

Arts Award Data Analysis 2014-15

Arts Award is a flexible framework which offers young people the chance to get involved in arts and cultural activities, develop their social and emotional capabilities, grow as artists and arts leaders and gain a qualification. According to previous research¹, 58% of young people in London are interested in Arts Award, 28% of young people are aware of Arts Award and less than 1% have achieved an Award.

A New Direction seeks to ensure that Arts Award is consistently available to young people across London and that the organisations that work with them have clear plans for how their work can enable young people to progress and achieve through the arts. In order for this to happen, Arts Award needs to be accessible throughout London, with different sectors, centres and supporters working together strategically to maximise opportunities for all children and young people.

The following recommendations are based on an analysis of Arts Award data from the London region between March 2014 and April 2015, including a comparison to data from 2012-13.

¹ Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough.
Source: AND/TNS, Trinity (Arts Award Development Conference, March 2013)

Top 5 priorities & recommendations:

Making progression transparent, accessible and exciting

- 72% of all London Arts Award centres (253 in total) only offer one level of the award
- Not all London boroughs offer all 5 levels – this means that young people in many places will have to travel to progress to a different level
- 11 boroughs in outer London offer 3 or less levels

Recommendation:

- Think about how different sectors can work together to better support progression in a clear way that young people can access.
- Promote different ideas and new routes for young people to progress through the different levels of Arts Award.

Supporting more registered centres to be active

- There are 928 registered centres in London, 288 were actively delivering moderations in 2014/15
- In 2014/15, no more than 23 centres delivered moderations in a single borough, whereas there are up to 78 registered centres per borough

Recommendation:

- Encourage registered centres to remain active; using research and knowledge that Arts Award can provide measurable outcomes for their work.
- Demonstrate how easy it can be for centres to deliver and address potential barriers and support centres to integrate Arts Award into their annual planning cycles.

Addressing the imbalance in levels

- Discover and Explore have grown exponentially since their introduction in 2012
- Bronze is still the most delivered level, making up 54% of all moderations in 2014/15.
- Gold is still proportionately low, making up only 1% of all moderations in 2014/15, with Silver making up 8% of all moderations.
- Higher level opportunities are being offered by arts or media organisations, with 57% of all gold moderations delivered by this sector.

Recommendations:

- Consider how arts organisations are and can be supporting arts leadership and how Arts Award can be embedded within this
- Continue raising the profile of Arts Award so that it is placed strategically within the sector and publically recognised
- Develop Arts Award in partnership with more FE/HE settings to enable more young people the opportunity to take up Silver and Gold awards

Matching demand with supply

- There is both demand from young people and a high supply of registered centres and trained advisers in London; 3914 advisers and 928 centres registered in London
- 58% of young people in London are interested in Arts Award
- 34% of Arts Council England National Portfolio Organisations are Arts Award Supporters
- 21% of supporters are also centres

Recommendation:

- Offer support, structures and information advisers need to facilitate their development and knowledge of Arts Award within the London region.

- Consider what information would be useful to advisers, including networks or collaboration opportunities.
- Explore what young people in London want and how centres can adapt to offer this
- Successful Arts Award schools can advocate and demonstrate success across their sector.

Ensuring equal access

- Registered centres offering moderations are largely from the education sector (57%)
- The percentage of arts and non formal centres offering moderations has slightly grown since 12/13 - 32% are delivered by arts organisations and 9% by the Youth and Informal sectors.
- Centres that delivered to over 50 young people in a single moderation in 2014/15 made up 54% of all moderations
- 58 % of all large group moderations came from the formal education sector
- Inner London has more registered centres and more moderations delivered in 2014/15 than outer London
- A small proportion of boroughs delivered the bulk of moderations in 2014/15

Recommendations:

- Sectors can link up to better engage young people, particularly those who may not be actively participating in formal education or who live boroughs that do not deliver many moderations
- Develop partnerships between the organisations that have access to young people, and organisations that have capacity and content to deliver Arts Award
- Schools to continue to deliver awards to large groups, so that the vast number of young people they reach continue to have access
- Registered centres in over represented inner London boroughs to consider their reach and partnerships with outer London areas