



arts award supporter

Welcome to Arts Award Supporter!

Hello! We hope this brochure will help your organisation get started as an Arts Award Supporter. Please use it alongside the Supporter brand guidelines, case studies and information at artsawardsupporter.com

The Supporter scheme works best when it is embedded within your marketing and education programme. It needs to link closely with your work for young people and schools, and your marketing team should be involved in using your Supporter status to take your work to new audiences.

If you have any questions about how to develop your role as a Supporter, do talk to your regional Bridge organisation or contact artsawardenquiries@trinitycollege.co.uk

Get going as an Arts Award Supporter

First, register with Trinity College London.

Then follow three simple steps:

- 1 **MAP** your education and youth work to Arts Award
- 2 **PROMOTE** your offer to Arts Award centres and young people
- 3 **MANAGE** responses to find out who's using your offer

Read on for guidance on each step or check:
artsawardsupporter.com/get-going



(Top) Clayfields House, photo Kevin Ricks

1 MAP your offer against Arts Award

A good Supporter offer links clearly with the requirements of Arts Award. If you understand how Arts Award works, you can strengthen your offer.

In this section we summarise the Arts Award levels and give you some ideas for Supporter offers, badged  below. You should also download the Arts Award Guide at artsaward.org.uk/publications for full details of each level.

Arts Award asks children and young people to do four things: take part & develop skills; respond to arts and cultural experiences; research the work of professionals;

share their skills and run projects. Silver and Gold Awards require young people to take more individual responsibility for their own creative development and leadership projects.

It's worth brainstorming with your education and marketing teams to make the most of what you're already doing. You could decide to focus on one strand of Arts Award, such as access to events or back-stage tours. Or you could offer a range of relevant activities suitable for Bronze.



Arts Award Discover (around 20 hours to complete, for anyone up to 25 years)

You'll find that primary schools and children's projects like Summer Reading Challenge use Arts Award Discover. It's an introductory award which is not a formal qualification. Around 40,000 children achieve a Discover Award each year.

discover the arts take part in different arts activities

 **Supporter offer:** activities in a range of art forms or a tour of your organisation highlighting different types of art forms

find out experience artists and their work

 **Supporter offer:** workshops with artists, 'explore the artist' sessions (galleries), sharing books about artists (libraries)

share show your discovery to others

 **Supporter offer:** include a group session in workshops where young people can talk about what they've learned

Arts Award Explore (around 25 taught hours, for anyone up to 25, Entry Level 3 qualification)

Arts Award Explore is found in primary schools and children's arts projects. It's also offered to children with special needs and young people facing challenges.

inspire take part in a range of arts activities and record what inspires you

Supporter offer: arts activities, music lessons, intro to photography, reading & writing poetry, basic web design

create make art work to show your arts skills and creativity

Supporter offer: dance workshop, jewellery making, creative writing sessions, how to make a video

explore experience the work of artists and arts organisations

Supporter offer: meet the artist, solo shows, help with research into your organisation, reading club

present show your exploration to others and record what you do

Supporter offer: offer a chance for young people to display their work & talk about it to their group or to visitors

Bronze Arts Award (around 40 taught hours, 11-25 years, Level 1 qualification)

Bronze is popular, with nearly 20,000 young people achieving it every year. 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.

take part in an arts activity

choose anything from sculpture to storytelling to music production and record your progress

Supporter offer: pottery class, youth theatre, holiday workshop

arts inspiration which artist or craftsperson inspires you? Research the story of their work and life

Supporter offer: promote solo shows, chance to meet the artist, support with research

arts review record your views, collect programmes and other information and share your thoughts with others

Supporter offer: offer opportunities for young people to attend plays, exhibitions, films – maybe discounted tickets? Include a session when they can discuss their views.

arts skills share pass on your arts skills to others by helping to run a workshop, or by giving a demonstration and explanation of your skills

Supporter offer: get young people to support your arts practitioner or share work with peers



Silver Arts Award (around 60 taught hours, 11-25 years, Level 2 qualification)

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

arts challenge set yourself a challenge in your chosen arts activity through discussion with your adviser. Plan your work and review your achievements

Supporter offer: arts opportunities which extend young people's experience (circus skills, podcasts, technical theatre etc)

arts review review shows, exhibitions or events and share your views with others

Supporter offer: performances, gallery, exhibitions, films plus opportunities for young critics & online reviews. Discounts for Arts Award groups?

arts research find out about artists and arts activities in your area and beyond, and research arts training and opportunities

Supporter offer: work experience, volunteering, supporting artists, meet the professional, behind-the-scenes visits

arts leadership share your skills with others by leading workshops or working in a team to run a project. Your role could involve passing on arts or media skills or taking charge of a particular creative aspect. You plan, deliver and review your arts leadership project

Supporter offer: opportunities to run workshops or a project, or design resources for young people

Gold Arts Award (around 90 taught hours, 11-25 years, Level 3 qualification, worth 16 UCAS points)

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

arts practice extend your arts skills by gaining experience of a new area of the arts through collaboration with another arts practitioner and developing new work.

Supporter offer: collaborative projects, opportunities for experimentation & sharing creative work

the wider arts sector get involved in the arts world through placements, volunteering, training and research

Supporter offer: volunteering, placements, internships, artist shadowing

research and review go to high-quality arts events, use them to influence your work and find out about the artists and their career paths

Supporter offer: performances, events, opportunities to meet artists & producers, careers events

form a view make the case for an arts issue that you care about

Supporter offer: opportunities to publish opinion pieces

arts project leadership take individual responsibility for researching, planning, running and reviewing your own arts project with a public outcome.

Supporter offer: opportunities for young people to plan & deliver their own projects or take responsibility for distinct parts of projects

2 PROMOTE your offer

Once you've decided on your Supporter offer, it's important to publicise the details of your projects, workshops, galleries etc so that young people doing their Arts Award can take full advantage.

As well as promoting your offer, you're also raising awareness of your organisation as a whole, which should lead to more visitors.

Badge your website and brochures

- ▶ Create a page on your website which describes your Supporter offer. You may want to update this once a season, or every month, depending on how your organisation works. This could be your education page with a section on Arts Award showing the Arts Award Supporter logo.
- ▶ Visit artsawardsupporter.com/get-going for full details of how to use the logo
- ▶ Include the Supporter logo on your next brochure and badge up individual activities which you want to promote using the  stamp



Perhaps you feel that everything you offer is suitable for Arts Awarders – fantastic! But you could badge up activities with most relevance, or where you know your arts leader has some Arts Award knowledge.

Work with Arts Award centres

In your area there are Arts Award centres who you can contact to promote your offers. For example, you might send them a letter with your brochure, or hold an open evening, when you invite them in to show them around your organisation, chat about what you do and provide a chance for centres to meet and talk to each other.

Find out how to contact your local Arts Award centres at artsawardsupporter.com/get-going

Use your Bridge

Many Bridges have regional directories linking arts organisations with schools. Make sure you sign up and tick the Arts Award Supporter box. Liaise with your Bridge organisation to promote your offer to Arts Award centres - they can plug you into their communications and help you to develop relationships.

Use Voice magazine

Voice is an online magazine covering arts and culture for young people and actively supporting Arts Award. Create an account for your organisation on Voice so young people can find you. You can promote your work in Voice listings and request young people to review it. You can also promote specific activities like events, workshops, performances, work experience or apprenticeship call outs by posting in Voice Opportunities.

Visit Voice at voicemag.uk and Arts Award on Voice at artsawardvoice.com

#ArtsAwardSupporter

Share your Arts Award offer on social media with this tag



3 MANAGE responses

Decide who in your organisation is going to respond to enquiries about your Supporter offer and make that clear on your webpage. Check that other staff are also briefed – especially reception, box office and FOH teams. Everyone should know why you're a Supporter and where to find your offer.

Some Supporters who get a lot of enquiries have set up an Arts Award Supporter email address with an automatic reply and FAQs.

MORE ideas

Resources We provide a range of resources for Supporters, including guidance on how to reach centres and examples of other Supporters offers. Watch our short training videos for ideas at artsawardsupporter.com/videos

Case Studies Read our case studies to hear how different organisations are using Supporter at artsawardsupporter.com/casestudies

Arts Award portfolios If you'd like to find out more about the type of work that young people do for Arts Award, view some portfolios at artsawardvoice.com/digitalportfolios

AND FINALLY...

Arts Award offers you the opportunity to attract new young people to your organisation and to develop relationships with schools and other centres. Becoming a Supporter enables you to make full use of this, but you need to develop and promote your offers.

Supporters are useful in enabling young people to achieve their Arts Award and display their art work in galleries. Professionals coming into school help the children engage, and the staff learn a lot too.

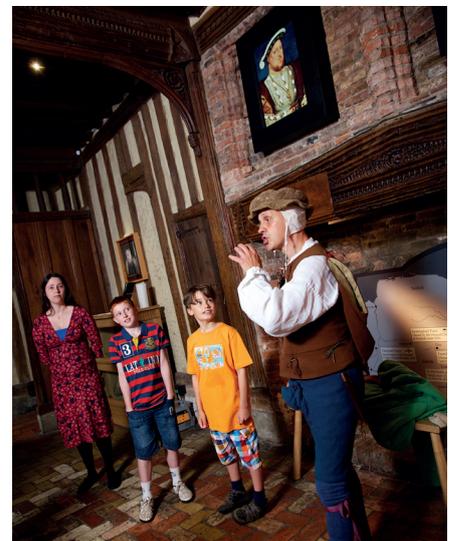
Teacher, SEN School

Being a Supporter has helped us to generate community awareness of and interest in a variety of art forms to build commitment to Arts Award amongst our students and their families.

Arts Award Supporter

You are looking at the wider world, that's what's useful about Supporters - so you are pushing yourself outside of that inner circle of what your teacher knows. Supporters help you branch out and see what's going on for yourself.

Arts Award Youth Network



Ancient House, Thetford is an active Supporter
photo Paul Maven

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