

****PRESS RELEASE****

‘Tell Us Bus’ Tour embarks on nationwide journey to discover how Arts and Culture impacts on Young People’s lives

Creativity, Culture & Education (CCE) is embarking on a month-long tour of England to discover how arts and culture impacts on the lives of children and young people. The CCE ‘*Tell Us Bus*’ will be on tour from 25 June to 25 July, starting at Eastbourne’s cultural venue The Towner, continuing onto events including Coventry’s Godiva Festival as well as schools, youth centres and cultural hubs across England. CCE (www.creativitycultureeducation.org) the national organisation which aims to transform lives by harnessing the potential of creative learning and cultural opportunity, will be asking thousands of 7-19 year-olds about their experiences, hobbies and activities on board its full-size double-decker Tell Us Bus.

In addition, CCE’s new Tell Us TV website (www.tellustv.co.uk) will enable all children and young people, even if they can’t visit the bus, to upload their videos about why arts and culture is important to them. You can follow what’s happening on board the Tell Us Bus each day by checking out the latest videos and blogs at www.tellustv.co.uk.

Experiences in arts and culture are proven to be vital in enabling children and young people to unlock their talent and realise their potential. They contribute in powerful ways to personal development, enhancing life skills as well as building confidence. In embarking on the Tell Us Bus tour, CCE will learn more about how a wide range of young people access arts and culture, what types of activity they are interested in and what they want to achieve in terms of their own talents and creativity. The Tell Us Bus has three separate areas; a main workshop space, a VIP Lounge and a chill out room. It will be equipped with pocket cameras and MP3 recorders to capture the young people’s views and small groups of ‘Young Facilitators’ will be trained and supported to lead the discussion and activity.

Over two thirds of young people aged 11-15 in England are enjoying cultural activities, in and out of school, for five hours a week or more and there has been a range of national-level initiatives such as A Night Less Ordinary which provided free theatre tickets for under 26 year olds and free admission to national museums, which have aimed to stimulate demand. However, access to

these opportunities is still only taken up by some young people and not others, and in some areas of the country but not others. The creative and cultural industries have grown at twice the rate of the economy as a whole so it is timely for CCE to find out more about young people's personal experiences of culture. The Tell Us Bus tour will ensure that a wide range of young people's voices, particularly those hard of reach young people, are heard, listened to and acted upon. The results of the Tell Us Bus tour will be collated into a report prepared by young people, which will be announced in October 2010.

Paul Collard, Chief Executive of Creativity, Culture and Education, said: "We believe that it's vital that young people are given the opportunity to take part in exciting and inspiring arts, cultural and creative programmes in a variety of settings. Every young person has a right to be offered the opportunity to tell us exactly what they want from a 'cultural offer' and in order to achieve this; we want to conduct a more in depth and qualitative discussion with young people across the country. It is important for us to gain a greater understanding of the barriers that exist for young people in accessing the arts and participating in cultural activities nationwide."

CCE manages England's flagship creative learning programme Creative Partnerships. For further information on Creativity, Culture & Education visit www.creativitycultureeducation.org and for the Tell Us Bus tour see www.tellustv.co.uk

Notes to Editors:

For more information please contact:

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Creativity, Culture and Education (www.creativitycultureeducation.org):

Creativity, Culture and Education (CCE) has a vision for children's creativity to be encouraged and nurtured in and out of school. CCE believes all children should experience and access the diverse range of cultural activity in England because these opportunities can enhance their aspirations, achievements and skills.

Registered Charity no.1125841

Our work:

- *Creative Partnerships* – the Government's flagship creative learning programme: www.creative-partnerships.com
- *Find Your Talent* – how we can help children and young people to access arts and culture: www.findyourtalent.org
- *Tell Us TV* – giving children and young people a voice – telling us why arts and culture is important to them: www.tellustv.co.uk

Twitter: **CCEinsights** [www.twitter.com/cceinsights](https://twitter.com/cceinsights)

Creative Partnerships (www.creative-partnerships.com): Creative Partnerships is the Government's creative learning programme which has worked with over 940,000 young people and over 90,000 teachers by fostering long-term partnerships between schools and creative professionals to inspire, harness the potential of creative learning and experiment with new ideas. Managed by new national organisation, Creativity, Culture and Education (CCE) (www.creativitycultureeducation.org), the programme was launched in 2002 and has worked with nearly 5,000 schools across England, from Key Stage 1 to 4.