

Artsmark CPD

Invitation to develop video resources

Deadline: Monday 14th June 2021

EOI form: www.tfaforms.com/4907563

Introduction

A New Direction is inviting expressions of interest to collaborate with us to create video learning resources for schools that support their Artsmark journey and the development of young people's creativity.

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.

Why CPD videos?

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 videos and a podcast series, 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 content in the CPD videos. Please note this would be separate to this contract and will be discussed later in the year.

Over the last few years we have developed a co-delivery model for the CPD programme, which benefits schools by introducing them to the broad cultural sector offer in London, as well as supporting them with Artsmark and its wider benefits. This codelivery model also benefits cultural organisations, enabling them to make connections with schools that may be new to their offer. We would still like this to be reflected in the 2021-22 CPD programme.

The CPD programme also supports schools with Artsmark by advocating for the benefits of the award and connecting to key strategic priorities that are commonly articulated by schools in their Statement of Commitment, where relevant.

CPD video themes

We would like to collaborate with 6 Artsmark Partners, who will each create a video responding to one criteria of the Artsmark [Self Assessment Framework](#).

1. Values and Ethos
2. Leadership
3. Children & Young People Engagement
4. Curriculum Design
5. Range of Offer
6. CPD
7. Partnerships
8. Equality and Diversity

A New Direction has identified the following common key priorities for schools, which you could consider alongside the self assessment framework criteria:

- 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/careers
- Developing learning character
- Embedding SMSC
- Student voice and arts council/ambassador model

CPD video format

We envision each CPD video being approximately 10 minutes and following the same format:

- Brief introduction to organisation/artist and resource (1 minute)
- Brief introduction to the self assessment criteria they are addressing (1 minute)
- Demonstration of classroom activity that a school could use to explore/develop the particular criteria (5 minutes)
- Assessment, differentiation and development suggestions (3 minutes)

You can see an example of roughly how the videos will look [here](#). Please note your organisation's logo will also be included.

How it will work

- Artsmark Partners will be asked to film themselves speaking/demonstrating to camera
- Partners will send the recording with any necessary images/presentations to A New Direction
- A New Direction will edit CPD videos and share publicly

Fees and acknowledgements

This work is intended to take each artist or organisation approximately 5 days in total. Artists and / or organisations will be fully credited for the work and are also welcome to use the resources for their own purposes.

Fee — up to £1,000 including VAT to cover:

- Planning & briefing meeting with A New Direction
- Planning of content
- Filming of content

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, if selected, you will need to commit to [completing Artsmark Partner training](#) before the videos are published.

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 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, 9am
- Follow up discussions scheduled with A New Direction: w/c 21st June 2021
- Commissions, contracting and individual co-planning meeting: July 2021
- Development of CPD video: July – September 2021
- A New Direction final editing: September 2021
- Publication of CPD videos 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?
- If you are an Artsmark Partner, is your Artsmark offer already on your website? If so, please include a link to this
- Chosen area of the Self Assessment Framework
- Chosen key priority area(s) that could be addressed within the activity
- What artform will your activity focus on?
- Up to 400 words: description of proposed activity to explore
- Up to 200 words: your experience of creating video content (experience not required, we can support on this)
- Videos have been more popular when an artist or creative facilitator has led them, who do you think will lead yours? E.g. Learning Team staff member leading on introduction, practical demonstration by artist
- Budget – provide a breakdown of predicted spend