



YOUTH BEATZ FESTIVAL 2024

EVALUATION REPORT



FOREWORD

I am delighted to share our 2024 Youth Beatz Festival Evaluation Report. This report offers a thorough overview of Scotland's largest free youth music festival, highlighting both the event's delivery and its significant impact on the lives of young people, partners, and communities throughout Dumfries and Galloway.

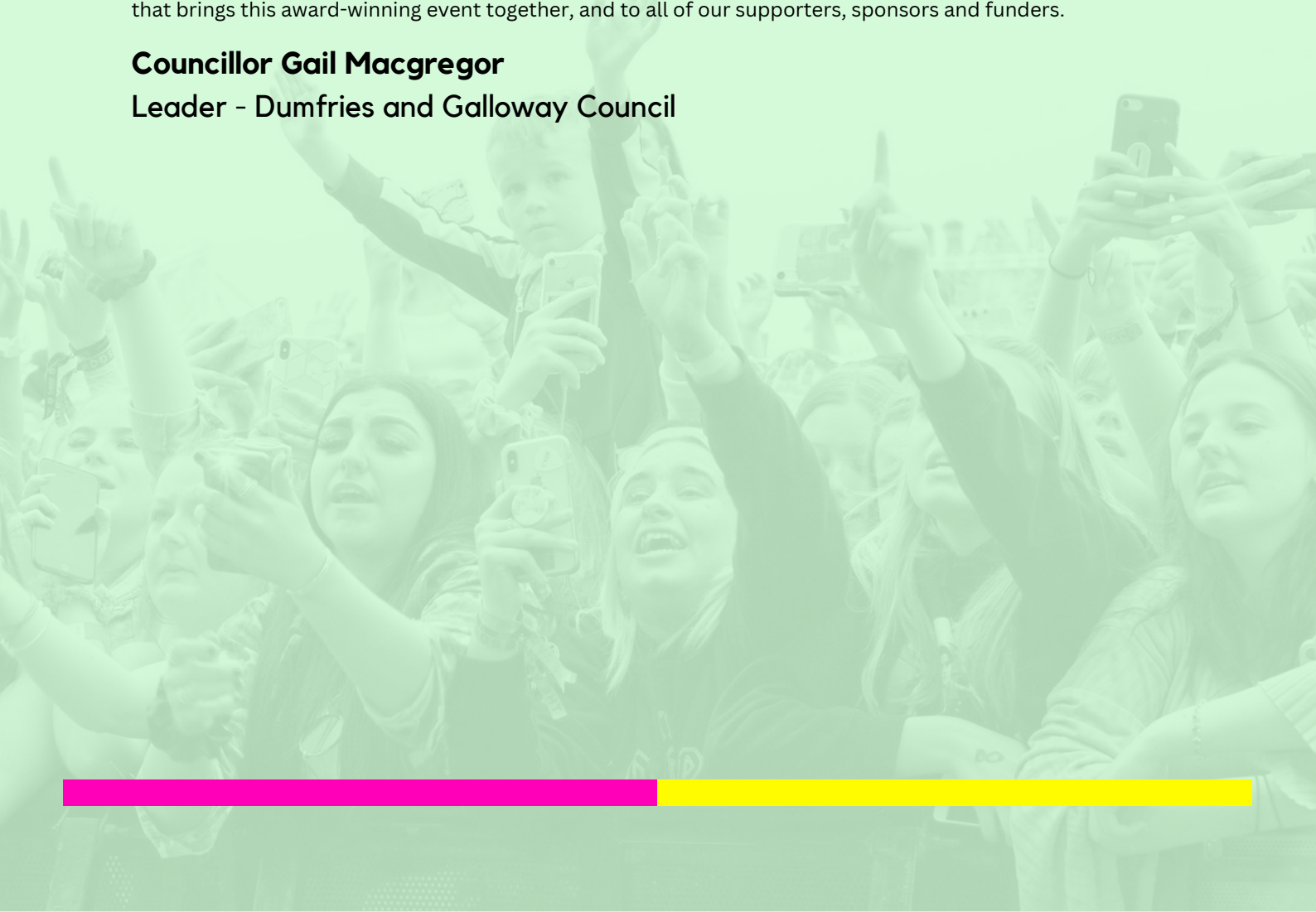
Youth Beatz is an important event in our region's calendar and helps to put Dumfries and Galloway on a national stage. Youth Beatz is more than just a music festival, it is a cultural and social highlight for our region, and it inspires young people to take a more active role in their community through the wide variety of volunteer and participation opportunities that are on offer through the various initiatives and projects and in 2023, our Council made a commitment to fund Youth Beatz Festival alongside our partners at Event Scotland and the National Lottery for 3 years.

Through Youth Beatz Festival, young people are supported to take on important roles within event co-design and delivery, this is important as young people are encouraged to have a sense of ownership and civic pride within their local community. There are several social benefits associated with the event, Youth Beatz provides young people with a safe space to enjoy themselves as well as the opportunity to access a wide range of youth information relevant to their lives.

Youth Beatz works with a wide range of partners, from both local and national organisations and businesses, featuring a daytime offer to suit all ages, abilities and interests. Youth Beatz brings a great economic benefit to our region by cementing its brand and profile as a nationally recognised event and puts Dumfries and Galloway on a national stage.

I would like to thank all partners, volunteers and staff who were involved in planning and delivering Youth Beatz 2024, and I look forward to the festival building on its successes in future years. I would also like to extend my thanks to the Youth Work Team and the Oasis Events Team for once again leading the partnership that brings this award-winning event together, and to all of our supporters, sponsors and funders.

Councillor Gail Macgregor
Leader - Dumfries and Galloway Council



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BACKGROUND

Youth Beatz Festival has been held annually since 2009, and is primarily aimed at 12-25 year olds, with the aim of providing youth services information, activity based entertainment and a large scale outdoor music event in Dumfries and Galloway.

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.

In 2018, Youth Beatz Festival was selected as a 'Signature Event' as part of Scotland's Year of Young People, gaining funding from Event Scotland, and attracting wider support from additional funders and sponsors. This also saw the expansion of the festival, with the main event days taking place over 2 days, a change to a larger venue to Park Farm Showfield which in turn allowed for an increase in capacity to 20,000 per day (40,000 over the course of the weekend)

In 2023, Dumfries and Galloway Council made a commitment alongside our partners Event Scotland and the National Lottery to fund Youth Beatz Festival for 3 years up to 2025. Thanks to this continued investment from our Council, Youth Beatz has maintained these enhancements and is now nationally recognised as an event of important significance to young people, not only within Dumfries and Galloway, but across Scotland. The festival is also part of the national 10 year legacy plan for Year of Young People, and a key part of the Dumfries and Galloway Legacy Plan which was agreed by Full Council.

Youth Beatz Festival as a whole incorporates 3 main parts

Youth Beatz Festival has three main parts:

- **Youth Beatz Main Days:** the two-day Event that is held over the course of a weekend that offers a wide range of interactive and experiential art and community activities for young people to take part in, Throughout the day there is live music across three stages which features talent from local up and coming artists as well as well-known national acts.
- **The Toon Experience:** The Toon is a hard-hitting drama production that aims to address the key issues that face young people across Scotland today. Issues featured within the production include poverty, mental health, bullying, sexual health, alcohol and drug abuse. The Toon runs for 5 days prior to the Youth Beatz main event, where all secondary schools from across Dumfries and Galloway are invited to go through The Toon.
- **Youth Beatz Fringe:** 9 days of localised events take place in the week leading up to the Youth Beatz Main Event Days, where there is a significant amount of community engagement across our region with partner organisations to run events across Dumfries and Galloway for the Fringe.

Additionally, a key part of the planning of Youth Beatz is the involvement of young people that takes place throughout the year. Regional youth events groups work alongside event organisers on planning some key aspects as well as taking part in hands on training to gain key event experience, these groups ensure the voices of young people across our region are heard and acted upon.

Volunteering opportunities and work experience in the creative industries sector are provided and many lead to further education or employment (events management to script writing, photography, security, technical skills and more) Youth Beatz has always had a dedicated volunteer support worker, to ensure our volunteers are able to get the most benefit from their experiences. Many of our volunteers have gone on to forge careers for themselves as a direct result of the impact volunteering at the Event has had on their lives.

Further details of each of the 3 aspects of Youth Beatz Festival are detailed in the next section.

Youth Beatz Main Event Days 2024

Youth Beatz Festival Main Days took place on Saturday 29th and Sunday 30th June 2024 in Park Farm Showfield, Dumfries.

As in previous years, the main event days are held in line with the beginning of School Summer holidays, creating a sense of anticipation and excitement amongst young people who look to Youth Beatz as the highlight of their holiday period. 40,000 tickets were issued for the events, with the main event days attracting 35,369 unique tickets holders over the weekend.

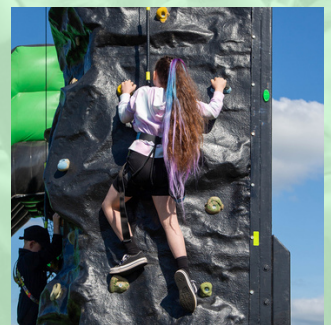
Stages and Performances

Three stages hosted a wide range of performances including young up and coming acts from Dumfries and Galloway, the rest of Scotland, and well-known high-profile UK headliners. The Main Stage opened each day with acts from across our region, followed by performances from Talia Mar, Saint Phnx, Alice DeeJay, Cascada, Jonas Blue and Sigala. The Second Stage was delivered in partnership with local organisation Dumfries Music Collective (DMC) showcasing up and coming music talent from across Dumfries and Galloway, with acts from Dumfries, Castle Douglas, Kirkcudbright, Lockerbie and Stranraer, and the Third Stage featured young dance groups from across Dumfries and Galloway over the weekend.

On Site Activities

Youth Beatz 2024 offered a variety of activities and experiences for attendees of all ages and interests. Many of these activities promoted active and healthy lifestyles while encouraging young people to try new experiences they may not have encountered before. The activities included:

- The Mobile Zipline
- Target Wrestling Tent
- The Scottish Fire and Rescue Service, Police Scotland and Scottish Ambulance Service delivered a series of workshops on CPR, Water Safety, Fire Safety, Road Safety and CPR.
- 360 Bike display team with displays and taster sessions
- Circus Skills workshop and performances
- Sensory/Quiet area for attendees to access a safe and quiet space
- Information and Activities on the environment and recycling
- A number of inflatable activities including nerf area, obstacle course, bungee run and inflatable football



Youth Beatz Main Event Days 2024

Activities for Younger Children

While Youth Beatz Festival primarily targets young people aged 12 to 25, many come with their families and younger siblings, including young parents.

To cater for these families, the main days of Youth Beatz offer activities tailored for children under 12 and their parents. The Kids Tent showcases performances by children's entertainers from Dumfries and Galloway, and also hosts a wide range of activities, art and craft sessions and information which provides resources and activities designed to promote children's health and wellbeing, and ensure children have the best possible start in life.

Performers in the Kids Tent included; Road Runner, Daffy Dill, Double Trouble, Amazing Kids Magic with Franc Karpo, and Tell Together Tales with Renita Boyle.

Youth Information Marketplace

To allow local and national organisations and partners who work with young people the chance to engage with a large scale captive audience, Youth Beatz festival host a Youth Information Marketplace. For 2024, significant enhancements were made to the Youth Information Marketplace, to allow for more organisations to take part, and allow them a better space to engage with young people. The marketplace provided the ideal environment for organisations to meaningfully engage with young people in their target demographic and actively promote their work.

- Better Lives Partnership
- Crawick Multiverse
- Dumfries and Galloway Citizens Advice Service
- Dumfries and Galloway Local Employability Partnership
- Child Poverty Team
- Dumfries & Galloway Rape Crisis And Sexual Abuse Support Centre
- Dumfries and Galloway Recovery Together
- Fast Forward, Home Energy Scotland
- LGBT Youth Scotland
- Massive Outpouring of Love (MOOL)
- NHS D&G Quit Your Way Service
- Sexual Health D&G
- Dumfries and Galloway Council Poverty and Inequality Team
- YMCA Dumfries
- Youth Scotland

Youth Work Tent

Developed and delivered alongside a group of young volunteers from across Dumfries and Galloway, the Youth Work Tent contained a wide and varied range of free activities for young people including gaming, competitions, festival crafts, mocktails and information on local youth groups in their area. The tent replicated the type of activities and information that young people can find at our traditional youth work sessions, aiming to promote the wide range of opportunities available to them in their own communities across our region and within our services.

Alongside providing lots of things to do, area featured a space with comfortable seating, phone charging stations and a hair and glitter salon creating on-trend festival braids and make up. Glasgow Science Centre were also in attendance, providing their interactive exhibits and activities. The Youth Work tent also provided home to Dumfries and Galloway's Youth Council, Dumfries and Galloway Young Women's Network, and regional LGBT Youth Steering group 'Chameleons' who welcomed the opportunity to engage with young people over the weekend.

The Toon Experience 2024

The Toon Experience is a hard-hitting drama production that aims to address the key issues that face young people across Scotland today and is delivered as part of Youth Beatz Festival. Issues featured within the production included;

Bereavement, domestic abuse, poverty, independent living, consent, hate speech, mental health, drugs & alcohol, water safety, sexual health and young drivers.

It 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.

To enable young people to deliver The Toon, peer educators are recruited and given intense training in the months leading up to the festival 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 design and develop their set and props before delivering this experience to their peers. The young people attending the experience are presented a range of hard hitting scenes that explore a variety of topics ending with taking part in a workshop where they are encouraged to 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 involvement in the Toon, young people take part in a yearlong programme of training and project work which is predominantly attended by young people who are disengaged in education, employment or training, and through this we are reducing the attainment gap.

Young people taking part in and experiencing The Toon report that there is an increase in their positive mental health and in turn, an increase in young people reaching positive destinations through further education, training or employment.

On site at Youth Beatz, The Toon is delivered within a big top tent with the whole production running within this structure.

Once inside the tent, 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 experienced.

In the week leading up to the main event days, special tours are delivered to S3 and S4 pupils from across Dumfries and Galloway. This ensures that all young people in S3 and S4 in the region are given the opportunity to take part in The Toon Experience.

The Toon Experience 2024

The Toon tours are delivered in 3 ways:

- Schools Tours in the week leading up to the main events days - Secondary schools across Dumfries & Galloway are offered the chance for entire year groups (S3 & S4) to take in special 'preview' tours
- Sponsors and Friends - Sponsors and partners are invited to tour The Toon, this includes Elected Members, representatives from partner agencies, parents and organisations who kindly sponsor The Toon.
- Main Event Days - Attendees on the 2 main event days are given the chance to experience The Toon

A breakdown of the numbers of young people going through The Toon is as follows;

Main Event Days - 2,478

Schools Tours - 230

WeCare Event - 88

Sponsors and Friends Tours - 40

In total 2,836 people took part in The Toon Experience



Fringe Festival

The Youth Beatz Fringe Festival is a key part of the Youth Beatz Festival, taking events into the heart of local communities, with events being held in areas across Dumfries and Galloway in the lead up to the main festival days.

9 days of localised events take place in all Ward area in Dumfries and Galloway in the week leading up to the Youth Beatz Main Event Days, where there is a significant amount of community engagement across our region with partner organisations to run events across Dumfries and Galloway for the Fringe.

The Fringe Festival provided activities for young people and their families, with the events themselves being designed by a group of young volunteers from across Dumfries and Galloway, with a focus on providing opportunities that are entirely free and accessible geographically to communities across Dumfries and Galloway. This ensured that events were attractive to the young people in their local communities based on interests or the unique settings that events took place in.

NITHSDALE

- 19 JUNE** Family Night Out
Heathhall Park, Dumfries
4:00-6:00pm
- 20 JUNE** Party in the North
Summerhill Community Centre, Dumfries
6:00-9:00pm
- 21 JUNE** Young Parents Celebration
Loreburn Hall, Dumfries
1:00-3:00pm
- 21 JUNE** Under 18's Night (Rave)
Loreburn Hall, Dumfries
7:00-10:00pm
- 26 JUNE** Inflatable Madness
Hillview Leisure Centre and Field, Kelloholm
4:00-6:00pm

ANNANDALE & ESKDALE

- 22 JUNE** Cricket Sixes Pre-Game Activities
Langholm Cricket Pitch
11:00am-12:30pm
- 22 JUNE** Silent Roller Disco
Lockerbie Town Hall
7:00-9:00pm
- 25 JUNE** Silent Roller Disco
Victoria Halls, Annan
6:00-8:00pm

STEWARTRY

- 19 JUNE** Silent Roller Disco
Castle Douglas Town Hall
7:00-9:00pm
- 25 JUNE** Urban Festival
Kirkcudbright Skate Park
5:00-7:00pm
- 26 JUNE** Outdoor Challenges
Colliston Park, Dalbeattie
5:00-7:00pm

WIGTOWNSHIRE

- 20 JUNE** Urban Festival
Stair Park, Stranraer
5:00-7:00pm
- 20 JUNE** Silent Roller Disco
Vibe 75, Newton Stewart
6:00-8:00pm
- 22 JUNE** Family Fun Day
Lightlands Park, Wigtown
12:00-3:00pm

YOUTH BEATZ FRINGE
19TH JUNE - 26TH JUNE 2024

DUMFRIES AND GALLOWAY COUNCIL PRESENTS

**FREE EVENTS FOR YOUNG PEOPLE AGED 12-25
ACROSS DUMFRIES & GALLOWAY**

Logos: DE, Sign-it, BMC, CASIE, pasis, youthwork, YOUTHWORK, youngstart, EventScotland, Dumfries & Galloway

The Youth Beatz Fringe 2024 offered a wide range of activities and events that were open to all to attend but also specific events that were specifically for young people with Additional Support Needs, Care Experienced Young People and Young Parents as part of the Fringe Festival.

The range of activities that were available during the Fringe gave young people the opportunity to try new things, broaden their horizons and challenge limitations.

**A total of 16 events
(including #WeCare)
were delivered as part of
the Youth Beatz Fringe
Programme, with 2,654
young people attending
(including 88 attending
#WeCare)**

#We Care - Care Experienced Young People

#WeCare

#WeCare took part as part of the Youth Beatz Fringe programme, targeted at Care Experienced Young People in Dumfries and Galloway, and was held at Park Farm Showfield on Thursday 27th June. The event was co-designed with young volunteers from the Listen2Us Youth Advocacy Group, and supported by a wide range of partner organisations and services with Corporate Parenting responsibilities across Dumfries and Galloway. Young people were required to sign up to attend in advance of the event with transport provided to ensure that travel was not a barrier to young people's participation.

The afternoon included young people experiencing The Toon, an axe throwing and mountain biking outdoor session facilitated by Galloway Activity Centre, a youth-led research session themed entitled 'Our Futures' which was delivered as part of a wider research project, and a final session that was delivered by Corporate Parenting partners that focussed the changes young people want to see when it comes to health, education and well-being opportunities in Dumfries and Galloway.

The evening was a celebration event for young people that seen the main Youth Beatz site opened up for young people to take part in fun activities including the fairground, archery, giant games and a silent disco.

#WeCare event is a unique gathering in Dumfries and Galloway specifically designed for Care Experienced young people. 88 young individuals participated in the 2024 event.

The feedback, experiences and perspectives gathered through workshops are taken by the Corporate Parenting Group and used to inform service design and delivery for care experienced young people. At next year's event, some of our partners will come back to #WeCare to let young people know what difference their participation has made to decision-making, services and to children and young people throughout the region.

The 'Our Futures' session was co-designed by young people involved in the research group looking to find out more about care experienced young people's futures. The young researchers are supported by a PHD student from Glasgow University and the Youth Work Service with the research being endorsed by Dumfries and Galloway Council and Skills Development Scotland.

The findings from the We Care event have been reported to the Champions Board which includes senior officers from the NHS, Council and Third Sector and will be reported to the Corporate Parenting Group to influence its work going ahead.

Summary of Achievements in 2024

Raising the Event Profile

- Applications for tickets were opened in May 2024, with the festival allocating all tickets in record time.
- In just under 24 hours, all 40,000 tickets were allocated, over 75% of which were to Dumfries and Galloway residents.
- Over 652,000 engagements via social media (Facebook, X, Instagram and TikTok)
- Over 465,000 visits to Youth Beatz webpage in 2024.
- More than 500 items of printed and digital media coverage.

Event Co-design

- Worked alongside a number of co-design groups to ensure the entire festival provided the right activities and facilities for the right groups of people.
- Worked alongside 129 young people and community members to ensure the festival met the needs of all attendees through co-design.
- Continued to foster a sense of ownership for young people, ensuring that Youth Beatz Festival belonged to them, whilst instilling a sense of pride in being involved in the planning process

Volunteering & Participation

- The festival recruited 202 adult and young volunteers to offer hands on experience of delivering Youth Beatz Festival.
- It is estimated that each volunteer contributed at least 50 hours of their time, totalling over 10,100 volunteer hours contributed . This volunteer time has a cost equivalent of £149,985

Partnerships

- Worked alongside partners in the public and third sectors in order to ensure Youth Beatz had a comprehensive activity offer to suit the interests of all attendees, and that all needs of those attending the Festival were met.
- Existing partnerships were built upon, and new partnerships were formed in the process of delivering Youth Beatz 2024.
- By working alongside partners, we can bring different specialisms and talents to the Festival that focus on specific groups, interests and passions.

Community Benefit

- Provided local young music acts and performers with the opportunity to perform over the event weekend, over 3 stages.
- Roll out of the Youth Beatz Donation Project in response to the cost-of-living crisis. In total, 1,950 items were donated over the event weekend, equalling 56 crates of donated goods to 4 food providers across Dumfries and Galloway.
- Distributed 20,790 free period dignity products to attendees
- Youth Beatz Fringe Festival delivered events in every Ward area of Dumfries and Galloway.

Economic Benefit

- Worked with businesses based within Dumfries and Galloway to deliver the festival
- The Youth Beatz Festival was successful in generating an estimated local economic benefit of **£983,112.40**, though a combination of visitor spend and organiser expenditure.

Raising the Event Profile

Achieved:

- Applications for tickets were opened in May 2024, with the festival allocating all tickets in record time.
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- Over 652,000 engagements via social media (Facebook, X, Instagram and TikTok)
- Over 465,000 visits to Youth Beatz webpage in 2024.
- More than 500 items of printed and digital media coverage.

Outcome:

The marketing campaign had a positive impact on ticketing and social media engagement rates and seen a high increase in the event profile both locally and nationally. Spread of media coverage meant that increased numbers of young people gained awareness of the event, and positive media coverage post event helped to inform of the main aims of the festival. Positive and well established relationships with local residents ensured that the festival is seen as a positive for the local area and raises the profile of Dumfries and Galloway.

Youth Beatz Festival Launch

The Youth Beatz Festival launched on Thursday 8th May, at Oasis Youth Centre. Partners, sponsors and young people were joined by Elected Members from Dumfries and Galloway Council in order to launch Youth Beatz 2024. Details of the planned programme of activities were announced for the Youth Beatz Fringe, The Toon, as well as the announcement of activities and experiences available on the Main Event days. The launch event also acted as the announcement of the headline acts for the main stage, as well as the entertainment offer through the Second Stage and Dance Stage.

Ticket Applications

Ticket applications for the event's main days were opened at the end of the launch event, with all tickets allocated in record time of just under 24 hours. The majority of tickets were reserved for young people living within Dumfries and Galloway, and tickets were also made available for Organised Youth Groups across the UK.

Ticket Spread Across Dumfries and Galloway

The festival main days attracted young people and families from across Dumfries and Galloway, in total 40,000 tickets were allocated with 77.7% of tickets allocated to Dumfries and Galloway residents and the remaining 22.3% to the rest of Scotland and the UK.

Of the 77.7% of tickets allocated in Dumfries and Galloway, the table below shows the breakdown of tickets allocated across the Region.

Area	Percentage
Annandale and Eskdale	21.29%
Nithsdale	50.57%
Stewartry	14.28%
Wigtownshire	13.86%

Raising the Event Profile

Marketing & Promotion

In terms of our marketing and promotion for Youth Beatz 2024, our outcomes were to maintain and increase the numbers on all of our channels including Facebook, Instagram and X (Twitter), Tik Tok and Snapchat.

Youth Beatz continues to monitor trends in social media, adapting and evolving alongside these trends to ensure our profile remains relevant and also ensures the event is at the forefront of the rapidly changing landscape in social media use amongst our target demographic of 12–25-year-olds.

Press coverage regionally included newspapers, local radio stations, local television, schools colleges universities, dedicated event website. A database of all ticket applicants is also held used as a mailing list for PR/Marketing for the event such as e-newsletters.

Due to Dumfries and Galloway Council declaring a climate emergency, the amount of paper provision in terms of flyering and posters was reduced, and efforts were focussed on digital advertisements.

The reach and figures for online coverage can be seen below:

Type of Media	Number of Followers/Subscribers	Engagements
Facebook	19,977	399,154
X (Twitter)	1,810	104,345
Instagram	5,140	1128,689
Tik Tok	1,873	20,321
Event Website	-	465,600
E-News Database	-	36,651

Raising the Event Profile

Engagement with Local Residents

Similar to previous years, the Festival has undertaken positive engagements with local residents who live in the immediate area surrounding Park Farm Showfield. Engagement with 600 local households ensured that they were kept up to date with work taking place onsite and created a positive relationship in terms of any questions or queries that they had surrounding the event. All properties in the immediate vicinity of Park Farm Showfield were delivered a series of letters (3) containing important information and timescales for the set up and delivery of the event.

In addition, all residents were given a dedicated telephone line to contact over the main event days if they had any concerns, and a dedicated 'Residents Liaison Team' were able to visit properties to speak directly with residents in order to alleviate any potential concerns or issues.

This year to allow us to engage with local residents further, a post event survey was produced and distributed to all residents, encouraging them to feedback and comments/concerns they had, and gain a further understanding of their experiences of Youth Beatz Festival. The results of this survey will help us shape further events and again ensure that our strong relationship with local residents is maintained in future years.

Details of the responses to each of the questions asked in the post event summary can be found on the following page

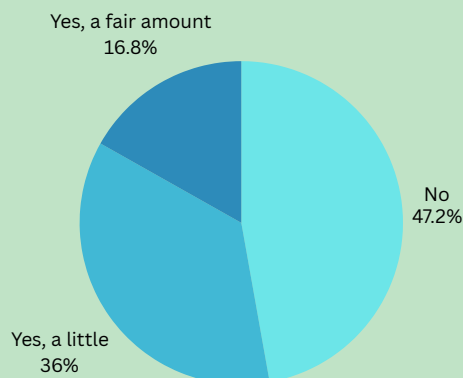
Of residents who completed the survey, those who identified that they had 'some' disruption during the weekend, stated that this was mainly due to parking around Park Farm Showfield, but that any concerns they had were dealt with quickly and efficiently.

This feedback will be used to help shape plans for Youth Beatz in future years.

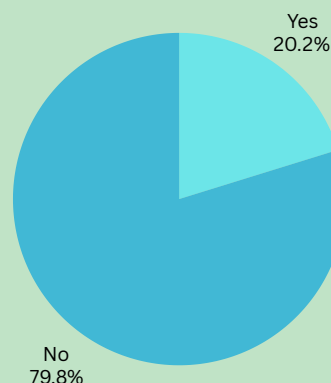


Residents Engagement Survey

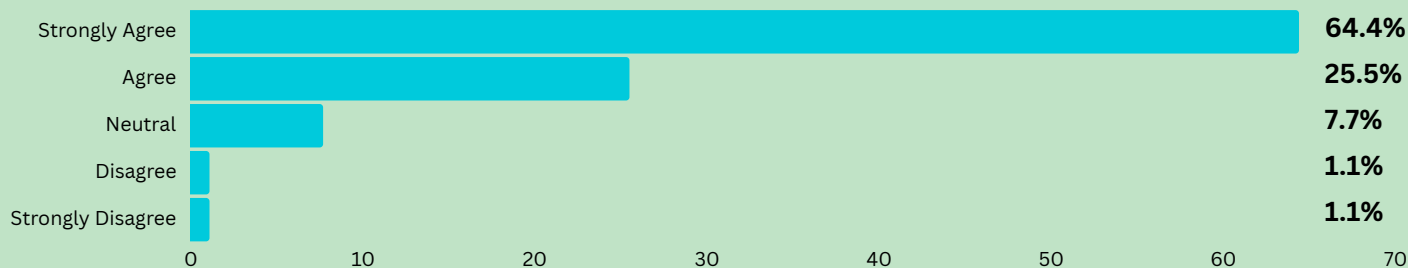
Did you experience any disruption to your home life or routine during Youth Beatz?



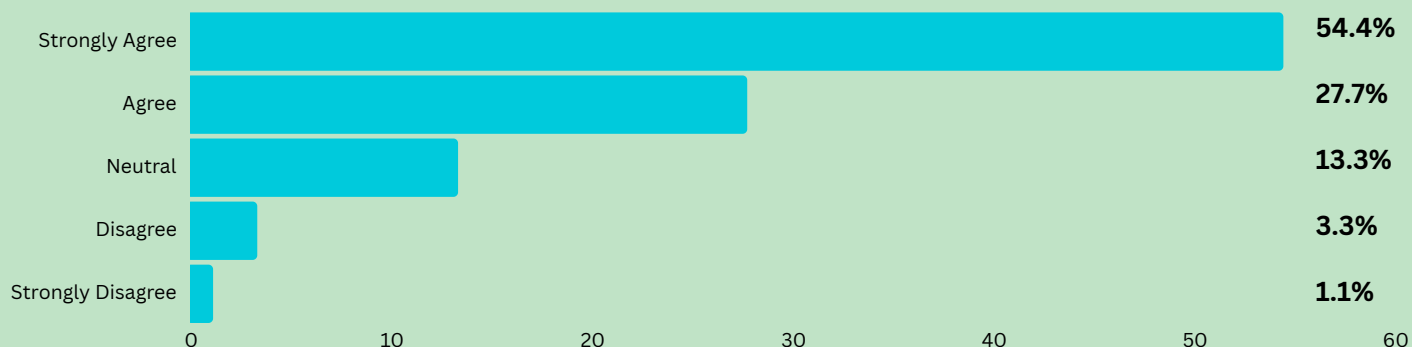
Did you need to contact us using the dedicated residents telephone number, email, or by calling the Council's customer service centre directly?



Do you think Youth Beatz is important to young people and the wider community in Dumfries and Galloway?



Dumfries and Galloway Council allocates £160,000 of funding for Youth Beatz. Do you think this represents good use of public funding and should remain?



Event Co-Design

Achieved:

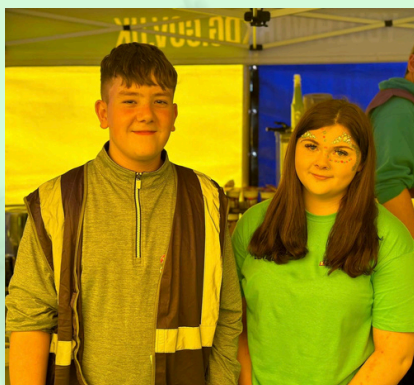
Worked alongside a variety of groups of young people and community members to ensure the festival continued to meet the needs of all attendees, continuing the sense of ownership that young people have for the festival, ensuring that Youth Beatz Festival belonged to them, whilst instilling a sense of pride in being involved in the planning process

Outcome:

Outcome: In total 129 young people were involved in the co-design and subsequent delivery of Youth Beatz 2024. Co-design is young people who have been directly involved in the planning, design and delivery of the event. Several groups of volunteers worked in the months leading up to the festival to put in place all the arrangements for the delivery of a safe and enjoyable event for young people

Regional Events Groups

Regional Events Groups Formed in early 2023 and continued in 2024. The Regional Events Groups are made up of young people from Newton Stewart and Moffat, who are the co-design groups for Youth Work events throughout the year. For Youth Beatz Festival, new members of the groups were recruited alongside existing young people, who led on the design the content of activities that was on offer including the daytime activity offer, Youth Beatz Fringe events, designing social media content (including competitions for meet and greet tickets), having input to the design and content of the new Youth Beatz website and acting as a soundboard for the public facing information that was published about the event.



"Since joining the Events Group last year, I have been involved in the planning of all the main Youth Work Events that happen over the year. This year for Youth Beatz, we were more involved in the planning details for the Fringe, the new Website and also the activities that were on offer during the 2 days. When we were on site, it was great to get stuck in and volunteer, it made me proud that I have been involved in a lot of it and it was great that so many people came to the Fringe event in Moffat that we helped plan. We were able to volunteer for things that we already had an interest in, like me with my DJing, or James from the group with his photography, this meant we were able to get the chance to use our own skills and hobbies at Youth Beatz and get better at them!"

Murray Green - Regional Events Team, Moffat

The Toon Camp

Planning for The Toon began in early 2024, with groups of young people from across Dumfries and Galloway with an interest in performance and drama coming together to begin the creation of the full immersive experience for 2024.

An intensive camp was delivered over the school Easter holidays, bringing young people together with Youth Work staff, partner organisations and tutors to take part in workshops and activities to form the basis of The Toon. The Toon Camp provided the time, space and opportunity for the young people 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. Young people taking part in the Toon Camp also took part in issue based workshops delivered by partner services, to ensure that the issues that were being explored in the final performances were factual for the young people taking tours, and that the topics covered were relevant. Following the 2 week intensive camp, young people continued to meet up weekly to progress with planning for the Toon, rehearsing and refining all content and ideas.

Once on site during the build stage of the festival - young people again volunteered their time to assist in building sets and setting up their space.

Case Study

Lucas - The Toon

Lucas joined The Toon in 2022, when some of his friends got involved. Lucas at the time was very quiet and shy, not really speaking much. Despite this, Lucas took on an acting role with no dialogue so to be fully part of the cast. Lucas also helped with set and prop making to be able to be involved in the whole process. In 2023, Lucas played a similar role again in the production but was more involved in Camp and the lead up to Youth Beatz.

For Toon this year, Lucas took on another acting role but this time with lines. This showed a massive increase in his confidence and ability to speak in front of others. During camp, Lucas was fully involved, working with others to write the scripts for the scenes around drugs & alcohol and water safety. The water safety scene was the one Lucas was involved in and did research to ensure that the scene was accurate and relevant. As well as writing and acting in the scene, Lucas was involved in designing the how the scene looked and creating props for it. Lucas has become an integral part of The Toon and will go on tour round the region with The Toon later this year.

Lucas has shown his increase in confidence in other groups and projects since joining The Toon and is now also a Young Leader within the Youth Work service.

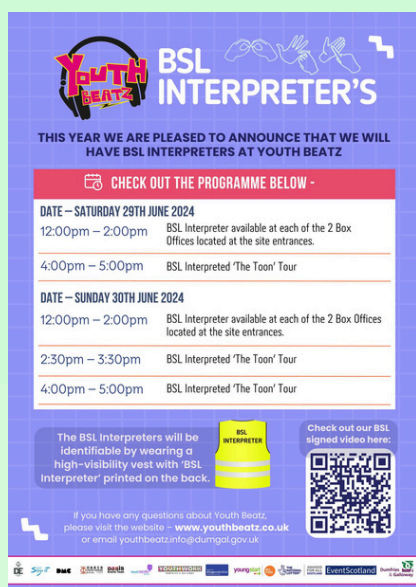
Accessibility Group

2024 saw the continuation and enhancement of the Accessibility User Group. This group meet with key staff, and played a vital role in ensuring the event was as accessible as possible. Through the accessibility user group meetings, young people and a wide range of partners from relevant organisations with different specialisms provided accurate and informative information, which helped to form the events Access Policy.

Accessibility was reviewed across site, with alterations and additions made to ensure the festival is as accessible as possible.

British Sign Language

For 2024, the Accessibility Group focussed on improving access for British Sign Language (BSL) users across the site, As a result, BSL interpreters situated at both entrances to the site, along with BSL tours of the Toon made available.



BSL INTERPRETER'S

THIS YEAR WE ARE PLEASED TO ANNOUNCE THAT WE WILL HAVE BSL INTERPRETERS AT YOUTH BEATZ

CHECK OUT THE PROGRAMME BELOW -


DATE - SATURDAY 29TH JUNE 2024	
12:00pm - 2:00pm	BSL Interpreter available at each of the 2 Box Offices located at the site entrances.
4:00pm - 5:00pm	BSL Interpreted 'The Toon' Tour

DATE - SUNDAY 30TH JUNE 2024	
12:00pm - 2:00pm	BSL Interpreter available at each of the 2 Box Offices located at the site entrances.
2:30pm - 3:30pm	BSL Interpreted 'The Toon' Tour
4:00pm - 5:00pm	BSL Interpreted 'The Toon' Tour

The BSL Interpreters will be identifiable by wearing a high-visibility vest with 'BSL Interpreter' printed on the back.

If you have any questions about Youth Beatz please visit the website - www.youthbeatz.co.uk or email youthbeatz.info@dumgal.gov.uk

Check out our BSL signed video here:



Specific videos were created and shared online with BSL interpretation, to enable us to relay information on our BSL initiatives and other event information to attendees.

The accessible parking facility was also enhanced and improved, with the second accessible entrance being upgraded to include a secondary hearing loop, and slightly relocated to allow for easier access to the site.



Digital Peer Educators

Digital peer educators are a group of young volunteers who learn creative digital media skills and co-produce informative youth information pieces to be shares with young people.

Volunteers from the Digital Peer Educators group assisting in the production of online media for the promotion of Youth Beatz Festival, and were on site over the event weekend interviewing young people attending the festival, creating social media videos and video content which was shared online. Their skills and knowledge of the media channels was vitally important in ensuring we communicated and provided information in a modern and relevant way for young people.



Volunteering & Participation

Achievement:

The festival recruited 202 adult and young volunteers to offer hands on experience of delivering Youth Beatz Festival, whether this was through the Main Event, Toon or Fringe.

It is estimated that each volunteer contributed at least 50 hours of their time, totalling over 10,100 volunteer hours contributed (this can be calculated by using the Volunteer Scotland volunteer value calculation methodology).

The volunteer time has a cost equivalent of £149,985

Outcome

By attending the Festival and taking part in its opportunities, or by being involved in the various volunteering and participation aspects of the festival, young people and adults develop new skills, are encouraged to build their confidence and self-esteem, and foster a sense of pride in their local community.

Total Volunteers

Adult Volunteers	69
Duke of Edinburgh's Award Residential Participants	13
Donation Project	17
Young Volunteers	103

Young Volunteers

Providing volunteering opportunities for young people is one of the key aspects of Youth Beatz Festival. The various groups work year-round leading up to the festival main days through co-design and also as hands on volunteers during the festival delivery in different ranging aspects of the festival.

Young people are also able to volunteer at Youth Beatz Festival though existing groups they are involved in. Youth Beatz Festival was delighted to receive volunteer support from Dumfries and Galloway Youth Council, Dumfries and Galloway Young Women's Network, and the Chameleons.

Existing Young Leaders from across Dumfries and Galloway, were also onsite on event days, delivering activities within the Youth Work Tent whilst encouraging other young people to sign up to join them as young volunteers. Young people were also given the unique opportunity to volunteer for more visual roles over the main weekend. Young People acted as comperes on stages, introducing acts on stage, DJ'ing on the Main Stage, and working alongside stage management teams.

As Youth Beatz Festival is themed around young people and the volunteering opportunities that are offered, there is a range of personal and skills development workshops available for these volunteers. As such the skill level of the young people participating increases and this directly impacts on their ability to progress positively in life but also impact positively on the schools and community projects that they are involved in as they will take the learning back to these projects and this in turn has a lasting legacy on our region.

In total, 103 young people volunteered their time on site at Youth Beatz Festival 2024.

Volunteering & Participation

Duke of Edinburgh's Award Residential

Returning for 2024, Youth Beatz Festival provided an opportunity for young people aged 16-25 from across Scotland, undertaking their Gold level Duke of Edinburgh's Award to take part in a residential at Youth Beatz which qualified as their Gold residential section.

The residential aimed to give young people the opportunity to develop their confidence and skills through hands on, behind the scenes experience in all aspects of delivering a large scale event including site management and customer service. 13 young people were selected from the applications received and the residential took place over the course of a week covering the build, main event days and de-rig. The young people camped on site and following an orientation and training day began work in various teams preparing the site for the main event days.

Over the weekend of the event the volunteers were allocated roles in public engagement, fundraising, backstage support and site management, which they all carried out enthusiastically and professionally. As well as volunteering, the young people also took turns over the two event days and got a "day off" so half the group each day got the opportunity to just enjoy the festival and be a young person.



Adult Volunteers

Adult volunteer recruitment began in early May 2024, and this was open for sign up for a 2 month period. Previous volunteers were contacted, and there were also regular posts on social media to promote the opportunity. There was also spotlight posts with short informal interviews with previous volunteers, as well as articles in traditional print media and through Dumfries and Galloway Council's Corporate channels including the two-weekly community bulletin, e-newsletters, social media and gov delivery email systems.

Once a volunteer had registered their interest, they were invited to attend an information session online or in person, to find out more about the range of roles available throughout the festival as a whole, including the build and take down period, main event days, Youth Beatz Fringe, and The Toon. Prospective volunteers were also given the opportunity to ask any further questions and learn more about the commitment and responsibility of each role.

Adult volunteers were required to complete a volunteer application form, provide references and attend a safety briefing prior to any volunteering with Youth Beatz Festival. Upon completion of these, roles were allocated and included box office team, customer service, stage support, accessibility support, entrance/exit gate and support, drivers, welfare and build and take down crew.

In total 69 adult volunteers supported the delivery of Youth Beatz Festival.

Economic Benefit

Achieved:

At Youth Beatz each year, work is done to accurately gather data in relation to how much financial gain the event brings to Dumfries. This is done through onsite and post event evaluations which allow us to capture data to work out the economic impact that the event has on the area, i.e., how much money does Youth Beatz bring to Dumfries and Galloway that wouldn't be contributed without it.

Total Economic Impact: £983,112

Visitor Spend: £979,185.40

Organiser Spend: +£3,927

Outcomes:

Youth Beatz helps to put Dumfries and Galloway on a national stage and has a significant impactful brand profile. Whether its spending money at the local food vendors, or hiring a caravan at a local caravan site, the spend of those attending has a positive impact on the economy within Dumfries and it's surrounding areas.

The Data Process

In accordance with Economic Impact guidance, local people are excluded from the following assessment on the basis that they already live within the local economy, and thus their spending is not classed as additional spending that is defined with the economic impact framework. Based on the onsite survey and ticketing data, 42.04% of respondents reported that they were from Nithsdale, leaving 57.96% of attendees who live outside of this area in the rest of the region, Scotland or UK. This means that 20,499 visitors came from outside of the Nithsdale area and for which Youth Beatz was their sole or main reason for coming to Dumfries, and it is on this number that the Economic Impact of Youth Beatz 2024 is based.

Of this number:

- 80.1% were day visitors - 16,415
- 19.9% were overnight visitors - 4,086
- Of overnight visitors, 19.82% were non-commercial stayers, i.e., stayed with family/friends and did not pay - 810
- Of overnight visitors, 80.1% were commercial stayers, i.e., they were paying for their overnight accommodation in a hotel, guest house, B&B, campsite/caravan park etc - 3,276

Looking at the accommodation spend, the average stay in Dumfries for commercial stayers was 2 nights, with the average spend on accommodation including food and drink was £155 per average 2-night stay.

- Based on average room occupancy and the corresponding commercial bed nights, this equates to a direct economic impact of £507,780
- Commercial stayers spent an average of £20.06 on the event day. This equals a direct Economic Impact of £65,737
- Non-commercial stayers spent an average of £20.94 on the event day. This equals a direct Economic Impact of £16,961.40
- Day visitors spent an average of £23.68 per day on the event day. This equals a direct Economic Impact of £388,707

Therefore, it can be estimated that the Spectator Economic Impact of Youth Beatz on the Dumfries and Galloway economy as a result of all spends was £979,185.40.

In conclusion, the direct economic impact of Youth Beatz 2024 is estimated to be £983,112.40. This consists of £979,185.40 from spectator spend and positive £3,927 from organiser expenditure.

Partnerships

Achieved:

- Worked alongside partners in the public, private and third sectors in order to ensure Youth Beatz had a comprehensive activity offer to suit the interests of all attendees, and that all needs of those attending the Festival were met.
- Existing partnerships were built upon, and new partnerships were formed in the process of delivering Youth Beatz 2024.
- By working alongside partners, we can bring different specialisms and talents to the Festival that focus on specific groups, interests and passions.

Outcomes:

Youth Beatz Festival seen partnerships formed to help deliver key aspects of the Festival. This ranged from the Oasis Events Team made up of young people, to D&G Eco Warriors, Scottish Fire and Rescue Service, and Police Scotland

Oasis Events Team

The Oasis Events Team has been involved in delivering Youth Beatz alongside the Youth Work Service since its start up in 2009. The group is made up of young people from Dumfries who attend youth work provision in the Oasis Youth Centre, but have a specific interest in production, events and tech. Participation in the group enables and encourages young people to build confidence and allows them to broaden their horizons and learn skills they otherwise wouldn't get the opportunity to access. For young people who have served as part of the Oasis Events Team, many are now in professions working within the events industry in some capacity and have said this wouldn't be possible without the skills they learned within the team.

The Oasis Events Team has been involved in the planning of lots of parts of Youth Beatz for several years. We began as a group passionate about events and music for young people, but without much experience beyond. With the help of Youth Workers and Event Production staff, we have developed our skills over the years, until we were capable of supporting and leading in areas the Youth Beatz Festival weekend.” – **Jack Smith, Oasis Events Team**

Dumfries and Galloway Arts Festival

Our partnership with Dumfries and Galloway Arts Festival continued for 2024. Over the event weekend, they delivered a series of creative storytelling, sound and production workshops, and other arts based activities over the event weekend that focused on providing young people with accessible opportunities to express themselves in a creative way.

Dumfries Music Collective (DMC)

Once again, the Youth Beatz 2024 Second Stage was delivered in partnership with local organisation, Dumfries Music Collective (DMC). Using their connections to local young music performers, DMC brought together a line-up of young musicians from across Dumfries and Galloway. The stage offered solo artists, bands and DJs across the event weekend, and featured performers from all parts of our Region. A key factor of DMC's work is supporting young people across Dumfries and Galloway to pursue a career in music.

"It was a real honour for Dumfries Music Collective (DMC) to continue our partnership with Youth Beatz. The partnership allows us to showcase homegrown talent and invite new and upcoming acts from across our region. The partnership was well organised, efficient and most importantly, very honest! We look forward continuing our partnership and giving young talent in Dumfries and Galloway the chance to shine!" **Hagen Patterson - DMC**

D&G Eco Warriors

Our partnership with Dumfries and Galloway Eco Warriors continued in 2024, with the aim of alleviating waste on site, and provide opportunities for attendees to explore environmental issues. Volunteers from Dumfries and Galloway Eco Warriors were on site over the weekend to help keep the festival site clean, dedicating an army of volunteers who carried out litter picking to ensure that Park Farm was kept as litter free as possible.

'D&G Eco Warriors were delighted to team up with Youth Beatz again in 2024. Through our partnership with Youth Beatz Festival, we were able to encourage and educate young people and their families on the importance of disposing of their waste appropriately.'

Laura Howieson - D&G Eco Warriors



Community Benefits

Achieved:

- Youth Beatz has established itself as a recognized brand throughout Dumfries and Galloway, as well as across Scotland. It has earned a reputation as more than just a music festival; it's a prominent event dedicated to providing accessible opportunities for young people.
- The festival showcases local young acts and performers, allowing them to perform for an audience of 40,000 over the weekend across three stages.
- In response to the cost-of-living crisis, the Youth Beatz Donation Project once again focused on donations of food items toiletries, school uniforms, winter clothing, and pet food.
- The Youth Beatz Fringe Festival organised and delivered events in every Ward area of Dumfries and Galloway.
- The Youth Information Village featured various organizations from across Dumfries and Galloway and Scotland.
- A diverse range of daytime activities catered to all ages and interests, with all activities offered free of charge.
- Distributed 20,790 free period dignity products to attendees

Outcomes:

- Youth Beatz is known as a lively community event that significantly benefits our region and its Young People. This is evidenced by the record ticket allocation time in 2024, along with positive post-event feedback and on-site evaluations.
- The event provides a safe space for young people to enjoy themselves while offering access to a range of information through activities provided by local, regional, and national partners and organisations.
- Partners and attendees see Youth Beatz as more than just a music festival; it gives young people with a sense of civic pride, allowing them to feel a sense of ownership through their involvement in co-designing the event and various volunteering opportunities.
- Anti-social behaviour rates in and around Dumfries fall on Youth Beatz Event Days through data gathered on community impact assessments.



Youth Information Village

The Youth Information Marketplace provided a space for organisations who work with young people in Dumfries and Galloway (and from across Scotland) to showcase their work and to promote their services to attendees over the event weekend.

The enhancement of the Youth Information Village for 2024, enabled us to provide a significantly larger space for organisations working with young people from across Scotland to showcase and promote their work to a captive audience.

The Youth Information Marketplace was enhanced from previous years into a dedicated big top marquee, allowing us to offer more space and as a result host more organisations.

Providing a wide variety of information, helpful staff and some freebies, organisations who came along this year were:

- Better Lives Partnership
- Crawick Multiverse
- Dumfries and Galloway Citizens Advice Service
- Dumfries and Galloway Local Employability Partnership
- Dumfries and Galloway Youth Council
- Dumfries and Galloway Youth Work Service
- Child Poverty Team
- Dumfries & Galloway Rape Crisis And Sexual Abuse Support Centre
- Dumfries and Galloway Recovery Together
- Fast Forward, Home Energy Scotland
- LGBT Youth Scotland
- Massive Outpouring of Love (MOOL)
- NHS D&G Quit Your Way Service
- Sexual Health D&G
- Dumfries and Galloway Council Poverty and Inequality Team
- YMCA Dumfries

Fringe Festival

Youth Beatz Fringe The Youth Beatz Fringe Festival is a key part of our wider Youth Beatz Festival taking events to local communities before the Festival main days.

For 2024, the Fringe ran for 9 days between Wednesday 19th June and Thursday 27th June, with events in each Ward area in Dumfries and Galloway. The Fringe Festival provides activities for young people and their families, with the events themselves being designed by a group of young volunteers from each of the 4 locality area (Annandale and Eskdale, Nithsdale, Stewartry and Wigtownshire) with a focus on providing opportunities that are entirely free and accessible geographically to communities across Dumfries and Galloway.

The Youth Beatz Fringe offered a wide range of activities and events that were open to all to attend but also specific events that were specifically for young people with Additional Support Needs, Care Experienced Young People and Young Parents as part of the Fringe Festival.

Youth Beatz Donation Project

2024 seen the continuation of the Youth Beatz Donation Project.

Due to the ongoing cost-of-living crisis and to help alleviate the pressures on foodbanks and other service providers, attendees were invited to donate one item (if they were able to- this was not a condition of entry) of either foodstuff, toiletries, school uniform, warm winter clothing and pet supplies.

For food a significant number items were donated over the event weekend and distributed to providers across Dumfries and Galloway. Youth Beatz Festival also provided the opportunity for distribution of free period dignity products to attendees, in total of the number of Period Dignity Products which were distributed during Youth Beatz 2024 was 20,790

Enhanced Offer for Children

The Youth Beatz Kids Tent returned in 2024. The area showcased an array of performances by talented children's entertainers from Dumfries and Galloway, including Renita Boyle, Franc Karpo, Road Runner, and Iona Menzies.

In addition to the performances, the space offered a variety of activities, arts and crafts sessions, and informative resources aimed at fostering positive parenting and giving children the best possible start in life.

Daytime Activities

A wide range of activities and experiences were available at Youth Beatz 2024, catering to all ages and interests. Many of these promoted active, healthy lifestyles while encouraging young people to explore different activities they might not have otherwise had the chance to try. The available activities included:

- The Mobile Zipline
- Target Wrestling Tent
- The Scottish Fire and Rescue Service, Police Scotland and Scottish Ambulance Service delivered a series of workshops on CPR, Water Safety, Fire Safety, Road Safety and CPR.
- 360 Bike display team with displays and taster sessions
- Circus Skills workshop and performances
- Sensory/Quiet area for attendees to access a safe and quiet space
- Information and Activities on the environment and recycling
- A number of exciting and fun inflatables activities including nerf area, obstacle course, bungee run and inflatable football



Plans for 2025

A range of partners including our Council committed funding for 3 years from 2023, plans for Youth Beatz Festival 2025 have already began.

Regional Events Groups, The Toon Volunteers, and other groups of young people have already been meeting to share new ideas and begin their own planning for next years festival and work with these young volunteers will continue. Additional funding opportunities are being explored, and new supporters and sponsors are engaging with us for their involvement in the festival.

Dates and venue for the 2025 event have been secured and the festival will be delivered once again at Parkfarm Showfield, and will take place on Saturday 28th and Sunday 29th June, with the Fringe Festival and Toon being delivered in the week leading up to the main days.

Following on from the feedback from local residents, a focussed review of parking and other traffic management arrangements will take place and we will work alongside key stakeholders and agencies to update our event plans, to mitigate the impact on local residents.

Additionally, feedback received from attendees will be shared with the event planning groups, and suggestions and comments will all be considered to ensure that the festival continues to meet the needs of, and stay relevant to young people in our region.

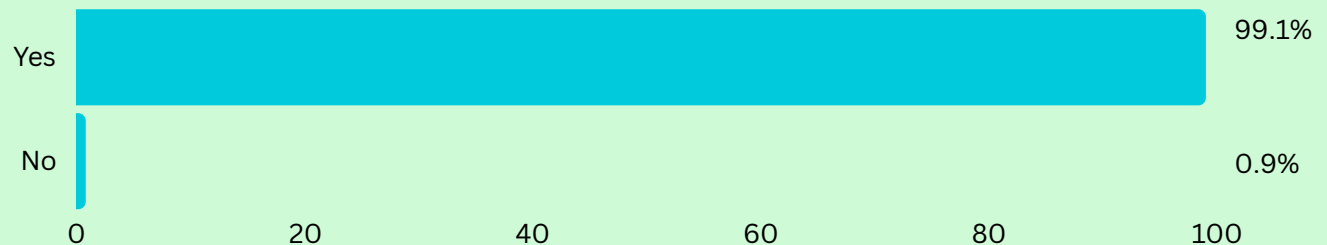


Customer Survey

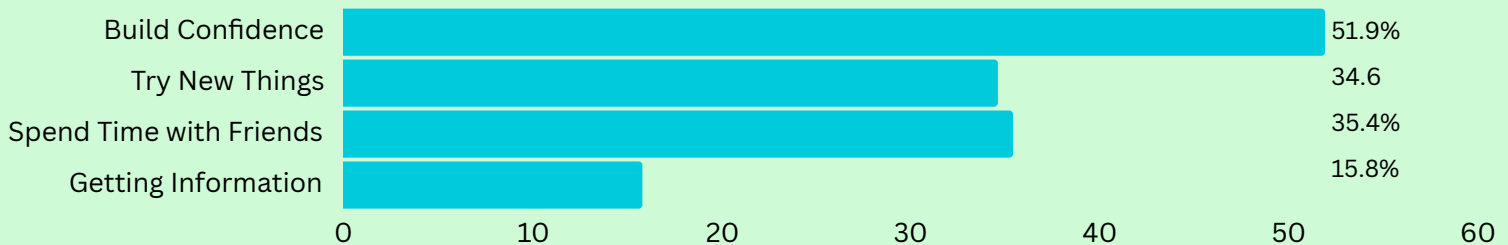
Upon application for tickets, all ticket holders were asked a series of questions, below is collation of all responses.

The total number of responses was 40,000

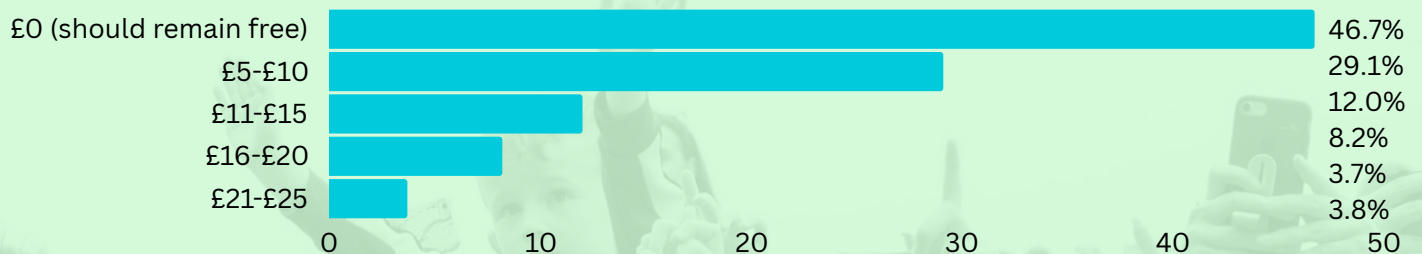
Do you think Youth Beatz is important to young people and the community in Dumfries and Galloway?



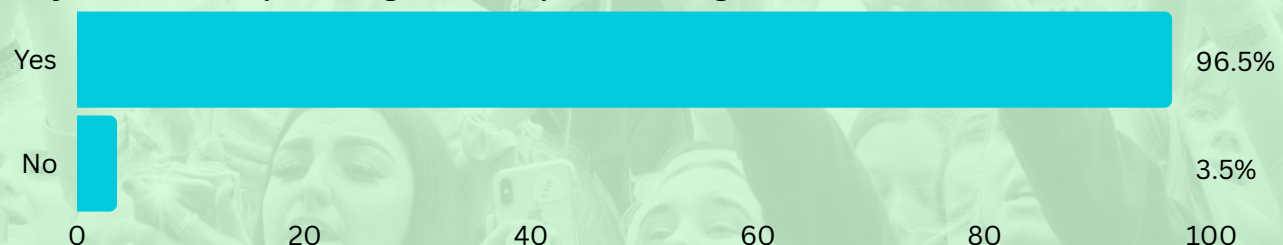
In what ways does attending Youth Beatz improve your wellbeing?



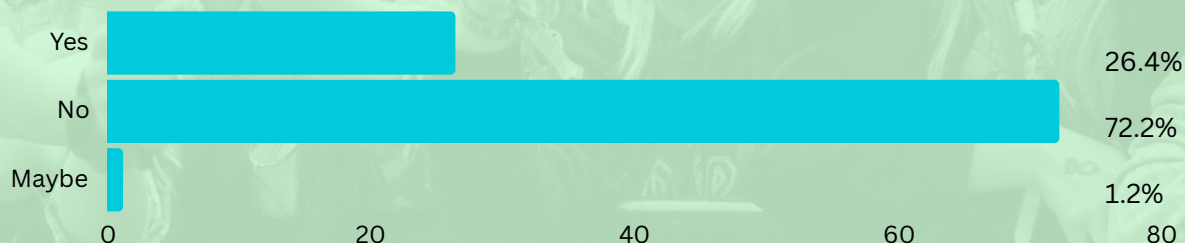
If you would pay to go to Youth Beatz? How much would you pay per ticket?



Dumfries and Galloway Council allocates £160,000 of funding for Youth Beatz. Do you think this represents good use of public funding and should remain?



Would you be able to afford to access any large scale music event apart from Youth Beatz? e.g. TRNSMT, Kendal Calling, Radio 1's Big Weekend, etc



Supporters, Funders and Sponsors

Thank you all our supporters, funders and sponsors, without whom Youth Beatz Festival would not be possible





For more information, please contact

youth.work@dumgal.gov.uk

01387 260243



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