

Artsmark Partnership Programme

Developing your Artsmark offer

Use this template to help you start mapping your offer to schools.

About you

In one sentence, introduce your work/organisation to your audience (primary, secondary, and special schools, pupil referral units, youth offending teams, and sixth form colleges).

What types of activity do you offer pupils now?

Look at the words listed and map your current offer using these prompts.



What value can you give to the activities you offer?

Once mapped, take a few minutes to reflect on how you can align your Artsmark offer to meet Arts Council England's [7 Quality Principles](#). The quality principles create a framework that can help you to plan, develop, and evaluate your Artsmark offer. What is the nature and value of your practice, and the ethos of your work/organisation with respect to excellence and inclusion?

Articulate your offer

Now, it's time to articulate your Artsmark offer. Consider what you are already doing that connects with/complements the Artsmark programme, and think about how you will make your offer clear and inviting to schools:

Who is this programme for? Do you specialise in working with particular types of settings? E.g., primary, secondary, SEND, teacher CPDs, etc.

Where is this programme offered? E.g., your venue, at schools, online? Is it Covid-safe?

Can you offer financial incentives and discounts for registered Artsmark settings where appropriate?

Are there opportunities for longer-term engagement across a broader range of settings or for establishing sustainable partnerships with them?

What will you post as your Artsmark Offer on your website? What steps do you need to take to get it online ASAP?

Lastly, have you already got a profile on [LookUp](#)? With a LookUp profile, you can upload upcoming events, programmes, and resources for teachers and other youth organisers to view. What information would you like to include?

For more resources on how to develop your offer, visit the [Artsmark](#) website. You can also click [here](#) to find out how A New Direction supports Artsmark Partners in London.