



# *Inspire* Creativity

**Quiet for a second. Imagine there's a creature. You're not really sure what it is, but you can start to work out what manner of beast it is by the trail it leaves behind.**

**That's the way one inspirational uncle got his nephew to think about algebra...**

# The Derbyshire Creativity Strategy

## Introduction

Creativity is a process that inspires and maximises learning, making connections across the curriculum and between schools and the wider world. It offers children and young people a means to see how the world could be different for themselves and society at large, to feel empowered to influence decision making, and to be confident and motivated to make things happen.

For this, young people need to develop creative skills and attributes. Many schools are already working hard to establish creative learning and teaching to help nurture and release pupils' creativity across a range of disciplines, increasing their ability to solve problems, think independently and work flexibly.

In October 2003 Ofsted published a report on 31 successful schools that 'provide a curriculum which, while paying due regard to English and mathematics, is broad, exciting and challenges pupils across the full range of national expectations'.

Derbyshire Local Authority is committed to support schools to implement a range of creative programmes and partnerships so that children and young people can develop a broader cultural understanding, and progress and promote their own creative talents and skills.

The Derbyshire Children's Festival in 2004, for example, provided a showcase for schools using creative approaches to learning in literacy. Many school clusters have since worked together to deliver inspiring projects which have explored ways of broadening pupils' experience of literacy, and which have led teachers to a greater appreciation of its holistic importance and relevance to children and young people's lives.

The 2005 Derbyshire Head teachers' Conferences developed the theme further, focusing on the importance of creative approaches to learning across the curriculum and exploring ways to create a culture of aspiration and achievement for all.

Derbyshire schools already have a strong track record of collaboration and creative innovation, and in order to support and extend this work we have developed the '**Inspire Creativity**' strategy.

The **Inspire Creativity** strategy is being developed alongside a national creative learning initiative, Creative Partnerships. This initiative is funded through the Department for Culture, Media and Sport (DCMS), working closely with the Department for Education and Skills (DfES). Further information is available from [www.creative-partnerships.com](http://www.creative-partnerships.com).

The Local Authority is working with Creative Partnerships BAM (Bolsover, Ashfield and Mansfield) and Creative Partnerships Derby on a range of creative learning projects in Derbyshire schools. This relationship will be further embedded through the **Inspire Creativity** strategy.

### **What is creativity and creative learning?**

The most widely accepted definition of creativity was generated by the National Advisory Committee for Cultural and Creative Education (NACCCE 1999) as:

**“Imaginative activity fashioned so as to produce outcomes that are both original and of value.”**

However, creativity is not necessarily about coming up with something unique or original. Those ‘light bulb’ moments are equally valuable whether we are uncovering knowledge that’s already known or coming up with something new and different for ourselves, individually or collectively.

There are many misconceptions about creativity. In the committee’s report ‘All Our Futures’ three important points were made about creativity.

Creativity is:

- in all areas of learning, not just the arts.
- for all, not just the few who are extremely talented.
- an important factor in improving achievement, not just a treat.

Creative Partnerships offer this definition of creative learning:

**‘Creative learning is simply any learning that develops our capacity to be creative. It equips young people with the knowledge and skills they need to succeed in today’s world, nurturing ways of thinking and working that encourage imagination, independence, tolerance of ambiguity and risk, openness, and the raising of aspirations.’**

## **The National Context for Creativity in Schools**

Creativity and imagination are integral to the delivery of all five outcomes for children in Every Child Matters (Children Act 2004):

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

The relationship between children's emotional well-being and readiness for learning is clearly recognised and, in the context of Every Child Matters, schools should be employing creative approaches to the curriculum and extended provision to provide holistic and personalised support for all pupils.

In this way, the drive for creative approaches to teaching and learning lies firmly within the framework of school self evaluation:

- Identifying what we do well and doing more of it.
- Seeking new approaches where improvement is needed.

Ofsted reminds us that teaching will be outstanding only if the learner shows exceptional achievement.

The challenge to schools is to make sure that every young person is excited by learning and is supported to build the skills and confidence they need.

## **Inspire Creativity**

The Derbyshire strategy **Inspire Creativity** will bring together programmes, projects, events and professional development opportunities with a focus on developing practice in four key areas:

- Leadership
- Learning
- Partnership
- Enterprise

### **Leading for Creativity – towards creative organisations.**

Creative learning is central to the school improvement agenda. Schools can use creative approaches to identify and address areas for improvement, developing a whole school ethos around creativity in learning and teaching.

Leaders can encourage thinking that explores more radical approaches to implementing programmes, for example in Building Schools for the Future. This could include ways of promoting a whole school culture and ethos of communication, exploration and curriculum innovation.

The most successful creative schools demonstrate a passion for learning and for embedding creativity within the whole curriculum. They have a strong sense of vision, are willing to push boundaries and take risks, and promote a culture where ideas are shared and celebrated.

### **Promoting Creative Learning – developing young people’s creative thinking and doing.**

Students are motivated to learn more effectively when they have opportunities to learn by doing, making discoveries and experimenting for themselves. Channelling young people’s energies into creative and active learning can improve discipline, concentration, communication and enjoyment.

Through the creative process students can develop their competences by employing higher order thinking skills, increasing their capacity for intellectual risk taking and gaining a clearer understanding of their own learning needs, thereby recognising their potential and leading to increased achievement and aspiration.

‘...every student should, within their school, have excellent teaching that suits them, building on what they know, fitting them for what they aspire to, and helping them reach their full potential.’ DfES: Five Year Strategy for Children and Learners (2004).

## **Working with Creative Partners – innovative approaches to improving achievement.**

Additional resources for creative learning can be effectively achieved by schools working in partnership with specialist practitioners and voluntary and community sector agencies. Sustainable partnerships with creative organisations and individuals can enhance learning and teaching across all areas of the curriculum by bringing in specialist expertise and skills to complement those of school staff.

Partnerships can also provide important opportunities to widen children's experience beyond the classroom, often providing some of their most memorable experiences at school.

The most successful and imaginative creative learning projects are planned with close collaboration between school staff and creative partners, so that the approach reflects the interests, specialisms and shared vision of all those involved.

## **Generating Creative Enterprise – meeting future challenges.**

Education is facing unprecedented challenges: economic, technological, social and personal. Policy makers everywhere emphasise the urgent need to develop 'human resources', and in particular to promote creativity, adaptability and better powers of communication. New approaches are needed to broaden conceptions of young people's abilities, which promote their motivation and self-esteem, and develop their skills and aptitudes.

While employers continue to demand high academic standards they also want people who can adapt, see connections, innovate, communicate and work with others. The new knowledge based economies will increasingly depend on these abilities.

From an early age children and young people should learn how to seek out relevant information, apply knowledge and skills in new and imaginative ways and try out ideas in real world situations where they can receive critical feedback.

Equipped with these competences and aptitudes, they will be more able to take responsibility for shaping their own future, respond to a rapidly changing world and work collectively to shape the world positively.

## Implementation

The **Inspire Creativity** strategy will provide a context for Derbyshire education settings, local authority services and the creative and cultural sector to work together, to build networks, share practice and to extend creative opportunities for children and young people.

**Inspire Creativity** will provide the framework for an ongoing creative programme, focussing on the four key themes (leadership, learning, partnership and enterprise), supported by a range of CPD opportunities for school staff and creative practitioners to work alongside each other.

The programme will be built around existing creative activity and also be a catalyst for the development of new work.

Whilst the attached programme is an outline of planned opportunities, schools will be inspired to develop this to meet their own needs.

The strategy will also provide an opportunity for the large number of specialist secondary schools and network of Advanced Skills Teachers (ASTs) in Derbyshire to further develop community links and share their specialist skills and resources through creative projects.

This document marks the launch of the Derbyshire Creativity Strategy. Over the following terms there will be a series of exciting projects, a programme of professional development, special events and celebrations. These will all contribute to the **Inspire Creativity Week commencing Monday 02 July 07.**

If you would like to register your interest in organising your own, school or setting events and activities leading up to and including the **Inspire Creativity Week** in July 2007, please contact: Lena Johnson 01629 580000 Ext. 2712.

## Derbyshire Creativity Strategy Action Plan

These are just some of the activities that will be happening over the year. Additional activities will be advertised regularly on the extranet.

Inspire Creativity		
Key dates, contacts and links	Activity	Partners
September 2006 <a href="http://www.helenstoreyfoundation.org/pro2.htm">www.helenstoreyfoundation.org/pro2.htm</a> <a href="http://www.creative-partnerships.com/derby">www.creative-partnerships.com/derby</a> <a href="http://www.primitivestreak.org.uk">www.primitivestreak.org.uk</a> <a href="mailto:kim.johnson@derbyshire.gov.uk">kim.johnson@derbyshire.gov.uk</a>	<b>Creative Lab exhibition.</b> A creative fusion of art and science. A display of costume inspired by the first thousand hours of cell development.	Creative Partnerships Derby Helen Storey Foundation
12 September 2006 17:00 – 19:30 <a href="mailto:nicola.richardson-wood@derbyshire.gov.uk">nicola.richardson-wood@derbyshire.gov.uk</a>	<b>Beyond Limits</b> An evening reception at Chatsworth House to view an outstanding international collection of sculpture put together by Sotheby's.	Duke & Duchess of Devonshire Chatsworth House
September 2006 <a href="http://www.procreative.org.uk">www.procreative.org.uk</a>	<b>Procreative Online Community</b> A web site designed to help young people find out more about education, training and employment in the creative industries	EM Media DfES
September 2006 <a href="mailto:creative.learning@derbyshire.gov.uk">creative.learning@derbyshire.gov.uk</a> <a href="mailto:lana.johnson@derbyshire.gov.uk">lana.johnson@derbyshire.gov.uk</a>  Richard Foulkes 01629 580000x2758 Kim Johnson 01298 580000x 2711	<b>Creative Learning Project- Phase 2</b> Additional funding for schools to focus on a school improvement priority in collaboration with a creative partner	Creative Partnerships Derby DfES Arts Council
September 2006 Derby University <a href="http://www.creative-partnerships.com/derby">www.creative-partnerships.com/derby</a> <a href="http://www.primitivestreak.org.uk">www.primitivestreak.org.uk</a> <a href="mailto:kim.johnson@derbyshire.gov.uk">kim.johnson@derbyshire.gov.uk</a>	<b>Teacher Exchange</b> providing opportunities for teachers to explore workable models for cross curricular working.	Derby University Derby City Council
27 September 2006 Wilsthorpe Business and Enterprise College <a href="http://www.young-enterprise.org.uk">www.young-enterprise.org.uk</a> <a href="http://www.em-media.org.uk">www.em-media.org.uk</a> <a href="mailto:sally.fitton@derbyshire.gov.uk">sally.fitton@derbyshire.gov.uk</a> <a href="mailto:nicola.richardson-wood@derbyshire.gov.uk">nicola.richardson-wood@derbyshire.gov.uk</a>	<b>Talent Matters</b> a conference for talented Y9 students and their teachers. (Amber Valley and South Derbyshire Schools)	Arts Council Aim Higher
28 September 2006 Course ref 10572C Caroline Dence 01629 585872 <a href="http://www.ncaction.org.uk/creativity">www.ncaction.org.uk/creativity</a>	<b>Promoting Creative Learning</b> Courses that focus on developing children's creativity and creative approaches to learning and teaching.	Derbyshire CPD programme

<p>October 2006 Buxton Opera House <a href="mailto:creative.learning@derbyshire.gov.uk">creative.learning@derbyshire.gov.uk</a> <a href="http://www.creative-partnerships.com/derby">www.creative-partnerships.com/derby</a></p>	<p><b>The Creative Learning showcase.</b> A celebration of the first phase of the Derbyshire Creative Learning Projects where schools and creative professionals work together to bring innovative approaches to a school improvement focus. This event sees the launch of Phase 2 of the project.</p>	<p>Creative Partnerships Derby Arts Council East Midlands</p>
<p>11 October 2006 Course ref 10575C Caroline Dence 01629 585872 <a href="http://www.ncsl.org.uk/media/1D7/D8/developing-creativity-in-the-primary-school.pdf">http://www.ncsl.org.uk/media/1D7/D8/developing-creativity-in-the-primary-school.pdf</a></p>	<p><b>Leading for Creativity.</b> Courses that explore strategies and actions that leader's can take to develop creative organisations.</p>	<p>Derbyshire CPD programme</p>
<p>19 October 2006 Course ref 10576C Caroline Dence 01629 585872 <a href="http://www.creative-partnerships.com/derby">www.creative-partnerships.com/derby</a></p>	<p><b>Working with Creative Partners.</b> Drawing on experience and expertise of schools and creative partners that have been involved in the Derbyshire Creative Learning Project.</p>	<p>Derbyshire CPD programme Creative Partnerships</p>
<p>November 2006 <a href="http://www.creative-partnerships.com/BAM">www.creative-partnerships.com/BAM</a> Junction Arts Shirebrook Community Resource Centre Langwith Road Shirebrook, Derbyshire 01623 746222</p>	<p><b>Bolsover Celebration of Creativity.</b> A celebration of creative learning by the children of Bolsover Schools.</p>	<p>Junction Arts Creative Partnerships BAM Derbyshire Cabinet Members</p>
<p>January 2007 <a href="http://www.artsderbyshire.co.uk">www.artsderbyshire.co.uk</a></p>	<p><b>artsderbyshire web site.</b> Raising the profile of the arts and to support advocacy of the arts in Derbyshire. To provide a search facility to find creative practitioners.</p>	<p>Derbyshire Arts Partnership</p>
<p>March 2007 <a href="http://www.continyou.org.uk">www.continyou.org.uk</a> <a href="mailto:orlinda.dias@derbyshire.gov.uk">orlinda.dias@derbyshire.gov.uk</a></p>	<p><b>OSHL Week 53.</b> Week 53 is one week in each year when you are invited to show off the wide variety of extra informal learning activities that your young people voluntarily undertake.</p>	<p>Out of School Hours Learning</p>
<p>9–18 March 2007 <a href="http://www.the-ba.net/nsew">www.the-ba.net/nsew</a> <a href="mailto:orlinda.dias@derbyshire.gov.uk">orlinda.dias@derbyshire.gov.uk</a></p>	<p><b>National Science and Engineering Week 2007</b> A celebration of science and its importance to our lives, providing an opportunity for people of all ages across the UK to take part in science, engineering and technology activities.</p>	

<p>March 2007 Sarah O'Keefe 01629 585266 <a href="http://www.derbyshire.gov.uk/education/ht-conference">www.derbyshire.gov.uk/education/ht-conference</a></p>	<p><b>Primary Conference for Head teachers.</b> Every Child Matters</p>	<p>Derbyshire CPD programme</p>
<p>20 March 2007 Course ref 10573C Caroline Dence 01629 585872 <a href="http://www.ncaction.org.uk/creativity">www.ncaction.org.uk/creativity</a></p>	<p><b>Promoting Creative Learning.</b> Courses that focus on developing children's creativity and creative approaches to learning and teaching.</p>	<p>Derbyshire CPD programme</p>
<p>June 2007 <a href="http://www.ltl.org.uk">www.ltl.org.uk</a></p>	<p><b>National School Grounds Week</b> A week of focused activity encouraging schools and early years settings to get outside and enjoy their grounds.</p>	<p>Learning through Landscapes Derby City Council</p>
<p>July 2007 <a href="mailto:lana.johnson@derbyshire.gov.uk">lana.johnson@derbyshire.gov.uk</a></p>	<p><b>Inspire Creativity Week.</b> Celebrations of creativity across the county.</p>	<p>Creative Partners</p>

The Derbyshire Creativity Strategy is supported by all members of the Education Improvement Service.

If you would like to register your interest in organising your own, school or setting events and activities leading up to and including the **Inspire Creativity Week** in July 2007, please contact: Lena Johnson 01629 580000 Ext. 2712.



# *Inspire* Creativity

**And the name of the boy whose uncle fired him up with a passion for maths? Albert Einstein.**

**Early inspiration like this helps explain why the famous physicist was moved to say “Imagination is more important than knowledge”**