

# Your Artsmark Award



***Understand  
your feedback, plan  
your next journey  
and celebrate your  
success***



**“Being an Artsmark setting demonstrates that through offering a broad, balanced and creative curriculum, young people have the opportunity to develop character and talent and increase their knowledge, curiosity and skills that will remain with them as they go through adult life.**

**So, thank you for helping our children grow into innovative, articulate and successful young people. We look forward to working with you to ensure every young person has access to the high-quality cultural education you offer.”**

**Darren Henley, Chief Executive,  
Arts Council England**

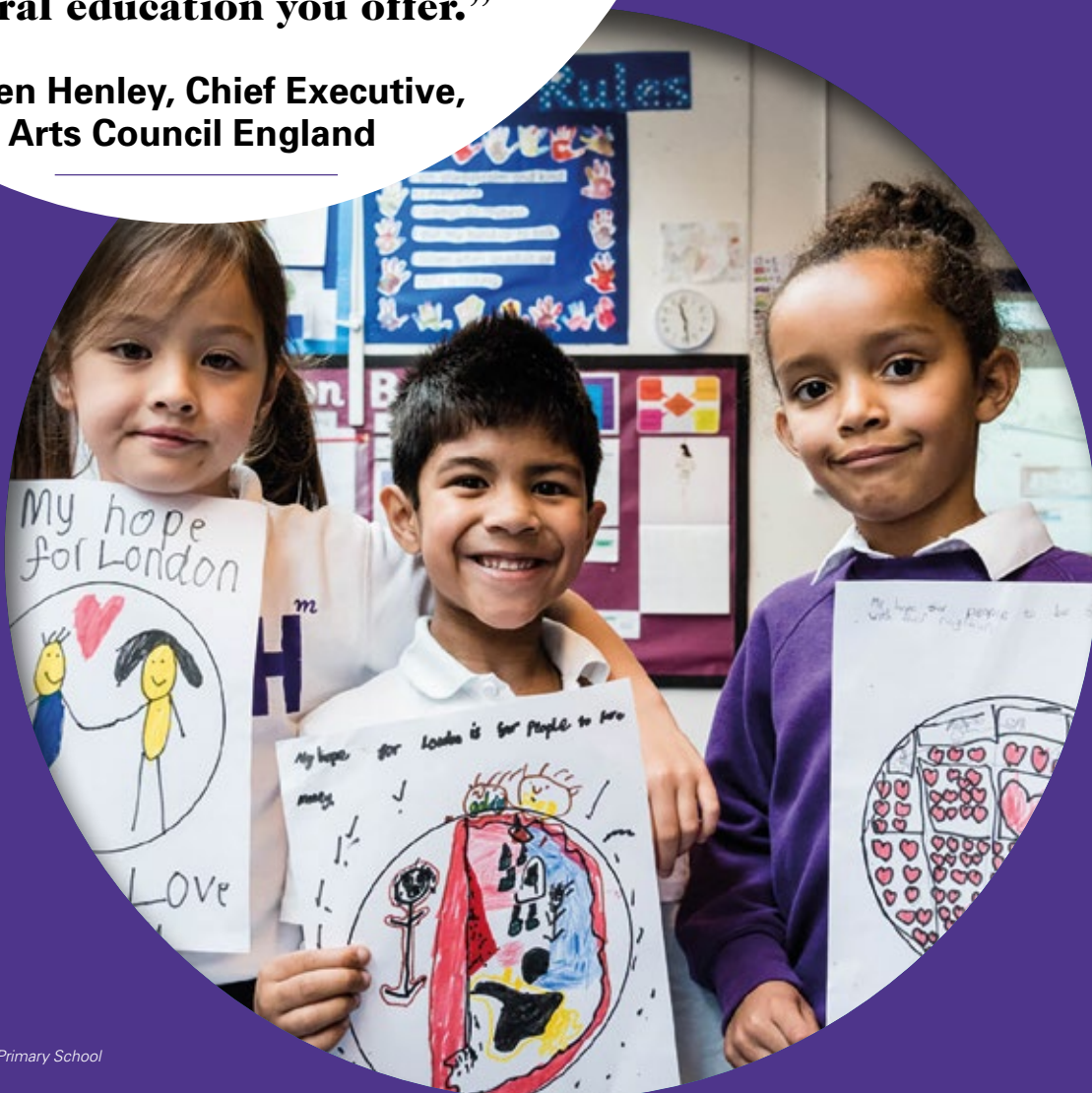


Photo © Em Fitzgerald / Hugh Myddelton Primary School

## **Congratulations on achieving your Artsmark Award!**

We want to extend a huge thank you for your commitment to championing arts and cultural education and are delighted to present you with your Artsmark certificate, which has been designed by award-winning illustrator and children’s author, Coralie Bickford-Smith.

We’ve developed this handy booklet to help you **reflect** on your achievements, **understand** how we assessed your award and **support you** to plan your next Artsmark journey. At the back of this booklet you’ll find a resource to kick-start your reflection and planning process.

## **Celebrating your success**

An Artsmark communication toolkit is enclosed with your certificate. This provides lots of useful ideas and tools to help you celebrate your award, including a draft press release and letter to your local MP. You can also download digital versions at [artsmark.org.uk/success](https://artsmark.org.uk/success) and order a limited edition wall plaque – but hurry, they won’t last forever as they’re available on a first come, first served basis.

Don’t forget to share your celebration stories with us by tweeting us @ArtsmarkAward or tagging us on Facebook /Artsmark1.



Photo © Roy Ealden / Zest Theatre



## Keep up the great work!

Your Artsmark Award is valid for two years so it's best to re-register as soon as possible so you can start your next application before your award expires.

Re-register at [artsmark.org.uk/registration](https://artsmark.org.uk/registration)

By re-registering for Artsmark you can:

- Share your experience with other settings and develop your position as a mentor and leader in cultural education
- Engage more staff members on your next Artsmark journey, ensuring all your staff are championing creativity
- Demonstrate your long-term commitment of to a broad, balanced and creative curriculum to pupils, parents and your local community
- Challenge yourselves with new stretching goals to further strengthen your arts and cultural provision and build upon your achievements
- Develop new partnerships with skilled arts and cultural professionals through the Artsmark Partnership Programme
- Use the Artsmark framework to further embed creativity across your curriculum and your provision
- Benefit from access to professional support, advice and resources

## Don't just take our word for it!

Treetops School in Essex achieved their second Artsmark Gold Award in July 2018.

**"We have seen a real increase in pupil engagement, both in our own school and in the other schools that we have worked with through our outreach programme.**

**Using Artsmark has influenced changes for the better at a whole school level. We are much more open to working with new partnerships and bringing as many new opportunities into the school as possible.**

**The fact that this vision and ethos has been shared by everyone from the Chair of Governors and SLT, to all the staff and pupils, means that the journey has been an even more positive one than we conceived at the beginning.**

**This is by no means the end of our journey, it is just a snapshot of an ongoing cycle. We passionately believe in the transformative power of the arts and are committed to continue to use Artsmark as a valuable tool in our work with young people with special education needs."**

**Angela Davies, Assistant Head,  
Treetops School**

## How we assessed your award

Our assessors reviewed your Statement of Commitment and Case Study using the Self-Assessment framework criteria to award your Artsmark level. They made their assessment based on:

- how the arts and cultural provision in your setting has developed over time
- the impact that has been evidenced in your submissions
- the journey your setting has made against the Self-Assessment criteria

Along with your award, we provide a short feedback comment. This comment highlights the strengths of your application as well as suggesting areas for development in your next Artsmark journey.

**"As an assessor it is heartwarming to hear about the positive impact settings' Artsmark journeys are having across the curriculum in terms of planning, CPD, peer-to-peer support, pupil engagement and leadership.**

**We know your settings never stand still, so we give meaningful feedback that highlights strengths and achievements as well as suggesting pointers for next steps as you continue with your Artsmark work.**

**We hope by giving such feedback, you feel supported to maintain the momentum to stretch yourselves even further to influence outcomes for your pupils."**

**Dame Reena Keeble Ed.D, former  
primary school headteacher**





Artsmark levels explained...

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

The statements below use the Self-Assessment framework criteria to give you a deeper understanding of what is expected at each level. You can use these statements alongside your feedback comment to showcase your achievements and plan your next Artsmark journey.

| Artsmark Silver  | Artsmark Gold   | Artsmark Platinum  |
|--|---|--|
| <p>Arts Council England celebrates your ongoing commitment to arts and cultural education, and the opportunities emerging across your whole setting.</p> <p>Your children and young people are offered equal opportunity to participate in a broad range of arts and cultural experiences, and you recognise the importance of development opportunities for your staff that have tangible results in these areas.</p> <p>You understand the value of working with arts and cultural organisations and other settings, and are developing partnerships to enhance your provision.</p> <p>Your children and young people have an opportunity to develop their knowledge, skills and understanding of arts and culture, and you are working to instil confidence and build on the foundations of your provision.</p> | <p>Arts Council England celebrates your ongoing commitment to arts and cultural education at a leadership level, and the opportunities established across your whole setting.</p> <p>Your children and young people are offered equal opportunity to plan, experience, participate in, and evaluate a broad range of high-quality arts and cultural activities, and you recognise the importance of development opportunities delivered by specialists for your staff that have measurable effects in these areas.</p> <p>You engage with a range of arts and cultural organisations and other settings, and can evidence the positive impact of these partnerships.</p> <p>Your children and young people have an opportunity to further develop their knowledge, skills and understanding of arts and culture, and you are working to share the good practice you have established.</p> | <p>Arts Council England celebrates your ongoing commitment to arts and cultural education at a governing body level, and the opportunities stretching your whole setting. Your children and young people are offered equal opportunity to influence, lead, experience and evaluate a broad range of high-quality arts and cultural activities across a wide range of media, and you contribute to development opportunities in these areas for your staff and others that make a difference in these areas.</p> <p>You have strong partnerships with arts and cultural organisations and other settings, and can evidence the long-lasting positive impact of this collaboration.</p> <p>Your children and young people have an opportunity to continually develop their knowledge, skills and understanding of arts and culture, and you are working to become an opinion former and further progress the leadership role you have established.</p> |

Are you ready to continue on your next journey?  
Follow our three simple steps:

- 1. Reflect on your achievements and areas for development
- 2. Plan your next Artsmark journey
- 3. Access support and build new partnerships

1 Reflect

When reflecting on your Artsmark journey you should focus on two key areas:

- Your **achievements**
- Your areas for **development**

By breaking down your reflections in this way you can celebrate your achievements and start to think about how you develop even further.

Your feedback

Your feedback comment is a great place to start when reflecting on your Artsmark journey. You can find it in your award notification email.

Having read your feedback, highlight the key things mentioned by the assessor. This could be areas of strength:

*“in-house CPD has improved teacher’s skills and confidence”*

or areas for development:

*“provide more opportunities for pupils to shape their own learning”*

Your submissions

Your Statement of Commitment and Case Study hold all the information about your journey. They show the impact that Artsmark has had in your setting and outline the goals and objectives you set yourselves.

Read back over these documents with staff, teachers and senior leaders, so together, you can evaluate the journey you have been on.



Bring everything together

After reading your feedback comment and your submissions you’re now ready to complete the first resource – Reflection – at the back of this booklet.



## 2

## Plan

Now it's time to start planning.

### Re-register at [artsmark.org.uk/registration](https://artsmark.org.uk/registration)

Once you have re-registered you will be invited to a new Development Day. This will ensure you are up to date with all our latest developments and will give you the opportunity to share the expertise gained in your previous journey with other settings, supporting peer-to-peer learning and developing partnerships.

### Get together and start planning

Teachers, staff and senior leaders should work together right from the start when planning an Artsmark journey. You may want to include new staff members in this journey, so the Development Day is a great way to introduce them to the Artsmark process.

Together, look at the Planning resource at the back of this booklet. It has some prompts that will get you thinking about how you can align your existing development plans to Artsmark. If you have already completed the Reflection part of the resource, you may find some inspiration in those answers.

### Build on your previous journey

Use your completed Reflection and Planning resource to think about what your setting's strengths are, and what you might like to focus on in your next Artsmark journey. Use these reflections to undertake a new self-assessment.

To undertake a self-assessment, read through the Self-Assessment criteria and assess where your setting's provision now sits, which may scatter across three award levels. Your Self-Assessment can be taken to your Development Day, and this is when you begin writing your new Statement of Commitment.

In your new Statement of Commitment, you can talk about the achievements and challenges from your previous Artsmark journey. This shows our assessors how your setting has built upon the reflections from your previous journey, and use them to set new stretching objectives. You can then evidence and evaluate the impact of these objectives in your new Case Study.

Our assessors won't see your previous Statement of Commitment or Case Study when they assess your new application. They assess each application independently, and can award Silver, Gold or Platinum Artsmark.

Artsmark is committed to developing high-quality arts and cultural education over time. You don't have to aim for the next award level in your new application. Many of our settings embed at the same level over multiple applications before they are ready to work towards the next award levels. Set yourself challenging but achievable objectives that can be used to evidence the impact of your work.



## 3

## Access support

Support is always on hand for settings starting a new Artsmark journey.

### Bridge organisations

Your regional Bridge organisation will be delighted to see that you have re-registered for Artsmark, and will be there to support you throughout your journey. Bridge organisations provide support sessions on a variety of topics that you are welcome to attend, including writing your Statement of Commitment and helping you evidence the impact of your work. They can also put you in touch with other settings in your area who are championing arts and culture. Find your local Bridge organisation's details at: [artsmark.org.uk/Bridge](https://artsmark.org.uk/Bridge)



**Artsmark  
Partner**

*Supporting cultural education, endorsed by Arts Council England*

### Artsmark Partnership Programme

The Artsmark Partnership Programme is a network of artists and organisations who want to support settings with Artsmark. Each Artsmark Partner has received training so they can support you to embed arts and culture across the curriculum. Working with an Artsmark Partner also allows you to develop long lasting and impactful relationships with local artists and organisations. To discover an Artsmark Partner in your area, contact your regional Bridge organisation.



Far left: Photo © Oxford University Museums  
Left: Photo © Harriet Armstrong / Musiko Musika



Photo © Mark Savage /  
Our Lady's Catholic  
High School

Resource

Reflection

Together, teachers, staff and senior leaders should use this table to reflect on the Artsmark journey. By reflecting on your journey you can identify your greatest achievements and areas to develop in your next application. These resources are also available to download at [artsmark.org.uk/resources](https://artsmark.org.uk/resources)

| Your greatest achievements                                | Why was this such an achievement?    | How can you link this to your feedback comment?        | How can you link this to the Self-Assessment criteria? | How could you build on this in your next Artsmark journey? |
|---|--------------------------------------|--|--|--|
| What has had a positive impact on your...                 |                                      |  |  |  |
| Children and young people                                 |                                      |  |  |  |
| Teaching staff  |                                      |  |  |  |
| Community   |                                      |  |  |  |
| Your areas for development                                | Why is this an area for development? | How can you link this to the Self-Assessment criteria? | How can you link this to your feedback comment?        | How could you build on this in your next Artsmark journey? |
| Something that didn't go to plan                          |                                      |  |  |  |
| Something you were unable to achieve in your last journey |                                      |  |  |  |

Resource

Planning

Once you have reflected on your journey you will be well placed to start planning. Get together with your teachers, staff and senior leaders to ask yourselves the following questions.

| Planning prompt  | Your answer | How can you link this to the Self-Assessment criteria? |
|--|-------------|--|
| What are your strategic development priorities over the next few months/years?                       |             |  |
| How can Artsmark help you fulfil your development/improvement plan?                                  |             |  |
| What didn't go to plan last time? Will you revisit this in your next application?                    |             |  |
| What had the biggest impact on your children, young people, staff and wider community?               |             |  |
| How can you build on your achievements to date? Where can you stretch your setting further?          |             |  |
| What new partnerships would you like to make? Which existing ones would you like to develop further? |             |  |
| How will you support and influence other schools or educational settings?                            |             |  |
| What challenges might stop you from achieving your Artsmark goals? How can you prepare for these?    |             |  |
| What support would you like to access during your next Artsmark journey?                             |             |  |



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

**Contact us on 0161 934 4317 or  
email [artsmark@artscouncil.org.uk](mailto:artsmark@artscouncil.org.uk)**

** @Artsmarkaward  /Artsmark1  
[artsmark.org.uk](http://artsmark.org.uk)**



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