YOUTH BEATZ FESTIVAL 2026

EVALUATION REPORT









Dumfries and Galloway Council


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FOREWORD

I am delighted to share our 2026 Youth Beatz Festival Report. Over the years, the Youth Beatz Festival has transformed into a nationally recognised event, becoming a mainstay in our region's annual events calendar. It delivers a multitude of positive outcomes for young people, families, and the broader community. This report offers an overview of Scotland’s largest youth music event, highlighting the valuable impacts it has on young people, partners, and communities across Dumfries and Galloway.

The festival creates a safe environment for young people to enjoy high quality entertainment and activities at no cost. It also fosters personal development through volunteering, skill building and active participation in decision making encouraging young people to engage within their communities through a variety of initiatives and projects.

Youth Beatz works alongside a wide array of partners including local and national organisations and businesses, offering a daytime program that caters to all ages, abilities and interests. The event significantly boosts the economy of Dumfries and Galloway by attracting visitors contributing positively to the local economy. It is more than just a music festival. It serves as a cultural and social highlight for Dumfries and Galloway, elevating our region onto a national platform.

I would like to express my gratitude to all partners, volunteers and staff involved in planning and delivering Youth Beatz 2026. I look forward to the festival continuing to build on its success in the future. My sincere thanks also go to the Youth Work Team for their leadership in uniting the partnership that brings this award-winning event to life, as well as to all our supporters, sponsors, and funders.

Councillor Stephen Thompson
Leader - Dumfries and Galloway Council

BACKGROUND

Youth Beatz Festival has been held annually since 2009, primarily targeted at young people aged 12-25. The overarching aim of the Festival is to offer information on youth services, provide activity-based entertainment, and host a large outdoor music event in Dumfries and Galloway, which has a significant economic impact on the local economy.

The festival aims to provide young people with a festival they can attend with their peers in a safe environment and to celebrate youth culture, gain information on a range of youth services available to them, develop new skills, encourage and build confidence/self-esteem, foster community spirit and civic pride among young people participating in the event.

The festival is co-produced with young volunteers, in partnership with our Council's Youth Work Service.

This report provides detail of the impacts and outcomes Youth Beatz Festival 2026 had on young people, partners, volunteers and the local economy and community.

The event continues to be the main aspect of the Scottish Governments 10-year legacy plan for 2018 Year of Young People. This will remain the key part of the legacy plan until the end of 2028.

Youth Beatz Festival has three main parts:

- Youth Beatz Main Days: the two-day Festival 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 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. A Fringe event took place in every Ward.

A key part of the planning of Youth Beatz is the involvement of young people, which takes place throughout the year. Youth groups work alongside event organisers on planning some key aspects of all aspects of the festival, 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 and that Youth Beatz Festival fully meets the needs of our Region's young people.

Volunteering opportunities are a vitally important part of Youth Beatz Festival. 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

Youth Beatz Festival Main Days took place on Saturday 27 and Sunday 28 June 2026 in Park Farm Showfield, Dumfries.

As in previous years, the main event days are held at 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.

Stages and Performances
Three outdoor 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 performances delivered in partnership with 'Up Yer Airts' and featured young up and coming acts from across our region including;

- Amber
- Blanc
- Disrespect
- 8 Days
- The High Priestess
- DJ Lil J
- Jamie Cameron
- Ella Campbell
- Joe and Sam Clark





Followed performances from Natalie Shay, Jasmin Jet, Levi Heron, Caity Baser and The Vamps Present Up all Night

The Second Stage showcased young musicians from across Dumfries and Galloway as part of a partnership with Arts DG 'Up Yer Airts', with acts from Dumfries, Newton Stewart, Annan, Dalry Castle Douglas, Kirkcudbright, Lockerbie and Stranraer.

- Abberant
- Jayden Emmet
- Emily Phee
- Deadline
- Codpiece
- Alex Bailey
- Airlock
- Calfarlane
- Megan Oliver
- Rose Benson
- Out of Focus
- James McCormick
- Jodie Rae
- Pebblebrain
- Paragon
- Austin Wark





Youth Beatz Main Event Days

On Site Activities
A wide range of exciting Daytime Activities were on offer over the weekend with an action-packed programme of free activities designed to encourage young people to get active, try something new and most importantly, have fun!

This year's "Let's Get Sporty" zone offered opportunities to get involved in football at the Soccerena and those looking for something a little different could try their hand at Curling Lanes on synthetic ice or experience a range of ice sports, bringing a winter twist to the summer festival.

The return of adrenaline-fuelled attractions including a High Ropes Course, Climbing Wall, Laser Tag and an incredible 90m Zip Line, gave participants the chance to take on exciting challenges throughout the weekend.

Spectacular demonstrations and workshops from 3Sixty Mountain Bike Displays, showcasing impressive skills and stunts.

The hugely popular inflatable zone returned bigger than ever, with a variety of attractions including rodeo rides, slides and interactive inflatables, offering something for all ages to enjoy. Adding a creative twist to the programme, Think Circus delivered engaging workshops and vibrant performances, giving young people the chance to learn new skills and take part in interactive experiences.

A Celebration of Sport
This year, the festival introduced an exciting new Sports Zone, made possible through £10,000 of funding from the Glasgow 2026 Commonwealth Games Fund. The energetic and inclusive spaces gave young people and families the opportunity to take part in a wide range of sporting activities completely free of charge.

The Sports Zone was designed to inspire young people to get active, try something new, and build confidence through participating in activities focused on sport and wellbeing. Free sports opportunities and activities included:

- Curling,
- Climbing wall
- Ice sports,
- Mountain Biking
- High ropes course
- Lazer Quest



Youth Beatz Main Event Days

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 showcased performances by children's entertainers from Dumfries and Galloway, and also hosts a wide range of activities, art and craft sessions and information which provided 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 were.

- Emily Smith - Coorie Intae Ceol
- Renita Boyle
- Unicorn Dance Party
- Kingdon of Creatures
- Ranger J Takeover Party
- Franc Karpo - Amazing Kids Magic

In addition to entertainment, Dumfries and Galloway Council Lifelong Learning Team provided craft activities and information.

Local organisation Bump, Baby and Beyond were also based at the children's area to provide a safe and private area for baby changing and feeding.

'The Pit Stop' - Family MOT Tent

The Pit Stop Hub was be a themed marquee designed as an interactive space where families could:

- Access information about entitlements and support services available via Dumfries and Galloway Council, and community organisations
- Children can enjoy a garage themed children's play zone while parents are talking to stallholders
- Sit down with complimentary tea and coffee while chatting to services
- Leave feeling more confident and informed about the help & support available

Purpose of the Marquee

- Provide families with a one-stop space to learn about council and third sector support
- Reduce stigma by presenting services as routine maintenance not crisis help
- Offer a safe and engaging play area so parents can talk without distraction
- Create a positive and friendly experience that encourages families to return to services

Youth Beatz Main Event Days

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 hosted a Youth Information Marketplace. For 2026, enhancements were made to the Youth Information Market place, 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
- Dumfries and Galloway Recovery Together
- Home Energy Scotland
- Sexual Health D&G NHS
- LGBT Youth Scotland
- Dumfries and Galloway Rape Crisis & Sexual Abuse Support Centre
- Fearless Scotland (Crimestoppers)
- Quarriers – D&G Youth Housing Support Service
- North West Community Campus
- Lets Get Sporty
- Dyslexia Scotland South West Branch
- Castle Douglas Development Forum
- Turning Point Scotland
- Dumfries and Galloway Youth Council
- Kirkcudbright Dark Space Planetarium



Youth Work Tent

Developed and delivered alongside 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.

Alongside the Youth Work Tent, the regional Young Women's Network providied activities and information in their dedicated Tipi tent 'the Zen Den'

The Toon Experience 2026

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. 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, the receive support from the partners to ensure it is accurate factually.
Issues featured within the 2026 drama production included:

- Cardiac health and use of defibrillators,
- Poverty
- Bereavement
- Water Safety
- Sectarianism
- Mental Health
- Drugs and Alcohol
- Toxic Masculinity
- Domestic Abuse

The young people design and develop their set and props before delivering the drama production to their peers. The young people attending the experience are presented with 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 significant 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.

The Toon Experience 2026

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 schools 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 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.

- Main Event Days - Attendees on the 2 main event days are given the chance to experience The Toon

In total 2,256 people took part in The Toon Experience 2026.





Youth Beatz Fringe Festival

The Youth Beatz Fringe Festival is a key part of the overall Youth Beatz Festival.

This year, organisations and groups from across the region were invited to apply to the Youth Beatz Fringe Fund for funding to run events and activities in their own communities as part of the Fringe Programme for 2026. The Youth Beatz Fringe has a continued focus on providing opportunities that are entirely free and accessible across Dumfries and Galloway.

This year's programme wasn't only shaped by community groups and organisations who applied to the Fund, but also by young people themselves. Members of the Oasis Events Team played a key role in deciding which projects received funding, ensuring that the Fringe programme reflected what young people want to see locally. As a result, a packed programme of completely free events happening across Dumfries and Galloway, making sure that cost is no barrier for children, young people and families to get involved.

From Football to Superhero Clubs, Community Fun Nights to Free Swim and Cinema sessions, there was something for everyone being delivered in local communities across Dumfries and Galloway.

All Fringe events were free for people to attend, and as well as events aimed at young people aged 12-25, there are also sessions that are open to children and families where appropriate.

Organisation successful in gaining funding to host Fringe Events were:

- Lonsdale Cinema, Annan
- Gatehouse Bunker.
- Mossburn Community Farm.
- New Abbey Village Hall
- Newton Stewart Football Club
- RH Youth Organisation
- DG1 Leisure Centre
- Summerhill Community Centre
- Bouldover Climbing Centre CIC
- Castle Douglas Development Forum
- Lincluden Parent Council
- DG Voice
- Stranraer Community Events Group
- Heathhall Community Centre
- Let's Get Sporty
- A&E Youth Group
- Crawick Multiverse
- A' The Airts
- Sanquhar Academy
- Sea Cadet Unit, Kirkcudbright

Youth Beatz Fringe Festival

Thursday 18 June
Free Sing-Along Screening - Lonsdale Cinema, Annan
Friday 19 June
Beatz and Eatz - Free food, live music and a relaxed hangout space - Gatehouse Bunker.
Saturday 20 June
Fun On The Farm - Mossburn Community Farm, Lockerbie
Superhero Day - New Abbey Village Hall
NSFC Beatz at Blairmount Football games - Newton Stewart Football Club
Sunday 21 June
The Fringe Adventure Day RHYO Activity Centre, Lockerbie
Free Swim Session - DG1 Leisure Centre
Monday 22 June
Summerhill Mini Festival - Summerhill Community Centre
Bouldover Games Night - Bouldover Climbing Centre, Dumfries
Tuesday 23 June
Beatz & Burgers Community BBQ - The Crannog, Castle Douglas
Colour Run - Lincluden Primary School, Dumfries
Badges for Beatz - The Stove, Dumfries
Free Swim Session (Leisure Water) - DG1 Leisure Centre
Youth Beatz Silent Rave - The Great Indoors, Stranraer
Wednesday 24 June
Heathhall Summer Vibes - Heathhall Community Centre
Ultimate Bubble Kick Off - Raydale Sports Hub, Gretna
Youth Beatz Silent Rave - The Great Indoors, Stranraer
Friday 26 June
Sanquhar Academy Activity Day - Crawick Multiverse, Sanquhar
Craft and Create with The Guides - Sea Cadet Unit, Kirkcudbright

#We Care - Care Experienced Young People

#WeCare

Overview of the Event
#WeCare is designed specifically for Care Experienced Young People in our region. Held at Park Farm Showfield on Thursday, June 25 as part of the Youth Beatz Fringe programme the event was co-created with young volunteers from the Listen2Us Youth Advocacy Group. It received support from a wide range of partner organisations and services within the Corporate Parenting Group. To ensure accessibility transportation was provided from various locations across Dumfries and Galloway removing travel as a barrier to participation.

Event Details
The event was free of charge offering transportation activities food and drinks throughout the day, along with the chance to win VIP tickets to the Youth Beatz Festival weekend.

Listen2Us is part of the wider Champions Board Project and provides platform for young people to express their views on issues that matter to them, ensuring their voices and experiences are recognised and acted upon. During #WeCare, young people engaged in a variety of interactive workshops allowing them to share their thoughts, experiences and priorities directly with decision-makers. This raised awareness of the challenges faced by care experienced young people. The feedback and discussions from the event will inform the development of future support and policies aimed at enhancing services opportunities and outcomes for care experienced young people.

Activities and Celebrations
Young People had the chance to enjoy outdoor activities such as high ropes courses, team challenges, and interactive sessions focused on health, wellbeing and personal development.

The evening ended in a celebration, allowing young people to access the main Youth Beatz site for fun activities followed by rides and entertainment in the Youth Work Tent.

#WeCare is unique in Dumfries and Galloway specifically targetting Care Experienced young people with 100+ young individuals participating in the 2026 gathering.

The views collected at #WeCare play a crucial role in the ongoing development of the Corporate Parenting Plan, ensuring that the priorities of young people directly shape and improve services for care experienced youth in our region.

Duke of Edinburgh's Award Residential

Youth Beatz Festival provided an opportunity for young people across Scotland who were undertaking their Gold level Duke of Edinburgh's Award to take part in a residential on site at Youth Beatz which qualified as their Gold residential section of their award. The Gold residential opportunity provided a unique and low cost option for young people taking part in the award, and enabled young people to combine the residential, skills and volunteering sections of their awards. There are no other gold residential opportunities that are able to incorporate a large scale event with completing the award, making the Gold residential unique in Scotland.

The residential gave 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.

7 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 off 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.

"Participating in the Duke of Edinburgh's Award residential at Youth Beatz 2026 was an incredible opportunity. I met so many new people and gained confidence doing things I never thought I could. It truly pushed me out of my comfort zone and showed me how rewarding it is to be part of something so big! – I'll never forget it!"



Summary of Achievements in 2026

Raising the Event Profile

- Applications for tickets were opened in May 2026, with the festival allocating all tickets in record time.
- In just under 4 hours, all 40,000 tickets were allocated, 85.6% of which were to Dumfries and Galloway residents.
- Over +450,000 visits to Youth Beatz webpage
- More than 500 items of printed and digital media coverage

Event Co-design

- Worked with 129 young people as part of co-design groups to ensure the festival provided the right activities and facilities for young people
- Worked alongside 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, whilst instilling a sense of pride in being involved in the planning process

Volunteering & Participation

- The festival recruited 229 adult and young volunteers to offer hands on experience of delivering Youth Beatz Festival, whether this was through the Main Event, Toon or Fringe.
- Provided Gold Duke of Edinburgh's Award Expedition opportunity for young people from across Scotland
- It is estimated that volunteers contributed a total of 8,244 volunteer hours, with volunteer time having a cost equivalent of £139,323.60 (using the Volunteer Scotland volunteer value calculation methodology)

Partnerships

- Built on existing partnerships with Arts DG and DH9 Foundation to deliver information and opportuntieis to young people
- We worked alongside third sector partners in local communities to deliver the Youth Beatz Fringe to ensure events met the needs of the unique communities they were delivered in
- Existing partnerships were built upon, and new partnerships were formed for Youth Beatz 2026.
- By working alongside partners, we can bring different skillsets and talents to the festival that focus on specific groups, interests and passions.

Economic Benefit

- Worked alongside businesses based in Dumfries and Galloway to deliver the festival
- Youth Beatz Festival was successful in generating an estimated economic benefit of £1,041,128.19 thorough a combination of visitor spend and organiser expenditure







Partnerships

We 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 everyone who would attend, and that there was something to suit all abilities and interests. Existing partnerships were built upon, and new partnerships were formed for Youth Beatz 2026. By working alongside partners, we can bring different skillsets and talents to the festival that focus on specific groups, interests and passions.

Outcomes: Youth Beatz Festival worked alongside local organisations to help deliver key aspects of the festival. This included the Dumfries and Galloway Youth Council, Dumfries and Galloway Young Women's Network, Events Teams made up of young people who helped with event co-design and delivery, Arts DG, and Police Scotland.

Arts DG

This year, Youth Beatz again partnered with 'Up Yer Airts' with the team programming the Festival Main Stage during the event days. Using their connections to local young music performers, they 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.

This year's additional performance space on site 'Up Yer Airts Stage' featured an amazing line up of young musicians from across Dumfries and Galloway and was been programmed by our partners at Arts DG.

The Up Yer Airts stage was dedicated to showcasing the next wave of local talent and gave local young people the chance to perform on a major festival platform in front of thousands of people with full production behind them.

The stage helped young performers to build confidence, gain experience and proved that artists from Dumfries and Galloway can hold their own on festival stages!

"We are incredibly proud to have programmed this year's Up Yer Airts Stage at Youth Beatz 2026. It's a fantastic opportunity to showcase the wealth of young musical talent across Dumfries and Galloway. The stage is all about giving emerging performers a real festival experience – stepping onto a professional platform, performing in front of large audiences, and building the confidence that comes with that. We're excited for audiences to discover the next wave of local talent." - Liam Russell, Director of Up Yer Airts

Economic Benefit

At Youth Beatz each year, work is done to accurately gather data in relation to how much financial gain the event brings to Dumfries and Galloway. 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.

Visitor Spend: £ 1,038,053.19
Organiser Spend: +£3,075.00
Total Economic Impact: £ 1,041,128.19

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, nipping to the shops for a packed lunch before the festival, or hiring a caravan at a local caravan site, the spend of those attending has a positive impact on the economy within Dumfries and its surrounding areas.

The Data Process

The Data is presented in accordance with Economic Impact guidance, local people (Nithsdale) are excluded from the figures on the basis that they already live within the local economy, therefore their spending is not classed as additional spending in the area.
Based on the onsite survey and ticketing data, 44.67% of respondents reported that they were from Nithsdale, leaving 55.33% of attendees who live outside of this area in the rest of the region, Scotland or UK. This means that 22,132 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 2026 is based.
Of this number:

· 85.1% were day visitors – 18,834
· 14.9% were overnight visitors – 3,298
· Of overnight visitors, 24.7% were non-commercial stayers, i.e., stayed with family/friends and did not pay - 815
· Of overnight visitors, 75.3% were commercial stayers, i.e., they were paying for their overnight accommodation in a hotel, guest house, B&B, campsite/caravan park – 2,483

Economic Benefit

Looking at the accommodation spend, the average stay in Dumfries for commercial stayers was 1.4 nights, with the average spend on accommodation including food and drink was £178 per average 1.4-night stay.

Based on average room occupancy and the corresponding commercial bed nights, this equates to a direct economic impact of £441,974.

Commercial stayers spent an average of £22.72 on the event day. This equals a direct Economic Impact of £56,413.76.

Non-commercial stayers spent an average of £23.89 on the event day. This equals a direct Economic Impact of £19,470.35

Day visitors spent an average of £27.62 per day on the event day. This equals a direct Economic Impact of £520,195.08

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 £1,038,053.19

Organiser Spend: +£3,075

In conclusion, the direct economic impact of Youth Beatz 2026 is estimated to be £1,041,128.19



Economic Benefit

Working with Local Businesses

Youth Beatz worked alongside a wide variety of local businesses to deliver Youth Beatz Fringe, The Toon and Youth Beatz main days.

- 33 Air Solutions
- Anderson Fire Services
- B&M – Dumfries
- Booker Cash and Carry
- Border Group
- Boyd Group
- Dumfries and Lockerbie Agricultural Society
- Dumfries Rugby Club
- Devine Magic
- EFAR (Event First Aid and Rescue)
- Franc Karpo
- Hire and Supplies
- Kingdom of Creatures
- Let's Get Sporty
- Marchbank Bakery
- GTR Contracts
- Renita Boyle
- Solway Water
- Stewart Associates
- SW Audio
- Vigilant Security
- WBS Signs
- WC in Fields
- WMB Heavy Haulage
- Wee Messy Crafters









Raising the Region's Profile

Achieved:

- Applications for tickets were opened on 21 April 2026
- In just under 6 hours, all 40,000 tickets were allocated, 85% of which were to Dumfries and Galloway residents.
- Over 450,000 visits to Youth Beatz webpage
- More than 500 items of printed and digital media coverage.

Outcome:

The marketing campaign significantly increased ticket applications and social media engagement, resulting in a notable rise in the event's visibility both locally and nationally. The extensive media coverage allowed more young people to become aware of the event, while post-event coverage communicated the festival's primary objectives. Strong, positive relationships with local residents have ensured that the festival is viewed positively within the local community, enhancing the profile of Dumfries and Galloway.

Youth Beatz Festival Launch

The Youth Beatz Festival launched on Thursday 21 April, 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 2026. 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 and Third Stages.

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 6 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.

Raising the Region's Profile

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 85.6% of tickets allocated to Dumfries and Galloway residents and the remaining 14.4% to the rest of Scotland and the UK.

The table below shows the breakdown of tickets allocated.

Region	% OF TOTAL (40,000)
Annandale & Eskdale	18.76%
Nithsdale	44.67%
Stewartry	9.69%
Wigtownshire	12.53%
Rest of Scotland inc	11.74%
Rest of UK	2.61%
TOTAL	**100%**

Marketing and Promotion
In terms of our marketing and promotion for Youth Beatz 2026, our outcomes were to maintain and increase the numbers on all of our channels including Facebook, Instagram and X, Tik Tok and Snapchat.

Youth Beatz consistently tracks trends in social media, adapting and evolving with these changes to keep our profile relevant. This approach ensures that Youth Beatz stays at the forefront of the rapidly changing landscape of social media usage among our target demographic of 12 to 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 and used as a mailing list for PR/Marketing for the event such as e-newsletters.

Raising the Region's Profile

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.

Platform	Followers/Subscribers/Visits
Facebook	22,823
X	1,645
Instagram	6,581
TikTok	3,061
Event Website	453,934
E-Newsletter Database	38,389

Engagement with local residents

Engagement with local residents begins prior to the event launch, with 600 houses in the surrounding area of Parkfarm Showfield receiving letters, which provide them information on the event and FAQ information to ensure they are kept fully up to date as the event planning progresses.

During the festival, we have a dedicated residents liaison team who respond to any issues over the weekend, and we run a 24-hour resident contact number where they can raise any issues. This is staffed 24 hours via our Council's Customer Contact Centre using a dedicated phone number. Residents also receive regular communication in advance of the festival so that they are fully aware of what is happening.

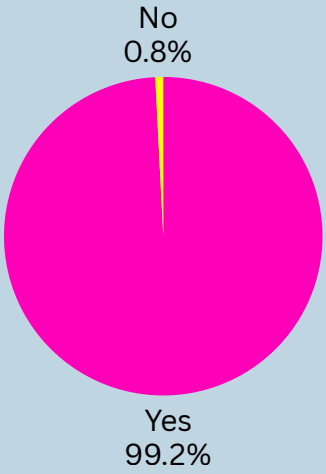
As part of the event debrief with the event planning and operations group (EPOG) there were no reports of any complaints/concerns from members of the public. This group includes representatives from Dumfries and Galloway Council Licensing, Environmental Health, Building Standards, Road, Police Scotland, Scottish Fire and Rescue, NHS, and Scottish Ambulance Service.

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

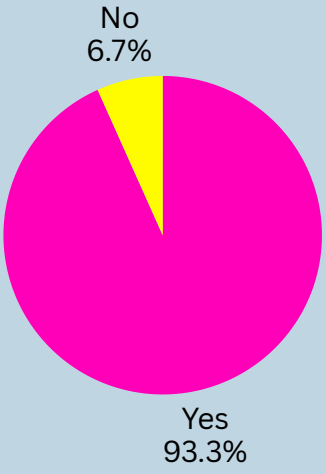
Youth Beatz Customer Survey

Responses - 10,546

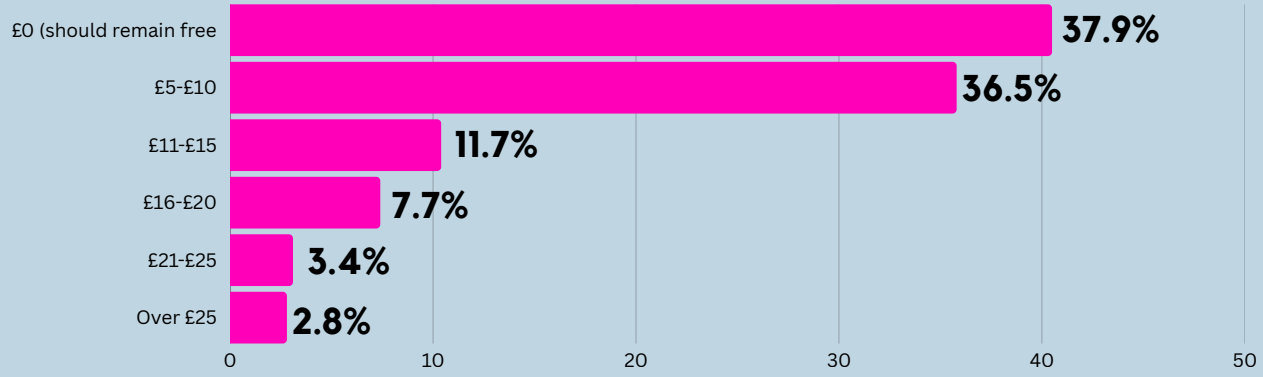
Do you think Youth Beatz is important to young people and the community in Dumfries and Galloway?



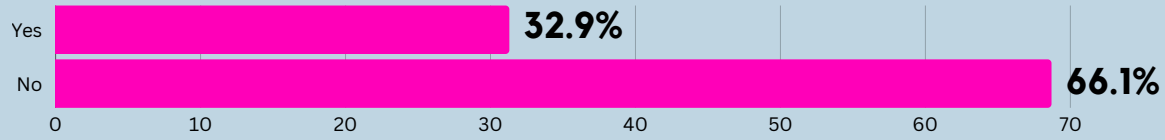
Do you feel that Council funding of Youth Beatz represents good use of public funding and should remain?



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



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



Volunteering & Participation

Achievement:
The festival recruited 229 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 volunteers gave a total of 8,244 volunteer hours equating to an in-kind contribution valued at £139,323.60 using the nationally recognised Volunteer Scotland volunteer value calculation methodology.

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.

In total 129 young people were involved in the co-design and subsequent delivery of Youth Beatz 2026. Co-design is young people who have been directly involved in the planning, design and delivery of the event. Several groups of volunteers from across all parts of Dumfries and Galloway 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.

Young Volunteers
Providing young people with volunteering opportunities is a key aspect of Youth Beatz Festival. Throughout the year leading up to the festival, groups of young people participate in co-design groups that help shape the festival's content, including social media, activities, entertainment, and stage programming. During the festival weekend, these young individuals also volunteer their time, working alongside staff during the setup, main event days, and the de-rig period.

Collaboration with Local Groups
Young people can volunteer at the Youth Beatz Festival through the various groups they are already part of. The festival was thrilled to receive volunteer support from organisations such as the Dumfries and Galloway Youth Council, Dumfries and Galloway Young Women’s Network, and the Champions Board.

Young leaders from across Dumfries and Galloway, who engage in youth programs throughout the year, were also present during the event days. They led activities in the Youth Work Tent and encouraged other young attendees to join them as volunteers. Additionally, young volunteers were given the opportunity to take on more visible roles over the festival weekend, such as acting as comperes to introduce acts on stage, welcoming attendees at the ticket check area, and working closely with stage management teams.

Volunteering & Participation

Lasting Impact on Communities
Through their volunteering experience with Youth Beatz Festival and the unique opportunities it provides, young people are able to enhance their personal and professional skills. This experience allows them to apply the knowledge and skills they get while volunteering, within their own communities. The impact of young people's volunteering has a lasting effect on the communities in our region.

Adult Volunteers
Adult volunteer recruitment began in early May, 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.



YOUTH BEATZ FESTIVAL 2026

EVALUATION REPORT

For more information contact
youth.work@dumgal.gov.uk
01387260243

www.dumfriesandgalloway.gov.uk/youthwork
www.youthbeatz.co.uk

Dumfries and Galloway COUNCIL