



SUPPORTED BY

year of young people
bliadhna na h-òigridh
2018



YOUTH BEATZ FESTIVAL 2018

POST EVENT REPORT

...with

CHOICES FOR LIFE



SUPPORTED BY

year of young people
bliadhna na h-òigridh
2018



IN NUMBERS



TICKET SPREAD

48,000

TICKETS
ALLOCATED
ACROSS
SCOTLAND



180 VOLUNTEERS

9,900 VOLUNTEER HOURS

7 DAYS OF FRINGE EVENTS
HELD IN COMMUNITIES
ACROSS NITHSDALE

ANTI SOCIAL BEHAVIOUR RATES
INVOLVING YOUNG PEOPLE IN D&G
DROPPED BY ON THE DAYS OF
YOUTH BEATZ

92%



3107 YOUNG PEOPLE
THROUGH
THE TOON

YOUTH BEATZ 2018 GENERATED
AN ECONOMIC IMPACT OF

£495,541

95% OF YOUNG PEOPLE SURVEYED FELT THAT ATTENDING YOUTH BEATZ HAD
INCREASED THEIR SELF-ESTEEM AND THAT THEY FELT BETTER ABOUT
THEMSELVES

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BACKGROUND

Youth Beatz Festival is an annual Youth Music and Information festival held in Dumfries, and is the largest free youth music event in Scotland. To celebrate Scotland's Year of Young People 2018, Youth Beatz was successful in applying for funding from Event Scotland, and was selected as a 'Signature Event' for the year.

Youth Beatz was expanded for the year to 2 main event days, changed to a larger venue to Park Farm Showfield, and able to attract a record audience of 40,000.

Youth Beatz Festival incorporates 3 main elements:

Youth Beatz Main Days: In 2018, a 2 day festival offering a range of activities and experiences and each day ends with a concert on the main stage.

The Toon: A hard hitting interactive production that address key issues facing young people in Scotland today such as sexual health, drugs and alcohol, suicide, domestic violence etc.

Youth Beatz Fringe: 7 days of community led events offering a wide range of events from roller discos to young parent's days.

The main event offered a wide range of interactive and experiential arts and community activities for young people to take part in, culminating in live music throughout the day from emerging local and national talent, alongside established headline acts in the evening.

The event is led by the Oasis Events Team, a social enterprise managed by young people who hold a keen interest in music and events. It is collectively supported by 180 youth and adult volunteers, and a number of partner organisations, and is delivered alongside Dumfries and Galloway Council.

YOUTH BEATZ 2018

Get your FREE tickets from www.youthbeatz.co.uk

SATURDAY 30TH JUNE **SUNDAY 1ST JULY**

Main Stage

Sigala **Jax Jones** **RUDIMENTAL DJ** **MAGGIE LINDEMANN**

KELLI-LEIGH **BARS & MELODY** **LUCY SPRAGGAN** **S CLUB**

TINCHY STRYDER **BASSHUNTER** **NICHOLAS McDONALD**

Plus performances from over 50 local youth bands & musicians from across Dumfries & Galloway

Comedy Tent

MC Danny Deegan · **Noel James** **MC Rick Molland** · **Keith Carter as Nigs**

Vic Dase · Shane McCaffery · Tom Taylor · Simon Lomas · Tony Bennett
Date Otway · Ruth Cockburn · Will Macmillan · Jane Wright · Lee Kyle

Youth Beatz Kids FUNBOX **Free Activities** **Plus...** **THE TOON**

Daffy Dill
Molly Mixture
Suzi Sweetpea
Bernie Dinning
Ains & Cratts
Seth Riley
Aubrie Young

Stargaze the Street Team
Dogsbody Polystyrene
Black Bedroom Sound System
Team FLAED / Adventure
Kilgus / Quabbin
Acidhouse / Antidotes
Youth Inky Village
Fingerprint / Black Head
Black Glass / Happy Jones

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Dogsbody Polystyrene
Black Bedroom Sound System
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Youth Inky Village
Fingerprint / Black Head
Black Glass / Happy Jones

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Dumfries & Galloway **YOUTHWORK** **EventScotland**

Sat 10th Aug 2018
David Koswick Athletic Centre
free tickets from www.youthbeatz.co.uk

FRIDAY 13TH JULY 7.30-10.30PM
SATURDAY 17TH JULY 1-5PM
NEW CONFIRMED DATES

SAT 10TH AUGUST 13.00-21.30
DOCK PARK, DUMFRIES

SAT 12TH AUGUST 13.00-21.30
DOCK PARK, DUMFRIES

YOUTH BEATZ 2018

dj wire
OW
LEWIS CAPALDI

HE-EMACTMENT
WROUNDBIRDS
HARRY PLAGE
SEA-LASER QUEST
COHESION SEAT
ERS - FIREWORKS

YOUTH BEATZ 2018

Youth Beatz 2018 saw a significant enhancement in order to make the festival look, feel and be experienced differently from previous events. Festival enhancement included:

- To extend the duration of the main Youth Beatz Event from one day to two days
- To increase participation/attendance of young people and families at Youth Beatz Festival to 40,000 over 2 days
- To maintain Youth Beatz Festival as a free event for young people reducing barriers to participation
- To create a dedicated Year of Young People festival graduate post, recruiting a newly qualified university graduate to work on the festival from September 2017 to August 2018 (fully funded by Dumfries & Galloway Council)
- To give opportunity for emerging Scottish talent to perform at Youth Beatz through a dedicated performance slot for all 32 local authorities on a new 2nd stage at the festival solely for emerging Scottish talent.
- Increased number of young performs able to perform on the main stage at the festival on both days.
- New pyrotechnics on the main stage for headline performers
- Significant expansion of daytime activities on the 2 main festival days offering a broader range of cultural and arts activities for young people.
- A residential opportunity for young people involved in Duke of Edinburgh's Award across Scotland to complete their Gold Award, through giving opportunity to volunteer at the festival. We were able to offer 40 full time volunteer placements for DofE participants from across Scotland. This meant that the DofE young people were given the chance to volunteer full time during the build, de rig and show days of the event, this gave young people the opportunity to see a festival through its whole life cycle
- To improve the calibre of headline performers at the event in order to increase to a high profile event, that celebrated and engaged young people in Scotland and maximised media exposure



YOUTH BEATZ FESTIVAL LAUNCH

Youth Beatz Festival 2018 was officially launched in April 2018 at Oasis Youth Centre.

Supporters, friends and sponsors of Youth Beatz, joined young people for an evening of celebration, looking back on 10 years of the festival, culminating in the announcement of the plans for 2018.

Attendees heard from Young People on the impact Youth Beatz has on them as young people who volunteer their time each year.

The event was streamed live via Facebook to ensure that all young people were able to witness the announcement of the acts, with tickets becoming available as soon as the announcement was made.



YEAR OF YOUNG PEOPLE NATIONAL LAUNCH

Monday the 13th November saw Scotland's First Minister, Nicola Sturgeon visit the Oasis Youth Centre in Dumfries to formally launch the Scottish Government's Year of Young People 2018 in recognition of the level of support that Dumfries and Galloway's Year of Young People 2018 plan had contributed to the year's programme of activities.

Meeting with the national representatives from the Communic18 youth steering group, and the local steering group for Year of Young People 2018 to discuss the local Dumfries and Galloway plan and the national plans, The First Minister praised the effort the young people contributed to make 2018 a year to remember.

Part of the First Minister's visit included a guided tour through "The Toon" experience, a hard hitting interactive youth information experience designed and delivered by young people for young people that played a key part of Dumfries and Galloway's Year of Young People 2018 programme. She then met with local young people to discuss issues affecting them and the opportunities 2018 would present.



YOUTH BEATZ 2018

AIMS AND OBJECTIVES

The aim of Youth Beatz is to provide young people aged 12-25 with an event they can attend with their peers in a safe environment and to gain information on a range of youth services available to them. To develop new skills, encourage and build confidence/self-esteem, foster community spirit and civic pride among young people participating in the event. Additionally, the event was around raising young peoples awareness of the Choices for Life topics

FOR YOUNG PEOPLE

OBJECTIVES	IMPACTS	EVIDENCE
Increased confidence and self esteem for participants.	Young people have opportunities to perform/volunteer at the event.	Evaluations/feedback from young people.
Initiate breakdown of territorialism amongst young people by providing a range of safe and secure events which they can attend alongside their peers from different parts of Dumfries and Galloway. Young people feel safe in their own community.	Young people from different backgrounds, different interest groups and from all areas of Dumfries and Galloway have the opportunity to attend a large scale event together.	Evaluations/feedback from young people. Observed atmosphere at event. Evaluations from staff/security/police at event. Photographs.
Build strong and healthy relationships amongst young people in Dumfries and Galloway.	Young people have opportunity to attend large scale event with peer groups and meet new friends.	Evaluations/feedback from young people. Observed atmosphere at event. Photographs.
Integration of young people at risk of committing anti-social behaviour and young people not at risk. This was done by young people participating in a range of hands on activities as equals with no distinction made in relation to their backgrounds.	Young people from different backgrounds have the opportunity to be part of large scale event together, with people they would not normally socialise with.	Police crime statistics during event. Observed atmosphere. Evaluations from staff/security/police at event.
Give access to youth organisations allowing them to promote services, allowing young people to take advantage of the services and activities that are available in Dumfries and Galloway.	Provision of youth information stalls - increased awareness and understanding of services available to young people.	List of organisations participating in youth information stalls. Comments from organisations/young people. Photographs.
Young people will have access to large scale events that might be otherwise out of reach.	Young people have minimal barriers to participate in a unique experience. Young people can be part of creating a positive legacy.	Attendance figures. Evaluations/feedback from young people. Observed atmosphere. Consultations.

YOUTH BEATZ 2018

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FOR COMMUNITY GROUPS

OBJECTIVES	IMPACTS	EVIDENCE
<p>Promote youth services across Dumfries and Galloway to young people and adults and celebrate the positive work they do in the area.</p>	<p>Increased awareness of what youth work is. Increased awareness of services available to young people.</p>	<p>Radio and newspaper press coverage. Promotional materials handed out.</p>
<p>Increase the number of young people accessing youth work services including third sector groups and uniformed organisations.</p>	<p>More at risk young people are engaged in diversionary activities. More young people engaging and benefiting from opportunities.</p>	<p>Attendance figures at youth work buildings.</p>
<p>Reduction in youth crime and anti-social behaviour in the area whilst the events and activities are running.</p>	<p>Wider community is more aware of the value of such events. Police support. Safer town centre for everyone.</p>	<p>Statistics provided by police during the weekend of event. Atmosphere at the event.</p>
<p>Tackle the perception of young people in the area. We will work with all media to try and increase the positive publicity about young people and the work of youth services in the area.</p>	<p>Wider community is more aware of services and how talented/enthusiastic young people are.</p>	<p>Positive radio and newspaper press coverage before and after the event. Online forums.</p>



YEAR OF YOUNG PEOPLE 2018

Youth Beatz Festival 2018 marked an important point in its journey as Scotland's largest free youth musical festival. 2018 was its 10 year anniversary, and also Scotland's Year of Young People.

Youth Beatz contributed to the vision for Year of Young People, aiming to maximise opportunities for young people from across Scotland, regardless of socioeconomic and other varying background factors.

The information below demonstrates how Youth Beatz 2018 fitted in with all 6 recognised themes for Year of Young People 2018 and the impact it subsequently had on young people.

PARTICIPATION

- volunteering opportunities and work experience (events management to script writing, photography, technical skills and more)
- networking opportunities (with adults, peers and organisations)
- a platform for young performers to perform and showcase their talents
- opportunities for youth groups from other areas to attend events in Dumfries and Galloway

EDUCATION

- access to new and varied learning experiences
- free training courses and workshops (events management, acting, make up, set design)
- mentoring and work shadow opportunities (stage crew, security and event planning)
- access to information about Further and Higher Education opportunities

HEALTH & WELLBEING

- access to positive life experiences and events for young people and their friends and family
- access to a variety of sports and active leisure pursuits and taster days e.g. dance, biking etc
- support and advice from a number of agencies and organisations about leading a healthy lifestyle such as learning CPR, information about periods and coping strategies for mental health and through digital communications
- access to people who want to listen and support young people

ENTERPRISE & REGENERATION

- volunteering opportunities and work experience – progression to paid employment and business start-ups.
- networking opportunities (with peers and with adults and organisations)
- a retail/commercial opportunity for young entrepreneurs
- fundraising opportunities for community groups

EQUALITY & DIVERSITY

- free access to events and affordable services such as capped prices on food stalls at events
- free activities and training opportunities to ensure equal access and minimise barriers
- positive relationship building opportunities with adults
- youth adult-led partnerships, young people and adults are equal partners in decision- making
- opportunities to bring different communities, cultures and ages together

CULTURE

- volunteering opportunities and work experience (events management to script writing, photography, security, technical skills and more)
- young people are engaged in drama production produced by peers
- a platform for young performers to perform and showcase their talents

PARTICIPATION & CO-DESIGN

In total, 168 young people were involved in the co-design and subsequent delivery of Youth Beatz 2018. Co-design in this context is defined as young people who have been directly involved in the planning, design and delivery of the event.

Several groups ran in the lead up to the festival, with their eyes fixed firmly on Youth Beatz and the event approach. The following, is information about each of these groups, without whom, Youth Beatz 2018 would not have been possible.

OASIS EVENTS TEAM

The Oasis Events Team was established in 2010 and currently consists of young people with a particular interest in music and events. The group have previously won a Young Scot award for their role in Youth Beatz, also participating in event management training as well as taking in study visits to other similar events across the UK.

The Oasis Events Team are heavily involved in the planning, organisation and delivery of a wide range of events, and are subsequently gaining a valuable insight into the events industry. They are a fully constituted group and are affiliated to Youth Scotland.

In terms of the event itself, the Oasis Events Team are a key partner with young people taking the lead on the planning and organisation of an event, as well as holding specifically important roles during the event, such as supporting site managers, shadowing professional stage crews and most recently, taking lead responsibility for main stage lighting design and the full tech management of the Upload Stage for 2018. The role of the Oasis Events Team ensures that young people are involved at the very heart of Youth Beatz. For Youth Beatz 2018, the group has spent a total of 288 hours designing and planning for the event, and towards the end of the de-rig week, will have accumulated a total of 600 hours on site delivering.

JUNIOR EVENTS TEAM

The Junior Events Team was set up in January 2018, applications were invited from young people from across Dumfries and Galloway for those who wanted to be involved in the behind the scenes work at Youth Beatz 2018. The "JET's" comprised of a group of young people aged 10-15 years, who were able to commit to a series of meetings and workshops, this programme ran from later January until June 2018.

The young people took part in design workshops, where they produced a "wish list" which contributed to the selection of daytime activities, with a particular focus on the design and layout of the Youth Work Tent. During the event days, all volunteers were put on a rota and placed within different areas of the site. Various tasks and roles included helping out Youth Work staff at the Colour Me Square, helping out backstage at the Upload Stage, and working alongside staff and other young volunteers in the Youth Work Tent.

The core group of young people in the JET's put in a combined 104 hours volunteering in the lead upto Youth Beatz, whilst putting in 8 hours per day on each event day, alongside assisting in the final stages of the build. This takes the total volunteering time for these young people to 120 hours.

All of the team have already expressed an interest in accessing some of our other services, either as young people, or as young volunteers. Others have shown an interest in developing their knowledge and skills in the backstage/tech side, so we will be encouraging and helping them to explore this, working staff at Oasis Youth Centre.

The experiences gained at the festival have seen the young peoples ambitions raise and they are now a regular group who will continue their work from Oasis Youth Centre and aim to put on their own small scale events within the centre. The ultimate aim of the group is that they will move on and join the Senior Oasis Events Team.



PARTICIPATION & CO-DESIGN

BAR EVOLUTION

Bar Evolution was one of the main attractions within the Youth Work Tent, providing free alcohol free mocktails to thirsty festival goers. Young applicants were sought through Youth Beatz social media accounts, they had to be aged 12-25, and had to attend a 6 week course on how to run a dry bar, and were given information on alcohol awareness and safety, which they also shared with festival go-ers. Upon completion of the project, the young people gained their Dynamic Youth Award.

The young people were involved in developing the look of the mocktails such as flavouring and garnishes, and also came up with their names, these featured: Green Sunset, Ice Blue, Evolution Sunrise, Berry Burst, Tropical Beach and Strawberry Sensation.

The young people came up with the idea that in order to get a free mocktail, young festival goers had to sign a pledge on the Year of Young People pledge wall, fill out an event questionnaire, or sign up to Youth Work Services.



YOUTH WORK AREA

The Youth Work Area was a marquee designed by young people who attend our services, and the Year of Young People Project Team. The young people decided that the Youth Work Area should mimic a typical youth centre, and contained games consoles, comfy chill out areas and pool tables.

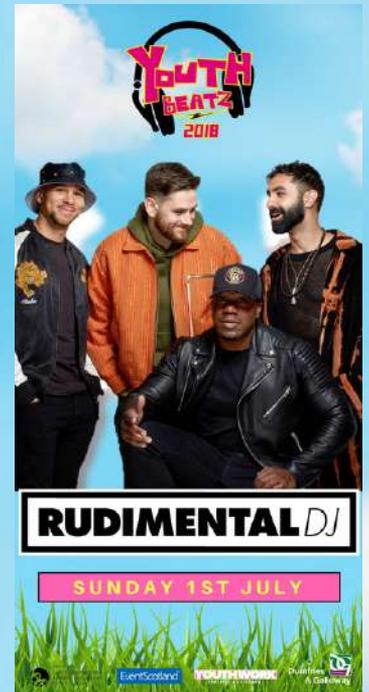
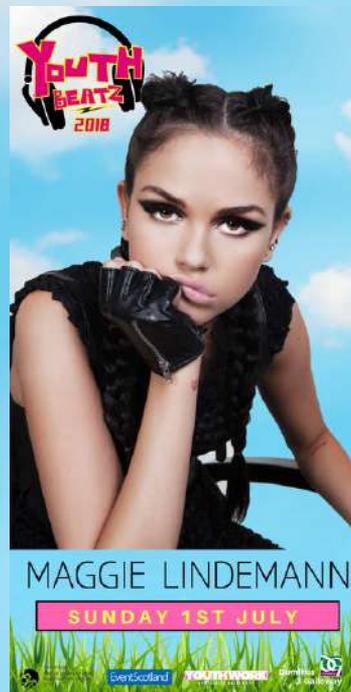
They were also keen that this space should contain youth information, such as what our services are and how they can access them. Targeted services were also included within the Youth Work Area such as the Year of Young People area, and the Champions Board area for care experienced young people.



YOUTH BEATZ 2018

THE ACTS

With the expansion of the festival, the profile of the headline acts at the 2018 event also increased, a line up of nationally acclaimed acts took to the stage to entertain the crowds. Headline acts on the Youth Beatz main stage were:



As Youth Beatz celebrated its 10th anniversary in 2018, a host of acts who have appeared at the festival over the 10 years took to the main stage. These included; S Club, Basshunter, Nicholas McDonald and Lucy Spraggan. Other acts to perform in the main stage were Bars & Melody, Kelli-Leigh, Boogie Storm, SCOPE, Cortne, Liv McDougall, Shuna Lovelle, Zak Scott, and Elia Davidson, supported by over 20 emerging UK acts.



Get your FREE tickets from www.youthbeatz.co.uk

SATURDAY 30TH JUNE	SUNDAY 1ST JULY
<p>Main Stage</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Sigala.</p> <p>KELLI-LEIGH TINCHY STRYDER</p> </div> <div style="text-align: center;"> <p>Jax Jones</p> <p>BARS & MELODY BASSHUNTER</p> </div> </div> <p>Compered by Capital FM's GARRY SPENCE</p>	<p>Main Stage</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>RUDIMENTAL DJ</p> <p>LUCY SPRAGGAN</p> </div> <div style="text-align: center;"> <p>MAGGIE LINDEMANN</p> <p>S CLUB NICHOLAS MCDONALD</p> </div> </div> <p>Compered by Capital FM's GARRY SPENCE</p>
<p>Comedy Tent</p> <p>MC Danny Deegan • Noel James</p> <p>Viv Gee • Rosco McClelland • Tom Taylor • Simon Lomas • Tony Basnet</p>	<p>Comedy Tent</p> <p>MC Rick Molland • Keith Carter as Nige</p> <p>Pete Otway • Ruth Cockburn • Will Naameh • Tony Wright • Les Kyle</p>
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Youth Beatz Kidz FUNBOX</p> <p>Daffy Dill Molly Mixture Susie Sweetpea</p> <ul style="list-style-type: none"> • Pottery Painting • Arts & Crafts • Soft Play • Bubble Zone </div> <div style="width: 30%;"> <p>Free Activities</p> <ul style="list-style-type: none"> • Stange Int. Stunt Team • Ridgeside Falconry • Inch Perfect Stunt Team • Team M.A.D. • Acoustic Village • Outdoor Activities • Inflatables • Youth Info Village • Fairground • Disco Shed • Roller Disco • Health Zone </div> <div style="width: 30%; text-align: center;"> <p>Plus...</p>  </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Youth Beatz Kidz FUNBOX</p> <p>Daffy Dill Molly Mixture Susie Sweetpea</p> <ul style="list-style-type: none"> • Pottery Painting • Arts & Crafts • Soft Play • Bubble Zone </div> <div style="width: 30%;"> <p>Free Activities</p> <ul style="list-style-type: none"> • Stange Int. Stunt Team • Ridgeside Falconry • Inch Perfect Stunt Team • Team M.A.D. • Acoustic Village • Outdoor Activities • Inflatables • Youth Info Village • Fairground • Disco Shed • Roller Discp • Health Zone </div> <div style="width: 30%; text-align: center;"> <p>Plus...</p>  </div> </div>
  	<p>SUPPORTED BY</p>  <p>year of young people bliadhna na h-òigridh 2018</p>



Youth Beatz in 2018 offered a showcase programme called Upload! which was an initiative that reached out to young performers, giving them the opportunity to audition for a performance slot during the Festival.

This initiative took the form of a dedicated 2nd Stage, where acts from local authorities in Scotland were able to showcase the amazing talent from our young people across Scotland.

Youth Beatz festival has always had a policy of promoting emerging young Scottish acts since its inception and this is a key objective of the festival.

To ensure that the performance slots were open to young musicians across Scotland, we worked with colleagues in the Scottish youth work managers group to ensure this opportunity was promoted to young people across Scotland.

By working with local partners in each local authority area, this ensured the opportunity was maximised for all young people.

A panel of young people were supported by established industry figures to act as the selection committee for each of the performers. The high quality of acts applying to the programme meant that 2 of the best were promoted to perform on the Main Stage at the festival.

The programme was supported by Music Plus and on the day, presenters for local station Alive Radio acted as comperes.

20 PERFORMANCE SLOTS WERE FILLED BY SOME OF THE MOST EXCITING EMERGING YOUNG ACTS



OTHER ATTRACTIONS

KIDZ ZONE

A dedicated Kids areas was in place at Youth Beatz 2018, providing activities and entertainment for younger children and their families.

A host of fun activities were on offer alongside performances from local childrens entertainers. Special performances then took place from Scotland's very own FUNBOX!



DG'S GOT TALENT

Providing a platform for a wide range of variety acts from Dumfries and Galloway, DG's Got Talent stage ran over the weekend, showcasing talented group of young people to a captive audience. Dance groups, Cheerleading squads and musical performers were given the chance to show their skills and talents to the excited audience



ARTS LIVE!

Dumfries & Galloway Arts Festival presented performances of 'The Establishment', 'Eaton Mess', 'Can you Catch the Killer', and a Harry Potter Murder Mystery Performance.



COMEDY TENT

Comedy performances from top UK acts provided plenty of laughs in our very own Comedy Tent!

Headline performances were from Noel James and Keith Carter



HEALTH & WELLBEING

To promote Health and Wellbeing amongst young people, a range of activities were provided at Youth Beatz 2018.

A first for Youth Beatz saw a fully functional Gym installed into a marquee, to give young people the chance to experience what they are like, and taster fitness classed to show the range of health activities on offer in Dumfries.



OTHER ATTRACTIONS

ADVENTURE ACTIVITIES

Tasters of outdoor activities were on offer, including a climbing wall, Duke of Edinburgh's Award activities, and physical challenges!

Young people were able to try out outdoor activities to encourage them to get outdoors and enjoy the landscapes and activities that Dumfries and Galloway has to offer

DISPLAY ARENA

Breathtaking displays at our display arena included Motorbike Stunt shows, Stuntman performances, Parkour displays and our soaring birds of prey displays. Performances took place across the weekend

YOUTH INFORMATION

Youth Beatz, are passionate about promoting young entrepreneurs, youth organisations and opportunities for young people!

Young People were able to speak to staff from Youth Work organisations across Scotland and find out about all the fantastic youth work opportunities that are available to them,

GLASGOW SCIENCE CENTRE

A partnership with Glasgow Science Centre saw them bring their 'Bodyworks' exhibition to Youth Beatz.

A range of displays and activities provided activities and entertainment for all ages



VOLUNTEERS

A really exciting aspect of Youth Beatz every year, is the continuing dedication of all of our young volunteers who are involved in co-designing almost every aspect of the event.

This ensures that Youth Beatz is truly youth led, with groups leading the way in the co-design for Youth Beatz 2018:

- Oasis Events Team
- Junior Events Team
- Bar Evolution
- The Toon
- JMB Creatives
- Youth Work
- Adult Volunteers

The success of Youth Beatz in 2018 has determined how we must carry forward our work with young people after 2018, providing a lasting legacy for YOYP in terms of how our young people have benefitted from such an exciting programme of opportunity, whilst continuing to provide them with opportunities.

DUKE OF EDINBURGH'S AWARD

A free 7 day residential opportunity was created for Gold Duke of Edinburgh's Award participants from across Scotland.

In addition to the residential, participants completed their First Aid Certificate, Saltire Award and were given community events training by professional staff.

In total 40 young DofE participants volunteered at the event providing support in the following areas;

- Preparing the park for the event
- Assisting stall holders set up their areas
- Gate and ticketing staff
- Photography and social media
- Site maintenance
- Assisting in the delivery of activities on the event days
- Work shadowing to give an insight into the events industry
- Customer Service - helping festival attendees locate areas of the site and signposting them in the right direction

**THE TOTAL NUMBER OF VOLUNTEERS
WAS 180 GIVING A TOTAL OF 9,900
VOLUNTEER HOURS THIS EQUATES TO AN
IN-KIND CONTRIBUTION OF**

£119,215



CASE STUDIES FROM YOUNG VOLUNTEERS

As we can see, in terms of Co-Design, Youth Beatz has a plethora of actively engaged young volunteers who take great pride in being involved in such a big event, and who all take great learning away from their volunteering. Working in dedicated groups, they build up a system of peer support, this can have positive effects on the young people present. In some cases, being a part of Youth Beatz has given some a sense of belonging, encouraging positive mental attitude, and raising levels of confidence and self-esteem.

CAIRN LANGAN - OASIS EVENTS TEAM

Cairn has been a member of the Oasis Events Team since 2013, is 19 years old and lives with his mum in Dumfries. He is currently studying Windfarm Technology at Dumfries and Galloway College whilst working part time in a fuel station. Cairn has been volunteering within the Youth Work Service for 5 years now, and has gained a wide range of accreditation in this time. He is a very active member of the Oasis Events Team, gaining a strong understanding of Youth Beatz as an event.

Cairn has worked extensively to support young people with additional support needs in his role as a Young Leader.

Through his role in the Oasis Events Team, Cairn has been able to explore his interest in events, in particular stage lighting, building up a significant amount of experience and learning through shadowing professional stage crews. He has latterly been leading on lighting designs, specifications and setups at major events. All of this has led to Cairn picking up pieces of freelance work through networking he has done at events such as Youth Beatz. He has stated he is more confident, has a broader range of skills, has met lots of new people, and being a part of the events team has changed his outlook on life. Whilst working on Youth Beatz 2018, new pyrotechnics were introduced as a way of upscaling the festival, and during his work backstage, Cairn was offered work with the pyrotechnics company.

"The Oasis Events Team is a big part of my life, I started in 2013 when I was asked if I could help with a technical problem. Youth Beatz is a great opportunity for young people across the region, and the feedback we get from the event makes it so worthwhile. Being a part of the team has definitely increased my confidence and abilities"

GRAHAM GEDDES - JUNIOR EVENTS TEAM

Graeme joined the Junior Events Team in January 2018, having previously never attended a form of Youth Work Service beforehand. Graeme quickly became actively involved in the planning and design for Youth Beatz 2018. He attended every meeting, and sometimes came straight from school. He was always keen, interested and able to express his ideas and opinions clearly, even though he was only 13 years old, and one of the youngest members of the team.

During the event, Graeme became totally immersed in his role, working very hard in incredibly difficult and hot conditions as the weather determined on the event days. He showed impressive enthusiasm and hard work for his first volunteer experience at Youth Beatz. He was placed within the Youth Work Tent and the Colour Me Square. Graeme is keen to continue accessing various opportunities within our core services, and with his continued dedication, he may move up through the ranks and join the Oasis Events Team.

"Joining the Junior Events Team was my first experience of youth work, having never attended a group previously. I had a lot of fun designing certain aspects of the event, and it was great to be involved in both days and part of the build week at Park Farm. Joining the team has really increased my confidence and shown me that this is something that I would like to do as my career, and to keep developing my skills from here on."

ANGIE HARVEY & SAM KERR - THE TOON

Young performers from The Toon take great pride in performing in front of young people, and see it as a fantastic opportunity to peer educate the young people who attend.

Angie, The Toon: **"Toon has changed my life so much! I've met so many amazing people and made great friends. It's improved my confidence immensely, because it was zero before I got involved. It's taught me to express myself and put myself out there and not care what others think. It was amazing to be involved in something that has helped change young people's lives and words can't describe what that means to me. It has helped me find myself and I know it has helped other young people find themselves by giving them the information and knowledge to deal with issues we are all facing in our lives. Every young person should go through this experience"**

Sam, The Toon: **"Taking part in the Toon has allowed me to become more confident and I have learnt a lot through the Toon camp, about the complex issues that affect young people. The first and last performances of the Toon were really exciting, the moment when we finished we were all sad that it was over, but pure pride when we looked at what we have achieved. Hearing the impact the Toon had on some of the visitors made it all worthwhile, a sure sense of achievement."**

THE TOON



The Toon is our interactive youth experience, this is co-designed by a range of local and national partner organisations with young people who plan, develop and deliver the project at Youth Beatz. The Toon is an interactive, hard hitting theatre production with the aim of raising young people's awareness of a range of topics including; sexual health, drugs and alcohol, suicide, domestic violence etc.

To enable them to carry this out peer educators are recruited and given intense training in a range of skills including; acting, peer education training on a range of topics, prop and set design, the young people then use the information they have learnt to enable them to produce a script that highlights all the issues that they believe are relevant to young people, they receive support from the partners to ensure it is accurate factually.

The young people then design and develop their set and props before delivering this experience to young people. The young people attending the experience go through a range of hard hitting scene's that explore a range of topics and then take part in a workshop where they discuss their learning and where the key messages are reinforced. The Toon has not only had a huge impact on the peer educators but also on the young people going through the experience.

Through the Toon young people take part in a year long programme of training and project work this is predominantly attended by young people who are disengaged in education, employment or training, and through this we are reducing the attainment gap and the young people report that there is an increase in better positive mental health and then an increase in young people reaching positive destinations through further education, training or employment.

The Toon is delivered within a big top tent with the whole production running within this structure. When you go inside the tent, the young people are allocated to a tour and their tour guide will then escort them through the different scenes. Each scene is delivered by young people and a different topic is covered within each scene. At the end of the tour the young people go through a debrief zone delivered by professionals from different youth work agencies to allow for discussion on what the young people have just seen.

In the week leading up to the main event days, special tours were delivered to Secondary school pupils from across Dumfries and Galloway. This ensured that all young people at secondary schools in the region were given the opportunity to take part in The Toon Experience.

As part of Youth Beatz 2018, 48 young people were involved in the co-design and delivery of The Toon. Over the course of the event days, over 3100 young people went through The Toon.

48 young people involved in the co-design of The Toon

young people went through The Toon experience over the course of the festival

3,107

THE TOON CAMP

This was a regional two week Toon Camp, where young people from across Dumfries and Galloway and the surrounding area's participated at The Oasis Youth Centre in Dumfries delivered by Youth Work Team, tutors, young volunteers and partner organisations.

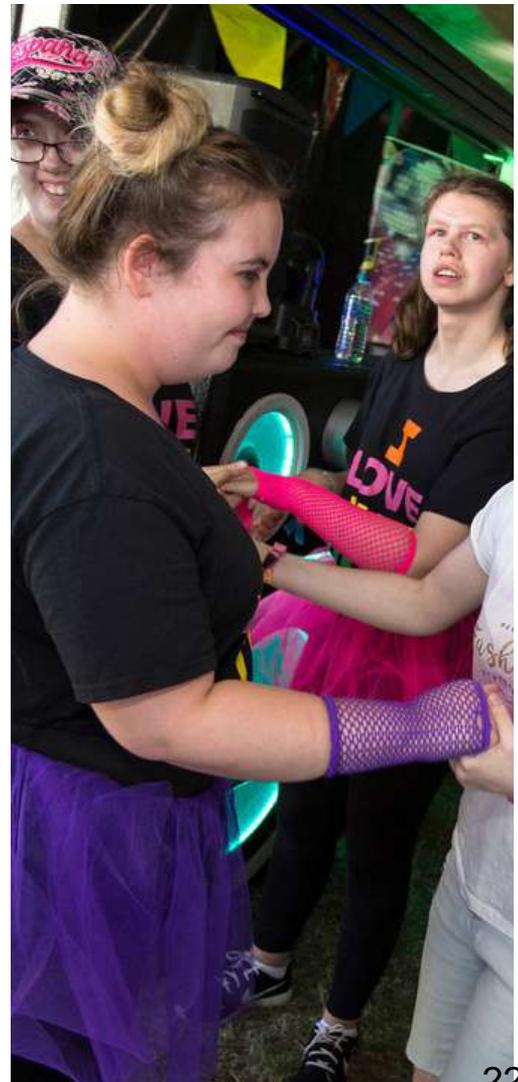
This took place during the school Easter holidays 2018. The camp began with a Team Building weekend where the 48 young people worked towards completing their SVQ in Volunteering and their volunteering efforts were recognised through Saltire Awards. This was an opportunity for the young people to get to know one another better and begin to build relationships with the youth work staff as for some young people this was their first time involved within The Toon.

The Toon presents 'The Mash-Up, the young people involved in the yearlong planning group, decided on the Mash-Up theme to celebrate the 10th Anniversary of Youth Beatz, and revisit some familiar characters and scenes, all of the young people involved had the opportunity to participate within issue based workshops delivered by youth work partners, (NHS Sexual Health, LGBT Youth, Substance Misuse, Domestic Abuse) this is to ensure that the issues that are explored during the educational issue based drama are factual for the young people watching, additionally the young people researched the Choices for Life resources and topics to ensure that these were reflected within the performance.

The issues that were covered; Domestic Abuse, Knife Crime, Alcohol, Drugs, Young Drivers, Bullying on buses, Happiness, Mental Health, Diet Pills, Suicide, Transgender, Sexual Exploitation and Cool2Talk. This also developed the young people's confidence, knowledge and understanding of these issues to help them deliver this peer education approach.

Over the two weeks, young people had the opportunity to participate within Image Theatre, Improvisation, Character Development, Devising Theatre, Script Writing, Set and Prop Design and Set and Prop Building. As young people are at the heart of this project, it is important that they are involved in all aspects of the educational drama.





YOUTH BEATZ FRINGE

The Youth Beatz Fringe is a 7 day festival in the run up to the main Youth Beatz day that delivers events around different communities in Nithsdale. The Youth Beatz Fringe was planned and developed with support by a dedicated group of young people who participated in a capacity building and skills development training which developed their organising, planning & communication skills whilst working towards accredited certificates in SQA Employability Award & Saltire Volunteer Award.

The Youth Beatz Fringe returned for its 5th year in 2018 with lots of new additions to the programme and included events in the following communities: Dumfries, Summerhill, Kirkconnel, Heathhall, New Abbey, Sanquhar and Larchfield/Georgetown.

With a new varied programme, there was something for everyone from 22nd - 27th June. The Youth Beatz on Tour events were an action packed day full of activities including; live music and entertainment from local young artists and dance groups, fairground attractions, inflatables, sports stations, craft stalls, youth information and a range of outdoor adventure activities including archery, mountain biking and bubble football, with Alive Radio providing the entertainment and transmitting live from the events,

Moonlight Movies events were open to all. The outdoor cinemas in local parks and buildings proved a hit with communities with young people choosing the films that were shown each night.

ALL EVENTS ARE FREE!

Pulse On Ice Foam Party
Dumfries Ice Bowl
Friday 22nd JUNE 7-10pm

Youth Beatz on TOUR
Summerhill Community Centre
Saturday 23rd JUNE 12-4pm

Young Hands Family Fun Day
Miners Hall, Kirkconnel
Saturday 23rd JUNE 1-4pm

Youth Beatz on TOUR
Heathhall Community Centre
Sunday 24th JUNE 12-4pm

Movies on the Move
New Abbey Community Centre
Monday 25th JUNE 7-9.30pm

Movies on the Move
A'The Airts Sanquhar
Tuesday 26th JUNE 7-9.30pm

Movies on the Move
Baptist Church Dumfries
Wednesday 27th JUNE 7-9.30pm

WWW.YOUTHBEATZ.CO.UK/FRINGE

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MARKETING & PROMOTION

FACEBOOK

Our Youth Beatz Facebook channel saw a vast increase in likes from the period of January 1st 2018-July 6th 2018. Likes went from 6985 up to 9277, an increase of 24%. In terms of our Facebook engagements, videos reached the highest level of audience, averaged at 10,751 unique user profiles. Due to the fact that this is more than the amount of people who like our page, this amount of engagement boasts well for our social media presence. A massive 79% of profiles we engaged with on our page were females. The total number of impressions stands at 1,416,057, and the overall reach 331,963.

On the week of Youth Beatz from 25th June-6th July there was a growth of 358 page likes. One of the peaks of Facebook activity was the Youth Beatz 2018 post event video. The video reached 56,662 people, 55.8% of whom were female, and 44.2% male; this is a welcome figure in response to the majority of our previous audience being largely female. The video has been viewed 60,000 times by unique visitors on the original post and through shares, vastly increasing our social media presence and event coverage.

From the data, we can hypothesise that Facebook is good for interacting with and targeting families, as a wide range of our audience contains females of all age brackets

TWITTER

A record was kept of tweet impressions each month, in order to establish how many people we were engaging with. Twitter activity peaked in February after several months of a lack thereof, due to the highly anticipated announcement regarding the Youth Beatz 2018 headline acts.

The monthly breakdown of tweet impressions is as follows:

Month Tweet Impressions

February 27,300

March 8000

April 33,900

May 35,700

June 83,300

July 70,400

The fall in impressions we see from February to March can mainly be attributed to the month of March having no announcements regarding festival content, whereas additional exciting content was announced in the months following this. Total tweet impressions stand at 271,810.

Interestingly, Twitter followed a similar pattern to Facebook with regards to the demographic of followers and of those who were included within our impression count. On average, 66% of followers were female, and 34% were male.

On the Saturday of Youth Beatz, our account had 26,576 organic impressions, with 37,338 organic impressions on the Sunday. Organic impressions include the amount of time a tweet, or any form of individual content appear on a person's news feed.

INSTAGRAM

On the Youth Beatz Instagram, we had 3236 profile visits from the 26th of June-2nd July, with 20 clicks leading to the dedicated Youth Beatz website. All in all, 2243 accounts were reached, these were all unique accounts, upon which 98,438 impressions were made. In terms of Instagram, impressions account for the total number of times that all of your posts have been seen.

As with Twitter and Facebook, the majority of followers and those interacted with were female. Females accounted for 69% of activity, with men being the remaining 31%.

Another interesting demographic insight on Instagram was that more than half of all followers were aged 18-24, this was closely followed by 13-17. From the cohort of 18-24, the follow count gets progressively less within each age range as determined by Instagram analytics.

In terms of Instagram, this was very popular amongst the music acts who attended Youth Beatz. Acts including Kelli-Leigh, Basshunter and Lucy Spraggan all posted on Instagram about their performances at Youth Beatz. By doing this, they exposed Youth Beatz to around 4,371,000 Instagram users.

ECONOMIC IMPACT

Our records show that 36,129 people attended the event over both days. However we cannot count all of these as unique visitors, as a proportion will have attended the event on both days. We can assume that two thirds of the visitors who attended on the Saturday also attended on the Sunday, giving us a total of 24,086 unique visitors over the course of the weekend.

In accordance with the guidance, local people are excluded from the analysis on the basis that they live in the economy and their spending is not additional. Based on our survey, it is estimated that 59.2% of respondents were from Nithsdale. Leaving an estimated 41% of attendees from out with Dumfries meaning that 14,812 visitors came from outside of the town of Dumfries.

In addition to this, spectators for which Youth Beatz was not their sole or main reason for being in Dumfries are also excluded (they are defined as casual visitors). For example, if attendees were coming to Dumfries on the event weekend, and subsequently after seeing Youth Beatz was on decided to book tickets. On this basis, it was found that 17% of non-local spectators at the event were casual visitors, or 2518 people.

By discounting local and casual visitors, it can be estimated that the number of event specific visitors in Dumfries was 12,294. This is the number upon which economic impact is assessed.

Of this:

- 77% were day visitors, this equals 9466.
- 23% were overnight visitors, equalling 2828.
- Of overnight visitors, 45% were non-commercial stayers i.e. they were staying with friends or family whilst in Dumfries and therefore not paying, this equals 1272 people. This equals to roughly 12% of all event specific visitors.
- Of overnight visitors, 55% were commercial stayers, i.e. they were paying for their overnight accommodation in a hotel, Guest House, B&B or campsite/caravan park. This equals 1556 people, and 15% of all event specific visitors.

Taking accommodation spend firstly, the average stay in Dumfries by commercial stayers on the weekend of Youth Beatz was found to be 2 nights. Whilst the average spend on accommodation including food and drink was found to be £95 per the average 2 night stay. This subsequently equates to direct economic impact of £135,850.

As well as their accommodation, spectators also spend money on other items such as food and drink, transport and entertainment. Based on the information gathered:

- Commercial stayers spent an average of £13.90 per day whilst at the event- this equates to a direct economic impact of £43,256.
- Non-commercial stayers spent an average of £14.20 per day, whilst at the event- this equates to a direct economic impact of £36,124.
- Day visitors spent an average of £16.10 per day at the event- this equates to a direct economic impact of £280,301.

If we add these items together, a total economic impact of £359,691 on non-accommodation items. Therefore, it can be estimated that the total direct economic impact of Youth Beatz on Dumfries town's economy as a result of visitor spend was £495,541.

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£495,541

SUPPORTERS AND SPONSORS

Youth Beatz Festival including The Toon would not have been possible without the wonderful support of all our supporters and sponsors.

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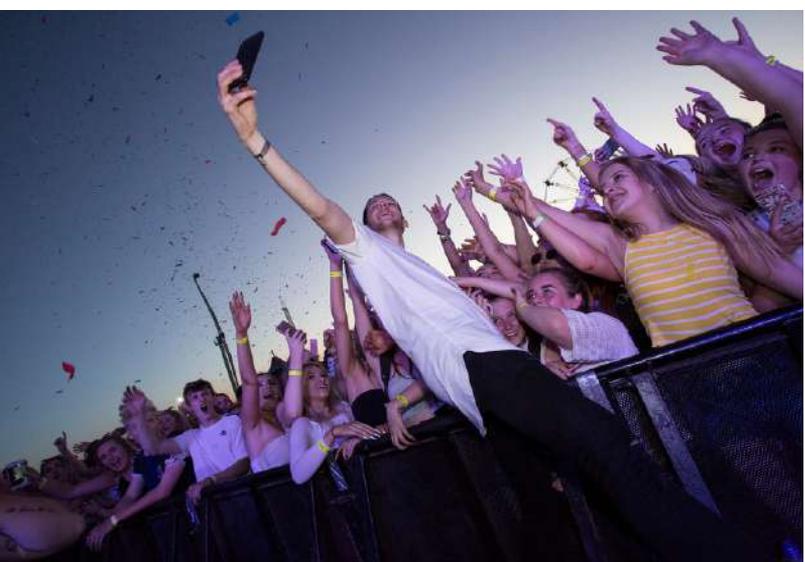


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For full highlights of Youth Beatz 2018, please visit:
<https://tinyurl.com/youthbeatz2018>

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