

A NEW DIRECTION ARTS AWARD SUPPORTER TOOLKIT



FIND OUT



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- Everything you need to know about Arts Award Supporter; creating your own offer and reaching out to people doing their Arts Award

WHAT WILL THIS TOOLKIT DO?

This toolkit will lead you step by step through creating a Supporter offer that is based on your current work, you will not need to create another programme of activities. It will help you feel confident in making your offer even stronger and in promoting it to your target audiences. Each step has tools to guide you through the process.

Throughout this toolkit there are links to extra resources and information designed to help you build your supporter offer - these resources look at Arts Award Supporter in more depth and complement all the activities in this toolkit.



UNDERSTANDING ARTS
AWARD SUPPORTER



CREATE YOUR SUPPORTER
OFFER AND REACH OUT



PRACTICAL TOOLS
TO HELP YOU



REDUCE YOUR TIME IN
PREPARING AN OFFER

STRUCTURE OF THE TOOLKIT



1 What is Arts Award Supporter?

Get a clear understanding about Arts Award Supporter

Resources that will help:

- Find out more at www.artsawardsupporter.com
- **Videos** at www.artsawardsupporter.com/videos
- **Supporter Starter Kit** at www.artsawardsupporter.com/kit
- Download the **Arts Award Guide** at www.artsaward.org.uk/guide for current information about the awards

For more information visit www.artsaward.org.uk

What is Arts Award?

- A qualification which inspires young people to take part in the arts, offered at five different levels for children and young people aged up to 25 years
- To achieve their Arts Award, young people take on challenges in art forms, participate in arts activities, experience arts events, get inspired by artists and share their arts skills with others.
- Young people create a portfolio to keep a record of their creative journey. Along the way they are supported by an Arts Award adviser, acting as assessor, facilitator and mentor.

What is Arts Award Supporter?

- A badge which shows your organisation supports young people doing Arts Award
- A way of reaching new audiences, young people, and schools
- Supporters develop an offer for young people doing Arts Award which is published on the Supporter map, Arts Award Voice and on each Supporter's website and promotional materials

Why be a Supporter?

It's a free tool to promote your existing work to Arts Award Centres, schools, youth groups and individual young people. You don't need any Arts Award trained staff, to do any paperwork, or pay for moderation fees.

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2 Understand how your work links to Arts Award

Summarise your work, philosophy, and who you work with

To start to generate ideas about your offer - think about who you are/ why you exist and what you do as an organisation.

Who you are	Why you exist	What you do
<p>The history of our organisation and our philosophy is...</p>	<p>Our core delivery/activity and mission is...</p>	<p>Our key audiences are...</p>

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3 Work with different departments to develop your offer

Who can you work with in your organisation to develop a really strong Supporter offer?

The best way to get started quickly is to get more people on board and create ideas together. In this way, you don't need to feel pressured by creating an offer on your own and you can get different perspectives on your Supporter offer. Your marketing team should definitely be involved, but think about the rest of your education team, project workers, front of house etc.



Who will you ask?



Who will you ask?



Who will you ask?

Why do you want them to be involved?

Why do you want them to be involved?

Why do you want them to be involved?

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4 Who are your key audiences?

This will help you decide which age group to work with first. You can repeat this exercise with different age groups when you are familiar with the process.



TIP!

- There are five different levels of Arts Award for children and young people aged up to 25 years.
- Your Supporter offer can be for any level of Arts Award, or even all of them.
- Please note that the age groups opposite are a guide only and Arts Award should always be tailored to the needs of individual learners by their Arts Award Adviser.
- For detailed information on Arts Award at all levels you can download the Arts Award Guide at www.artsaward.org.uk/guide

Thinking about the audiences you have identified - choose one that you feel has the best potential for your Arts Award Supporter focus. You can use the guide below to give you an idea about which levels of the Award work for different age groups.



Primary



Discover / Explore



Secondary



Bronze / Silver



16 +



Silver / Gold



SEN group
additional needs



Discover / Explore

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5 What do you do that could be a Supporter offer?

Generate ideas for your offer!

Resources that will help:

- Videos at www.artsawardsupporter.com/videos



TIP!

Watch the video 'creating your Supporter offer'

- Look at the relevant Arts Award level for your target age group in the Supporter Starter Kit.
- Look at what other organisations do on www.artsawardsupporter.com/spotlights

As an Arts Award Supporter you can make up your offer with one opportunity or several. You can promote multiple offers - or focus on the one that best suits your organisation.

Your Supporter offer may include things like:



Taking part in arts/ cultural activities



Seeing arts & culture



Meeting arts professionals



Sharing skills, leading workshops and running events

Now you know the relevant Arts Award level for your target age group and have seen the example activities above, you can go to the following pages and pick your Arts Award level (Discover / Explore / Bronze / Silver / Gold) and use the tool to write or draw your ideas based on our suggestions. You can repeat this activity with as many levels as you wish.

FIND OUT

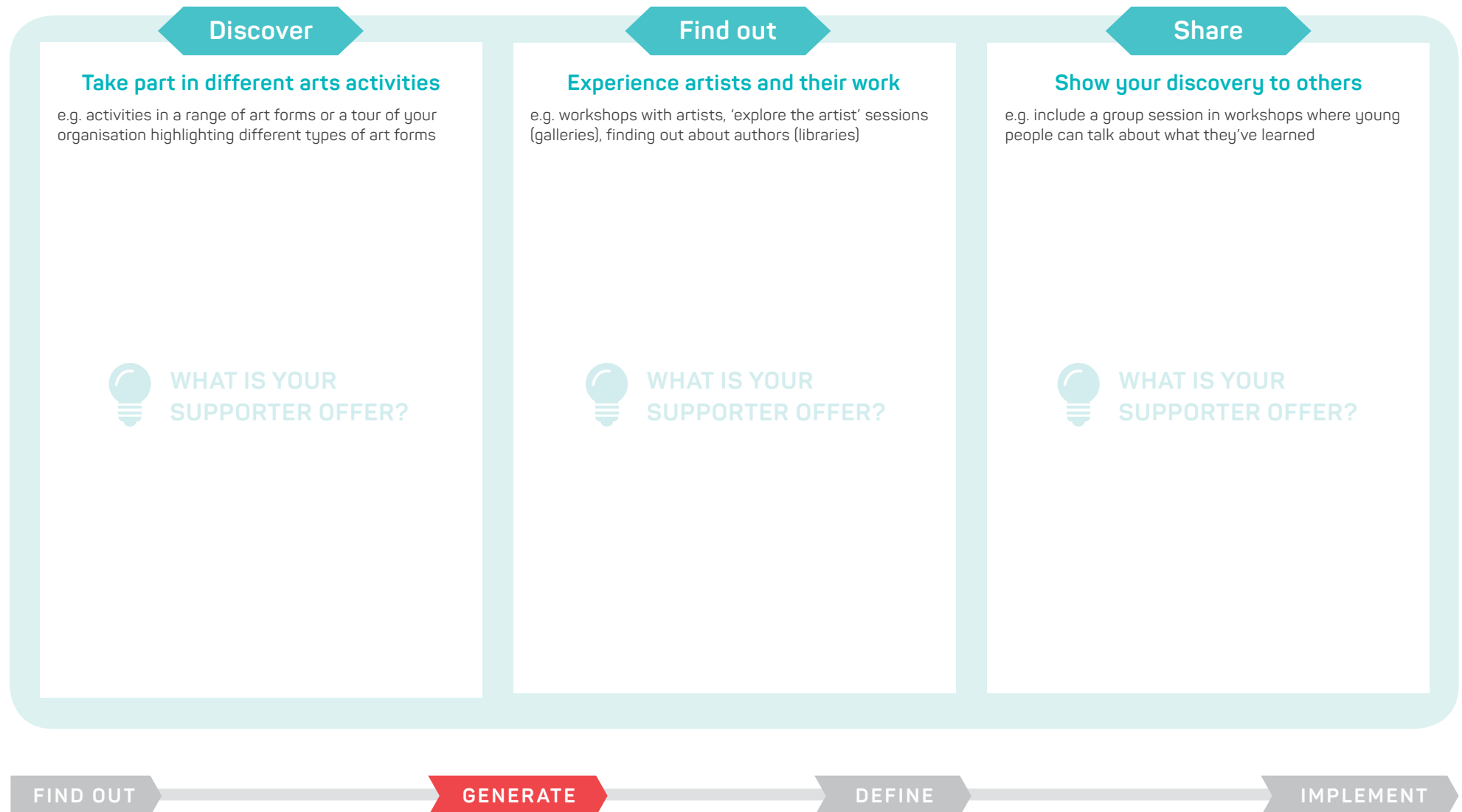
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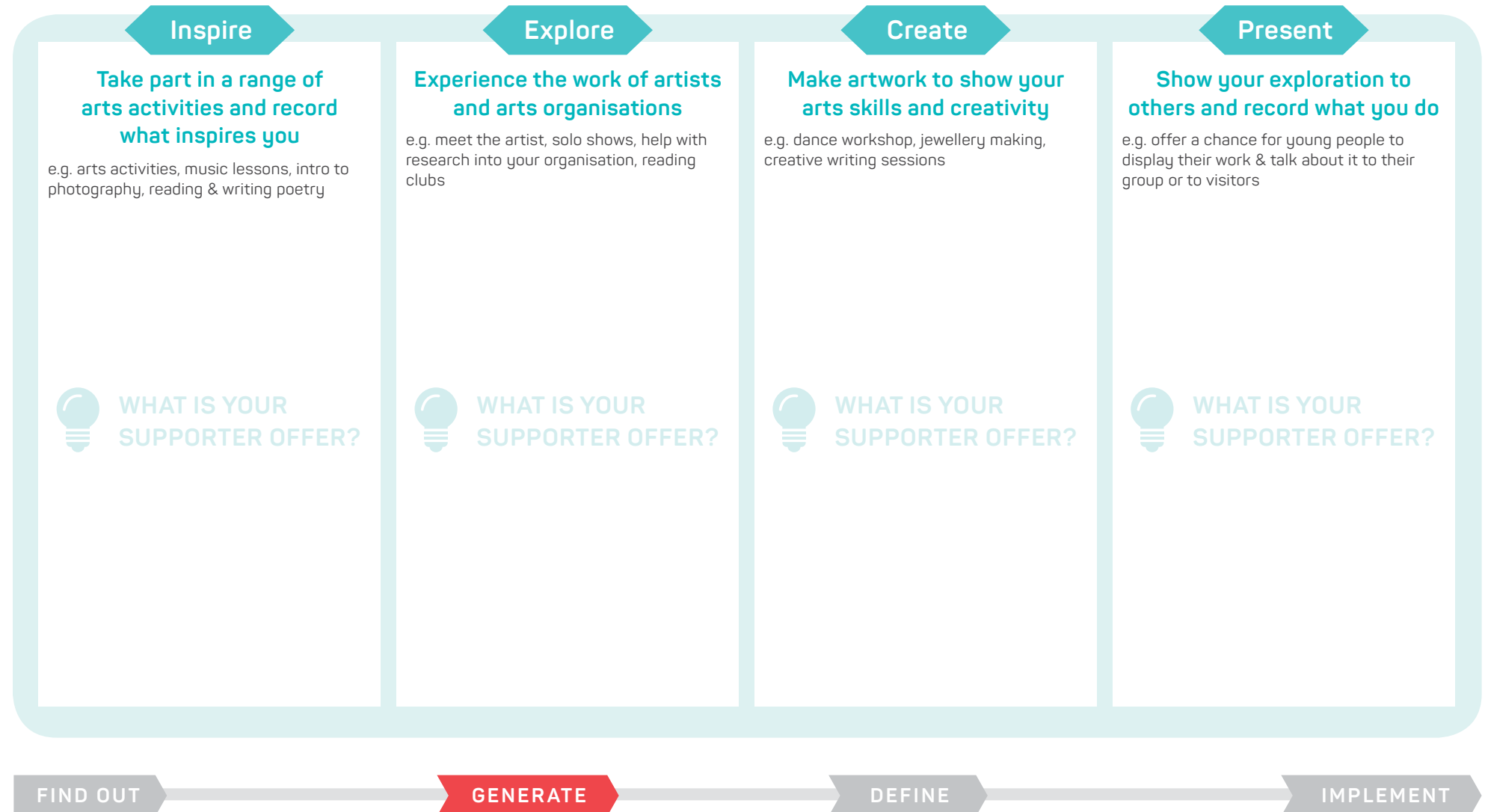
Arts Award Discover

You'll find that primary schools and shorter projects use Arts Award Discover. It's an introductory level award.



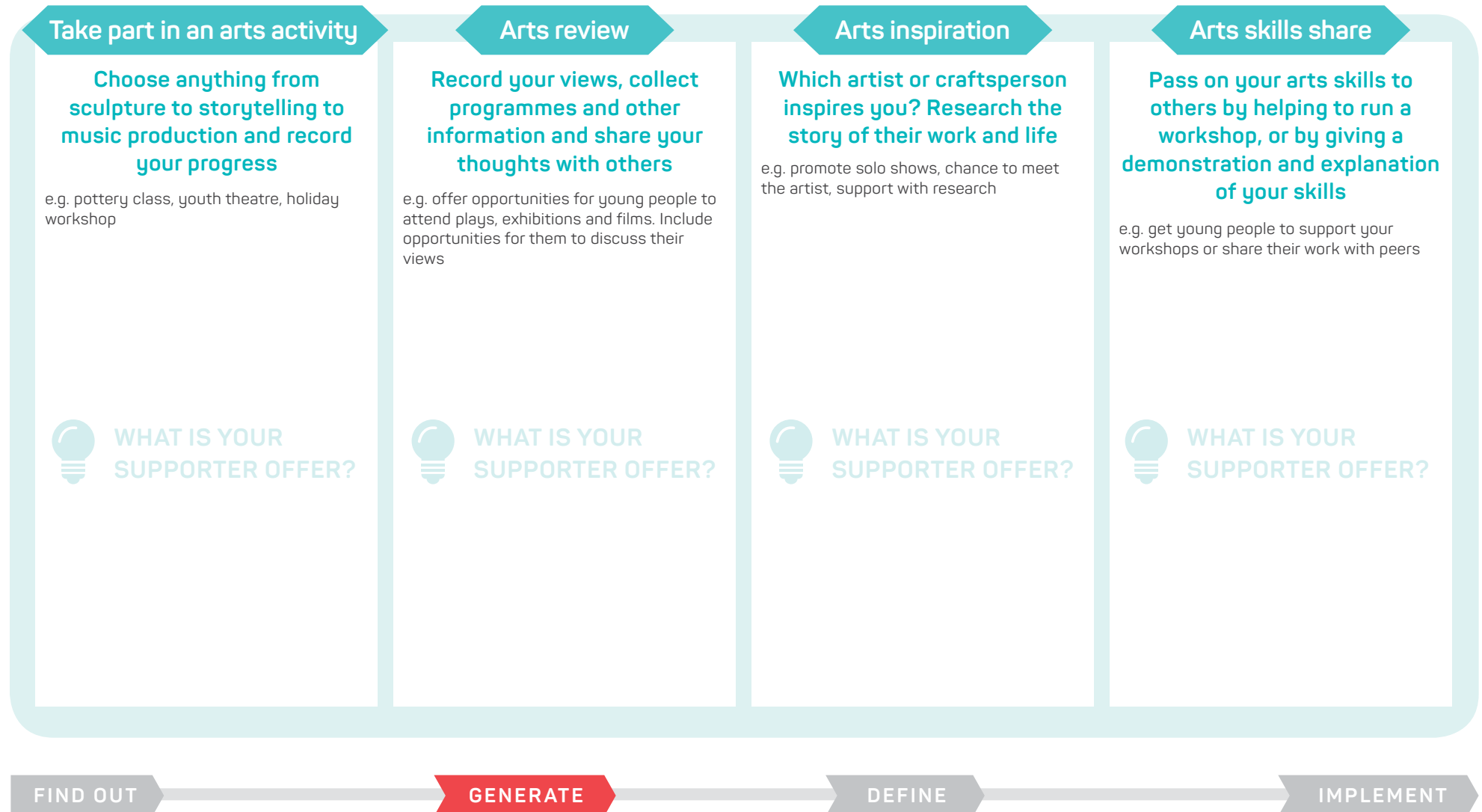
Arts Award Explore

Arts Award Explore is popular in primary schools and children's arts projects. It's also a great introduction to the arts for a wide range of children and young people.



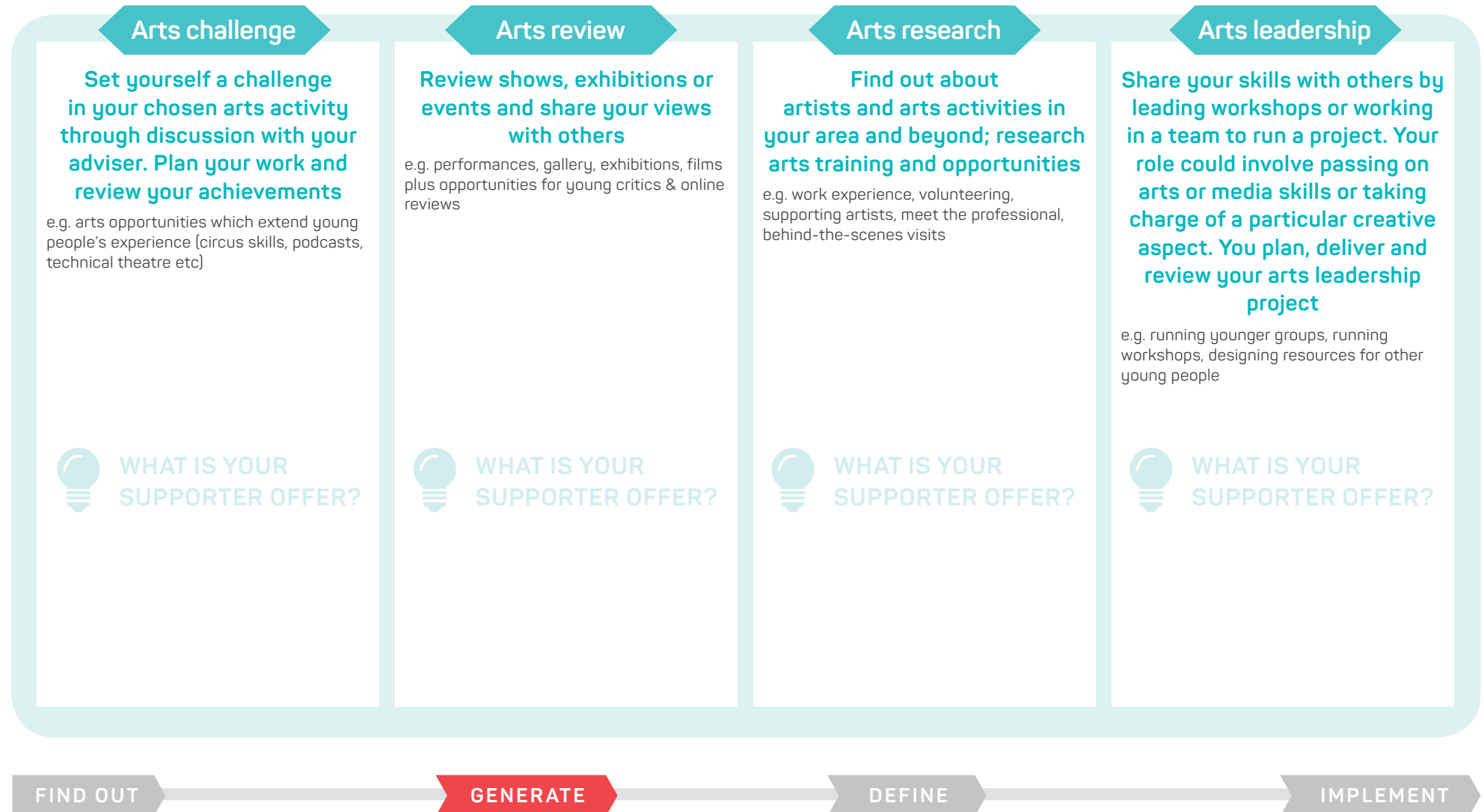
Bronze Arts Award

Bronze is a very popular award with over 20,000 young people achieving it every year across the UK. It's often run with whole classes at Key Stage 3 in schools, and widely offered in arts organisations, youth projects and youth justice programmes.



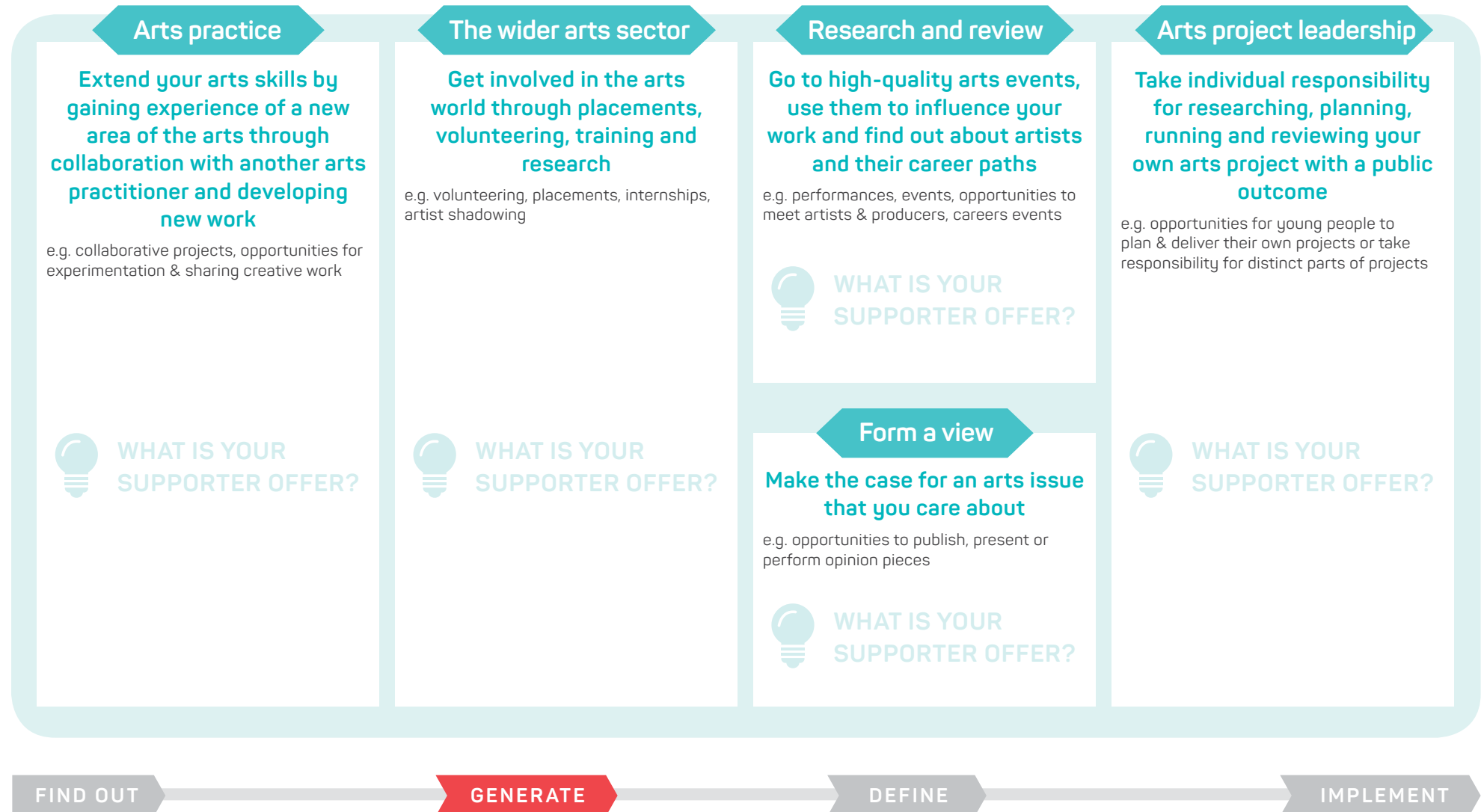
Silver Arts Award

Silver is a step up, and expects young people to take more responsibility for their progress and leadership.



Gold Arts Award

Gold treats the young person as a 'young creative' and expects experimentation, opinions and a self initiated arts project.



6 Write your Organisation's offer

Write a Supporter offer which can then be used on the Supporter site, your website, marketing materials and more.

Choose one idea that stands out to you from the previous exercise and write your offer

- Be really specific. Remember that teachers and other people looking for Arts Award offers are busy - make it easy to understand what you do. You can also give examples to them.
- Remember a single activity (e.g. watching a performance) could be used at multiple levels.
- Use the tool on the following page to write your offer. You might want to print out multiple pages of the tool to write more than one offer.
- Your offer will more than likely be an existing programme, just explained using key phrases from Arts Award and linked to the different levels and parts of the award.



TIP!

When you have completed the exercise for one idea, repeat it with the rest of your offer

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Your Arts Award offer

Level :

Title

What is the offer and why would people be interested in it?

What things will children and young people do? How?

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7 Sign up as a Supporter

Make it official!

- If you haven't already done so, sign up as a Supporter at www.artsawardsupporter.com
- You can use all of the information you have created here to put on the Arts Award Supporter website.
- If you have already signed up then you can update your information with the details you have created here.
- If you have forgotten your password or have difficulties logging in email supporter@artsaward.org.uk

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8 Engaging people in your organisation

Does the whole organisation know about Arts Award
Supporter and can they talk about your offer?

Use the tool below to plan how to engage people in your organisation.

Can you clearly explain your offer to people in your organisation? How are you going to describe it?

Who could talk to young people and teachers about Arts Award and your Supporter offer?

How could they share your Supporter offer?

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9 Promote your offer

1. Creating a web page

How do you promote your Arts Award Supporter offer?

Resources that will help:

- **Making a webpage** in the Supporter video series at www.artsawardsupporter.com/videos

Watch the 'making your Supporter webpage' video

- What do you need to do to create a webpage on your website?
- Who do you need to talk to?
- What images could you use?
- What pages would you link to?
- What would be your call to action?

Plan what/who/how/when you are going to do			
what	who	how	when

FIND OUT

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9 Promote your offer

2. Reaching centres

How do you promote your Arts Award Supporter offer?

Watch the video 'connecting with Arts Award centres' and read the section 'work with centres' of the Starter Kit. There are additional resources on how to download local centre data on the Support & Resources page when you have signed up. There is a step by step video on how to download centre data too.

What could you do to reach local centres? Could you hold an event? What do your marketing team suggest?

Where do you work?
e.g. locally/nationally/touring

How many centres are there in
your area(s)? You can use the
centre map to work this out

What kind of centres are they
and which of them would
be most interested in your
organisations work?

What could your marketing
plan be for reaching them?
e.g. calling five schools,
arranging a preview for 30
schools or sending letters to
200 schools

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9 Promote your offer

3. Create more ideas

How do you promote your Arts Award Supporter offer?

Think about other ways of promoting your offer now!

You may want to consider:

- What your offer is
- Who might be interested in it
- How you could promote it to them
- When would be best to promote it

Plan what/who/how/when you are going to promote			
what	who	how	when

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9 Promote your offer

4. Track who uses your Supporter offer

It is important that you track who uses your Supporter offer, so that you can report to external funders and internal stakeholders. It can be difficult to do, so it is important that you plan from the outset.

A good example is asking school groups booking for workshops/performances/guided visits/education programmes if they are doing Arts Award.

The answers would need to be monitored within your organisation. To help build relationships you could even ask the school when they are hoping to submit their Arts Award and follow up with a phone call to ask them how it went.

Where could you ask about who is using your offer to complete an Arts Award and who would monitor this?

Role play in your group how and where this question is asked. Note down here what you would ask.

Who will you need to ask within your organisation to help with tracking? Front of house? Workshop leaders? Group bookings? How will you do this?

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10 Additional help

- Everyone is entitled to a half hour Skype or phone call about their Arts Award Supporter offer - email supporter@artsaward.org.uk
- Sign up for A New Direction's newsletter www.anewdirection.org.uk/newsletter
- Find out more about your Arts Award Local Area Networks www.anewdirection.org.uk/what-we-do/arts-award
- Talk to your local arts organisations and networks to see if you could work together on Arts Award

Plan how you're going to approach this

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Checklist

1 What is Arts Award
Supporter?

☐

6 Write your organisation's offer

☐

2 Understand how your work
links to Arts Award

☐

7 Sign up as a Supporter

☐

3 Work with different departments
to develop your offer

☐

8 Engaging people
in your organisation

☐

4 Who are your key audiences?

☐

9 Promote your offer

☐

5 What do you do that
could be a Supporter offer?

☐

10 Additional help

☐

A New Direction would like to thank the following organisations that have contributed to the development of this toolkit:

- Barbican Children's Library
- 'A' Team Arts
- English National Ballet
- Unicorn Theatre
- The Place
- Siobhan Davies Dance
- Camden Music
- Ministry of Stories
- The Sorrell Foundation
- Horniman Museum and Gardens

For more information on Arts Award please visit www.artsaward.org.uk

For more information on A New Direction please visit www.anewdirection.org.uk

Arts Award offers young people an inspiring arts journey. Each path can take a different direction – from fashion to film-making, from dance to design, from photography to poetry. Whichever route they choose to follow, young people are always in the driving seat.

Arts Award's unique qualifications support young people to develop as artists and arts leaders. The programme develops their creativity, leadership and communication skills.

Open to anyone aged 7 to 25, Arts Award embraces all interests and backgrounds. Through working towards an award young people learn to work independently, helping them to prepare for further education and employment.

Arts Award motivates and celebrates young people's artistic achievements. Young people can achieve an award through any arts, media or cultural activity, developing knowledge and understanding of their chosen art forms.

Arts Award is managed by Trinity College London in association with Arts Council England working with 10 regional Bridge organisations. A New Direction leads on the development of Arts Award in London.