery**

The *Great Art Quest* introduces children from across the UK to visual art, using storytelling to help engage the pupils in visual art's creative potential. After three years the *Great Art Quest* has worked with 13 galleries, 50 schools and over 1,800 children.

In 2010/11, *Great Art Quest* partnered four galleries: Oriel Davies Gallery, Powys; Ormeau Baths Gallery, Belfast; Saatchi Gallery, London; and Tate Liverpool. Over 450 children, from disadvantaged backgrounds and with limited access to the arts, took part.

The Saatchi Gallery is one of the UK's foremost contemporary art galleries. Based in central London, the gallery partnered four schools from the local area: none of the participating children had worked with the gallery before.

Churchill Gardens Community Primary is a typical example. The school is culturally very diverse with more than a quarter of pupils being of Bangladeshi heritage. As a result a wide range of languages are spoken by pupils with English often not being their first language: the school has a special provision for pupils with speech and language difficulties. A high proportion of pupils come from socially disadvantaged backgrounds with above average number of pupils being eligible for school meals. For these young people engagement with visual art and storytelling is vital, improving creativity and confidence as well as developing their English language skills.

The students studied challenging works in the gallery itself by artists Maurizio Anzeri, Tessa Farmer, Dan Perfect and Anthea Hamilton. In-school workshops helped the pupils to develop responses to these works.

Most exciting was the finale exhibition. The pupils visited the Saatchi Gallery for a second time, to view their own art work displayed in one of the main gallery exhibition spaces. They were delighted to meet the artists who had influenced their work, all of whom were highly complementary of the pupils' creative responses. Their exhibition was open for a further ten days, allowing pupils to return with their family and friends.

## Catalyst

*Catalyst*, our programme of arts-based teacher training days, ran for its third year in 2010/11. It is often the case that teachers lack both the confidence and the skills to deliver arts-based teaching. *Catalyst* empowers these teachers to bring the arts into the classroom for years to come.

Each *Catalyst* day focuses on one, two or three art forms, be it visual art, dance, drama, music, poetry or storytelling. Arts professionals run interactive workshops with participating key stage two teachers, providing them with a whole host of lesson plans and activities to engage pupils. In addition, each teacher receives a *Catalyst* book as a lasting resource with further activities and advice.

The training days are set in inspirational arts venues across the UK. By using the venues' exhibits and resources we promote the importance of enabling pupils to experience the arts outside the classroom. As a result of the programme, many schools continue to work with the arts venue or arts professionals.

Due to generous funding from The Maaike McInnes Charitable Trust *Catalyst* teaching training days are heavily subsidised, ensuring that the days are both of an extremely high quality and exceptional value.

During 2010/11 Children & the Arts ran *Catalyst* teacher training days at seven inspirational arts venues across the UK: The Courtyard, Hereford; The Collection, Lincoln; Theatre Royal Margate; Theatre by the Lake, Keswick; Dance East, Ipswich; The Hat Factory, Luton; and the Royal Cornwall Museum. This year we were also invited to run a *Catalyst* workshop at the *Learning Outside the Classroom* conference in Leeds.

“  
**It was excellent and I'm really looking forward to going back into class next week!**

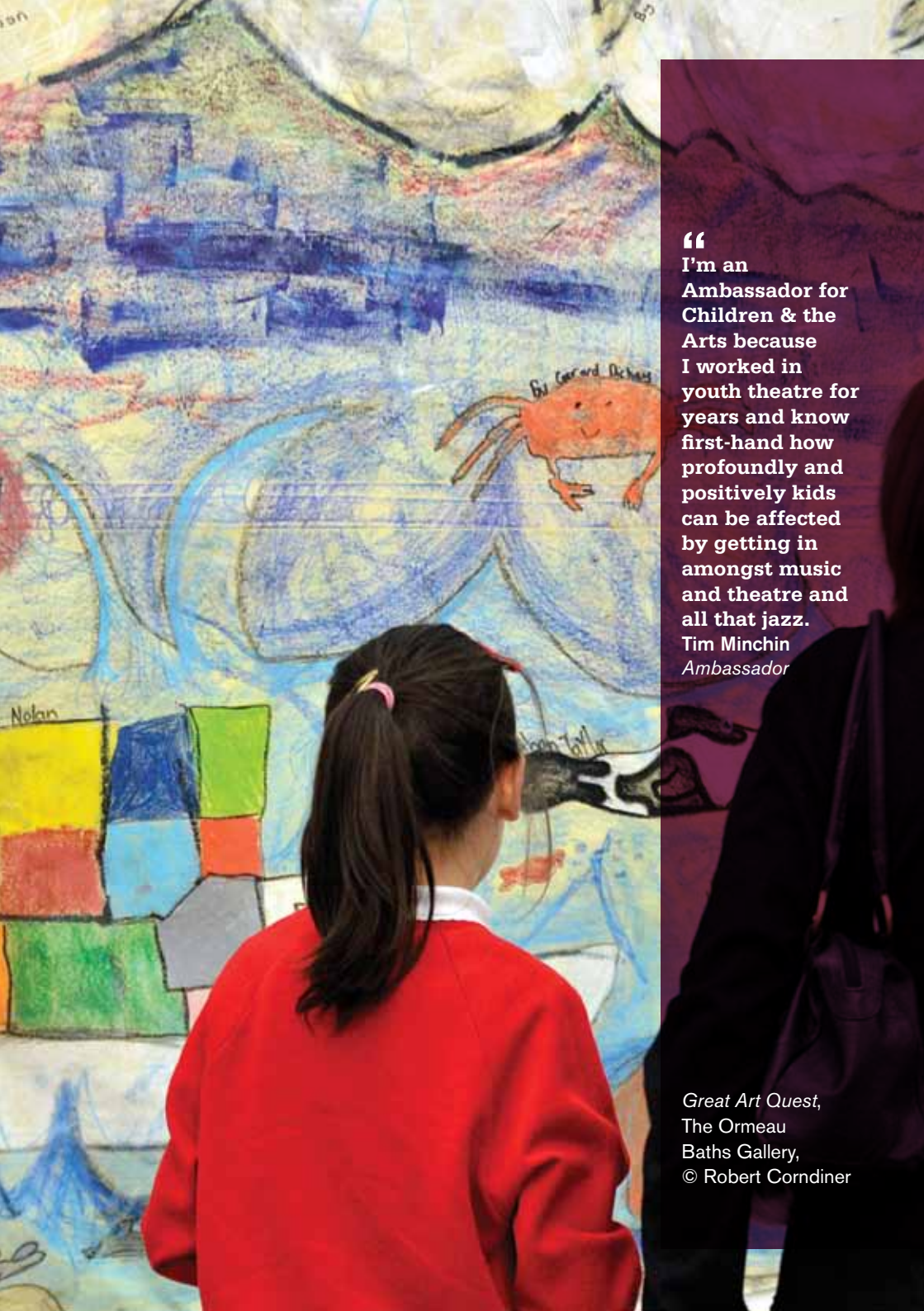
Teacher  
*Catalyst*  
Truro

“  
**I've never been here before, I didn't really know that it existed. It was really good to begin with the exhibition and then see a lesson that you might lead, inspired by the work, rather than just seeing the show and not knowing how to take that forward on return to school.**

Teacher  
*Catalyst*  
Luton

*Catalyst*,  
Ipswich





“  
I'm an  
Ambassador for  
Children & the  
Arts because  
I worked in  
youth theatre for  
years and know  
first-hand how  
profoundly and  
positively kids  
can be affected  
by getting in  
amongst music  
and theatre and  
all that jazz.  
Tim Minchin  
Ambassador

Great Art Quest,  
The Ormeau  
Baths Gallery,  
© Robert Corndiner

## 2010/11 Highlights

### The Royal Premiere of the Highgrove Suite

In 2008 Patrick Hawes, composer and Ambassador of Children & the Arts, received a commission to write a piece of music to celebrate the 60th birthday of His Royal Highness The Prince of Wales. Patrick's inspiration came from the beautiful gardens at Highgrove, focusing his imagination on the gnarled shapes and mystical atmosphere, naming the piece *Goddess of the Woods*. The piece premiered at the Royal Opera House in Covent Garden at an event organised by Children & the Arts where the charity's donors and benefactors were invite to watch Claire Jones – the then Official Royal Harpist to HRH The Prince of Wales and Children & the Arts Ambassador – and the string section of the Philharmonia Orchestra perform the piece.

The piece was such a success that Patrick extended his musical interpretation into a four-movement work – *The Highgrove Suite* – with the three other movements representing *The Wild Meadow*, *The Sanctuary*, and finally *The Gladiator*.

The suite was premiered in June 2010 at Highgrove in celebration of The Prince's Foundation for Children & the Arts. A documentary, narrated by Alan Titchmarsh, has since been made about The Highgrove Suite and the charity's event at Highgrove and is available to buy from [www.amazon.co.uk](http://www.amazon.co.uk).

### Tamara Drewe

Children & the Arts was delighted to be approached by Momentum Pictures to become the beneficiary charity of the UK premiere of *Tamara Drewe* in Leicester Square, London in September 2010. Ticket sales from this all British film starring Gemma Arterton and Dominic Cooper raised vital funds as well as increasing the profile of the charity.

### Ambassadors

Children & the Arts is lucky to have the support of some fabulous celebrity Ambassadors who champion our work through performing at events, talking about us in the press and occasionally taking on personal challenges! This year Ambassador Tim Minchin ran The Royal Parks Foundation Half Marathon for Children & the Arts. Not only did he do it in an amazing one hour and thirty four minutes but he raised over £3,000 for the charity.

We are grateful to all our Ambassadors for the support they give us and this year were pleased to add to the ranks, Daniel Roche, Hamish Clark and Elizabeth Watts.

### Great Art Quest Finale, Belfast

This year's *Great Art Quest* culminated in four spectacular children's finale exhibitions held at partner galleries. The Ormeau Baths Gallery's Private View in March was a highlight, attended by the local Mayor, heads of Northern Ireland arts organisations, local press, the children's families, friends and teachers. The children worked with artist Anushiya Sundaralingam in response to contemporary works in the gallery. The children's masterpieces, mostly large, collaborative and 3D, looked fantastic against the backdrop of the former Victorian swimming pool. Particularly striking were a vast mural and vibrant painted boxes both depicting seascapes, a diminishing line of boulders covered in black and white human forms, a set of fluorescent fabric portraits, and an ominous black viper circling a giant caged flower.

### Buckingham Palace Royal Gala Performance and Dinner

In February 2011 Children & the Arts held a very special Gala Performance and Dinner at Buckingham Palace, attended by Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall, to thank our valuable supporters for their gifts over the year and to celebrate the achievements of the charity. The evening was hosted by Children & the Arts Ambassador Ronnie Ancona and included a magnificent cast such as Ambassadors Jeremy Irons and Alfie Boe, Rowan Atkinson, Alex Jennings and the Medici Quartet as well as the Maria Fidelis Convent School Gospel Choir.

### DesignQuest Finale

Pupils were delighted to meet HRH The Duchess of Cornwall at the *DesignQuest* finale. This was the final event of a pilot project that has introduced 330 11–14 year olds from schools across London to the world of fashion and design.

*DesignQuest* was kindly supported by The Burberry Foundation. As part of the project the young people visited the Enchanted Palace exhibition at Kensington Palace and viewed items from the palace's Royal Ceremonial Dress Collection, as well as enjoying workshops both at the palace and in school.

The finale, took place at The Banqueting House, London and was hosted by actor Richard Blackwood. The jackets and dresses that participants had designed and made were exhibited. A number of the designs were created and then modelled on the catwalk by RADA students making the day extra special.

“  
My schoolwork  
has gone a  
level higher  
as *DesignQuest*  
influenced me  
to try and  
be perfect.  
Student  
*DesignQuest*

*DesignQuest*  
Finale,  
© Amit Lennon



The summarised financial statements are extracted from the Trustees' Annual Report and Financial Statements for the year ended 31 March 2011.

These summarised financial statements do not contain sufficient information to gain a complete understanding of the financial affairs of the group. Fuller information may be found in the full trustee report, financial statements and auditors' report, which is available from the Company Secretary, The Prince's Foundation for Children & the Arts, The Prince's Charities Office, PO Box 50473, London W8 9DN.

Pupil, *Start*, Theatre by the Lake

## Financial Summary

<b>Financial Activities</b>	<b>Group Total 2011 £</b>	<b>Group Total 2010 £</b>
<b>Incoming Resources</b>		
<b>Donations</b>		
Individuals	253,456	165,313
Corporate	81,437	105,000
Trusts & Foundations	530,392	648,681
Gift in Kind	–	41,875
<b>Activities for Generating Funds</b>		
Sponsorship	55,000	30,000
Advertising	11,650	8,950
<b>Investment Income</b>	<b>1,472</b>	<b>1,521</b>
<b>Total Incoming Resources</b>	<b>933,407</b>	<b>1,001,340</b>
<b>Resources Expended</b>		
<b>Charitable Activities</b>		
Programmes		
<i>Start</i>	430,310	424,296
<i>Quests</i>	184,102	290,266
Catalyst Teacher Training	50,790	46,791
<i>Face Britain</i>	74,897	0
Total programme expenditure	740,099	761,353
<b>Fundraising Activities</b>	<b>222,313</b>	<b>181,340</b>
<b>Governance Costs</b>	<b>27,169</b>	<b>27,840</b>
<b>Total Resources Expended</b>	<b>989,581</b>	<b>970,533</b>
<b>Net (expenditure)/income for the year</b>	<b>(56,174)</b>	<b>30,807</b>
Funds brought forward at 1 April 2010	408,909	378,102
<b>Funds carried forward at 31 March 2011</b>	<b>352,735</b>	<b>408,909</b>
 <b>Summary Balance Sheet</b>		
	<b>2011 Group £</b>	<b>2010 Group £</b>
<b>Current Assets</b>		
Debtors	153,250	36,912
Cash at bank and in hand	377,927	552,863
	<b>531,177</b>	<b>589,775</b>
Creditors: amounts falling due within one year	(178,442)	(180,866)
<b>Net Assets</b>	<b>352,735</b>	<b>408,909</b>
<b>Funds</b>		
Restricted funds	24,000	108,125
Unrestricted funds	328,735	300,784
<b>Total Funds</b>	<b>352,735</b>	<b>408,909</b>

All figures include the trading subsidiary Arts & Kids Services Limited.

## Thank you

The Prince's Foundation for Children & the Arts would like to thank all the individuals, trusts, foundations and companies who so generously supported our work throughout the UK during the 2010/11 financial year.

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We would also like to thank all our other supporters who have either given anonymously or who have collectively supported our numerous fundraising initiatives throughout the year.

To find out more about how you can help to build a creative legacy for children in the UK please visit [www.childrenandarts.org.uk](http://www.childrenandarts.org.uk) or contact the Development team on 020 3326 2230.



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Cover image:  
*The Great Art Quest*  
at The Saatchi Gallery  
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