

Artsmark Podcast

Invitation to be our guest speaker

Deadline for EOIs: Monday 14th June 2021

Eoi form: www.tfaforms.com/4907557

Introduction

A New Direction is inviting expressions of interest to collaborate with us to record a podcast episode which supports schools on their Artsmark journey.

A New Direction is a not-for-profit organisation that exists to ensure that all children and young people in London can develop their creativity and play an active part in the culture and heritage of the city.

Artsmark is the creative quality standard for schools, accredited by Arts Council England. It provides a clear framework for teachers to plan, develop and evaluate arts, culture and creativity across the curriculum and beyond.

A New Direction supports London schools throughout their Artsmark journey, offering expert guidance, advice and training.

The podcast series

During the 2021-22 academic year, teachers time is still going to be dominated by the continuing effects of Covid 19. In order to support as many teachers and Artsmark schools as possible, we are replacing live CPD sessions with a podcast series and CPD videos, which can be accessed at any time.

If government guidelines allow, we may look into holding in person Artsmark Connect events which explore further some of the podcast discussion points. Please note this would be separate to this contract and will be discussed later in the year.

We envision the podcasts being a conversation between an Artsmark Partner, an Artsmark school and where possible include pupils from the school. The podcast will be hosted by a member of the A New Direction Artsmark team.

Podcast themes

We would like to collaborate with 6 Artsmark Partners, who will each respond to, and discuss ways they have explored one of the following priorities through their work with Artsmark schools;

- The impact of the arts on learning across the curriculum and on raising standards
- Teaching for creativity
- Using the arts across the curriculum, particularly in core subjects (e.g. literacy)
- Health and emotional wellbeing, whole child development
- Inclusion and access
- Student voice and arts council/ambassador models
- The development of transferable skills
- Developing learning character
- Embedding SMSC

Podcast format

We envision each podcast being approximately 20-30 minutes and following the same format

- Brief introduction from A New Direction to the podcast, episode theme and episode guests
- Brief introduction from organisation and school
- Q&A – A New Direction host will facilitate conversation and ask questions, which will be agreed during planning meetings
- Round up, sign posting

How it will work

- Podcast guests will be asked to join a Zoom call to record the podcast
- Podcast guests will be asked to record the Zoom call onto their devices and share with A New Direction
- A New Direction will contract a podcast Producer to edit together final podcast
- A New Direction will share publicly on our website and social media

Fees and acknowledgements

Guest speakers will be fully credited for their contribution and are also welcome to share the podcast for their own purposes.

Fee — £500 including VAT to cover:

- Planning & briefing meeting with A New Direction
- Planning responses to questions
- Recording of podcast

Please note, we can also offer teachers involved £250 to compensate for any cover needed

Selection criteria

Expressions of Interest are invited from artists and / or organisations to be considered for these commissions. Please note, you do not need to be an Artsmark Partner to express an interest, however you will need to commit to completing Artsmark Partner training if selected. However, the school that you have worked with MUST be registered for Artsmark.

In selecting artists or organisations to co-deliver the programme, A New Direction will also work to ensure that a range of creative capacities, subject areas, and art forms are represented. We will contact shortlisted artists/organisations to discuss further details before confirming participation in the programme.

We would also like for this work to help broaden and diversify a creative curriculum in response to the combined crises facing young people in London — the Black Lives Matter movement and the call for a more equitable society, the Covid-19 pandemic, its associated economic impact and the Climate Crisis. We believe in a better world and want to support teachers and educators with the richest learning materials that develop young people's creativity and their ability to navigate these times. We will also consider this when selecting partners to work with.

Timeline:

- Deadline to submit EOI Form online: Monday 14th June 2021
- Follow up discussions scheduled with A New Direction: w/c 28th June 2021
- Commissions, contracting and individual co-planning meeting: July 2021
- Recording of Podcast: September — early October 2021
- A New Direction final editing: October 2021
- Publication of podcast online: October 2021 onwards

Questions

If you have questions about the Expression of Interest, that you would like to discuss please contact us by email on artsmark@anewdirection.org.uk

Questions from the Expression of Interest form have been included below in case you would like to draft answers before submitting the form.

Please complete and submit this [Expression of Interest](#) by 14th June.

Expression of Interest questions

(please submit final version via online form)

- Contact details: Name, Organisation, Address, Phone number, Email Address
- Are you/your organisation registered as an Artsmark Partner? (Yes/ No, but am booked to attend a briefing/ No, but can commit to attend a briefing if selected)
- If you are an Artsmark Partner, is your Artsmark offer already on your website? If so, please include a link to this (free text)
- Chosen key priority area to explore (tick box)
- What school will you be discussing this priority area with?
- Up to 400 words: description of activity that happened with school to explore this priority area