Collective Outcomes Tool Report: Jan-Jul 2018

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 improve local access to high quality cultural education, reaching more children and young people.

The Collective Outcomes Tool was piloted in the Summer of 2015/16. This report covers the period January – July 2018. You can access previous reports here . The Mighty Creatives intend to continue reviewing the tool's purpose and will collect data for future analysis at regular intervals.

In the period of this report, The Mighty Creatives received data from 9 organisations who all contribute to cultural education partnerships. 72 individual activities were recorded. Estimated total of 424 hours of participation by children and young people
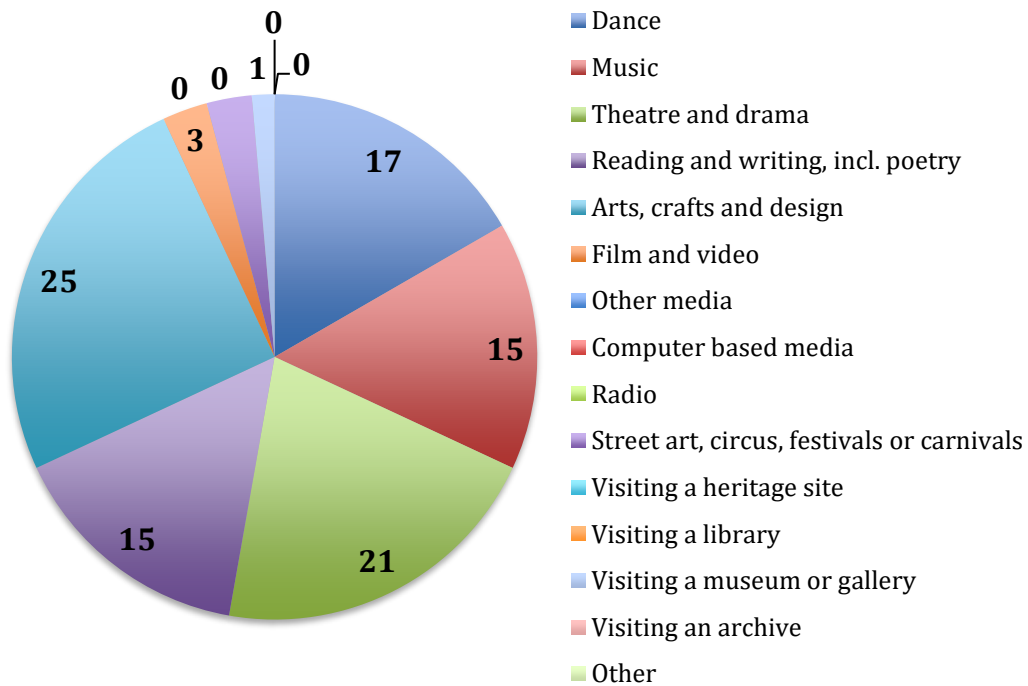
Artforms

Six artforms were recorded from a menu of 15 possible forms. In order of popularity by number these were:

Arts, crafts & design	18
Theatre & Drama	15
Dance	12
Music	11
Reading & writing inc. poetry	11
Film & Video	2

The number of art forms in this period has decreased from the previous recording period September- December 2017, falling from 10 artforms to 6.

Percentage of Art Forms

Pie chart values: 0, 0, 1, 0, 17, 15, 21, 15, 25, 3, 0, 0

Legend:
- Dance
- Music
- Theatre and drama
- Reading and writing, incl. poetry
- Arts, crafts and design
- Film and video
- Other media
- Computer based media
- Radio
- Street art, circus, festivals or carnivals
- Visiting a heritage site
- Visiting a library
- Visiting a museum or gallery
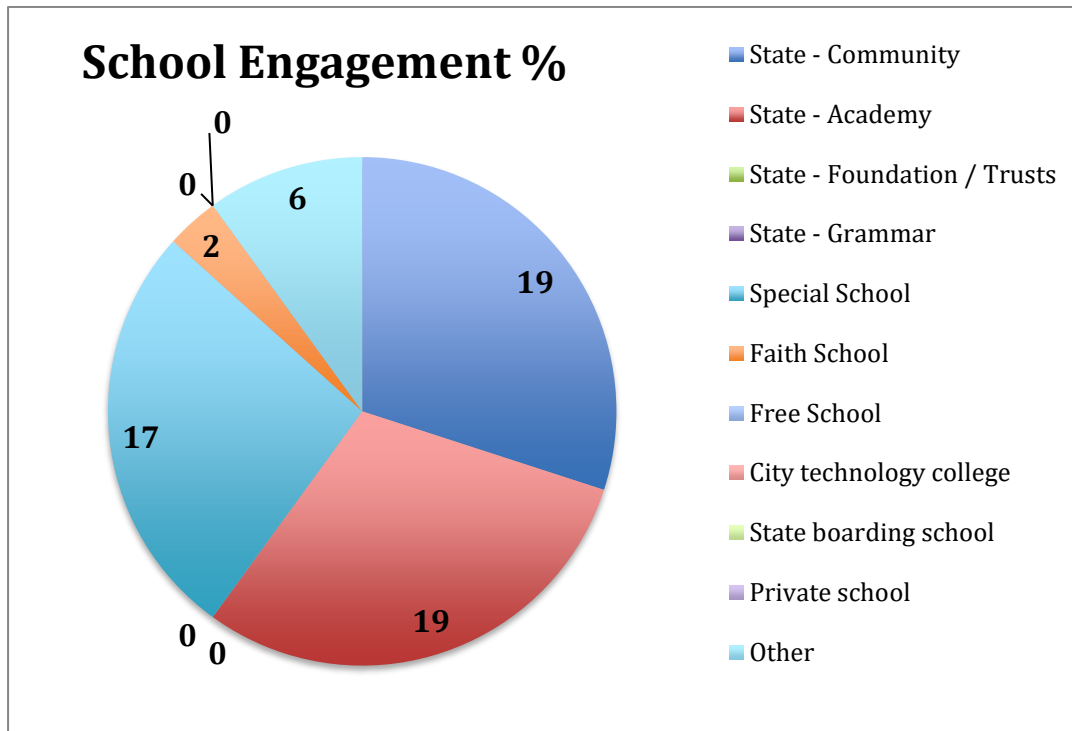- Visiting an archive
- Other

School Type and participation

48 interactions with individual schools were recorded. The schools which have engaged in activities were categorised as:

|	
State- Community	26
State – Academy	9
Special School	8
Faith School	1
Other	3

'Other' includes but not limited to colleges, pupil referral units, other alternative provision and young people not attending school.

School Engagement %

- ■ State - Community
- ■ State - Academy
- ■ State - Foundation / Trusts
- ■ State - Grammar
- ■ Special School
- ■ Faith School
- ■ Free School
- ■ City technology college
- ■ State boarding school
- ■ Private school
- ■ Other

The number of school interactions has fallen slightly from 51 (September- December 2017) to 48 (January-July 2018)

Types of schools interacted with have remained largely stable, with only 'State-Academy' increasing from 4 to 9.

Partners have not recorded working with city technology colleges, state boarding schools or private schools in this academic year. There is a total of 4 City Technology Colleges in England. There is a total of 3 state boarding school listed in the East Midlands (Source: State Boarding Forum www.stateboarding.org.uk). There are over 100 private or independent schools in the east Midlands. (Source: School Search https://www.schoolsearch.co.uk/independent-schools-in-the-east-midlands)

School Engagement

- ■ September- December 2017
- ■ January -July 2018
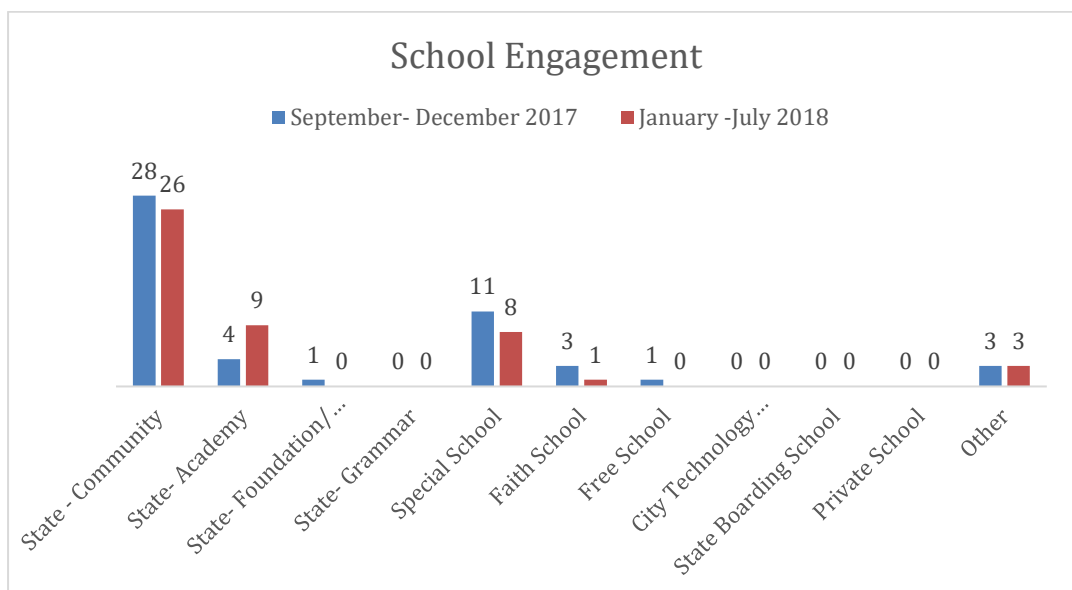
Type of Engagement

During this reporting period:

- 60% (#29) of schools reported that the activity was undertaken as part of curriculum activity, meaning that for 40% of schools the activity was not part of the students' formal education. The percentage of schools indicating that the activities were used as part of curriculum activity has increased by 11% from the period Sept-Dec 17. A clear majority of schools in this period are using arts to deliver curriculum activity.
- 90% (#43) of schools stated that the activity was undertaken as part of curriculum enrichment activity. This is a significant increase from Sept-Dec 17 return which reported 22% of schools using activities as curriculum enrichment.

These responses tend to suggest that the majority arts & cultural interventions were simultaneously curriculum activity and curriculum enrichment activity.

- 38% (#18) of schools stated that the activity contributed to the school's Artsmark. This is a fall of 13% from Sept- Dec 2017 of schools indicating they are using activities as part of their Artsmark journey. TMC are committed to achieving 50% school engagement in Artsmark by 2022.

This response may suggest further work to understand the level of Artsmark engagement achieved by our partners in this period.
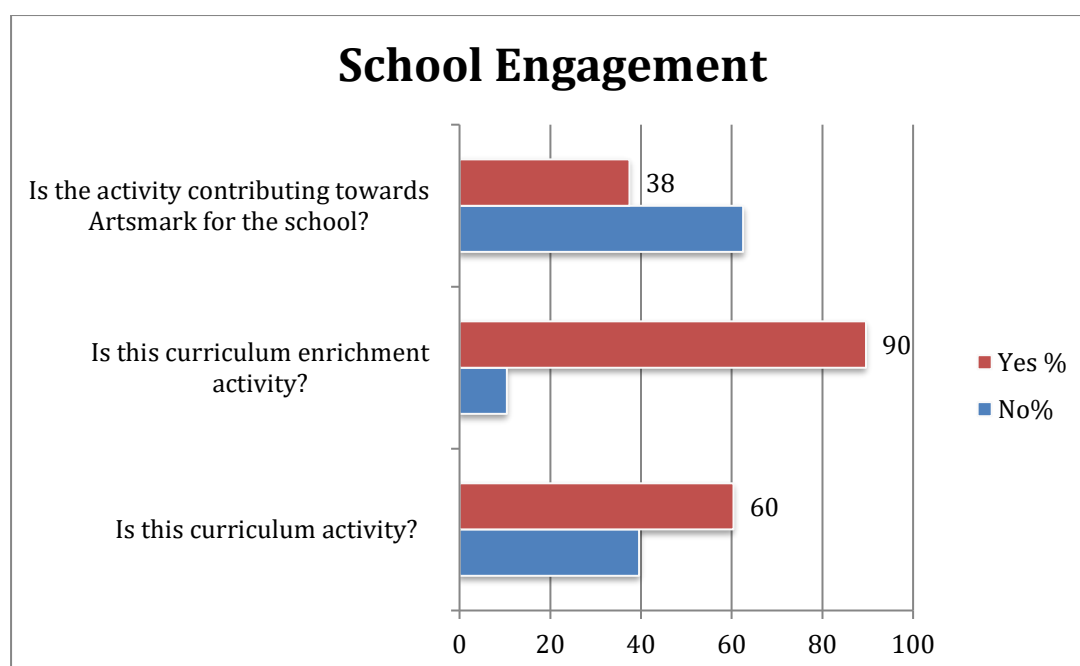
Student engagement

In this reporting period Jan-July 2018:

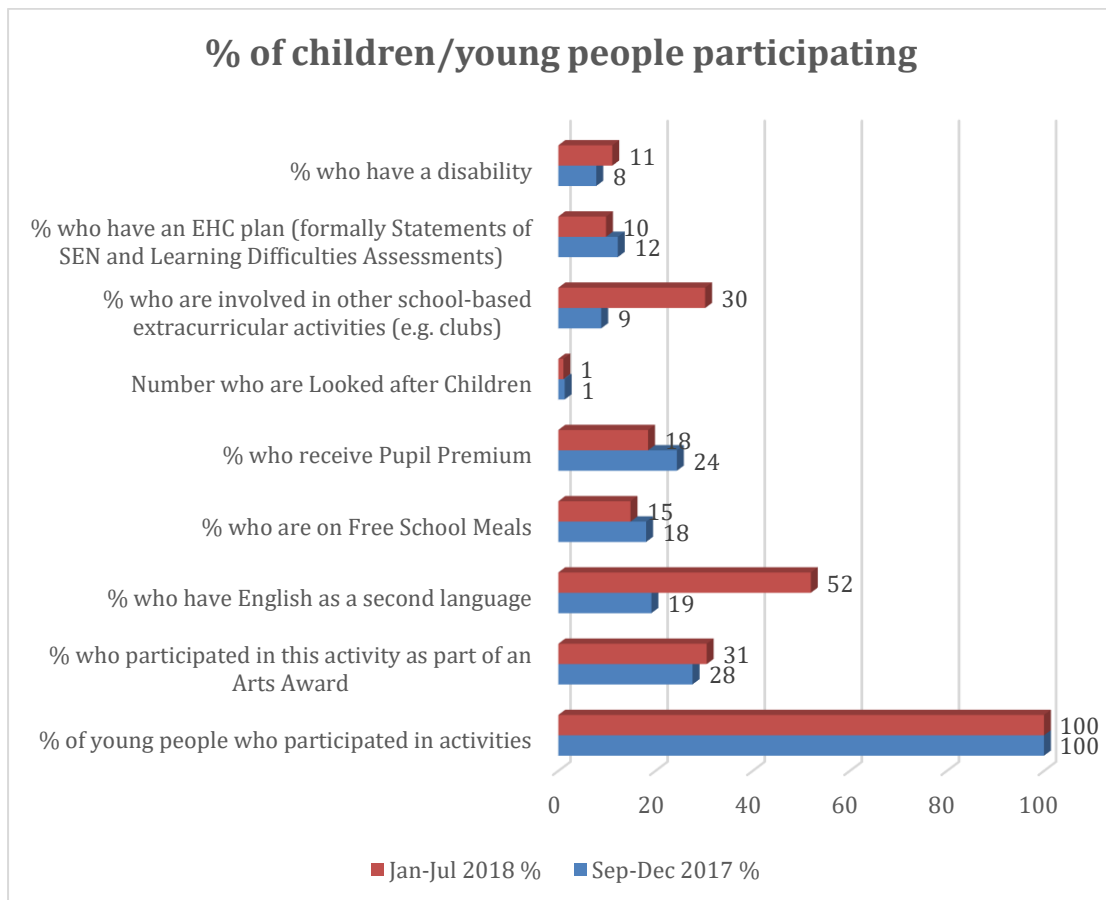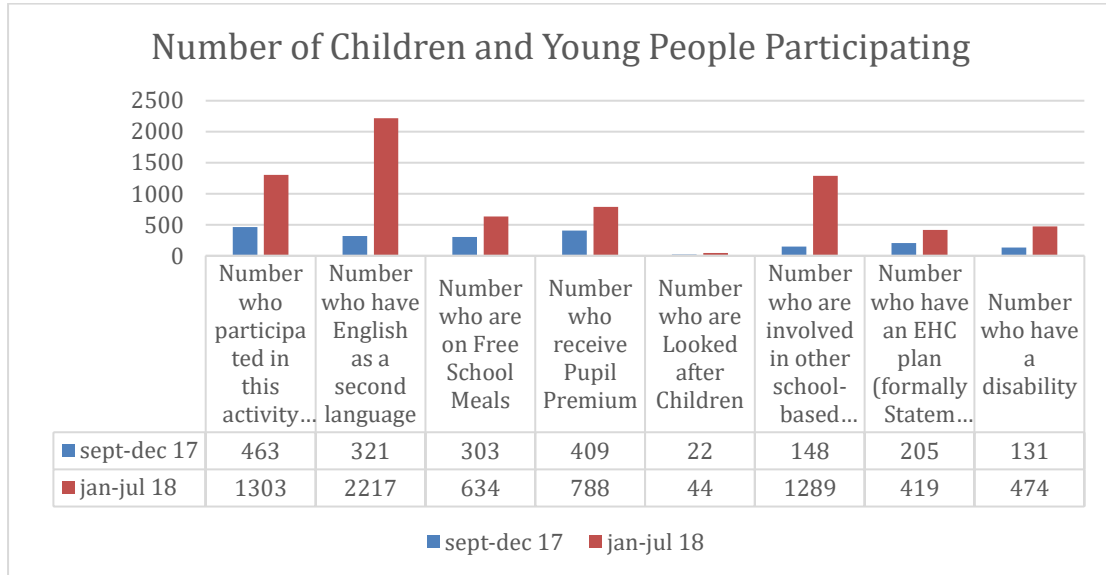4262 unique student participants were recorded on this period.

31% (#1303) students participated as part of an Arts Award

52% (#2217) students participating had English as a second language

15% (#634) students participating were entitled to free school meals

18% (#788) students received pupil premium
1% (#44) students were identified as looked after children
30% (#1289) students are involved in other school-based extracurricular activities
10% (#419) students have an EHC plan
11% (#474) students were identified as having a disability

Some children and young people benefitting from partner's projects are affected by multiple indicators of deprivation.

Number of Children and Young People Participating

	Number who participated in this activity...	Number who have English as a second language	Number who are on Free School Meals	Number who receive Pupil Premium	Number who are Looked after Children	Number who are involved in other school-based...	Number who have an EHC plan (formally Statem...	Number who have a disability
sept-dec 17	463	321	303	409	22	148	205	131
jan-jul 18	1303	2217	634	788	44	1289	419	474

■ sept-dec 17　■ jan-jul 18

% of children/young people participating

% who have a disability — 11 / 8

% who have an EHC plan (formally Statements of SEN and Learning Difficulties Assessments) — 10 / 12

% who are involved in other school-based extracurricular activities (e.g. clubs) — 30 / 9

Number who are Looked after Children — 1 / 1

% who receive Pupil Premium — 18 / 24

% who are on Free School Meals — 15 / 18

% who have English as a second language — 52 / 19

% who participated in this activity as part of an Arts Award — 31 / 28

% of young people who participated in activities — 100 / 100

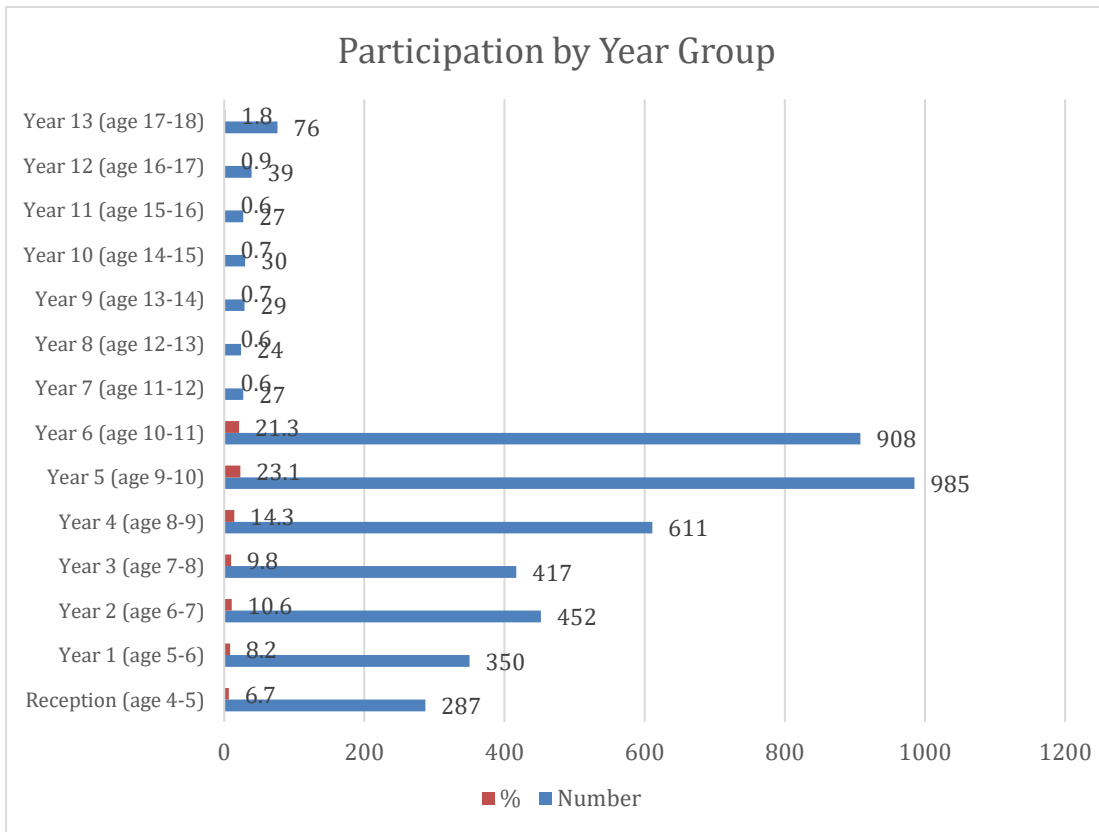■ Jan-Jul 2018 %　■ Sep-Dec 2017 %

Between Sept- Dec 17 and Jan-July 18:

- There is an increase of 3% of children participating as part of their Arts Award
- There is an increase of 33% of children participating who have English as an additional language.
- There is an increase of 3% of children participating who receive free school meals
- There is an increase of 6% of children who receive pupil premium
- The % of looked after children remained the same
- There is an increase of 21% of children who are involved in other school based extra-curricular activities
- There is an increase of 2% of children who have an EHC plan
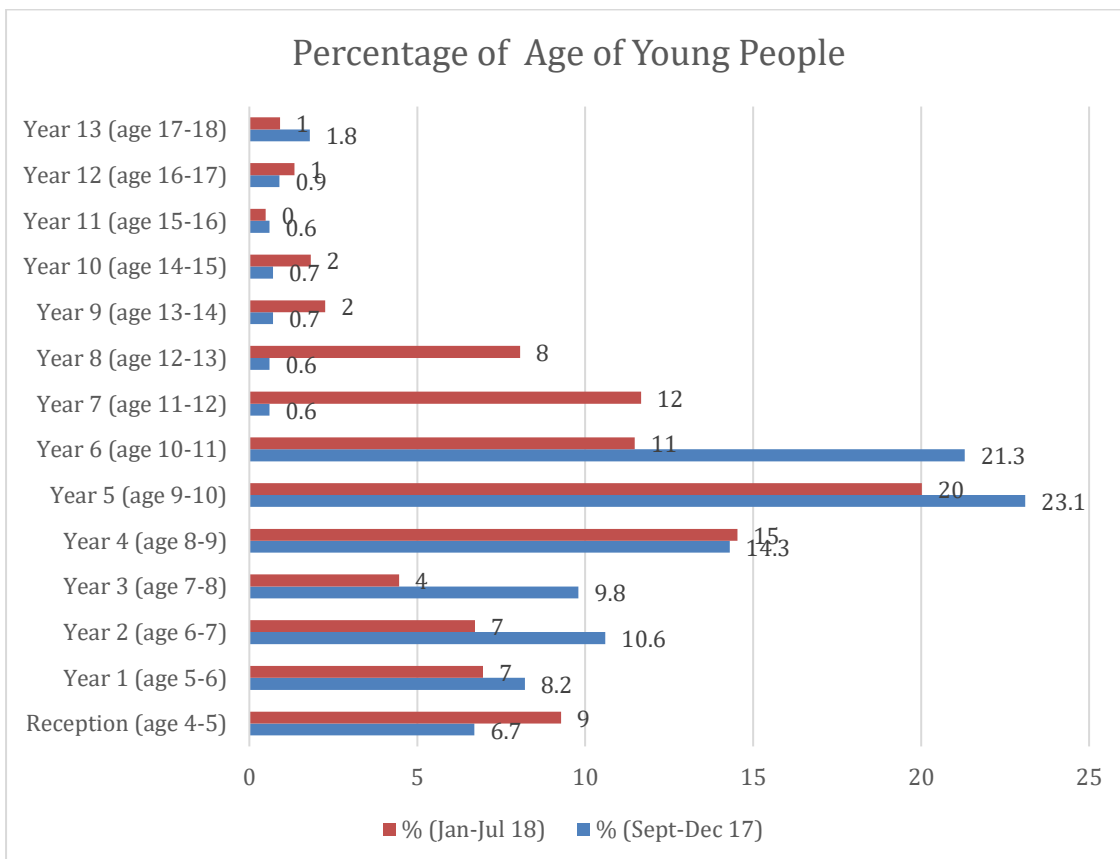- There is an increase of 3% of children who have a disability

Participation by year group

During this period the age profile of children participating is set out below:

Age	Number	%
Reception (age 4-5)	287	6.7
Year 1 (age 5-6)	350	8.2
Year 2 (age 6-7)	452	10.6
Year 3 (age 7-8)	417	9.8
Year 4 (age 8-9)	611	14.3
Year 5 (age 9-10)	985	23.1
Year 6 (age 10-11)	908	21.3
Year 7 (age 11-12)	27	0.6
Year 8 (age 12-13)	24	0.6
Year 9 (age 13-14)	29	0.7
Year 10 (age 14-15)	30	0.7
Year 11 (age 15-16)	27	0.6
Year 12 (age 16-17)	39	0.9
Year 13 (age 17-18)	76	1.8

Participation by Year Group

| Year Group	%	Number
Year 13 (age 17-18)	1.8	76
Year 12 (age 16-17)	0.9	39
Year 11 (age 15-16)	0.6	27
Year 10 (age 14-15)	0.7	30
Year 9 (age 13-14)	0.7	29
Year 8 (age 12-13)	0.6	24
Year 7 (age 11-12)	0.6	27
Year 6 (age 10-11)	21.3	908
Year 5 (age 9-10)	23.1	985
Year 4 (age 8-9)	14.3	611
Year 3 (age 7-8)	9.8	417
Year 2 (age 6-7)	10.6	452
Year 1 (age 5-6)	8.2	350
Reception (age 4-5)	6.7	287

It is worth observing that there is a sharp fall of the levels of participation by age at around Year 7. There may be many reasons for this fall which may need exploring further.

Percentage of Age of Young People

Year Group	% (Jan-Jul 18)	% (Sept-Dec 17)
Year 13 (age 17-18)	1	1.8
Year 12 (age 16-17)	1	0.9
Year 11 (age 15-16)	0	0.6
Year 10 (age 14-15)	2	0.7
Year 9 (age 13-14)	2	0.7
Year 8 (age 12-13)	8	0.6
Year 7 (age 11-12)	12	0.6
Year 6 (age 10-11)	11	21.3
Year 5 (age 9-10)	20	23.1
Year 4 (age 8-9)	15	14.3
Year 3 (age 7-8)	4	9.8
Year 2 (age 6-7)	7	10.6
Year 1 (age 5-6)	7	8.2
Reception (age 4-5)	9	6.7

Between September- December 2017 and January- July 2018 there was:

- An increase of 2.3% of reception children
- A decrease of 1.2% of Year 1 children
- A decrease of 3.6% of Year 2 children
- A decrease of 5.8% of Year 3 children
- An increase of 0.7% of Year 4 children
- A decrease of 3.1% of Year 5 children
- A decrease of 10.3% of Year 6 children
- An increase of 11.4% of Year 7 children
- An increase of 7.4% of Year 8 children
- An increase of 1.3% of Year 9 children
- An increase of 1.3% of Year 10 children
- A decrease of 0.6% to 0% for Year 11 children
- An increase of 0.1% for Year 12 children
- A decrease of 0.8% for Year 13 children

Phase	Number	Percentage
KS1 and 2	4010	94%
KS3 and 4	137	3%
A level	115	3%
Total	4262	

Percentage of children participating by phase

3 3

94

■ Phase   ■ KS1 and 2   ■ KS3 and 4   ■ A level
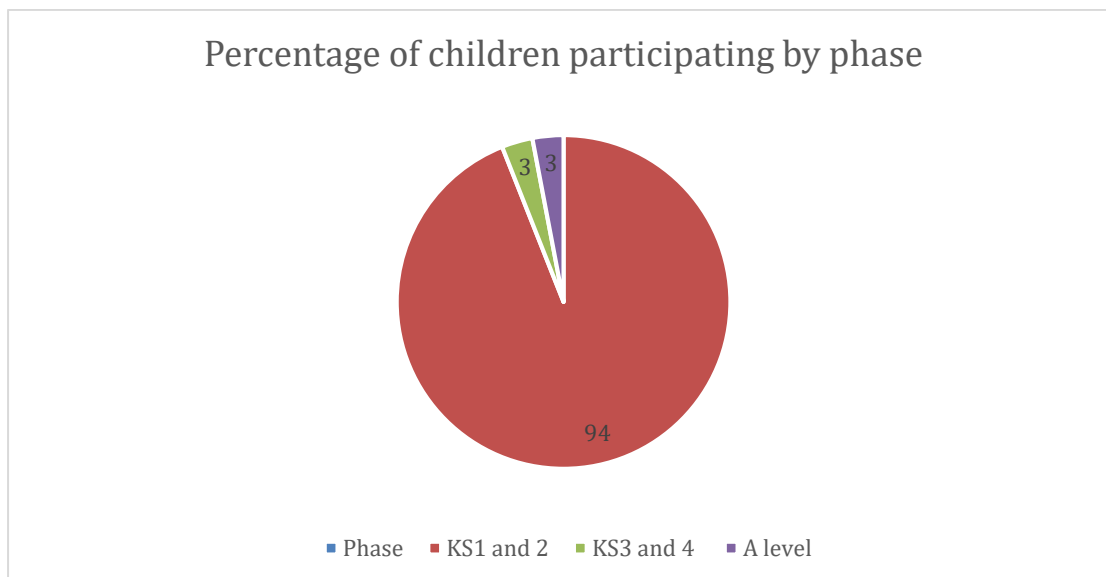
The Audience Agency

The Audience Agency is a mission-led charity. Its purpose is to enable cultural organisations to use national datasets to increase their relevance, reach and resilience.

The Mighty Creatives request an audience profile from the Audience Agency based on the postcodes collected by partners in the East Midlands. For further information on profiling and audience segmentation please visit The Audience Agency www.theaudienceagency.org

Postcode Analysis

The data supplied to the Audience Agency contained 3,154 postcodes, 3,121 of which are valid and were used in this analysis. Of these, 3,121 were matched to an Audience Spectrum segment and 3,109 were matched to a Mosaic group and type.

Audience Spectrum Profile

The three most prominent Audience Spectrum segments are **Kaleidoscope Creativity, Trips & Treats, and jointly, Facebook Families and Dormitory Dependables**. 79 % of all audience members belong to one of these four groups.
• **Kaleidoscope Creativity**: Urban and culturally diverse, their arts and cultural activity happens in their community and outside.
• **Trips & Treats**: Suburban households, often with children, whose cultural activities usually are part of a day out or treat.
• **Facebook Families**: Harder pressed suburban and semi-urban households for whom arts and culture plays a small role.
• **Dormitory Dependables:** Regular but not frequent cultural attenders living in city suburbs and small towns.

The over-represented segments amongst the audience data are **Kaleidoscope Creativity** (almost five times more prominent in the audience compared to the local population), Facebook Families (15% in the profile compared to 13% in the local area).

Segment name	Mighty Creatives Jan - Jul 2018 Count	%	East Midlands	Index
Metroculturals	0	0%	0%	0
Commuterland Culturebuffs	168	5%	7%	73
Experience Seekers	37	1%	5%	25
Dormitory Dependables	463	15%	16%	95
Trips & Treats	681	22%	22%	101
Home & Heritage	146	5%	13%	37
Up Our Street	213	7%	14%	50
Facebook Families	463	15%	13%	111
Kaleidoscope Creativity	870	28%	6%	487
Heydays	80	3%	6%	46
Unclassified	-	-	*0*	
Base	**3,121**		**3,845,174**	
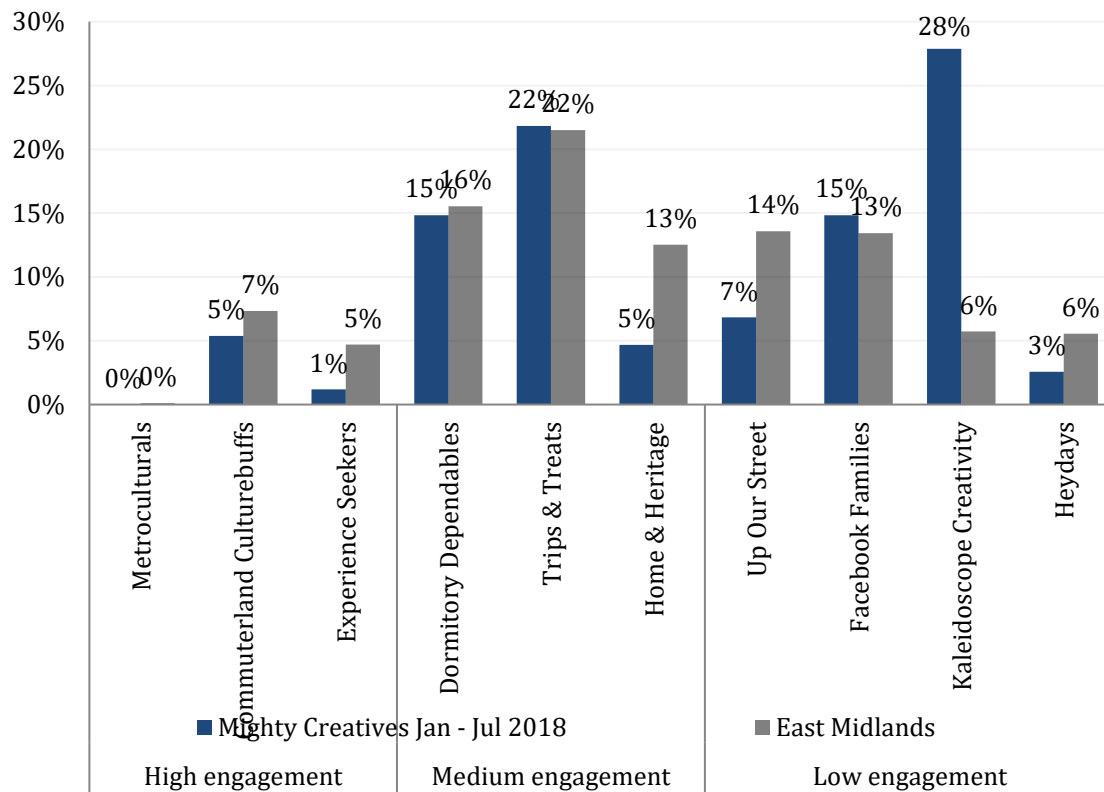
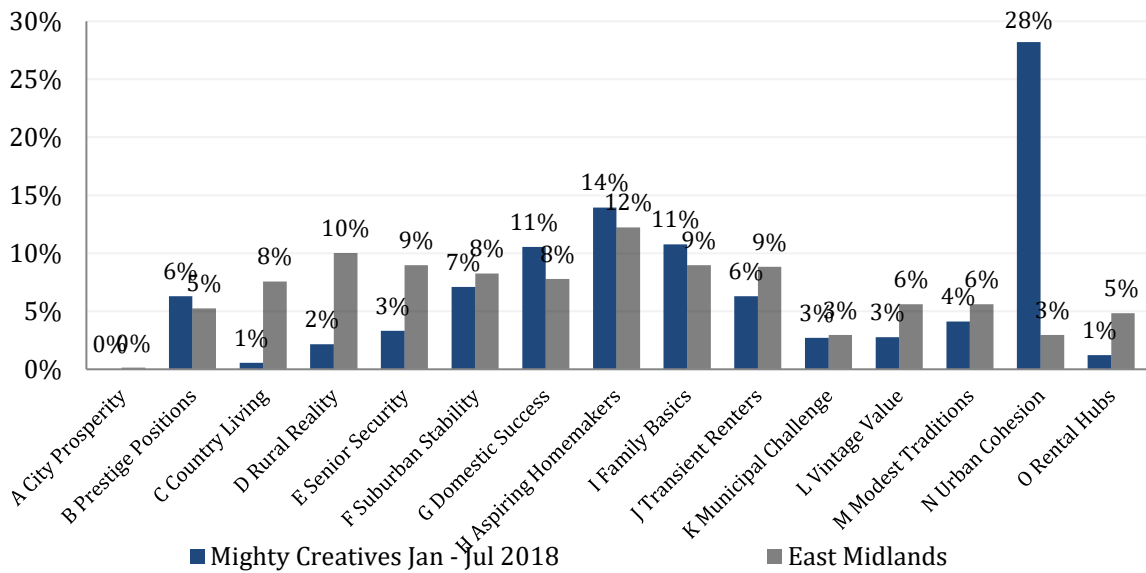**Mosaic**

The three most prominent Mosaic groups are **N Urban Cohesion, H Aspiring Homemakers** and **I Family Basics**. 53% of all audience in this dataset belongs to one of these three groups.

• **N Urban Cohesion**: Residents of settled urban communities with a strong sense of identity.

• **H Aspiring Homemakers**: Younger households settling down in housing priced within their means.

• **I Family Basics**: Families with limited resources who must budget to make ends meet.

The most over-represented groups amongst the audience profile are **N Urban Cohesion** (more than nine times more prominent in the audience compared to the East Midlands population), **G Domestic Success** (11% in the profile compared to 8% in the local area) and I Family Basics (11% in the profile compared to 9% in the local area).
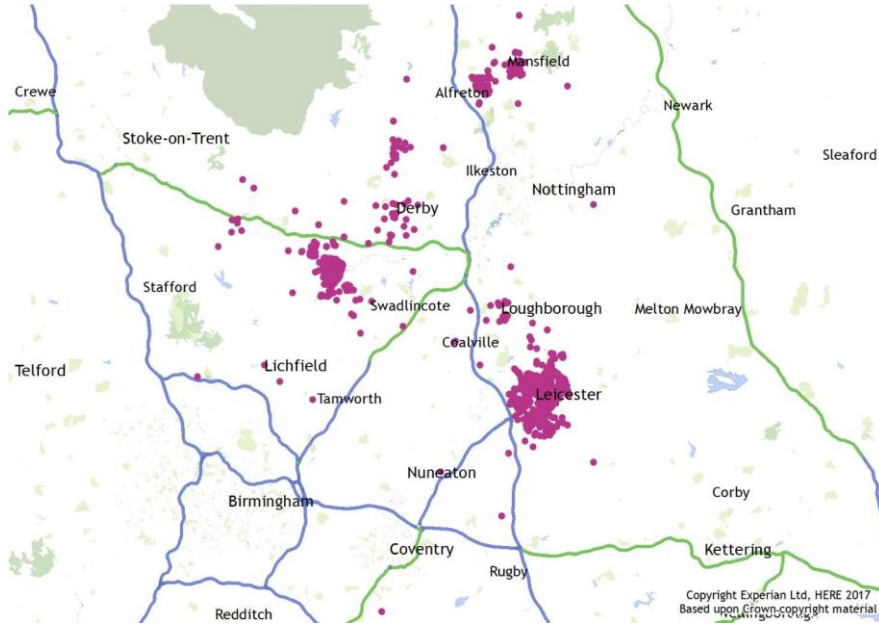
Group name	Mighty Creatives Jan - Jul 2018		East Midlands	Index
	Count	%		
A City Prosperity	0	0%	0%	0
B Prestige Positions	196	6%	5%	120
C Country Living	17	1%	8%	7
D Rural Reality	67	2%	10%	22
E Senior Security	103	3%	9%	37
F Suburban Stability	221	7%	8%	86
G Domestic Success	328	11%	8%	136
H Aspiring Homemakers	433	14%	12%	114
I Family Basics	335	11%	9%	120
J Transient Renters	196	6%	9%	71
K Municipal Challenge	84	3%	3%	91
L Vintage Value	86	3%	6%	49
M Modest Traditions	128	4%	6%	74
N Urban Cohesion	877	28%	3%	954
O Rental Hubs	38	1%	5%	25
Unclassified	*5*	*-*	*63,447*	
Base	**3,109**		**3,882,925**	

The ten most prominent Mosaic types are N59 Asian Heritage, I39 Families with Needs, G28 Modern Parents, N57 Community Elders, H31 Affordable Fringe, B09 Empty-Nest Adventure, J43 Renting a Room, G29 Mid-Career Convention, N58 Cultural Comfort, and H33 Contemporary

Appendix 1 - Maps

Pinpoint Map - Overall

Pinpoint Map - zoom