

BURBERRY INSPIRE

2018–2019



EXECUTIVE SUMMARY

The first year of the four-year Burberry Inspire programme, managed by the Ideas Foundation and delivered in eight schools by four Yorkshire-based cultural organisations, has just been completed. The initiative is the first in-school art and culture programme of its scope and scale in the UK, designed to understand how deep experience of the arts can have a positive effect on young people's lives.

- In this first year, Burberry Inspire reached **4,623** students across the eight partner schools, **93%** of the total possible KS3 students in these schools.
- Students were engaged through assemblies and attending a cultural experience, with more active engagement achieved through the Artist in Residence's involvement in lessons and across the curriculum, as well as through after-school clubs, culminating in a Cultural Runway at the end of the school year. In total, there were **11,493 interactions** with students this year.
- Participating schools are positive about the outcomes for the school, the teachers and the pupils. All teachers surveyed would recommend the programme. They particularly valued the staff development and learning, the ability to reinforce the importance of creativity throughout the curriculum, and the new opportunities to showcase students' abilities. **Six of the eight schools** report a change in their offering as a result of this programme - from new after-school clubs to changing GCSE provision or approaches with its curriculum.
- Teachers are particularly positive about the impact on pupils. **85% of teachers** believe the Burberry Inspire programme has increased confidence in participating students and increased their ability to take risks and try something new. Some of the examples of pupils given indicate increased confidence among those hardest to reach. **2 in 3 teachers** also feel pupils have a greater appreciation for arts and cultural organisations as a result.



- **The outcomes are also two-way.** Partner arts & cultural organisations themselves report increased knowledge, greater links and connections and increased profile across their region.
- Publicity from social media posts from schools, artists in residence and cultural partners and the Ideas Foundation and Burberry have amplified the reach of the programme. There has been coverage in Vogue, The Yorkshire Evening Post, The Telegraph, Entertainment Focus and also specialist Careers Magazines. **All organisations involved** reported a significant rise in their social media reach and impressions, and overall visibility in the region.
- The model has been recognised internally within Burberry as a model of good practice and is being extended to New York from January 2020.