



IMPACT REPORT
2025

CREATIVITY, CHALLENGE, COMMUNITY



BRIT Kids is a weekend and holiday programme created by The BRIT School to offer high-quality, inclusive Performing and Creative/Media Arts education to young people aged 7–18.

What began over 20 years ago as a local initiative in South London has grown into a thriving creative community, with over 1,200 students attending classes across three sites. Croydon, Kings Cross, and Canterbury, with an additional 600+ students participating annually in our Holiday Clubs.

We deliver classes in:

Theatre, Dance, Singing, Screen Acting, Script Writing, Fashion, Photography, Digital Design, Radio and Podcasting, Art, Music Production and Film Making.

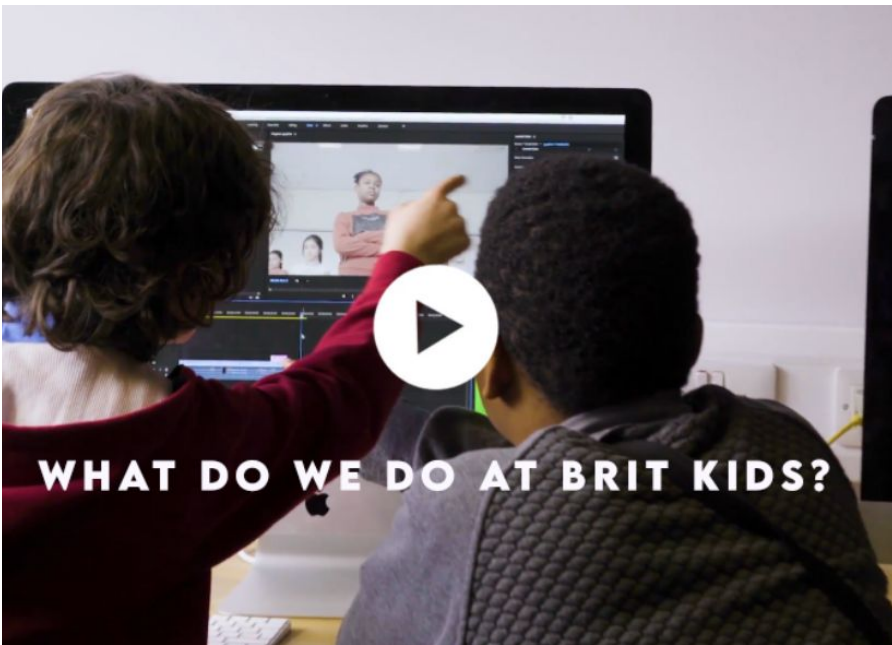
We have over 80 sessions running every week at our flagship Croydon branch. Students can sign up for one term, one class or a full day programme. We have had many students that have remained with us for 10 years.

There is something very special about primary school aged children having access to facilities which are often reserved for older students.





“Just to let you know my daughter won’t be attending BRIT Kids in September due to her going off to university. She is very sad to be leaving the school as she has really enjoyed her 10 years as a Brit Kid. Thank you to everyone at Brit Kids for making her time at Brit fun and enjoyable.”
BRIT Kids parent

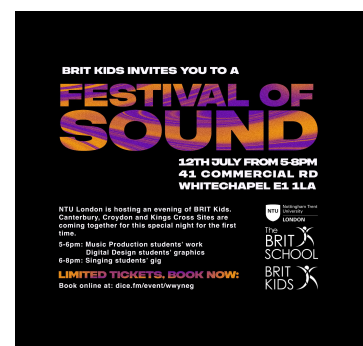


At its heart, BRIT Kids reflects the values of **Creativity, Challenge, and Community** with the core ethos of The BRIT School, the UK’s leading Performing and Creative Arts institution. BRIT Kids is more than an extracurricular programme; it’s a powerful extension of a school that has launched global music artists such as Adele, Jessie J, Leona Lewis, and Loyle Carner, and nurtured a generation of filmmakers, visual artists, designers, poets, teachers, and cultural practitioners.

Highlights this year



- 131 sessions delivered every Saturday across the sites. 4,716 sessions delivered over our 36 week term.
- We have had 15 Shows this year and 3 major exhibitions. An exhibition will have 300 students exhibiting in Croydon. A show will have up to 70 children perform in each show.
- 10 cross collaborations between classes, for example, Music Production and Song Writing, Fashion and Photography, Digital Design and Music Production and the list goes on.
- 5 off-site visits and performances which include, Summer festival Canterbury, 2 Theatre visits to see BRIT Alumni with Q&A, Reach Festival at The BRIT School, Festival of Sound, Dance Festival at The Whitgift School and 3 performances at [Coal Drop Yard](#)
- The Festival Of Sound is our first ever event where all three sites came together for an evening of sound at Nottingham Trent University, London.**
- 8 **new** collaborators and partners this year, to include, Rambert Grades, Nottingham Trent University, University of Kent, Croydon Council, Haringay Educational Partnership, Horizons and Canterbury Festival.
- This year we had 1200 students attending across the three sites. Canterbury and Croydon have their highest sign up on record.
- All three sites are stable financially and employ 70+ staff in the creative sector.
- 10 new bursaries secured for Kings Cross branch in partnership with Horizon and Haringay Educational Partnership.
- £30,000 of funding from Croydon Council for the Displaced Children Scheme to be launched.
- 55 students have been awarded a place at The BRIT School full time programme, with a further 10 on reserve. We have a success rate of 47% of applications gaining an entry to BRIT. An 8% increase to last academic year.



Creative Education Without Boundaries

We offer an extensive and evolving curriculum that reflects contemporary creative practice. Kings Cross and Canterbury run focused versions, ensuring access to Creative, Media, and Performing Arts in flexible formats.

Classes are designed to challenge, inspire, and support. Students explore subjects that resonate with their lives, guided by professional artists, practitioners, and trained educators. Children as young as 7 work with equipment and methods typically reserved for higher education settings, developing skills, confidence, and creative autonomy from a young age.

"It gave me experience at a really young age, being able to say I was driving for a radio show at 12 was a really unique achievement. It also gave me the free space to develop my creative curiosity. I also met some really lovely people." BRIT Kids alumni reflecting on their time with us



Access, Inclusion, and Support

We believe everyone should have the chance to be creative. That's why BRIT Kids is proudly non-selective. We do not audition or judge on ability. Instead, we welcome all children into a safe, inclusive environment, with staff trained in Additional Educational Needs (AEN) and mental health awareness. Many of our students are Looked After Children (LAC) or come from disadvantaged backgrounds. Each of our centres offers a bursary programme to ensure affordability is never a barrier.

Billy has Additional Educational Needs (AEN) and attends a specialist school. To help him feel comfortable and supported, we welcomed him with a private, quiet tour of the site and introduced him to both his teacher and the wider BRIT Kids environment.

We also provided one of our trained helpers, Libby, as his dedicated 1:1 support, at no additional cost to the family. He now attends our Digital Design classes, and his mother shared the following about their experience. Louise is our specialist AEN Manager:

“Billy absolutely loved it today. He can’t wait for next week. He said all the staff/teachers were so lovely and kind to him. He ran to the classroom when he got there, ahead of Louise. He had no problem settling in and he was buzzing on the way home.”

Later in the term Billy's mum wrote to us again

“I just wanted to take a moment to say how lovely Libby (and of course Finn) have been with Charlie. She has quietly supported him and it's been wonderful to hear her feedback.

This is the only club he has really enjoyed. It has given him the chance to experience a more mainstream setting and a quieter space to learn, which he says he finds much easier than his school’s busy environment. It’s also been a great way for him to get a feel for what college life will be like.”

Our bursary scheme has a profound impact on the lives of many young people and their families. One such student has been part of BRIT Kids for the past five years, and last year, was successfully accepted into The BRIT School's full-time programme. This family has three additional children, and we are proud to continue supporting them by offering bursary places across the programme ensuring that access to high-quality arts education remains open to all, regardless of financial circumstance.



“BRIT Kids has played a vital role in my son's life, and I am deeply grateful for everything you and the team have done for him.... I truly appreciate the time, effort, and belief you and the team have invested in him over the years, it has made such a profound difference in his life” Parent of Bursary student who started at BRIT Kids and now attends The BRIT School full time programme.



We have identified both a need for greater male participation in dance and a wider demand within the industry. In response, we offer a one-third discount on our specialist dance classes for boys, to encourage engagement and support greater diversity in the field.

Key Statistics

Croydon:

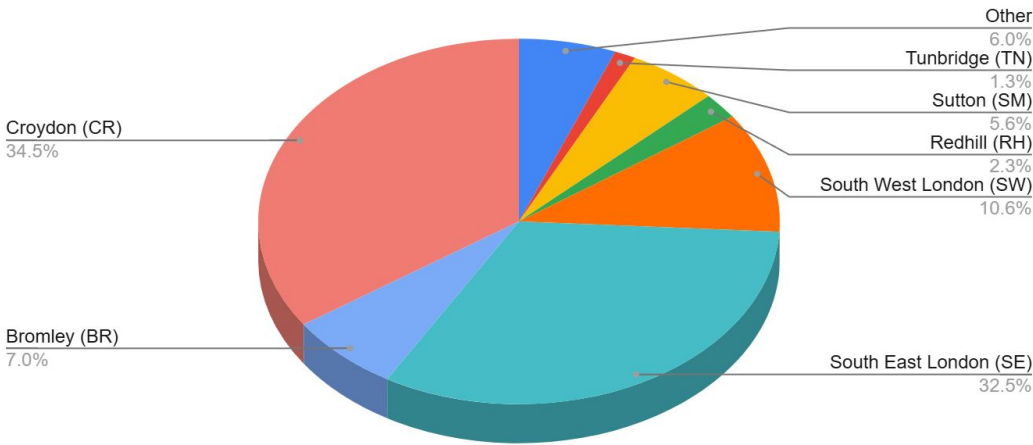
54.8% of which are from the Global Majority.

119 AEN students of 738 students have a diagnosed AEN (16%)

517 girls and 217 boys (80% girls)

77% of the students that started in September 2024 remained with us for the full academic year

Postcodes of Current Students

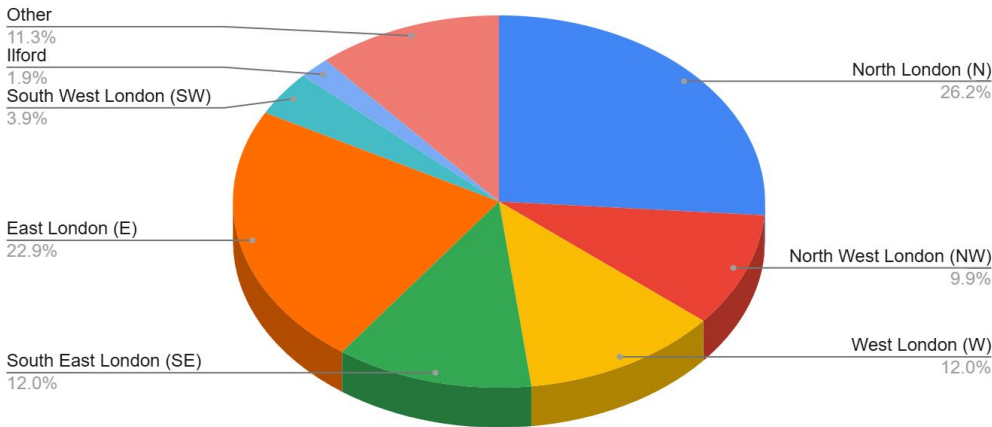


Kings Cross:

57.7% of which are from Global Majority.

31 out of 185 of our Saturday cohort have a diagnosed AEN (17%)

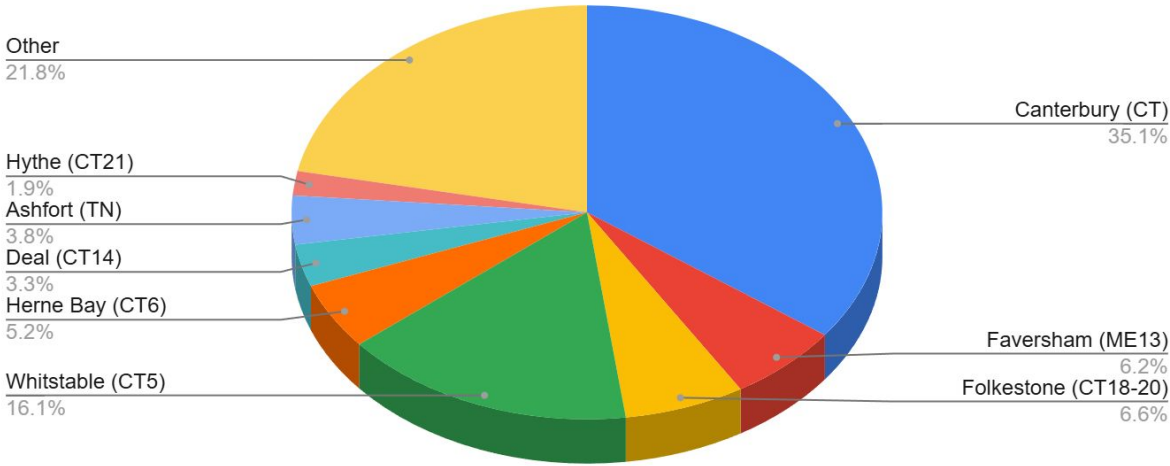
126 girls and 59 boys (68% girls)



Key Statistics

Canterbury:

- 27 % of which are Global Majority
- 26 of 185 of our Saturday cohort have some sort of AEN (14%)
- 128 girls and 48 boys (73% girls)



Our staff and helpers are often BRIT Alumni and Students

Across our BRIT Kids sites, we employ 25 young helpers, a mix of Year 12 and 13 students from The BRIT School, BRIT alumni, and students from our partner colleges. These young people are more than just assistants; they serve as advocates for the arts and for BRIT itself. Through their roles, they gain invaluable hands-on experience working with children, while inspiring the next generation to consider creative industries as viable and exciting career paths.

We are also proud to employ many BRIT School alumni as teaching staff, in fact, around 50% of our tutors are former BRIT students. This deep connection to our school's legacy enriches our teaching and keeps our values alive in every session.

"BRIT Kids helped me discover my interests and passions, along with a place I could explore them. It was the beginning of turning what I found enjoyable and had a mind for into something long lasting." BRIT Kids student that then attended The BRIT School



Our teachers write their own course overviews and shape the direction of their classes. This creative autonomy is vital. We believe BRIT Kids should be the best day of the week not just for our students, but for our staff too. By operating outside the constraints of a traditional curriculum, our teachers are free to bring fresh ideas, respond to the world around them, and create truly meaningful learning experiences.

"Teaching at BRIT Kids is incredibly rewarding, every kid is incredibly passionate. Unlike their regular schools, they're up early on a Saturday morning because they WANT to come and learn. Who'd have thought that working on a Saturday morning would be more fun than a lie-in!" BRIT Kids Teacher and BRIT Alumni

"BRIT kids is wonderful because it caters for everyone's needs. It inspires you to want to be a better teacher as some real talent walks through that door every Saturday and you know as a teacher you want to give the best class possible to help students to develop and improve their technique.

BRIT Kids is a special place ,warm , friendly and everyone is very focused on delivering excellent high quality classes." BRIT Kids Teacher of 18 years

Original Work, Student-Led Stories

All BRIT Kids productions are original. Our in-house team of scriptwriters and teachers craft bespoke plays that reflect the voices of our young people. Older students often engage in collaborative scriptwriting and devising, giving them ownership of their artistic journey while tackling themes that matter to them. Our exhibitions and performances aren't just shows, they're statements of creativity, identity, and community.



"It was the first performance I'd seen at BRIT Kids so didn't know what to expect. But I was blown away! So impressed with how the teachers had brought all the different groups together into a seamless, cohesive production and then to find out one of the teachers had created "Upper Case F" just for them was amazing. The kids performed beautifully, looked confident and gave off great energy. Everyone involved should be very proud of what their hard work and commitment created - we really enjoyed it." BRIT Kids Parent

"I just wanted to say thank you for another amazing show today. It's incredibly what you managed to get from the kids, it was a real joy to watch. Thank you also for your continued support and encouragement with my daughter, BRIT are her people and she truly shines and is happy there. Please extend my thanks to the whole team." Parent feedback after House of Cards

Local Roots, Wide Impact



In 2021, we launched BRIT Kids Canterbury in partnership with Canterbury College (EKC Group). Now in its fourth year, the site serves 185 students weekly and has created local employment opportunities for artists and young people alike, including jobs for EKC students as classroom helpers. It's a model that strengthens creative education ecosystems across regions.

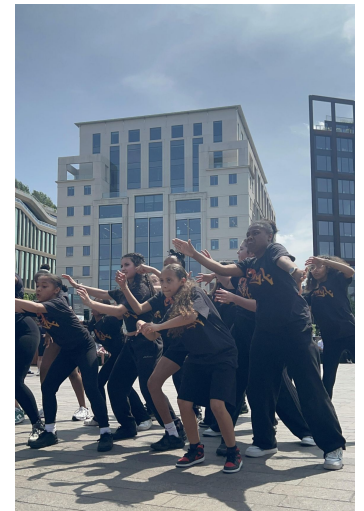
"The culture of EKC Group is one of collaboration and community and our partnership with BRIT Kids is a perfect example of this. The numbers of young taking up these creative classes has grown each year and is a huge benefit to our community. It also enables young people and parents, who may not be aware of the possible alternative creative pathways available to them, to experience the environment and facilities of a further education college, broadening their awareness and enabling them to make more informed choices later in life when deciding their post 16 education."

Lucy Mcleod, CEO EKC Group



Local Roots, Wide Impact

In 2024, we expanded further with the launch of BRIT Kids Kings Cross, in partnership with Capital City Group. Now in its first full year, the programme welcomes 175 students every Saturday, building a vibrant creative hub in the heart of London.



To help strengthen our growing communities, we brought together our two Street Dance crews from Croydon and Kings Cross for the first time this year to perform a joint piece at Coal Drops Yard, London.

Throughout the day, students showcased their work across three different venues, creating a vibrant and visible presence in the area. One parent shared, ***“If you hadn’t organised this, I would never have known Coal Drops Yard existed. We often don’t have the time or knowledge to leave Croydon.”***

This moment highlights something we see again and again, that the community we build through BRIT Kids is not only transformational for the young people involved, but also for the families we support. We’re not just opening doors to the arts, we’re opening up access to new spaces, opportunities, and experiences.

Leadership Voices

“BRIT Kids delivers a quality performing and creative arts provision to young people from all backgrounds. Skilled and experienced facilitators, often actively practising in their field, deliver weekly classes. This successful programme continues to nurture young people's creative passion and talent, offering a pathway into creative arts education and boosting social wellbeing through arts.”

Stuart Worden, Principal, The BRIT School



“I've witnessed BRIT Kids changing so many young people's lives. Our classes are often the highlight of their week. To have the space to be truly creative, without the constraints of a curriculum, is freeing for children and practitioners alike. I believe this kind of creative freedom is vital for children's mental health and development.”

Tobi Deeson, Director, BRIT Kids



BRIT Kids is not a feeder for The BRIT School, but does a wonderful job of introducing its ethos and creative approach to young people, enabling them to consider Year 12 and 13 entry. 55 young people have been awarded a place at The BRIT School full time programme this year.

“BRIT Kids has been such an amazing programme for both my children and it is so exciting to see them both continue with The BRIT School doing the things they love. Thank you to the entire team!”

Collaborators

BRIT Kids believes that the more the merrier and has several organizations that collaborate with us to build our added value and broaden the students opportunities.

This past year we have either partnered with or received funding from the following:

Nottingham Trent University London.

Darius Khwaja, Director of NTU London said “BRIT Kids and NTU share common values. We are delighted to work with BRIT Kids to support and inspire the next generation of artists and creative young people.”

This summer, BRIT Kids and Nottingham Trent University London (NTU London) are joining forces to host the *Festival of Sound*, a celebration of young talent and creativity. BRIT Kids will bring together students from across its three locations in Kings Cross, Croydon, and Canterbury for a landmark event at Confetti’s extraordinary venue.



Sound and Music.

Sound and Music is the UK’s charity for new music and sound. Their mission is to be the base camp for anyone in the UK who wants to make, experience or support new music and sound to shape the modern world.

Our students create tracks that are represented on their Minute of Listening platform that is shared with 1000’s of schools nationwide.

“The result is quite astounding. The creativity is so free and powerful, we have witnessed it first hand.” Sound and Music on reflection after a visit to BRIT Kids.

We are delighted that this year our collaboration with Sound and Music has meant two BRIT Kids students are now attending In the Making 2025, one of which is on a full bursary.



Collaborators

Croydon Council

Have provided funding for a Displaced Children scheme to provide classes at BRIT kids Croydon for up to 25 young people.



Rambert Grades

Working in close partnership with Rambert Grades, we celebrated our first cohort of students receiving accredited dance qualifications at our Croydon branch this year.



National Saturday Club

We are about to begin the third year of funding from the NSC, which enables us to offer a fully funded Filmmaking class for students at our Croydon branch, funded by the BFI and The National Saturday Club



Looking Ahead

Canterbury Festival

Relationships have been formed with The Canterbury Festival and we are looking forward to having shows and drop down days in the town in October 2025

Harringay Educational Partnership and Horizons

With the support of Horizons and Harringay Education Partnership (HEP), the proportion of bursary places in the BRIT Kids Kings Cross programme will increase from 5% to 10%, expanding access to arts education for young people who may otherwise face financial or systemic barriers.

James Page, Chair of Trustees, Horizons, commented:

"Horizons is thrilled to be partnering with BRIT Kids to fund places for 10 young people at their renowned Saturday school. Our mission is to transform the lives of young people in Haringey and Enfield. Through BRIT Kids, students will gain access to opportunities in acting, singing, dance, music and media production — experiences that can be life-changing."

University of Kent

They are collaborating with us to provide **drop-down days** at our Canterbury branch, hosted at the University and led by their lecturers, to raise awareness of the arts as a viable career option for our students.

BRIT Kids continues to grow as a model of community-driven, artistically excellent arts education. Every child deserves the chance to explore their creativity and BRIT Kids will be there to open the door.

We are considering widening our reach across the south east with afterschool clubs and more BRIT Kids Saturday Schools.

