



# YOUTH BEATZ FESTIVAL 2019

## POST EVENT REPORT







## DID YOU KNOW?

Youth Beatz is the largest free youth music event in the UK...this is something for Dumfries and Galloway to be proud of



## DID YOU KNOW?

The festival is run from Oasis Youth Centre and Youth Enquiry Service...2 local youth projects



## DID YOU KNOW?

The Toon delivers hard hitting messages on topics including drugs, alcohol, LGBT Issues, poverty, young carers and disabilities...it raises awareness of these issues to young people



## DID YOU KNOW?

Over the last 11 years 153 community and youth groups have benefitted from having stalls at Youth Beatz, raising funds and promoting themselves



## DID YOU KNOW?

Youth Beatz is held up by Her Majesties Inspectorate for Education as an example of best practice in Scotland for having educational impact on young people



## DID YOU KNOW?

For the first time, Youth Beatz 2019 held a foodbank collection, with an amazing 48,200 items donated

# IN NUMBERS



## TICKET SPREAD



**40,000**

**TICKETS  
REQUESTED  
ACROSS  
SCOTLAND**

**202 VOLUNTEERS**

**12,120 VOLUNTEER HOURS**

**8** DAYS OF FRINGE EVENTS  
HELD IN COMMUNITIES  
ACROSS DUMFRIES AND GALLOWAY

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

**91%**



**3625** YOUNG PEOPLE  
THROUGH  
THE TOON

YOUTH BEATZ 2019 GENERATED  
AN ECONOMIC IMPACT OF

**£564,036**

**48,200**

ITEMS DONATED TO LOCAL FOOD BANKS

**39,228**

ATTENDEES ACROSS THE FESTIVAL

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# YOUTH BEATZ 2019

## BACKGROUND

The Youth Beatz Festival, is an annual youth music and information festival held in Dumfries, and is the UK's largest free youth music event. Last year, for the national Year of Young People 2018, Youth Beatz was selected to be a "Signature Event" putting the event out to a national audience for the very first time, with this delivery continuing for 2019 and as part of the Legacy for Year of Young People 2018, Dumfries and Galloway Council agreed to commit to continuing the event for a further 3 years based on the 2018 model due to its success.

Youth Beatz Festival takes place over 2 main event days, and is held at Park Farm Showfield Dumfries, and attracts an audience of 40,000 each year.

The festival incorporates three main elements:

### Youth Beatz

**Main Days:** A 2-day festival held over a weekend which offers a wide range of interactive and experiential arts and community activities for young people to take part in, with live music throughout the day from emerging local and national talent, rounding off with headline performances from established acts. The event is led by the Oasis Events Team, a social enterprise managed by young people who had a keen interest in music and events. It is collectively supported by over 200 youth and adult volunteers, and a number of partner organisations, and is delivered alongside Dumfries and Galloway Council.

### The Toon:

A hard hitting interactive production that addresses key issues facing young people in Scotland today such as sexual health, drugs, alcohol, suicide and domestic violence to name a few. The Toon is entirely produced by young people, from scripting writing and set design to performing in the drama production.

### Youth Beatz Fringe:

8 days of community led events offering a wide range of events from roller discos, fun swim sessions and young parent days taking place the length and breadth of Dumfries and Galloway, for the first time moving out with the locality of Nithsdale.



# YOUTH BEATZ 2019

The main features of the festival were continued from 2018's significant upscaling, so that the event could continue to attract larger audiences from across Scotland and Dumfries and Galloway:

- Continue extending the Youth Beatz main event to a two-day event for young people from Dumfries and Galloway, and across Scotland.
- To increase the participation and attendance of young people and families at Youth Beatz to 40,000 over the two days.
- To maintain Youth Beatz festival as a free event to young people reducing barriers to participation.
- To continue to give opportunity for emerging Dumfries and Galloway talent to perform at Youth Beatz.
- Increased number of young performers able to perform on the main stage on both days at the festival.
- Continuing to expand the day time activities on the 2 main festival days, offering a broader range of cultural and arts activities for young people.
- Continuing the Duke of Edinburgh residential opportunity for young people from across Scotland, enabling them to complete their Gold Award through the opportunity of volunteering at the festival.
- To continue to provide high quality headline performers at the event, in order to increase the event profile that celebrated and engaged young people in Scotland, and maximised the media exposure.



# YOUTH BEATZ FESTIVAL LAUNCH

Youth Beatz Festival 2019 was officially launched in April 2019 at the Oasis Youth Centre in Dumfries. Friends, supporters and sponsors of Youth Beatz joined young people for an evening of celebration to announce this year's festival headliners.

Attendees heard from young people on the impact Youth Beatz has had on them as young people, who dedicate their time to the festival every year. The event was streamed live onto Facebook to ensure that all young people were able to witness the announcement of the acts, with tickets becoming available as soon as the announcement was made.

The launch was hosted by young volunteers Sophie Blair and Emily Davies, and featured inputs from The Toon, musical performances from local young people and an input from Councillor Adam Wilson Dumfries and Galloway Council's Young Peoples Champion.





# YOUTH BEATZ 2019

## AIMS AND OBJECTIVES

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

## FOR YOUNG PEOPLE

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

# YOUTH BEATZ 2019

## FOR COMMUNITIES

### OBJECTIVES

Promote youth services across Dumfries and Galloway to young people and adults and celebrate the positive work they do in the area.

Increase the number of young people accessing youth work services including third sector groups and uniformed organisations.

Reduction in youth crime and anti-social behaviour in the area whilst the events and activities are running.

Tackle the perception of young people in the area. We will work with all media to try and increase the positive publicity about young people and the work of youth services in the area.

### IMPACTS

Increased awareness of what youth work is.  
Increased awareness of services available to young people.

More at risk young people are engaged in diversionary activities. More young people engaging and benefiting from opportunities.

Wider community is more aware of the value of such events. Police support. Safer town centre for everyone.

Wider community is more aware of services and how talented/enthusiastic young people are.

### EVIDENCE

Radio and newspaper press coverage.  
Promotional materials handed out.

Attendance figures at youth work buildings.

Statistics provided by police during the weekend of event. Atmosphere at the event.

Positive radio and newspaper press coverage before and after the event. Online forums.



# PARTICIPATION & CO-DESIGN

In total, 182 young people were involved in the co-design and subsequent delivery of Youth Beatz 2019. Co-design in this context is defined as young people who have been directly involved in the planning, design and delivery of the event. Several groups ran in the lead up to the festival, Youth Beatz would not be able to run as it does without the continued support and commitment of these dedicated groups of young people.

## OASIS EVENTS TEAM

The Oasis Events Team volunteered in a range of event based roles such as front of house, of working in sound and lighting. Since then, they have grown and developed their skills and this year ran the Youth Enquiry Service stage.

## JUNIOR EVENTS TEAM

The Junior Events Team worked alongside youth workers to ensure that every aspect of the event was designed by and for young people. The JETs are our youngest volunteers who are highly committed and excited about being involved in Scotland's largest free youth music festival.

## EVENTS MANAGEMENT TEAM

For Youth Beatz 2019, a group of young people worked with members of our Youth Work Team, and did an events Management training course. They worked at the festival across the site, from the VIP Tent to backstage, please welcome them to the stage now!

## THE TOON

The young people involved with the Toon did an incredible job delivering The Toon "Dis-Nae" not only on the two days of the event but also in the week prior to the event for secondary school pupils. They were involved in the entire process behind The Toon, from script writing, set design, set building and all AV

## OASIS YOUTH CENTRE TENT

To celebrate the 20th anniversary of Oasis Youth Centre, the youth work tent was designed to be a re-creation of the Dumfries based Youth Centre. Young people on a steering group were responsible for designing what would be on offer in the tent, and also volunteered their time before, during and after the event to help with the set up delivery and take down of all the equipment.

Once again, this area of the site was extremely popular and acted as an introduction to young people not familiar with Oasis Youth Centre. Through talking with staff and young people from Oasis Youth Centre, they were able to find out what Youth Work Dumfries and Galloway offers across the region, and where and when their local youth group meet.



# YOUTH BEATZ 2019

## THE ACTS

Once again, a line up of nationally acclaimed acts took to the stage for Youth Beatz 2019. The Oasis Centre Stage line up consisted of:



DUMFRIES AND GALLOWAY COUNCIL PRESENTS  
SCOTLAND'S LARGEST FREE YOUTH MUSIC FESTIVAL

# THE VAMPS

# SIGMA

DJ SET

PROFESSOR GREEN

## LOUISA JOHNSON

PLUS FREE ACTIVITIES  
YOUTH WORK TENT - GLASGOW SCIENCE CENTRE - GALLOWAY ACTIVITY CENTRE - INFLATABLES - SOCCERENA - PARKOUR DISPLAYS - URBAN ART - COMMUNITY KARAOKE TENT - CAVING EXPERIENCE - MINT GOLF - TARGET WRESTLING SHOWS - SEGWAYS - ZORBING - CLIMBING WALL AND MUCH MORE...

FREE TICKETS AVAILABLE FROM [WWW.YOUTHBEATZ.CO.UK](http://WWW.YOUTHBEATZ.CO.UK)



The Oasis Stage also featured performances from rising Scottish performers, including: Black Dove, Ned Dylan, Connor Fyfe and Hannah Slavin



## YOUTH ENQUIRY SERVICE STAGE

After it's initial inception during Youth Beatz 2018, Upload made it's return to this year's festival, a stage devoted to emerging talent from across Dumfries and Galloway, continuing to adopt the festival's policy of promoting emerging young performers. Further information on this project can be found on the next page



# YOUTH ENQUIRY SERVICE STAGE

## THE ACTS

To celebrate the 20th Anniversary of the Oasis Youth Centre, the former Upload Stage was rebranded to the Youth Enquiry Stage to represent an element of our existing youth work service within the festival. The Youth Enquiry Stage is the second stage within the festival and showcases amazing youth talent from across Dumfries and Galloway and across Scotland.

Applications are open to all young people across Scotland to apply for a chance to perform at the festival and for the second year running we have been inundated with requests. A total of over 50 applied to perform with 12 slots available, those showing exceptional talent were offered a performance slot on the main Oasis Youth Centre stage.

### Outcomes

- To showcase emerging local Dumfries and Galloway talent
- To support young people to perform on stage in front of up to 20,000 people

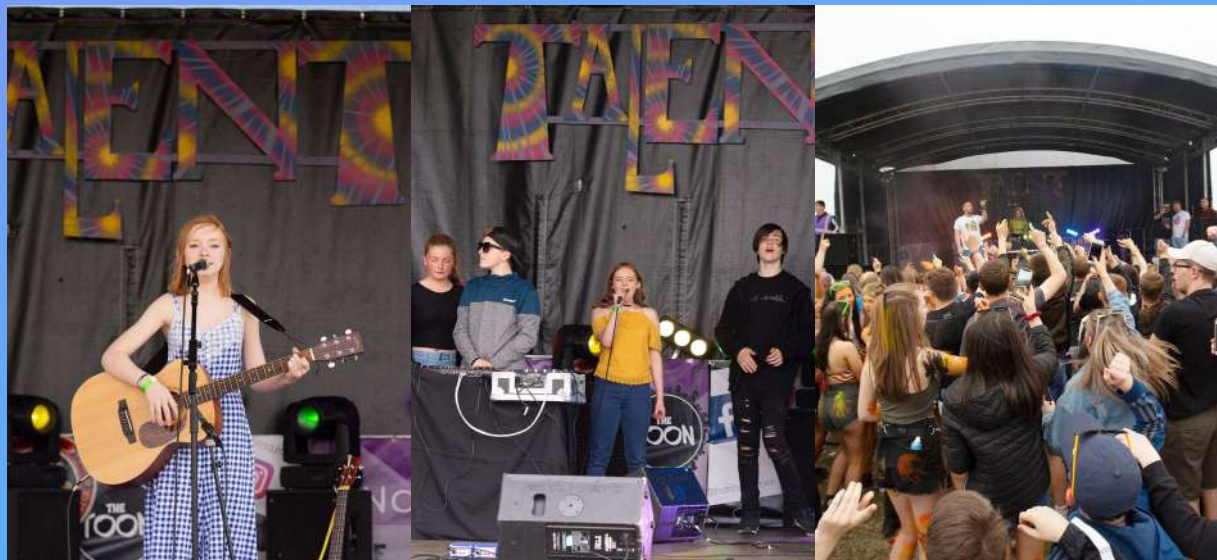
### Impact

- Local young people, along with industry experts were able to shape the look and programme of the Youth Enquiry Stage at the Judging Panel
- Production for YES stage was managed completely by young volunteers from Oasis Events Team and Junior Events team, this was first time they have taken on sole responsibility with no adult supervision.

### Facts and Figures

The judging panel selected a variety of local and emerging Scottish acts to perform on YES stage over the two days. The stage also became the I am a Raver DJ show on both the Saturday and Sunday evening. Performers included;

- Sound Systems
- Caitlin Purdie
- Mya Brown
- Ethan Malcolm
- Jordan Stewart
- DG Cheer
- Next Level
- Ellie McConnachie
- Alix Apples
- Liam Stewart
- Just the Brave
- Connor Fyfe



“It all went pretty smoothly and everyone got along really well. It was an amazing experience working at a professional event, I learned loads of new things about what goes on behind the scenes and the amount of work that goes into a festival especially from older volunteers”.

Young person.

# FOOD BANK COLLECTION

Dumfries and Galloway Council is committed to tackling the cause and effects of poverty through its Anti-Poverty Strategy. By including local food banks from across the region at this year's event Youth Beatz and our Council played an even greater role in tackling poverty.

Young people from the Youth Beatz Steering Groups identified that demand on local food banks has increased significantly over the last few years and developed an initiative to run during this year's festival. All Youth Beatz 2019 ticket holders were invited to bring along one (or more if able) foodstuff item that they could deposit in the Food Bank Drop Box which was located at the main entrance on event days.

Foodbanks who were involved in this project were LIFT (Lochside Is Families Together), Stranraer Furniture Project and Kate's Kitchen in Annan all of whom had volunteers on site who were be able to answer any questions about the services that they offer to their communities.

The response from ticket holders was overwhelming with over 40,000 items donated which were then distributed to those in need across Dumfries and Galloway

“this is a great example of Dumfries and Galloway Council working together with partners in the Third Sector and wider community to combat food poverty whilst at the same time, raising awareness amongst young people of the value of donating food to these projects.” -Stranraer Furniture Project



# OTHER ATTRACTIONS

## KIDZ ZONE

A dedicated Kids area for under 12's was in place at Youth Beatz 2019 providing activities and entertainment for younger children and their families.

A host of fun activities were on offer alongside performances from local childrens entertainers.

## DANCE TENT

In the evening, the Childrens Tent was transformed into a dance tent. This tent gave up and coming young DJ's from across Dumfries and Galloway and the chance to play in front of a packed out tent, giving them the confidence to continue their work with electronic music

## PLAY, TALK, READ BUS

The bus provides reading and play activities for young children, and proved extremely popular with young families visiting the event.

## EXCITING ACTIVITIES!

Across the site, we had a range of fun and exciting activities on offer, including

- Segways
- Archery
- Mountain Biking
- Bubble Football
- Zorbing
- Caving Experience
- Climbing Wall
- Mini Golf

## PARKOUR

Parkour is becoming more and more popular with young people and we were pleased to welcome Access Parkour along to give demonstrations and introduction lessons to young people at Youth Beatz 2019



# OTHER ATTRACTIONS

## GLASGOW SCIENCE CENTRE

After its massive popularity in 2018, Glasgow Science Centre saw them bring their 'Bodyworks' Exhibition back to Youth Beatz 2019. A massive range of fun and informative activities was once again extremely popular with all ages!



## INFLATABLE ACTIVITIES

Across the site, we were able to offer a range of inflatable activities. From giant slides, disco domes, rodeo bulls, there was something for everyone and for all ages.



## STREET ART

Young people were able to express their creative side at our graffiti wall. An artist was on hand to give advice and guidance to the young people, who across the weekend collectively creates an impactful piece of graffiti art.



## WRESTLING

We were delighted to bring Target Wrestling to Youth Beatz for 2019. The high octane, high energy show was a popular attraction, attendees were able to witness the high flying, foot stomping entertainment from a range of wrestlers, where they could boo and cheer on their favourites across the weekend



## YOUTH INFORMATION

Youth Information is at the heart of what Youth Beatz is all about, and our youth information zone is one of the most important areas of the festival. Young People were able to chat to staff from a range of both local and national organisations to find out what they were all about and get any information or advice they need





# DUKE OF EDINBURGH'S AWARD

For the second year running, Youth Beatz welcome Gold Duke of Edinburgh participants from across Scotland to join the festival team as part of their residential section. The project 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. 16 young people were selected from the applications received and the residential took place from 19th – 26th June. The young people camped locally and following an orientation and training day began work in various teams preparing the site for the main festival days. Over the weekend of the festival the volunteers were allocated roles in public engagement, fundraising, backstage support and site management, which they all carried out enthusiastically and professionally. In the evenings, young people enjoyed spending time meeting new people and taking part in social activities in and around Dumfries. At the end of the programme, the young people who took part all said they felt they had improved their confidence, learned a range of new skills and had met their individual learning goals that they had set for their residential. They young people all achieved 50 hour volunteer awards through the Saltire programme and Duke of Edinburgh sectional certificates.

## Outcomes

- Young people are confident, resilient and optimistic for the future
- Young people manage personal, social and formal relationships
- Young people participate safely and effectively in groups
- Young people broaden their perspectives through new experiences and thinking

## Impact

- 16 young people identified an increase in their own confidence and skills as a result of taking part in the project.
- For 2 of the young people this was the first time they had ever stayed away from home independently for more than 2 consecutive nights.
- 1 young person had travelled from central Scotland to take part, travelling by train for the first time.
- All of the young people said they had met new friends that they intend to keep in contact with.
- 1 young person from Dumfries and Galloway had not completed their award because they couldn't afford to pay for a residential, and will now complete the level as they were able to access this opportunity free.

**16 young people, 944 hours of volunteer hours**

**"I have never even been to a festival, so I didn't know what to expect. It surpassed all my expectations, Dumfries and Galloway is so lucky to have Youth Beatz and the amazing youth workers!"**



# #WE CARE EVENT

On Thursday, June 20th the Champions Board delivered #WeCare, Dumfries & Galloway's first event focused on Care Experienced Young People. Utilising the infrastructure from Youth Beatz Festival, #WeCare was hosted at Park Farm, Dumfries and combined indoor and outdoor workshops delivered by a range of partners both locally and nationally. The event was split into two parts, with young people participating in four different workshops throughout the day followed by a celebration event in the evening, the workshops were;

- **The Toon:** An Interactive Youth Drama Production aimed at educating young people on the risks, potential consequences and supports available on issues such as domestic violence, drug and alcohol misuse, bullying, knife crime and child sexual exploitation. The entire production is led by young people from the planning and script writing phases through to set development, production and delivery.
- **Local Change Makers:** A session delivered by colleagues from Employability & Skills, Skills Development Scotland, DGHP, Police Scotland and services specific to care experienced children and young people in Health and Education. This session used outdoor games to raise awareness of rights, local services and local initiatives to support young people in care, as well as providing the opportunity for young people to build positive relationships with professionals in an informal environment.
- **Independent Care Review:** A session facilitated by the Independent Care Review and 1000 Voices team, their goal was to work alongside young people in Dumfries & Galloway to ensure their voices were heard and incorporated into the findings of the ongoing national review.
- **Urban Art & Sport:** A more relaxed session focused on getting young people engaged in activities including a graffiti mural and mountain biking course.

This event was co-designed by young people from the Listen2Us group which is the youth advocacy group within the Champions Board Project. Listen2Us wanted to ensure that this event provided young people with the opportunity to;

- Find out what is available to them locally including support services and financial aid
- Share their lived experiences and feed into the ongoing care review
- Build relationships with agencies and organisations who have a corporate parenting responsibility
- Have fun, meet new people and feel comfortable to be themselves
- 

This event was open to any care experienced young person in Dumfries and Galloway aged 12 – 25 and to make sure the event was as accessible as possible; transport and food were provided to ensure cost and distance were not barriers to any young person wanting to participate. In total we received over 50 registrations with 41 young people ultimately attending the event on the day. Of this, 19 were actively engaged in the Champions Board Project through weekly groups or Listen2Us and 22 had never engaged with the service previously. The feedback from the event from young people was overwhelmingly positive:

**“I think today was pretty good, The Toon was NOT was I expected, but it was class. For the games workshop (Local Change Makers), there was things I didn't know about that I'm going to speak to my carers about to find out more...The whole day was decent...sometimes it feels like it's just you cause I only know me who's in care but there were loads of people here who are too and it's not just me...” 12 y/o, kinship**

# VOLUNTEERS

Volunteers play a huge role in the set-up, organisation and running of Youth Beatz, from young volunteers to adult volunteers.

The continued involvement of our young volunteers who are involved in the co-designing of almost every aspect of the festival ensures that Youth Beatz is truly youth led, with groups leading the way in the co-design of Youth Beatz 2019.

- Oasis Events Team
- Junior Events Team
- Events Management Team
- The Toon
- Youth Steering Group
- Adult Volunteers
- Police Scotland Young Volunteers
- Scene 1 Take 1

Through the recruitment phases, which included recruitment evenings and application process, a range of volunteer roles were offered to successful candidates; roles which were best suited to their skills, qualities and experiences. This included photography, catering, backstage, site set-up, derig, customer service and shadowing site managers.

This year for the first time, we introduced an Event Management Internship opportunity for university students and graduates. Four successful candidates were recruited, representing Glasgow Caledonian university and Edinburgh Napier. These students helped with all aspects of the festival and included shadowing and supporting site managers in their roles.

**the total number of volunteers was 202  
giving a total of 12,120 volunteer hours, this  
equates to an in-kind contribution of**

# £145,924



# CASE STUDIES FROM YOUNG VOLUNTEERS

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

## CAMERON BARNETT - OASIS EVENTS TEAM

Cameron Barnett is 17 and lives in Dumfries, he is going in to S6 at St Joseph's College. He has volunteered with the Oasis Events Team for the last four years and here he shares some of his thoughts about the experience;

**Q: How did you feel about the Events Team when you first got involved?**

A: "I thought it was a really good idea to have cause it gave young people the chance to experience what it's like doing events mainly at music night in Oasis which gave you the chance to get hands on and learn from other young people that had been here longer".

**Q: Do you think the experience helped with other aspects of your life?**

A: "Yeah its helped me get a lot of paid and voluntary work out with the events team, when I did my first Youth Beatz I met guys from production company and then I started volunteering at Theatre Royal and I already knew people there, because of all my experience I know have a paid production job at the Theatre".

**Q: Looking back now, what impact do you think the whole experience had?**

A: "A big impact, it's really helped with my confidence. I've done a huge range of events to learn different skills and I've used that experience out with the events team which has really helped me loads. This year at Youth Beatz I took on a lead role for the YES stage in setup and running the audio system and that was a really good experience as I had to think a lot more about it, I didn't have anyone else to rely on".

**Q: What are your plans for the future?**

A: "I want to be a live sound engineer, doing concerts/festivals and if I'm lucky tour the world. I don't mind the theatre stuff, but I would like to experience more, I've not decided about university yet but its looking like I might not go. I just finished a paid tour with Scottish Youth Theatre which was amazing and came about because of everything I've talked about".



# CASE STUDIES FROM YOUNG VOLUNTEERS

## NICOLA TODD - THE TOON



Nicola (Nic) has been accessing youth work services since she was about 14 years old and although she took a break from services, she has been accessing again for the last few years. At that point, Nic attended drop in sessions and some focused groups whilst also becoming part of The Toon.

Nic has been a peer educator and volunteer with The Toon productions since World of Wonka in 2013.

During her time volunteering with the project, Nic has developed interests in drama as well as production in the form of scene design and set building. Nic has played many different roles within the different productions run by The Toon covering topics such as mental health, domestic abuse, body image, drugs and bullying.

Nic also takes part behind the scenes helping to make sets and props. Nic has developed skills through The Toon to deliver peer education to other young people through various workshops and training methods. Nic has utilised these skills volunteering in their youth work sessions including the After-School Group at Oasis Youth Centre and through holiday programmes at the Oasis and Youth Enquiry Service. Nic has since progressed again, taking on a full-time volunteer clerical role within Youth Work Services and is excelling at her new role.

“The Toon has had a positive impact on me as a volunteer as it’s made me gain confidence and overcome anxiety when it comes to speaking in front of people. It makes me feel good about what I’m doing through The Toon as you get to see the impact that it has on the people that come through in the tours and they may be affected by the issues in the scenes but they can get signposted to agencies that may be able to help.

Over the years that I have taken part in The Toon, I’ve also learned about so many different issues and widened my own knowledge which I then passed on to others. Everyday is a learning day when taking part in The Toon.”

# THE TOON CAMP



Toon camp is a regional programme where young people from across Dumfries & Galloway were invited to participate in a two-week performance and production course for the development and delivery of The Toon drama production. Toon Camp was held at the Oasis Youth Centre in Dumfries during the school Easter holidays and was delivered by youth work staff, tutors, volunteers and partner organisations.

Preparations for The Toon began in January, with a steering group of young people working with partners to develop the theme for the production, the topics that will be covered and planning for Camp. The Camp consisted of several aspects which included peer educator training & upskilling, performance skills and production elements including set making and technical elements. For the peer educator training, young people participated in workshops and activities that covered a range of topics relevant to young people in Dumfries & Galloway including drugs & alcohol, sexual health, child sexual exploitation and mental health and were delivered by youth work partners such as Police, NHS, LGBT Youth Scotland and Domestic Abuse Against Women Partnership.

Topics that were covered were domestic abuse, bullying, peer pressure, knife crime, drugs & alcohol, child sexual exploitation, mental health, consent and coming out. By participating in these workshops, it ensures that the young people involved in the delivery of The Toon have a good knowledge and understanding of the topics they are covering and the confidence to deliver through peer education.

Performance and production skills were delivered by external tutors and youth work staff and included drama & vocal workshops & activities, confidence building, script writing & character development, set building and prop making. The young people attending Camp and the planning & delivery of The Toon, all took part in team building at the beginning of the camp and were given opportunities to achieve formal accreditation throughout including Saltire Awards for volunteering and Youth Achievement Awards for camp itself.



# THE TOON

The Toon is our interactive drama production, which is co-designed by young people and a range of local and national partner organisations alongside youth work staff. While The Toon is a year-long project, planning and preparations for Youth Beatz begins six months before the event in January.

The Toon is an interactive, hard hitting youth experience delivered by young people for young people which aims to raise awareness of a range of relevant topics including; sexual health, drugs & alcohol, mental health and domestic violence. Young people work on The Toon throughout the year, specifically focusing on Youth Beatz for the six months leading up to the event. During the year, young people are upskilled as peer educators through intense training and workshops delivered and supported by professional partners to ensure the young people involved have a full understanding of the topics being covered and that the information being delivered through The Toon is factually accurate. The young people then design and develop their set and props before delivering this experience to other young people. The young people involved in the delivery of The Toon report positive changes in their mental health, improved confidence & self-esteem and an increase in young people moving on to positive destinations such as further education, training or employment. The Toon experience is delivered within a big top tent situated within the Youth Beatz arena.

**50** young people involved in the co-design and delivery of The Toon



# THE TOON

Young people attending The Toon as an experience go through in groups with an allocated tour guide leading them through the different scenes. During the tour, young people will witness a series of hard-hitting scenes that explore a range of relevant topics, all delivered by peer educators. After witnessing all the scenes, tour groups then go to the debrief area where they take part in a workshop led by youth work professionals. This workshop allows young people to discuss what they have just seen and gain support if they have been affected by any of the issues covered.

In the week leading up to the main Youth Beatz event days, special tours were delivered to secondary school pupils from across Dumfries and Galloway. This ensured that all young people at secondary schools in the region were given the opportunity to take part in The Toon Experience. Additional tours were also offered to youth groups and young peoples' services. The Toon continued to run tours on both event days, allowing for any young person attending Youth Beatz to have the opportunity to experience The Toon. As part of

Youth Beatz 2019, 50 young people were involved in the co-design and delivery of The Toon. Throughout the course of the festival, over 3600 young people went through The Toon.

young people going through The  
Toon Experience over the course of  
the festival **3,625**

**1985** young people, partners and supporters  
through The Toon Experience during  
schools and preview tours







# YOUTH BEATZ FRINGE

The Youth Beatz Fringe is a weeklong festival that runs during the lead up to the main festival weekend. The programme for Fringe was produced by young volunteers who wanted to see free activities take place in communities across the region for young people and families. The Fringe was launched on Friday 14th June with activities across the week in Stranraer, Castle Douglas, Dumfries and Annan. Hundreds of young people and families enjoyed free roller discos, nerf wars, free swim & gym sessions, pop up youth activities, My Pod, theatre shows and open mic to name just a few of the activities on offer. The young volunteers who planned the programme were delighted with the response to the programme and the positive feedback received from members of the public in communities across D&G.

## Outcomes

- Young people are confident, resilient and optimistic for the future
- Young people manage personal, social and formal relationships
- Young people broaden their perspectives through new experiences and thinking

## Impact

- 22 young people identified an increase in their own confidence and skills as a result of co-producing and delivering this programme
- Over 300+ young people aged 12-25 years were able to access FREE activities in their own local community

22 young volunteers – 1750 hours of volunteer time

300+ participants involved in the programme

“it’s great to see the programme for the fringe festival is region wide, meaning everyone gets the chance to take part without travelling”

“As a young volunteer, I feel like I am getting the chance to shape and influence elements of the Festival – this is exactly what we wanted and with a little help, we made it happen”



**YOUTH BEATZ FRINGE**

**7 DAY FRINGE FESTIVAL**  
FRI 14TH - THURS 20TH JUNE  
COMMUNITIES ACROSS D&G

REGION WIDE	ANNAN SWIMMING POOL, ANNAN
Friday 14th to Friday 21st June Schools/Groups Selfie Competition	Sunday 16th June 11:00am - 12noon - Fun swim sessions 12noon - 3:00pm - Roller Disco
QUEENSBERRY SQUARE, DUMFRIES	LOCHSIDE PARK, CASTLE DOUGLAS
Saturday 15th June 12:00pm - 4:00pm Pop Up Youth Village	Sunday 16th June 12noon - 4:00pm Family Fun Day
OASIS YOUTH CENTRE, DUMFRIES	THEATRE ROYAL, DUMFRIES
Saturday 15th June 7:30pm - 10:00pm Open Mic Live Music Evening	Monday 17th June 7:00pm - 9:00pm 'Kinkens' Performance
RYAN CENTRE, STRANRAER	A' THE AIRTS, SANQUHAR
Saturday 15th June 10:00pm - 5:00pm Soft Play (U7s Only) Spin Class & Shock Gym (10+) Nerf Wars Splashdown - Swimming, flumes & inflatables	Tuesday 18th June 7:00pm - 9:00pm Open Mic Night with Quiz and Curry

PLUS MORE EVENTS COMING TO YOUR LOCAL COMMUNITY!  
VISIT [WWW.YOUTHBEATZ.CO.UK/FRINGE](http://WWW.YOUTHBEATZ.CO.UK/FRINGE) TO KEEP UP TO DATE

Partners: Dumfries & Galloway, Scotland, Youthwork, Oasis Events Team, Oasis Youth Centre, A' The Airts, and various other local organizations.

# MARKETING & PROMOTION



## FACEBOOK

Our Youth Beatz Facebook channel saw a vast increase in likes from the period of April 1st-June 27th 2019. Likes went up 1034 within this period. In terms of our Facebook engagements, videos reached the highest level of audience, averaged at 14,731 unique user profiles. Due to the fact that this is more than the amount of people who like our page, this level of engagement speaks well for our social media presence.

68% of profiles we engaged with during this period were Female, slightly down on last year.

The total number of page impressions stands at 1,545,012 and the overall reach 367,120.

On the week of Youth Beatz from Monday 17th-24th of June, there was a growth of 421 page likes, up on the same time frame of the festival last year.

## TWITTER

A record was kept of tweet impressions each month, in order to monitor how many people we were engaging with/ Twitter activity began its peak in April after the launch event after several months of inactivity. The monthly breakdown of Tweet impressions is as follows:

**April: 34,200**

**May: 38,200**

**June: 87,000**

**July: 72,000**

Twitter followed a similar pattern to Facebook with regards to the demographic of followers and of those who were included in our impression count. On average, 70% of followers were Female and 30% Male. On the Saturday of Youth Beatz, our account had 28,724 organic impressions, with 39,572 organic impressions on the Sunday. Organic impressions include the amount of time a tweet, or any form of individual content appear on a person's newsfeed.

## INSTAGRAM

On the Youth Beatz Instagram, we had 5219 profile visits from the 17th-24th of June, with 37 clicks on the biography link that takes you to the official Youth Beatz website.

All in all, 2679 unique accounts were reached, upon which 103,790 impressions were made.

In terms of Instagram, impressions count for the total number of times your posts have been seen. As with Twitter and Facebook, the majority of followers and those interacted with were Female. Females accounted for 69% of activity, with Males making up the remaining 31%. More than half of all Instagram followers fall into the 18-24 age bracket, closely followed by 13-17, making Instagram a fantastic platform for getting information out to young people.

In terms of Instagram, this was the platform that most artists used to showcase their time and performances at Youth Beatz. Acts including Louisa, The Vamps and Professor Green choosing to upload their images. By doing this, they exposed Youth Beatz to around 4,474,000 Instagram users.

# ECONOMIC IMPACT

Our records show that 39,228 people attended the event over both days. However, we cannot count all of these as unique visitors, as a proportion will have attended the event on both days. We can assume that two thirds of the visitors who attended on the Saturday also attended on the Sunday, giving us a total of 26,152 unique visitors over the course of the weekend.

In accordance with Economic Impact guidance, local people are excluded from the analysis on the basis that they live in the economy and their spending is not classed as additional. Based on our survey, it is estimated that 57% of respondents were from Nithsdale. Leaving an estimate of 43% of attendees from out with Dumfries, meaning that 16,475 visitors came from outside the town of Dumfries. In addition to this, spectators for which Youth Beatz was not their sole or main reason for coming to Dumfries are also excluded (they are defined in this context as casual visitors). For example, if attendees were coming to Dumfries on the event weekend, and subsequently after seeing Youth Beatz advertised decided to go along for tickets. On this basis, it was found that 16% of non-local spectators at the event were casual visitors, or 2636 people. By discounting local and casual visitors, it can be estimated that the number of event specific visitors in Dumfries was 13,839. This is the number upon which the Economic Impact is assessed.

Of this number:

- 74% were day visitors, equalling 10,240
- 26% were overnight visitors, equalling 3599
- Of overnight visitors, 39% were non-commercial stayers i.e. they were staying with friends or family whilst in Dumfries and therefore not paying, this equals 1404 people, equalling roughly 11% of all event specific visitors.
- Of overnight visitors, 61% were commercial stayers, i.e. they were paying for their overnight accommodation in a hotel, guest house, B&B or campsite/caravan park. This equals 2196 people, and 16% of all event specific visitors.

Taking accommodation spend firstly, the average stay in Dumfries by commercial stayers on the weekend of Youth Beatz was found to be 2 nights. Whilst the average spend on accommodation including food and drink was found to be £97 per the average 2 night stay.

Based on the average room occupancy and number of commercial bed nights this equates to.

- This subsequently equates to direct economic impact of **£172,921**

Commercial stayers spent an average of £13.95 per day whilst at the event.

- This equates to a direct Economic Impact of **£61,268**

Non-commercial stayers spent an average of £13.90 per day whilst at the event.

- This equates to a direct Economic Impact of **£39,031**

Day visitors spent an average of £14.20 per day at the event.

- This equates to a direct Economic Impact of **£290,816**.

Therefore, it can be estimated that the total direct Economic Impact of Youth Beatz on Dumfries town's economy as a result of visitor spend was

# £564,036

# SUPPORTERS AND SPONSORS

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

## PRESENTED BY



## FUNDED BY



## SUPPORTED BY





The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial data. This includes not only sales and purchases but also expenses, income, and any other financial activities.

The second part of the document provides a detailed breakdown of the accounting process. It outlines the steps from recording transactions to the preparation of financial statements. This includes identifying the accounts affected by each transaction, debiting and crediting the appropriate accounts, and ensuring that the accounting equation remains balanced.

The third part of the document focuses on the analysis and interpretation of the financial statements. It explains how to use the balance sheet, income statement, and statement of cash flows to assess the company's financial health and performance. It also discusses the importance of comparing the company's results to industry benchmarks and historical data.

The final part of the document concludes with a summary of the key points discussed. It reiterates the importance of accuracy, consistency, and transparency in the accounting process. It also provides some final thoughts on the role of accounting in the overall success of a business.



For full highlights of Youth Beatz 2019, please visit  
<https://tinyurl.com/4OUTHBEATZ19>

for more information, please visit  
[WWW.4OUTHBEATZ.CO.UK](http://WWW.4OUTHBEATZ.CO.UK)  
or contact  
[4OUTH.BEATZ@DUMGAL.GOV.UK](mailto:4OUTH.BEATZ@DUMGAL.GOV.UK)