

# Artsmark toolkit

Tips for completing your  
Case Study



The Case Study is the second and final document you will send to Arts Council England, and is used by the Artsmark levelling panel together with the Statement of Commitment to determine which level your school will be awarded (Silver, Gold or Platinum). The Case Study is used to reflect on the journey your school has been on through Artsmark since submitting the Statement of Commitment, and demonstrates the progress your school has made.

In this toolkit, we would like to offer some tips to help you get the most from the process of completing the Case Study. As each Case Study will be different, we are not offering exemplars, but we will take you through each question and consider what needs to be included.

When planning to write your Case Study, do bear in mind that it shouldn't be the work of just one person. It should be the outcome of a process of looking back at the Statement of Commitment, your Self Assessment, the Arts Council's Quality Principles and the work that has been done across the school, to evidence and evaluate the impact it has made. This is a valuable process for the school and should involve both teaching colleagues and senior leadership – and ideally governors too. This progress should give the school a chance to reflect and to celebrate the work that has been done, the process that has been made, and the positive impact Artsmark has had on the school.

Don't forget, your Case Study must be submitted within two years of the date on which you submitted your Statement of Commitment.

# Top 10 tips for your Artsmark Case Study

- 1. Create a narrative** that reflects on your original aims and objectives.
  - 2. Use challenges positively** to show resourcefulness and flexibility.
  - 3. Work with SLT** to strengthen your evidence, and include a range of voices.
  - 4. Clearly communicate** impact and systemic change.
  - 5. Give yourselves enough time for reflection and analysis** and to allow your actions to have a measurable effect.
  - 6. Select strong examples** and use quotes that demonstrate change and impact.
  - 7. Show your case study** to someone who has not been involved in the process, to **check how it reads**
  - 8. Refer to the Self-Assessment Framework.** Ensure you have included evidence in all eight SAF areas.
  - 9. Relate your Artsmark journey** to your **School Development Plan.**
  - 10. Write with passion and enthusiasm.** What has this process given you and where could it take you next?
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**If you need a bit  
more support with  
the individual  
questions, here  
goes!**

**Question 1**  
**Question 2**  
**Question 3**  
**Question 4**  
**Question 5**

# Question 1

**Reflecting back on your Statement of Commitment, your School Development Plan (SDP) and any associated reflections the school has made on SDP progress, how does your actual journey compare to the one you envisaged when you began?**

- » Reflect on your Artsmark journey using the aims/objectives outlined in your Statement of Commitment to discuss impact and any new challenges or opportunities.
  - » Ensure that you give clear evidence of what happened during your Artsmark journey and use a broad range of examples to support this.
  - » Refer back to the Artsmark Self-Assessment Framework and use the criteria to help focus your reflection on your Artsmark journey (Leadership, Curriculum Design, CPD, Pupil Engagement, Range of Offer, Partnerships, Equality and Diversity, Values and Ethos).
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# Question 2

**Where there have been differences from your original plans how would you account for them?**

- » Respond to why you think there have been differences. Have the differences made a positive or negative impact on your Artsmark journey?
  - » If there was a challenge, how did you address it? What resources did you use?
  - » This is good opportunity to illustrate the positive and surprising developments in your Artsmark journey.
  - » Consider how any changes in provision, setting or governance might impact on the arts in the future in your setting.
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# Question 3

**If there have been tangible changes as a result of Artsmark, how would you summarise them in relation to pupils, staff, parents and the wider community?**

- » Focus on the **impact** of the action plan and reference the aims set out in your Statement of Commitment and School Development Plan.
  - » Evidence the impact of your Artsmark journey using staff/pupil/parent quotes, statistics, OFSTED reports, Local Authority feedback, press responses, data, registers, observations, focus groups.
  - » Sub-headings can be useful here i.e. pupils, staff, parents, wider community so that the impact on all stakeholders is clear.
  - » How has the Artsmark process and framework enabled you to make a positive impact on pupils, staff, parents and wider community.
  - » How have you used the Self-Assessment Framework to enable you achieve your arts goals?
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# Question 4

**How can you further demonstrate the seven Quality Principles?**

- » Use well-chosen examples from stakeholders to evidence the impact of your Artsmark journey.
- » Use the Self-Assessment Framework as a way of ensuring you detail all aspects of your Artsmark journey.
- » How have the quality principles impacted on your planning of high quality activity for young people in your setting?
- » This is great opportunity to outline what Artsmark level (Silver, Gold or Platinum) you believe your setting has achieved.

## **Quality Principles**

1. Striving for excellence and innovation
2. Being authentic
3. Being exciting, inspiring and engaging
4. Ensuring a positive and inclusive experience
5. Actively involving children and young people
6. Enabling personal progression
7. Developing belonging and ownership

# Question 5

**Has Artsmark influenced any change for the better at a whole school level such as for example change in policy, establishing new partnerships, reviewing pedagogy?**

- » How has the Artsmark process had an impact on whole school improvement and influenced your School Development Plan?
- » How has the Artsmark process added value to what you were doing already?
- » What value did the Artsmark framework add to your whole school improvement process? How do the tools of the Artsmark process (Self-Assessment Framework, Quality Principles, Artsmark Development Day and access to support from AND) impact on the arts and cultural provision, pedagogy and delivery in your setting?
- » How have you shared your Artsmark journey with parents, young people?



# And finally...



Your Case Study should be submitted directly to Arts Council England. They will only consider what is written on the Case Study and the Statement of Commitment when levelling – hyperlinks, pictures, additional evidence or appendices cannot be used.

Word counts matter. If you exceed the stated word limits, it is likely your Case Study will be rejected.

Bear in mind that the levelling panel refer back to the Self-Assessment Framework when levelling. Refer to this too, and ensure that you are including relevant evidence.

There are regular deadlines for Case Study submission, you can find these on the Artsmark website. Once you have submitted your Case Study, you will receive your award around 10 weeks after that deadline.

**Good luck!**

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- » a city where cultural education is the best in the world
- » young people are able to access and influence culture
- » the right platforms are in place to identify and nourish young people's creative talents

This is the right of all young Londoners - regardless of wealth, geography or luck.

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