

**The Prince's Foundation for Children & the Arts**  
**Start Application Guidelines for 2012-2013**

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**start**



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The Prince's Foundation for Children & the Arts is actively seeking passionate and committed partner organisations to work with us to develop and deliver one of our core programmes, Start, to Primary and Secondary school students in your local area.

Start enables children to experience the very best of the arts by introducing them to their local cultural venue. The programme gives children the opportunity to become familiar with their local venue and to begin to connect with the vibrant cultural life of the UK.

We are looking to recruit 6-10 new partners for the 2012-2013 academic year. Any not-for-profit cultural institution seeking to work with local schools is eligible to apply.

Our aim, and that of our partners, is that pupils will develop the confidence and enthusiasm to continue their engagement with their local cultural venue beyond the life of the project.

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## Introduction

**Start** provides funding and support to not-for-profit cultural venues (e.g. theatres, museums, galleries and orchestras) to enable them to build partnerships with selected primary and secondary schools in their local area. Local authority venues can also apply as can non-venues so long as they can demonstrate a committed partnership with a venue that will last throughout the three years of the project.

At the heart of Start is our desire to make cultural venues accessible for a new generation. We aim to work with our arts partners for three years and we expect them to work with the same schools for the period of the project in order to build long-term, sustainable relationships.

The Start Programme is a framework that can be used by arts organisations to engage young people with all aspects of the arts. Start projects need to embrace four key themes:

- **Introducing** young people to the arts;
- **Inspiring** them to learn more;
- **Enhancing** their experience through critical analysis and participation; and
- Encouraging them to **Create** their own art.

The themes are explored by the young people during visits to their partner cultural organisation and through workshops and educational sessions both in school and at the venue that link to and supports these visits.

## Your Start project

Your application should clearly convey your ideas on how young people can engage imaginatively and creatively with your project. **Each Start project must contain the following elements:-**

- At least **two visits** by each participant to the partner cultural venue to see a professional performance, concert or exhibition.
- **Complementary educational work** which strongly links to the cultural visits and supports the delivery of the national curriculum.
- This part of your project should include an element of **critical analysis**, helping participants to understand and express their responses to your artform.
- A **creative response** embedded into their project. This can be displayed or performed in school, in their venue or online, helping to capture what the participants have been doing and learning and making the project more accessible for other pupils, teachers or parents.
- Your project must take place during the **2012/13 academic year** (between September 2012 – August 2013).
- Your project must also conform to our financial requirements as detailed below.

## How much can you apply for?

Children & the Arts will provide financial support to a maximum of £15,000 per project per year in years one and two, and a maximum of £10,500 in year three.

# start

*“Most of these children have never been outside of Leeds. They lead very insular lives and wouldn’t set foot in the Grand Theatre or the West Yorkshire Playhouse. Start breaks down barriers and lets them do something that they have never done”*

Northern Ballet Leeds

*“It is so amazing that me and my friends have work in a ‘proper’ gallery!”*

Year 6 pupil

Norwich Castle Museum



- We expect that most projects will cost £20 to £30 per child. Projects requesting a greater amount of funding are unlikely to receive support.
- We expect projects to continue working with the same schools and the same total number of pupils (though not necessarily the same pupils) across all three years.
- We expect your partner school(s) to contribute at least a small amount of funding to the project.

We can only guarantee that funding will be available for one year. However, we aim to work with all our partners and their partner schools for up to three years.

In some cases the funding we provide will be sufficient for an organisation to run a complete programme of activities. However, where this proves difficult, you should seek additional funding to ensure we fulfil our joint goals.

### Who should you work with?

Your Start project should partner with local schools that you very rarely or never work with and that, to the best of your knowledge, do not currently have a strong relationship with a cultural venue. They should be state schools or other educational institutions e.g. Pupil Referral Units and Special Schools.

When selecting the schools that you would approach if successful, we encourage you to look for indicators of 'need' (including high levels of rural/urban deprivation, percentage of children eligible for free school meals, lack of access to cultural venues, percentage of children with special needs, English as a second language, student mobility levels etc.). The relevant inspectorates (Ofsted, Estyn, HMI & DENI) give good guidance on these indicators as can your local LEA.

- We expect projects to work with a **minimum of 300 and a maximum of 700 young people per year.**
- We expect you to work mainly with **Key Stage 2 and Key Stage 3** pupils.

### What else will your organisation need to undertake?

Throughout the year your organisation will be asked to:

- Commit to attending a Professional Development day with the other participating art organisations to share best practice and further discuss your projects (June/July 2012).
- Make regular email/telephone contact with Children & the Arts and other partners as appropriate.
- Complete evaluation processes throughout the project in order to release grant payments.
- Help Children & the Arts to produce case studies and evaluation material that will be available to a wider audience.
- Commit to encouraging your partner schools to take part in an annual survey as part of our ongoing longitudinal study conducted by NFER.



## About the Start programme

The Start Programme was launched in 2006. In the first year 21 arts organisations worked with over 11,000 young people in 150 schools.

The Programme has grown as Children & the Arts continues to work with new partner organisations. Since 2006 Start has partnered 81 arts organisations across the UK and introduced over 83,000 young people to their local cultural venue.

**100% of teachers who responded to a recent survey felt that their pupils had gained personal skills as a result of their involvement with Start.**

**100% felt that their pupils had gained skills in communication.**

The Start Programme enables arts organisations to:

- Build positive and sustainable partnerships with local schools
- Build relationships with young people; bringing them into their venue and showing them what they can see and do there
- Increase young people's knowledge and confidence, encouraging them to visit the venue themselves
- Develop their own education programmes
- Ensure that their programming includes productions that are relevant for young people
- Focus on long term project development and programming, rather than short term outcomes

## Seven Stories, Newcastle upon Tyne

**"Start has had a significant impact on the way Seven Stories is able to work with schools. Seven Stories had only been open for three years when the project commenced so it has helped to shape our model of work significantly and to develop our understanding of how to offer cultural and learning opportunities that are relevant and flexible to the needs and goals of different schools."**

## Norwich Playhouse, Norwich

**"Start has given a small education department in a 300 seat venue a much higher profile. Our core Start schools (who have stayed with us for the full three years) now easily interact with our venue. The wariness of the first year, when they found it so complicated and difficult to engage with the theatre and to arrange for the students to journey out of the school gates has gone,"**

## Dance East, Ipswich

**"The children were very shy when they came into the building for the first time and now they all know where to go, they all rush in brimming with confidence and excitement. The more the young people attend performances the more open they are to different styles of performance on offer to them."**

*"I feel so happy that I came to Rambert, it changed my life"*

**Year 4 Pupil  
Rambert Dance Company**

*"This is a fantastic project to have been part of and has helped us to develop some invaluable and long lasting relationships. It has also given hundreds of children, who wouldn't ordinarily have the chance, the opportunity to really shine."*

**Mid Pennine Arts, Burnley**

*"I was scared by it [Ikon Gallery], every time I go I am still amazed but I'm not scared anymore!"*

**Year 3 Pupil,  
Ikon Gallery, Birmingham**



## Application Process

We are always on the look-out for enthusiasm, passion and an understanding of our objectives. We want our arts partners to work with schools that clearly meet our criteria and we want to support projects that have the capacity to leave a genuine legacy for participants.

## Stage One

Please complete the short application form, downloadable from our website. Stage One applications are assessed soon after the closing date. We will write to all applicants informing them of our decision. At this point the short-listed applicants will be invited to apply to Stage Two.

You can download the Stage One application form from our website [www.childrenandarts.org.uk/start](http://www.childrenandarts.org.uk/start). If you have any queries about your Stage One application please contact the Children & the Arts Projects team on 020 3326 2230 or email [start@childrenandarts.org.uk](mailto:start@childrenandarts.org.uk).

## Stage Two

Requires you to complete a more detailed proposal with full information about your programme, how you will deliver it and who will be involved. The Stage Two applications will be assessed by an independent panel of which each member has an education and/or arts background. The panel will select a diverse offering of art forms across the UK and lend impartiality, knowledge and experience to the selection process.

## Deadline for Stage One applications

Wednesday 1st February 2012

## Shortlist for Stage Two announced

Mid February 2012

## Deadline for Stage Two applications

Wednesday 28<sup>th</sup> March 2012

## Successful 2012/13 Start partners notified

Mid May 2012



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