

Frequently Asked Questions

NPO Goal 5 Information sessions (November 2016)

Contents

General.....	1
Artsmark	2
Arts Award	3
Cultural Education Partnerships.....	3
Digital	4
Data.....	4
Quality Principles	5

General

Q: Goal 5 is very much weighted towards schools, but what about work with young people who aren't in school?

A: There is a desire to address the particular challenge of arts and cultural education in school, hence the high priority given to this area. It's true that Artsmark is a schools only accreditation, however Arts Award and the Cultural Education Challenge also address young people outside of a school setting. You can also tailor your digital offer to reach these young people. Work with school leavers aged 18+ may also be covered by Goal 4.

Q: How do we reach underserved schools?

A: This will be different for every area, but this is one of the main aims of the Cultural Education Challenge. You can also create a listing on [ANDtogether](#), our online platform for connecting schools with arts and cultural organisations. We would encourage organisations to use the ACE data portal to find out more about engagement levels in different boroughs.

<http://www.artscouncil.org.uk/research-and-data/children-and-young-people>

Q: We're a Band 1 or 2 organisation, do the Arts Council expect someone from our organisation to become a school governor?

A: This is desirable for Band 1 and 2 organisations applying under Goal 5. For Band 3 organisations, Arts Council expects a commitment that either senior leadership or staff members of cultural organisations will take up a role on school governing bodies.

Q. Is there some form of national co-ordination of Bridge organisations? It seems as though that would make sense to ensure a joined up approach to the Cultural Education Challenge, for example?

A: As a network, Bridge organisations from across the regions meet around four times a year, to discuss joined up approaches to our work, share best practice and opportunities for collaboration. We are happy to put suggested items on the agenda.

Q: What about organisations that are doing great work with children and young people, but not necessarily through Artsmark and Arts Award?

A: Arts Council England acknowledges that organisations may already be doing great CYP work but not through Artsmark or Arts Award. Both schemes were created to encourage cultural education work and to help young people access opportunities. In this round, with the aim of encouraging access, Arts Council expects organisations working to Goal 5 to prioritise digital, Artsmark and/or Arts Award in their applications.

Q: There's a challenge for cultural organisations to balance the really engaged 'needy' schools and new schools. How do we diversify our schools audience?

A: Through working in partnership, and strategically across organisations, sharing data and insights, challenging your own marketing, recruitment practices and criteria, we can attempt to rebalance what can sometimes be perceived as a 'super-served system' of a proportion of highly engaged schools, always taking up 'the offer'. You can also make sure you're profiled on [ANDtogether](#) – our online platform for connecting schools with arts organisations.

Q: Where is the cross-over with the work we do with teachers, and DfE requirements in terms of curriculum delivery?

A: We would argue that curriculum delivery can be creative and cultural, and NPOs can help reinforce this through their programmes and approaches to engaging schools in a range of curriculum areas and subjects.

Artsmark

Q: What do schools get from taking part in Artsmark?

A: Artsmark provides a structure for schools through which they can articulate the value of their approach to creativity and culture in their school. By registering they get access to a range of support and development opportunities, aimed at moving them through the Artsmark application process. By registering, and becoming part of the Artsmark community, they can attend events, network with other teachers and professionals, and benefit from their school being heralded at the end of the process, when an Artsmark award is hopefully achieved.

Q: Is the target for half of all London schools to have Artsmark based on participation or achievement?

A: Participation – as schools now have two years to complete the award getting them to sign up is the most important thing.

Q: Is there an official way that we can support schools through Artsmark (similar to Arts Award Supporter)?

A: Yes, Arts Council England are currently developing 'Artsmark champions' (see below). In addition to the Artsmark support that AND offer schools, we also facilitate Artsmark info sessions for the Cultural Sector where you can find out more about the Award programme and how you can engage.

Q: Is there any more information on what the Artsmark Champion role will comprise?

A: This is currently still in development, however there have been a range of pilot schemes taking place which Arts Council England have completed an evaluation of. Details will become available probably more towards the business planning stage of this process.

Q: Is the Critical Friend still part of Artsmark?

A: No, the Critical Friend has been replaced by [support sessions run by A New Direction](#).

Q: Are there targets for NPOs around Artsmark?

A: Not directly, the Artsmark target is for the Bridge organisation. NPOs will however be expected to support and promote Artsmark by building it into their programmes. Our current target is to work towards 50% of all London schools achieving Artsmark.

Q: Is the Artsmark process different for SEND schools?

A: No, it's the same. As the new award is a lot more flexible it can be easily adapted to different settings and needs.

Arts Award

Q: Who do we talk to about Arts Award requirements?

A: Louise Barnell at A New Direction – louise.barnell@anewdirection.org.uk

Q: What is the age range for Arts Award eligibility?

A: 5 - 25.

Q: Are there stats available on Arts Award take up and delivery?

A: Yes, this is available [on our website](#).

Q: How should NPOS be supporting or leading on Arts Award with our school contacts?

A: Arts Award Centres are places where the award is delivered and accredited. Supporters are places that offer complementary activities. The decision to become either a Centre or a Supporter should be based on the capacity of the organisation and/or programme model. You can find out more at <http://www.artsaward.org.uk/>.

With Arts Award, there is no need to be fixated with schools, many NPOs are doing valuable work with children and young people beyond school and that needs to be retained.

Cultural Education Partnerships

Q: If our organisation works across multiple boroughs do we need to sign up to multiple Cultural Education Partnerships?

A: All of the CEP's have very different and specific aims and functions, so if you don't think your work fits with these then don't get involved. Different partnerships are also at different stages of their work – some are more developed and have 'off the shelf' offers which you can engage with, and a means to contact a representative who can provide more info. However, others will still be in the infancy stages and won't have this.

Q: Are there any case studies of successful Cultural Education Partnerships and Cultural Education Challenge work?

A: Yes – please see links below:

- [My Cambridge](#)
- [Barking and Dagenham Cultural Education Partnership](#)
- [NFER report on the CEP pilot](#)
- [Camden Spark](#)
- [East London Cultural Education Partnership](#)

Also, sign up to the [AND newsletter](#) to stay up to date with Cultural Education Challenge news, including details of new funding opportunities and profiles of work on our blog.

Q: Are Cultural Education Partnerships only recognised officially by ACE if they're steered by an NPO?

A: No, in fact for many of the existing partnerships this is not the case. For example in Camden schools play a central role, and in Barking and Dagenham the partnership is led by the local authority.

Q: Is there a correlation between ACE funding and the borough which currently have CEPs? And if there are more NPOs in one borough is there more pressure to form a partnership?

A: No, spending is not apportioned based on this. And partnerships should be formed to meet the needs of schools and to try and reach new schools. Your organisation's work doesn't need to be limited to the borough it's in.

Digital

Q: I'm interested in the specific targets around digital – what are the priorities with young people, and are there any good practice case studies?

A: Digital is an incredibly important way that we can deliver public value for the investment the public makes. Developing digital creative, captured or cultural learning content is an appropriate way to engage with Young People, as avid consumers of media and users of media devices. Consider how you can use digital to reach out to children and young people. (Examples of digital practise's engaging with young people can be found through the [Digital R&D Fund for the Arts](#) website.)

Q: How do we reach disadvantaged children and young people with digital projects when they may not have access to certain technology and platforms?

A: Think about how you can reach teachers with your digital work. Things such as digital resources, online teachmeets and social media are good examples of potential avenues for this.

The Audience Agency have also written a [very informative blog](#) on tips around ACE's new digital plan requirements.

Data

Q: In terms of data collection and how to improve it – what is the Arts Council thinking in terms of the quality / depth of the data they are referring to in the guidelines?

A: Collecting personal data on under 16s is not straightforward and requires specialist research expertise, and you may be able to get insight into the profile of young participants or audiences in other ways. If working with schools and/or in cultural education partnerships, NPOs should refer to the [Arts Council Cultural Education Data Portal](#) to help support evidence-based planning at a local level. NPOs should consider ways in which proxy data could be used (as opposed to collecting very specific data about individual children). Organisations should consider how they might use schools data - e.g. the proportion of free school meals, pupil premium statistics etc. – to inform an approach to broaden reach and meet the ambitions of the Cultural Education Challenge.

Q: The requirements around data are tricky as we are gathering data from children. What are the Arts Council's expectations around this?

A: The data requirements referenced in the ACE guidelines reference a more general aim for NPO's to collect more rugged data to report more effectively across the board – this doesn't mean you will be expected to collect and report on personal data of children and young people. The Arts Council are looking for you to outline in your bid how you are going to measure your success, including setting targets which can be measured and assessed over the four-year funding period. Be sure to consider what metrics you will be using to measure the impact of your work with CYP, and try to think of ways to collect data at a more granular level.

Q: Does AND have any data on which schools are/aren't 'super served'?

A: Unfortunately, there are no metrics to measure this, however we do have some general segmentation data on school engagement, and profiles on individual boroughs. <https://www.anewdirection.org.uk/research>. Artsmark is also a good indication of which schools are engaged – this data is also publicly available. <http://www.artsmark.org.uk/>

Q: What are the 'protected characteristics' referenced in the ACE guidelines?

A: '[Protected characteristics](#)' is a governmental and legalistic term used to describe those characteristics which are protected by law such as sexuality and ethnicity. It is illegal to exclude anyone based on these characteristics.

Quality Principles

Q: Do all NPOs applying under Goal 5 have to apply the Seven Quality Principles?

A: NPOs should use the Quality Principles to guide their work CYP work and when planning and delivering activities by with and for children and young people. Information on the quality principles and how they are being used is available on Arts Council's website [here](#).