

BURBERRY
FOUNDATION

**BURBERRY INSPIRE:
IMPACT IN SUMMARY**



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BURBERRY INSPIRE AIMED TO CHANGE HOW YOUNG PEOPLE IN YORKSHIRE SEE THE WORLD AND UNDERSTAND THEIR POTENTIAL. DESIGNED WITH SEVERAL CULTURAL PARTNERS, THE BURBERRY FOUNDATION SEEKS TO NURTURE CREATIVE AMBITION AND SKILLS BY EXPLORING THE WORLDS OF THEATRE, DANCE, FILM AND ART.

Over four years, eight local schools were partnered with four Yorkshire-based arts organisations: Leeds Playhouse, Northern Ballet, Leeds Young Film and The Hepworth Wakefield. Launched in 2018 and in its fourth and final year, Burberry Inspire has been managed by the Ideas Foundation. The programme stems from Burberry's commitment to improving the life chances of people in their local community through culture, fashion and the arts.

THIS SUMMARY

As part of the Burberry Inspire programme, both The Policy Institute at King's College London and Bean Research were commissioned to conduct a four-year research 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.

Based on these research findings, a full impact report will be published later in the year.

For now, this briefing aims to sum up some of the outcomes from the programme to date.



THE REACH

Pupils involved in Burberry Inspire's programme are three times as likely as national average to receive Free School Meals. Out of the eight schools taking part in this programme, six of them ranked in the top 50% in the UK's "Indices of Multiple Deprivation". These indices capture and combine a range of different forms of deprivation, including income, education, crime, and health. Of this group of six schools, three of them are in areas ranked in the top 20% of the UK's most deprived areas (2021).

Bean Research suggested that less than a third of students had been to a theatre, gallery, or dance performance before taking part in the programme. Research by the Sutton Trust suggests that over a third of all English students do not engage activities that can nurture creative capabilities. For children from disadvantaged backgrounds, this figure is above 50%.

"Our academy is based in an area where pupils just don't get opportunities like working with leading drama companies or watching ballet performances. We have shown our pupils the best of what is out there in the wider world and given them inspiration for their future goals."

— Teacher, Castleford Academy

So far, in 4 years, Burberry Inspire has reached 10,170 students – against a target of 8,000 – in the nine schools involved in the programme. On average, each pupil had at least six interactions with the cultural partners across the four years. 63% of students were actively involved in after-school classes, cultural runways or actively involved in in-class sessions. In addition, cultural partners involved in the programme provided 622 CPD sessions for teachers.

OUTCOMES FOR PUPILS

By engaging in creative activities with these cultural partners, young people can acquire skills for the cultural industry like creative writing, storyboarding, dance and choreography, painting and sculpture, as well as acting, screenwriting, and editing. The Policy Institute found that while one year of “exposure” was linked to positive changes, additional years of engagement appeared to support further tangible educational, creative, and aspirational outcomes such as taking up new instruments, choosing creative subjects for GCSEs, taking part in drama productions, music performances, and auditioning for a casting agency – and linked these choices to their experiences of Burberry Inspire.

However, they also help to develop a range of crucial transferable soft skills, such as teamwork, self-esteem, and aspiration. According to Bean Research surveys, 100% of teachers involved believe the Burberry Inspire programme has increased students’ ability to take risks and try something new; 82% say students’ confidence has improved; and 40% believe it has increased pupils’ creativity across their curriculum, not just in the Arts (2022).

And in its quantitative research, the Policy Institute has 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. This is associated with improved academic performance, health behaviours, and employment-related training (Cobb-Clark, 2015).

“I feel like people listen when I’m speaking now – and not listening to me because they have to listen to me because I’m talking, they actually listen to me and understand what I’m saying.”

— Student, Year 9

Burberry Inspire offers opportunities to open students’ eyes to potential careers in the creative industries. In interviews with The Policy Institute, students mentioned how Burberry Inspire had broadened their view of the arts to include a range of different careers in the creative industry, and to ‘imagine themselves behind the scenes’. Students in interviews also commonly see their artists in residence instructors in a highly positive light.

OUTCOMES FOR SCHOOLS

Arts offerings within the schools have been elevated during the four years of the programme. And 84% of teachers involved say Burberry Inspire reinforced creativity throughout the school, and 2 in 3 feel the Burberry Inspire programme has increased the quality of the arts provision in school. Six schools have improved or gained the ArtsMark as a result.

"It is on the back of Burberry Inspire that we started doing [...] our drama club and that drama department. It is also the journey that the school has been on in terms of our improvement and that need to have creativity as a bigger presence within our school."

"Next year, we're actually going to teach [dance] to years 7 and 8... which is an area that OFSTED like to see. We can absolutely say that as a consequence of Burberry Inspire to include dance on our curriculum."

"The programme has given a new dimension to the school and one we feel very proud and privileged to be part of. The success of the programme has allowed the school to develop the arts on both the main core curriculum and extra-curricular activities. It's had a massive impact on our offer which had to be reduced due to the school's problems. The school has turned it around and the arts now play a big part in school life."

"Burberry Inspire has really been a great impetus in terms of developing our Art and Cultural curriculum, in terms of both taught lesson provision and wider curriculum."

73% of teachers surveyed feel BI has driven new partnerships and collaborations for the school. One example of this was Burberry Inspire providing schools and cultural partners to collaborate with arts organisations in New York, through Burberry's programme of education, offering yet more exposure to high-quality arts and culture.

OUTCOMES FOR TEACHERS

The impact of the Burberry Inspire programme has also translated into teaching delivery after the Artist in Residence involvement, with 82% of teachers say that the approach Burberry Inspire has taken has positively influenced their teaching.

CPD teacher learning continues to be a particular benefit for the programme. The impact of blended and virtual sessions throughout the past two years has also required the involvement of the teachers which was not anticipated at the start of the programme. Their integral part in the programme together with the numerous CPD opportunities offered by the cultural partners has inspired and upskilled teachers, enhancing their long-term teaching abilities. In fact, over four years, cultural partners involved in the programme have provided 622 CPD sessions for teachers.

*"[The aspect of the programme that has been most useful is..]
Professional Development, new ideas to feed into teaching practise"*

"All the questions that I get asked [by students] that I don't know the answers to, I know now. I've used everything that you'd taught me... It's almost released my creativity which the kids have caught onto. It's been used loads...you've been a gift to me this year – you really have."

Over half of the teachers questioned also feel the Burberry Inspire programme has increased their knowledge of cultural opportunities for schools and pupils, and the career pathways open to pupils.

FOR CULTURAL PARTNERS

Burberry Inspire outcomes are two-way. Cultural Partners have reported collaborations with schools and other arts partners, as being incredibly valuable to their organisations and increased profile across their region, with social media activity amplifying the reach of the programme. In fact, all the cultural partners report positive impacts from Burberry Inspire on their organisations. In particular, the programme is seen to provide:

- An energising influence, encouraging different departments to work together
- Opportunity to develop meaningful relationship with schools & better understand their needs
- Time to really understand young people as an audience & as collaborators
- Development of new resources & materials
- Raised profile - regional, national & international

“Due to Covid, we have created a number of digital resources that the schools will be able to keep and use them again in lessons in future years, ensuring more students will be able to have a small part of the Burberry inspire experience.”

“The impact has been a really positive one. Working on such a large project has raised the profile of the Creative Education team within the organisation and has created a buzz around the work. Working with other arts organisations has also been a great opportunity, as it offers an insight into how others work and has helped us think about what we can offer and what we can do differently”.

CONCLUSION

Burberry Inspire has created lasting partnerships and legacy in Yorkshire, and significantly impacted the students, teachers and schools it has engaged.

A fuller impact report will be published later in 2022.

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AUTHORS:

Dr Niall Sreenan, Dr Finlay Malcom — *The Policy Institute, King's College London*

Charlotte Turner, Cath Weight — *Bean Research*

Heather MacRae, Helen Pool — *Ideas Foundation*

ABOUT THE POLICY INSTITUTE:

The Policy Institute at King's College London works to solve society's challenges with evidence and expertise. We combine the rigour of academia with the agility of a consultancy and the connectedness of a think tank.

Our research draws on many disciplines and methods, making use of the skills, expertise and resources of not only the institute, but the university and its wider network too.

ABOUT BEAN RESEARCH:

Bean Research is a social impact research organisation, working with businesses, charitable foundations, and charities to assess the difference made to people, organisations and wider society as a result of social interventions. We're passionate about social impact, but rooted in the rigour of research.

ABOUT IDEAS FOUNDATION:

Ideas are the foundation of any creative endeavour. The Ideas Foundation is a charity that understands this and works with young people, regardless of their background to encourage them to explore and develop their own ideas, stimulate their innate creativity and give them a voice. As the brightest ideas don't come from one place, or one type of person.

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