

Youth Music Consultation Forum February 2021



A Youth Music funded strategic enquiry into...

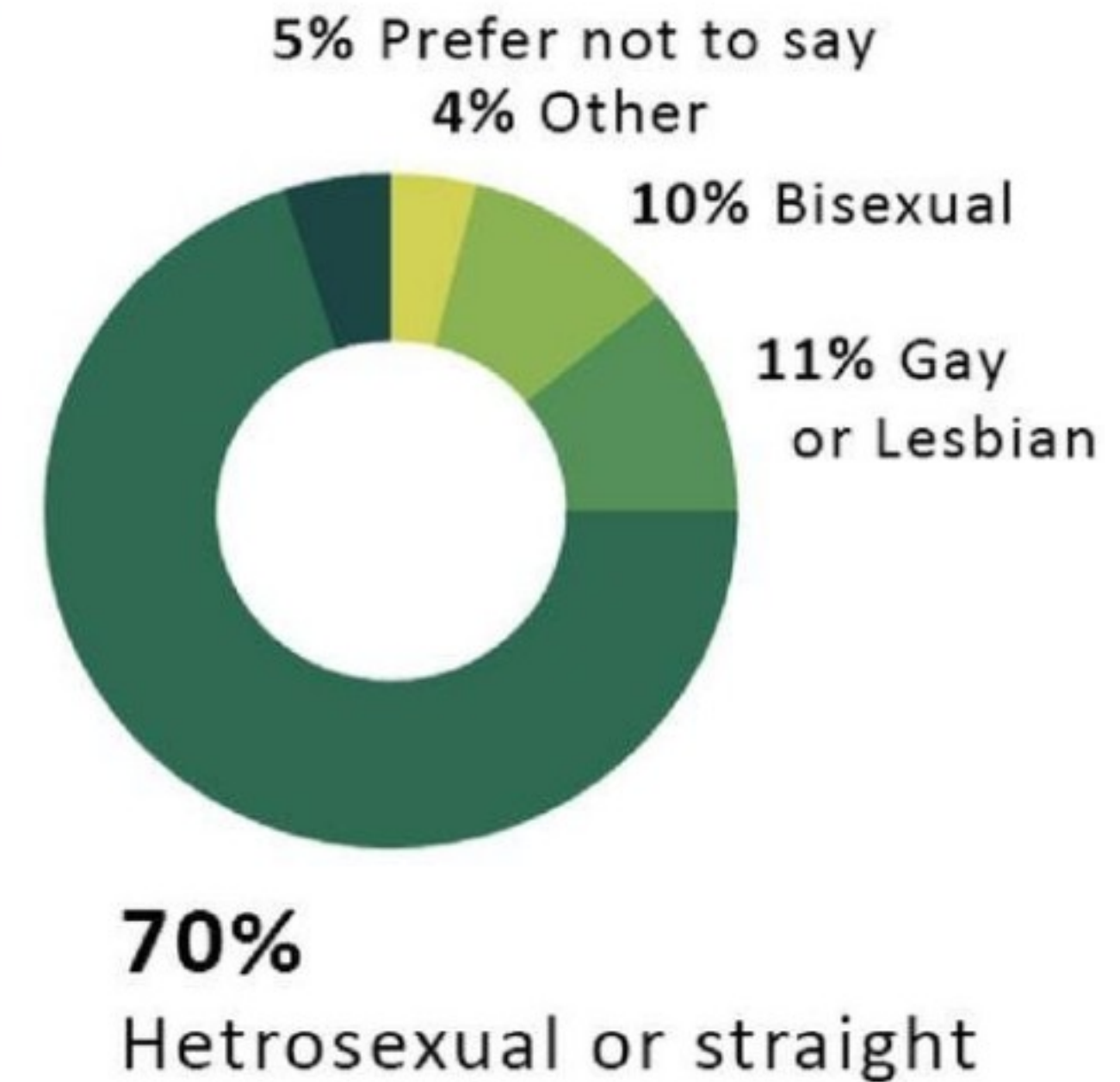
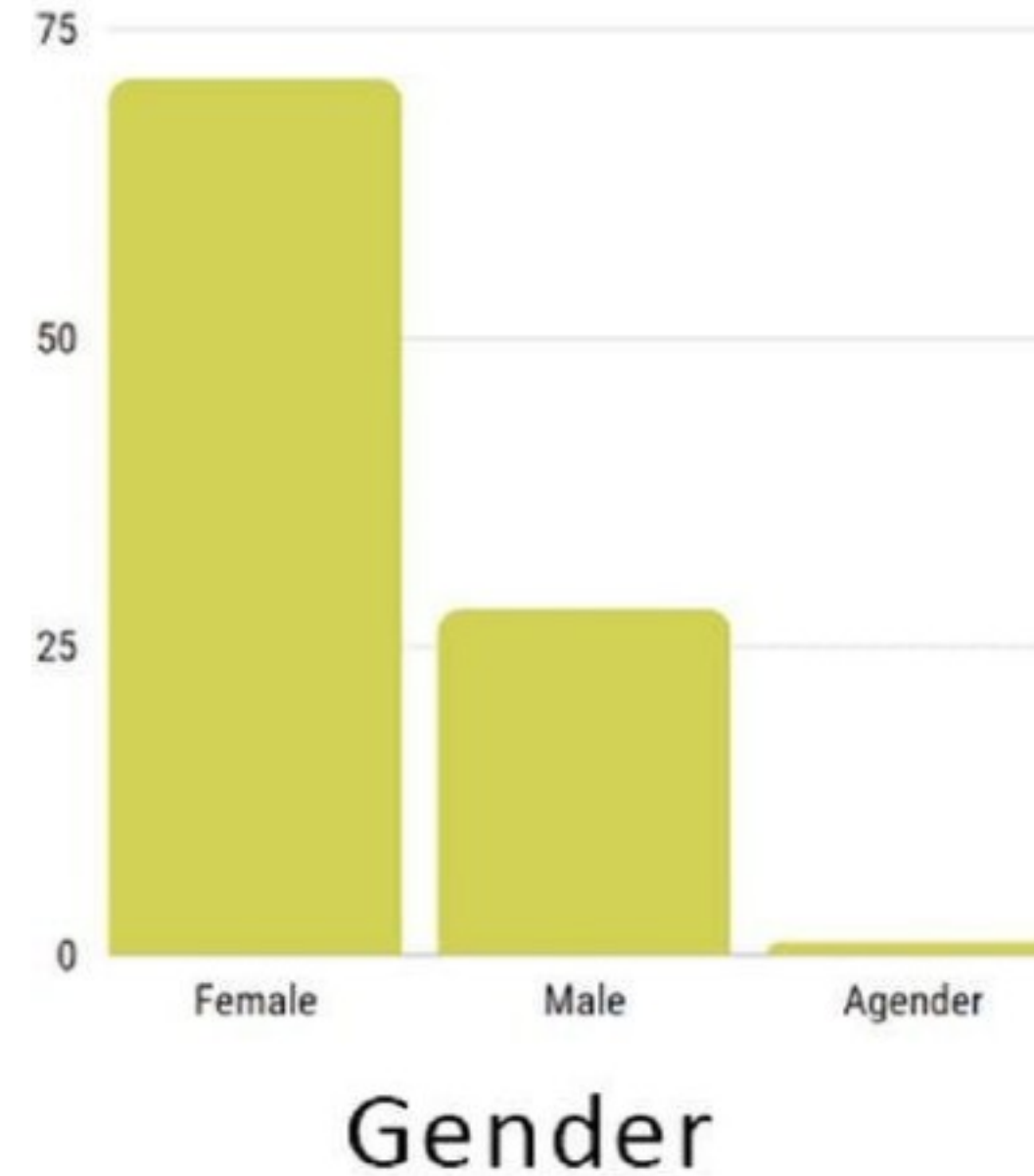
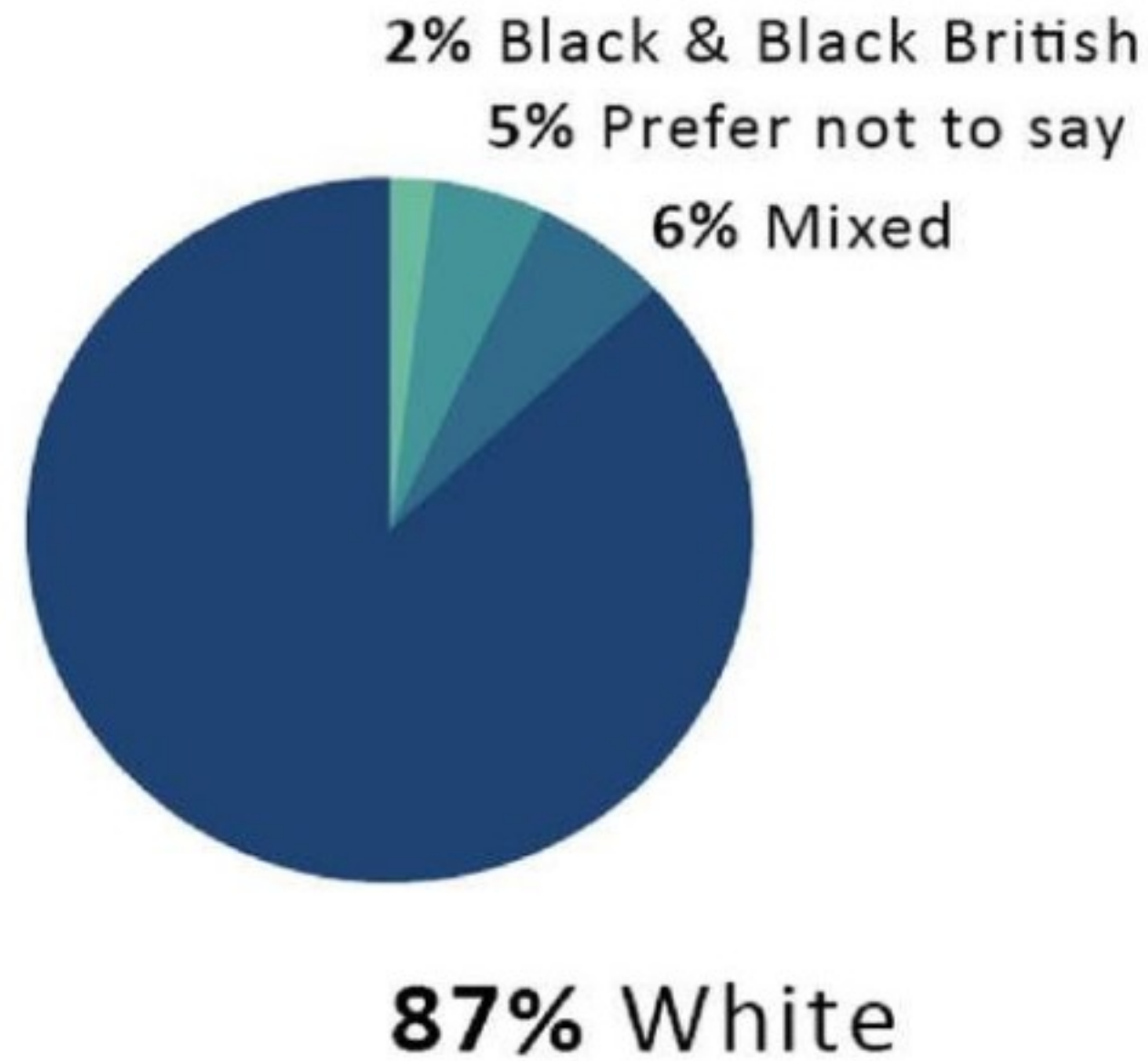
- Music and creative arts opportunities and progression pathways available for children and young people
- The map of opportunities in the **eastern region**, including rurally isolated and underserved areas
- Progression pathways that specifically encourage and develop leadership skills
- What resources for best practice are already out there and what can we produce that will help fill the gaps

Equality, Diversity and Inclusivity

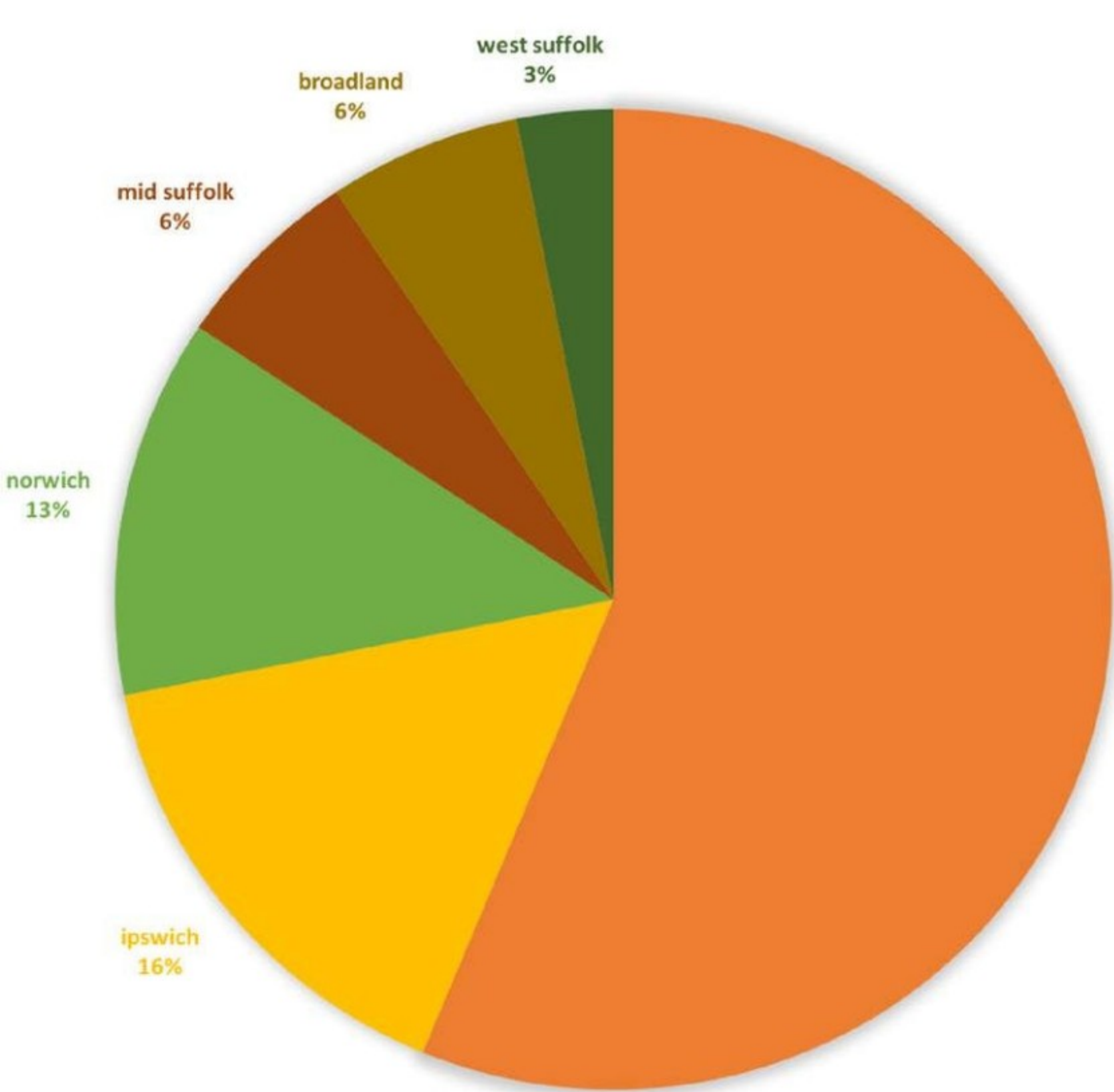
83% of people do not consider themselves to have a disability



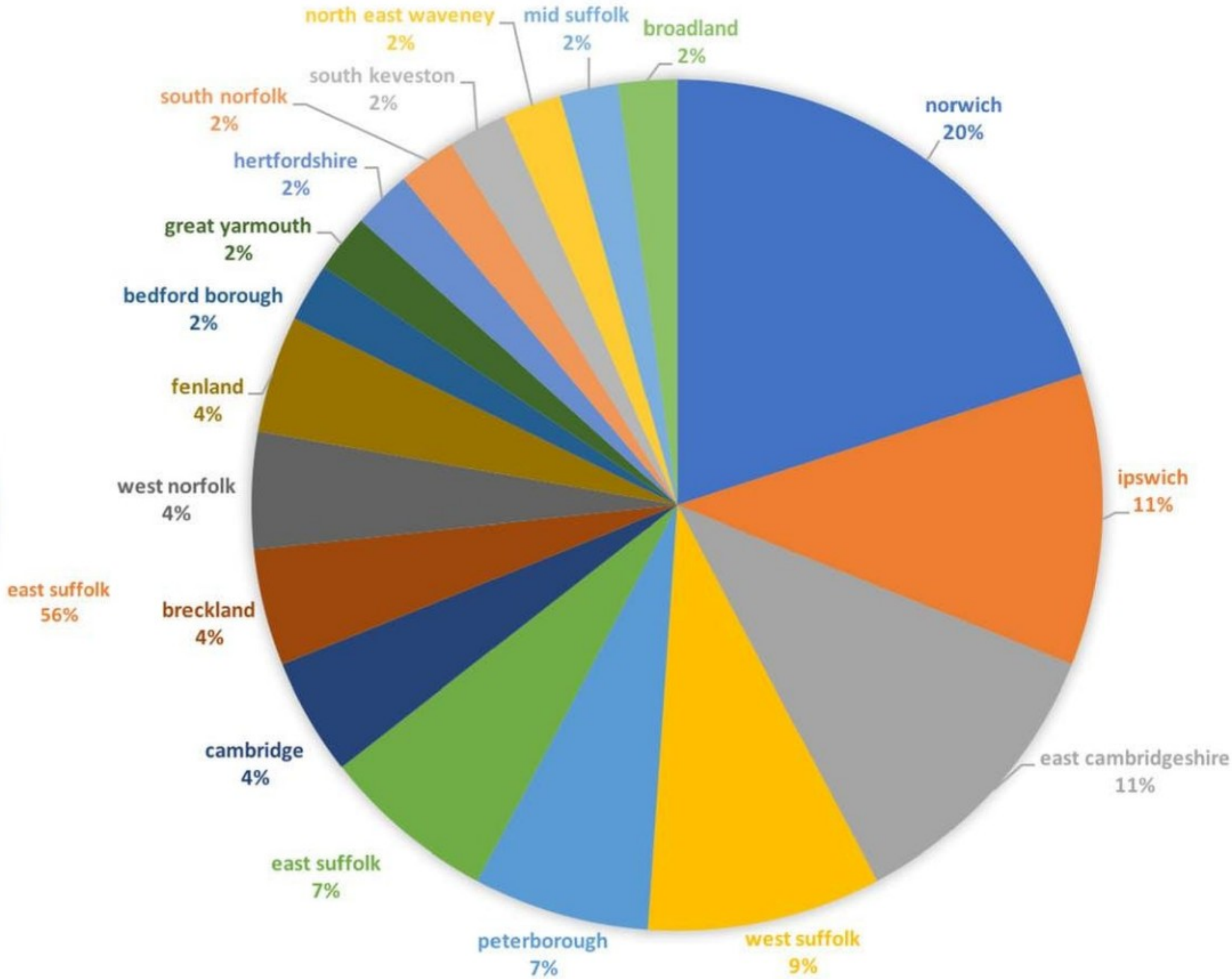
98% of people's gender identity is the same as the sex they were assigned at birth




Location of survey respondents



Young people



Organisations and workforce



**Reaching and encouraging
young people** to get involved is
the second most significant
challenge to organisations,
workforce and facilitators
surveyed, after funding.



What are your recommendations for engaging rural young people? Long term and short term. Or, is it not your priority to engage rural young people?

Discover and utilise areas both physical and virtual where these communities spend a lot of time, in order to reach out using these platforms

Build long term projects, take the young people on a journey with you.

Understanding how CYP prefer to access their online material. How best to reach CYP in the first instance
Creating projects that are fit for purpose

Build bridges with schools. At 14,15,16 I had little idea about what artistic opportunities were out there and with limited arts programs in schools it is so important to offer those projects to young people

Creating transport links for young rural people to get to the destinations, whether this is bus passes/more bus routes. Or bringing the creative opportunities to the rural areas

Make a relevant offer. Take time, build trusting relationships, engage with all education settings/ youth groups/ local groups. Be flexible with engagement. Be realistic about travel barriers and make an accessible offer.

Work in partnership with orgs / youth clubs / councils to recommend the offer

Relationship building, as it's about building trust. YP usually get signposted from a trusted source. Location of the activity/opportunity is key - digital has been helpful. Being 'hyper-local' so you can really focus on yp needs in one place.

Engagement is essential and has been successful in many areas - music and the arts are a lifelong journey and we need to make sure that signposting is good for YP. Parental support is key - it is often a barrier due to lack of understanding

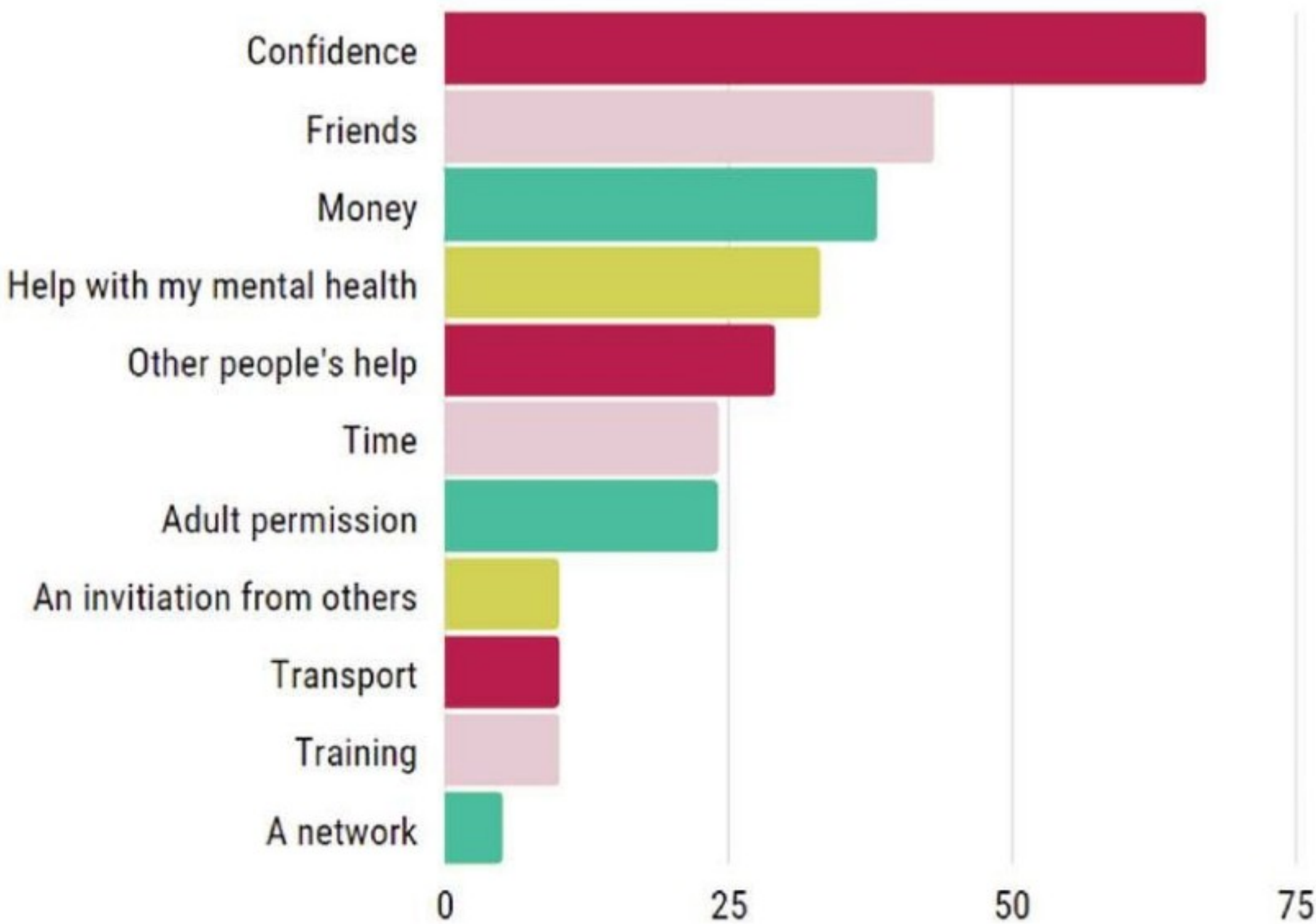
What are your recommendations for engaging rural young people? Long term and short term. Or, is it not your priority to engage rural young people?

Setting up an online volunteer offer for young people hoping this will appeal to a wider audience. Worth looking at when local Football Associations do. They have young leadership groups.

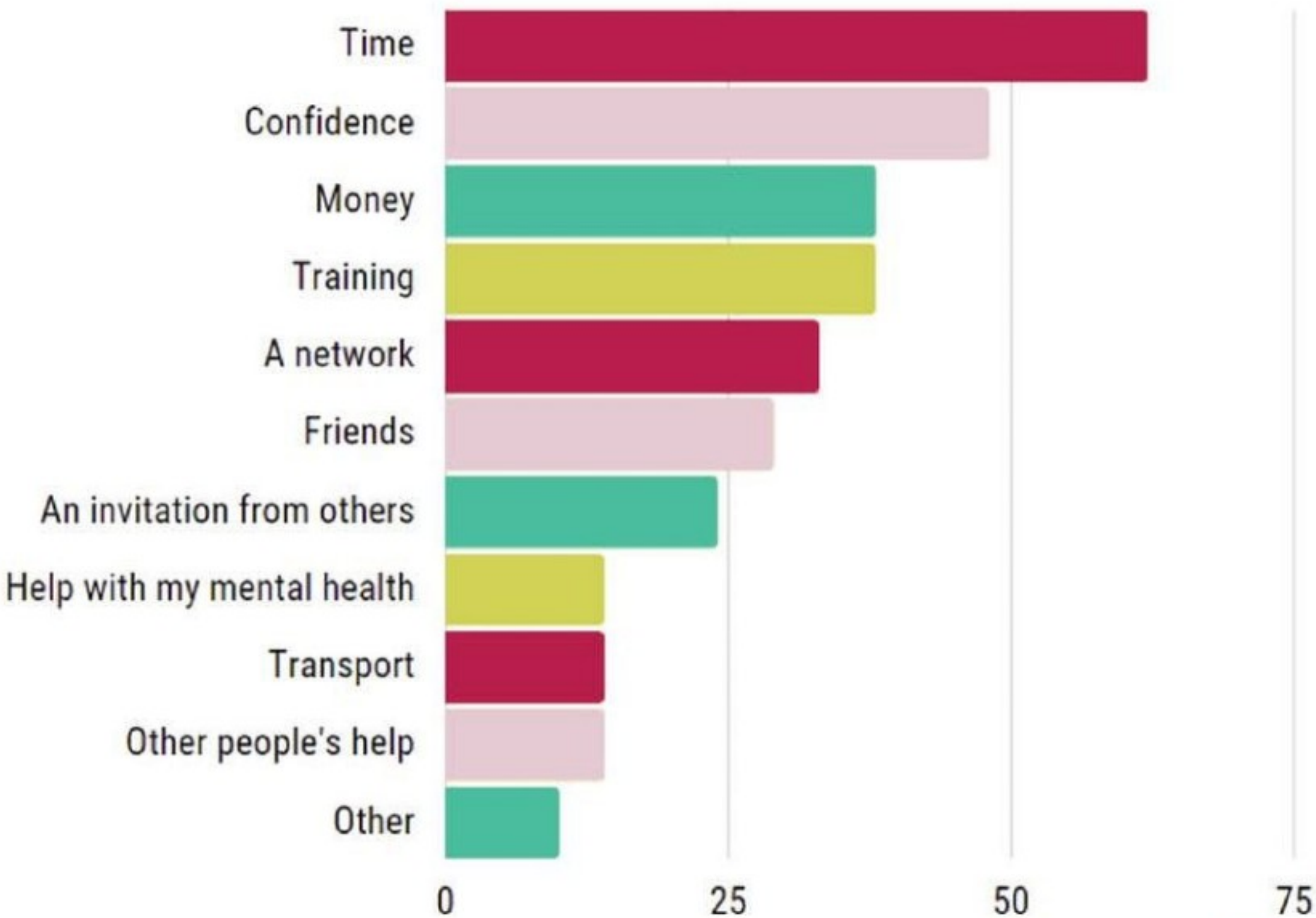
Reframing and broadening offers to break down barriers

What would help you to engage with more creative arts in your community?

Under 16's



16-25 year olds



What are your recommendations for reframing and broadening offers?

Re confidence issue, in our experience young people need to build trust with the organisation. They are scared to enter a new venue, they are scared about who is in the room. All about relationships and trust

Go to existing groups of young people, to help reach them. Ask what is relevant to them. Ask how they would like to get involved in the activity. Online can be a challenge for local authority bodies - regulations. How do we keep up with current trends

Make as much as possible funded. Offer the strongest participatory practice you can.

Meeting groups in advance to make engagement less scary - if confidence in taking part is scary. Make it easier for them to come to your space if you've already been to theirs. Taster opportunities for people to have a go. Doing this in the community

Art project 2 years ago all the young people who were involved have stayed in touch. Now have Arts Council grant to carry this on and the young people from last time going to be shadow artists and paid.

Using local community for engagement - representation of CYP within the space / org. How to build confidence in YP to engage, 14 - 18 is difficult to engage. Two approach marketing to parent teacher then to YP / students

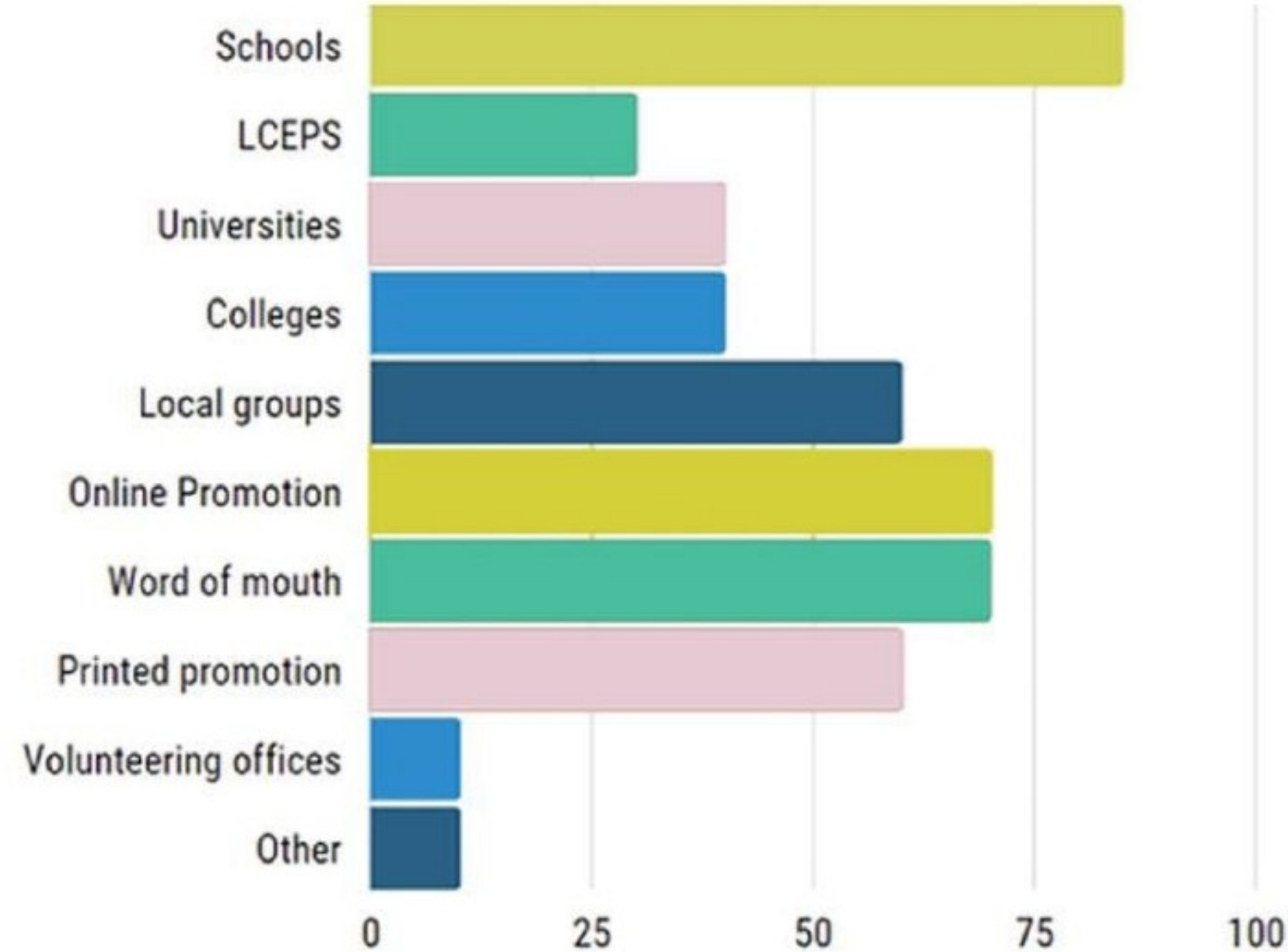
Breaking the initial barrier

Quality assured forum as info for students/ parents. More financial support for older mentors

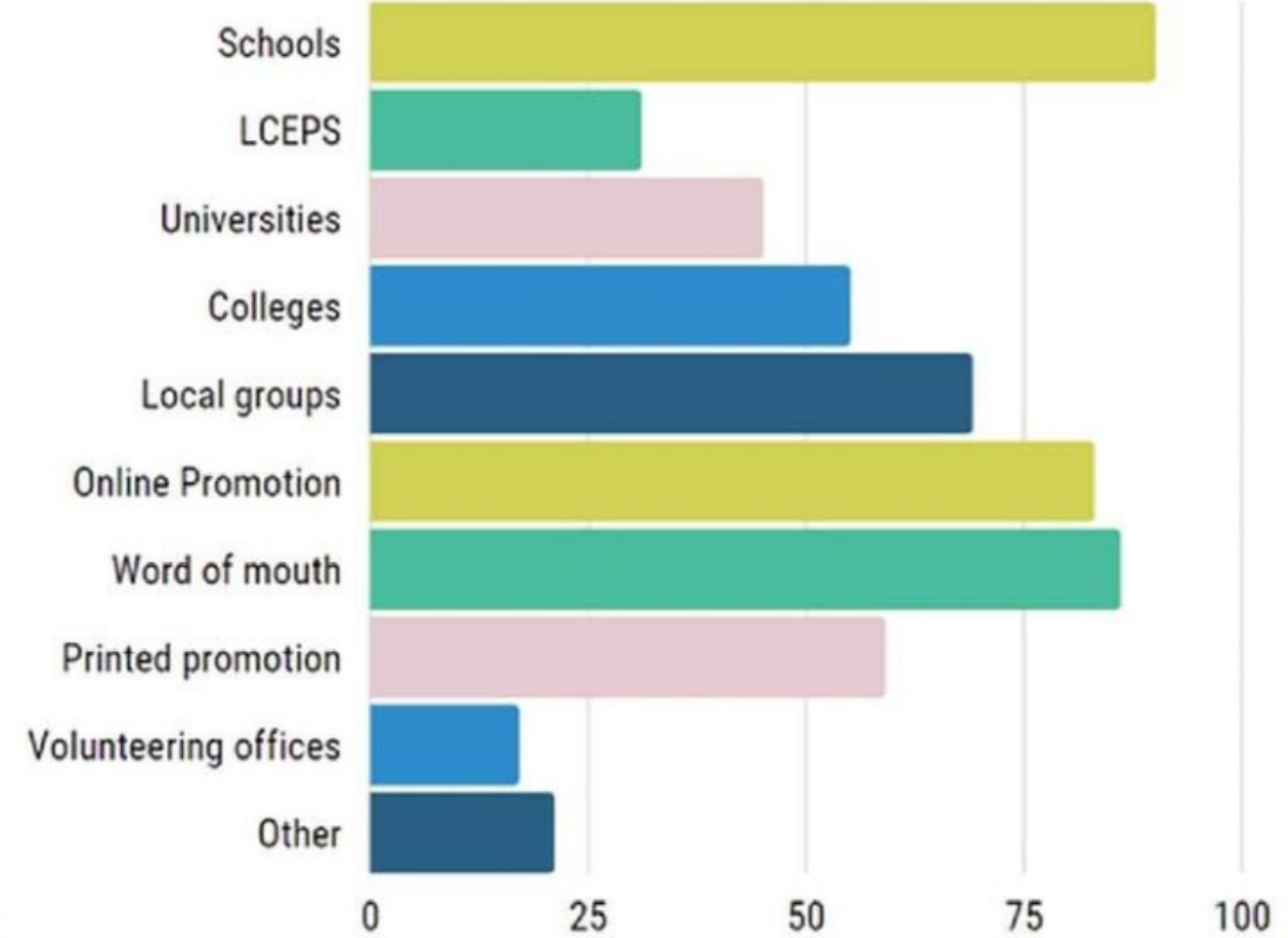
Working with schools to reach those aged 18 and under

How the survey respondents engaged young people:

Workforce & Facilitators



Organisational Leads



What are your recommendations for working with (and without) schools to reach those aged 18 and under?

Give people a space away from school eg connect through them, but don't base yourself in house. School becomes your life, it's refreshing to see another side

Schools are hugely important and having a relationship with the right people in the school. Parents are important, and so are friends, they could encourage their friends to join

Communicating with schools can be challenging because of their capacity. All down to relationships with the school. Schools feel bombarded. Could there be a forum of quality assured providers? Does this create another barrier though? Newsletters?

Build trusting relationships with schools and most importantly the people in them. Hold events for teachers to show them they are valued. Demonstrate what the arts workshop is so they see the benefit to their students.

Partnership working, all linking and working together.

Incentives for teachers, families, young people. Tasters

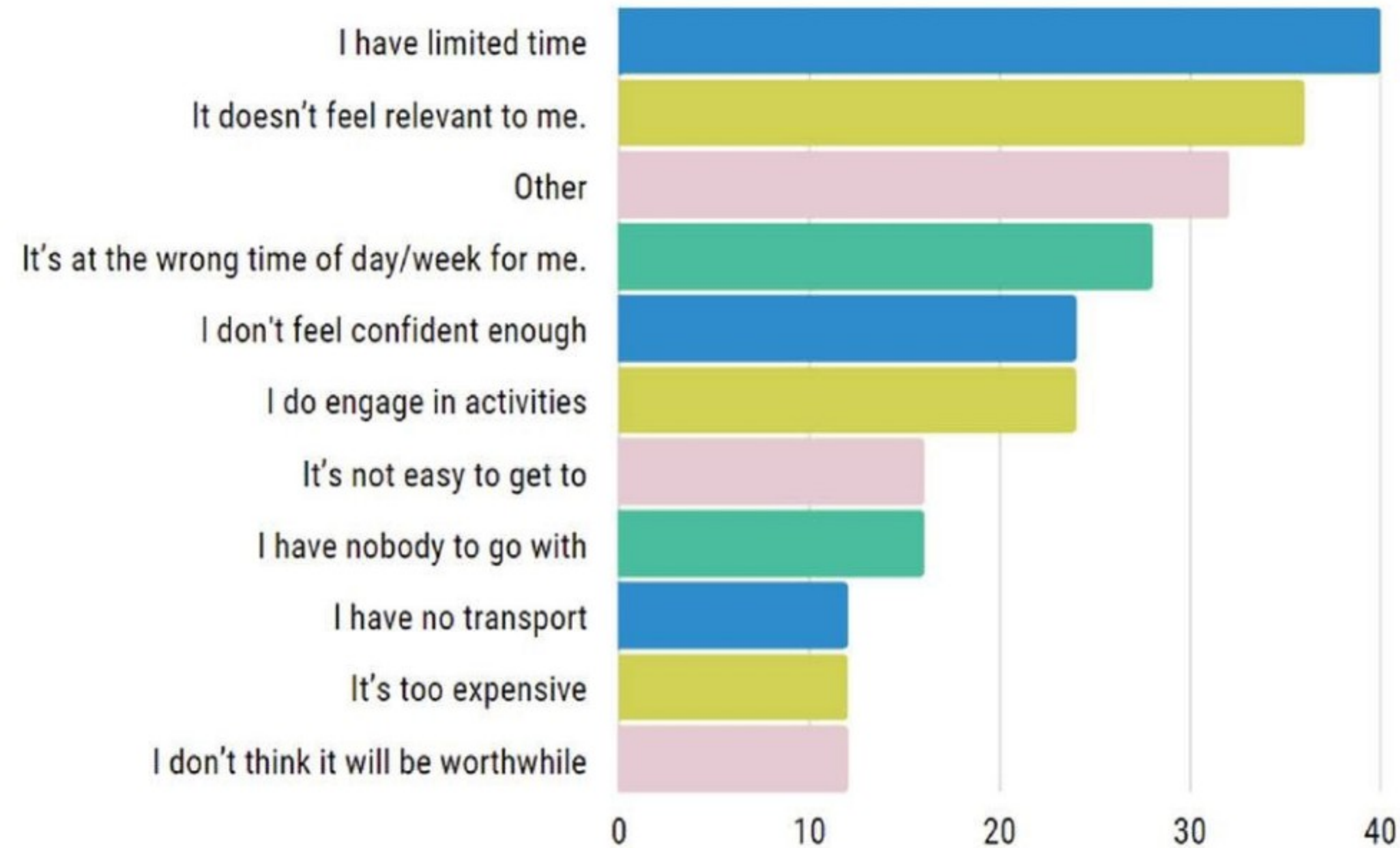
Forum of offers - webpage to filter by artform / area / age
Using community groups - amdram ect

Building relationships with young people. Offering an accessible forum for all projects happening in Norwich

Successfully engaging and retaining 18-25 year olds

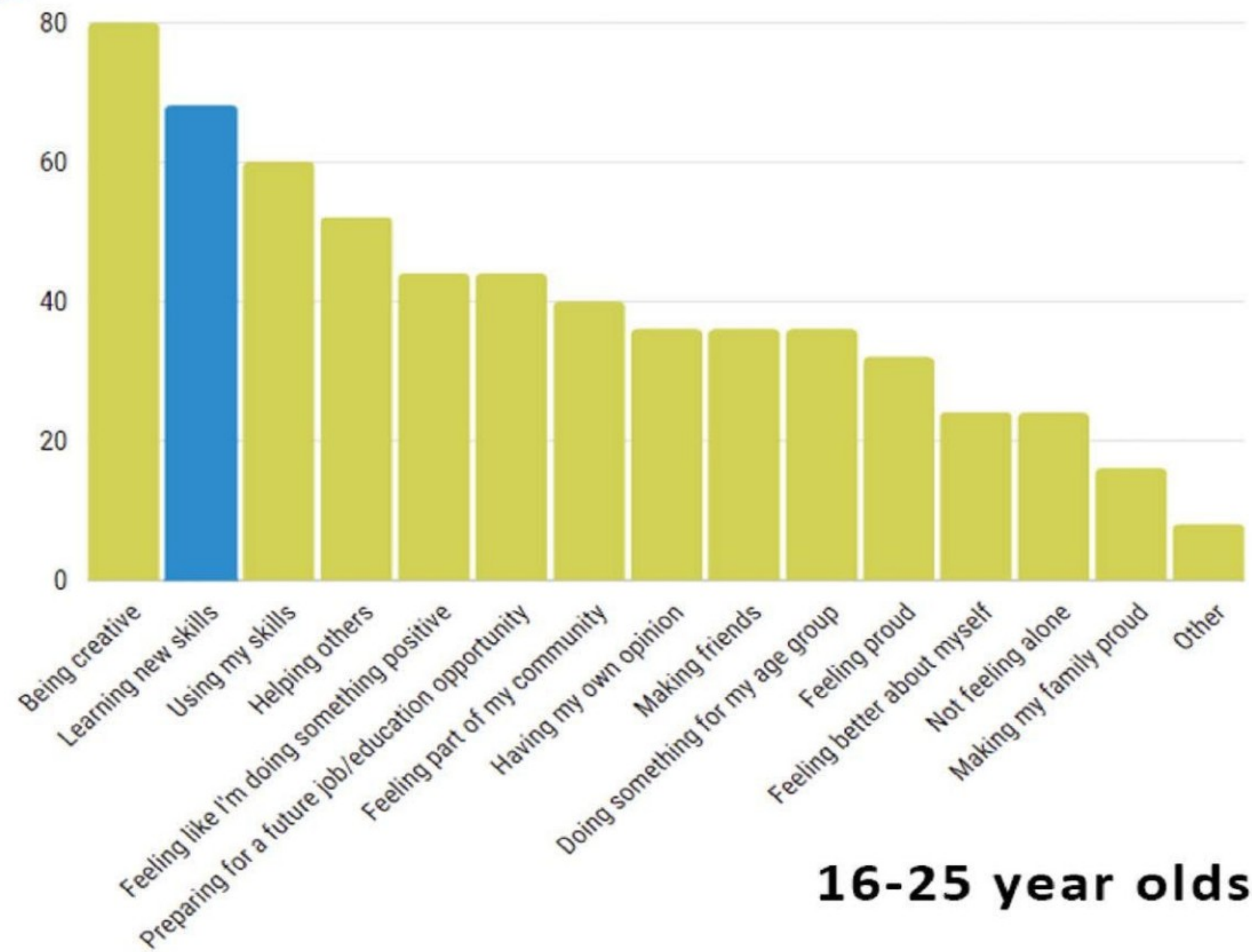
Why YP *don't* engage with arts activity in their community:

16-25 year olds



Successfully engaging and retaining 18-25 year olds

What interests YP to make decisions about what happens creatively in their community:



16-25 year olds

What are your recommendations for successfully engaging and retaining 18-25 year olds?

Making it clear that career isn't everything! Adults too deserve to indulge passion, even if it bears limited relevance to career

Finding your passion projects what you represent, find things that you can add to your CV to be involved - title, qualifications, different levels to be able to be involved in so not being put off. Coming back to the org from the students -

Performance opportunities. Qualifications. Having projects which represent you. Having open access at different ability levels.

Older peers encouraging younger people. Career opportunities/progression, signposting. Something bigger that connects up opportunities and enables yp to shine. Don't focus on just the 'elite' arts jobs - there are broader opps. Accessible info.

Mentoring opportunities.

Making an offer relevant to a potential career. Providing pathways for paid work if possible and appropriate. Making the offer relevant. Also ensuring it can be a hobby if that's what the young person wants. Offer small ways to engage to save time

Listening to what they like. Free tuition to create a cycle to continue the journey. Volunteers. Working with FE to create pathways

What would you like to see from the outcomes of this consultation?

Transparent and accessible report available to any about the outcomes of the consultation

The best way to communicate with CYP at this current time.

(Blue Sky Thinking) A call for a county wide forum detailing all artistic opportunities in the East. Giving a space where all creatives can come and find out what is out there. Create a real community.

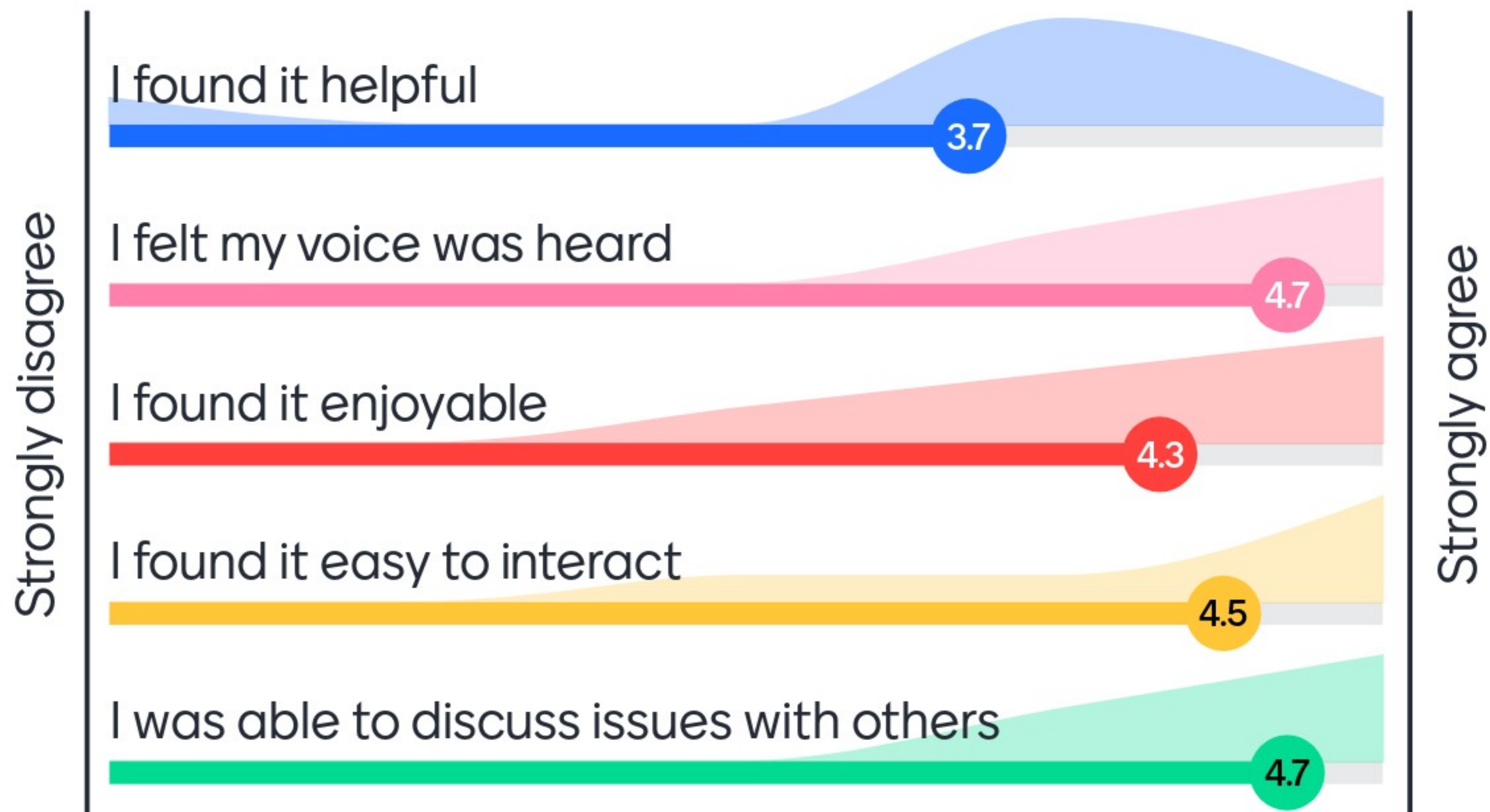
A database/catalogue of creative organisations/resources for young people to have access to from schools/colleges. A service or online forum for young people can go online to meet other creatives

Advice on how to set up groups for young people so they can work with local groups on what they want organisations to do .

Clarity on the feedback you've had specifically from young people on the topics you've discussed. CPD for marketing leads on using social media aimed at yp - safeguarding, format and content focused.

PRACTICE

Please rate today's forum on the following:



Please tell us what you thought of today's forum.

Needed more time planned for the session as were very rapid activities. But overall an insightful experience today! Thanks! :)

a great session shame it ran slightly behind schedule but I felt the consultation was worth while and gained some real insight into CYP and their needs Thank you

Great session, and very insightful too. Thank you for including me!

Even though I wasn't a industry professional, I still felt respected and that my voice has worth and weight. Incredibly interesting!

Mentimeter was OK, but prefer a less rigid structure (Miro board for example) - I wondered whether you knew how it looked from a participant's perspective, as giving the code link each time didn't seem to make sense from a user point of view.

Thanks helpful to meet with other practitioners and hear their thoughts. Also great to have some young people present.