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A new direction for arts,  
culture and young london

# Arts Award Data Analysis 2014-2015



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**



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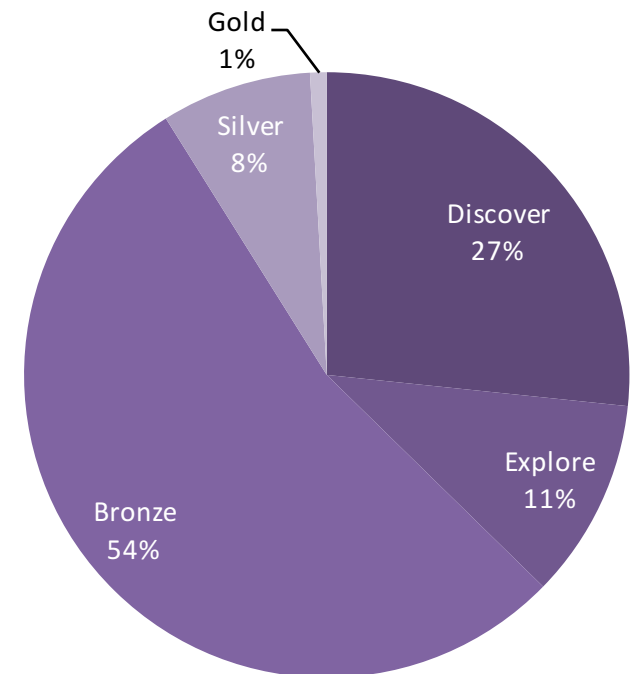
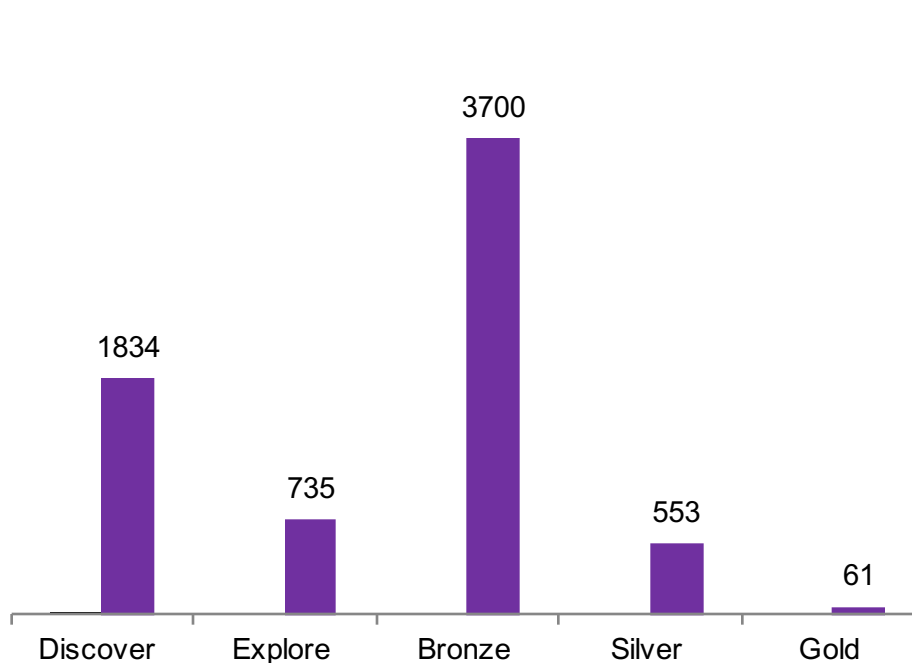
**April 2014 – March 2015**

Overview

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## All moderations (6883 tot in 14/15)

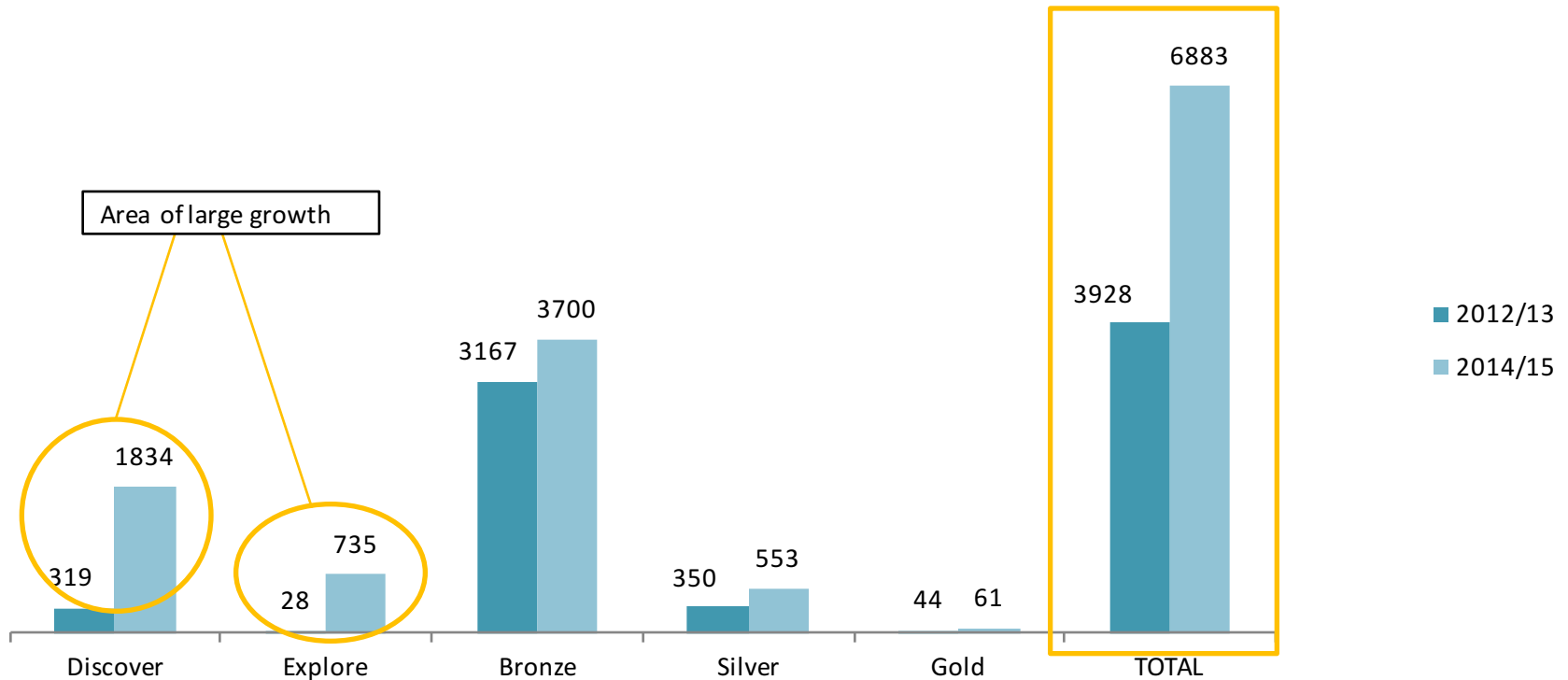
By level



All moderations (pass, below pass, other) between Apr-14-Mar-15 by level  
Source: Trinity

## Moderations: 14/15 vs 12/13

By level



All moderations (pass, below pass, other) between Apr-14-Mar-15 and Apr-12 – Mar-13 by level  
Source: Trinity

## Moderations Growth 2012-15

All moderations

**3928**

2012/13



**5707**

2013/14



**6883**

2014/15

45%  
increase

20%  
increase

Year on year increases of moderations from 2012-2015. (Average 33.29% year on year growth)

Source: Trinity

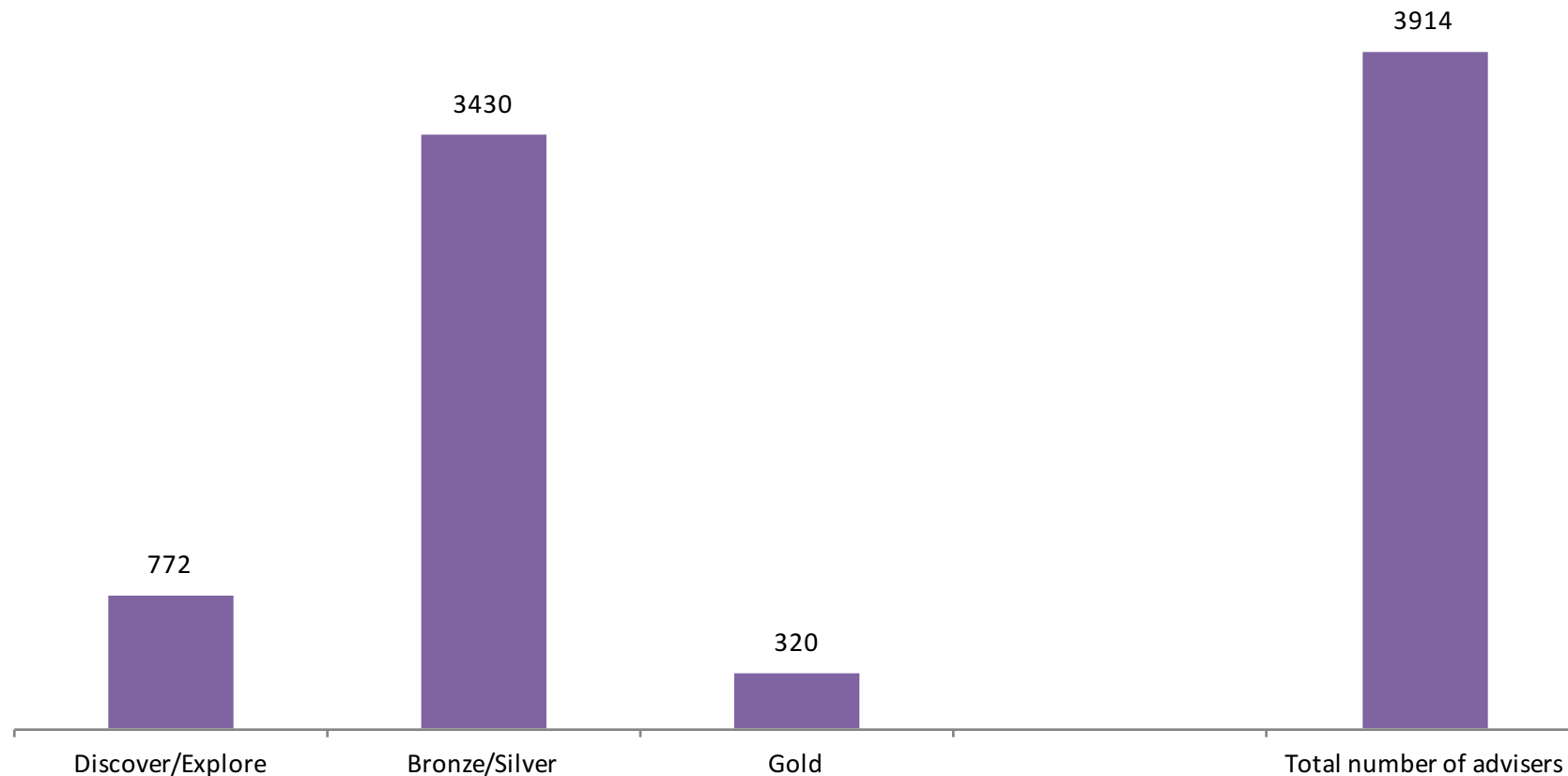


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# Advisers

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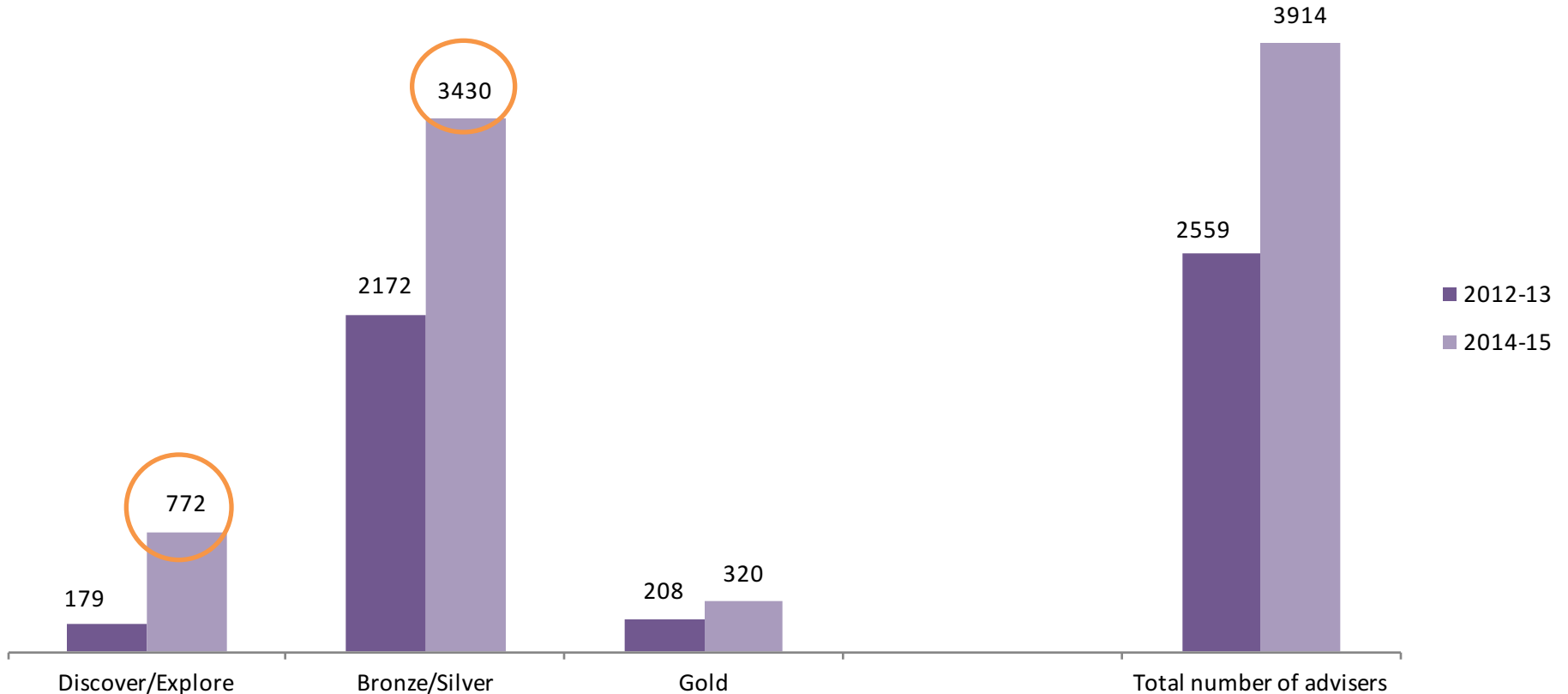
## Total number of advisers trained in London



Total number of advisers at the highest level (Discover/Explore, Bronze/Silver, Gold) they were ever trained in London; the figures include unsubscribed advisers, although all advisers were trained in London, some may be operating outside London

Source: Trinity

## Advisers trained in London: 14/15 vs 12/13



Total number of advisers at the highest level (Discover/Explore, Bronze/Silver, Gold) they were trained in London by Apr-14-Mar-15 and by Apr-12 – Mar-13; figures include unsubscribed advisers, although advisers trained in London, some may be operating outside London  
Source: Trinity



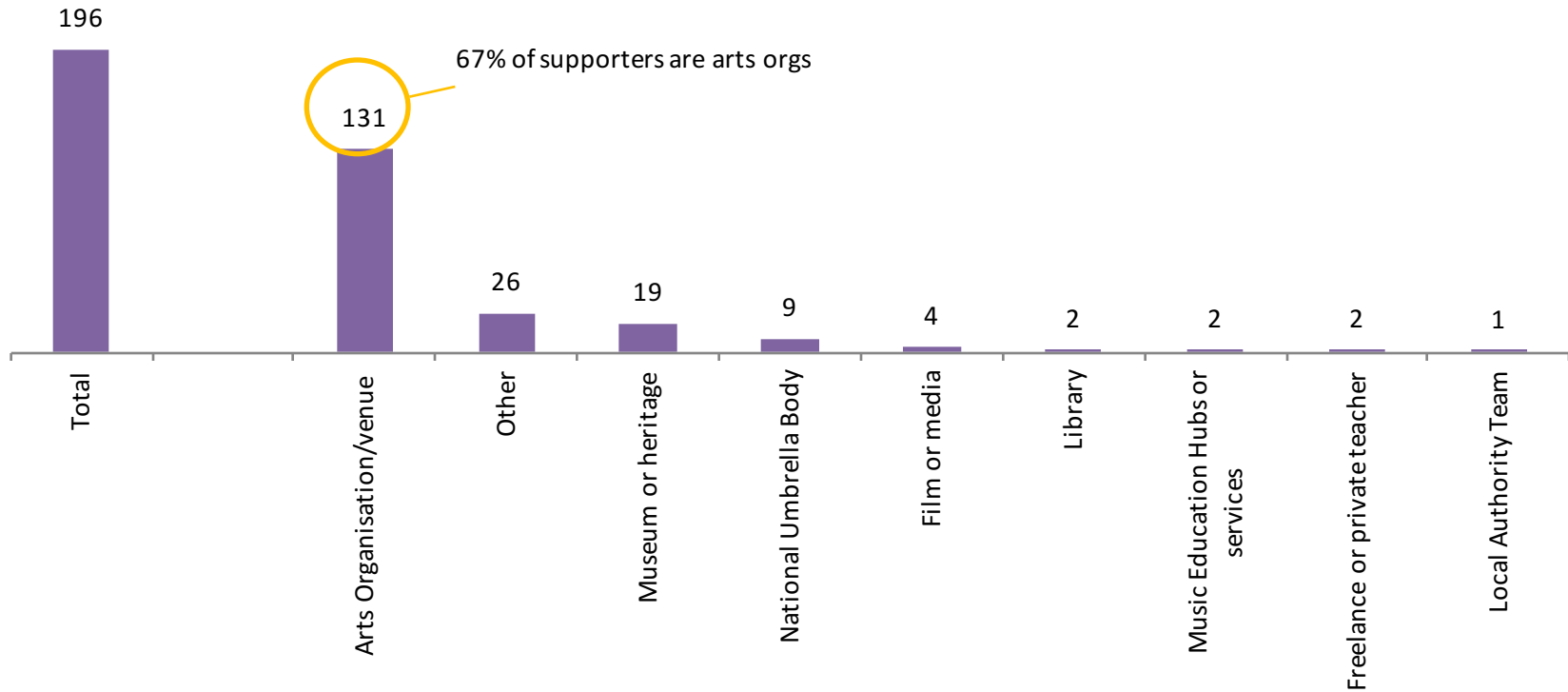


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# Supporters

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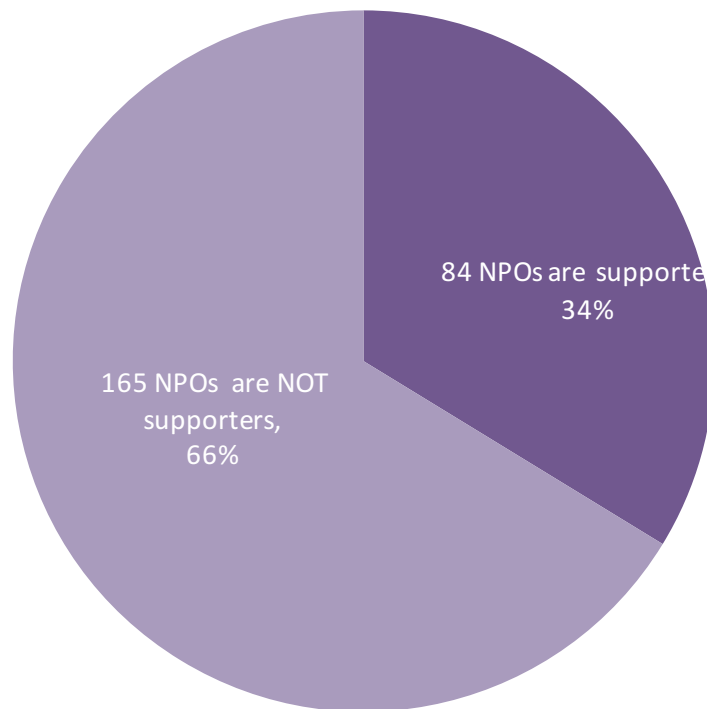
## Arts Award supporters based in London By sector



Number of Arts Award Supporters based in London by type of organisation up until Apr-15  
Source: Trinity

## NPOs that are Arts Award supporters

(of 249 total NPOs)



Number of NPOs based in London and number of Arts Award Supporters based in London by type of organisation up until Apr-15  
Source: Trinity

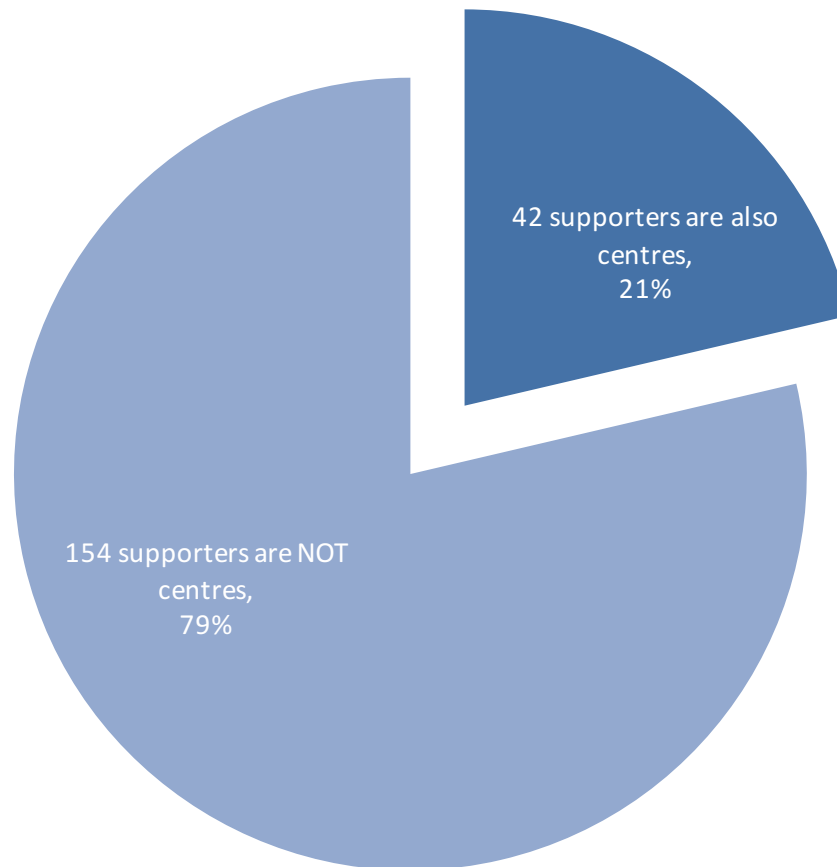
## Arts Award supporters: 2012/13 vs 2014/15

### By sector



Number of Arts Award Supporters based in London by type of organisation – numbers from between Mar12- Apr13 and Mar14- Apr15.  
Comparison only drawn on categories that also existed in 2012/13 data  
Source: Trinity

## Supporters that are also centres (196 tot)



Number of Arts Award Supporters that are or are not Arts Award Centres based in London by Apr15.  
Source: Trinity

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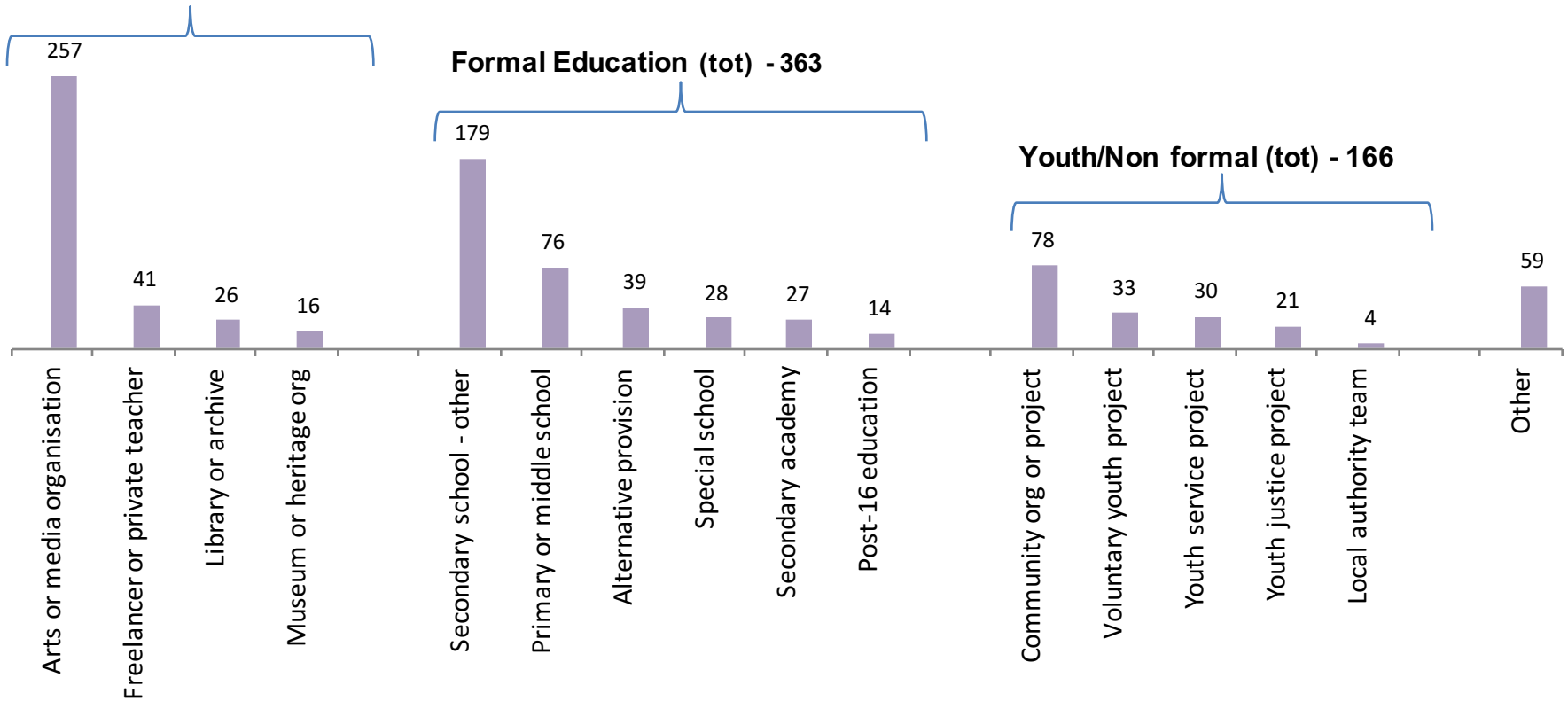
# Centres

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## Registered Arts Award centres in London

### By sector

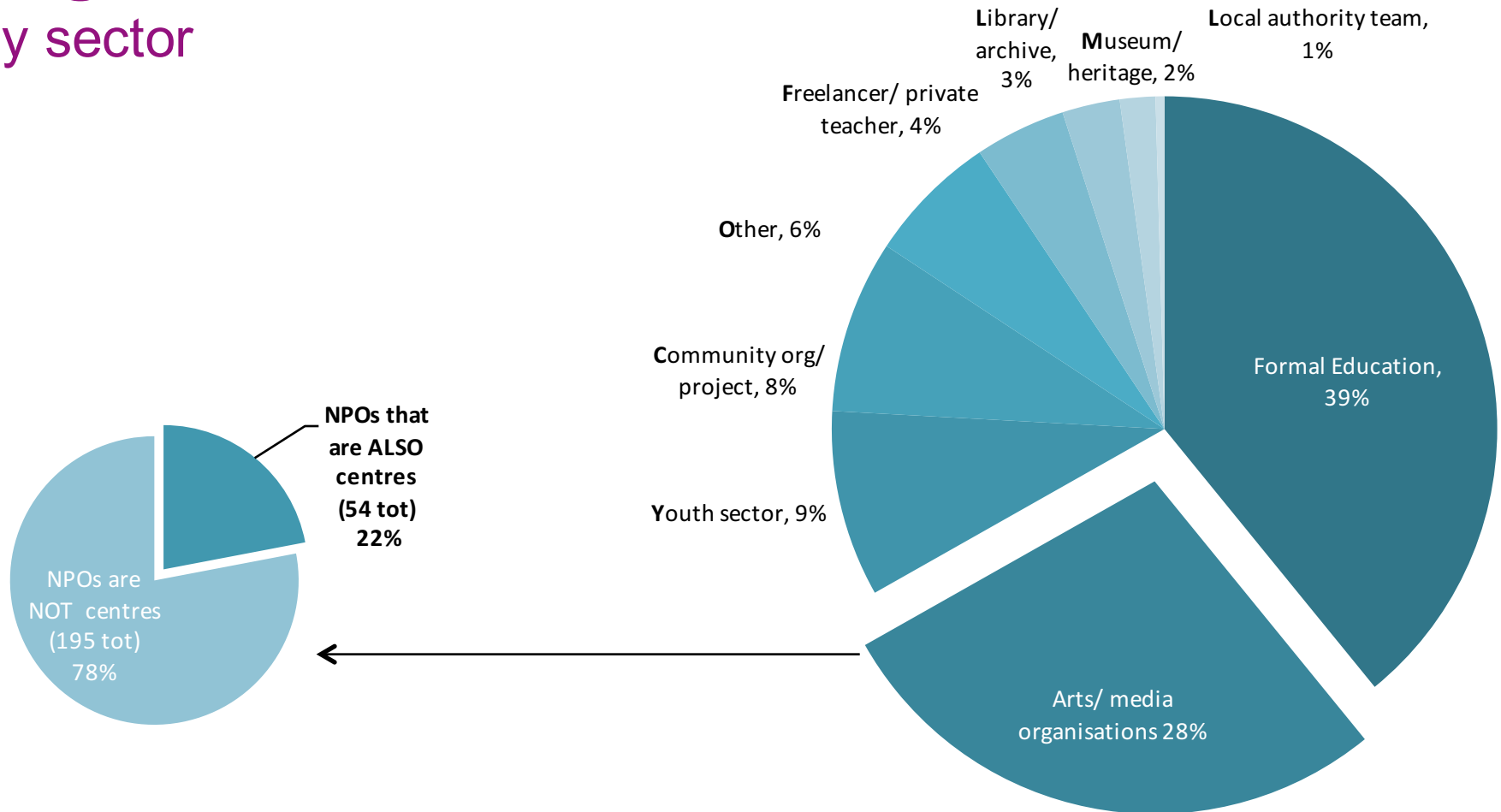
Arts and Culture (tot) - 340



All Arts Award Centres in London registered up to Apr-15 by sector  
Source: Trinity

## Registered Arts Award centres in London

By sector

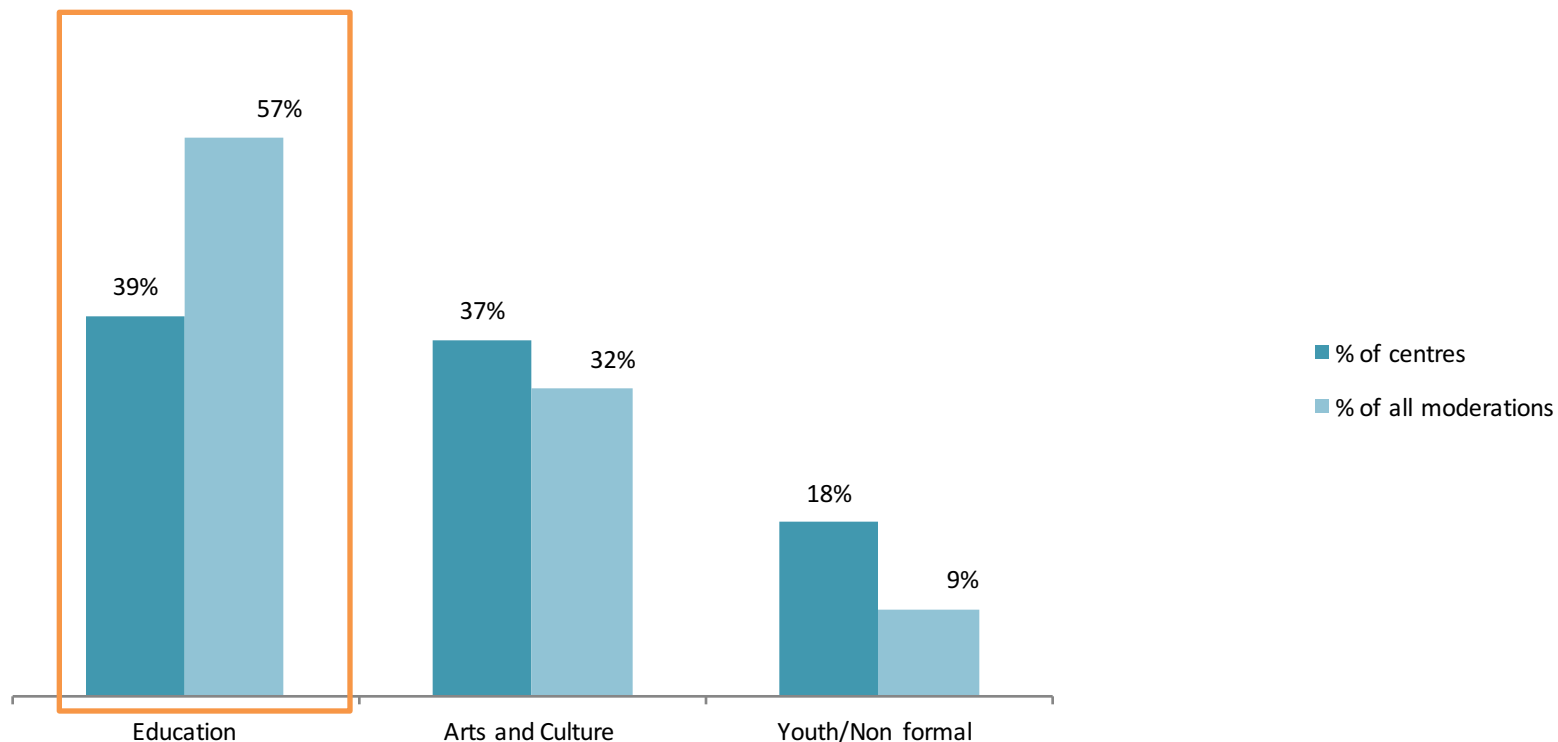


All Arts Award Centres in London registered up to Apr-15 by sector  
Source: Trinity



## Registered centres vs Moderations

### By sector

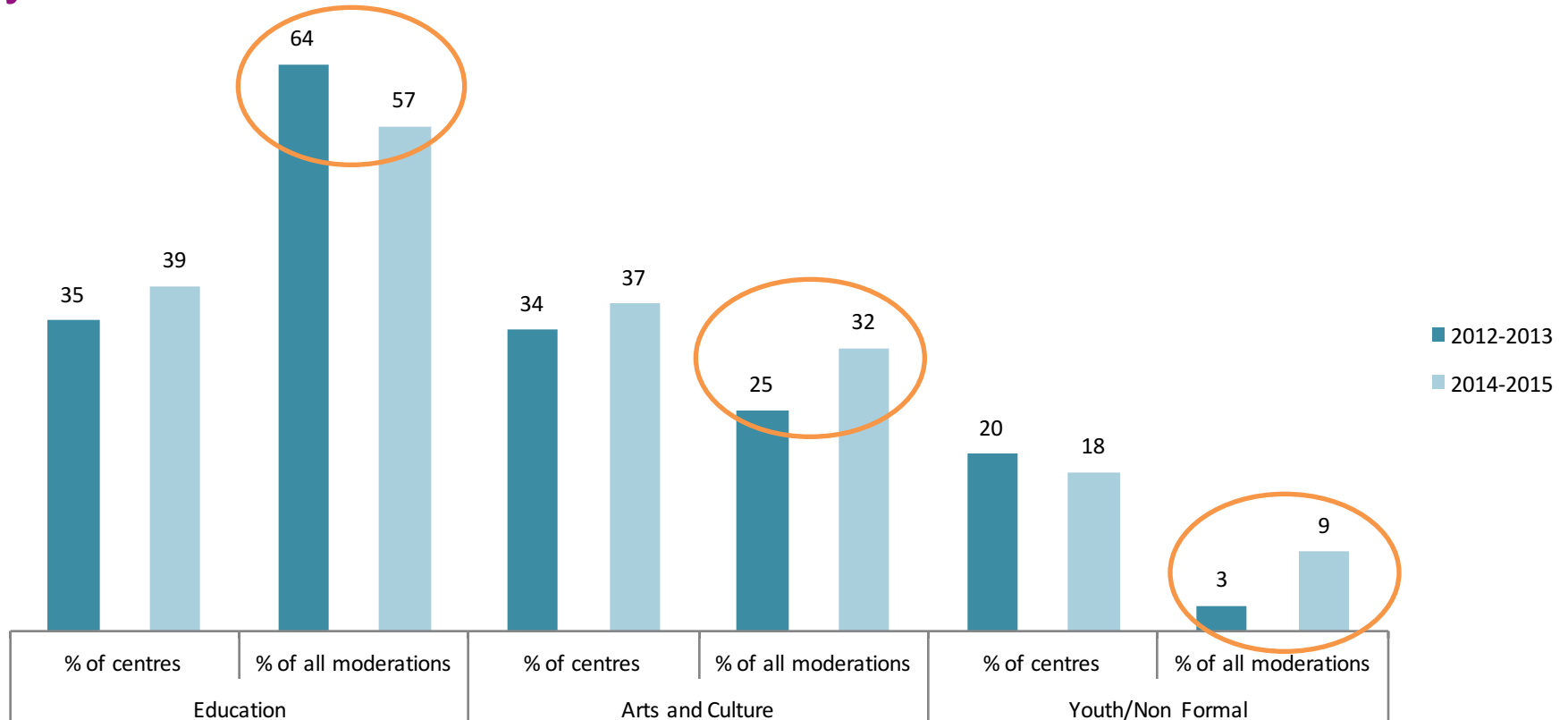


Proportion of Arts Award Centres in London registered up to Apr-15 by sector, proportion of all moderations (pass, below pass, other) undertaken by each sector between April14-Mar15

Source: Trinity

## Centres vs Moderations: 12/13 vs 14/15

By sector

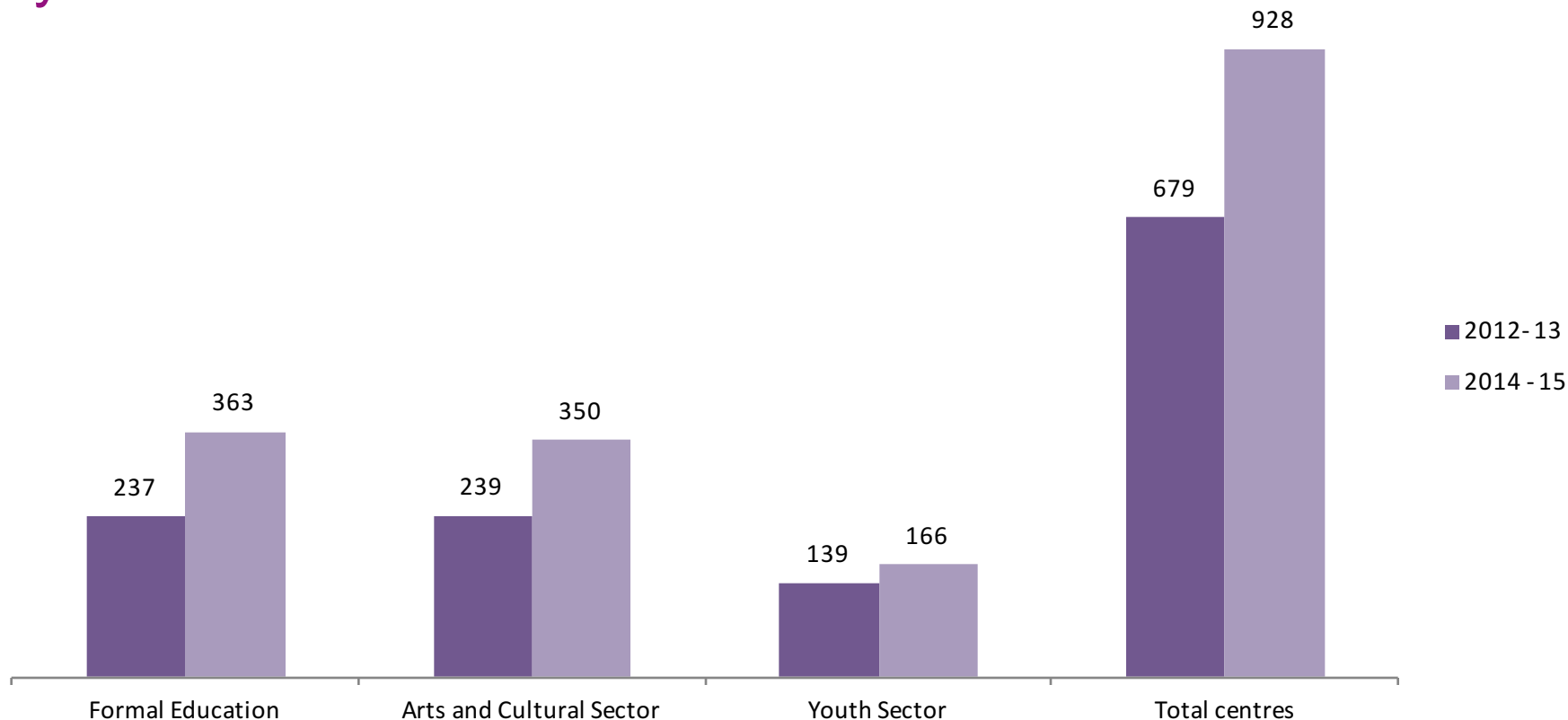


Proportion of Arts Award Centres in London registered up to Apr-13 and Apr-15 by sector, proportion of all moderations (pass, below pass, other) undertaken by each sector between April12 - Mar13 and between April14 - Mar15

Source: Trinity

## Registered centres: 14/15 vs 12/13

By sector

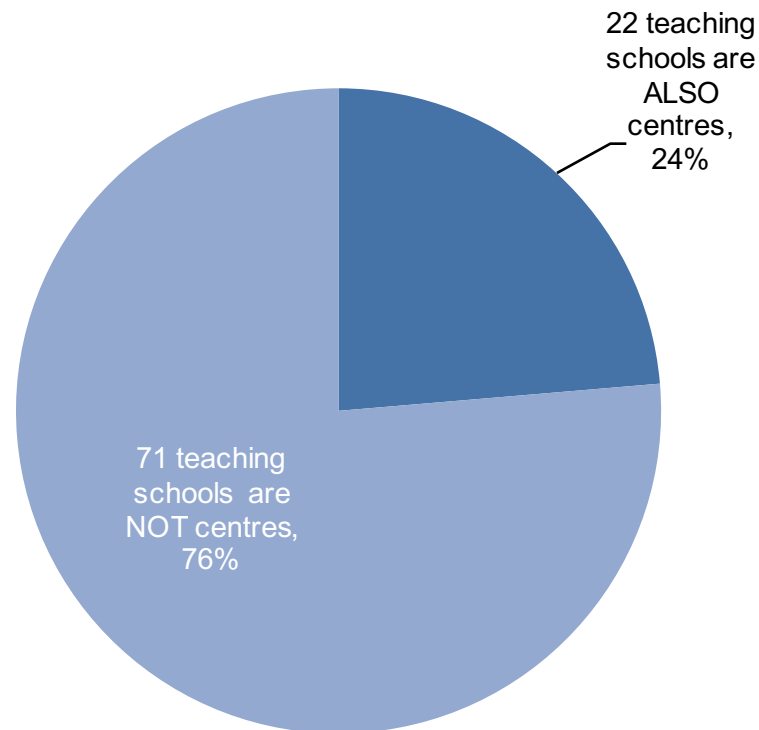
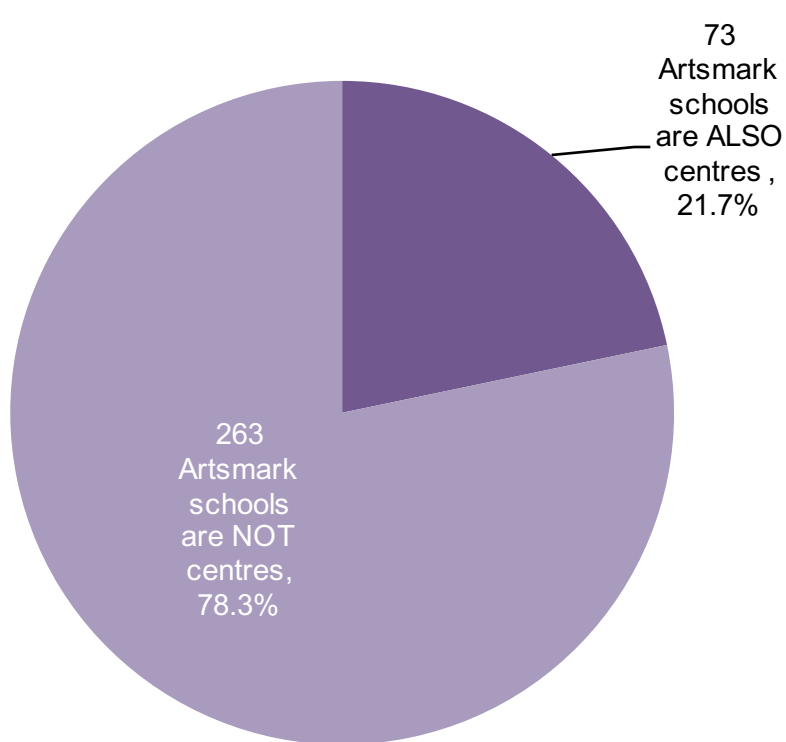


All Arts Award Centres between Apr-14-Mar-15 and Apr-12 – Mar-13 by sector; Registered centres do not equal the amount of delivering centres

Source: Trinity

## Formal Education Centres

### Artsmark and Teaching Schools



All Teaching schools, Artsmark schools and Arts Award Centres by Mar-15  
Source: Trinity

## Registered centres vs active centres in 14/15

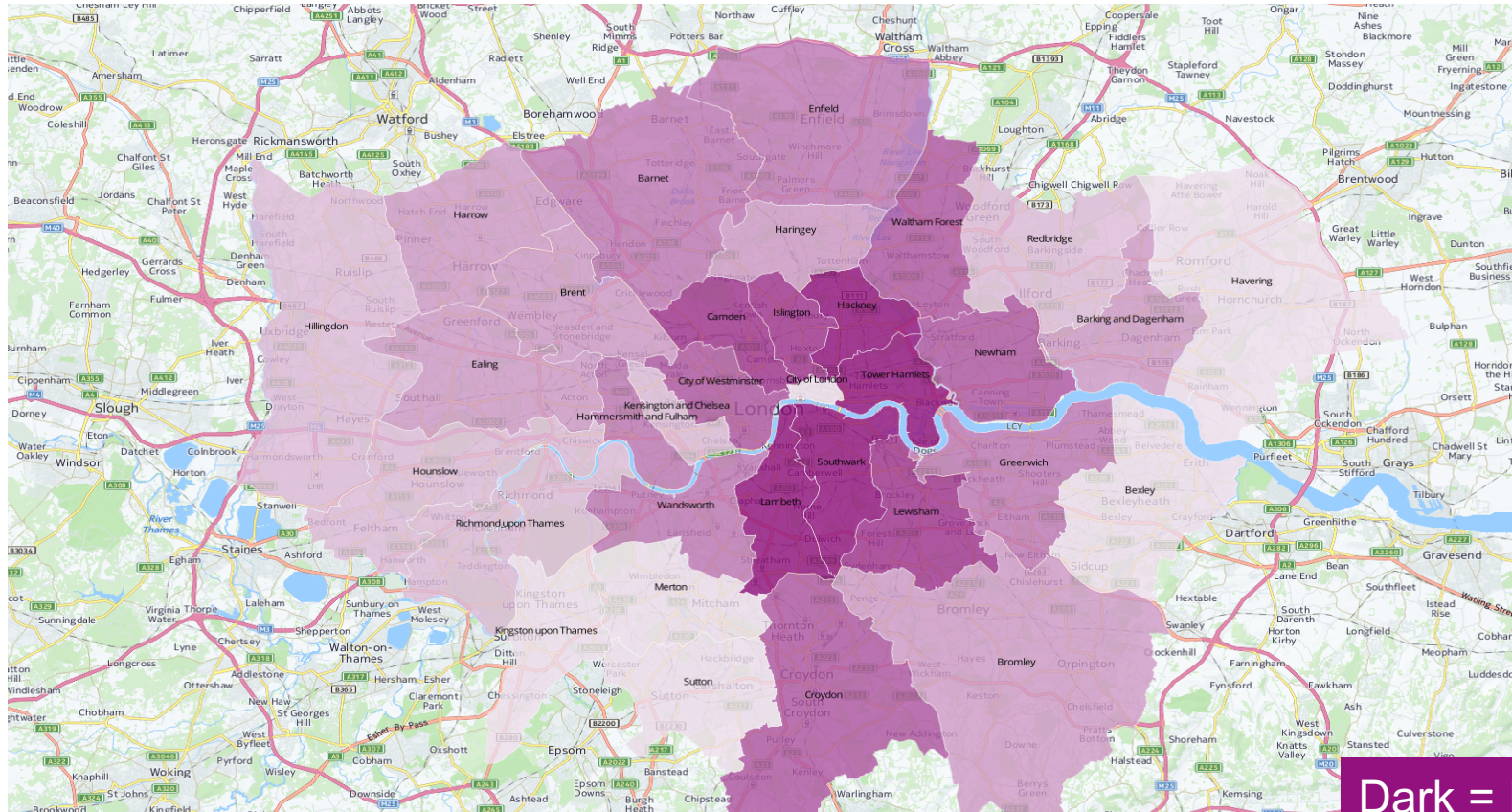
By borough



Registered centres by Apr-15 and centres actively delivering in London between Apr-14-Mar-15 by borough.

Source: Trinity

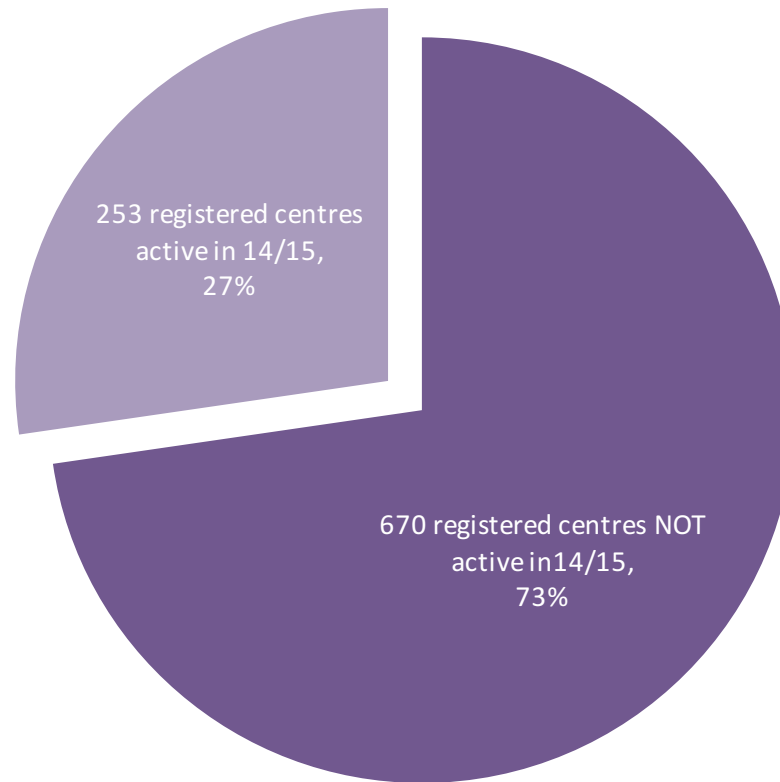
## Registered Arts Award centres in London By borough



Dark = More  
Light = Less

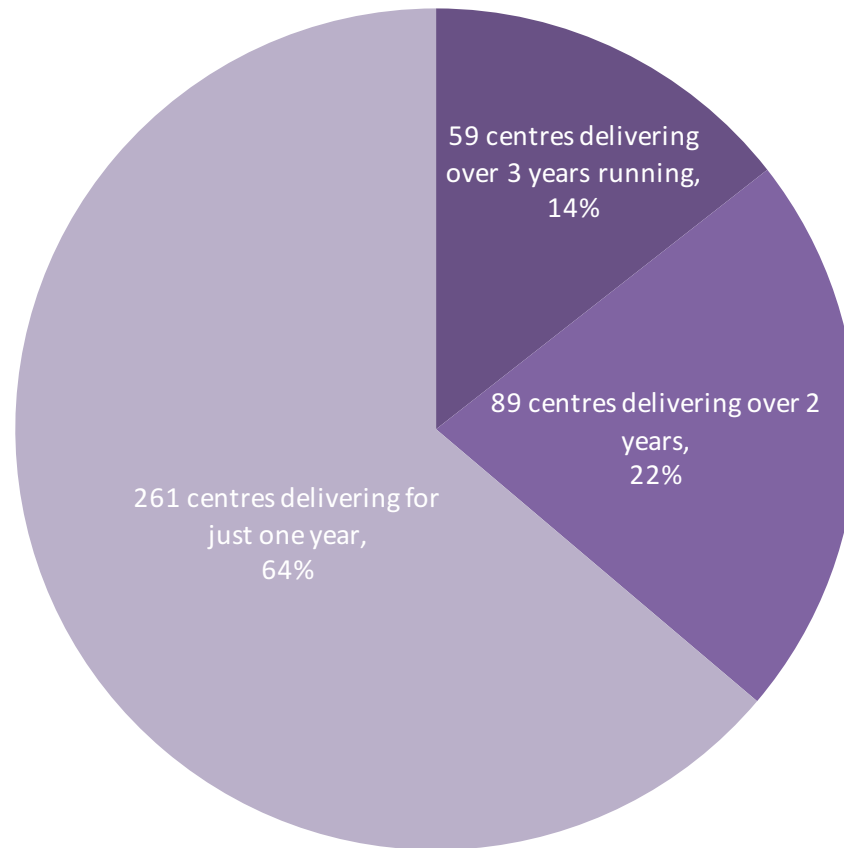
All Arts Award Centres in London registered up to Apr-15 by borough  
Source: Trinity

## Active Arts Award Centres in 14/15



Percentage and number of Arts Award centres in London offering moderations between Apr-14 – Mar-15, of 923 total centres.  
Source: Trinity

## Year on Year delivery 2012-15 (tot 411)



Number of centres delivering moderations between Apr-12 – Mar-15, by year  
Source: Trinity



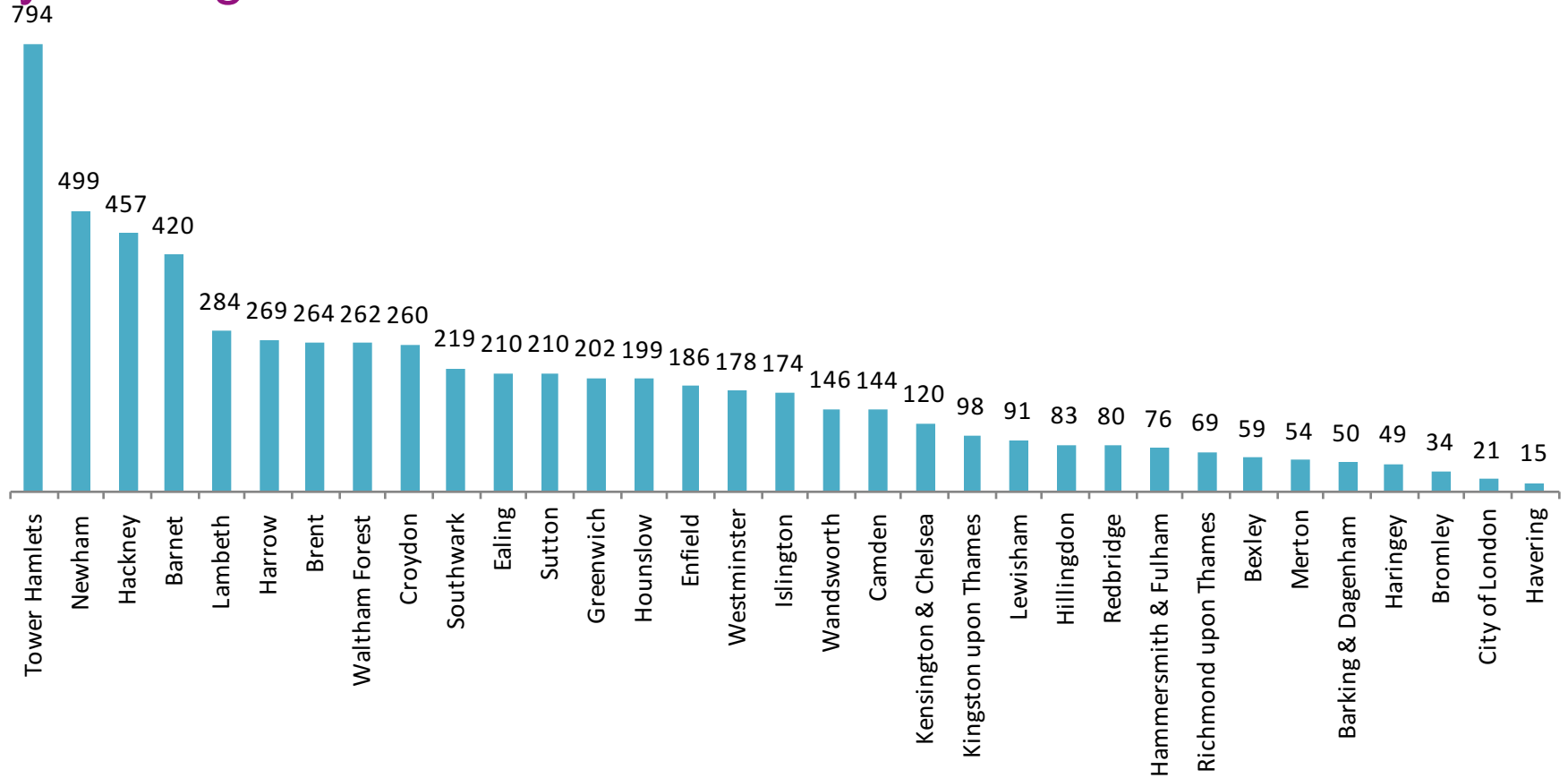
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# Moderations and Awards Achieved

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## Moderations By Borough

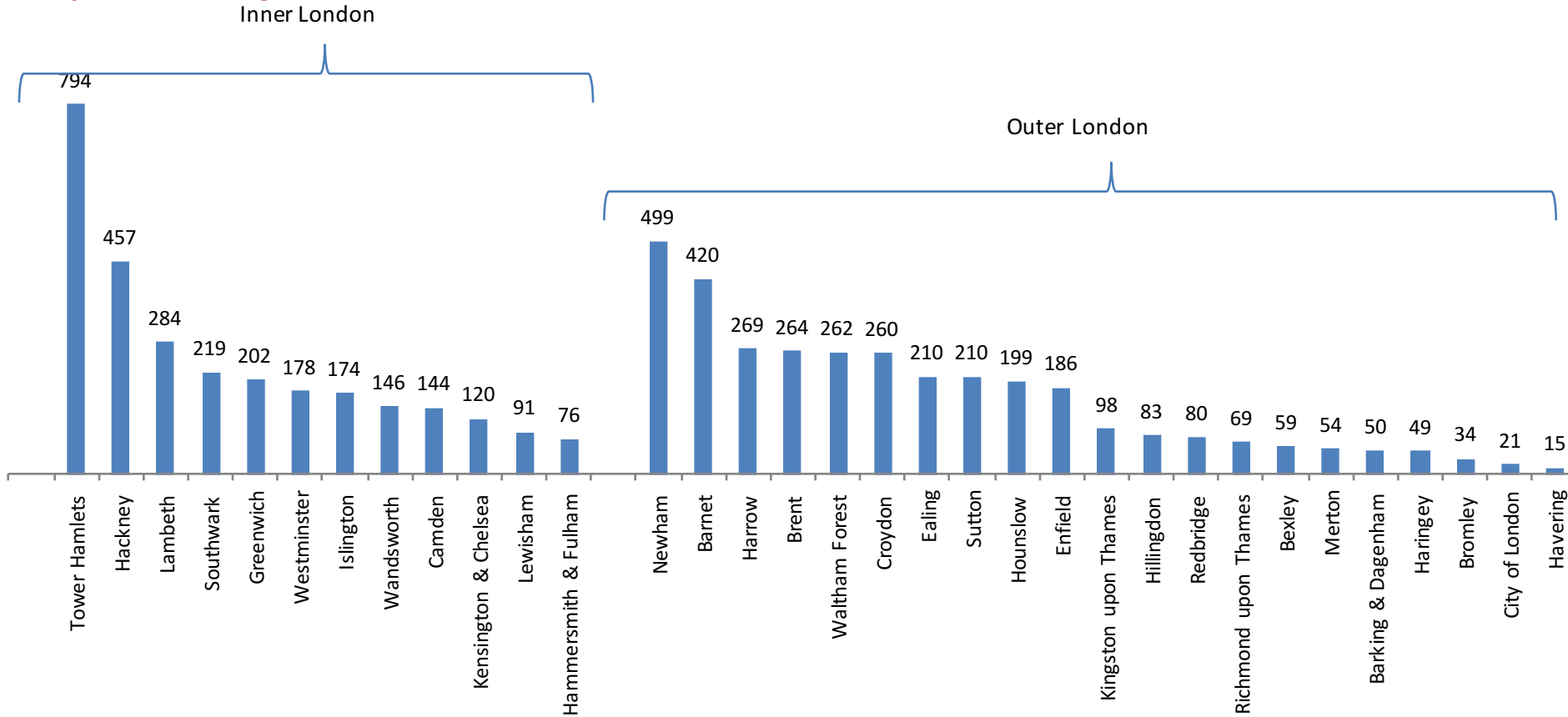


Number of moderations per borough in London between Apr-14 – Mar-15.

Source: Trinity

## Moderations – inner/outer London

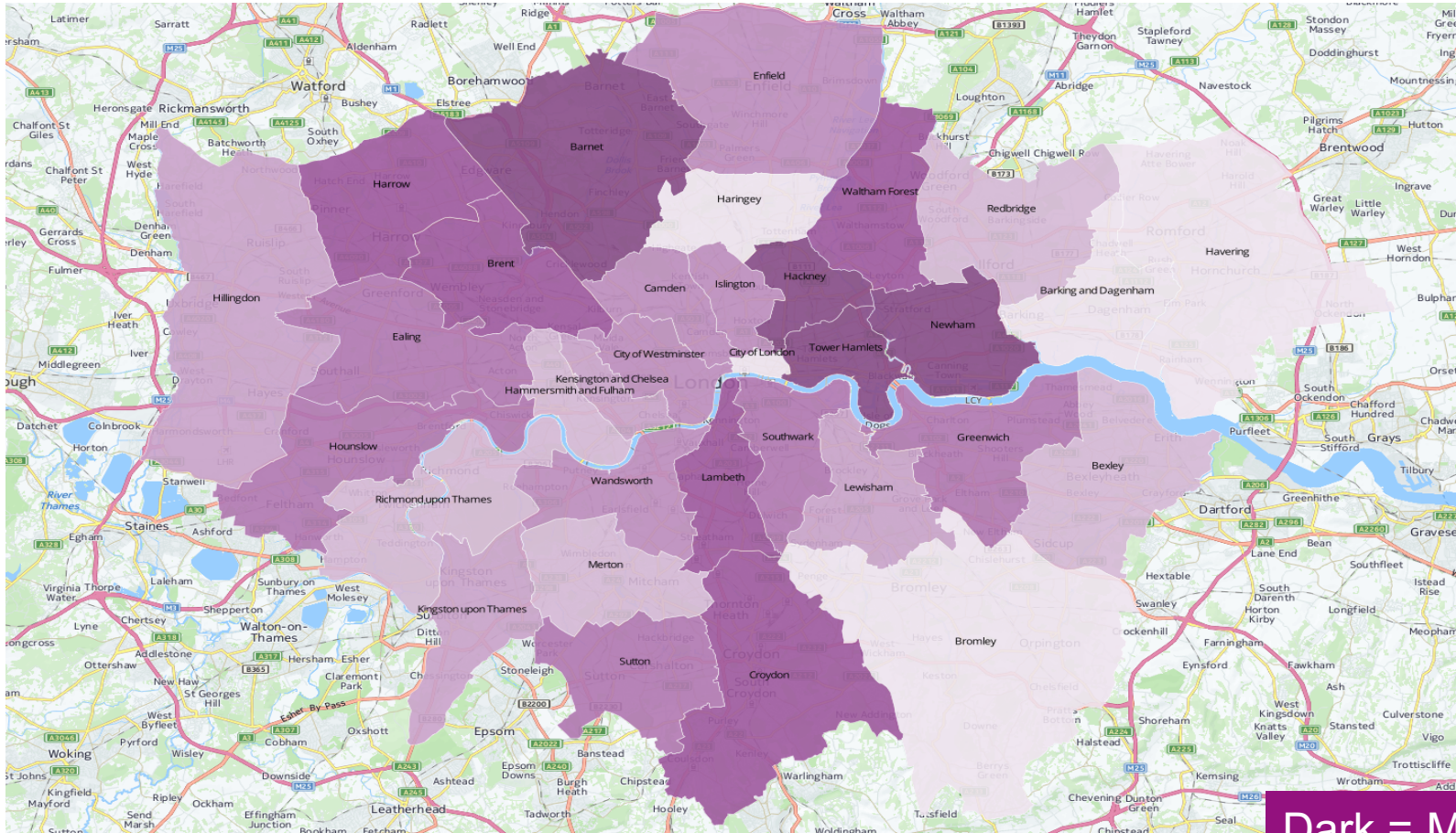
### By Borough



Number of moderations per borough in London between Apr-14 – Mar-15.

Source: Trinity

## Moderations achieved across London in 14/15

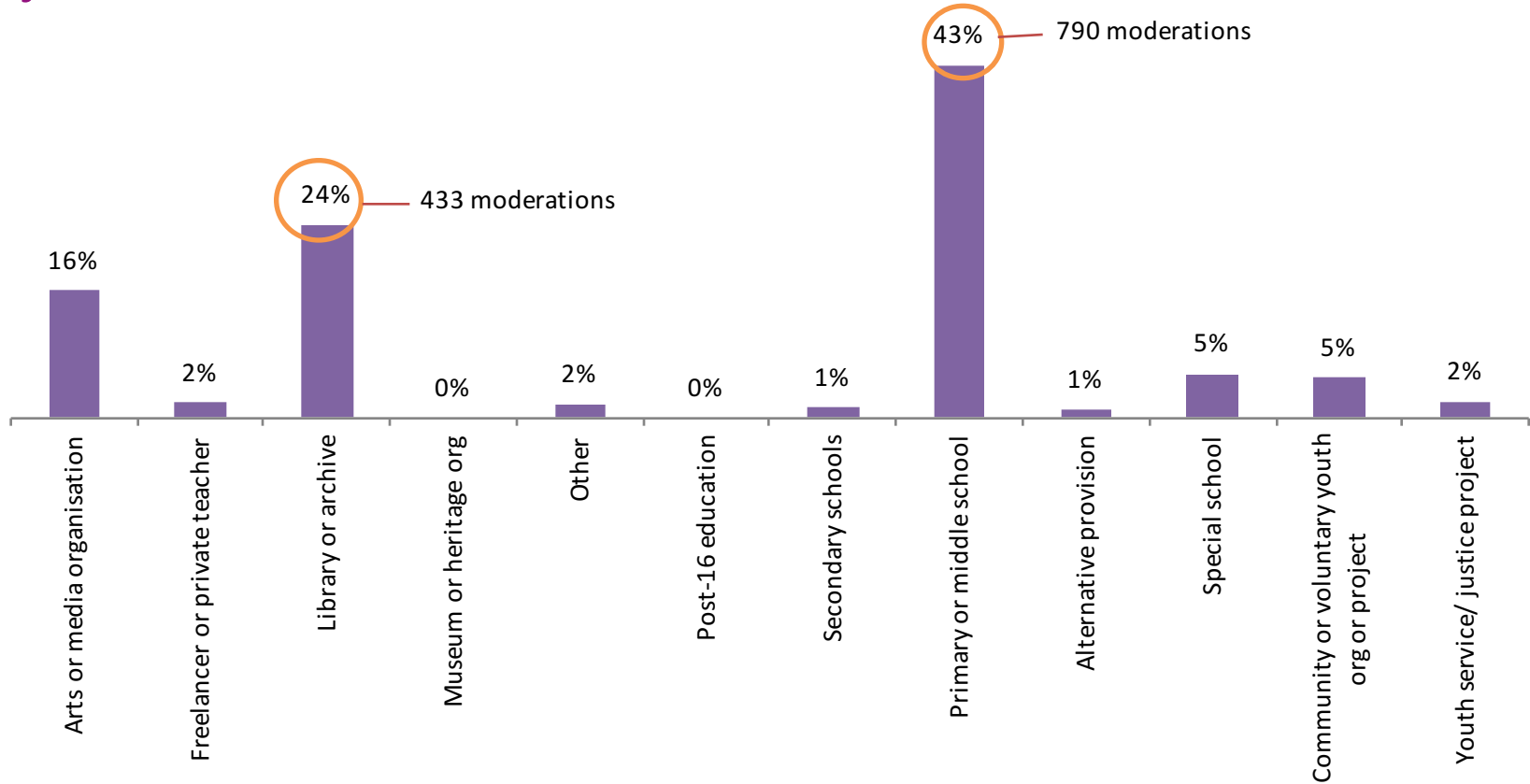


All moderations (pass, below pass, other) in London between Apr-14 and Mar-15 by borough  
Source: Trinity

Dark = More  
Light = Less

## Awards achieved – DISCOVER (1837 tot)

By sector

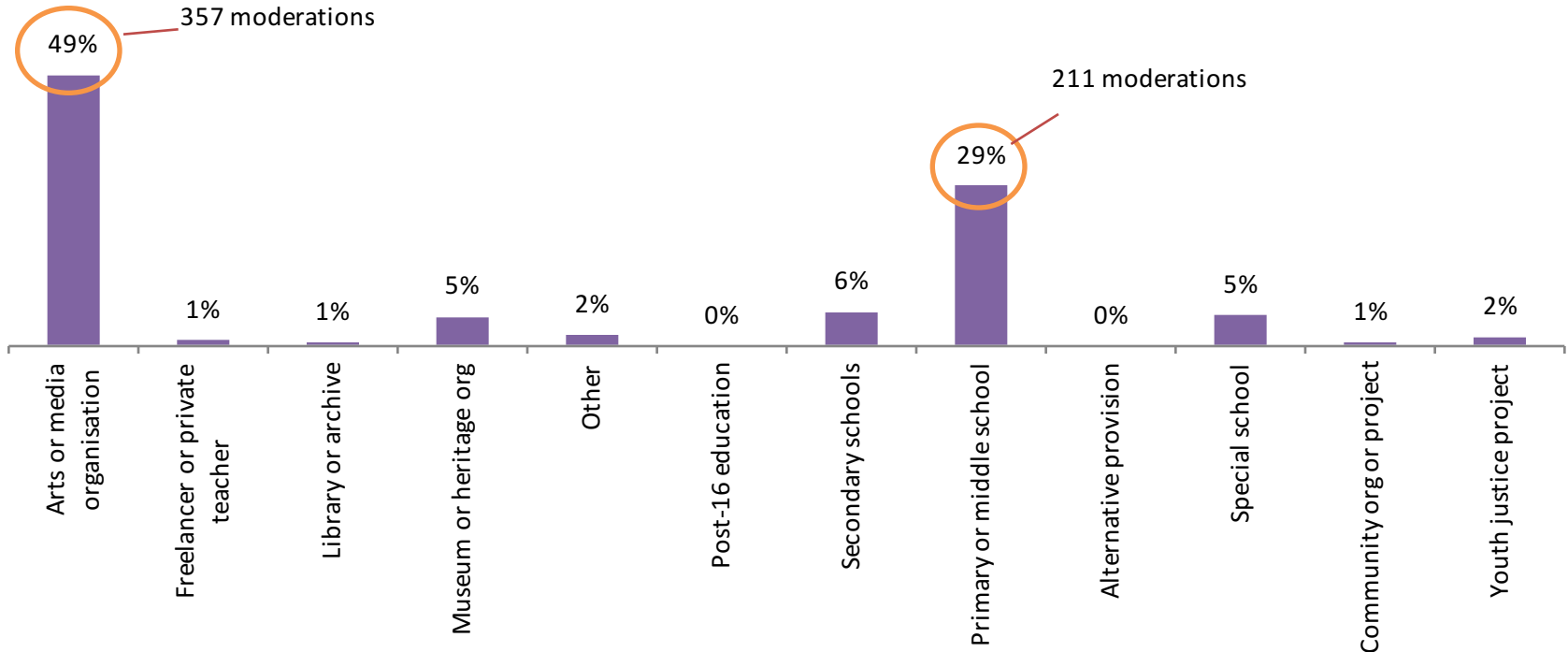


Percentage of Discover moderations per sector in London between Apr-14 – Mar-15. Note - number of moderations for sectors that amount to 0% are too small for differences to be significant

Source: Trinity

## Awards achieved – EXPLORE (735 tot)

By sector

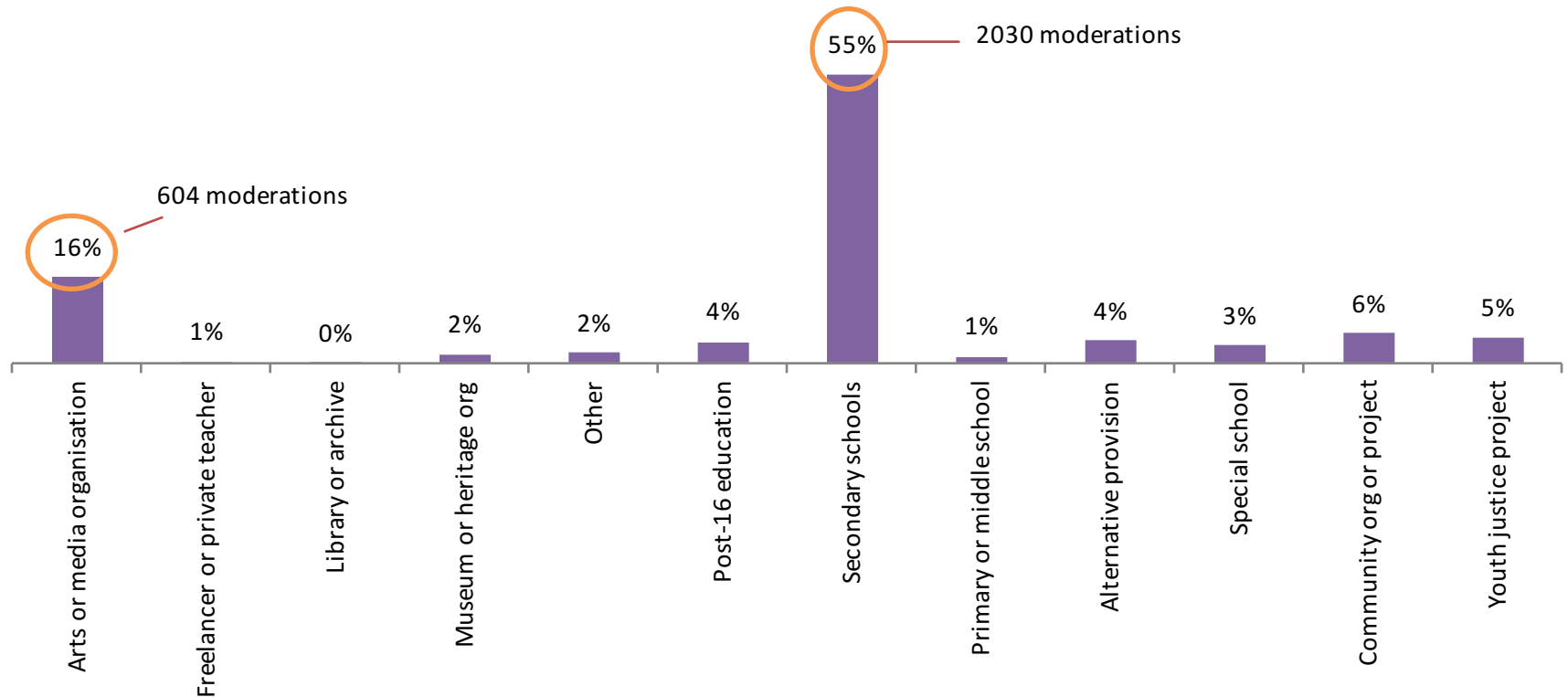


Percentage of Explore moderations per sector in London between Apr-14 – Mar-15. Note - number of moderations for sectors that amount to 0% are too small for differences to be significant

Source: Trinity

## Awards achieved – BRONZE (3700 tot)

By sector

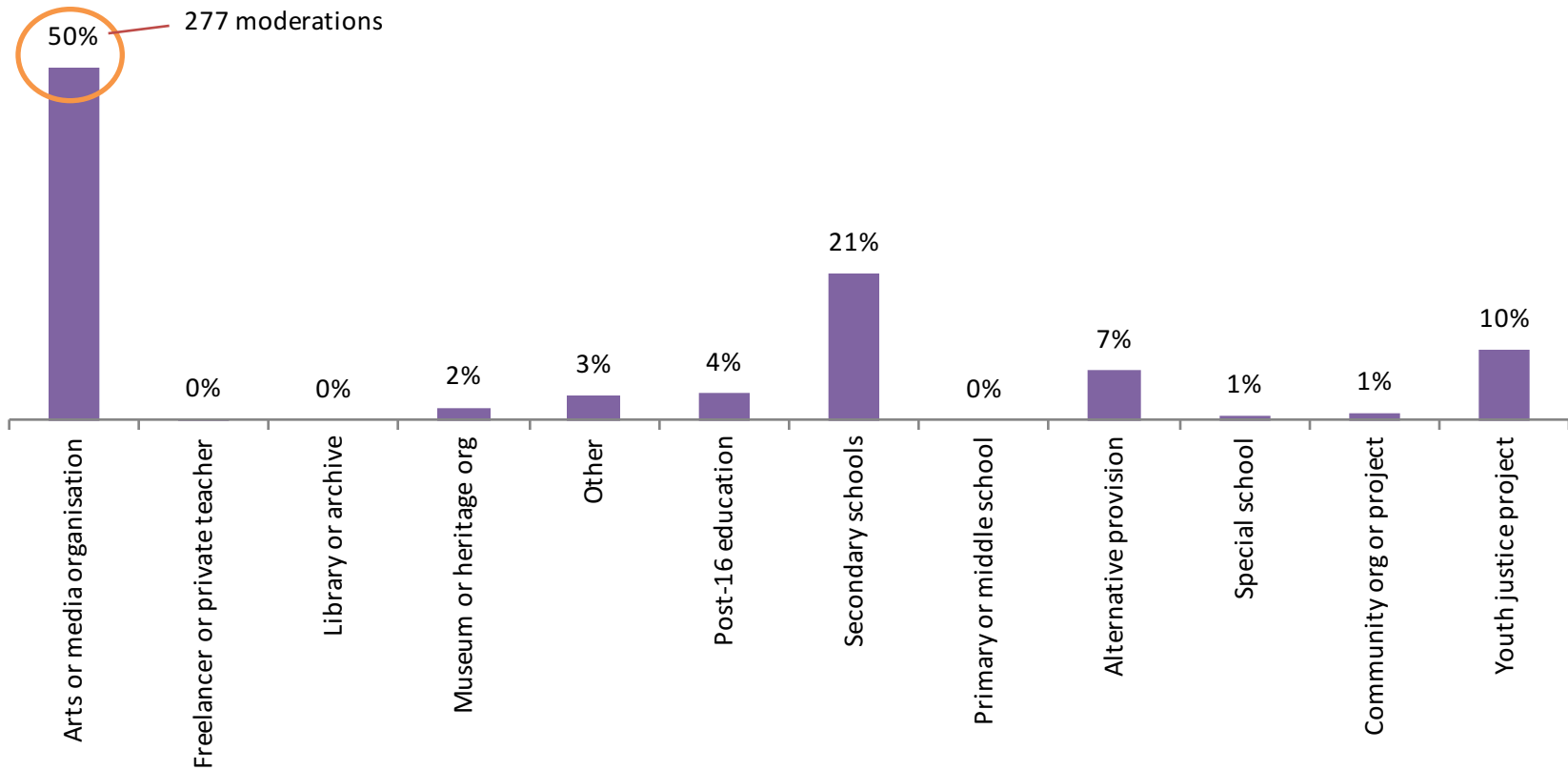


Percentage of Bronze moderations per sector in London between Apr-14 – Mar-15. Note - number of moderations for sectors that amount to 0% are too small for differences to be significant

Source: Trinity

## Awards achieved – SILVER (553 tot)

By sector



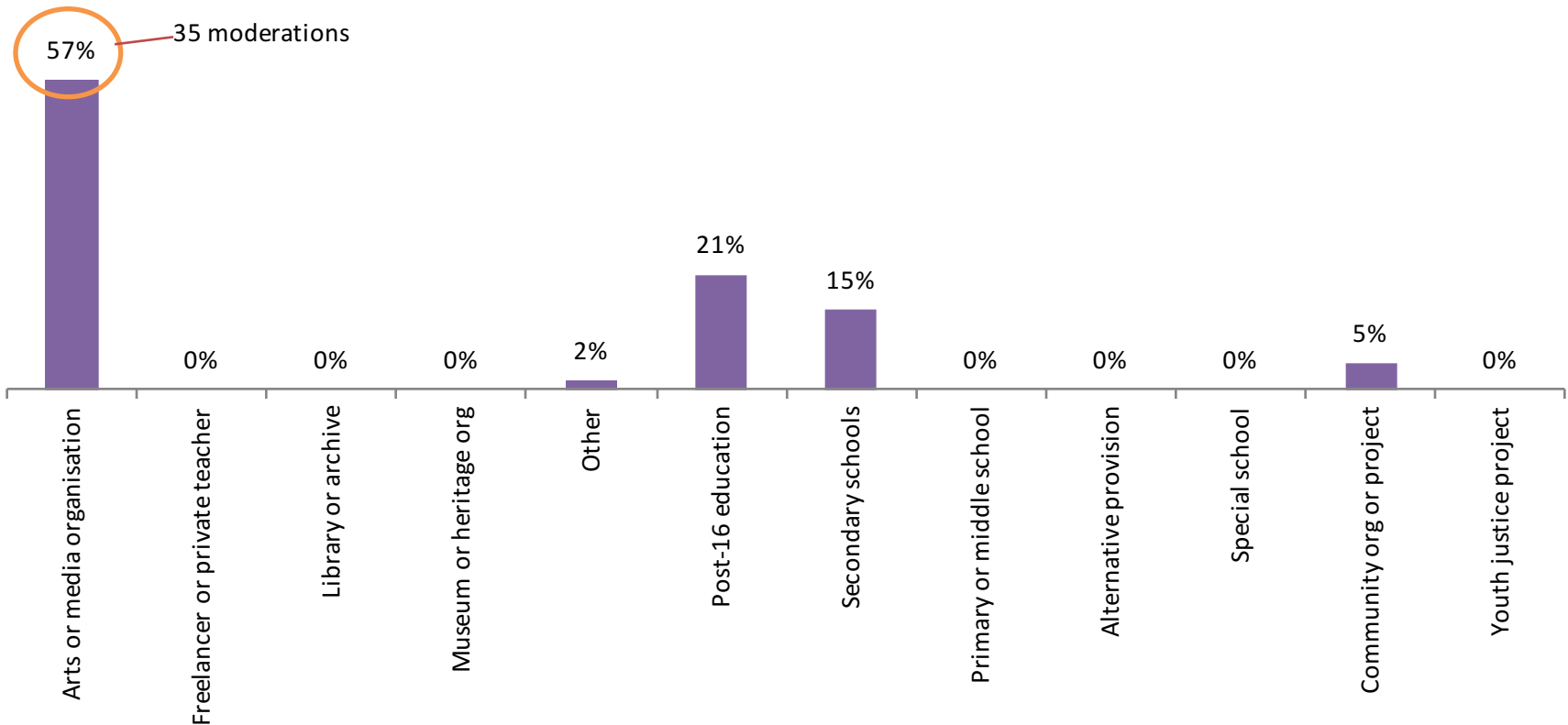
Percentage of Silver moderations per sector in London between Apr-14 – Mar-15. Note - number of moderations for sectors that amount to 0% are too small for differences to be significant

Source: Trinity



## Awards achieved – GOLD (61 tot)

By sector

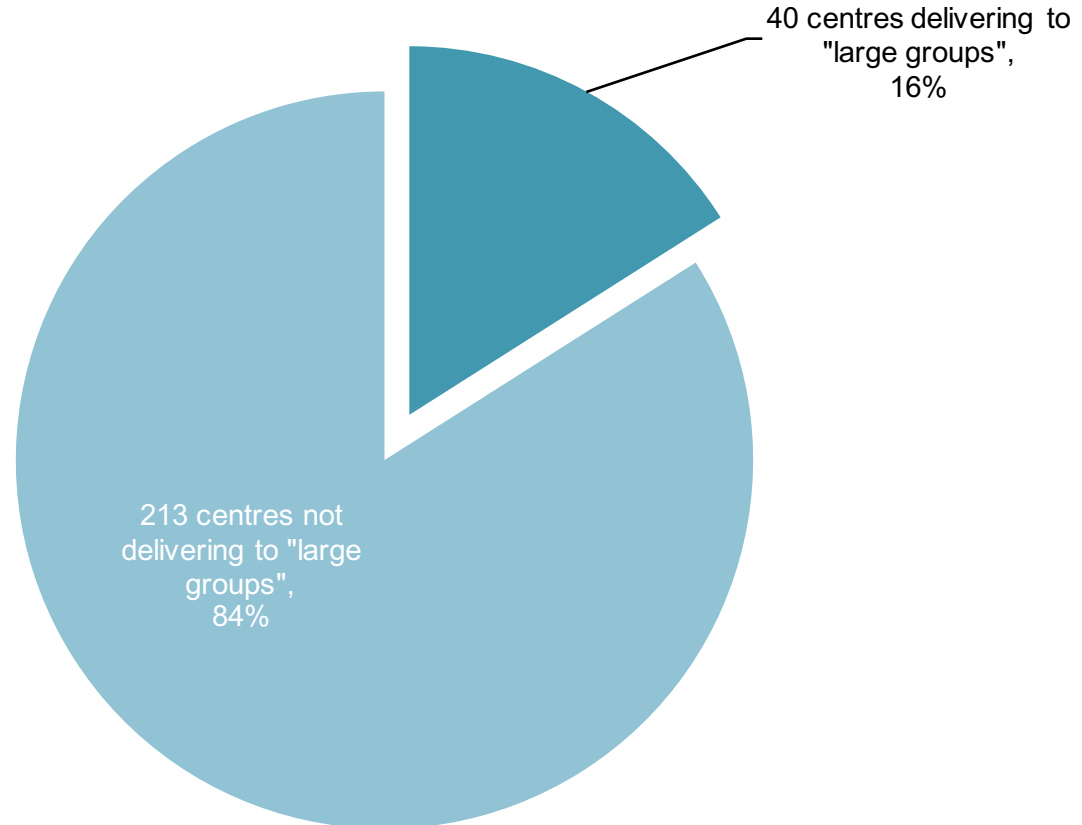


Percentage of Gold moderations per sector in London between Apr-14 – Mar-15. Note - number of moderations for sectors that amount to 0% are too small for differences to be significant

Source: Trinity

## Large group moderations

By centre

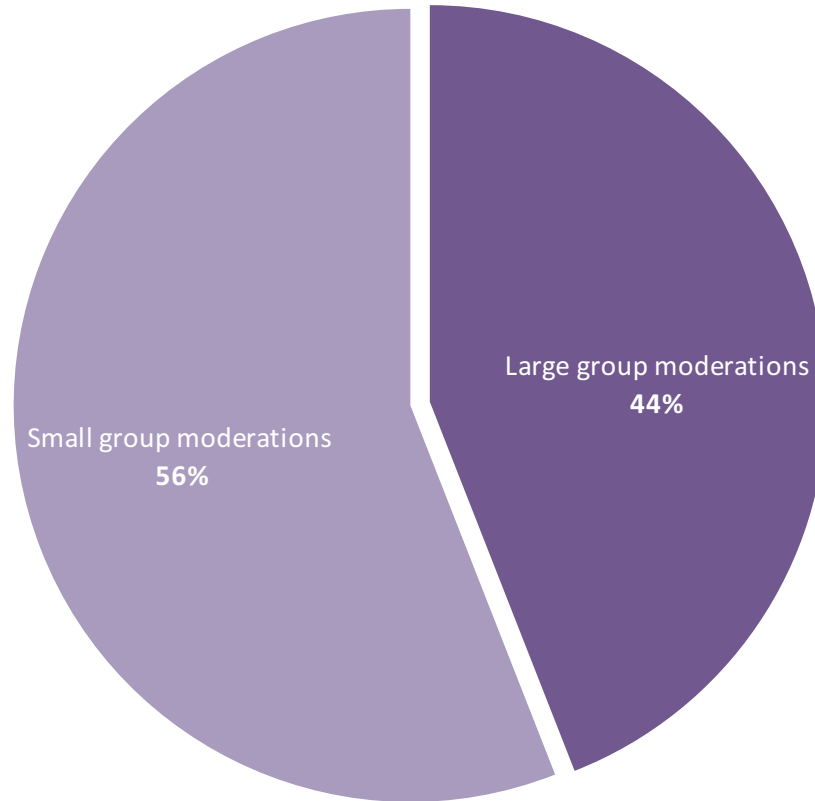


Percentage of centres that delivered to groups of over 50 young people on one date between Apr14-Mar15 (253 centres tot)

Source: Trinity

## Large group moderations

As percentage of all moderations achieved

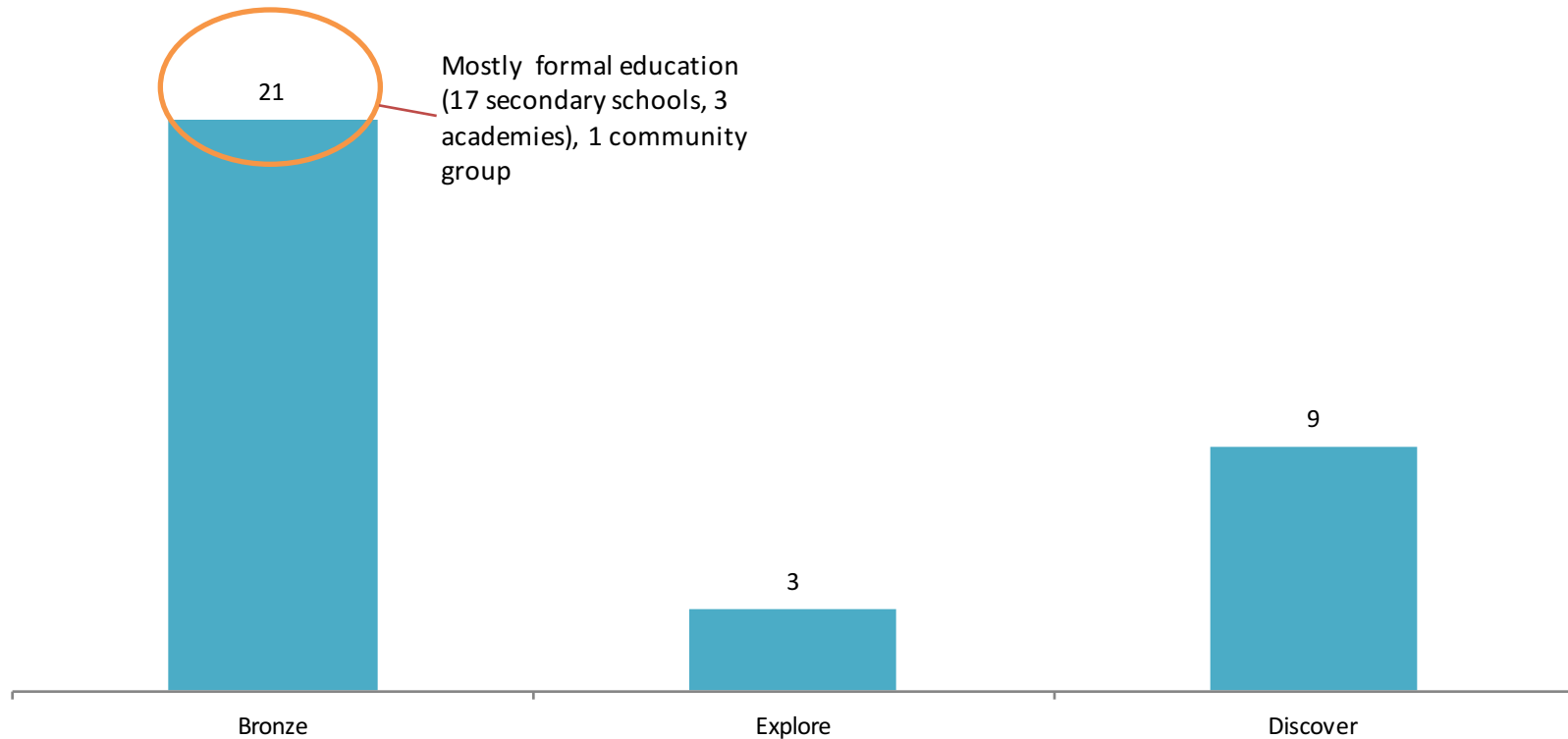


Percentage of all moderations (Pass, below pass, other) from centres delivering to groups of over 50 young people on one moderation date between Apr14-Mar15, of 6883 tot.

Source: Trinity

## Large group moderations

By level



Number of centres that delivered to groups of over 50 young people cumulatively between Apr14-Mar15 (253 centres tot), by level  
Source: Trinity

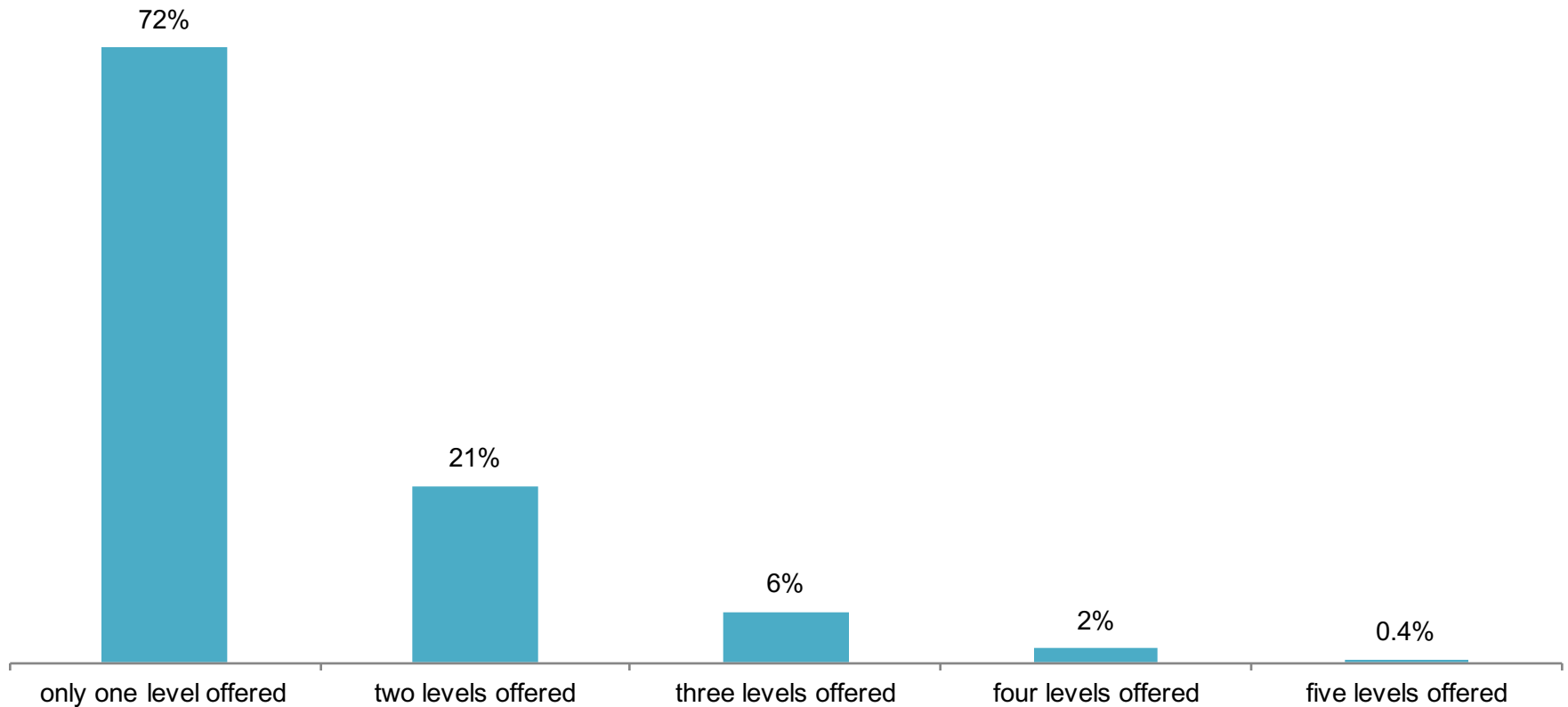
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# Progression

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## Centres offering level progression (253 centres tot) By Level

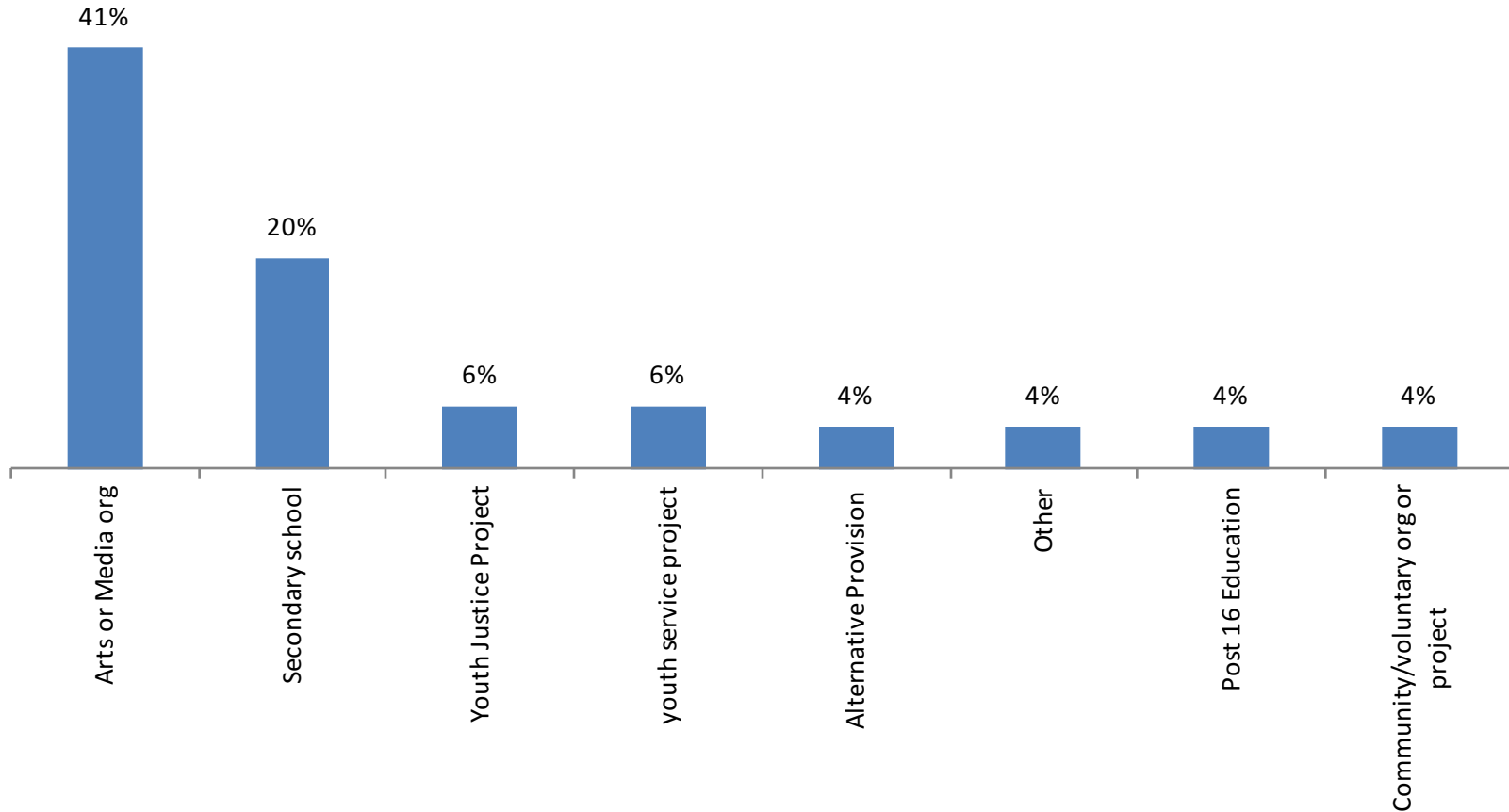


Number of centres in London offering more than one level of Arts Award between Apr-14 – Mar-15.

Source: Trinity

## Silver and gold level progression (54 tot)

By sector



Centres in London offering both silver and gold Arts Award between Apr-14 – Mar-15 by sector  
Source: Trinity

## Number of levels offered By borough



Active centres in London delivering 1, 2, 3, 4, or 5 Arts Award levels between Apr-14 – Mar-15 by borough

Source: Trinity



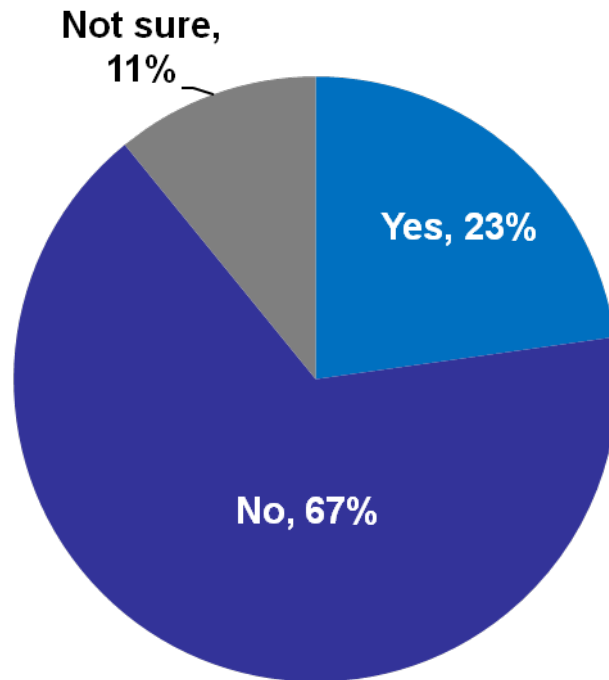
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# Awareness of and interest in Arts Award

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## 2012/13 research on awareness of Arts Award



•Those in **school** (27%) and **college/sixth form** (30%) are more likely to have heard of Arts Award than those at university, those who are in paid employment and those who are NEET

Q: "Have you heard of 'Arts Award' a programme which allows you to explore one or more art forms of your choice, create or perform your own work and get yourself a qualification?"

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Interest in Arts Award

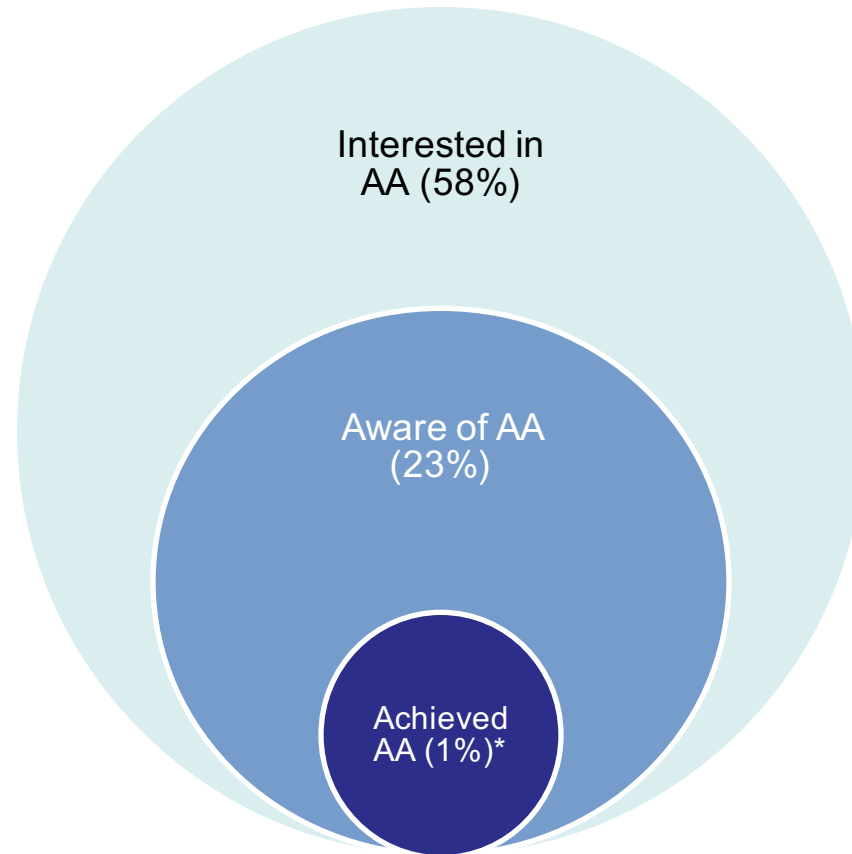
Those in **school** (69%) **college/sixth form** (59%) and those in **Apprenticeships/Training/ Internships** (68%) are most interested in Arts Award followed by those in university (51%) or paid employment (49%).

Q: "How interested would you be in taking part in Arts Award?"

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Arts Award – Awareness, interest and achievement



\*based on figures from Trinity (Arts Award Development Conference, March 2013)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough  
Source: AND/TNS

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# Priorities and recommendations

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Making progression transparent,  
accessible and exciting

Supporting more registered centres to be active

Addressing the imbalance in levels

Matching demand with supply

Ensuring equal access across London

# Glossary

**Arts Award** – A programme that allows young people aged 5 to 25 to get involved in arts and cultural activities, be inspired and grow as artists and arts leaders. It offers them a chance to develop their creativity, communication and leadership skills and get recognised through a group of national qualifications

**Centre** - An organisation that is registered to support young people in achieving their Arts Award

**Supporter** - An organisation or artist offering activities that young people can use towards their Arts Award, such as workshops, arts and cultural events which they can review, opportunities to find out about artists and cultural opportunities, a chance to share skills or lead arts projects

**Level** - Arts Award has five levels, four of which (Explore, Bronze, Silver and Gold) are accredited qualifications. Arts Award Discover is an introductory award.

**Adviser** – A trained professional supporting a young person as they are undertaking Arts Award and assessing their achievement

**Moderation** – Once the young person has completed all tasks related to their Arts Award a trained Arts Award Moderator checks the Adviser’s assessment for the accredited levels