

How to bring creative learning to life



Artsmark
AWARDED BY ARTS COUNCIL ENGLAND



artsmark.org.uk



“ Our Artsmark journey has **enriched our curriculum**, stimulated teaching that has **inspired and enthused our children**, helped our pupils develop their **artistic voice** and enabled teachers to develop new **skills in delivering the arts and visual literacy**. ”

Liz Bamber, Arts Coordinator
Brunton First School

About Artsmark

Every young person should have the opportunity to create, compose and perform, as well as visit, experience, participate in and review extraordinary arts and culture.

Artsmark can help unlock the potential of children and young people, help to develop character and talent, and increase their knowledge and understanding. That's why Artsmark was created: to bring this ambition to life in every classroom and learning environment.

Awarded by Arts Council England, Artsmark provides a clear framework for teachers and education professionals to plan, develop and evaluate their arts and cultural provision.

Schools and other education settings can apply. The process is light on paperwork and flexible to each individual setting.

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



Why Artsmark?

- Inspire young people to create, experience and participate in arts and culture
- Build the confidence, resilience and drive that will help children grow into happy, articulate, successful young people
- Embed arts, culture and creativity across your whole school or setting
- Receive professional support, advice and resources to help strengthen your arts provision, motivating and inspiring teaching staff
- Gain access to the Artsmark Partnership Programme – a network of the country's most treasured cultural organisations
- Provide evidence for Ofsted on how you meet its spiritual, moral, social, cultural and student development requirements, supporting the wellbeing of children and young people

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When we set out on our Artsmark journey our plans were focused on developing our creative approaches to teaching and learning. However, the shift towards an arts focused curriculum has galvanised a feeling of pride in our school and our practice, giving pupils a tangible sense of achievement and success. As a result, our pupils are making accelerated progress and this, along with an holistic approach to our rich cultural and arts ethos has been recognised by Ofsted and our School Improvement Partners.

Sue Parillon, Head of School,
New Regent's College Pupil Referral Unit

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Photo © JMA Photography / Seachange Arts



Getting started with Artsmark

Register online at artsmark.org.uk/registration

Artsmark Development Day

When you register for Artsmark, your local Bridge organisation – one of 10 regional cultural organisations funded by Arts Council England to connect young people, schools and communities with arts and culture – will invite you to attend an **Artsmark Development Day**.

They will ask you to undertake a **Self-Assessment** using the Artsmark criteria to help you gauge your current level of provision. You will use this valuable tool at the Development Day and throughout your Artsmark journey.

Who should attend?

It is mandatory for two members of staff, including a **senior leader**, to attend the Artsmark Development Day.

The Development Day is an informative training day, setting you off on your Artsmark journey. You will get to meet and network with other schools, education settings and cultural organisations, as well as get practical advice about the Artsmark process, including:

- An overview of Artsmark
- Ways to access support throughout your Artsmark journey
- How to write your Statement of Commitment and Case Study
- Practical advice on how to develop, evidence and evaluate your provision
- Ways to celebrate your Artsmark success



Photo © Benedict Johnson / Art on the Underground



Photo © Roger Brown / Lancasterian Primary School

“ We were **guided** through the Artsmark process and encouraged to **think critically** about our aims for the arts in our school. By the end of the day, we had **built up** a clear picture of what we needed to do to **improve our arts provision** and compiled a **bank of resources** that I was able to draw upon when writing our Statement of Commitment. ”

David Rees, Music Coordinator,
Lancasterian Primary School

“ Having been through the old Artsmark model, I was pleasantly surprised by **the new format**. It is much less about number-crunching and much **more self-reflective**. Artsmark has given **senior leaders** within the school a much **clearer focus** on what they **aspire to achieve** through the arts. ”

Ryan McClelland,
Art/Senior Teacher,
The Bridge School



Photo © Artswork



The Artsmark process only requires you to submit two documents;

1. Statement of Commitment

This is the key planning document for your Artsmark journey, to tell us where you aspire to be and how you will get there. It will be used as your starting point when evidencing and evaluating your journey in the Case Study.

2. Case Study

This evidences the significant impact Artsmark has had on your whole setting, evaluating your journey since the Statement of Commitment. It should discuss goals and objectives that have been embedded and achieved across the whole curriculum.

Both these documents will be used to assess your Artsmark level; Silver, Gold or Platinum.

As you work to deliver the goals and objectives in your Statement of Commitment, you should aim to develop your setting's arts and cultural provision using the Self-Assessment framework and Arts Council England's Quality Principles.

View our guidance and templates at artsmark.org.uk/resources.

When you are ready to evaluate your work, look at the evidence you have collated and use this to analyse your Artsmark journey in your Case Study.

 Remember – your Bridge organisation is there to help: artsmark.org.uk/bridge

Your Artsmark journey

Your Artsmark journey is about establishing, embedding and evaluating the impact of arts and cultural provision within your setting, aligning your goals to the Artsmark criteria.

Artsmark criteria at a glance:

1	Demonstrate leadership
2	Embed a diverse curriculum
3	Offer staff development opportunities
4	Engage children and young people
5	Establish a wide ranging cultural offer
6	Develop valuable partnerships
7	Ensure equality and diversity for all
8	Promote arts and culture in your values and ethos

Artsmark levels at a glance:

Silver	Gold	Platinum
Emergent	Established	Stretching
Develop expertise	Develop best practice	Opinion former
Tangible results	Measurable effects	Making a difference

The Artsmark Process

Artsmark has a common sense application process that is light on paperwork and flexible to each school or setting.

Follow these six simple steps:



How long does the process take?

Artsmark is flexible to the needs of your setting and can fit around your planning cycles. Most settings take up to two years to complete their Artsmark journey.

Here are our timeframe guidelines:

- Attend a Development Day, ideally within one academic term of registering
- Following your Development Day, it usually takes at least one academic term to prepare and submit your Statement of Commitment
- You have up to two years to submit your Case Study
- Arts Council England will notify you about your award by the end of the next academic term at the very latest.

Visit artsmark.org.uk/awarding for more information.

Your Artsmark Award is valid for two years.

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The Artsmark process has allowed us to explore new methods of teaching and curriculum design in order to provide students with inspiring and engaging stimuli, by introducing them to arts professionals.

David Routledge
Head of Drama,
Abbeyfield Secondary School

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A one-off fee with no hidden extras!

To apply for Artsmark, we have a one-off registration fee of £500 (£250 for settings with less than 100 young people), which gives you access to a wealth of benefits throughout the whole Artsmark process.

These include:

- An Artsmark Development Day for two members of staff – an excellent CPD opportunity
- A clear framework for teachers to plan, develop and evaluate arts, culture and creativity across the curriculum
- Ongoing support from Bridge organisations, including support sessions and guidance on completing your Artsmark paperwork
- Access to practical teaching resources and our Artsmark Partners – a network of the country's leading cultural organisations
- Certificate of your achievement and a celebration toolkit
- Joining a national community of education settings who champion arts and culture



Support from our Bridge organisations

You will be supported throughout your whole Artsmark journey by our network of regional Bridge organisations. Bridge's are funded by Arts Council England to connect children and young people, schools and communities with arts and culture.

They support with:

- Delivering Artsmark Development Days
- Running Artsmark support sessions
- Giving you advice by phone, email or in person
- Sharing practical resources
- Introducing you to leading cultural organisations in your area

Once you've registered for Artsmark, your local Bridge will be in touch to book you onto a Development Day.

For more information and to contact your local Bridge organisation, visit artsmark.org.uk/bridge



Bridge Contacts

East of England (Northern region) – Festival Bridge

✉ artsmark@nnfestival.org.uk
☎ 01603 878 285
🌐 nnfestival.org.uk/artsmark

East of England (Southern region) – Royal Opera House

✉ artsmark@roh.org.uk
☎ 01708 891 200
🌐 roh.org.uk/learning/royal-opera-house-bridge/artsmark

East Midlands – The Mighty Creatives

✉ artsmark@themightycreatives.com
☎ 0116 2616 834
🌐 themightycreatives.com/schools/artsmark

London – A New Direction

✉ artsmark@anewdirection.org.uk
☎ 0207 608 2132
🌐 anewdirection.org.uk/artsmark

North East – Culture Bridge North East

✉ enquiries@intheforge.com
☎ 01207 284 515
🌐 culturebridgenortheast.org.uk/artsmark

North West – Curious Minds

✉ info@curiousminds.org.uk
☎ 01772 827 001
🌐 curiousminds.org.uk/artsmark

South East – Artwork

✉ artsmark@artwork.org.uk
☎ 02380 332 491
🌐 artwork.org.uk/artsmark

South West – Real Ideas Organisation

✉ bridge@realideas.org
☎ 08458 621 288
🌐 bridge.realideas.org

West Midlands – Arts Connect

✉ artsmark@wlv.ac.uk
☎ 0121 446 3204
🌐 artsconnect.co.uk/artsmark

Yorkshire and the Humber – IVE

✉ hello@weareIVE.org
☎ 01133 223 050
🌐 weareive.org/bridge/artsmark

Artsmark Partnership Programme

The Artsmark Partnership Programme is a network of arts and cultural organisations who can support schools and education settings on their Artsmark journey.

The Artsmark Partner logo provides assurance that the organisation understands the requirements of the Artsmark process and has committed to adhere to robust best practice guidelines.

Through our Artsmark Partnership Programme, Artsmark settings will be able to confidently identify endorsed organisations that can add value to their Artsmark journey and inspire their children, young people and staff.

Artsmark Partners can offer:

- Workshops and courses
- CPD opportunities
- Offers for performances and exhibitions
- Online resources
- Knowledge of the local arts and cultural landscape
- Expertise on progression routes in the creative industries
- Work placement and apprentice opportunities
- Advice and support with Artsmark and embedding arts and culture across the curriculum

For more information about the Artsmark Partnership Programme, visit artsmark.org.uk/ArtsmarkPartners or contact your local Bridge organisation.



**Artsmark
Partner**

Supporting cultural education, endorsed by Arts Council England

Opening doors for strategic planning

Leeds Museums and Galleries took part in the Artsmark Partnership Programme pilot in 2015/16, working with 10 primary, secondary and SEND schools at the beginning of their Artsmark journey. The partnership led to schools enhancing young people's cultural experiences, improving schools' confidence in artistic best practice and developing training and CPD opportunities for staff.

Leeds Museums and Galleries found that engaging with schools at the early stages of their Artsmark journey was extremely valuable as they could discuss their definition of arts, culture and best practice. For example, six schools said they wanted to 'increase the amount of creativity across the curriculum' but weren't quite sure how, as they just knew they wanted more but didn't feel they had the skills to do it.

Kate Fellows, Lifelong Learning Manager for Leeds Museums and Galleries, led the project and explains: "Their apprehension wasn't about having a lack of creative ideas or vision, it was about confidence. We were able to support schools in experimenting with their artistic processes and build relevant and meaningful CPD and training opportunities for staff."

"The Artsmark Partnership Programme is an opportunity to develop sustainable, long term partnerships with local and regional schools to share planning and embed sustainable arts practices."



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Our **Artsmark** journey has surpassed our expectations. Staff **morale is high**, we feel colleagues are on board more than ever before. **Children, parents** and members of the **community** are excited by all things arts at Appledore.

Kate Harvey, Arts Coordinator,
Appledore School

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We are all born as **creative** and **inquisitive** individuals. In a more complex **society**, we increasingly depend on the **creative** individual.

Darcey Bussell, Ballerina
and Strictly Come Dancing
Judge

”



“

Music makes my **heart feel happy**.
I love music!

Gabby, Year 2

”

“

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

Molly, Year 11

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“

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 a strong **arts culture** is embedded within our **School Development Plan**.

Andy Thwaite,
Head of Arts Faculty,
Hurlingham School

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Photo © Sean Goldthorpe / 11 Million Reasons / People Dancing



**The Artsmark team is here to help
you on your Artsmark journey.**

**For all enquiries, contact us
on 0161 934 4317 or email
artsmark@artscouncil.org.uk**

**🐦 @Artsmarkaward 📘 /Artsmark1
artsmark.org.uk**