

*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 be creative and to experience and participate in extraordinary arts and culture.

The Artsmark Award is the only creative quality standard for schools and education settings. It can help unlock young people's potential, building their confidence, character and resilience.

Use Artsmark's clear and flexible framework to embed creativity across the whole curriculum, address school improvement priorities and bring learning to life in every single lesson.

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

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



Why Artsmark?

- Build young people's confidence, character and resilience through creativity
- Support the health and wellbeing of pupils through arts and culture
- Strengthen pupil voice and develop young people's leadership skills through Artsmark
- Meet Ofsted's requirements for Quality of Education by using Artsmark's flexible framework to maintain a broad and ambitious curriculum that connects learning across all subjects
- Access professional support, advice and resources to strengthen your arts provision
- Develop new partnerships with the country's most treasured cultural organisations

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I would highly recommend any school to embark on the Artsmark journey. The outcomes have far exceeded expectation. We have grown as educators and as a direct result, pupils' outcomes have improved manifestly.

”

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



Getting started with Artsmark

Register online at artsmark.org.uk/registration

Artsmark Development Day

You will be invited to attend a **Development Day**, an informative training day that will set you off on your Artsmark journey. You need to undertake a **Self-Assessment** using the Artsmark criteria with colleagues and senior leaders before attending.

You will use the Self-Assessment framework at the Development Day and throughout your journey. It will support the planning, delivery and evaluation of your commitment to Artsmark.

Who should attend?

Two members of staff, one of which is a senior leader within your setting, must attend the Artsmark Development Day.

At the Development Day you will discover:

- An overview of the Artsmark process
- Ways to access support throughout your Artsmark journey
- How to write your Statement of Commitment and Statement of Impact
- Practical advice on how to develop, evidence and evaluate your provision
- Ways to celebrate your Artsmark success
- Networks of other schools, education settings and cultural organisations who can enrich your journey



Photo © Roger Brown / Lancasterian Primary School



Photo © The LPA, Xavier Fiddes / Southampton Youth Offending Service

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*Our Artsmark journey has been crucial in **helping shape our thinking**, give us new ideas and a **sense of purpose**. Our regional Bridge organisation has been very supportive in encouraging **strategic support and making links** with local partners.*

**Michael Botham, Service Manager,
Sandwell Youth Offending Service**

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“

*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**



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 Statement of Impact.

2. Statement of Impact

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 Statement of Impact.

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

Artsmark levels at a glance:

Overview	Silver	Gold	Platinum
Quality of provision	Emergent	Established	Stretching
Pedagogy	Develop expertise	Develop best practice	Opinion former
Impact	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:

1

Register

Register your school or education setting by completing the short form on our website artsmark.org.uk/registration

Undertake a Self-Assessment

The **Self-Assessment** outlines the Artsmark criteria for each level, Arts Council England's Quality Principles and should be used throughout your journey.

2

Attend a Development Day

Within **THREE MONTHS** of registering, two members of staff including a senior leader, should attend a **Development Day** with your local Bridge organisation. Here you will start to write your Statement of Commitment.

Re-register

Start your next Artsmark journey to set new goals and keep your Artsmark momentum going.

3

Write and submit your Statement of Commitment

Using the **Statement of Commitment** template, tell the Arts Council about your goals and ambitions for Artsmark. You need to submit this to Arts Council England within **THREE MONTHS** of attending the Development Day.

6

Receive your Artsmark Award and celebrate!

You will be notified about your Artsmark Award by the end of the next academic term after you submit your Statement of Impact at the very latest. There are three levels; Silver, Gold or Platinum and your award lasts **TWO YEARS**.

4

Deliver, develop, evidence and evaluate your goals

Once you have submitted your Statement of Commitment, you have up to **TWO YEARS** to deliver and develop your goals so you can **evidence and evaluate the impact** in your Statement of Impact.

5

Write and submit your Statement of Impact

Use the **Statement of Impact** template to reflect on your Artsmark journey since writing your Statement of Commitment and submit this to Arts Council England.

Submit it at a time that's right for your setting as long as it's within two years of submitting your Statement of Commitment.

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 three months of registering
- Following your Development Day, it usually takes about three months to prepare and submit your Statement of Commitment
- You have up to two years to submit your Statement of Impact
- Arts Council England will notify you about your award by the end of the next academic term after you submitted your Statement of Impact

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

Your Artsmark Award is valid for two years.



*“ Artsmark has become a central element of our **strategic priorities** and has been a valuable tool in helping us **advance our arts agenda**. It has helped us to continually reflect and **challenge ourselves** to deliver the best arts provision for our children and young people. ”*

Edward Clark, Head of Art and Design, Thomas Gainsborough School

Our fee has no hidden extras!

The Artsmark fee is £500 (£250 for settings with less than 100 young people), which gives you access to a wealth of benefits throughout your whole Artsmark journey.

Benefits include:

- An Artsmark Development Day for two members of staff – an excellent CPD opportunity
- A clear framework for teachers to plan, develop and embed arts, culture and creativity across the curriculum
- Ongoing support from Bridge organisations, including support sessions and guidance on completing your Artsmark application
- Access to our Artsmark Partners – a network of the country's leading cultural organisations
- Certificate of your achievement along with resources to support you celebrate success and prepare for your next Artsmark journey
- 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. Bridges 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 Bridge will be in touch to book you onto a Development Day.

For more information and to contact your regional 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/our-work/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 – Artswork

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

South West – Real Ideas Organisation

✉ bridge@realideas.org
☎ 0330 223 4158
🌐 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.

“

The Artsmark Partnership Programme develops long-term partnerships with local and regional schools to share planning and embed sustainable arts practices.

Kate Fellows. Lifelong Learning Manager for Leeds Museums and Galleries

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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 Bridge organisation.



Look out for the 'Artsmark Partner' logo!



Artsmark Partner

Supporting cultural education, endorsed by Arts Council England

Photo © The LPA, Xavier Fiddes / Elmhurst Primary School



Artsmark Partners come in all shapes and sizes, offering a whole host of exciting opportunities for your children and young people.

Here's five reasons why you need a Partner in your life:

1 They understand your Artsmark priorities

Artsmark Partners are well informed about the Artsmark criteria, and are briefed about your Artsmark objectives and can help you get there.

2 They open doors to wider networks

The Artsmark community is ever growing, yet we understand you can sometimes feel lonely and isolated in your practice. Artsmark Partners have their own network of schools and practitioners in your area who can help open doors to new friends and colleagues.

3 Develop long-term, collaborative relationships

The most successful partnerships are those who have a long-lasting two-way relationship. Artsmark Partners and settings get to share their knowledge, advice and expertise with each other, ensuring exciting opportunities for young people.

4 Change young people's lives

Bring new opportunities in-house, or take your pupils on an extraordinary adventure. From a shy young boy playing the lead character in a school play, the formation of a student rock band who went on tour, to 1000 primary school pupils singing on a public stage, the opportunities are endless.

5 Hit the mark

One of the eight Artsmark criteria you need to demonstrate is developing valuable partnerships. Working with an Artsmark Partner helps you hit the partnership mark!

For inspirational Artsmark Partner stories visit our Teaching with Creativity hub: tes.com/teaching-with-creativity-hub. Google 'Artsmark Partnership Programme YouTube' to watch our film.



“
*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.*
Ruth Robinson
 Lead Teacher and Leader of Learning:
 Arts, English & Business, Durham Sixth Form College
 ”

“
*Many of our great scientists were **exceptionally artistic** and creative people. When we nurture **creative understanding** and expression, our students develop as more rounded, **tolerant and positive** individuals!*
Nigel Ranson, Headteacher,
 Our Lady's Catholic High School
 ”

“
*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
 ”

“
*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
 ”





The Artsmark team is here to help:

0161 934 4317

artsmark@artscouncil.org.uk

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

**For case studies and resources to inspire arts, culture and creativity
in the classroom, visit: tes.com/teaching-with-creativity-hub**