Annex 1: Youth Music Consultation Survey Findings

Under 16s

We heard from 33 under 16s across the Eastern region, hearing from an even spread of 11- to 16-year-olds, in Norfolk and some in Suffolk.

60% of respondents had taken part in a cultural or creative activity in the past year. This included dance, drama, music, drawing and photography.

Almost 64% did this activity at school or college, followed by over 40% at home participation.

Over 40% of this activity was free, and 41% of respondents paid between £1 and £20 per session. Almost 19% paid over £20. Over 56% of respondents said that if they did pay, they felt it was worth the money. 6.25% said not at all.

Over 42% said they now feel confident accessing culture and creativity online due to the covid-19 restrictions, however over 23% said they did not feel at all confident in doing so.

Over 64% of respondents gave the online cultural/creative activity they had taken part in 4 or 5 stars for 'creativity', over 47% gave 4 or 5 stars for 'enjoyment', over 56% voted 4 or 5 stars for 'ease in taking part', 65% for 'feeling welcome', 56% for 'wanting to do it again', over 55% for 'worth the time', over 59% for 'worth the money', and over 52% for 'quality'.

Almost 78% of respondents were not currently completing any kind of arts qualification such as Art/Music GCSE.

88% of respondents said they would like to take part in more cultural and creative activity.

School, word of mouth, and social media were the main ways that respondents found out about cultural or creative activity to take part in.

A majority of 58% of respondents were 'somewhat' interested in 'making decisions about what happens to do with arts, culture and creativity where you live'. And almost 67% felt somewhat confident in doing so, with just over 16% feeling not at all confident, and just over 16% feeling very much confident. Most respondents (almost 42%) felt somewhat that they are given the opportunity to make decisions where they live, to do with arts, culture and creativity. The most popular reason for wanting to do this was 'feeling like I'm doing something positive' with 75% of respondents citing this as their reason.

Most under 16s told us that there is something to take part in locally to do with culture and creativity, (over 91%) although half of these people said that the activity available wasn't the right sort of thing for them.

Some ideas for what could be included in local cultural and creative offers were: 'art schools and maybe a few practise clubs for painting or using different materials', 'I would like to see events and activities for older people (12-16 maybe) and activities that lots of people get involved in'. 'Something different,

drama, film production schools, generally more creative freedom, we have a lot of empty public gardens that could definitely be revamped!!', 'Drama clubs and art clubs', 'Projects that enable young people to contribute to organising/supporting an events programme, e.g., I'm a photographer - it would be great to have opportunities to be asked to photograph creative/cultural events or create photography to promote the events.'

The most common reason for why someone under 16 doesn't engage with cultural or creative activity locally is because they don't feel confident enough to. Followed by 'it doesn't feel relevant, it's the wrong day of the week for me to attend, and I have nobody to go with.' By far, confidence was the main thing under 25s said they needed more of in order to attend local cultural and creative events, at over 66%.

When asked 'When you picture in your mind what you'd like to do related to arts/creativity/culture when you're older, how possible does it feel to get there?' almost 5% responded 'not at all possible', with the rest responding either 'somewhat', 'quite' or 'entirely possible'. Almost 62% of respondents did not know who to ask (organisations/individuals) for support or guidance in their arts/cultural pathway.

Just over 18% of respondents had been involved in Arts Award, just over 40% had not, and also just over 40% did not know whether or not they had. 'Building experience' and 'meeting new people' were the two main benefits noted for being involved in Arts Award. Over 83% of respondents who have not been involved with Arts Award said the reason is because they have not heard of it, and 50% said they didn't know where to do it. Some respondents selected both these options.

Almost 67% of respondents said they do not have an opportunity to build on their arts leadership skills. Over 27% said they don't know if their school provides information about local arts/cultural/creative activity, just over 27% said their school did not, and 45.5% said their school does do so. Almost 55% said they did not know which schoolteacher/staff member to ask about opportunities in their area.

Over 36% told us they feel lonely 'some of the time' with almost 32% saying 'often' or 'always.'

16-25s

We heard from 33 16–25-year-olds across the Eastern region, mostly hearing from those aged between 16 and 25, in Norfolk and some in Suffolk.

Almost 77% had taken part in arts/cultural/creative activity in the past year. The rest had not. These included online and offline events of dance, theatre, film, art festivals, visual art exhibitions, music, production, photography and design. Most attended from home (52%) or at school/university (40%). The vast majority said their activity was free (64%), with the rest stating various amounts between £1 and over £20. Almost 53% believe that if they did pay, it was 'very much so' worth the money.

44% now feel 'somewhat confident' accessing arts/cultural/creative activity online due to covid-19. 40% felt 'very' or 'extremely confident'. 16% felt 'not so confident' or 'not at all confident'.

Over 65% gave their cultural activity four or five stars for creativity, over 57% for enjoyment, almost 75% for ease in taking part, 75% for feeling welcome, almost 71% for 'wanting to do it again, almost 78% for worth the time, almost 72% for worth the money, and almost 70% high quality.

Just less than half said they were taking some kind of qualification in the arts – for example GCSE Music and Drama, Art & Design A-Level, BA in Dance - and just under half said they were not.

Almost 77% of respondents said they would like to take part in more cultural and creative activities.

Social media, school, college or university, and word of mouth were the main ways respondents found out about activity happening.

52% were 'very much interested in making decisions about what happens to do with arts and culture locally to them', and 'confidence in making these decisions' was varied, with most people feeling somewhat confident (40%), 36% feeling very much confident, and 24% feeling not at all confident. Almost half feel that they are 'somewhat' given the opportunity to make decisions. However, 36% did not feel they were given the chance.

Being creative, learning new skills, and using my skills, were the three most common reasons for wanting to be a decision maker/leader in the arts in their community, followed closely by 'helping others'.

Over 54% said there was something available locally to do with arts and culture that they could be involved in, whereas just over 12% said there is nothing, and just over 33% said there is something but it 'isn't the right sort of thing for me.' Almost 64% said there's something missing locally to them in terms of arts and culture. Their ideas for what would be ideal to have locally were:

'A stronger club scene, more site-specific events, later finish for certain events, events which pull together different parts of the community', 'I feel as if a lot of older people have more access to dance in my area. Being in education at the University of Suffolk there is such a big arts community for young adults but not enough or if any chance to take part in creative things. I would love to see more stuff available to us as young people and young adults', 'Links with professionals in the industry to be able to ask advice and receive adequate training, to be able to work in other parts of the country (i.e. London/Manchester) where there is a more vibrant arts scene', 'I think the main issue with many arts projects around the area is the lack of promotion of these activities. Unless you are within that particular social circle, it's very hard to discover the opportunities if you are an outsider,' 'I would like to see more support of emerging artists - to me there seems to be a gap in where the artists from the unis in Norwich go - from drama to visual work. I would also like to see more training for emerging producers and event organisers,' 'Painting sessions,' 'Dance,' 'Photography led workshops,' 'workshops' in general, 'places to go for graphic design experience,' 'more singing groups and theatres,' 'more multiuse exhibition/participatory art spaces,' and 'a Friendly adult amateur dramatics group that put on high-quality productions'. 'I have limited time' and 'it doesn't feel relevant to me' were the main reasons respondents said they didn't engage with activities that were available locally. 'Time', 'confidence', 'money' and 'training' were the main things people needed help with in order to be able to make more decisions cultural in their community.

When answering the following question: 'When you picture in your mind what you'd like to do related to arts/creativity/culture when you're older, how possible does it feel to get there?', over 91% of respondents gave a positive answer, including 'quite possible', 'entirely possible', or 'somewhat possible'. Just over 8% said 'not at all possible'.

Over 77% knew who it was they should ask (an individual or an organisation) to find out some information, get guidance or support for their chosen cultural pathway.

Most had not taken or been involved in arts award (over 60%) just over 4% didn't know, and almost 35% had taken it or been involved in it.

One young person noted: 'I did an arts award when I was 15 (bronze) but haven't done anything more. I think it was useful at the time, but I don't think it's been a major contributor to my career or experience'. For those that had completed it, the most common thing stated it was good for was 'enjoyment.' The main reason for not being involved in Arts Award was not having heard of it.

Dance East, NNF (Norfolk & Norwich Festival), NUA (Norwich University of the Arts), Group A, 20/20 Productions, were all listed as organisations that support young people in building their arts leadership

skills. And almost 60% felt they had the opportunity to build on their arts leadership skills. Over 57% told us their school, college or university provides them with information about local arts, creative and cultural events they can get involved in, and 70% knew which staff member to ask about this.

Over 17% felt lonely often or always, over 56% felt lonely some of the time or occasionally, and over 26% felt lonely hardly ever or never.

Organisations

We heard from 42 organisational leads from a variety of arts organisations and venues in the Eastern region, spreading across Peterborough, Cambridgeshire, Norfolk, Suffolk, and Hertfordshire. We heard from CEOs (Chief Executive Officer), project managers, artistic directors, department heads/leads, senior producers, and lead artists. 50% of these organisations considered themselves to be female-led, 25% youth-led, nearly 11% black or minority ethnic-led, 3.5% disability-led, and 3.5% LGBTQ+ - led, with some commenting they are 'local resident-led', 'community-led, or 'all communities.'

Over 85% said working with young people was a core part of their organisation's work, for the rest it was an additional part of their work. The majority (over 81%) have been working with young people for over 6 years. Only just over 2% have been working with young people for less than a year. Over 72% work with young people 'frequently' such as every week.

On answering the following question: 'Why does your organisation work with young people? Please tell us more about your motivations' answers were varied and a full list of answers can be found on the attached pdf under Q.8. The same for the question: 'Describe your organisation's main aims and ambitions for working with young people, i.e. what is it you are trying to achieve?' (Question 9.)

Most organisations felt their current approach and output was supporting their aims and ambitions. 90% said engagement with young people was built into their business plans or objectives as an organisation. In response to what they could do more of, see answers to question 11.

95% respondents said leadership in the arts was important for young people. Almost 90% believe there are not enough follow-on opportunities for young people in their local area.

Almost 90% offer events organised specifically for young people, almost 79% offer young people-led activities and events, almost 72% offer work experience/placements, almost 68% offer volunteering, over 60% offer signposting, over 42% offer mentoring schemes, many offer classes, support and training, and 25% offer youth forums.

All art forms were represented by the organisation's collective activity, with music as the main.

Over 60% of activity was not free – with prices ranging from £3 to £16 per activity. Over 72% have designated income for working with young people.

Schools, word of mouth and online promotion were the most popular ways to reach young people.

A small majority felt their organisation did not have enough capacity to provide mentoring or one to one support, guidance or signposting to young people. Answers to this question were very mixed.

Almost 90% said they aim to provide a legacy or ongoing support, however the support was mostly informal – open door policy, need more help with this, signposting, some people come back as staff, bespoke, sensitive, individual support, no formal step-up process.

Over 65% have done arts award. Music grades were recommended instead, as well as formal qualifications (from formal educational providers).

Most organisations have contact with over 100 young people per year, and most work with 16–18-year-olds. Most have the most difficulty working with the older young people (over 16s). As they are hard to find funding for unless they are in a particular hard to reach group, and also they aren't often linked to a school so hard to access. Less structured activity works well for older young people. Academic work takes over at that age. Challenges include engagement, retention and competition.

Almost 90% said they don't reach as many young people as they'd like.

Over 85% work with underprivileged or marginalised young people. Some on purpose, some not.

Geography, transport, cost were three most common barriers organisations thought young people had trouble with. Someone noted: 'The 3 key barriers are: family attitude/value of arts and creative learning, their school's prioritisation of creative education and relationship with local music/cultural hub and COST. If a student has 2 of these 3 they can engage, if only 1 or none highly unlikely to engage. Lots of research on this.'

Funding, reaching and engaging young people are two main barriers for organisations. Also time, school structure and teacher's time.

Trained workforce to support the work, and regular or sustained opportunities, were two key factors for working with young people.

Issues working with other organisations: Territorial, not enough funding/change in personnel/schools staff hard to get hold of.

Workforce

We heard from 25 people, from a fairly even distribution of youth engagement workers, youth workers, arts facilitators, artists, deliverers, project assistants, project officers, careers advisors, teachers, LCEP (Local Cultural Education Partnership) director. Most were employed by an organisation, from a range of young peoples of organisations including museums, schools, arts, community, youth. For 80%, working with young people was a core part of their role.

Mostly the young people work involved events organised by young people, and young people-led activity. Followed closely by volunteering and signposting.

Most worked with young people regularly and thought leadership in the arts was very important for young people.

The majority don't believe there are enough follow-on opportunities for young people in their local area, or that there is always room for more.

Schools, online, word of mouth were the key ways to access young people.

A small majority thought there was enough capacity to provide one to one support.

A large majority (over 90%) thought the organisations they work with aim to provide a legacy for young people.

Most rate their work as affective, and a majority have delivered Arts Award, to the benefit of the young people's development and skills building.

Mostly work with 13-18s (the mid-ranges). Older range (18-25) most difficult to work with.

Mixing ages doesn't work and puts off the older ones. Older ones leaving area for uni. GCSEs/formal education start to take priority.

Most said they don't reach as many young people as they'd like.

They identified biggest barriers for young people as cost and location.

By far funding was biggest barrier for their org, second up but far behind was reaching and engaging young people. Effective promotion is difficult – where to reach people, language to use. Schools don't support/engage with projects they deliver.

Covid has brought positives and negatives in terms of online delivery. (wider access geographically but zoom fatigue and digital poverty are issues.)

Some told us their organisation doesn't support very well: A young person's voice on the board and in strategic direction and providing young people with future opportunities.

Extra provision of training and more in depth understanding of aims and motivations of the work with young people were two areas thought to be key to improving work.