



JOHN LYON'S CHARITY

How to work with schools - hints and tips for Arts organisations

1. It's all in the planning
Have you asked schools whether what you are offering is what they need and what they want?
Identify schools' needs early in the process
2. Project design
Who is this aimed at: general school project or targeted intervention for specific students?
3. Marketing
First point of contact is usually the school administrator – get them on side!
Then try to work with an enthusiastic teacher to help sell the project
Develop a strategy: where will you advertise the project? Which schools fit your criteria?
Are you looking to work with a specific school? e.g. high FSM.
Utilise local authority knowledge e.g. Music Services to target schools
4. Selling your project
Why should a school participate in your project?
Do you have any **evidence** that schools can improve their results by participating in your project? Provide testimonials from other teachers.
Which group of students is this project likely to benefit most?
The administrative tasks associated with taking on the project should be limited as much as possible.
Be explicit about what schools can expect from a project, what will practically be required of them including the time commitment needed.
5. CPD / Inset
Have you included opportunities for CPD and training? Do you have evidence of its quality from previous participants?
Is there a menu of opportunities from which schools can choose?
Is the project explicit in the way that it will deliver a lasting legacy in the school and for participants (both pupil and teacher)?