

# Planning Spectacular Partnerships A New Direction





## Exercise

### Your partnership story

- Who?
  - What?
  - How?
  - Memorable moments
  - Result
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- What made it work?
  - What challenges did you overcome?



## Sharing

**A NEW  
DIRECTION**  
We create opportunity

**What made the  
partnership successful?**

**What challenges did  
you face?**

# Successful partnership working – ten top tips

- **Start planning early**
- **Research potential partners**
- **Be open with your ambitions for the partnership**
- **Commit to a written partnership agreement**
- **Be realistic**
- **Establish a framework for review**
- **Capitalise on opportunities**
- **Be clear about how you are going to measure success**
- **Trust and be trustworthy**
- **Approach your partnership with generosity**

# Artsmark

**Artsmark is the creative quality standard for schools, accredited by Arts Council England.**

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It provides a clear framework for teachers to plan, develop and evaluate arts, culture and creativity across the curriculum and beyond.

A New Direction supports London schools throughout their Artsmark journey, offering expert guidance, advice and training.

## **Cultural organisations – become an Artsmark Partner**

The Artsmark Partnership Programme is an Arts Council endorsed network of organisations who are devoted to bringing great arts and cultural opportunities to children and young people. Artsmark partners are supported by the Arts Council to strengthen their offer for children and young people.

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# Further reading

## [A New Direction Teachers' Toolkit](#)

- A step-by-step guide to establishing and advocating for the arts and cultural education in school

## [Bow Arts Poplar Partnership Review](#)

- How Bow Arts established successful partnerships in 10 schools, reaching nearly 6,000 children and young people

## [My Creative School Learning Resource](#)

- A selection of tools, case studies, and writing based on a two-year partnership with primary schools

## [Powerful Partnerships Resource Library](#)

- Find resources and tools for every stage of partnership development

## [LookUp](#)

- A directory of over 700 cultural organisations and opportunities

## [An A-Z of Partnership](#)

- Creative People and Place's partnership planning guide

## [Artsmark](#)

- More information on the AND website and at [artsmark.org.uk](https://artsmark.org.uk)

