



**STRICTLY EMBARGOED UNTIL:  
10:00AM, TUESDAY 31 JANUARY 2012**

## **START IMAGINING:**

### **NEW UPCYCLING ARTS AND CRAFTS SCHOOLS INITIATIVE LAUNCHES WITH NATIONAL COMPETITION**

#### **'FROM TIP TO SHIP' DIAMOND JUBILEE PAGEANT INSPIRES YOUNG PEOPLE**

London, 31 January 2012: Start, an initiative inspired by HRH The Prince of Wales to encourage simple steps to sustainable living, today announced '**Start Imagining**', a programme for primary and secondary schools designed to stimulate young people to create arts and crafts from scrap or reclaimed materials. To kick-start the campaign a national competition – '**From Tip To Ship**', was launched for kids aged from 5 to 16 years old to create a model boat that will be exhibited in London throughout June. 'Start Imagining' is a collaboration between Start, Cool it Schools, Craft Club and Freecycle. From 31 January 2012 'Start Imagining' will be rolled out in schools across the UK.

Entitled 'From Tip To Ship', Start Imagining's competition is inspired by HM The Queen's Thames Diamond Jubilee Pageant where up to 1,000 boats will journey up the River Thames on 3 June 2012. School children throughout the UK will have the opportunity to create an extraordinary and visionary model of a boat or ship using reclaimed materials. The winning creations, and 5 runner-up entries will form part of a special exhibition to be displayed at the Discover Greenwich centre at the Old Royal Naval College, Greenwich throughout June. The creators of the winning boat will receive a tour of London, culminating in a special visit to the Old Royal Naval College, plus exclusive art kits provided by the specialist Cumbrian pencil company, Derwent.

Joey Tabone, Start CEO, launched 'Start Imagining' and 'From Tip To Ship' at the Old Royal Naval College, Greenwich. Joining Joey were Waterloo Road actress, mother of two and celebrity baker **Angela Griffin**, CBeebies craft expert **Mister Maker** and actress **Martha Howe-Douglas** from CBBC's Horrible Histories who have all come onboard to support 'Start Imagining' and judge the 'From Tip To Ship' entries. Crafts Council Chair **Joanna Foster** and Royal River exhibition curator **Kris Martin** were also present and will complete the competition's judging panel.

Joey Tabone, Start CEO and competition judge said: "Young people often care the most about the planet's resources, as it affects what kind of world they grow up in. We are delighted to work with Cool It Schools, Craft Club and Freecycle on an initiative that gives a positive, entertaining message about getting more out of our resources – and along the way fires up the imagination of the next generation."

The 'Start Imagining' programme and competition has been made available to schools through free, online resource packs designed by Cool it Schools and Craft Club. The website demonstrates practical skills such as knitting and

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sewing and provide a selection of exciting art and design projects including; how to build a Junk City, make a puppet, 'Stuff Your Own Doodle', Tetra Ants, and Plastic Portraits.

Each project is designed to show that reusing things to make something new is preferable to throwing them away.

William Dean, Headteacher, Highgate Primary School said: "To be able to make something practical and beautiful from material that we would normally think of as rubbish, gives children a sense of fulfilment, whilst learning skills that can last a lifetime. It is for this reason that Highgate Primary supports this initiative."

Students can have fun collecting all their own raw materials and waste items to work with. In addition, the Freecycle network may be able to help your school to get some extra exciting materials. Just go to their website at <http://www.freecycle.org/group/UK> to find your local Freecycle group.

The Start Imagining website also gives advice on how schools can apply to set up a Craft Club for their students. These are organised by the Crafts Council in partnership with the National Federation of Women's Institutes and the UK Handknitting Association.

The competition is open to any UK school or educational establishment. All competition entries must be received by 16 April 2012. Full competition details and terms and conditions available below and via the website: [startimagining.co.uk](http://startimagining.co.uk).

[www.startimagining.co.uk](http://www.startimagining.co.uk)  
[www.startuk.org](http://www.startuk.org)

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For further information and a selection of images, please contact;  
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Notes to editors

**'From Tip To Ship' competition rules and entry details:**

- The judges are:  
Mister Maker, Angela Griffin, Martha Howe-Douglas, Joey Tabone, Joanna Foster and Kris Martin
- *The boats will be judged on creative vision and imaginative use of recycled materials.*
- How to enter

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- There are 2 age groups
  - 10 years and under
  - 11 years – 16 years.
- Entries must come from groups of between 2 (minimum) and 6 (maximum) children.
- All models must be a maximum size of 1 metre in any direction.
- The work must be the children's own work, original and made from reclaimed materials (junk).
- Schools and Education Centres may submit as many different entries as they like.
- Entries must be photographed. Up to 4 images per boat (maximum A4 size) may be included including details or different views.
- Photos must be in focus and in colour.
  - There are two ways to submit entries please send these images to Cool it Schools (Start Imagining competition 2012) PO Box 67860 London SE24 4AT Please mark the envelope '10 and under' or '11 – 16'.
  - upload them here as jpegs maximum size 1mb per image to the competition page on [www.startimagining.co.uk](http://www.startimagining.co.uk)
- Please include the following information:
  - age group
  - teacher's name
  - school name,
  - school address,
  - school phone number
  - contact email address
- If you are entering independently please include an adult's name and contact details.
- These details must be on the back of each image or attached to the jpegs.
- The closing date for the Start Imagining competition is 16 April 2012
- The winners will be announced on or around 10 May 2012
- The main prize will be awarded in mid-June at a mutually convenient date for both the school and the Start Imagining partners
- The judges' decision is final and no correspondence will be entered into
- Unfortunately we cannot return winning boats after they have been on display due to the fragility of the materials. However, the winning boats will be displayed on the Start Imagining website

### **About Start**

Start, an initiative inspired by HRH the Prince of Wales, aims to inspire the UK public to take simple steps towards more sustainable living. Start provides advice and inspiration for the simple, practical and fun ways in which we can all make a start, by bringing together the best ideas from all over the UK.

### **About Cool it Schools**

An online global creative programme for young people that aims to make learning about the environment a positive experience.  
[www.coolitschools.com](http://www.coolitschools.com).

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**About Craft Club**

Craft Club is a national campaign to provide children and young people with the opportunity to learn craft skills from members of their community. Craft Club was developed by the Crafts Council and UK Hand Knitting Association with the support of the National Federation of Women's Institutes. For more information visit [www.craftclub.org.uk](http://www.craftclub.org.uk).

**Freecycle**

An online network that matches people who have things to get rid of with people who can use them. [www.freecycle.org.uk](http://www.freecycle.org.uk)