



**Artsmark**  
AWARDED BY ARTS COUNCIL ENGLAND

# Transform your school with creativity



Delivered in partnership with

**Goldsmiths**  
UNIVERSITY OF LONDON

[artsmark.org.uk](https://artsmark.org.uk)



9/10  
teachers say  
Artsmark's world-leading  
training boosts  
teachers' skills and  
confidence

“  
Our Artsmark journey has  
been a **great success**. Staff are  
really **seeing the difference** that  
learning through being creative  
can make to pupil understanding  
and wellbeing.  
”  
Highfield Littleport Academy,  
Artsmark Silver

# What is Artsmark?

**Artsmark transforms whole schools and their local communities with creativity.**

With world-leading teacher CPD delivered by our national delivery partner, Goldsmiths, University of London, Artsmark empowers teachers with the skills they need to embed arts, culture and creativity across the whole curriculum.

Schools are recognised for their exceptional commitment to creativity with the Artsmark Award, accredited by Arts Council England – the only award for arts and cultural provision in England.

Artsmark is open to primary, secondary, special schools and hospital schools, as well as pupil referral units, youth offending teams and sixth form colleges in England.

**Artsmark is awarded at three levels:**  
Silver, Gold and Platinum.





“ We have seen an **increase** in whole school **attendance** over the course of our Artsmark journey. There has been a subsequent improvement in **wellbeing** and **happiness** which translates into higher levels of attendance. ”

**Springfield Junior School,  
Artsmark Gold**

# Why Artsmark?

**Artsmark is proven to support pupil outcomes and wellbeing, teacher recruitment, retention and confidence, and whole school improvement.**

With over 20 years' experience in transforming schools through arts and culture, Artsmark's growing network reaches nearly **two million pupils** in around **4,000 schools** every year.

By registering for Artsmark, you will:

- ensure every young person can be creative and can access a diverse, high-quality cultural education
- strengthen pupil voice, support personal progression, improve health and wellbeing, and develop young people's confidence, character and resilience
- engage, motivate and upskill teaching staff through Goldsmiths' world-class continued professional development training programme
- develop a broad and ambitious curriculum that embeds creativity at the heart of learning
- equip young people with cultural capital to help them succeed throughout their lives
- celebrate your commitment to arts and cultural education with your pupils, parents and local community

Find out how Artsmark can transform your school:  
[artsmark.org.uk](https://artsmark.org.uk)

**96%**  
of schools say  
Artsmark has improved  
pupil outcomes and  
supported school  
improvement

# How does Artsmark work?

The Artsmark journey supports teachers to drive change at every level – in the classroom, across the whole school and with the wider community.

Artsmark trains teachers to evaluate their school's current arts and cultural provision and builds their confidence in delivering a more creative curriculum with long-lasting impact. The flexible Artsmark process can fit around planning cycles and there's only two documents to submit.

**1 Register for Artsmark and take Module 1 – Artsmark e-learning module**

A short, interactive online training session to kick-start your journey before completing your Self-Assessment and Artsmark Development Training.

**2 Take Module 2 – Artsmark Development Training – Making Change**

In-depth training to support you to complete your Statement of Commitment.

**3 Submit your Statement of Commitment**

This is your key planning document outlining your goals for your Artsmark journey and how you'll get there.

**4 Deliver your goals and vision**

You'll receive ongoing support throughout your journey.

**5 Take Module 3 – Artsmark Development Training – Impact of Change**

Training on how to evaluate the impact of your new creative curriculum on your pupils, school and wider community. This will help you when writing your final submission – the Statement of Impact.

**6 Receive your Artsmark Award**

Your Artsmark Award is accredited by Arts Council England. There are three levels: Silver, Gold or Platinum.

Schools take up to two years to complete their Artsmark journey. Your award is valid for two years.

Find out more about the process and how we award: [artsmark.org.uk/process](https://artsmark.org.uk/process)

Photo © Richard Farnes / Awards for Young Musicians

# A long-term investment

Artsmark costs £500 for the entire two-year Artsmark journey and two years' accreditation from the Arts Council. Artsmark is just £250 if you have fewer than 100 pupils.

Your investment also gives you access and a wealth of CPD benefits including:

- Artsmark Development Training for two members of staff delivered by world-renowned Goldsmiths
- a clear framework for teachers to plan, develop and embed arts, culture and creativity across the curriculum
- ongoing support from Goldsmiths, including an online schools' network, support sessions and digital resources to assist you on your journey
- access to a vast network of cultural organisations and creative practitioners
- connections with our inspiring network of schools who champion arts and cultural education
- a certificate to mark your achievements along with resources to support you to celebrate success and prepare for your next Artsmark journey

Find out more about our costs: [artsmark.org.uk/costs](https://artsmark.org.uk/costs)

Photo © Callum McMorran, Canteencreate / LIPA Primary and High School



# About Goldsmiths' training

**Goldsmiths, University of London, is Artsmark's national delivery partner.**

Goldsmiths is renowned for its research and teaching, celebrated world-wide as a vibrant hub for creativity, arts and culture.

Over its long history, Goldsmiths has trained artists, creatives and educators, shaping the arts and cultural landscape with its distinctive approach. Its staff, students and graduates are deeply engrained in arts and cultural life; whether as household names in the arts, classroom teachers or cultural and community leaders, their contributions make a difference.

Goldsmiths' expertise and experience in creative pedagogy and cultural placemaking drives Artsmark's support and training on a national level, and supports Arts Council England's ambition to ensure that all children and young people have access to arts and cultural education across the country.



Goldsmiths have designed a learning journey to support and enable school communities to be:

- agents of change
- creative innovators of practice and pedagogy
- collaborative within and outside of their school
- critically reflective creative learning environments

**Goldsmiths**  
UNIVERSITY OF LONDON

# Your support offer

Goldsmiths' training programme offers a mixture of online and in-person sessions, networking and peer mentoring opportunities, as well as the core Artsmark Development Training.

## **Module 1 – Artsmark e-learning module**

A short, interactive online training session to kick-start your journey before completing your Self-Assessment and Artsmark Development Training.

## **Module 2 – Artsmark Development Training – Making Change**

Here you will learn to use the findings from your Self-Assessment to design and develop action research to extend and enrich arts, culture and creativity in your learning community, supporting you to complete your Statement of Commitment.

## **Module 3 – Artsmark Development Training – Impact of Change**

You'll learn how to critically examine and analyse evidence and data collected during your Artsmark journey. You will look at how these findings can be used to evaluate and assess the impact that arts, culture and creativity have in your learning community, supporting you to complete your Statement of Impact.

You'll also have access to monthly drop-in sessions with Goldsmiths and to their virtual network and resource hub for continued support.

“ I thought the training was really **empowering** and I left **excited** to compile the information needed to complete our **Statement of Impact** to show what we have achieved as a school. ”



Find out more:  
[artsmark.org.uk/support](https://artsmark.org.uk/support)

# How do we get started?

Simple! Just register through a short form on our website and we'll get in touch.

[artsmark.org.uk/register](http://artsmark.org.uk/register)



“ It lets me **express myself**. The world's quite divided at the moment and **performing arts** allows people to **come together**. ”  
Molly, Year 11



“ Artsmark is a fantastic way of **focusing on** what you already do well as a school and highlighting what you could still **strive to do**. It has driven us to take steps to ensure that strong **arts culture** is embedded within our **School Development Plan**. ”  
Hurlingham School,  
Artsmark Gold



“ Artsmark has re-invigorated **practice**, reminding us why it is so vital to continue to **inspire young people** through arts and culture, at the same time as **supporting** our whole school vision. ”  
Durham Sixth Form College,  
Artsmark Platinum



The Artsmark team is here to help:  
[artsmark@artscouncil.org.uk](mailto:artsmark@artscouncil.org.uk)



[artsmark.org.uk](http://artsmark.org.uk)