

Collective Outcomes Tool Report: 2016/17 academic year

Overview

The Collective Outcomes Tool has been designed to illustrate the impact we are having collectively as arts and cultural organisations working with schools. The data collected to date illustrates how arts and cultural organisations are working in partnership with schools across the East Midlands to overcome the inequality of opportunity which many children and young people face when accessing a high-quality cultural education offer.

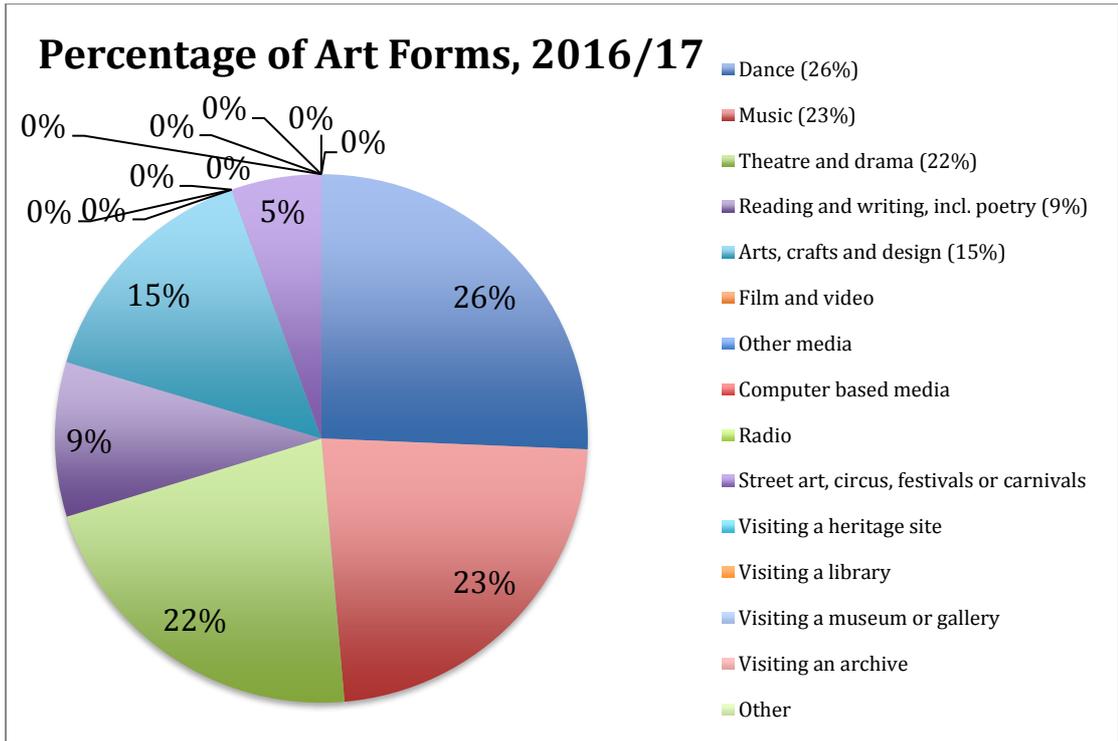
Designed to be one method of demonstrating the impact which our work collectively has across the region, The Collective Outcomes Tool is intended to build upon and support other research and evaluation methods. The data illustrates the statistical impact of our work and where relevant includes regional and national data sets in order to draw comparisons. Our ambition as an organisation is to reach more children and young people, improving local access to high-quality cultural education.

The Collective Outcomes Tool was piloted in the Summer of 2015/16. This is the first full academic year review and The Mighty Creatives intend to continue reviewing the Tools' purpose over the next academic year, collecting data in January 2018 and July 2018.

In the academic year 2016/7 The Mighty Creatives received data from 5 organisations on behalf of cultural education partnerships. This recorded 67 individual activities (29 were stand-alone days of activity, with 38 taking place over 2 or more days). The activities which were recorded totalled 1,017.2 hours of participation by children and young people

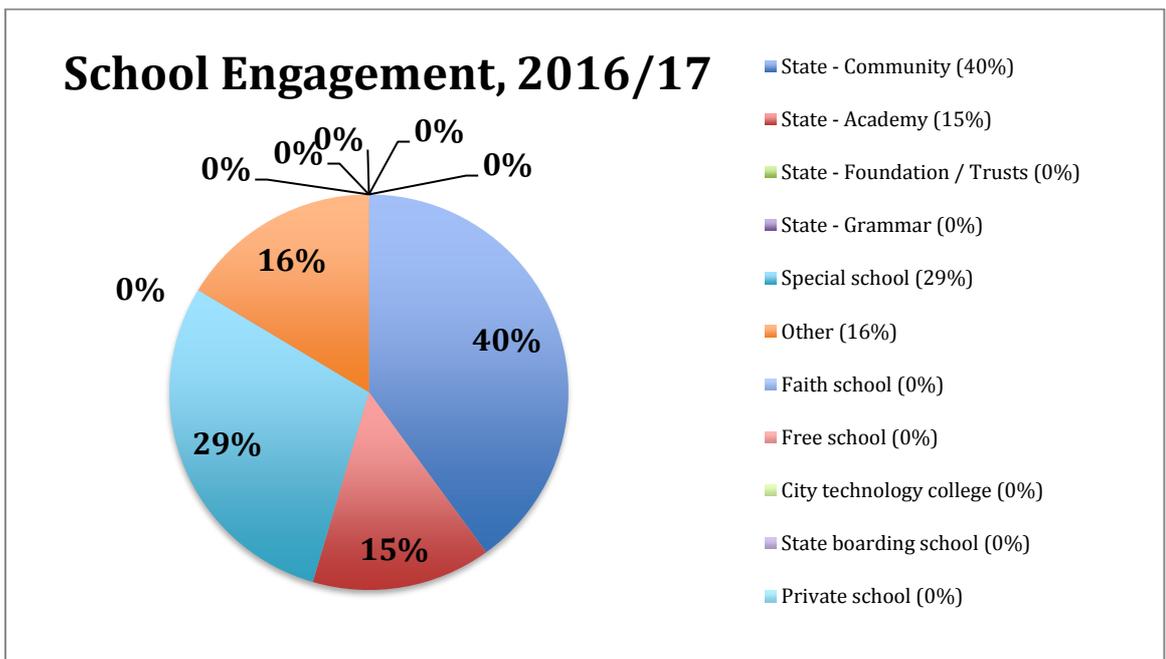
Art Forms

- There were 6 of art forms recorded (out of 15 possibilities). In order of popularity these were:
 - Dance – 18
 - Music - 17
 - Theatre and drama – 16
 - Arts, crafts and design – 11
 - Reading and writing (including poetry) – 7
 - Street art, circus, festivals or carnivals – 4

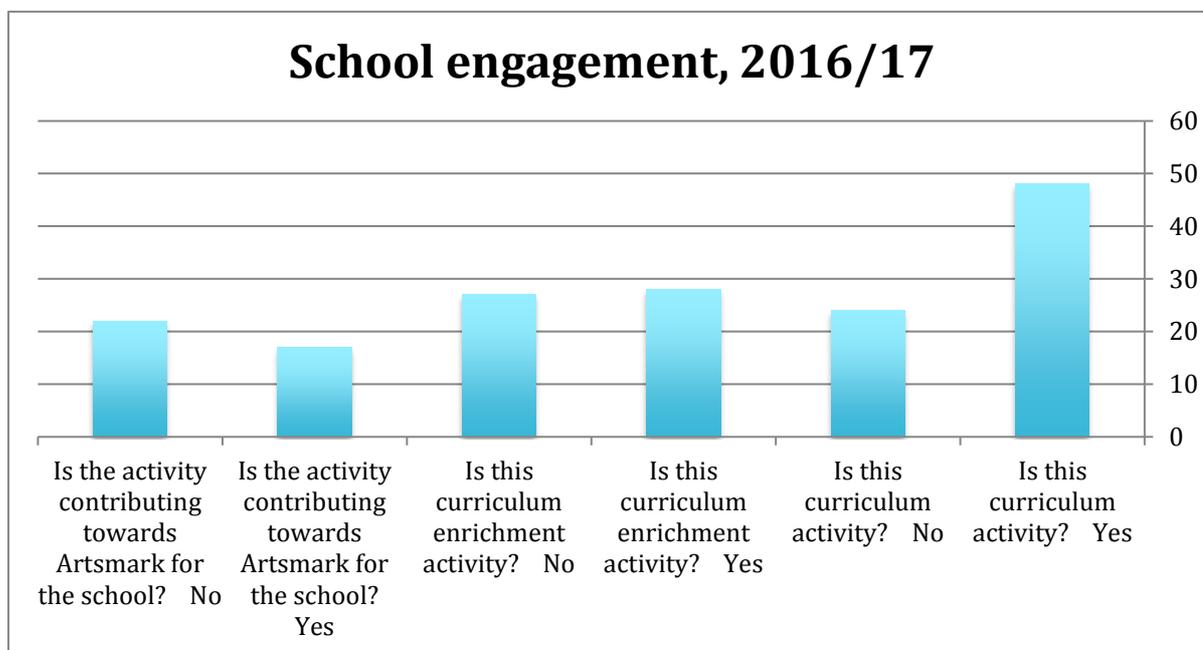


School Type and participation

- 55 school interactions were recorded. The schools which have engaged in activity were categorised as:
 - State community – 22
 - Special School – 16
 - ‘other’ – 9
 - state Academy – 8



- 68% of schools stated that the activity undertaken was part of curriculum activity, meaning that for 33% of schools the activity was not part of the students' formal education.
- 51% of schools stated that the activity undertaken was part of curriculum enrichment activity.
- 44% of the schools engaged stated that the activity undertaken was contributing to the schools' Artsmark. 56% stated that it was not contributing to Artsmark.



Student engagement

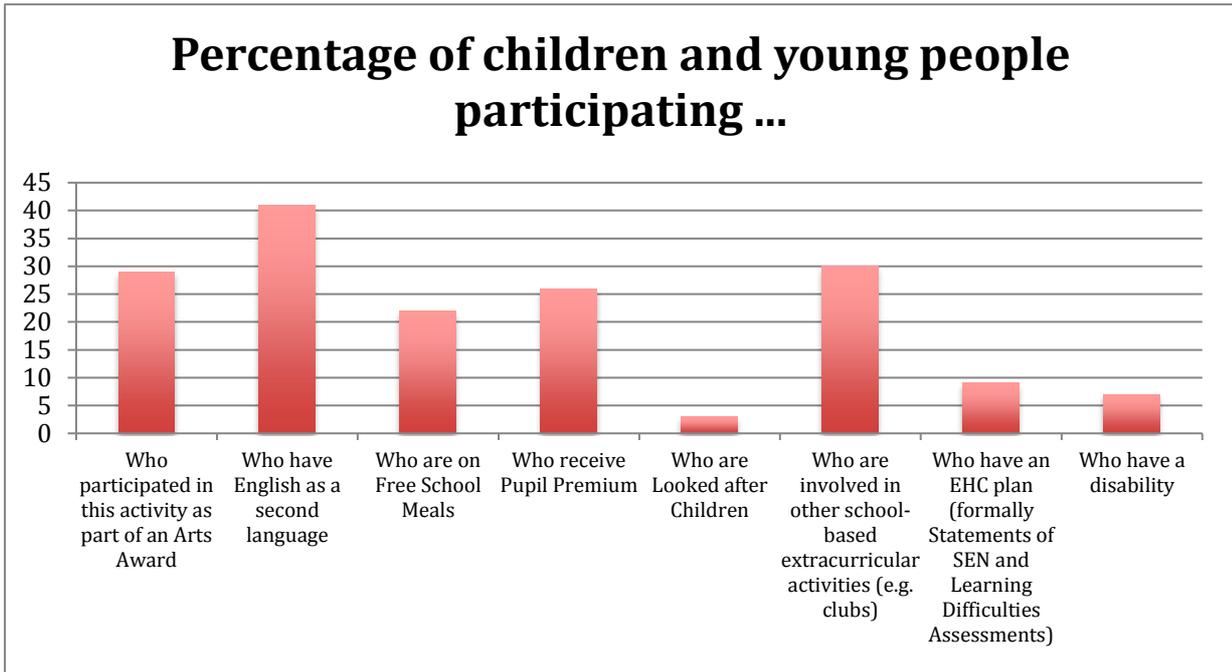
- 2,947 students participated in recorded arts and cultural activity
- 856 students (or 29%) who participated did so as part of their Arts Award
- 1,205 students (or 41%) who participated had English as an additional language. This is above the national average of 18.5%¹
- 649 students (or 22%) who participated received free school meals. This is above the national average of 14% and regional average of 12.5%²
- 761 students (or 26%) who participated received pupil premium. This is below the national average of 28.2%, but is in line with percentage of pupils eligible for Pupil Premium in the East Midlands (26%).³
- 96 students (or 3%) were looked after children. There are 5,130 looked after children living in the East Midlands and 69,480 nationally.⁴
- 888 students (or 30%) were involved in other school-based extra-curricular activities
- 259 students (or 9%) have an EHC plan
- 218 (or 7%) have a disability

¹ Schools, Pupils and their Characteristics: January 2017

² Schools, Pupils and their Characteristics: January 2017

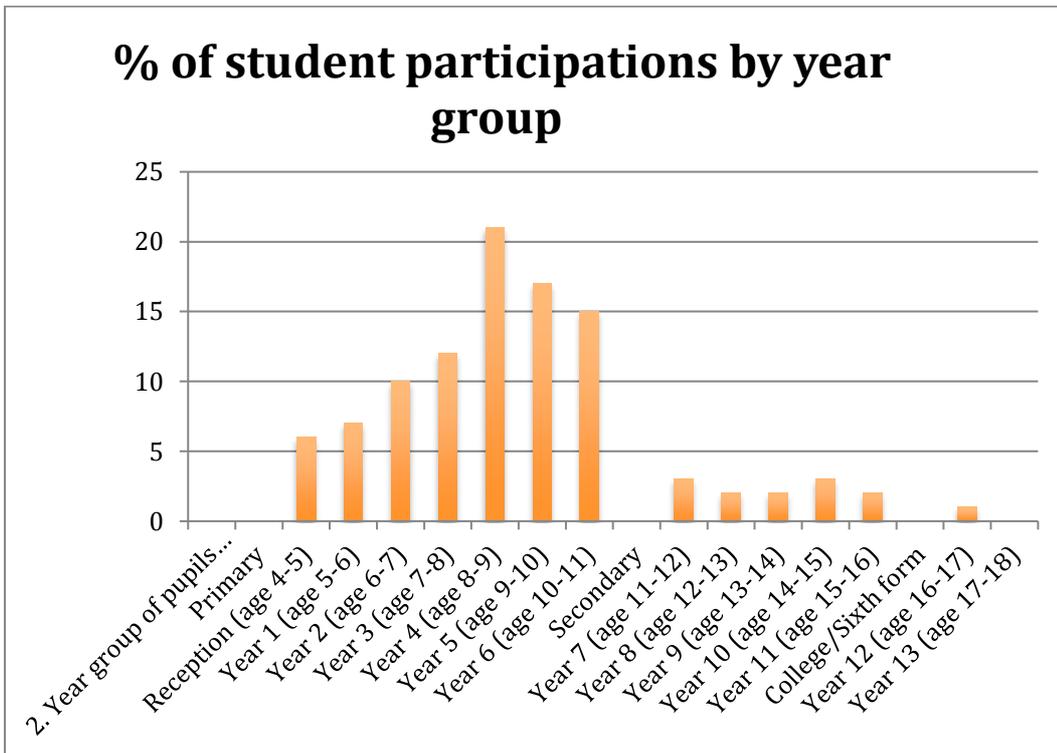
³ Schools, Pupils and their Characteristics: January 2017

⁴ Children Looked After including adoption, 2016



Participations by year group

- The majority of participations were with primary aged students.
 - In KS1 and 2 a total of 2,551 participations took place
 - In KS3 and 4 a total of 343 participations took place
 - At A level stage a total of 17 participations took place



The Audience Agency

Postcode Analysis

2,205 (75% of participating students) postcodes were provided to The Audience Agency to analyse. Postcodes were collected during the 2016/17 academic year: 2,190 postcodes were valid and used to inform the analysis, of these, 2,163 were matched to an Audience Spectrum segment and 2,172 were matched to a Mosaic group and type Mosaic

Audience Spectrum Profile: key highlights

The three most prominent Audience Spectrum segments are 'Kaleidoscope Creativity', 'Facebook Families' and 'Trips & Treats'. 66% of all students belong to one of these three groups.

- Kaleidoscope Creativity: Urban and culturally diverse, their arts and cultural activity happens in their community and outside and mainstream (*Lower engagement*)
- Facebook Families: Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)
- Trips & Treats: Suburban households, often with children, whose cultural activities usually are part of a day out or treat (*Medium engagement*)

Across the profile, 69% of students belong to one of the lower engaged segments, 20% to one of the medium engaged segments and 10% to one of the higher engaged segments. This compares to 38% lower, 50% medium and 12% higher in the East Midlands population.

Comparisons to the Pilot project, Summer 2051/16

- More looked after children participated in the 2016/17 academic year
- More children and young people participated in the 2016/17 academic year with English as an additional language
- Less participations in the 2016/17 academic year took place with children and young people who are eligible for free school meals, although the figure remains higher than the national average
- Less children and young people were recorded as participating in the 2016/17 academic year who were in receipt of pupil premium
- Cultural activity contributing to Artsmark grew in the 2016/17 academic year
- The cultural activity contributed to less Arts Awards in the 2016/17 academic year
- There were less art forms recorded in the 2016/17 academic year. Dance was the most popular, which differed from the pilot

For the full pilot report please visit The Mighty Creatives website:

<https://www.themightycreatives.com/culture/collective-outcomes-tool>