



ABOUT ARTS EDUCATIONAL

ArtsEd is a leading performing arts school which can trace its origins back to 1919. Located in Chiswick, West London, the school offers specialised training in dance, drama, music and art at secondary, further and higher education level.

Boasting Andrew Lloyd Webber as its current president, ArtsEd is one of twenty-one specialist performing arts schools which offers government-funded Dance and Drama Awards, a scheme established to subsidise the cost of professional dance and drama training for the most talented students at leading institutions.

CASE STUDY

Arts Educational Schools gain insight from HESA Student record and DLHE survey

ArtsEd has been a [HESA subscriber](#) since 2014/15, when new DfE and HEFCE rules required alternative HE providers (APs) to submit [individualised data](#) on students on all designated courses. Since then, ArtsEd has annually supplied data on around 260 undergraduate students as part of the HESA AP Student record and the Destination of Leavers' (DLHE) survey. The school's leadership team has found the process of collecting and submitting data has given them added insight and enabled measurement against key performance indicators, for the first time.



Data collection and submission

ArtsEd had a paper-based system for its student records and, in the absence of an in-house IT solution, used the [HESA XML data entry tool](#) to submit data. Much of the data required for HESA's AP Student record and the DLHE survey had not been collected before, but the school implemented a new process to compile and submit the required information, which, in turn, provided vital business intelligence.

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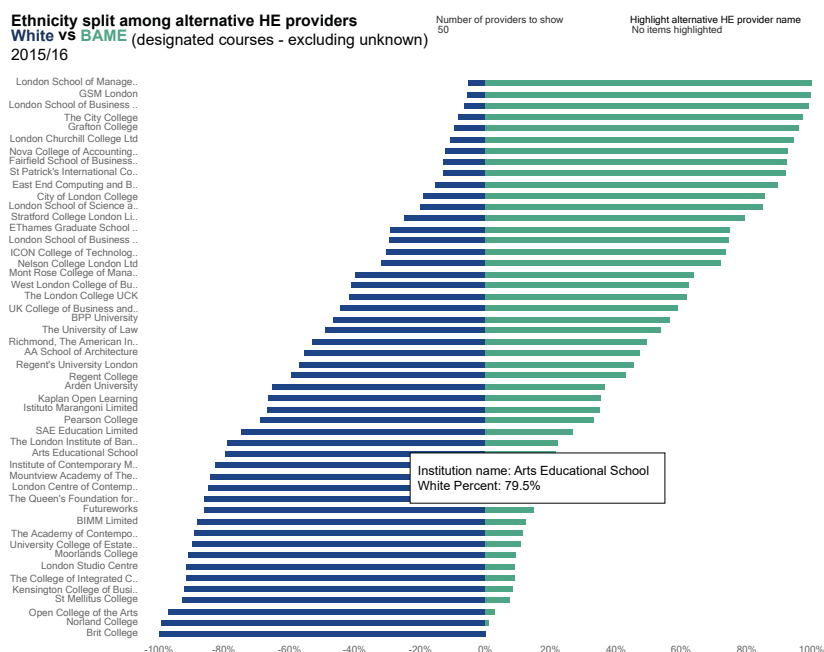


Key performance indicators

Jane Morton, Deputy Principal of ArtsEd, outlined how the data collection process created a new knowledge-base, from which the school could interrogate the data it had submitted and improve its knowledge of student acquisition, retention, and other KPIs of the student journey.

"The HESA data has helped us move away from paper-based processes and has driven a new agenda at ArtsEd. We now realise the importance that this data can have for us in terms of marketing ourselves to the outside world. When we compared ourselves to established universities, the data showed us that we were converting a higher rate of applicants from BAME¹ backgrounds into enrolments than most of the public sector. We also found this was similar with students from low income backgrounds."

JANE MORTON, DEPUTY PRINCIPAL



Data insight

HESA data has helped ArtsEd establish a robust evidence base to demonstrate what the school already suspected, but couldn't prove - that it is a leader, not just in the independent sector, but across UK higher education. The school's excellent [DLHE](#)² and [NSS](#)³ results back this up and it is now considering entering [TEF](#)⁴ on a voluntary basis to further demonstrate its strengths as a dance and drama centre of excellence.

- 1 Black, Asian and minority ethnic.
- 2 The Destinations of Leavers from Higher Education survey collects information on what all leavers from HE programmes are doing six months after qualifying from their HE course.
- 3 The National Student Survey gathers students' opinions on the quality of their courses.
- 4 The Teaching Excellence and Student Outcomes Framework. Participating higher education providers receive a gold, silver or bronze award reflecting the excellence of their teaching, learning environment and student outcomes.

Get in touch

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