



Lead Creative Schools Prospectus for Creative Agents

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Cyngor Celfyddydau Cymru
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**ARIENNIR GAN
Y LOTERI
LOTTERY FUNDED**



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Cribarth's Pottery Day, Ysgol y Cribarth, Powys
Front Cover: Turnip Starfish and Twyn Primary (image: jamjar PR)

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What is the Lead Creative Schools Scheme?

The Lead Creative Schools Scheme aims to promote new ways of working, with innovative and bespoke programmes of learning designed to improve the quality of teaching and learning. It's about supporting schools and the particular learning challenges that they are facing. The Lead Creative Schools Scheme works with selected schools by providing creative people, skills and resources that are needed to help them to address their individual challenges.

The scheme uses well-developed teaching and learning techniques that are specifically designed to be practical and relevant to schools and their real-life curriculum demands. These techniques are informed by extensive research from around the world into what makes a high-performing school.

The Lead Creative Schools Scheme nurtures and develops the creativity of learners so that they achieve their potential, grow as well-rounded individuals and are prepared with skills for life. We want to make sure that in a rapidly changing world, our children and young people are able to meet the needs of the economy and to thrive within the increasingly competitive environment of day-to-day life.

Each Lead Creative School will work with a Creative Agent, selected and contracted by Arts Council of Wales. The Creative Agent will be someone with a deep understanding of creativity and with good project management skills. They will help their school to identify its creative learning objectives and to appoint Creative Practitioners whose job will be to help the school achieve these. The school and its Creative Agent will develop an overall project plan. The selected Creative Practitioner(s) will continue to develop this into more detailed planning for each of the implementation sessions for the project.

The Lead Creative Schools Scheme provides selected schools with support from a specially trained Creative Agent and information about their role and how they are selected is provided in this prospectus. Schools enter into a long-term programme that aims to support them to:

- work with Creative Practitioners in their classrooms to transform teaching and learning;
- devise and implement a project or programme of work linked to individual school development priorities;
- find creative approaches to improving literacy, numeracy and attainment, and to reducing the impact of deprivation on educational attainment;
- embed changes in teaching practice leading to sustainable impact;
- put the arts and creativity at the heart of school life; and
- be recognised for their commitment to improvement through creative teaching and learning and the arts.

Funding for Lead Creative Schools comes from a £20 million budget allocated to support the implementation of *Creative learning through the arts - an action plan for Wales* between 2015 and 2020. In total, £10 million from Welsh Government has been allocated to match £10 million in Lottery funding from Arts Council of Wales.

Schools began to benefit from the *Creative learning through the arts* plan during the 2015/16 academic year. During the life of the plan it is envisaged that one third of schools in Wales will have the opportunity to participate in the Lead Creative Schools Scheme.

Overview of the role of a Creative Agent

Creative Agents provide a key role that supports the Lead Creative Schools Scheme to achieve its aims. The service delivered by Creative Agents acknowledges the complex nature of partnership working. As independent professionals, Creative Agents are catalysts for change, uniquely placed to develop sustained, supportive relationships with teachers and school staff, learners and other creative professionals to ensure effectiveness, reach and sustainability leading to improvement and changes to pedagogy. They are the link between Lead Creative Schools and Creative Practitioners.

Creative Agents need to be creative thinkers and ideas generators, able to successfully negotiate partnerships between schools, the wider creative, cultural and education sectors and beyond through their proven understanding and sensitivity to the needs of these different sectors. Their key skills are their ability to challenge and support new practice in the field of creative learning. Creative Agents draw on their practical experience of 'creativity', and act as a catalyst able to respond to each school's individual development priorities and needs. We would expect a Creative Agent to be able to demonstrate extensive experience of creative practice, in their field of expertise. They will also have strong experience of project management and be able to work unsupervised to tight deadlines.

Whether from the arts, culture, heritage, creative industries, science, or other sectors, their key skills will be their ability to challenge, support and sustain new practice in the field of creative learning, in a way that addresses the identified literacy, numeracy or reducing the impact of deprivation on educational attainment targets of the Lead Creative Schools they are working with.

Creative Agents support schools and Creative Practitioners through acting as a critical friend: this can mean asking challenging questions within a supportive context. They support schools and Creative Practitioners to work with young people as equal partners. They help realise the creative potential of all learners to make learning more engaging and effective through creative approaches.

The recruitment and selection of Creative Agents

Arts Council of Wales will select up to 200 Creative Agents to work in the Lead Creative Schools Scheme during the 2017/18 academic year, subject to the number of schools who are awarded Lead Creative Schools grants. We expect that most Lead Creative Schools will be in the scheme for two years and that the majority will continue to work with the same Creative Agent over that period.

Creative Agents will be recruited from a range of professions such as artists and designers, theatre, music and dance professionals, poets, writers, film makers, digital artists, graphic designers, architects, scientists, journalists and games designers, as well as hybrids of all the above. Creative Agents can be self-employed or working for organisations within the arts, cultural, heritage or creative industries sectors. Organisations can therefore apply to become a Creative Agent but must identify a named individual from within their organisation who has the necessary skills to fulfil the role. Creative Agents are not employees of Arts Council of Wales. They are contracted by the Arts Council. They are expected to behave with the propriety that would be expected of anyone fulfilling a role working in a school setting. Creative Agents are ambassadors for Welsh Government and for Arts Council of Wales, the funding partners of the Lead Creative Schools Scheme.

Application forms for Creative Agents are available from www.artscouncilofwales.org.uk/what-we-do/creative-learning/the-lead-creative-schools-scheme and the deadline for submitting applications for the academic year 2017/18 is **17.00 on 13 February 2017**.

Following the closing date, Arts Council of Wales will select potential Creative Agents by considering their ability to meet the competencies identified for the role in this prospectus. Face to face interviews are not anticipated, but Arts Council of Wales staff may contact applicants by email or telephone for further information. The initial selection process will take account of the need to ensure that there are Creative Agents within reasonable travel distance of schools across Wales and those able to work in Welsh in Welsh medium schools.

Every Creative Agent will be required to attend an intensive four-day training course, likely to take place in May or June 2017. Courses will take place across Wales and Creative Agents will be reimbursed for their reasonable travel and subsistence costs following the training. During the training, Arts Council of Wales will carry out enhanced Disclosure and Barring Service checks on all individuals selected as potential Creative Agents.

Whilst we expect the majority of Creative Agents to be successfully matched with schools, it should be noted that work cannot be guaranteed since it will depend on the number of schools in the scheme and their geographical location. It is also anticipated that, following training, some participants will be assessed as not having the necessary qualities that are needed of a successful Creative Agent. These people will be notified as soon as possible after their training, and they will be offered developmental feedback in person or in writing.

Arts Council of Wales officers will then match successful Creative Agents to Lead Creative Schools.

How do Creative Agents support Lead Creative Schools?

There are four key phases that a Creative Agent supports a school through during the Lead Creative Schools process and this work will be

structured over the whole academic year in line with a three-term plan as follows:

Autumn Term – Diagnostic, Planning, and Brokering

- **Diagnostic:** Analysing where a school is at and how the Lead Creative Schools process might be most effectively introduced and owned by a school. For Lead Creative Schools to be most effective, it has to be done *with* and not *to* a school.
- **Planning and Brokering:** Establishing the key issues and priorities the school wishes to address. Developing an action plan for approval by Arts Council of Wales, with appropriate Creative Practitioners, to deliver a creative learning programme of work which is embedded in the school's improvement plan. Alongside this, agreeing benchmarking criteria and data to be gathered to evidence impact.

Spring Term – Activity

- **Change Management:** Supporting the school and Creative Practitioners to introduce and implement changes, planned and incidental, that emerge through the Lead Creative Schools Scheme.

Summer Term – Reflection, Evaluation, and Sustainability

- **Reflection:** Ensuring that all relevant stakeholders are involved in reflecting on the learning that has emerged from the Lead Creative Schools process.
- **Evaluation:** Holding separate evaluation conversations with pupils, teachers and Creative Practitioners. Collating and synthesizing the findings into a final report that is submitted as part of the project end form. This should include evidence of impact, data about the learners who took part together with final monitoring figures and the actual budget.
- **Sustainability:** Working with the school to plan how to move forward, incorporating the learning that has arisen through the programme.

The role of the Creative Agent

The role of the Creative Agent is to support the development of creative learning in schools through:

- articulating and sharing the vision of creative learning between all the partners;
- developing high-quality creative learning programmes; and
- brokering and supporting the partnerships between schools and Creative Practitioners to enable creative learning projects to take place.

The Creative Agent has to develop and manage effective relationships with schools and:

- work in partnership with the school's leadership team to identify a clear, focussed area of work that has relevance and importance to the school and which addresses identified priorities and key issues;
- explore creative, realistic and tailor-made approaches to developing that area of work to produce a programme that is unique and specific to that school and linked to its development needs;
- develop programmes in ways that maximise the active participation of a broad range of partners in a truly inclusive manner and supports schools to develop ownership of and responsibility for the programme; and
- bring their own creative expertise and networks to the development of the Lead Creative School schools programmes.

The Creative Agent has to effectively plan and broker relationships and:

- work with schools to contribute to the recruitment of Creative Practitioners;

- broker partnerships with Creative Practitioners who can work with the school to develop an action plan for a creative learning programme of work;
- work with learners, teachers and school staff, and where appropriate, parents and the wider community, to develop an inspirational programme of activities in partnership with Creative Practitioners that reflects the aims and objectives of all partners; and
- link the school with other ideas, approaches, experiences and organisations that may support this work.

The Creative Agent has to manage the Lead Creative Schools scheme in school and:

- monitor and manage time effectively, to produce accurate timely records as required to evidence that the service is being delivered;
- apply values and policies of best practice; ensuring provision is made for ongoing reflection, monitoring, evaluation and quality assurance; and
- ensures that projects in schools are founded on clear understandings of roles and responsibilities and partnership between all partners; and that plans are financially viable and that processes are in place for gathering evidence of the impact on learners which will include using relevant school data.

The Creative Agent has to support evaluation and sustainability and:

- support the school to identify and embed the learning that has emerged into their planning in order to sustain the development of creative learning across relevant aspects of the school;

- ensure the project is kept focused on the key issues and support the school in ongoing reflection and evaluation; and
- share learning with other schools and creative professionals involved in the Lead Creative Schools scheme in line with the *National Model for Regional Working*.
- attend and participate in induction and professional learning sessions;
- contribute to the development of a professional working and learning environment feeding into the continual development and improvement of the Lead Creative Schools scheme, locally, regionally and nationally;

The Creative Agent has to collaborate and:

- work with the Regional Education Consortium and Challenge Advisors to support schools to develop programmes that address identified priorities and key issues;
- work with other Creative Agents and Arts Council of Wales staff in the Lead Creative Schools scheme by providing regular updates and attending networking meetings;
- raise the profile of Lead Creative Schools and act as an ambassador for creative learning, representing the scheme at events in school and outside to share experiences and advocate for the work;
- contribute to the understanding of diversity and its implications for creativity and creative learning and to ensure that this understanding informs all activities within the Lead Creative Schools scheme; and
- ensure adherence to policies and procedures with particular reference to Equal Opportunities and Health and Safety.



Creative Writing Day, Llanfyllin High School

Creative Agent Competencies

It is acknowledged that the knowledge, experiences and skills of Creative Agents working in Lead Creative Schools will vary. The programme aims to build on their existing skills and to continue to develop their practice.

In order to be contracted by Arts Council Wales to deliver Creative Agent services, individuals will need to demonstrate that they can meet many of the essential competencies identified below.

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Knowledge of creativity, the creative process and creative learning • Knowledge of the relationship between their own creative practice and the creativity of others • Knowledge of project management approaches • Knowledge and understanding of collaboration and effective partnership working • Understanding of schools, how they are organised and the challenges they face • A willingness to understand and be committed to the vision and objectives of Lead Creative Schools • Understanding of the importance of advocating for the wider use of creative learning methods with partners • Understanding of reflective practice • Knowledge of the educational, social and cultural contexts specific to Wales within which the Lead Creative Schools scheme operates 	<ul style="list-style-type: none"> • Understanding of curriculum and school needs • Understanding of pupils as co-participants in learning and child-centred learning • Understanding of the Lead Creative Schools scheme • Understanding of Creative Learning and its place within contemporary educational theory

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Delivery of face to face arts or broader cultural activities • Experience of establishing confident, diplomatic and productive relationships with a range of stakeholders • Demonstrates a varied interest in cultural practice • Experience of celebrating achievements • Experience of evaluation 	<ul style="list-style-type: none"> • Experience of building long-term, sustainable relationships with individuals and organisations • Development and delivery of arts, cultural or creative learning programmes in schools • Experience of schools as supportive contexts for creative learning
Skills	<ul style="list-style-type: none"> • Creative expertise • Advocacy skills • Ability to plan projects including managing budgets and working to deadlines • Ability to seek out and work in collaboration with a range of partners • Ability to express ideas and theories about creativity using easy to understand language • Ability to devise with colleagues programmes of activity that meet the development priorities of schools and their learners • High level of personal organisation and excellent time management • Diplomacy, strong facilitation and negotiation skills • Ability to work with teachers and learners as equal partners 	<ul style="list-style-type: none"> • Ability to work through the medium of Welsh • Encouragement and development of reflective practice

Fees and expenses

Creative Agents will be contracted by Arts Council of Wales for a specific number of days per school per academic year. This will range from a minimum of 10 days to a maximum of 16 days per school and these days will be spread across the academic year. A daily rate of £250 per day will be paid plus reasonable travel and subsistence expenses. This payment is inclusive of VAT and individuals or the organisations they work for will submit invoices, not more than once a month, for payment of these fees.

We anticipate that some Creative Agents will work with multiple Lead Creative Schools each academic year.

Support for Creative Agents

Creative Agents involved in the Lead Creative Schools Scheme will be given an inspiring and practical 4 day induction to support their understanding of the programme and their role within it. Successful potential Creative Agents will be notified of dates as soon as possible after selection.

Reimbursement of travel and subsistence costs will be made by Arts Council of Wales.

Alongside this, schools play an important role in assisting Creative Agents learning as an ongoing feature of the collaborative relationship. Schools may need to provide support to Creative Agents with regard to:

- understanding the learning and knowledge capacities of different age groups;
- working within the limitations of school time structures;
- understanding the complex demands placed upon schools and teachers who are striving for improvement across key education priority agendas;
- understanding school data and its role in improving outcomes for all learners; and
- understanding curriculum issues and the need to plan imaginatively to address these.