



BURBERRY INSPIRE

2019–2020

YEAR 2: EXECUTIVE SUMMARY

The end of Year 2 marks the mid-point of the Burberry Inspire programme. Despite an unprecedented last six months with schools closed, there is still much to report on the successes, relationships, and collaborations between the eight schools and four cultural partners.

- At the midpoint of the four-year programme, **6,073 students** in eight schools in Yorkshire have taken part. In Year 2 alone, Burberry Inspire has worked with at least **4,652** students reaching at least **92%** of the possible KS3 students. Before lockdown, nearly half of the KS3 students had actively engaged through direct contact through classes or extra-curriculum activities. One change of school is planned for year 3.
- As schools shut due to COVID-19, the programme structure allowed fast adaption of digital delivery. Partners created bespoke offerings for each school, developing materials to share with and engage pupils. Overall, **5,032 students** across Yorkshire have had access to material created specifically for their school. Although we are not able to measure the full impact across all schools, we know that **397 students** have actively engaged in activities with a cultural partner, digitally over the summer term. Crucially, online resources created during lockdown will remain available for participating schools and others in Yorkshire and beyond.
- Longevity is the cornerstone of its success to date. A year's focus for the cultural partner and matched schools allows flexibility of approach. And it is clear from Year 2, that the long term nature of the programme has allowed mutually beneficial relationships between schools and partners beyond the initial year, deepening the impact of any single year partnership.
- Schools, students, teachers, and cultural partners continue to benefit significantly from involvement with Burberry Inspire.
- Arts offerings within the schools have increased in status during the two years of the programme. The Artist in Residence approach has not only offered the opportunity for students to work in-depth but created a hub of support for the schools involved. Burberry Inspire has directly impacted the curriculum, the culture, and even Ofsted reports for partner schools. **3 in 5 teachers** believe the programme has reinforced the importance of creativity throughout the school.



■ In year two, **220 teachers** have received CPD training. Teachers report being inspired, educated, and energised by their participation and the success of their students. As well as being seen to benefit the school, individual teachers involved report their increased confidence and ability to promote the importance of creativity throughout the curriculum.

■ **90% of teachers** believe Burberry Inspire increases student confidence and ability to take risks. **70% of teachers** believe participating pupils have a greater appreciation for arts and cultural organisations in the region. **2 in 3** believe Burberry Inspire has opened up new cultural pathways for students.

■ The outcomes are also two-way. Partner arts & cultural organisations report increased knowledge, wider links, and connections. Partners feel their profile has increased across their region, with social media activity amplifying the reach of the programme.

■ In 2020, Burberry Inspire expanded to **New York City**, enabling new and exciting multidisciplinary, international collaborations. The programme and partners have been energised by the launch of Burberry Inspire NYC. Partners regularly shared best practices and innovation during the lockdown. Feedback from both sides of the Atlantic is already very positive.



The four-year Burberry Inspire programme is managed by the Ideas Foundation and delivered in eight schools in Yorkshire by four Yorkshire based organisations from theatre, dance, art, and film: **Leeds Playhouse, Northern Ballet, The Hepworth Wakefield, and Leeds Young Film.**

