



BURBERRY INSPIRE 2018–2022

EXECUTIVE SUMMARY

“ Burberry Inspire was designed to empower young people and offer a template for improving the social capital of places and key institutions through creative education and experience. It is both timely and relevant, as it speaks to the UK Government’s ‘levelling up’ agenda which aims to end ‘geographical inequality’ by giving ‘everyone the opportunity to flourish.’ I am immensely proud of this unique programme which has enabled young people across Yorkshire to explore the wide variety of ways they can be involved in the creative industries; one of Britain’s most important and diverse sectors.”

— Lord Holmes of Richmond MBE, Chair of The Burberry Foundation.

Burberry Inspire was launched in 2018 as a ground-breaking four-year programme of arts and culture experiences, designed to change the way a cohort of young people in Yorkshire see the world and understand their potential. Funded by the Burberry Foundation and led by the Ideas Foundation, it initially focused on eight schools (8,000 young people aged 11-14/Key Stage 3) in Leeds, Keighley and Castleford – areas where Burberry have had a manufacturing or corporate presence. The programme was first championed by Christopher Bailey, their Yorkshire-born Creative Director and passionate advocate for inspiring and encouraging young people into creative industries. It also coincided with wider concerns around the devaluation of creative education. As leaders in the field of arts education, Northern Ballet, Leeds Playhouse, Leeds Young Film and The Hepworth Wakefield were chosen to nurture the creative ambitions and skills of the students through the mediums of dance, theatre, film and art. These ‘Cultural Partners’ and their artists-in-residence worked closely with schools, as they responded to a new creative brief each year.

The programme has four themes, which together create a journey of inspiration. And although we could not have anticipated a pandemic, our initial methodology allowed us to redesign activities and use hybrid approaches that could be shaped around lockdowns and the access policies of schools and partners. Adapted, they were designed to boost resilience, adaptability, and flexibility.



Overall, the programme had four key goals:

- Give young people the confidence to dream
- Create partnerships
- Deliver practical experiences
- Be a catalyst for positive change

The Policy Institute at King’s College London and Bean Research were commissioned to conduct independent evaluation of the project, examining the value and impact of cultural and creative education on young people’s development, academic performance, and the outputs and outcomes for pupils, schools and cultural partners.

IMPACT SNAPSHOT

An independent evaluation of Burberry Inspire by the Policy Institute at King's College London found that during the years where activities were mostly delivered in person, the programme had a significant effect on the extent to which the students felt they were in control of their own destiny, as well as a significant effect on self-esteem in the years prior to the pandemic.

Students who had a high level of engagement with the programme also observed improvements in their own skills and competencies such as confidence, leadership, their focus in school, and their professional and educational aspirations. For them, what was special about Burberry Inspire was the experience of taking part in activities that are “out of the ordinary”, achieving a sense of agency over creating something original, and the opportunity to meet and work with new people in school and with professional and skilled artists-in-residence.

The programme reached **10,170 students** across **nine schools**

It reached an average of **95%** of **KS3 students**

In four years, there have been an estimated **73,007 individual interactions** between the Burberry Inspire Programme and students

82% of **teachers** say student confidence has improved



According to surveys conducted by Bean Research:

100% of teachers involved believe the Burberry Inspire programme increased students' ability to take risks and try something new

40% of teachers believe it has increased pupil creativity across their curriculum, not just in the arts

84% of teachers involved say Burberry Inspire reinforced creativity throughout the school

66% report that Burberry Inspire has increased the quality of the arts provision in school

73% of teachers feel Burberry Inspire has driven new partnerships and collaborations for the school

6 of 8 schools have improved or gained the ArtsMark as a result

The King's College Policy Institute also found that students taking part in Burberry Inspire have experienced and improved their sense of controlling their own destiny (or 'locus of control') in two out of three years of the programme where activities were delivered in person. This is associated with improved academic performance, health behaviours, and employment-related training (Cobb-Clark, 2015).

