



**hcep**

**Strategy**

## Introduction

The Cultural Education Challenge, launched by Arts Council England in October 2015, asks art and cultural organisations, educational institutions and local authorities to come together to drive a joined-up art and cultural offer locally, to share resources and bring about a more coherent and visible delivery of cultural education through Cultural Education Partnerships (CEPs). The Arts Council aims to establish Local Cultural Education Partnerships to improve the alignment of cultural education for young people in areas of most need.

Hertfordshire has responded to the challenge by establishing a local steering group comprising representatives from the education and cultural sectors to analyse the need and develop a strategic plan to address identified issues. The long-term aspiration is that the CEP will attract investment to the county to enable young people who live and learn in Hertfordshire to access a rich and rewarding cultural life in and beyond school.

### Hertfordshire 2020 Year of Culture

A key focus of the CEP in 2020 will be the Hertfordshire Year of Culture. HCEP will support schools, organisations and practitioners providing cultural learning experiences for our county's children and young people to make the most of this opportunity.

Running from January 2020 to December 2020, this campaign will showcase Hertfordshire as a county of creative and cultural opportunity and will provide a catalyst for the CEP into the next decade.

This is a campaign that you can take part in by:

- celebrating your current work and opportunities
- offering 'special experiences', such as behind the scenes access and meeting the artists
- enhancing your work through connecting with teachers, activity providers and community settings

Read on to find out about the Hertfordshire Cultural Education Partnership, and cultural learning opportunities provided around the county for children and young people.  
[www.uharts.co.uk/about-us/hcep](http://www.uharts.co.uk/about-us/hcep)

## Join the Partnership

If you are a school, cultural organisation or another setting interested in being a part of the CEP and taking part in the Year of Culture, then Join the Partnership and take a few easy steps to commit to CEP goals by:

- supporting the development of more opportunities for children and young people to engage in a wide range of cultural activities
- supporting the development of more opportunities for children and young people to become co-creators
- signposting opportunities for skills development, further training and entry points into cultural careers for young people

Email **Nick Denham**, Hertfordshire Music Service [[Nick.Denham@hertfordshire.gov.uk](mailto:Nick.Denham@hertfordshire.gov.uk)], or **Elaine Carozzi**, University of Hertfordshire [[e.m.carozzi@herts.ac.uk](mailto:e.m.carozzi@herts.ac.uk)], for more details.

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## **Vision**

To ensure all young people living and learning in Hertfordshire are accessing a varied and rewarding cultural life.

## **Principles**

- Every young person has a right to a high quality creative and cultural education within and beyond the school day.
- The impact of an excellent creative and cultural education is, individual well-being, employability & economic growth.
- A sustainable offer requires strong partnerships and well-connected, cross-sector networks led by the education and cultural sectors.
- Engagement in arts and culture helps children live healthy, creative lives developing both emotional resilience and physical well-being.

## **Goals**

- To ensure access to high quality, diverse, creative and cultural education for all young people who live or learn in Hertfordshire - in particular for those who are disadvantaged or hard to reach.
- To enable children and young people living or learning in Hertfordshire to become active co-creators, working alongside creative professionals, teachers and their peers in the development of their creative and cultural learning.
- To enable all young people to progress through high quality creative and cultural learning experiences, following learning pathways that will help develop creative skills, employability and where desired, careers in cultural industries.

## **Goal One**

To ensure access to high quality, diverse, creative and cultural education for all young people who live or learn in Hertfordshire - in particular for those who are disadvantaged or hard to reach.

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## Outcomes

- High-quality arts and cultural education are recognised as an important element in delivering positive outcomes for all children and young people including the most vulnerable and hard to reach.
- Increased number of schools with arts and culture within their School Improvement Plans
- Increased number of schools committing funding (e.g. pupil premium) to make arts and cultural activities accessible for all pupils.
- Increased numbers schools gaining Artsmark (23% of all schools in Hertfordshire with 20% of all Artsmark schools to be awarded gold or above)
- Increased profile and status of Artsmark Gold and Platinum schools

*Taking part in the arts is important because 'It extends the power of our imagination. It frees our learning, and it lets you imagine endless possibilities.'*  
(KS2 Arts Ambassadors, St Meryl School)

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Year	Focus of Activity	Outcomes & Timeframe
Year 1 Sept 18 – July 19	Developing Artsmark with Hertfordshire schools and cultural organisations	By the end of Year 3, 23% of all schools in Hertfordshire will have achieved Artsmark, 20% of those at Gold or Platinum
	Researching and writing a Communications Strategy	By the end of Year 1, HCEP will have implemented an effective comms strategy bringing together the arts and education sectors with at least 25% of schools engaging in one or more digital platforms at the end of Year 1.
	Roadshows	By the end of Year 1, ten roadshows will have taken place for teachers, creative organisations and students across the county with the aim of raising the profile of the CEP, Artsmark and the Herts 2020 Year of Culture.
Year 2 Sept 19 – July 20	Professional Development for teachers	By the end of Year 2, an annual programme of professional development for teachers is established and ongoing which draws together the offer from the arts/cultural sector and includes a cultural leadership programme and opportunities for non-specialist teachers.
	Schools commit to Hertfordshire 2020 Year of Culture	By the end of Year 3, all schools will have had the opportunity to engage with The Herts 2020 Year of Culture and have given all children access to opportunities.
	.Hard to reach children and young people are engaged in the programme	By the end of Year 3, arts and cultural organisations understand how to engage with and provide high quality and appropriate experiences for hard to reach children and young people. All education providers understand routes and opportunities available to hard to reach and vulnerable young people.
Year 3 Sept 20 – July 21	Schools commit to the arts at a strategic level	By the end of Year 3, an increased number of schools will have a link governor for the arts and arts/culture embedded within school improvement plans. Increased number of schools will be committing additional funding to the arts via pupil premium, wellbeing initiatives, etc.

## Goal Two

To enable children and young people living or learning in Hertfordshire to become active co-creators, working alongside creative professionals, teachers and their peers in the development of their creative and cultural learning.

## Outcomes

- Increase in the number of local cultural and educational organisations with co-creation and pupil voice embedded within their services
- Increase the number of cultural organisations with children and young people on their boards.
- Robust mechanisms are in place for consulting with children and young people
- An increased number of young people involved in Takeover activities in local cultural organisations and school
- Children and young people's views inform the future direction of cultural education in Herts

*The HCEP plan is good because it lets us have our say (KS2 Arts Ambassadors, St Meryl School)*

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Year	Focus of Activity	Outcomes & Timeframe
Year 1 Sept 2018- July 2019	Audit of Youth ambassador/ pupil voice (including Arts Award) strategy is devised and implemented  Children and Young People are consulted via existing panels, schools and youth provision.	By the end of Year 1, there is an understanding of existing practice in the county. This is used to inform practice in Years 2 and 3.
	Youth/pupil focused commu- nications strategy is devised and implemented	By the end of Year 1, there is a co-designed communications strategy in place target- ed at young people in the county using appropriate platforms and drawing in infor- mation from across both education and cultural sectors.
Year 2 Sept 2019 – July 2020	Programme to support arts and cultural organisation better involve young people in their work is devised and implemented	By the end of Year 2, arts and cultural organisations better understand how to engage young people as co-creators and leaders of creative learning. A good practice is recognised, and numbers of organisations engaging in youth-focused programmes (including, e.g. Takeover days) increases.
	Profile of Arts Award is raised and incorporated into activi- ties as a part of Hertfordshire 2020 Year of Culture	By the end of Year 2, numbers of young people taking Arts Award and numbers of centres offering Arts Award have increased in line with local targets
Year 3 Sept 2020 – July 2021	Youth commissioning pro- gramme for art projects is devised and launched	By the end of Year 3, an arts commissioning programme for young people is estab- lished and launched in the county as a legacy of Herts 2020 Year of Culture.

## Goal Three

To enable all young people to progress through high quality creative and cultural learning experiences, following learning pathways that will help develop creative skills, employability and where desired, careers in cultural industries.

## Outcomes

- Comprehensive creative /cultural sector careers education in all schools from EYFS to post 16
- Teachers and schools are advocates of creative and cultural career opportunities
- Increase in children and young people gaining work experience in the creative and cultural industries
- Increase in the number of apprenticeships offered by the cultural/ arts sector to local young people (entry level and level 2/3)
- Growth in advanced apprenticeships (level 4 and above)

*Taking part in the arts is important because we learn to be creative and it lets us collaborate with others. We will need to do this when we grow up and get jobs  
(KS2 Arts Ambassadors, St Meryl School)*

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Year	Focus of Activity	Outcomes & Timeframe
Year 1 Sept 2018 – July 2019	Creative sector career opportunities, career education progression routes are mapped.	By the end of Year 1, there is an understanding of existing provision. By 2021 careers related information is high profile, high quality and easily accessible.
	Partnerships with FE colleges and strategic networks (LEP, CC Skills etc.) are strengthened.	By 2021, -Improved progression routes are available for pupils and young people from KS2 - KS5 and beyond. Parents/carers, teachers and careers professional better understand opportunities and networks are established to support young people in making appropriate choices at key decision-making times.
Year 2 Sept 2019 – July 2020	Closer links are established with creative and cultural sector industries in the county	By 2021 local organisations within the creative and cultural sector better understand how to engage with and support the education sector. More opportunities are established, and increased numbers of young people in the county gain employment within the local sector.
	Improved creative and cultural sector work experience placements are launched as part of Herts 2020 Year of Culture	By 2019, guidance for local organisations is produced, and support is provided to increase the number and quality of work experience placements within the county.
	An awareness campaign launched as part of Year of Culture to promote sector opportunities and progression routes to schools, children, young people and parents	By 2020 increased number of schools, careers professionals, parents and young people are aware of local progression routes and career opportunities in the creative and cultural sector in and beyond Hertfordshire
Year 3 Sept 2020 – July 2021	New apprenticeship model is launched	By 2021 alternative routes for young people into the creative/cultural sector have been piloted and launched

## Strategy Alignment 4

Goal A (engaging in)	Goal B (co-creators)	Goal C (careers)
<p>Hertfordshire County Council Corporate Plan 2017-2021</p> <p>-Opportunity to Prosper Successful businesses, with plenty of job and education opportunities</p>	<p>Hertfordshire County Council Corporate Plan 2017-2021</p> <p>Opportunity to take part (B/C)</p> <p>More volunteers and residents are getting involved with their community</p>	<p>Hertfordshire County Council Corporate Plan 2017-2021</p> <p>Opportunity to take part (B/C)</p> <p>More volunteers and residents are getting involved with their community</p>
<p>Stevenage Re-imagined (ten-year arts and heritage strategy for Stevenage)</p> <p>'Big Ideas' include:</p> <p>Ensure Hertfordshire Cultural Education Partnership is able to widen levels and richness of engagement to maximise opportunities to engage all of the Borough's children and young people</p>	<p>Stevenage Re-imagined (ten-year arts and heritage strategy for Stevenage)</p> <p>'Big Ideas' include:</p> <p>Ensure Hertfordshire Cultural Education Partnership is able to widen levels and richness of engagement to maximise opportunities to engage all of the Borough's children and young people</p>	<p>Stevenage Re-imagined (ten-year arts and heritage strategy for Stevenage)</p> <p>'Big Ideas' include:</p> <p>Ensure Hertfordshire Cultural Education Partnership is able to widen levels and richness of engagement to maximise opportunities to engage all of the Borough's children and young people</p>
<p>Stevenage Future Town Future Council - Corporate Plan</p> <p>Intended outcomes include:</p> <p>-A sustainable, high-quality cultural offer</p> <p>Sustained growth of cultural engagement</p> <p>-Improving life chances of local people, including health and wellbeing</p> <p>-The most vulnerable are supported by arts and cultural activities</p>		<p>Stevenage Borough Local Plan</p> <p>Key elements include:</p> <p>Employment Growth</p> <p>Stevenage Future Town Future Council - Corporate Plan</p> <p>Direct business growth for arts and cultural organisations with a positive impact on town centre business</p>
<p>Letchworth - Heritage Foundation strategic aims 18-21</p> <p>Improve quality of life through the arts, cultural heritage, leisure and wellbeing by</p> <p>-Developing our cultural learning offer'</p> <p>-Enabling everyone to take advantage of Letchworth's rich cultural and leisure offer</p>	<p>Letchworth - Heritage Foundation strategic aims 18-21</p> <p>Stronger relationships and involve people in what and how</p>	<p>Letchworth - Heritage Foundation strategic aims 18-21</p> <p>Initiating business partnership opportunities that will deliver long-term sustainable economic growth in Letchworth Garden City and improve people's skills</p>

University of Hertfordshire Strategic Plan 2015-2020	University of Hertfordshire Strategic Plan 2015-2020	
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(KS2 Arts Ambassador, St Meryl School)*

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Partners already involved include Schools, Herts for Learning, Hertfordshire Libraries, Hertfordshire Association of Museums, Creative Hertfordshire, cultural organisations, Year of Culture.

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