

## Amplify Communities

Sony Justice Fund 2022

### Evaluation Report

Outcomes and learning from the programme



## Highlights

- YUAF's outreach in Hackney and Waltham Forest continued to provide an offering of exciting and varied programmes for young people from August to December. 86 unique young people aged 11-20 years from under-represented communities took part (61% Male, 36% Female 2% Transgender).
- 100% of respondents reported high overall satisfaction with their Amplify Communities experience and would recommend courses to their friends.
- The Pathways Service continued to develop its role of supporting young people from under-represented communities into creative opportunities. 55 young people received intensive support from the Pathways Coordinator, and over 200 young people received hundreds of opportunities via WhatsApp.
- Support from the Pathways Service led to around 44% of participants accessing further creative industries opportunities (including YUAF programmes).
- A consistent additional outcome for the majority of service users proved to be increased networks and sense of being part of a creative community.
- **The new double-decker bus enabled service users to participate in new activities such as podcasting and vocal recording, both of which allowed them to explore their emotions and creativity in a deeper way.**
- Key enabling mechanisms for positive outcomes for young people (alongside their own motivation and commitment) included YUAF's positive 'family' vibe, the passionate and supportive facilitators, support staff and artists, and the sense of safety and holding generated within courses.
- The experienced and skilled YUAF delivery team was particularly welcoming of, and adept at adapting to diverse personalities, skill sets, levels of experience and aspirations. The course content and technical tools on offer to young people proved to be relevant, inspiring and engaging throughout.
- Young people were especially motivated by listening to, learning from and receiving encouragement and attention from the Sony guest artists and professionals, many of whom started their careers from similar backgrounds to themselves.
- Young people felt seen, appreciated, responded to, and found they had space to finally be themselves and to express themselves freely during creative courses. They particularly enjoyed and benefited from the growing sense of trust, respect and mutual support developing amongst peers as structured courses progressed.
- YUAF is growing particularly adept at structuring planned courses to enable young people to grow at their own pace, step more deeply into their personal and creative identities and develop the confidence and self esteem necessary to express themselves creatively in front of others.

- YUAF was committed to participatory monitoring, evaluating and learning throughout the programme, and set out to involve all stakeholders in reflecting on programme quality and effectiveness.

## Recommendations

1. Utilise Youth Ambassadors, Young Leaders and workshop participant feedback to determine whether or not there is interest in continuing a form of Black History curriculum.
2. Focus concentrated youth outreach 2 - 4 weeks prior to youth engagement to ensure the greatest chance for successful attendance and retention.
3. Explore different evaluation techniques through consultation with young people and the YUAF bus team.
4. More thoroughly assess potential partnerships taking into consideration other activities they have ongoing, youth participation, and staffing levels to determine their dependability as a strong and successful partner.
5. Utilise Youth Ambassadors, Young Leaders and past Pathways beneficiaries to provide input to help revise the model with an aim to improve its use among beneficiaries.
6. Develop a plan to recruit a new Pathways Coordinator who is able to help restructure and implement a new style of the Pathways programme based on feedback gained from young people.

# Contents

## Section 1: Introduction

6	Introduction and context.....	Page
	Programme Aims and Objectives.....	Page 9

## Section 2: Programme Outputs

	Beneficiaries .....	Page 10
11	Delivery and engagement.....	Page

## Section 3: Programme Outcomes

18	3.1 Improved wellbeing.....	Page
18	3.2 Increased confidence.....	Page
18	3.3 Develop transferable skills.....	Page
	3.4 Awareness around Black History.....	Page 19
	3.5 Discover insights into the creative industry.....	Page 19
20	3.6 Access to opportunities.....	Page
	3.7 Outcomes for young people who experienced the Pathways support programme.....	Page 20

## Section 4: Learning and Recommendations

21	Applifying Communities 2022.....	Page
22	Working with partners.....	Page
22	The Pathways Service.....	Page

## Section 5: Appendix

2021 Evaluation Recommendations.....  
Evaluation Methodology.....

Page 24  
Page

25

# Section 1: Introduction and Context

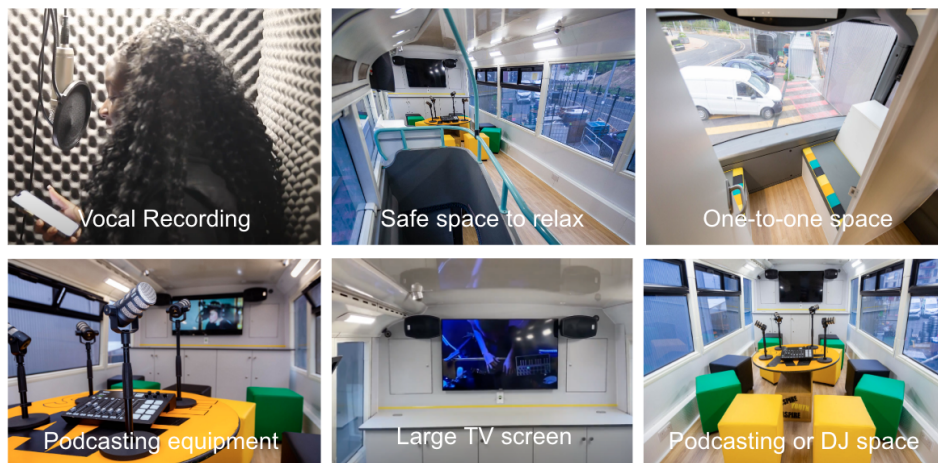
## Sony Music UK Social Justice Programme

Young Urban Arts Foundation (YUAF) kindly received funding from the Sony Music Social Justice Fund (SMSJF) to continue 'Amplify Communities': a programme of out-of-school activities in under-served communities in London during 2022. YUAF has had an ongoing relationship with Sony Music UK. Prior to the SMSJF, Sony primarily supported YUAF's programs in summer when there is greater need for provision and young people are most at-risk. The programme plan was developed based on the learnings from SMSJF funded Outreach Media Bus projects, 2020's vibrant 'Educate to Create' and 2021's, Amplify Communities.

Delivery in 2022 was initially intended to begin with an intense summer programme across 3 boroughs on the new double-decker bus, however, there were setbacks in the bus build. The delivery was modified to take place across the summer holidays in partnership with Project Zero in Walthamstow. With permission, a portion of delivery was reverted to term-time in Autumn, which proved to be more beneficial to young people. From September to December, workshops took place again in Walthamstow and Hackney.

A primary benefit of the new bus is the ability to provide more creative engagement (DJing, podcasting, vocal recording) for young people. The increase in activities and facilities broadened access, allowing as many young people as possible to take part in exploring their creativity. As a result, it was decided not to include a Level Up style course. To continue to meet the needs of young people who wanted to explore music as a career, YUAF Futures opened offerings for 'Taster Days' to young people who wanted a deeper understanding and practical experience in the creative industries.

The new bus offers more capabilities for both creative and personal well-being exploration. Young people continue to be provided with state-of-the-art music production facilities and activities that are facilitated by established, relevant artists who have achieved a level of excellence in their art-form, and who come from similar backgrounds to the young people, in order to support young people to gain aspirations, skills, well-being and resilience. In addition to solar powered workshops, the bus now has:



## **The Pathways Service**

The Pathways Service was initially proposed in late 2020 with the aim of working directly with individual young people to identify their goals and aspirations through assessments and personal development plans, and then helping them overcome challenges and obstacles to moving forward.

Young people joining Pathways complete a self-assessment survey and are matched to a RAG system (Red, Amber, Green) to define and prioritise their support needs. The most vulnerable (Red and Amber), including those lacking confidence, language skills, or with learning disabilities or neuro-diversities, are referred for one-to-one support sessions with a Pathways Coordinator. These sessions provide tailored guidance on upskilling, accessing creative opportunities and managing health and wellbeing. Most young people have six sessions, but some require fewer (4 or 5), whereas others may need more (up to 8).

In their first one-to-one support session, participants review their self-assessment survey with the Pathways Coordinator to help understand why they signed up to the programme, their interests, personal goals and ambitions, their support needs, and personal challenges they face. This forms the basis of the remaining support that they receive throughout the programme. In their final one-to-one support session, the young people complete an end assessment, which helps to assess the progress they have made as well as any ongoing support needs, aspirations and potential pathways beyond the Pathways programme.

Young people at 'Green' (least risk) are able to access group workshops and 'one-off' support for opportunities, such as applying for jobs. All participants are added to YUAF's WhatsApp Group and newsletter to receive regular updates on further opportunities.

During the 2022 workshops, YUAF's Pathways Coordinator saw a greater number of young people who wanted access to opportunities to further develop their creative pursuits. In addition to music, young people wanted more access to opportunities in fashion and acting. The Pathways Coordinator provided extra support to young people who wanted to develop personally and creatively, and explore options to get into the industry.

## **YUAF Futures**

YUAF Futures is a programme designed for young people aged 16 - 19 years who come from communities challenged by inequality and disadvantage (Global Majority, LGBTQIA+, disabled young people and young people living in poverty). The programme offers intensive creative careers-focused mentoring, upskilling and network-building in an effort to provide greater access into the creative fields to those who otherwise would not have the opportunity and while also allowing companies and brands to evaluate and reflect on their own diversity.

Young people are referred to YUAF Futures via Pathways and enrol onto a cohort, which then engages them in a series of creative sessions/workshops (once a week for 6 weeks) put together by the YUAF Futures Lead. Examples include: a DJing workshop, visiting TikTok HQ, a session on professional upskilling



(how to write an email/CV). Most sessions take place at The Halley Space in Hackney, which has music studios, a DJ space and music technology facilities.

In the first session, participants complete a Journey Web, where they rate how they feel in relation to various aspects of their life: confidence in themselves, knowing what opportunities are available to them, their ability to access opportunities, their professional profile, having a connection to industry contacts/networks, feeling part of a creative community, feeling skilled in their creative field, feeling positive about the future, and their overall happiness/wellbeing. The Journey Webs provide a starting point for the remaining sessions. Partway through the programme, participants have a midway assessment with the YUAF Futures Lead to ensure that their goals are being met, check that the programme is meeting their expectations, and identify how they might get more out of the programme, e.g. through further support, work experience etc. In the final session, young people complete an exit survey and an exit Journey Web. This helps to measure the distance they have travelled since the first session, and progress they have made in specific areas of their life. Based on this, follow-up opportunities are assigned, such as work experience or job opportunities.

Some additional young people don't enrol onto a cohort for varying reasons which may include their inability to confirm 6-weeks of attendance or being just below the age threshold. In YUAF Futures 'Taster Sessions' they are able to engage with the programme by attending workshops or accessing opportunities that the YUAF Futures Lead feels they would benefit from. Young people from the SMSJF workshops were signposted to Futures as an internal opportunity as part of their Pathways development.

*SMSJF did not directly fund the delivery of YUAF Futures; however, it is considered part of Pathways. The contribution towards this role and Partnership Management created resources for young people supported by the fund into YUAF Futures. This included support in finding companies and partners for young people's work placements and experience, which would not have been possible without the funding to do this.*

### **Awesome Coaching/Mentoring**

The Awesome Coaching/Mentoring strand focused on providing one-to-one support to young people aged 14-19 who need some additional help taking the next steps into opportunities through Pathways and YUAF Futures or in other areas of their life. Many have low confidence, are working through personal issues or face challenging life experiences, which limit their self-belief and prevent them from reaching their full potential.

The one-to-one sessions were delivered face-to-face and online. A lot of the focus in the sessions was on wellbeing support, confidence-boosting and supporting young people to find ways to overcome personal challenges.

*As part of the Pathways offer, funding by SMSJF enabled the support of young people into Awesome Coaching. Young people needed support for this opportunity and would not have had it otherwise, if not for the contribution towards this role.*

## Programme aims and objectives

### Output targets:

- 90 - 120 young people from underserved communities engage in Outreach Media Bus activities.
- Identify aspirations and needs of young people and provide Pathways support where required.
- Deliver a series of Q&As with Sony artists and industry professionals.

### Outcome targets:

All activities shared the following outcome targets for young people:

1. Experience improved wellbeing
2. Develop confidence
3. Gain transferable creative / technical / professional skills
4. Gain awareness around Black History
5. Young people will have more access to opportunities into Pathways
6. Discover insights into the creative industry
7. Access to Opportunities

### The Pathways Service – aims and objectives

The aim was for each Pathways Coordinator (PC) to work with young people who requested Pathways support, with a varied level of one-to-one support and group opportunities provided, depending on each individual's needs and aspirations.

The key Pathways Service outcome areas were as follows:

1. Young people will experience improved wellbeing
2. Young people will gain confidence
3. Young people will gain more access to opportunities into Pathways.

## Section 2: Programme Outputs

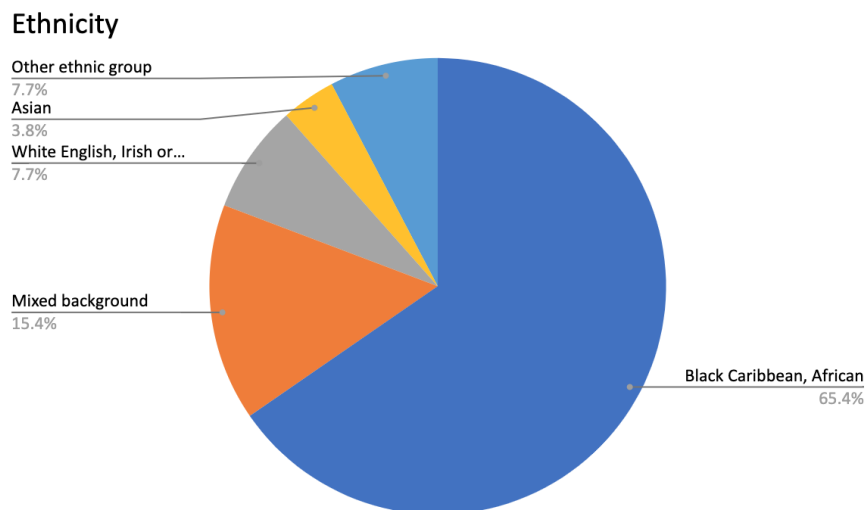
### Beneficiaries (user data)

Table 1: Summary of service users

No. unique users	No. regular attendees *	Total attendance	No. users progressing post-course
86	23	167	19

\* 'Regulars' are defined here as having attended at least 3 sessions.

### Ethnicities of service users



### Identifying the needs and aspirations of young people

Young people's needs and aspirations were centred in the following ways during both phases of the programme:

- Online registration forms gathered information about young people's support needs, issues and relative abilities, so that YUAF LICs could alert Pathways Coordinators and support the most vulnerable young people or those lacking confidence, language skills, or with learning disabilities or neuro-diversities to access online courses and content, plus the Level Up course.
- End-of-session online debrief forms, plus whole-team and in-person, end-of-phase debrief sessions enabled all delivery staff to cross reference ongoing support needs, aspirations, and potential pathways beyond the programme for each individual young person, based on close observations during sessions.

## Delivery and engagement

### Outreach Media Bus

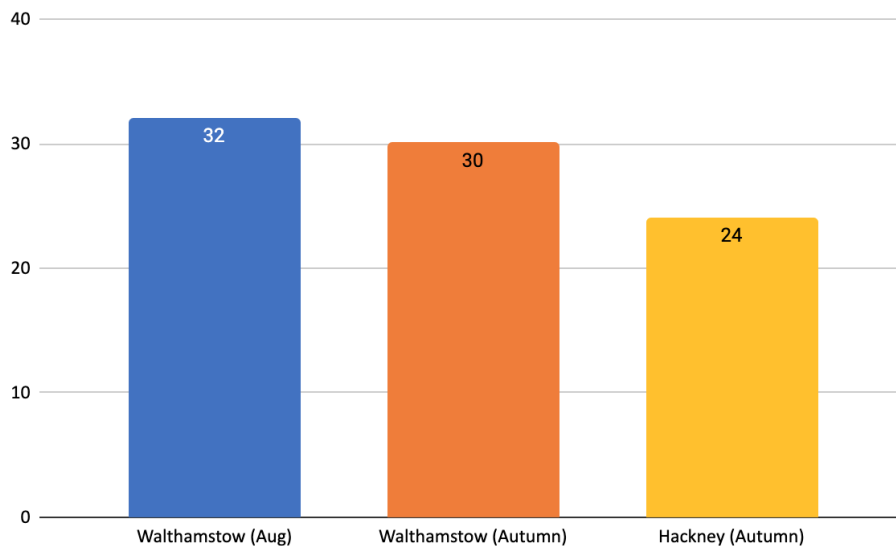
Planning for delivery began in late Spring 2022. Unfortunately, there were setbacks with the buildout of the new bus. After discussions, and with approval from the Grants officer, the delivery was modified for the majority of workshops to take place across the Autumn term. Delivery took place in Walthamstow in August with the single-decker bus. Due to the change of schedule with the project, Doctored Sound (Issata) was not available as she was on tour so funding was repurposed in two ways:

1. Older (Global Majority) young people were paid to work on the bus, build skills and gain support in leadership skills and build their CVs. This was a huge success, and it has now been incorporated into YUAF's delivery model.
2. Youth consultation helped address a new challenge. Post-pandemic recruitment, engagement and retention have been issues for the whole youth sector. During two youth consultation sessions, 24 young people were paid as consultants to help create solutions. Both sessions were extremely insightful, and YUAF implemented changes immediately which included calling young people twice a week after sessions, reminder text messages, and engaging with their schools. These recruitment and retention processes remain part of YUAF's delivery model.

Over the duration of the programme, artists from the Sony Music UK/ Sony Publishing roster co-hosted music production workshops. Each artist brought their own music style to their session, teaching participants tips on making beats, lyric writing and shared their personal journey in becoming an artist.

- [Eddy Luna](#) (Aug) "YUAF Bus is an incredible tool to get the youth inspired and thinking about the future and what they can do to make change for themselves"
- **Switch OTR** (Sept) "The bus is very innovative and outside of the box. Growing up, when you're in a position where I'm from, these opportunities wouldn't come about often or not at all. So creating something like this and bringing it to the community, for younger youth to voice their opinions and craft their talent is something very helpful and enlightening a lot of youth to pursue their dreams"
- [FelixThe1st](#) (Oct) "When I was younger, I feel like I would have been rinsing it [the bus and its equipment] . It's an important thing, it's positive, it allows young people to go home and show their family and friends a song they've made. I believe what YUAF represents and what they are trying to do is amazing, the fact that they are able to provide these programmes to children for free and the fact they can give people a chance that they may not have been able to experience is really important. And i hope there are more of these buses and opportunities like this in the future"

## Overall attendance of unique service users



## Case Study - JS

### About JS

19 year old Black African from a low income background.

JS expressed his ambition is to make it out of the circumstances he was born into. He shared that he has to avoid the violence that takes place within his community. He cares for his community but he wants to “make it out of it alive” and be more than what he is seeing around him.

### Entry into YUAF

JS began his journey with YUAF when he joined the Amplifying Communities session in Hackney. He expressed interest in all areas of creating music and participating in beats making, music production, lyric writing and vocal recording. He also volunteered to participate in YUAF’s social media by being featured on an [Instagram reel](#) to help promote the bus.

### Pathways

JS signed up to be part of Pathways because of his interest in finding new opportunities in the creative industry. In addition to expanding on his music, he was interested in networking, marketing, building professional profile, live performances, spoken word and open mics. He told us that his passion and drive was a result of the struggles he faces and his desire to “make it out of his neighbourhood circumstances alive”.

JS’s self identified his strengths as being a strong lyricist, versatile genres of rap and different music themes, adaptability, interest in different instrumentals. He has a general willingness to learn, is open to constructive criticism, and is both independent and works well in a team environment.

*“JS was very motivated, polite and pleasant; he made the most of the opportunities and regularly*

*checked the status update when I shared opportunities.” (Vyara, Pathways)*

It became clear, both through JS’s self-reflection and also observing how he spoke at the end of the six weeks, that he really grew as an artist and as a person as a result of the projects he attended. He signed up to several broadcasting lists which send opportunities on a weekly basis and is now much more familiar with the process of using a studio and making music.

*“JS is exceptionally talented, was able to come in and immediately roll up his sleeves and get to work, producing several tracks, one of which was his first release in the first week of January 2023. The track that was his first release was created at the Halley during one of his sessions at Futures with us.” (Vyara, Pathways)*

### **YUAF Futures**

JS then joined YUAF Futures Taster Sessions to gain more experience producing music and have free access to studio time. He participated in both a vocal recording and music production session. His time as part of YUAF Futures enabled him to create and release a track called, No Love. It is available [here](#) via YouTube.

*“It’s been great having JS at The Halley. He’s been punctual, polite and enthusiastic every time I’ve seen him. He uses the equipment well and treats the space with respect and care. JS has a lot of drive and I do believe if he continues the way he is, he will have a successful career in the music industry.” (Laurie, Futures)*

### **JS’s Journey**

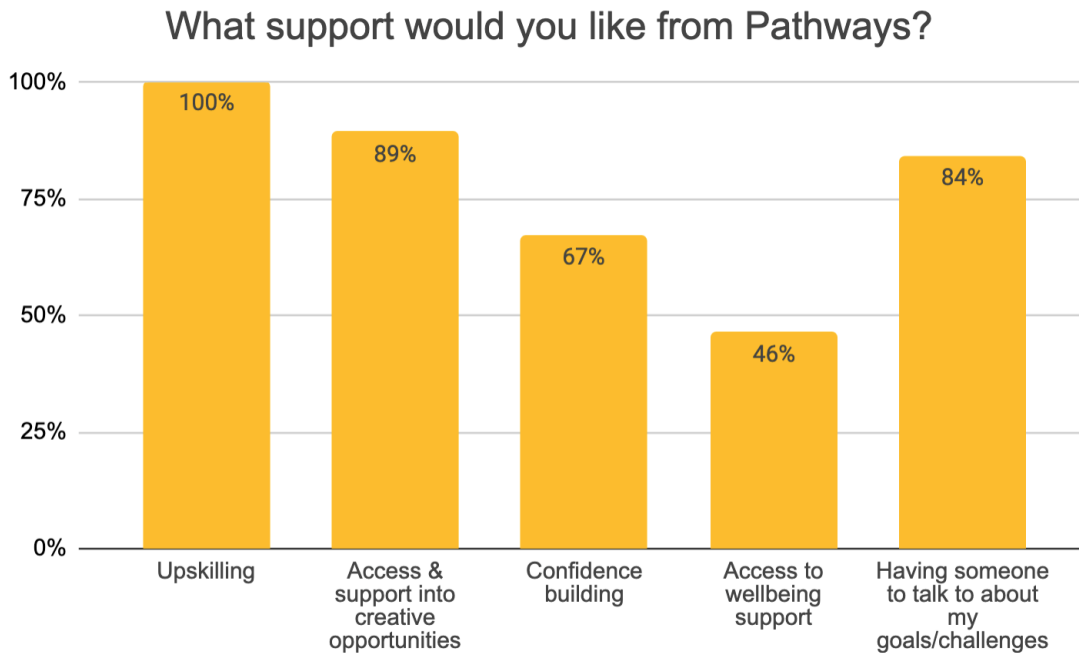
*I learned a lot, developed a lot as an artist, given the studio time and facilities and used it to the max. My highlight was definitely free studio time. I feel that I have definitely been able to reflect and to see the result if I put myself out there. I have grown in confidence in being able to participate and use the studio, which is giving me courage to make more music, give myself more credit, and release more tracks. I am also keen to explore more in the industry and have more confidence in myself because I can see I’ve been doing well and I never would’ve had that experience if it wasn’t for the programme. (JS, beneficiary)*

### **The Pathways Service – delivery and engagement**

Young people were referred to the Pathways Service from bus workshops (via debriefs and feedback from LICs/facilitators) and via the online sign-up process.

The initial assessments highlighted a variety of different needs among the young Pathways participants. Upskilling was the most common support need identified by young people, chosen by everyone who answered a question on this. Areas where the young people wanted upskilling included music (DJing, music production, guitar and singing tuition, writing, performance), podcasting, photography, drama, poetry, fashion, basketball, money management and life skills. Access and support into creative opportunities was the second most popular support need, with young people keen to gain access to opportunities in theatre/drama, music production, dance, podcasting and photography, while one wheelchair user wanted help finding accessible creative opportunities.

The fewest number of young people (although still 46%) identified access to wellbeing support as something they felt they needed. In some cases, this was because they were already accessing support around this, e.g. receiving CAMHS support or seeing a therapist at their school.



The Pathways Service delivered 303 one-to-one support calls/zooms or WhatsApp check-ins with young people, plus many more regular extra WhatsApp chats with young people not on the caseload. Approximately 52 young people received notification of at least 303 unique opportunities via the YUAF Pathways WhatsApp Status between August and December 2022.

Opportunities were varied, ranging from participation in the YUAF Futures programme (49% of Pathways participants were referred to YUAF Futures), YUAF outreach workshops on our media bus, partner organisation training courses, workshops, masterclasses and mentoring, casting calls, free studio time, free tickets to concerts, music workshops, performing at events and festivals, work experience and part-time employment.

Examples of Pathways opportunities:

- **YUAF Talks** - a series of masterclasses where creative industry professionals share their journey, offer guidance and allow young people to gain insight and network
- **The Halley Space** - free studio time; Launchpad Workshop: Translating Culture and Community Into Currency
- **Sony Music** – A&R Academy
- **Universal Music Group** – work experience

- **Canvas** – Wellbeing for Creativity Workshops
- **Creative Mentor Network** – Sony Mentorship
- **Tom's Trust** – music bursary
- **Synergy Theatre Project** – youth programme
- **Shadow to Shine** – training programmes, motivational activities, mentoring, work shadowing, work experience, skills sharing and assistance with job-hunting
- **Mastering My Future** – Meet the Employer Week
- **Next Steps** – Drop-In Careers Advice
- **TikTok** – script writing opportunity
- **Selfridges** – several young participants got a part-time job
- **The Oslo** (Hackney) – several participants got a chance to perform as part of Dizareli's tour
- Some Pathways participants became a **YUAF Youth Ambassador**



## Case Study - CS

### About CS

CS is a 17 year-old black female living in Enfield.

### Entry into YUAF

After attending bus sessions, CS asked for Pathways support to help her with her interests in film, theatre, producing, singing, set design, sewing, and podcasting. Following an initial YUAF mini-assessment, it was evident that she had strengths in teamwork and communication. With all of her interests, it was important to help her further develop her time and work management.

### Pathways

Pathways helped CS devise a personal game plan in relation to all her interests and create her own spreadsheet to keep track of her activity's dates and times. Upon Pathways referrals she:

- Attended a V&A talk
- Signed up to Tik Tok script writing and Financial Times talk
- Went to a library she says she would never have thought of visiting had it not been for our conversation.
- Attended Futures Taster Sessions

### YUAF Futures

As part of her Futures Taster Sessions, she learned skills to help her with podcasting. She, and a fellow female beneficiary, created a podcast from the stages of collaborating on topics they wanted to discuss, preparing talking points and recording.

*"CS was great to work with on the YUAF Futures Taster Month. She was kind, keen to participate and worked well with her peers. Although shy at first, she came out of her shell quickly and contributed massively to the podcast. I believe that with Cherish's keen spirit and motivation, she will be successful in anything she wishes to achieve."* (Laurie, Futures Lead)

### Access to Opportunities and Improved Well-being

As a result of working with Pathways and exploring her interests, CS's well-being improved. Her confidence, particularly around podcasting, increased as she was able to gain hands-on experience at both recording and editing podcasts. She also began to show greater initiative with the slightest encouragement. For example, when she thought it may be too late to sign up for an opportunity, she was encouraged to send an email to the organisation and subsequently, she was able to attend a selection of sessions. She also loved meeting a new friend with similar interests to her as part of the Futures programme.

*"CS has taken up Pathways with full focus, engagement and participation since the beginning to the end of the six week programme. She was reliable and engaged, applying to many opportunities and very responsive to communication. She is bound to gain a lot more in the future as she receives more opportunities."* (Vyara, Pathways Coordinator)

### **CS's Journey**

Since exiting the programme, CS has joined the broadcast list with opportunities relevant to her interests, and has been encouraged to get in contact with Pathways if she needs support with any of the opportunities.

*"I've learned so much from my experience with YUAF. I got the opportunity to record and edit a podcast for the first time in a professional studio, which will be helpful for my career in the future. I am also more aware of the opportunities available to me and my confidence to apply and reach out has improved from this experience. I would recommend it to everyone!" (CS, Beneficiary)*

## Section 3: Programme outcomes for service users

### 3.1 Improved Well-being

- Young people were very encouraging towards each other and showed teamwork by helping one another when the facilitators were working with other young people during a busy time.
- Young people responded well to listening to each other's work and positive feedback. Facilitators also commented that participants had positive moods, attitudes and were upbeat as they left bus sessions.

What Young People Said:

*"I never thought I would enjoy making music or be interested but just having the tutorial with Maze has changed that"*

*"Really enjoyed the session and the first time using the vocal booth.. I will come back and bring some friends who also like music production and rapping. This bus is progression!"*

### 3.2 Increased Confidence

- Some of the young people wrote some lyrics they were proud of and shared with the bus staff and other bus attendees.
- SR wasn't confident that she could make beats but once she tried and the facilitator showed her she was confident to do it on her own.
- A couple of young men recorded and were able to take a track with them from the bus and when they played it for their peers and friends they all loved the track. They said this increased their confidence and desire to continue working with YUAF.

Quotes:

*"I tried new things and feel more confident in how the [podcasting] setup works." - LL*

*"The session has encouraged me to sing in front of people" - TP*

*"From being able to come on the bus and get support I have improved my rapping and confidence."*

*"My confidence has shot through the roof after feedback from my peers."*

*"Now [I'm] more confident to sing in front of people."*

### 3.3 Develop Transferable Skills

- Most of the young people started the bus sessions thinking that they couldn't or wouldn't be able to write but with the tools from the session, facilitators commented that they all did really well.
- Participants also better understood the basics of the lyric writing process more by the end of the day.
- Young women doing a podcasting project were nervous on their first recording, stuttering while speaking and were not able to record a flowing conversation. In the weeks that followed, they progressed with increased confidence in using their voices and appeared to have more energy with a better flow.

- Facilitators commented that all participants' skill sets are improving (I.e. getting better at using Logic to make beats) and their lyric writing and performances are getting easier and better from using the YUAF Bus facilities.

What Young People Said:

*"I have learnt a new skill and like the positive vibe on the bus."*

*"I've learnt how to make a beat from scratch and how to save it."*

*"I know how to use a computer more now."*



### 3.4 Gain greater awareness of Black History

- Due to scheduling conflicts with the change in YUAF programme dates, we were unable to confirm Doctored Sound to deliver workshops.

### 3.5 Discover insights into the creative industry

- Through opportunities provided by both Pathways and YUAF Futures, young people gained greater insight into the creative industry through work experience, masterclasses, and workshops.
- The Sony Music UK/ Sony Publishing artists who co-hosted music production workshops also enabled young people to gain direct insight. The artists brought their own music style to their session, giving participants tips on making beats, lyric writing and shared their personal journey in becoming an artist.

### 3.6 Access to Opportunities

- There were multiple areas of opportunities available for young creatives such as:
  - **Work experience:** Virtual TV & Film Work Experience, KISS FM, BigZuu BigEats, Universal Music, Skiddle Documentary Project
  - **Experiential Learning Workshops:** Introduction to Radio Presenting, DJ, Sync, Vocal Sessions Podcasting
  - **Professional Masterclasses:** Marketing & PR with Dresden, Music Licensing and Copywriting with PRS, Supercharge your Productivity with AEI

### 3.7 Outcomes for young people who experienced the Pathways Service support programme

#### 1. Young people will experience improved wellbeing

- 56% feel more positive about their future
- 57% feel a greater sense of a creative community
- 56% feel improved happiness & wellbeing

#### 2. Young people will gain confidence

- 56% feel more confident in themselves

#### 3. Young people will gain more access to opportunities into pathways.

- 64% know what opportunities are available to them
- 49% feel more skilled in their creative field?
- 53% feel a greater ability to access opportunities
- 59% feel they have a greater connection to Industry Contacts / Networks

## Section 4: Learning from the Sony Music UK Social Justice Fund Project

The following sections list learning points in relation to the strengths and challenges of the programme that emerged from the data. It also presents some recommendations for further discussion and development.

### Amplifying Communities 2022

#### Strengths of the programme

- YUAF's new bus provided an opportunity for young people to create a song from start to finish- writing the lyrics, creating beats, recording vocals and producing it all into a song or rap. This significantly improved their confidence and increased self-belief.
- The upper deck of the bus provided space for young people to learn how to produce a podcast. In doing so, they were able to talk through things going on in their lives (unhealthy friendships and setting boundaries, and red flags- issues) and express their emotions in a new and different way.
- young people experienced 'the YUAF family' vibe as positive, passionate, empathic and caring. Young people who initially came onto the bus very closed off, after a few sessions, were fist-bumping facilitators and youth workers, smiling as they came onto the bus, and actively engaged with YUAF's team and other young people.
- As part of SMSJF funding, Fully Focused Production (UK's leading, youth-driven production company supporting the next generation of filmmakers and underrepresented talent) was hired to create the content for YUAF. They interviewed and captured the essence of young people participating in YUAF workshops and showed the impact of the charity on their lives. Over the 6 months, they storyboarded, curated and edited the content from this series which represented YUAF's work and partnerships.
- Although unable to provide a Black History curriculum with Doctored Sound, the redeployment of funding enabled YUAF to provide paid roles to older (black) young people to work on the bus, build skills and gain support in leadership skills and build their CVs. As a result of its success, it is now part of YUAF's delivery model.
- The grant from SMSJF allowed for focussed delivery in Waltham Forest and Hackney, and strengthened relationships with local partners for the first time and provided positive diversionary activities for young people. There are few free activities for young people to engage in in these areas, making the bus popular for those who want to create music. young people on the projects were referred by youth hubs (partners), via YUAF's on-the-ground outreach and by schools.

#### Challenges

- YUAF's bus programme was initially planned as an intense summer programme across 3 boroughs on the new bus, however, there were setbacks with the bus build. Because the bus was not ready until September, delivery instead took place in 2 boroughs and was split between August (previous bus) and September - December (new bus).
- Due to the change of schedule of the project Doctored Sound (Isatta) was not available as she was on tour.

- The engagement of young people, and their willingness to participate in sign-in forms and feedback surveys proved difficult, which YUAF's team recognised as a new post-Covid experience.

**Recommendation 1:**

Utilise Youth Ambassadors, YLP and workshop participant feedback to determine whether or not there is interest in continuing a form of Black History curriculum.

**Recommendation 2:**

Focus concentrated youth outreach 2 - 4 weeks prior to youth engagement to ensure the greatest chance for successful attendance and retention.

**Recommendation 3:**

Explore different evaluation techniques through consultation with young people and the YUAF bus team.

### Working with partners to deliver Amplify Communities

- The partnership with SMSJF continued to be hugely beneficial to young people's motivation and confidence, when participating in sessions co-hosted by Sony artists.
- The grants team at SMJF are extremely flexible and understanding of the ever-changing landscape of youth work and the third sector. As a result of the unforeseen delays with the build of the new bus, it was important to give young people the best experience with the new facilities. The dedication from the grants team helped to make this possible by allowing a change in the delivery plan, which would not have been possible with other major funders.
- There were several challenges in relation to the initial partnership in Hackney and engagement with young people. Unfortunately, they did not provide the support as per the agreement and YUAF was forced to navigate the sessions independently. This was attempted for 4-weeks and it was decided that a move to a different location with a new partner (The Crib). While necessary, it inevitably caused disruption to the programme.

**Recommendation 4:**

More thoroughly assess potential partnerships taking into consideration other activities they have ongoing, youth participation, and staffing levels to determine their dependability as a strong and successful partner.

### The Pathways Service

- There has been a shift in how young people want to engage with The Pathways Service. Both the YUAF bus team and Pathways Coordinator noticed that there was greater interest in gaining access to opportunities than with full participation in the 6-week support programme. While there was interest, and a few signups, it was not at the same levels as previous years and most young people only wanted to be part of the WhatsApp group for opportunities.
- The impact of the transition and changeover in Pathways Coordinators in October and November had an impact on the number of young people who engaged.

- WhatsApp for Business continues to be an effective tool for providing opportunities to young people who sign up to the service.
- The Pathways team worked closely with the YUAF Futures Lead to signpost young people into the training/work experience programme.
- Challenges included a shift in ability to engage with young people during the changeover from one PC to the other (due to maternity leave). As a result the lead time for the new PC to take on new caseloads was longer than expected. It was also determined that many young people did not want or require the full 6-week structure of Pathways intervention.

**Recommendation 5:**

Utilise Youth Ambassadors, Young Leaders and past Pathways beneficiaries to provide input to help revise the model with an aim to improve its use among beneficiaries.

**Recommendation 6:**

Develop a plan to recruit a new Pathways Coordinator who is able to help restructure and implement a new style of the Pathways programme based on feedback gained from young people.



# APPENDIX

## 1. 2021 Evaluation Recommendations

### *Key Recommendations and Corresponding Actions Taken*

1. Continue to work on developing more powerful marketing stories related to progression and outcomes for young people who take part in online drop-ins and courses.
  - a. *YUAF has been able to create content around the bus launch which has been used in multiple presentations and social media posts (Instagram and LinkedIn) to showcase our new bus and how we engage with young people. The content shows the impact of the bus workshops on those that attend and highlights the needs of YUAF services.*
  - b. *Case studies have been written for young people who have taken part in our outreach and aftercare programmes to showcase the breadth of our work which we include with funding proposals and stakeholder information.*
2. Work with the Youth Advisory Board to consult with service users during project planning – including on marketing strategy for online course / masterclasses, plus timings for courses and drop-ins.
  - a. *Youth Advisory Board consultation resulted in the elimination of our online workshops. young people told us that after several months of online learning, they craved face-to-face interaction and had zoom fatigue. We further saw this in the lack of signups for online workshops in January 2022.*
  - b. *Masterclass topic recommendations allowed us to be more focussed on what young people wanted to learn such as marketing strategies, and how to best work as a self-employed freelancer.*
  - c. *YUAF held a paid youth consultation session in November with an aim to gain insight into their interests, what issues they care about, and any support issues they face, so we could tailor our programmes to their needs.*
3. Further explore and develop relationships with local agencies and multi-agency partnerships in order to reach out to and engage with more higher needs young people.
  - a. *Our Youth Engagement Manager and Head of Development have made significant progress in developing partnerships with Violence Reduction Units, Community Safety Teams, multiple local councils, referral agencies, other youth organisations to ensure we have extensive knowledge of what young people are facing in the areas we work and how we can best support and signpost them to the appropriate agencies/organisations.*
4. Continue to manage the fundraising strategy and business planning so as to be able to meet to plan summer programmes earlier and start the selection process earlier for intensive Level Up style courses.
  - a. *We have been diversifying our fundraising efforts to corporate events, larger charitable partnerships, brand partnerships and increased commissioned work. Our 2022 - 2024 Business Plan reflects these efforts. Our 2023 Summer planning began in April and we foresee the bus being out 5 days a week for July & August.*
  - b. *After careful consideration, we have decided to focus on broadening the access to the bus activities so as many young people as possible can take part in*

exploring their creativity. As a result, we are not currently offering a Level Up style course and instead have opened YUAF Futures ‘Taster Days’ to young people who want a deeper understanding and practical experience in the creative industries.

5. Continue to liaise with Sony/Universal to recruit industry partners to provide Masterclasses and industry insights for young people from artists and existing professionals.
  - a. During the course of the 2022 Sony UK SJF projects, we worked with:
    - i. Stephanie Forbes - Artist booker for bus sessions over 5 weeks; Artists were: Deno (who cancelled), SwitchOTR, and Eddy Luna.
    - ii. James Bullock - Artist booker for bus sessions over 4 weeks; Artists were: FelixThe1st, Ruti. James also met with Laurie & Natasha to discuss YUAF Futures sessions at Sony Publishing.
  - b. The 2022 Sony /UK SJF projects also had Sony artists visit the bus to speak to young people about the industry and their experience. Artists included: Eddy Luna, Switch OTR, and FelixThe1st.

### 1. Evaluation Methodology

YUAF’s Evaluation Report is based on a previously A5cend designed evaluation strategy for the programme. Key findings were added to this UK Sony Music Social Justice Fund report. This report is the culmination of both evaluation processes, and is based on an analysis of the following data sources:

Stakeholders/ Young people	Data collection method	Theme / content of enquiry	Number of respondents
Programme Coordinators	Research conversation	Programme management and delivery	3
Pathways Coordinator	Research conversations	Pathways management and delivery	2
Programme Coordinators	Monitoring data	Attendance registers and demographic data from both phases	2
Service users (Pathways)	Web graphs	Self-assessed pre/post intervention outcomes data	7 young people
Service users	Case studies	In depth stories with young people (including Pathways)	2 young people
YUAF LICs	End of workshop debrief	What worked well and what challenges arose, plus changes needed.	2
YUAF team, CEO	End of project debrief	Discussion and analysis: what worked well and what challenges arose, plus next steps	4
Sony artists/ professionals	Surveys	Quotes on having been part of Amplify Communities	3

