

A.N.D

A new direction for arts,
culture and young london

Brokerage models

A horizon scan

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A New Direction



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About this report

Anecdotally we know that schools can struggle to find and select cultural opportunities and/or providers to suit their needs. We also know that cultural organisations are often unsure about how to best engage schools with their offer. More broadly, we know that not all schools have the same level of confidence when it comes to commissioning cultural organisations and practitioner.

The following slides give an overview of a range of existing programmes and initiatives from the UK and abroad which help schools and cultural providers meet and work together. We refer to them as ‘brokerage’ models and they can be broadly divided into:

- Web portals and databases of cultural partners and activities aimed at schools/educators/young people/parents
- Tailored support for schools (e.g. planning their curriculum, selecting cultural partners and activities, training teachers, sharing examples of best practice)
- Platforms offering curriculum resources for teachers (e.g. lesson plans, video resources etc)

This report should be read alongside *“Closing the information gap - AND research on brokerage between schools and cultural organisations”* as context to the issue of brokerage between schools and the cultural sector

Web portals and databases

Creativity Scotland

www.creativityportal.org.uk



What is it? A one stop shop for teachers, community leaders and educators across lifelong learning. It spans arts, languages, maths, science, social studies, technologies; and different phases of learning – early years, primary, secondary, over 16, adult education, CPD.

Funded by the Scottish Government and National Lottery, it is managed by Creative Scotland (the national agency for Scotland's arts, screen and creative industries) and Education Scotland (national agency for promoting improvement in the quality and effectiveness of education).

Its aim is cultivating creative teaching and embedding creativity in learning and the wider curriculum as well as promoting access to arts and culture in general. Increasing practitioners' skills and confidence in teaching and learning, CPD. It has had 30,000+ unique visitors to date and has over 500 people signed up to it.

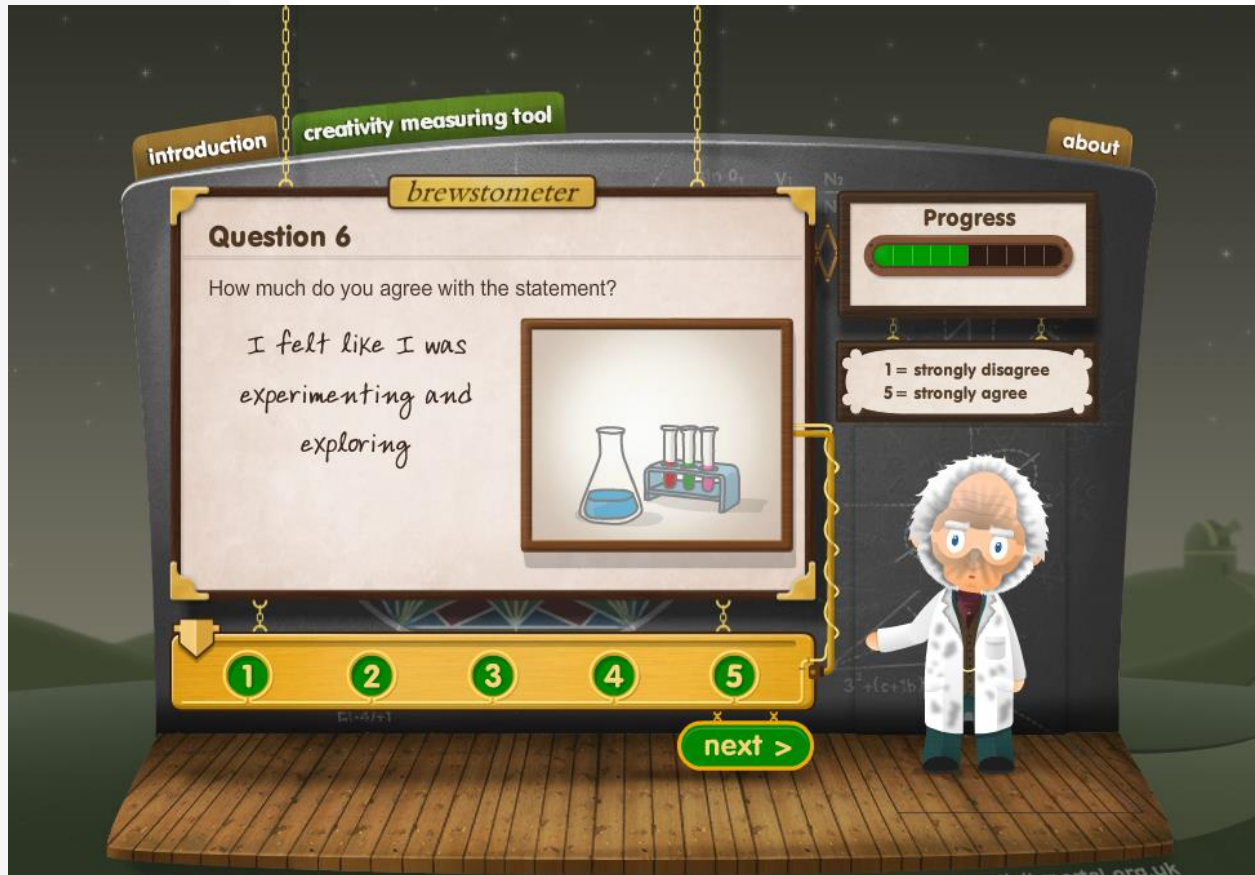
Creativity Scotland



What are its key features?

- **Directory** featuring 85 quality assured cultural partners (although there are plans to expand the portal and broaden the range of practitioners from a number of subjects across the curriculum); There is a description and named contact details for every partner
- **Quality assurance** is based on a **feedback system for participants** called the *Brewstometer* (www.brewstometer.org.uk/) – a survey checking how the experience of workshops/courses/performances made participants feel, what skills they developed and to what extent imagination and creativity were part of the experience
- **Local Authority** contacts (e.g. arts and culture officers, coordinators)
- Toolkits, resources, blogs newsfeeds, user generated content, sharing good practice, videos, interviews, links to funding opportunities

Creativity Scotland



The *Brewstometer* includes five-point-scale questions such as:

- Did it make you use your imagination?
- Did you feel that the time passed quickly during the activity?
- Will you talk about it with friends and family?
- I would like to take part in an activity like this again

Culture net

www.culturenetwm.co.uk

What is it? Run by Arts Connect West Midlands, Culture net is described as the primary source of information on arts and cultural provision for children and young people in the West Midlands.

It contains information about and profiles the major providers in the sector (music, media, film, theatre, digital arts, dance, visual arts, museums, archives, libraries and heritage organisations) offering activities for 0-19 year olds in schools and other education settings.

It includes all NPOs, all accredited museums and registered libraries/archives in the region, heritage organisations, film and media providers and some individual practitioners. It signposts education establishments to opportunities, networks, resources, data on engagement and demand/gaps in provision to help planning. It is a planning tool as well as a 'what's on' guide.

Culture net

www.culturenetwm.co.uk



ARTS PROVIDERS

The Arts and Culture Providers area includes information on arts, museums, libraries, heritage, film and digital media activity. Please use the tools below to obtain your results from Culture Net.





HI CATERINA,
YOU ARE SIGNED IN
TO CULTURE NET.

CLICK HERE TO
LOGOUT

You are here: [Dashboard] - [Arts Providers]

SEARCH

Type the name of an organisation

Type of Provider

- Archive
- Arts
- Film / Media
- Heritage
- Library
- Museum / Gallery

Location

Show providers of

182 PROVIDERS FOUND. SHOWING 0 - 15

List Map

Per page Page 1 of 13

Provider Name	Type of Provider	Address	Cultural Forms
2 Faced Dance Company www.2facedance.co.uk	Arts	The Courtyard Centre for the Arts Edgar Street Hereford Herefordshire HR4 9JR	- Dance
Ace Dance & Music www.acedanceandmusic.com	Arts	The Link Dance Space, The Ground Floor, 54-57 Floodgate St Birmingham West Midlands B5 5SL	- Dance - Music
Alex Nikitas www.alexnikitas.info	Arts	40 Sillill Road Sollihull West Midlands B91 1JU	- Drama and theatre - Libraries and literature activities



FUNDING & DEVELOPMENT

Search for information on funding to support your project.





HI CATERINA,
YOU ARE SIGNED IN
TO CULTURE NET.

CLICK HERE TO
LOGOUT

You are here: [Dashboard] - [Local Profiles]

Advanced search

1 You and your organisation

-
- Enter your location or the location of your project.
- Scope:
 - European National
 - Regional Local
- What kind of organisation do you represent? [Click to select](#)
- How would you describe what you do? [Click to select](#)
- How would you describe your main activity? [Click to select](#)

2 What do you want funding for?

- What do you want the funding for? [Click to select](#)
- Who will benefit from your work? [Click to select](#)
- What kind of funding are you interested in?
 - Grant Loan finance
 - Contract

Hints and tips

Fine tune your search until you have a manageable amount of grants, contracts and/or loan finance opportunities to explore.

As you make your selections the funding counter below will refresh.

-  Grants
-  Contracts
-  Loan finance

Culture net

What are its key features?

- **Database and map of providers** with 800 organisations and practitioners registered; searchable by type of provider (museum, arts, film etc), postcode, name of organisation; information includes key contacts, target audiences and whether they have delivered in schools at different key stages, art forms and additional specialism (CPD, holiday activities, resources); no review system available
- **Database and map of schools** searchable by LA, location Artsmark status; the information is pulled in from Edubase and includes headteacher's details, age range of the school, phase of education
- **Database of funding opportunities** with more than 2,000 grants, 1,000 contracts and loan finance; searchable by location, scope (EU, National, Local etc), what the organisation does, what type of funding (ongoing, one-off), type of beneficiary
- **Local profiles**- linked to CASE Culture and Heritage Profile Tool

Filter

www.filter.me.uk

What is it?

Funded by Birmingham City Council, this is a one-stop-shop website for children and young people (0-24) and their families to search for events, activities, projects and showcases for arts, sports and heritage happening across the city.

What are its key features?

- A **database** of activities, places and events searchable by
 - Type/Sector
 - Age range
 - Location/Distance
- **Family Friendly accreditation** for organisations that qualify through a self-auditing process
- A **Creative Credit Card** giving access to exclusive offers from arts organisations around the city; it is available to all young people working towards an Arts Award qualification

Filter

www.filter.me.uk

The screenshot shows the Filter website interface. At the top, the word "FILTER" is displayed in a large, dotted font. Navigation links include "Home", "Events", "What is Filter?", "Who's Who?", "Family Friendly", and "Get a Creative Credit Card". There are "Register" and "Log In" buttons in the top right. Below the navigation is a yellow bar with "Filter", "Map View", and "List View" buttons. A filter overlay is open, showing various options:

- Activity Type:** Select All, Age: 12-15 years, Age: 16+ years, Age: 18+ years, Age: 5-11 years, Age: Early Years, Family Activity, Combined Arts, Comedy, Craft, **Dance**, Digital, Drama, Educational, Film, Literature, Mixed Artform, Music, Photography, Spoken Word, Storytelling, Visual Art, Family Friendly.
- Location:** Postal code: [input], Distance (miles): [input].
- Date:** From date: 2014-06-02 (Format: 2014-06-02), To date: 2014-08-02 (Format: 2014-06-02).
- Non general public events

An "Apply" button is at the bottom right of the filter overlay. Below the overlay, some filter results are visible: "Age: 12-15 years", "Age: 16+ years", "Address: CBSO Centre".

Tailored support for schools

Mocca

www.mocca-amsterdam.nl

What is it? Mocca is a system that supports schools and art educators in Amsterdam planning and implementing cultural education plans by offering a variety of services. Funded by Amsterdam city council, it was created 8 years ago to support a new funding model for cultural education where schools are given direct control of funds and are encouraged to choose their own provision, rather than having access to subsidised services. The 'Basic Package' offered by the city council includes:

- € 20 voucher per student per year to be spent on arts and cultural activities (+ € 11 from the National Government)
- 13 hours of music education for each school for 6-8 year olds per year for free by a professional music teacher of one of Amsterdam's music schools + 10 hours of CPD for teachers
- Free transport by bus or boat from schools to cultural sites (mainly museums)

Mocca's role is to facilitate the delivery of this package

Mocca

What are its key features?

- **Dedicated account managers** for each school providing support on curriculum development and (impartial) advice on cultural opportunities
- An **online database** of 600 artists and cultural institutions in Amsterdam searchable by learning objectives, art-form/cultural footprint, year group, one-off/continuous opportunity, audience and with an in-built review mechanism where schools can rate the experience on a number of levels (pedagogical/quality of provision, organisation, flexibility, value for money)
- Research, networking, workshops, courses and seminars through Mocca Academy
- Free 'culture bus' paid for by Amsterdam Council for those schools that cannot easily reach arts and culture sites

Mocca

What made it successful? There are 254 Primary Schools and 85 Secondary Schools in Amsterdam – the vast majority (238 and 76) are currently working with Mocca. Although this is likely to be because Mocca is a needed mechanism in response to a new way of funding arts and culture (it helps school make the most of their entitlement), there are other reasons for its success:

- It is a **well known and trusted service** thanks to the regular direct contact (phone, email and in person) with schools through designated account managers
- It **trains a member of staff** in each school to become a cultural education coordinator and **to champion the service** within the school
- **Strong networks** – schools from the same borough meet between 2-4 times a year to talk about their experiences of working with cultural organisations and exchange recommendations
- A **coordinated approach** to tackling barriers beyond information gap – e.g. transport, building teachers' knowledge, networks etc

Big Thought

www.bigthought.org

What is it?

Based in Dallas (USA), Big Thought is based on an approach to develop a range of skills that children and young people need nowadays – including curiosity, collaboration, problem-solving, resilience. It does so by providing school, out of school and community programs that are relevant to the needs of specific neighbourhoods of the city.

What are its key features?

- A programme designed to give every elementary student in Dallas access to the wide variety of educational opportunities offered by the city's cultural organizations; also **providing professional development for educators** on how to build these learning experiences into their standard curriculum.
- A **searchable online database** that houses nearly 1,000 arts and cultural programs that integrate Texas Essential Knowledge and Skills (TEKS). Each Dallas elementary school receives an **allocation of funds** to purchase programs and support from Big Thought staff in choosing the cultural learning opportunities that will work best for their students.

Camden Cultural Commissioning model

What is it? A 'market place' for schools (consumers) and cultural organisations (suppliers) in the London Borough of Camden with an added element of 'crowd-sourcing'

What are its key features?

- A group of schools in Camden and a group of local cultural organisations come together. They identify shared needs and priorities in terms of cultural provision.
- Cultural organisations go away and generate some ideas for programmes and activities that can address the needs and priorities identified
- Schools and cultural organisations are matched based on demand and supply
- Apart from the introductory meeting, most of the stages of the process happen online
- The matching and the overall process is overseen by a local arts organisation and the Local Council

Curriculum resources for teachers

Culturestreet

www.culturestreet.org.uk

What is it?

A one-stop-shop for interactive resources aimed at teachers who are looking to develop pupils' creative skills and introduce them to contemporary artists, writers, performers and filmmakers.

The culture street website was developed to support the delivery of Arts Award in schools, particularly Discover and Explore levels but also Bronze, Silver, Gold. It is founded by The Arts Council

What are its key features?

- A series of **video resources** including workshops with teachers notes and interviews with artists; all resources are downloadable at a **small fee**
- Reviews of shows, exhibitions, books and films aimed at schools
- A section of the website dedicated to Arts Award

Site (Stock Yard Institute)

What is it?

Based in Chicago, this is an open source platform for curriculum resources development (see <http://www.sitesite.org/>) where users can discuss topics related to curriculum development, share resources, ask questions

the site picks up on key threads, uses them as a basis to develop new resources (e.g. lesson plans, curriculum content) which are then tested for feedback with the community of users and made available and freely downloadable on the site

What are its key features?

An online community and forum for discussion on creative education. The site picks up on key threads, uses them as a basis to develop new resources (e.g. lesson plans, curriculum content) which are then tested for feedback with the community of users and made available and freely downloadable on the site. These build into an archive of resources including lessons, articles, arts projects, experimental artifacts