

# Youth Music Consultation Forum February 2021



**YOUTH  
MUSIC**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**





# 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

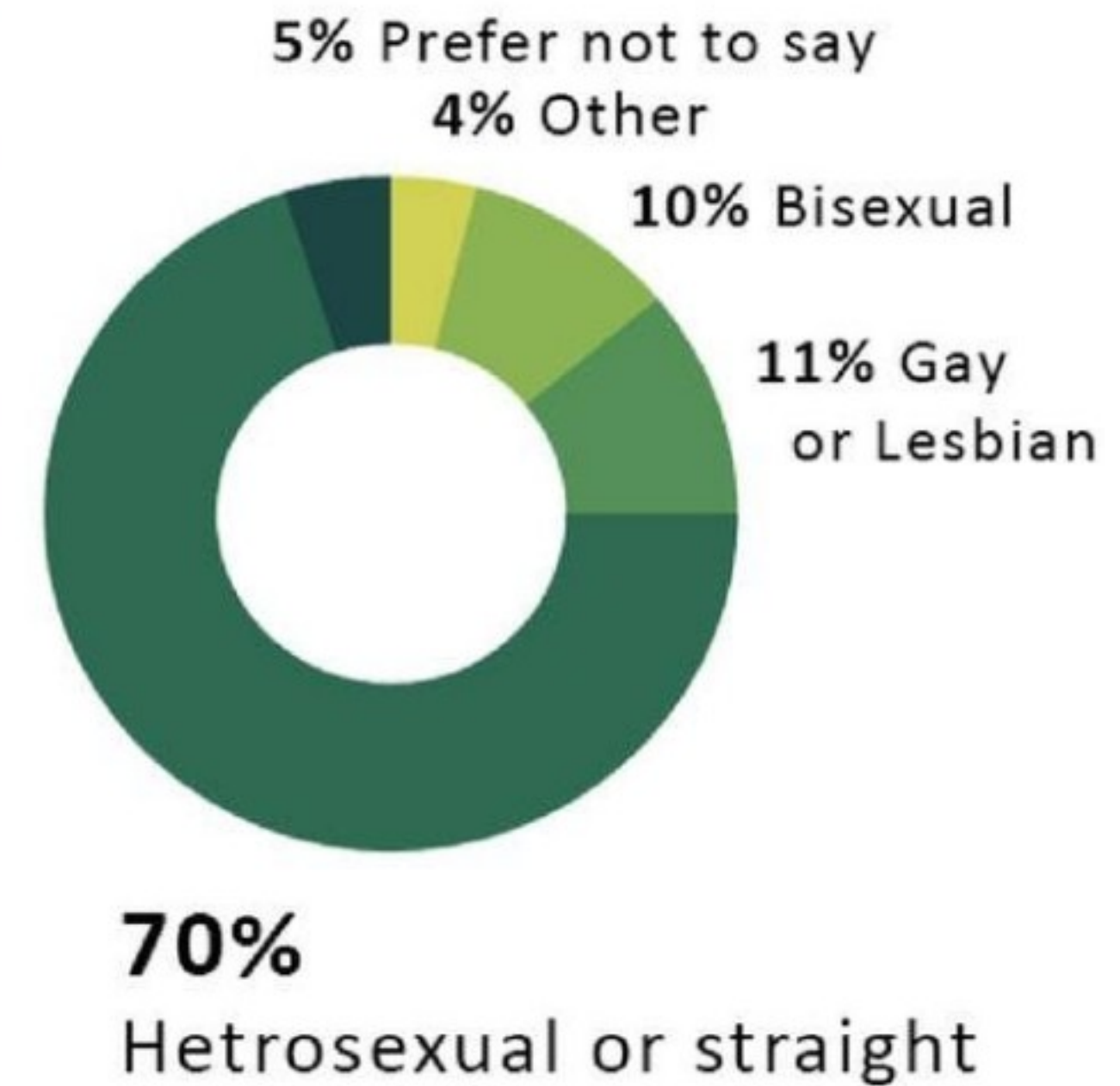
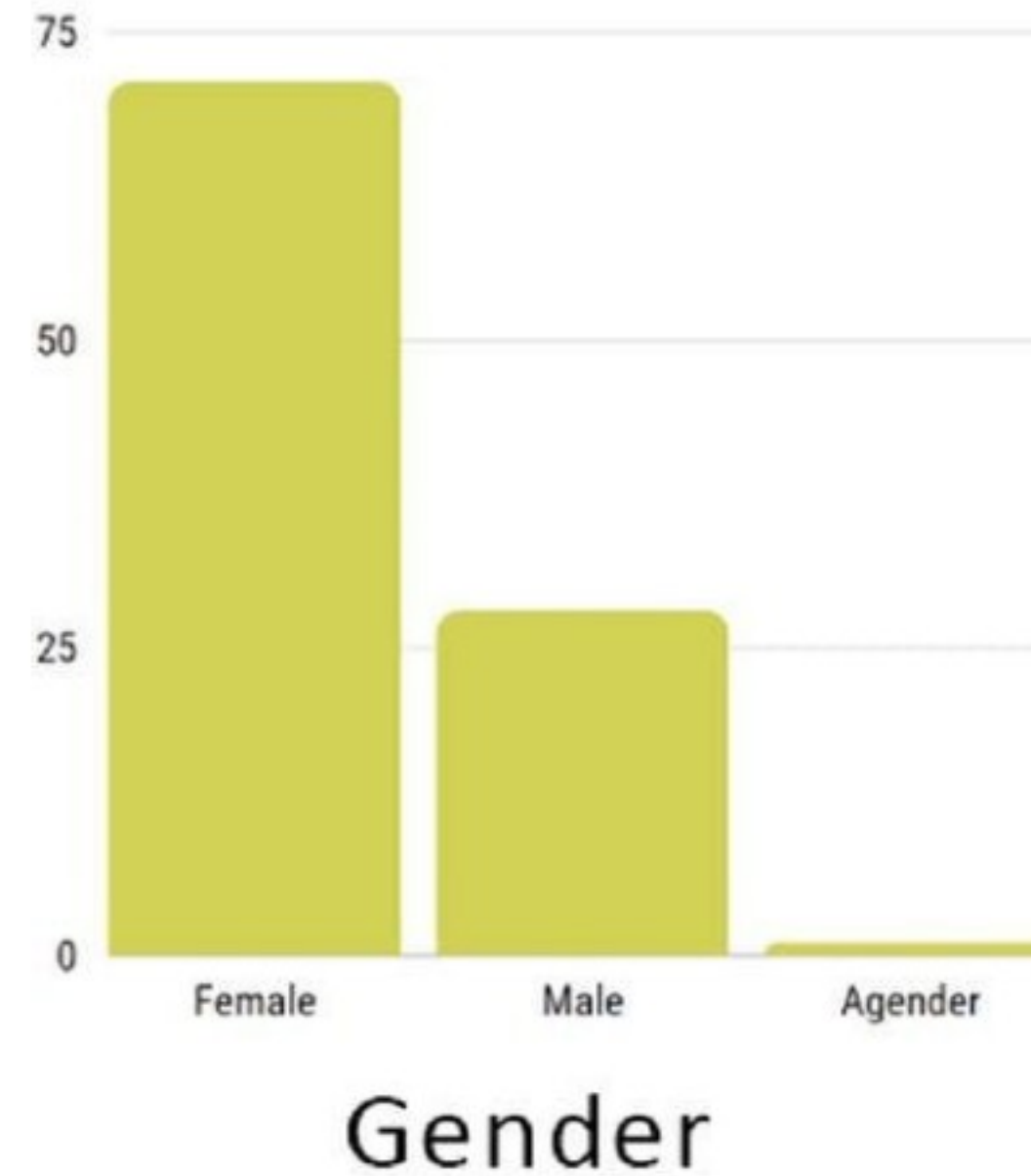
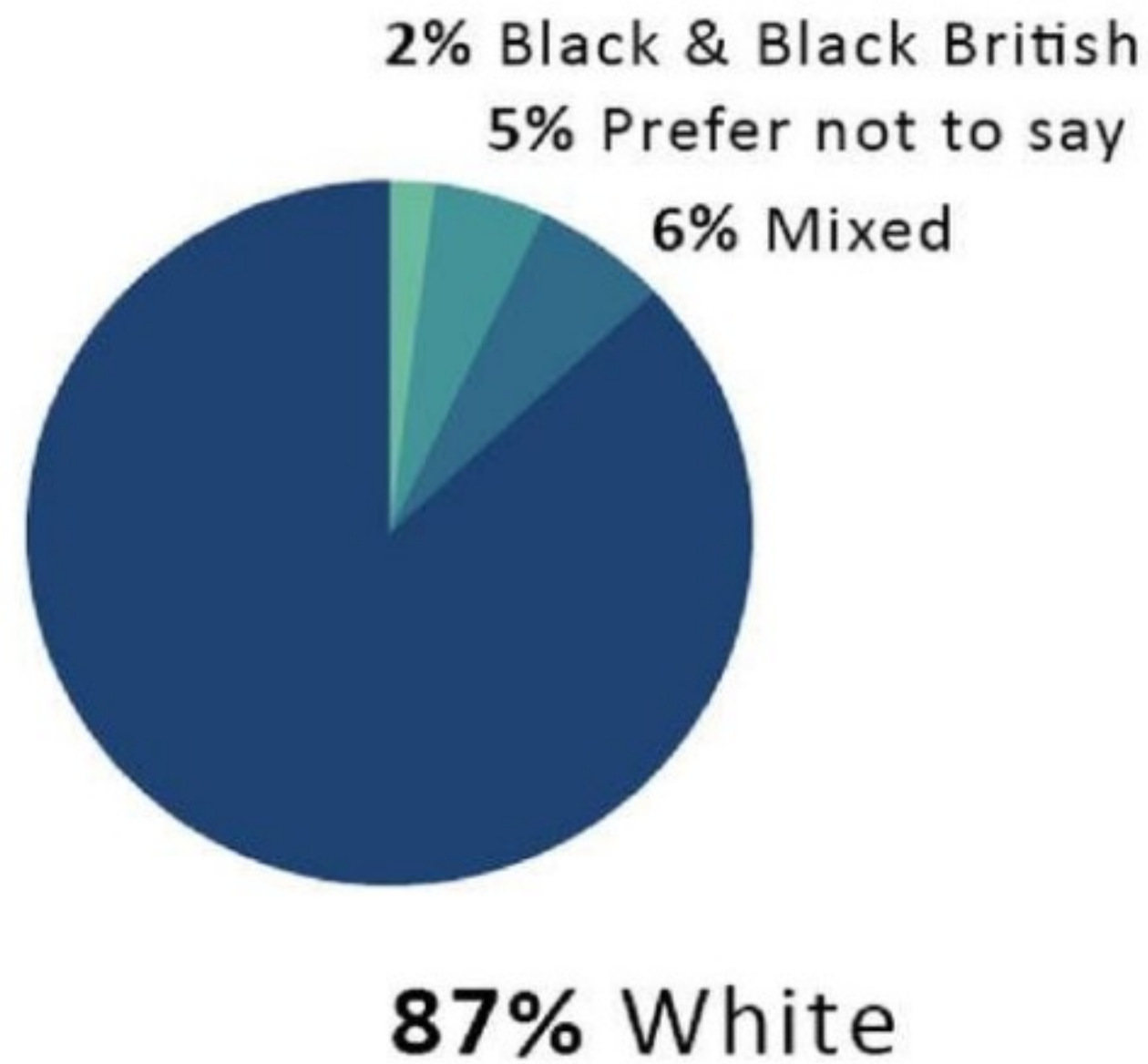


## Equality, Diversity and Inclusivity

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

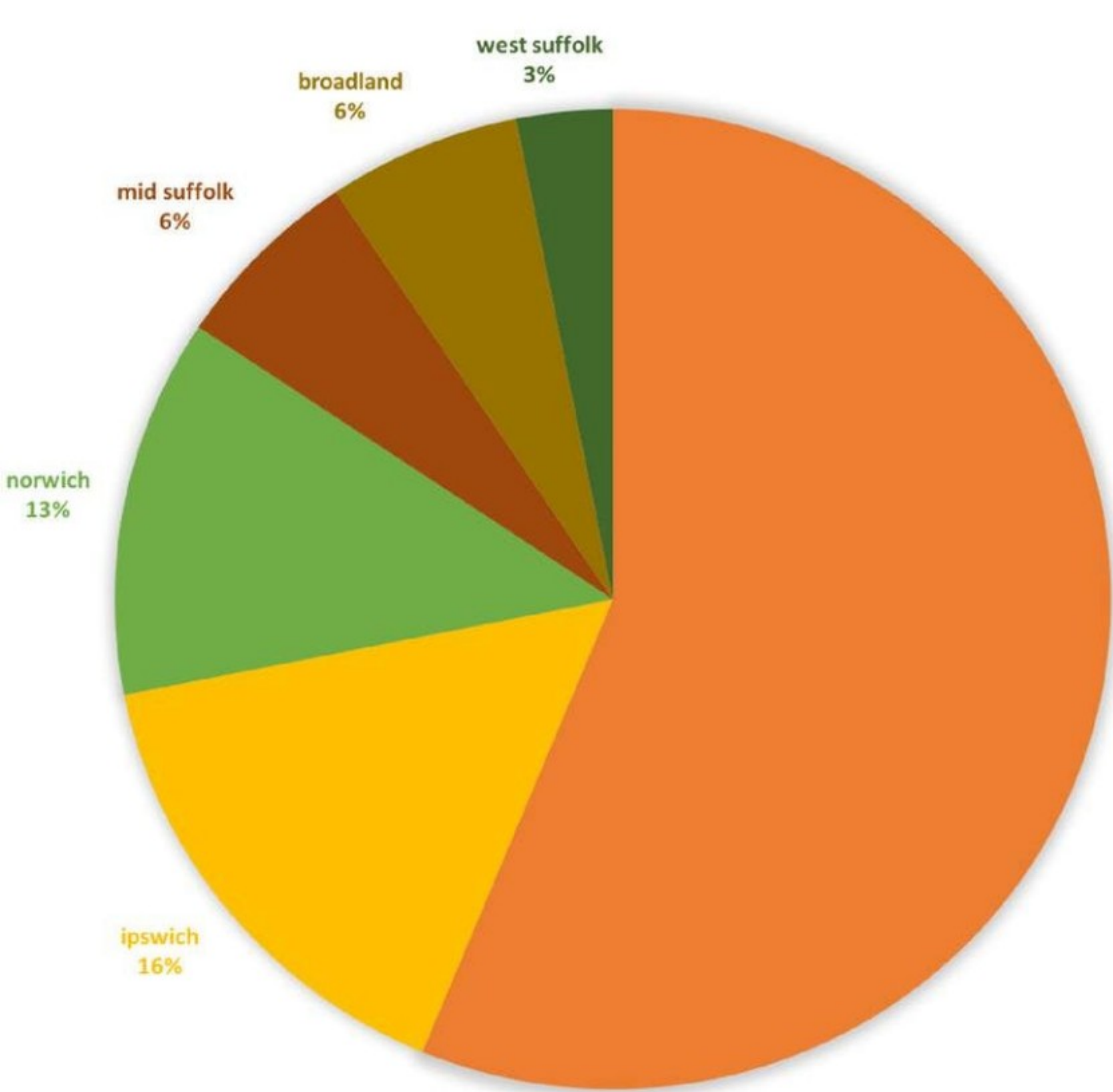


**98%** of people's gender identity is the same as the sex they were assigned at birth

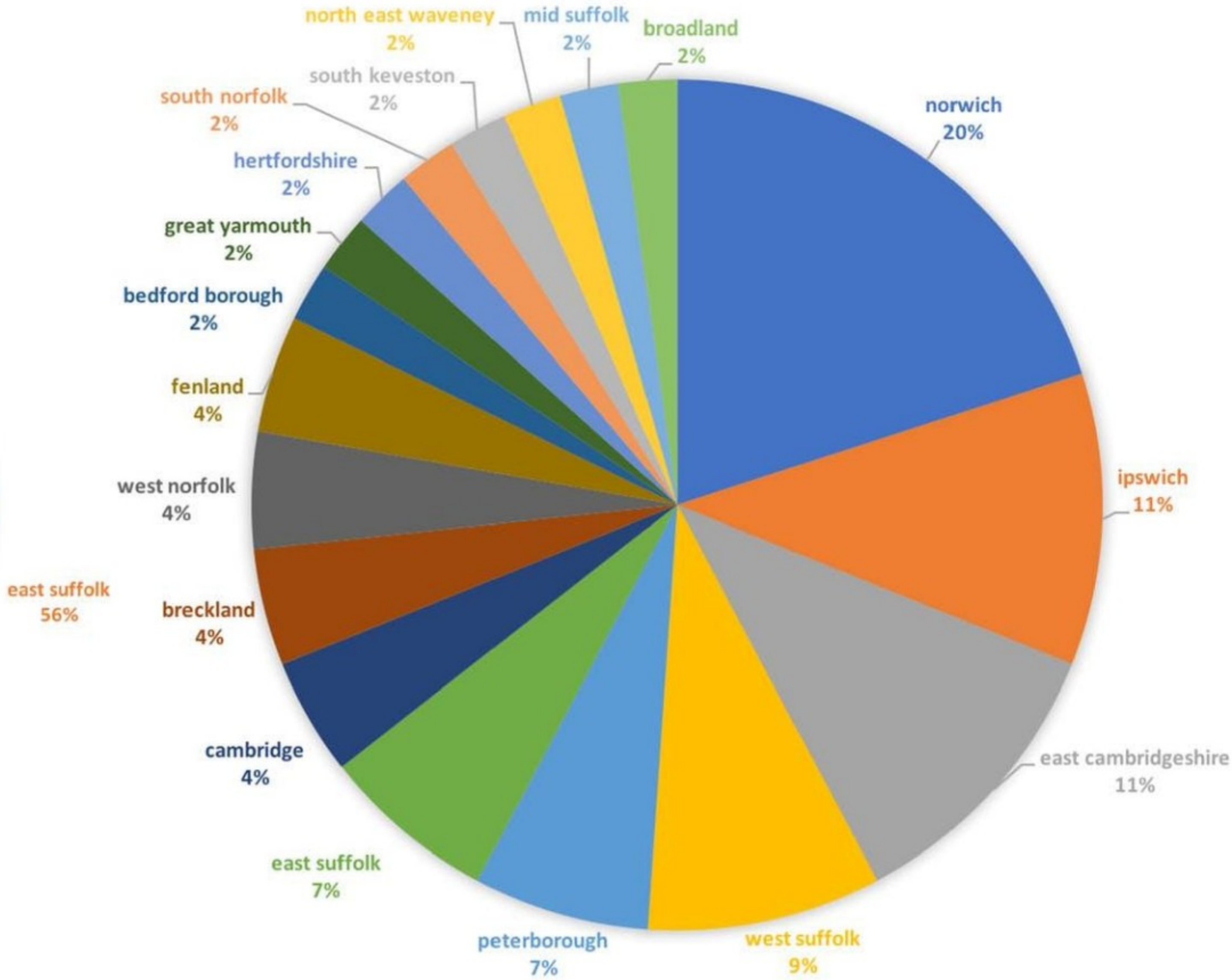




# Location of survey respondents




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?

Find commonly visited areas physical and virtual for targeted communities and focus promotions there

I always notice adverts on Instagram on the topic. Most young people use social media, the majority using Instagram.

Making a relevant offer, building relationships and trust with established local groups/all education settings/groups. Investing time. face to face visits (when allowed!) as well as digital. Being realistic about travel, devising an accessible offer.

Bringing activities to rural communities rather than making those participants come to you. The financial difficulties of travelling into city centres can restrict participants from getting involved with creative projects completely.

Work in partnership with local orgs / councils / youth centres in this area who could recommend the offer and support young people in engaging

It seems to be about relationship building, yp usually get sign-posted to opps from a source they trust, until you become one of those 'trusted sources,' so it takes time. Also, location is key, yp often can't travel far - digital has been helpful

Trying to setup an online volunteer offer for young people- hope this will appeal to more and different young people.

Building a network with orgs representing rural yp over an ongoing period of time

Staff on the ground locally, working in partnership with local schools and arts/community organisations, digital and face to face activity



# 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?

Creating transport links which will make it more accessible for young people get to the destinations. Or bringing the creative opportunities to them in the small villages/towns.

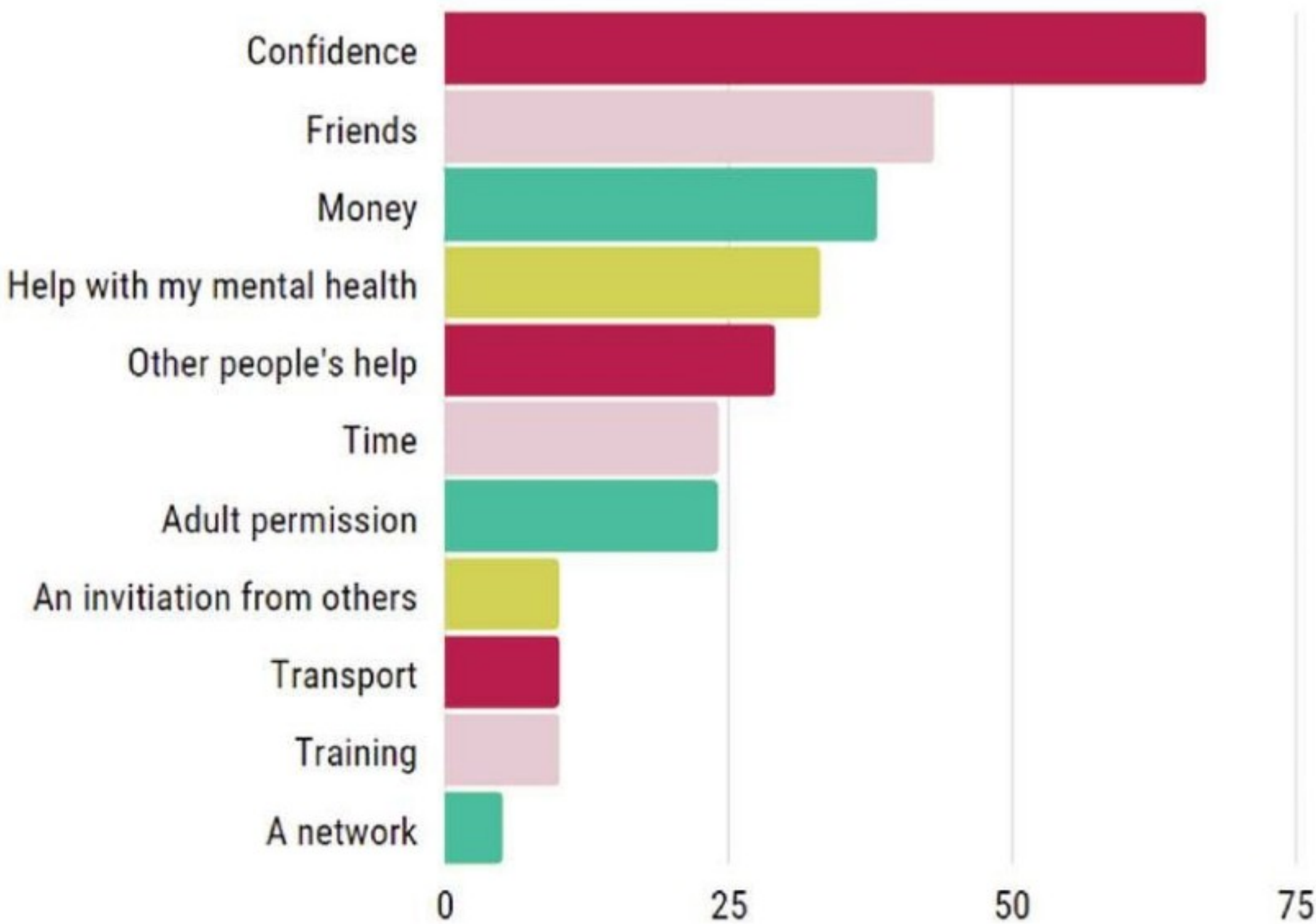
Understanding how CYP prefer to access the provision  
Working with CYP to develop relevant projects that are fit for purpose



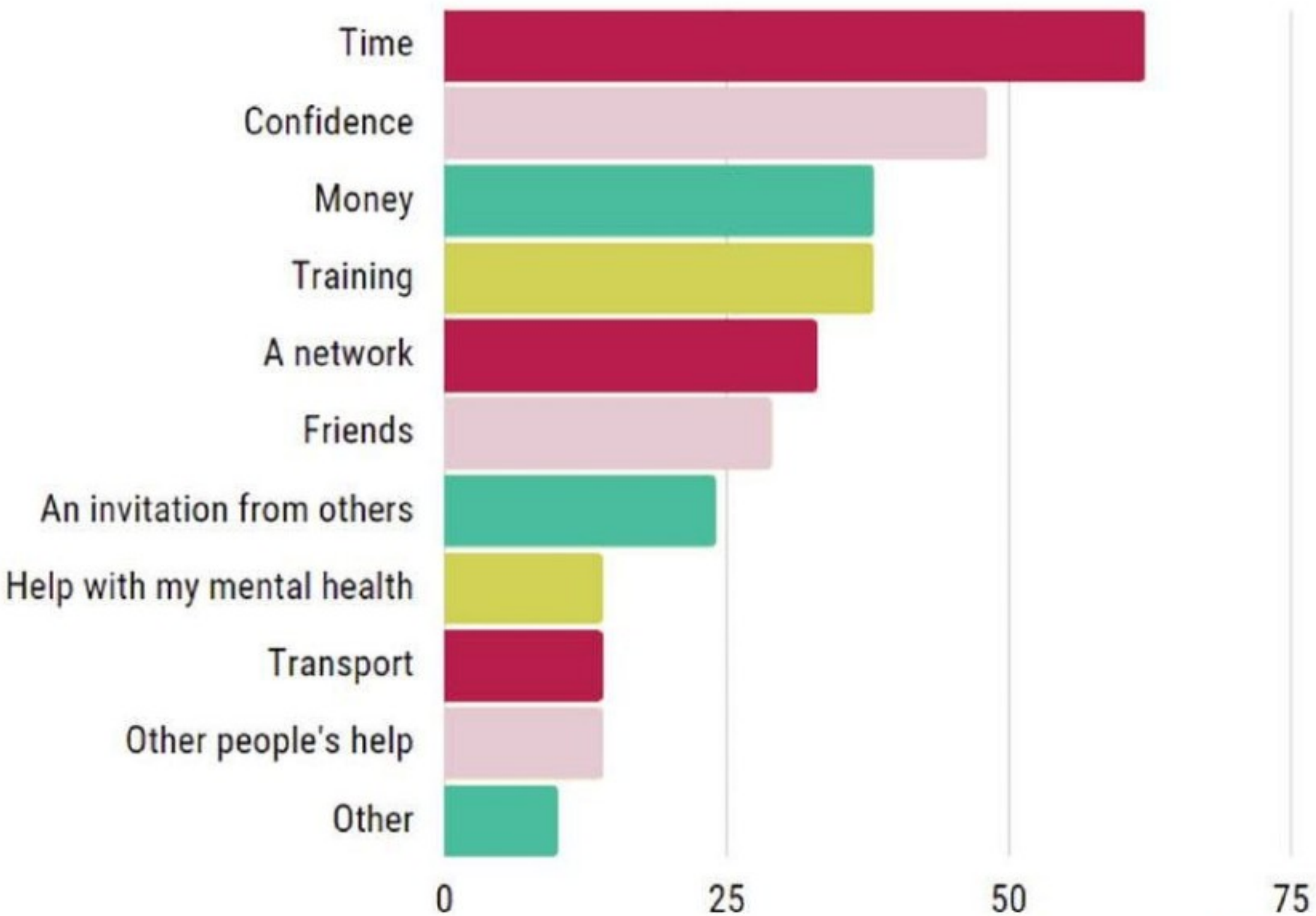
# Reframing and broadening offers to break down barriers

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?

More opportunities and more advertising. Also, lots of kids just want to be accepted and feel as if they are of value.

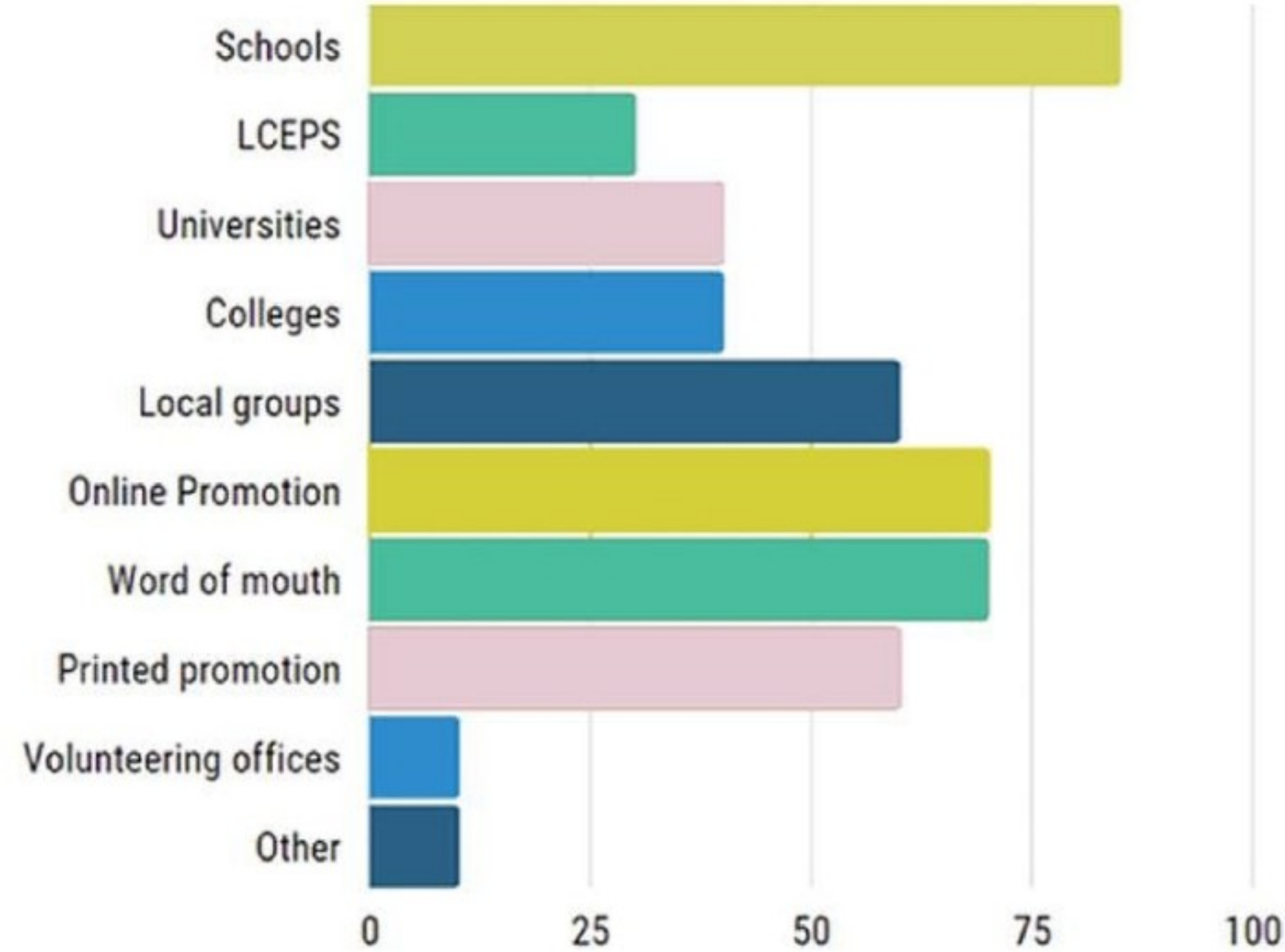
We are shifting from 'teaching' to 'mentoring'



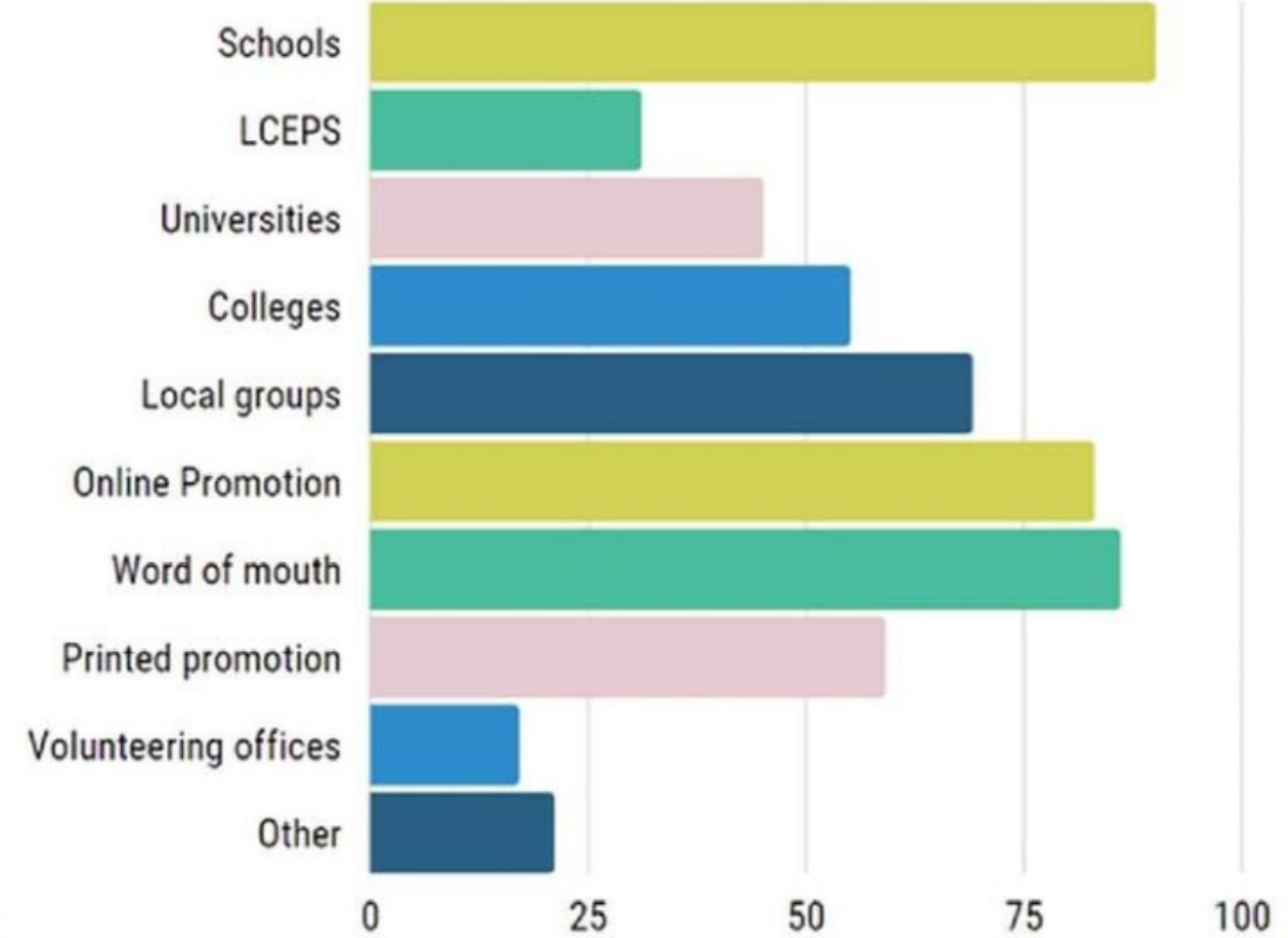
# Working with schools to reach those aged 18 and under

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?

Associating organisations with the Duke of Edinburgh, or other competitions etc

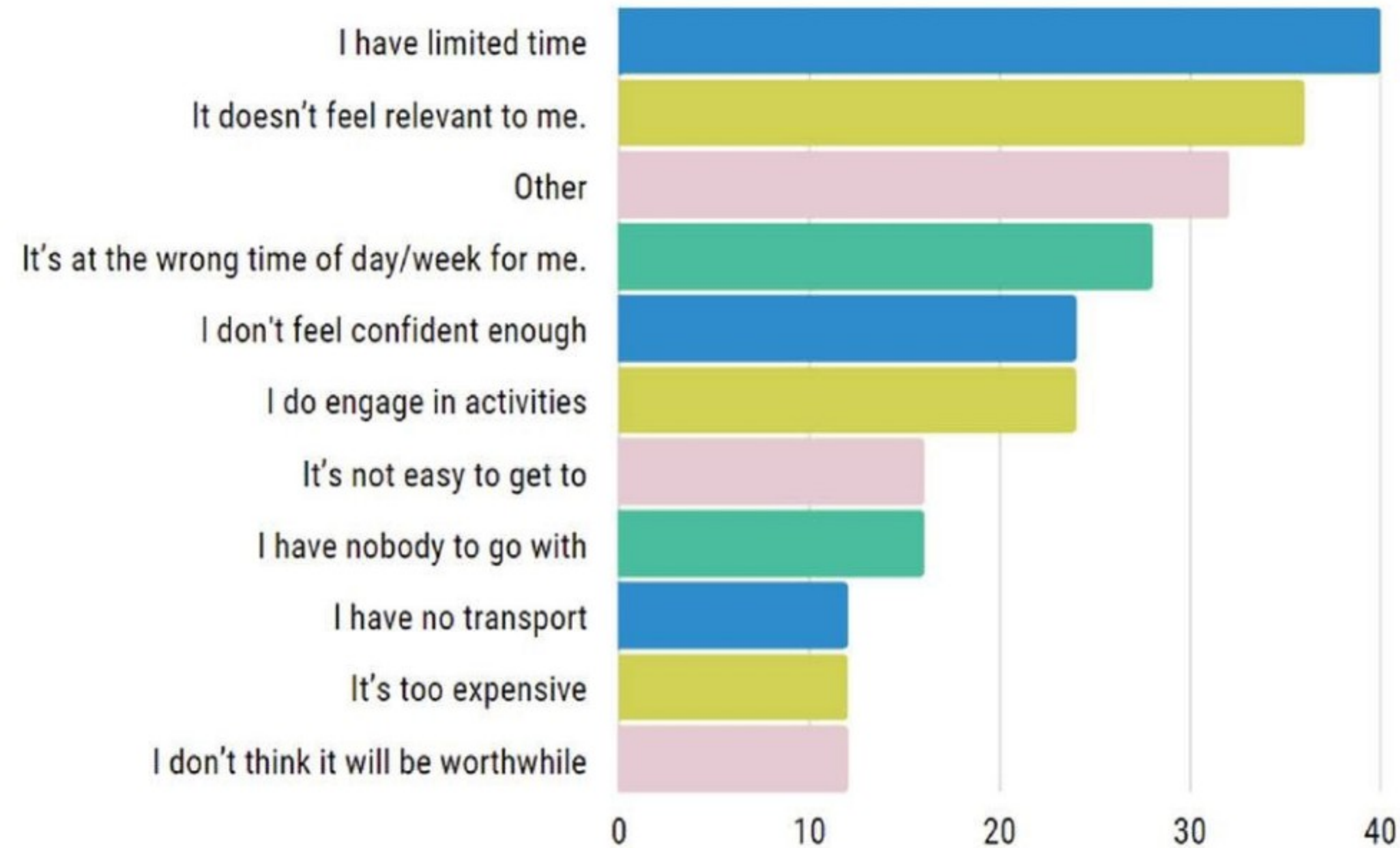
For primary age children, engagement with parents and carers via email newsletter and social media is very effective.



# Successfully engaging and retaining 18-25 year olds

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

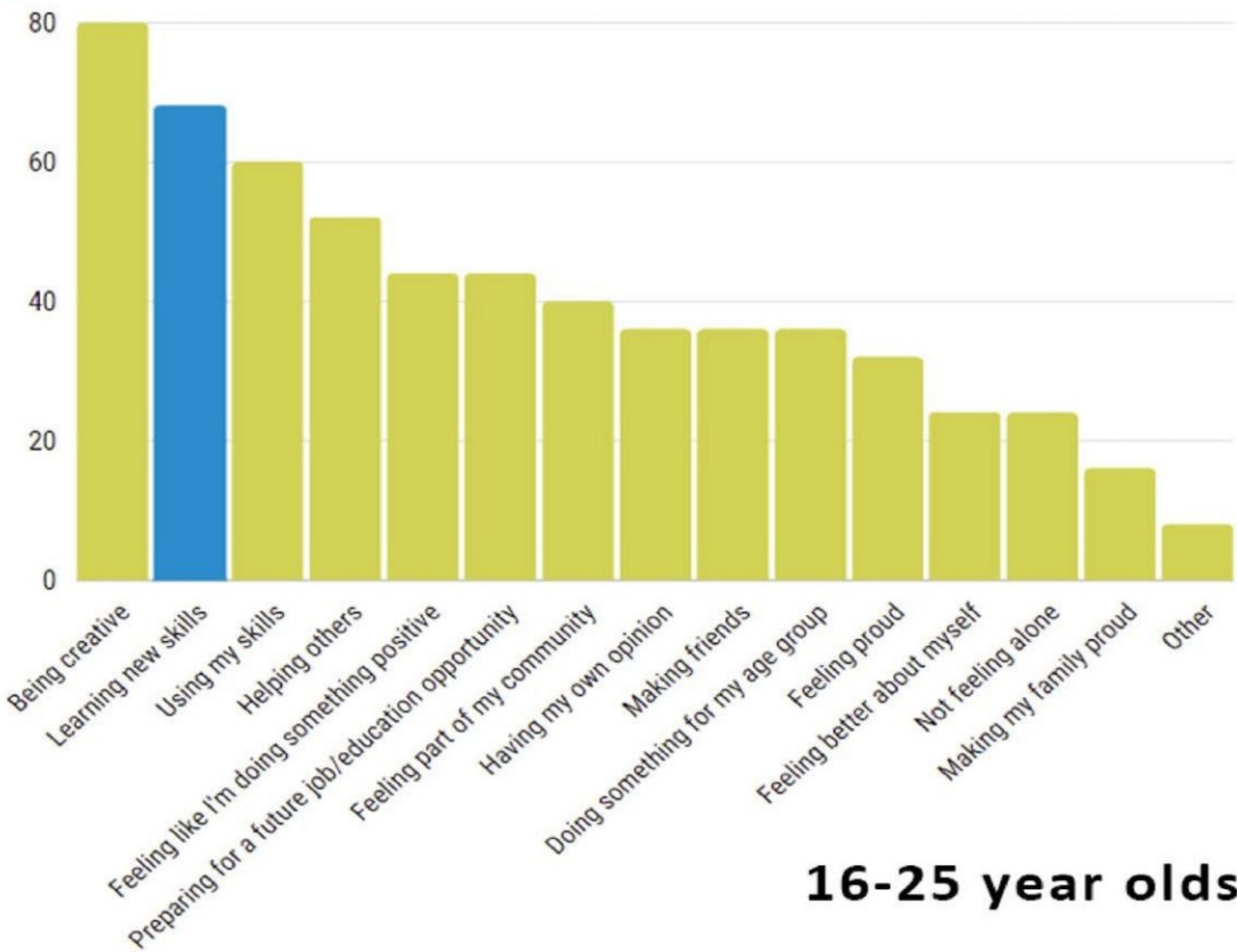
## 16-25 year olds





# 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?

Listening and responding to their interests. and more advertisement. If someone doesn't know about something, they aren't going to go.

Apprenticeships



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

More interaction, and more advertising. Letting people know is essential. Also listening to young people more and collaborating.

A film that celebrates and shines a light on the activities that are available to encourage up to make the first step

# BEST PRACTICE



# Please rate today's forum on the following:





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

