



CREATIVITY CULTURE
& EDUCATION



UNLOCKING CREATIVITY WORLDWIDE

www.creativitycultureeducation.org



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INTRODUCING CCE: A WORLD LEADER IN CREATIVE LEARNING



Welcome to Creativity, Culture and Education

I'm delighted to introduce you to Creativity, Culture and Education (CCE), an international foundation dedicated to using the power of creative learning to unlock the potential of every learner.

For 10 years, we have been working with organisations, schools, communities, regions and governments around the world to deliver creative learning initiatives that transform how teachers teach and how children are best supported to learn. We produce programmes for leaders and teachers, helping to professionally develop educators and pioneers who are committed to making a positive impact for the next generation.

We are passionate about working with people from disadvantaged backgrounds, those who face multiple barriers to achieving their full potential. Our projects help organisations achieve positive outcomes for their community of learners in education, employment, social mobility, regeneration and inclusion. We are driven by our belief that the best creative practices provide children and young people with choice and the opportunity for self-direction, agency and a confident voice for the 21st century.

Over the past decade, our team have delivered projects across Europe, Australia, Asia and South America; we have written about and evaluated our practice for our own continuous understanding and improvement. Our partners benefit from the breadth and depth of our knowledge and experience gathered worldwide.

We seek partner organisations and institutions who are committed to making a difference in their educational systems and settings. If developing the creativity of children and young people is a strategic challenge you need to overcome, then talk to us. Our extensive experience in designing, developing and implementing programmes internationally can support you and your team to find a bespoke solution to develop the creativity of your learners – no matter where you are in the world.



Paul Collard
CEO of Creativity, Culture and Education



WE ARE GLOBAL

Our work spans the world, and we are currently delivering creative learning programmes across Europe, Australia, South America and Asia.

We are a charity dedicated to improving creative learning around the globe and supporting as many young people as possible to benefit from our practice.

WE IMPROVE
LEARNING
OUTCOMES FOR
THOSE FROM
DISADVANTAGED
BACKGROUNDS

CCE is driven by a desire to improve the learning outcomes of children and young people coming from backgrounds of disadvantage. We know that these learners face the toughest challenges on their journey to securing improvements in life, in learning and in preparation for the world of work.

We focus on solutions that transcend barriers, opening a new world of opportunity for learners young and old.

WE VALUE
RESEARCH

Understanding and evaluating what works is at the very core of our approach, and we consistently reflect on our activity and its impact to make sure the creative learning programmes we deliver remain relevant and lead the very best practice in the sector.

[Read more about our research on page 22.](#)

WE HAVE THE
EXPERIENCE

CCE has 10 years of experience delivering creative learning programmes around the world at various levels - from a national schools programme in Wales to a community of learners at an individual elementary school in Chile. Our knowledge can help transform teaching and learning in the classroom. Our bespoke approach accelerates the planning and development cycle significantly. We support the development of teams on the ground and build robust systems which continually improve quality.

WE ARE
COLLABORATIVE

The success of CCE programmes lies in our ability to listen and respond to and collaborate with partners to ensure we create programmes that truly meet the needs of your educational context. No two regions, schools, communities or learners are ever the same – we understand that and will work with you to produce a tailored creative learning experience that will help both you and your learners achieve.

UNLOCKING THE STORY OF CCE

CCE began life in 2008, and from our inception, we have been motivated by the need to unlock the creative potential of children and young people and prepare them for the challenges of 21st century life.

We believe that creative learning offers an opportunity for everyone in the classroom to have a voice, show initiative, collaborate, problem solve and to fully explore their potential to succeed.

Through our research, we have built a strong evidence base to show how creative learning is a powerful tool for enthusing children and young people, raising attainment and achievement, and supporting engagement across and through the curriculum.

A good deal of our work to date has focused on schools and regions facing socio-economic challenges and where the barriers to achievement can be greatest. Our approach has shown that creative learning can be a catalyst for positive and sustainable change.

We have been recognised by Harvard's Global Education Innovation Initiative as one of 50 organisations worldwide which delivers an education that is engaging, powerful, rigorous and relevant to the 21st century. This acknowledgement endorses the vision and values of CCE that we have held dear throughout the last decade and we look forward to transforming the learning opportunities for thousands of more young people in the decades to come.



CREATIVITY IS KEY

We believe that creativity is the key to unlocking the potential of learners from any background and through and across all areas of the curriculum.

Creativity introduces and supports key skills into the classroom:

- 1 the ability to listen, speak and communicate with clarity and confidence
- 2 the power to make connections with ideas and with people
- 3 the impact of solving a problem on your own or with others
- 4 the desire to innovate, create and collaborate
- 5 the joy of engagement with, and enthusiasm for, learning
- 6 the inspiration of a motivating, energising and imaginative teacher

We know that children can learn differently and our creative programmes aim to put young people at the very heart of the lesson, giving them freedom to explore, experiment and engage with learning in new and inspiring ways.

Our research has shown that creative learning produces benefits for young people's well-being, citizenship, attainment, motivation and work-related skills. Introducing creativity into and across the curriculum will see young people's interest and motivation levels rise and often result in positive shifts in attendance, confidence, knowledge and attitudes.

Creative learning empowers young people to explore and embrace skills they didn't know they had and equips teachers with a perspective to see beyond what has previously been accepted. This knowledge empowers both and helps them to confidently take a lead in their own, onward learning journey.

“Creativity isn't just about the expressive arts. We need creative solutions to problems in engineering, science and maths. The creativity skills children learn are useful as they can apply them to a broad range of subjects.”

Douglas Hutchison,
Depute Chief Executive
and Director – People,
South Ayrshire Council, Scotland
and CCE partner

THE CCE APPROACH

We recognise that the most effective learning interventions are tailored to meet the specific needs of children and young people, as well as their adult supporters. Our approach to creating such bespoke programmes is underpinned by a decade of research and theoretical developments.

The main themes that currently underpin our ever-evolving approach are:

Defining creativity

Maximising the creative habits of mind, including being inquisitive, persistent, imaginative, disciplined and collaborative.

Identifying the characteristics of the best learning environments

Those which enrich the creativity of children and young people and as summarised by our high functioning classroom concepts.

Exploring the neurological impact of learning through the arts

Particularly on the development of children's executive functions, including working memory, cognitive flexibility and inhibitory control.

These theories guide our practice and research, and are embedded into each of the programmes we offer. This is what makes CCE's offering truly distinctive in both the creative education landscape.

CREATIVE PARTNERSHIPS

"CREATIVE PARTNERSHIPS HAVE DEMONSTRATED HOW EVEN THE MOST RELUCTANT PUPILS CAN BE ENGAGED AND EXCITED IN THE CLASSROOM."

Ofsted

Creative Partnerships: leading the way for children, teachers and school transformation.

Creative Partnerships is a flagship creative learning initiative which, since its inception, has influenced more than one million children, 90,000 teachers and is currently running in over 1,000 schools across the world.

Creative Partnerships are bespoke programmes created in collaboration with our partners to meet specific educational goals to transform the way children learn, educators teach and schools engage with their communities. It is a celebrated programme within the education sector and brings together the arts, creativity and creative learning into the classroom in a meaningful and transformative way.

Who are Creative Partnerships for?

Every Creative Partnership is different, tailored to each community of learners to best fit their educational needs.

They work in virtually any setting – from a single classroom to as many as 500 schools in a region or indeed across a nation.

Creative Partnerships works with teachers, facilitators and educators, school and educational leaders to ensure success for everyone involved. We have experience working with the very youngest of learners and at every age and stage of development.

No two Creative Partnerships are the same; this bespoke approach helps to deliver the best results for your educational environment.

Creative Partnerships work

The Creative Partnerships initiative has had remarkable success working with children and young people from disadvantaged areas who face multiple challenges and barriers to learning and educational success.

Evidence has shown that Creative Partnerships encourage enjoyment and engagement in school, leading to wider benefits such as improved attendance, increased motivation and positive impacts on wellbeing, citizenship and work-related skills.

Creative Partnerships provide the tools to nurture and develop children, making a positive impact on their enthusiasm, capacity and willingness to learn.



CASE STUDY

Creative Partnership in Care High School, Lahore

Goals

To improve students' science knowledge and to encourage more collaborative learning, especially across gender groups.

We created a bespoke Creative Partnership programme for sixth grade students at Care High School in Lahore to help them achieve the school's ambitions of raising standards in science as well as improving students' ability to work well together.

The programme involved local creative practitioner Hamid Hassan working with the school for a period of eight months, using creative arts-based interventions to stimulate the way science was taught.

Using CCE's established practices and research, Hamid worked with the science teacher to redesign the standard science lessons. He identified the key learning objectives and mapped them to creative learning modes, enabling drama, visual arts and expressive learning to be introduced to the science lab – a new phenomenon for all involved.

Instead of learning about the topic of energy from books, Hamid and the science teacher involved the students in a series of physical games and activities, demonstrating science in a practical way. Lessons about the senses were amplified by using visual arts to explore the beauty of the sensory organs.

Importantly, feedback sessions were held with the children's families, communicating the benefits of collaborative, creative learning to parents and guardians.

The impact on learners

After the programme had finished, the classroom teacher noted a marked difference in his students' behaviour. An improved knowledge and applied understanding of science was evidenced through a final exam in which more than 50% of the class obtained full marks.

Additionally, the students showed a greater desire to learn across all subject areas, asking more follow up questions and demonstrating a curiosity to know more. When asked to reflect on the experience, both the students and their teacher felt they had become more inquisitive and collaborative, more disciplined and imaginative.

The impact on teachers

Working alongside a creative practitioner had distinct advantages for the teachers involved. They too were as curious to learn as the students, displaying an eagerness and openness to trying new approaches to teaching. Hamid and the teachers noted that because of the programme, there was more of an emphasis on learner-centred activities, moving away from the traditional classroom set up and engaging students to work in pairs and groups.

During the programme, Hamid and the teacher created a firm partnership – working together to bring content, devised activities and learning behaviours together in new and engaging lessons that had significant benefits for their students.



Creative Partnerships empower young people to imagine and question how the world can be different, giving them the confidence to solve their own problems, innovate and take an active role in their futures.

THE ART OF LEARNING

“I’ve seen children become less inhibited, open to offering ideas and answers in class, and generally become more participative.”

Erin Grace,
primary school teacher

Inspiring improvement through creativity and confidence

The Art of Learning has been designed to support teachers and leaders who want to use the arts and creativity across the curriculum, to offer freedom and flexibility at the same time as exploring the executive functions of the brain within high-functioning and inspiring learning settings.

The Art of Learning Toolkit

The Art of Learning comes with a toolkit, offering a framework that supports teachers to develop their own creative delivery and reflective practice.

The toolkit helps find new ways of stimulating learners’ imaginations in session plans that engage and inspire new perspectives on curriculum themes, topics or subjects.

This holistic approach to learning aims to improve attainment and engagement in learners, sharing new, creative practices for teachers to use as a springboard and to benefit individual as well as overall class and school improvement.

Teachers and facilitators who have completed The Art of Learning report improved enthusiasm and energy from their learners, particularly in learners who are more reluctant and quiet in the traditional classroom environment.

The Art of Learning is aimed at children between the ages of 6–9.

Growing relationships between artists and teachers

The Art of Learning exists as a standalone toolkit or can be used to bring artists and teachers together to collaborate inside the classroom.

Teachers benefit from professional development for their own creative capacity and explore how this can connect to the needs of their students and class. The programme also encourages artists from all disciplines - the performing arts, creative industries, digital arts, writers, producers, filmmakers and composers - to consider their own practice in school and community settings and how to use their talents, the creative process and the arts to motivate others, which allows artists and educators to collaborate and learn from each other.

The Art of Learning aims to step away from traditional teaching practices and give all children a freedom and flexibility to engage with subjects and topics in an accessible and fun way. The practices supported by the programme encourage collaboration, communication and confidence for learners across key ages and stages, as well as develop their executive functions and creativity.

PROFESSIONAL PRACTICE PROGRAMME



SHORT PROJECTS

Investing in you

At the heart of all CCE initiatives is an investment in the capacity and capability of adults to be at their best in supporting the learning and growth of children and young people.

We prioritise lifelong professional development for teachers, artists, leaders and the support workers who are so pivotal in the lives of the young learner.

Our Professional Practice Programme (PPP) comprises inspiring and motivational seminars and workshops, training sessions, intensive and immersive spring and summer schools, online courses and supports that bring you closer to your own practice and those of others across the globe.

The potential to exchange ideas, experiences and skills in peer to peer settings is a cornerstone of this programme and can be delivered in your schools, communities, regions, nations or digitally online.

You can engage with our Professional Practice Programme in a number of ways – we've outlined some of our current offerings here:

Partnerships in Creative Learning

An online course designed to help teachers, cultural educators and creative practitioners explore how to make the most of relationships within creative learning settings.

Mentoring

Our specialist mentoring programme is delivered by creative learning experts and designed to help anyone with aspirations to improve their programme and employment potential in both educational and cultural sectors.

Find out more:
www.creativitycultureeducation.org/programmes

“CCE has transformed the students’ experiences of schooling and has provided them with and opportunity to be imaginative, inventive and inquisitive.”

Seema Aziz, founder of CARE Pakistan

We have several short projects with which you can engage if you are looking for alternative interventions and solutions for your learners and adult practitioners.

Spring and summer schools

We can offer dynamic spring and summer courses for educators who strive to deliver the most up-to-date and relevant teaching practices. These immersive courses use a blend of practical and theoretical exercises and research to challenge and inspire you to devise dynamic creative learning approaches for your own community of learners.

Connect, Create, Collaborate

This whole school engagement programme aims to widen access to creative and cultural activity across all ages in any school cluster. It connects schools to creative learning communities both in your area and across the world for meaningful inter-connected and inter-cultural development.

To see what other smaller projects we offer please visit:
www.creativitycultureeducation.org/programmes

OUR RESEARCH AND CONSULTANCY

Research

CCE believes in the value of researching and evaluating the impact of our programmes and practice around the world. All of our methodologies are assessed, theoretically and practically, to ensure we continue to deliver the most relevant work with and for our partners.

Over the past decade, we have produced an extensive library of research including case studies and literature reports, investigating the depth and breadth of our creative learning programmes. This work helps inform our future practice and extends the network of creative artists, thinkers and contributors to this work globally.

Consultancy

Our wide-ranging knowledge and experience means we are uniquely placed to act as a consultant to both education and cultural leaders. We have a rich and varied history acting as a creative consultant on large-scale projects with regions and nations, towns and cities, as well as with smaller community groups, local authorities and individual schools.

Regardless of the setting and scale we can help:

- analyse and review cultural provision and practice
- engage collaboratively in policy and strategy development

- offer network development and support
- inspire excellence in project design, co-ordination and implementation
- support considerations and conditions for scale and growth in both programmes and organisations
- carry out relevant evaluation and research
- curate publications and articles to share your learning and findings

We can carry out this work with you in phases or through individual interventions. We can ensure that stakeholders are actively and creatively involved and that recommendations made are achievable and sustainable.

“We are determined to ensure that the Creative Schools programme has the resources to empower schools to place the arts and creativity at the centre of school life, and CCE’s international experience and expertise is key to helping the Arts Council to realise this ambition.”

Orlaith McBride
Director of the Arts Council
of Ireland

Conferences and Residencies

CCE’s expert team are in demand to facilitate and speak at education and creative conferences around the world. Chief Executive Paul Collard and Director of Programmes Di Fisher-Naylor have spoken on the benefits of creative learning at international conferences as far apart as in Australia and Norway, the UK and all over Europe, and have completed workshops and residencies worldwide.

If you would like to book a speaker or a conference facilitator for your educational or cultural event, please contact us at projects@cceengland.org



GET INVOLVED

We want to hear about your creative learning needs and what goals you have for your community of learners. As a global organisation, we can work with you wherever you are in the world, either face to face or digitally, and help you to focus on meeting your educational aims or creative learning objectives.

Programmes for children and young people

If you want to find out more about how we can work with you to develop a bespoke creative learning programme, please contact us at projects@cceengland.org

Programmes for teachers, professional leaders and artists

If you want to find out more about our other professional development opportunities for your teachers, leaders and artists, we'd love to speak to you. Please contact us at development@cceengland.org

Want to know more?

We are happy to chat and answer any of your questions. Please email us at enquiries@cceengland.org or call us on +44 (0) 844 811 2145

Tweet us

Alternatively, start the conversation with us on Twitter: [@cceinsights](https://twitter.com/cceinsights)

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Our partners and creative collaborators

We partner with organisations across the world to transform the learning potential of children, young people and the adults who influence their lives. We seek new partners and creative collaborators to work with us - please get in touch at enquiries@cceengland.org to see how we can work with you to inspire your learners.





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