



**FREE**

# CREATIVE WORKSHOPS FOR YOUNG PEOPLE

## A PROGRAMME OF OPPORTUNITIES DESIGNED AND DELIVERED BY IDEAS FOUNDATION

The Ideas Foundation is an award-winning registered charity established 20 years ago to nurture young creative talent and bring creativity into the classroom. We support young people from less advantaged and under-

represented backgrounds by offering workshops to schools and colleges across the country.

In 2022 we are offering 2 prestigious projects that will get young people

thinking about their values and developing their creative skills. These **FREE** workshops, worth **£1,000** cover a range of subject areas and can tie into the curriculum in a variety of ways.

### WE ARE OFFERING WORKSHOPS IN:

- Poetry
- Drama
- Digital storytelling
- Science
- Art
- Brand experience and marketing
- Film making
- Photography
- Animation

### CURRICULUM AREAS:

- PHSE
- English
- Science
- Drama
- Art
- History
- Careers
- Business studies
- Design & Technology
- Media & Film
- Black curriculum

### WHO IT'S FOR:

- For students from year 3 to year 13
- CPD for teachers
- For schools – curriculum, employability and careers





## POWER OF HAIR:

Power of Hair is a 3 year educational campaign created by Ideas Foundation, in partnership with Pantene. The programme aims to help end hair discrimination in the UK as part of The Power of Hair brand ambition. The focus will be on raising awareness of hair discrimination and promoting hair confidence through a programme of creative workshops that explore identity. The workshops will equip students with creative skills as well as essential skills such as team working and building confidence. After a successful pilot in 2021 reaching over 600 students in 11 geographical areas, we are excited to bring this opportunity to your school.

Ideas Foundation has commissioned creatives to look at the subject of identity and hair discrimination using creativity and employer engagement. Young people will work alongside industry professionals and leading poets, photographers, artists and other creatives to explore this emotive and topical issue through a workshop that has been designed to get young people thinking and developing their creative skills.

# POWER OF HAIR



## A COMMONWEALTH OF KINDNESS:

**A commonwealth of Kindness** aims to bring together young people from communities across the UK to learn skills and create content that celebrates the life and values of Her Majesty The Queen as we near The Platinum Jubilee Pageant, and recognises the huge social change that has occurred during the 70 years of her reign. Ideas Foundation is unleashing

the creativity of young people to create digital stories that celebrate The Queen's values of diversity, sustainability and kindness through creating digital stories.

Working alongside leading poets, photographers and creatives, young people will be commissioned to create a campaign to celebrate The Queen's

Platinum Jubilee Pageant, which will also align with the United Nation sustainable development goals - sustainable cities and communities. The work may be featured in billboards across the country and in press articles locally. Students creating the best ideas will be selected to attend the Platinum Jubilee Pageant in London on Sunday 5 June.



For more information contact [helen@ideasfoundation.org.uk](mailto:helen@ideasfoundation.org.uk)



## WHAT WE DO:

We work with experts in the creative industries to teach young people new skills and inspire them for their future.

We inspire students with diverse role models from the creative industries – experts who will encourage them to think about new careers.

We challenge students to respond to high-profile briefs and creative projects from brands such as **John Lewis, Pantene, Nike, BBC, Canon, Burberry, ITV.**

Our programmes give students a chance to develop transferable skills: idea generation, communication, teamwork, time management, listening and presentation skills.

We identify students who have a passion for creativity and support them long-term with mentoring, work experience, and networking opportunities.

## HOW WE DO THIS:

We work with brands to offer one day, two day, and five-day workshops where students work on a live project set by a big brand, with a chance to present their creative ideas.

We create virtual experiences where students can work on briefs online.

We create resource packs for teachers within the curriculum – design and technology, English, media studies, and business and marketing.

We train teachers on how to use the resources.

We bring young people and their teachers into the workplace to see what different creative environments look like – the culture, the challenges, the opportunities.

## WHY DO WE DO THIS?

Many young people, teachers, and parents do not know about the creative industries or misunderstand them. Unless students have the creative industries on their radar, the industry will continue to recruit from people 'in the know' who don't necessarily represent a diverse workforce.

We believe that the skills students learn will help them with their employability and success across various disciplines, not just creative industries.

