

Do the arts engage and motivate your school community? Does your school want national recognition?

The government's position for cultural education in England was set out in a summary report published last year. In it, Education Secretary Michael Gove said that 'no education can be complete without the arts and creativity playing a central role in a child's life. Successful schools put culture at the heart of their curriculum. I want all schools to be able to emulate, indeed surpass, those which are currently outstanding.'

Artsmark and Arts Award are complementary programmes that can help your school put arts and culture at the heart of school life. Both programmes can help raise a school's profile and build sustainable partnerships with arts and cultural organisations, the local community and other schools and colleges.

What is Artsmark?

Artsmark is a prestigious award for schools that recognises commitment to high quality arts and cultural education. It is Arts Council England's flagship programme enabling schools and other educational organisations to evaluate, strengthen and celebrate their arts and cultural provision.

Achieving Artsmark status demonstrates that a school has a number of very special qualities. It demonstrates that they:

- have carried out a thorough auditing of their arts provision – the Artsmark process is a great tool for school improvement
- have been nationally recognised by Arts Council England for providing children and young people with excellent arts and cultural education
- contribute to the cultural aspect of Ofsted's requirement that a school promotes students' spiritual, moral, social and cultural development
- are forward thinking and open to development
- are committed to investing in their staff and young people
- have an effective approach to building sustainable relationships with arts and cultural organisations
- value the arts and culture through a broad and balanced curriculum

Artsmark is available at two levels – Artsmark and Artsmark Gold. To apply, schools register for the Artsmark network where they can access a whole host of support from face-to-face training, forums, and online tools and inspiration to help them complete their application. Applications for the 2013/14 academic year are now open and schools can apply at any time during the academic year. Artsmark status lasts for three years and schools can use the Artsmark logo on their letterheads, websites and newsletters, celebrating their great achievement. Find out more about Artsmark at www.artsmark.org.uk.

'Ofsted were very impressed by everything we had to tell them about our links with arts organisations and the impact they had on pupil's learning.'
Sharron Colpitts-Elliott, Headteacher, Rockcliffe First School (Artsmark Gold).

In addition to gaining Artsmark for the whole school, students can benefit from achieving their own Arts Award.

What is Arts Award?

For the benefit of governors, here's an overview of Arts Award:

Impact - Arts Award offers unique, nationally recognised qualifications for ages up to 25. Schools report that Arts Award has a positive impact on students' literacy, engagement and attendance, helping them to build the skills they need for success in GCSEs, further education and employment whether in the arts industry or elsewhere.

Benefits for schools - Offering Arts Award supports achieving Artsmark status, and provides a framework for working in partnership.

Value - Arts Award is available at five levels, four of which are accredited on the Qualifications and Credit Framework. Accreditation starts at Entry Level 3 and goes up to a Level 3 certificate with UCAS points.

Flexibility - The flexible framework can be used to support curriculum or extra-curricular activity and build links between year groups and subject areas. Arts Award can be delivered by teaching or support staff, or visiting practitioners.

Inclusive - Arts Award embraces all interests and abilities, and develops creativity, communication and leadership skills. Students can achieve an award through any arts, media or cultural activity – from fashion to film-making, poetry to pottery.

Getting started with Arts Award is simple. At least one member of the school staff should train as an Arts Award adviser by attending a short course. Book in house training for six or more to get training tailored to your school. Or you can book onto a course at various locations throughout the year. Find out more at www.artsaward.org.uk/training.

'Arts Award has had a huge, measurable impact. As well as raising the profile and levels of achievement in arts subjects, it has provided a creative and supportive environment where learners can build confidence and take risks.' Mandi Collins, Vice Principal, Thomas Estley Community College

Both programmes are delivered by Trinity College London on behalf of Arts Council England and 10 regional Bridge organisations drive participation. Bridge organisations across the country have an array of opportunities to support Artsmark and Arts Award delivery, from regional conferences and networks to share practice, to specialist briefings and showcase opportunities. Find out more about your local Bridge organisation, Arts Connect West Midlands, offer at www.artconnectwm.co.uk/.

Alternatively you can phone Trinity's support team on 020 7820 6178.

To read the government's 'Cultural Education' document visit www.gov.uk/government/publications/cultural-education

1. **About Artsmark:**

Trinity College London was appointed as the national delivery provider for Arts Council England's [Artsmark](#) programme. Trinity also manages Artsmark's complementary programme, [Arts Award](#), in association with the Arts Council.

Artsmark was established 12 years ago by the Arts Council. Over 7500 schools and other education settings have achieved Artsmark or Artsmark Gold since the start of the programme with 3200 settings currently holding Artsmark status.

Achieving Artsmark status is nationally recognised as demonstrating excellence in arts and cultural provision. Schools, further education colleges and youth justice settings across England can apply. The Artsmark process provides a valuable audit tool, enabling organisations to evaluate their arts provision and identify areas where they may need to develop. Achieving Artsmark means that schools and others can celebrate their success in offering high-quality arts and cultural experiences to all their students.

The annual fee to join the Artsmark network is £40 and the Artsmark application fee is £60 for the 2013/14 academic year.

For more information about Artsmark visit www.artsmark.org.uk or phone 020 7820 6178.

2. **About Arts Award**

Arts Award supports young people to develop as artists and arts leaders. Young people aged up to 25 of all abilities and interests can gain an Arts Award through any arts, media or cultural activity. Through Arts Award, children and young people can get recognition for their artistic achievements and enjoyment of the arts.

Arts Award has five levels*, four of which are accredited on the QCF (Qualifications and Credit Framework). The award assesses personal creative development and helps to prepare young people for further education and employment. Young people develop their art form knowledge and understanding, alongside their creativity, communication and leadership skills. Trained Arts Award advisers (usually a professional artist, teacher or youth worker) support young people to achieve their aspirations. For more information about Arts Award, call 020 7820 6178 or visit www.artsaward.org.uk

Arts Award is managed by Trinity College London in association with Arts Council England working with 10 regional Bridge organisations.

* Gold is accredited at QCF 3 Level (which also carries 35 UCAS tariff points), Silver at Level 2, Bronze at Level 1 and Explore at Entry Level 3. Arts Award Discover is an introductory level which is not accredited on the QCF.

3. About Arts Council England:

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. The Arts Council supports a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2011 and 2015, Arts Council England will invest £1.4 billion of public money from government and an estimated £0.85 billion from the National Lottery to help create these experiences for as many people as possible across the country.

For more information visit www.artscouncil.org.uk.

Jenny Clarke

**Marketing & Communications Officer,
Artsmark**

[We are pleased to be able to bring these awards to the attention of governors – they are currently undertaken by a number of local schools and it does show that it is possible to pursue such a provision in order to widen children's enjoyment of school (and an interest for later life) despite the more academic strictures of the current curriculum, at the same time with the full blessing of Ofsted and Sir Michael Wilshire].