



Arts Award and Arts Council England's strategic goals

Arts Council England's mission is to deliver great art and culture for everyone. To achieve this they expect all organisations within their National Portfolio 2018-22 to contribute to at least two of five goals:

Goal 1 excellence excellence is thriving and celebrated in the arts, museums and libraries

Goal 2 for everyone everyone has the opportunity to experience and to be inspired by the arts, museums and libraries

Goal 3 sustainability and resilience arts and cultural organisations are resilient and sustainable.

Goal 4 diversity and skills the leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled

Goal 5 children and young people every child and young person has the opportunity to experience the richness of the arts, museums and libraries

Arts Award can help arts organisations, museums, libraries and support organisations contribute to all of these goals, not only Goal 5. To help organisations applying to become NPOs we have mapped Arts Award against the goals and ACE's guidance on what success will look like using research carried out by London Southbank University into the impact of Arts Award on young people.

If you have any questions about Arts Award or would like to book time to discuss Arts Award in the context of your application please contact:

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ACE goals and aspirations	What will success look like?	How Arts Award contributes
<p>Goal 1: excellence</p> <p>Excellence is thriving and celebrated in the arts, museums and libraries</p> <p>We want to use our investment and expertise to encourage and support artistic and cultural excellence across the country.</p> <p>NB `excellence is difficult to define...will mean different things for different disciplines, organisations and ways of creating and presenting work..’</p>	<ul style="list-style-type: none"> artists, arts organisations, museums and libraries are delivering artistic work and cultural experiences that represent the height of ambition, talent and skill demonstrating England’s status as a world centre for cultural excellence, more artists, arts organisations and museums based in England are exporting their work internationally and visitors cite the arts and culture as the reason they visited England the work produced by arts organisations and museums, and services provided by libraries, reflects the diversity of contemporary England 	<p>Arts Award builds young people’s expectations & understanding of the arts, which helps them create their own definition of excellence</p>
<p>Goal 2: for everyone</p> <p>Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries</p> <p>We want to invest in artists and arts and cultural organisations that ensure their high-quality work reaches large and diverse audiences.</p>	<ul style="list-style-type: none"> more people have the opportunity to experience and participate in great art, museums and libraries the number and range of people experiencing great art, museums and libraries has increased engagement levels have increased among those currently least engaged in arts and culture there is a demonstrable increase in the depth and quality of people’s cultural experience 	<p>Arts Award is `especially powerful in developing young people from all backgrounds and creative artists and arts leaders’</p> <p>`Arts Award fosters active producers of art, rather than just passive consumers.’</p> <p>`Arts Award appeals to a wide range of young people, including artistic high fliers and the most disadvantaged, and there is some evidence that Arts Award can have a more marked impact on those with less `cultural capital’ to start with.’</p>

ACE goals and aspirations	What will success look like?	How Arts Award contributes
Goal 2, for everyone, continued		<p>Young people continue activities learned through Arts Award including visiting arts events</p> <p>Arts Award supports children and young people to reflect and review, helping them to define their own pathways into the arts</p>
<p>Goal 3: resilience and sustainability</p> <p>We want arts and cultural organisations to be resilient and sustainable. Our aim is for them to become more adaptable to all elements of the external world, including economic conditions and a changing environment.</p>	<ul style="list-style-type: none"> arts organisations, museums and libraries can demonstrate an ability to adapt to their external environment arts organisations and museums have increased the share of their income that comes from a wider range of contributed or earned income sources local authorities and other partners value the Arts Council's development role in supporting arts organisations, museums and libraries to be more resilient the cultural sector embraces environmental sustainability and has reduced its carbon footprint 	<p>Arts Award develops the arts consumers of the future: 'young people learn that active enjoyment of the arts and culture can become a lifelong pleasure'</p> <p>Arts Award can be used to support, recognize and accredit the work of interns and apprentices</p>
<p>Goal 4: diversity and skills</p> <p>The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled.</p>	<ul style="list-style-type: none"> the leadership and workforce of the arts and cultural sector – and especially the organisations that we invest in – reflect the diversity of the country, indicating that there are fair routes to entry and progression 	<p>Arts Award 'nurtures understanding of routes to employment in the creative and cultural sector', developing future entrepreneurs and arts freelancers</p>

ACE goals and aspirations	What will success look like?	How Arts Award contributes
<p>We want to encourage and promote a diverse and appropriate professional workforce in the arts and cultural sector, by supporting investment in leadership development and the creation of fairer entry and progression routes, as well as more diverse leadership and governance.</p> <p>We will provide young people with opportunities to gain employment and progress in arts and cultural careers, and work with partners to build digital skills across the arts, museums and libraries workforce.</p>	<ul style="list-style-type: none"> • our funded organisations demonstrate effective leadership and governance • the workforce of the arts, museums and libraries is appropriately skilled 	<p>‘Young people who have completed higher levels of Arts Award show increased interest in arts careers.’</p> <p>‘Arts Award nurtures life skills. More than 80% of young people reported that Arts Award had a positive impact on their communication and people skills, including leading projects, working in a group, sharing opinions and listening to others’</p>
<p>Goal 5: children & young people</p> <p>We want to invest in arts organisations, museums and libraries that focus on creating high-quality arts and cultural learning experiences for, by and with children and young people.</p> <p>We want to galvanise and facilitate local partnerships, and to work with the Department for Education and other partners to ensure a coherent, national approach to the provision of excellent arts and culture for all children and young people.</p>	<ul style="list-style-type: none"> • more children and young people have the opportunity to experience the richness of the arts, museums and libraries • more children and young people receive a high-quality cultural education in and out of school • arts organisations, museums and libraries are delivering high-quality arts and cultural experiences for children and young people 	<p>Young people continue activities learned through Arts Award including producing art, leading arts projects & visiting arts events</p> <p>Arts Award encourages young people to explore new areas of the arts and delivering Arts Award can help organisations identify new and emerging art forms by listening to the interests of children and young people</p> <p>In schools, Arts Award can work across the curriculum, embracing all subjects through links into the arts</p> <p>Arts Award provides a proven framework for partnership working</p>