

# Primary Arts Year 1 (2024/25)

## Programme Update

### **Introduction**

This document gives an overview of programme planning for the rollout of the Primary Arts programme at full scale in September 2024. It summarises progress and planning for each delivery strand of the programme as well as communications, evaluation, the listening project, and the advisory group.

### **Delivery strands**

#### **Cultural Education Leadership Programme**

15 teachers recruited to the new cohort – capacity for 5 more to join.  
8 teaching days scheduled in partnership with UCL Centre for Educational Leadership (contract in place), including visits to Mayflower and Lansbury Lawrence schools.  
Warm-up event planned for 19 September, including networking and theatre trip for participants and their headteachers (Matilda the Musical).

#### **Masterclasses**

6 full-day CPD sessions scheduled with CLPE – four of which are based on those delivered in the pilot, and two which are new. All content agreed, and authors booked. Networking twilights following each session all confirmed.  
(Capacity: 30 per session)

#### **Come & Try**

6 twilight sessions scheduled with the Crafts Council. All content agreed and artists booked.  
(Capacity: 25 per session)

#### **In-Schools Touring Programme**

10 organisations contracted for delivery (selected from over 40 EOIs received), initial planning meetings complete. Planning underway for the first two (of four) Network Meetings bringing all organisations together (session 1 Sept, session 2 Nov), as well as for delivery team onboarding in Feb.  
Resources and booklist development in early stages. Materials boxes being planned.  
(Capacity: 100 schools)

## **Go & See**

Planning two phases of delivery – winter and summer.

Winter phase confirmed: 5 theatres, 1 visual arts organisation. CPD to be hosted online as pre-recorded sessions, and has been commissioned.

Summer phase confirmed in outline: 2 theatres, 2 visual arts organisations, film partner confirmed but film and number of venues TBC.

## **Other elements**

### **Communications**

Currently focussed on preparation for launch on 25 Sept. Our new online booking platform is in its final stages of development, the programme brochure is at final review ready for sign off, and web pages are in development.

The programme will be featured in Teach Primary (publication, socials and enews), a postcard has been printed and will be sent to headteachers to land a few days prior to launch, and a press release is currently with CETF for approval. A series of email teasers, reminders and launch messaging is prepared ready to send using our new contacts list to increase reach. A socials pack has been prepared for partner organisations to use to support launch.

### **Evaluation**

Theory of Change (ToC) has been updated based on pilot evaluation findings. Evaluation framework currently being adjusted in light of changes to ToC, then evaluation tools to be adjusted to work within new framework.

Also planning for monitoring on basis of ethnicity, disability, age, and other factors. Case studies have been commissioned alongside programme evaluation.

### **Listening project**

A light-touch version of listening project has been commissioned, with main focus on learning around working at scale, and effectiveness of adjustments made to In-Schools Touring programme based on pilot evaluation. Initial meetings scheduled.

### **Advisory group**

During the pilot we established the Pathfinder Advisory Group. Meetings for this group are scheduled for the academic year, and we anticipate moving to our planned two-group model (strategic development/ teacher advisory) midway through the year.

5 September 2024.