

Sophy Geering

From: Info
Sent: 22 September 2026 11:22
To: Sophy Geering
Subject: FW: Reminder for your networks - Primary Arts now open for bookings

From: Laura Fuller <laura.fuller@anewdirection.org.uk>
Sent: 22 September 2026 11:05
Subject: Reminder for your networks - Primary Arts now open for bookings

Dear colleagues

I hope the autumn term has started well for you all. I'm writing with a reminder about our [Primary Arts](#) programme, which is now open for bookings.

Primary Arts is a **free programme for London's state primary and special schools**. Hundreds of schools across the capital have taken part over the last three years, and the feedback from Headteachers and school teams has been incredibly positive. The programme provides schools with useful support for the **enrichment benchmark in arts and culture** and the National Curriculum review with its **increased emphasis on oracy**. For schools on their [Artsmark](#) journey, the programme may also help support their Artsmark aims

Primary Arts offers four strands which could benefit schools in your networks:

Our [Go & See](#) programme offers trips to **cultural experiences in venues across London for free**. From theatre and film to visual arts, museums and heritage, this programme aims to **support pupils' cultural capital** through the enjoyment and enrichment of the arts. The programme is supported by light-touch CPD and resources to help your teachers connect these experiences to classroom learning.

Our [In-Schools Touring](#) programme **brings high quality arts experiences into schools for free**, with performances ranging from theatre and music to creative writing, visual arts and poetry. All performances are adapted to work for pupils with additional needs whether in a mainstream or SEND setting. We also provide schools with all the support, teacher CPD and resources needed for this visit, as well as a box of creative materials worth £250 and a set of books worth £150 for the school to keep.

Our **free** [Masterclasses](#) offer **one-day teacher CPD to help improve reading and literacy skills** across your schools. This research-based programme is carefully tailored to the requirements of the National Curriculum and beyond, with an emphasis on **developing skills in oracy and the support of children with SEND**, as well as ensuring that texts used support **diversity, inclusion and belonging**. They **complement existing English schemes** by providing a creative and fresh perspective, offering practical, inclusive classroom ideas and free resources that relate well to pupil needs. They are also a useful means to support ECTs as part of their ongoing training.

Finally, as an offering for all your school teams – teaching and support staff – our [Come & Try](#) programme offers twilight sessions across the year in partnership with the Crafts Council. These evenings of creativity and peer conversation are intended to be fun, supportive and enjoyable, to help with staff wellbeing and enrichment, as well as beneficial to creative classroom practice.

The **2026-2027 academic year is the final year of the Primary Arts programme**, and we would love your schools to take part this year. We will be prioritising schools who have not yet taken part in the programme.

Booking requests will close on Friday 2 October 2026, so I hope you will be happy to pass this information on to colleagues in your networks to encourage them register and book via our [booking platform](#).

I wish you a happy and successful school year and thank you for all that you do. If you have any queries at all, please email us at schools@anewdirection.org.uk and we will be very happy to help.

With all good wishes
Laura

Laura Fuller
Senior Programme Manager
A New Direction

T: 020 7608 2132
M: 07827 925798
E: laura.fuller@anewdirection.org.uk

Pronouns: she/her

Working hours: *Please note that my working hours are as follows: Mon: 8.30-3.30, Tue: 9.30-3.00, Wed: 9.30-3.00, Thu: 9.30-4.30. I do not work on Fridays.*



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. [Web](#) | [Twitter](#) | [Instagram](#) | [Enews](#)