

# Statement of Impact Toolkit

Tips for completing your Statement of Impact



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

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

# A collaborative effort

When planning to write your Statement of Impact, do bear in mind that it shouldn't be the work of just one person. It should result from the process of looking back at the Statement of Commitment, your school, to evidence and evaluate what has happened and the impact your actions have had.

This is a valuable process for the school and should involve senior leaders, teaching colleagues, governors and other members of the school community including young people where possible. Take time to reflect and celebrate the work that has been done and the positive impact Artsmark has had on your setting. If you are still waiting to see the effects of your actions, consider delaying submission until you can measure and demonstrate these.

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

# Top 10 tips for your Artsmark Statement of Impact

- 1. Create a narrative** that reflects on your original aims and objectives
- 2. Describe challenges** positively to show resourcefulness and flexibility
- 3. Work with SLT** to strengthen your evidence and include a range of voices
- 4. Demonstrate** impact and systemic change
- 5. Give yourselves** enough time for **reflection and analysis** and for your actions to have a measurable effect
- 6. Select strong examples** and use quotes that support your findings
- 7. Show your Statement of Impact** 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, strategic improvement and values**
- 10. Write with passion and enthusiasm.** What has this process given you and where could it take you next?

**If you need a bit  
more support with  
the individual  
questions, here  
goes!**

- Context** ➤
- Question 1** ➤
- Question 2** ➤
- Question 3** ➤
- Question 4** ➤
- Question 5** ➤
- Question 6** ➤

# Context

If there have been changes to the context of your school or education setting since the submission of your Statement of Commitment, please describe them here.

**No more than 150 words**

Has your setting changed since you submitted your Statement of Commitment?

- » Have you joined a Multi-Academy Trust Federation?
- » Has the governance structure in your setting changed?
- » Has your setting undergone expansion?
- » Does your setting have a new specialism?

You can download the template from the Artsmark website [here](#).

# Question 1

Reflecting back on your Statement of Commitment and the Artsmark Award criteria, what was successful in your Artsmark journey and how did you achieve this?

**No more than 500 words**

Your response should outline an executive summary of the main aims and objective achieved during your Artsmark journey.

Use the Self Assessment Framework to hone your response to the key areas of importance:

1. Values and ethos
2. Leadership
3. Children and young people
4. Curriculum design
5. Range of offer
6. Continued Professional Development
7. Partnerships
8. Equality and diversity

Refer back to your response in Questions 6 of the Statement of Commitment.

- » How do you know you have been successful in your Artsmark journey?
- » What evidence have you collected to illustrate success?

# Question 2

What challenges did you face and how did you overcome them? Were there any differences from your original plans and how did you implement them?

**No more than 500 words**

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 and overcome it? What resources did you use?
- » This is a good opportunity to illustrate the positive and surprising developments in your Artsmark journey.
- » If you have written an activity in your Statement of Commitment that did not happen, do not ignore it! Address the reason why the activity did not happen and how you overcame it.



# Question 3

What impact has the Artsmark journey had on your children and young people and how can you evidence this?

**No more than 500 words**

## Impact: a marked effect or influence

Focus on the impact of your 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

- » How has the Artsmark process and framework enabled you to make a positive impact on pupils?
- » Use the language of the [quality principles](#) and the [self-assessment framework](#) to help you frame the impact for your children and young people.



# Question 4

What impact has the Artsmark journey had on your staff, leadership team and wider community and how can you evidence this?

**No more than 500 words**

Evidence the impact of your Artsmark journey on staff, leadership team and wider community by using:

- » staff/pupil/parent quotes
  - » Statistics
  - » OFSTED reports
  - » Local Authority feedback
  - » Press responses
  - » Data
  - » Registers
  - » Observations
  - » Focus groups
- » How has the Artsmark process and framework enabled you to make a positive impact on staff, influence decision making within your senior leadership team and connect you with your wider community?
  - » Document partnerships you have developed with the wider community during your Artsmark journey i.e. arts organisations, local businesses, parents, charities. What impact have these partnerships had on your setting? What benefit has the partnership had on the partners?
  - » Use the language of the quality principles and self assessment framework to help you frame the impact for your teachers, leaders and wider community.

# Question 5

How has your Artsmark journey influenced change to your strategic values and the priorities in your strategic improvement plan?

**No more than 500 words**

- » How did the Artsmark process impact on whole school improvement and influence your Schools Development Plan, policies and pedagogy?
- » What value did the Self Assessment Framework add to whole school improvement?
- » How has the Artsmark process influence your school's vision and values?
- » Evidence how senior leaders have driven the Artsmark journey.
- » How did the tools of the Artsmark process (Self Assessment Framework, Quality Principles, Artsmark Development Day and access to support from A New Direction) enable your setting to deliver your Artsmark aims and objective.



# Question 6

What are your future goals and ambitions for developing the role of arts and culture in your setting?

**No more than 500 words**

Focussing on the 2 year period when you hold your Artsmark Award, consider;

- » How do you plan to use your learning from Artsmark and share your expertise with other settings?
- » What partnerships do you plan to develop?
- » What will your approach to CPD look like?
- » How will you continue to develop a creative curriculum?
- » How could another cycle of Artsmark develop the role of arts and culture in your school?

# And finally...

## **Support for Artsmark schools:**

- » [1:1 telephone support](#) in developing your offer, guidance on delivery and detailed feedback on paperwork
- » [Face to face support surgeries](#) held throughout the year
- » [Practical online resources](#) and supporting documents
- » Opportunities to **connect with leading cultural organisations**
- » CPD – our [Creative INSET programme](#), delivered by Artsmark Partners
- » [Artsmark Connects](#) – twilight CPD and networking events for teachers and cultural organisations

Your Statement of Impact should be submitted directly to [Arts Council England](#). They will only consider what is written on the Statement of Impact and the Statement of Commitment when awarding. Hyperlinks, pictures, additional evidences or appendices cannot be accepted.

Word counts matter. If you exceed the stated word limits, it is likely your Statement of Impact will be rejected.

Bear in mind that the assessors use the Self Assessment Framework criteria when awarding. Referring to his too, and ensure that you are including relevant evidence.

## **Checklist**

- My school/setting name is written at the top of the Statement of Impact
- My DfE number is at the top of this document and matches the one I registered with
- If applicable, my answer to the context question has no more than 150 words
- My answers to Questions 1-6 have no more than 500 words each
- The Headteacher and Chair of Governors have approved the document

## **A New Direction is a London-based non-profit generating opportunities for children and young people to unlock their creativity.**

We work with schools, the cultural sector, local authorities and a range of other partners to support children and young people to be creative and experience culture, while identifying areas of inequality and campaigning for policy change.

Our core values are **equity**, **creativity**, and **trust**.

**[anewdirection.org.uk](https://anewdirection.org.uk)**

**@A\_New\_Direction**