



YOUTH BEATZ FESTIVAL 2022 EVENT REPORT



IN NUMBERS



TICKETS ALLOCATED

40,000

TICKETS
ALLOCATED



172 VOLUNTEERS

8,600 VOLUNTEER HOURS

7 DAYS OF FRINGE EVENTS HELD IN COMMUNITIES ACROSS DUMFRIES & GALLOWAY

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

92%



2,848 YOUNG PEOPLE THROUGH THE TOON

YOUTH BEATZ 2022 GENERATED AN ECONOMIC IMPACT OF

£384,817

95% OF YOUNG PEOPLE FELT THEY INCREASED THEIR SELF ESTEEM AND FELT BETTER ABOUT THEMSELVES AS A RESULT OF ATTENDING

19,034 ATTENDEES (SATURDAY ONLY)



YOUTH BEATZ 2022

CONTENTS

- 3** Background
- 5** Launch Event
- 6** Aims and Objectives for Young People
- 7** Aims and Objectives for the Community
- 8** Youth Participation
- 9** Volunteers
- 10** Volunteer – Case Studies
- 11** The Acts
- 12** Second Stage
- 13** Other Attractions
- 14** Luminarium
- 16** Food Bank Collection
- 17** The Toon
- 18** The Toon Camp
- 20** Youth Beatz Fringe
- 21** #WeCareEvent
- 22** Marketing and Promotion
- 23** Economic Impact
- 24** Sponsors and Supporters



YOUTH BEATZ 2022 BACKGROUND

Youth Beatz Festival is an annual Youth Music and Information festival held in Dumfries, and is the largest free youth music event in Scotland. In 2018, to celebrate Scotland's Year of Young People 2018, Youth Beatz was selected to be a 'Signature Event', opening the event out to a national audience for the first time, with this move continuing as part of the legacy for the Year of Young People.

Youth Beatz now has 2 main event days, and is held at Park Farm Showfield, attracts an audience of 40,000 each year.

Youth Beatz Festival incorporates 3 main elements:

YouthBeatz Main Days

A 2-day festival held over a weekend at the end of June, 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 172 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 Dumfries and Galloway today such as domestic abuse, knife crime, alcohol, drugs, young drivers, bullying, happiness, mental health, diet and body image, suicide and sexual exploitation. The Toon is entirely produced by young people, from scripting writing and set design to performing in the drama production.

Youth Beatz Fringe

7 days of community led events offering a wide range of events from roller discos, swim sessions and young parent days taking place the length and breadth of Dumfries and Galloway.

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



YOUTH BEATZ 2022 BACKGROUND

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 with Youth Beatz main event as 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, offering a broader range of cultural and arts activities for young people.
- A continue residential opportunity for young people involved in Duke of Edinburgh's Award across Scotland to complete their Gold Award, through giving opportunity to volunteer at the festival. We were able to offer 40 full time volunteer placements for DofE participants from across Scotland. This meant that the DofE young people were given the chance to volunteer full time during the build, de rig and show days of the event, this gave young people the opportunity to see a festival through its whole life cycle
- To continue to improve the calibre of headline performers at the event in order to increase to a high profile event, that celebrated and engaged young people in Scotland and maximised media exposure

Youth Beatz 2022 saw a significant enhancement in order to make the festival look, feel and be experienced differently from previous events, particularly after the enforced break due to COVID-19. Festival enhancements included:

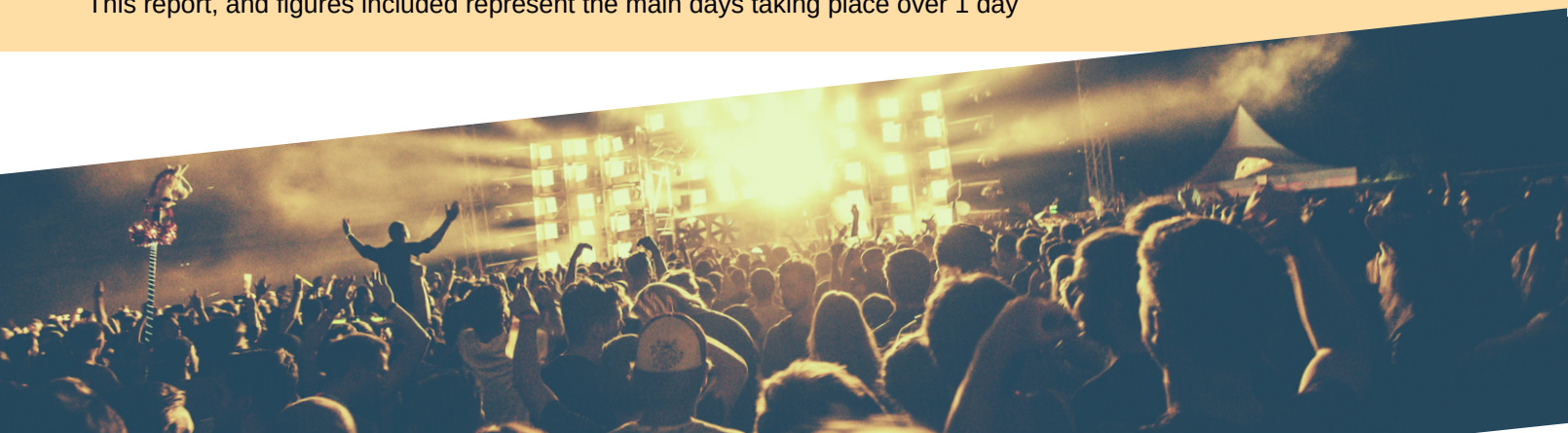
- To give opportunity for emerging Scottish talent to perform at Youth Beatz through a dedicated performance slot for all 32 local authorities on a new 3rd stage at the festival solely for emerging Scottish talent.
- Increased number of young performers from Dumfries and Galloway able to perform on the main stage at the festival on both days.
- Significant expansion of daytime activities on the 2 main festival days offering a broader range of cultural and arts activities for young people.

Challenges

It should be noted that although Youth Beatz main days take place over 2 days, Due to significant challenges related to the weather, the 2022 event could not take place on the Sunday, which resulted in the main days only being able to go ahead on the Saturday, with 19,034 attendees over the course of the day. This is the first time since the event started in 2009 that any part of it has had to be cancelled. The forecast day 2 of the festival, based on 3 different weather modelling systems, was forecast to up to 50 mph winds. The weather conditions presented a risk to public health and based on the evidence provided through these modelling systems, there was no alternative decision than to cancel the 2nd day.

This decision was taken by event organisers in agreement with all our safety partners.

This report, and figures included represent the main days taking place over 1 day



YOUTH BEATZ 2022 LAUNCH

Youth Beatz Festival 2022 was officially launched in March 2022 at Oasis Youth Centre.

Supporters, friends and sponsors of Youth Beatz, joined young people for an evening of celebration, looking forward to the return of the festival in 2022.

Performances from young local musicians, excerpts from The Toon, and inputs from young volunteers on the impact of volunteering at Youth Beatz took place prior to the announcement of the programme of activities and acts for the festival.

The entire event was live streamed on Youtube to allow for those not able to attend in person to view the launch, and coincided with the launch of the promotional and social media campaign for the festival. The livestream of the launch event was viewed by **3,700 people**.

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



YOUTH BEATZ 2022

AIMS & 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.

FOR YOUNG PEOPLE

OBJECTIVES	IMPACTS	EVIDENCE
<p>Increased confidence and self esteem for participants.</p>	<p>Young people have opportunities to perform/volunteer at the event.</p>	<p>Evaluations/feedback from young people.</p>
<p>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.</p>	<p>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.</p>	<p>Evaluations/feedback from young people. Observed atmosphere at event. Evaluations from staff/police at event. Photographs.</p>
<p>Build strong and healthy relationships amongst young people in Dumfries and Galloway.</p>	<p>Young people have opportunity to attend large scale event with peer groups and meet new friends.</p>	<p>Evaluations/feedback from young people. Observed atmosphere at event. Photographs.</p>
<p>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.</p>	<p>Young people from different backgrounds have the opportunity to be part of large scale event together, with people they would not normally socialise with.</p>	<p>Police crime statistics during event. Observed atmosphere. Evaluations from staff/security/police at event.</p>
<p>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.</p>	<p>Provision of youth information stalls - increased awareness and understanding of services available to young people.</p>	<p>List of organisations participating in youth information stalls. Comments from organisations/young people. Photographs.</p>
<p>Young people will have access to large scale events that might be otherwise financially out of reach</p>	<p>Young people have minimal barriers to participate in a unique experience. Young people can be part of creating a positive legacy.</p>	<p>Attendance figures. Evaluations/feedback from young people. Observed atmosphere. Consultations.</p>



YOUTH BEATZ 2022

AIMS & 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.

FOR THE COMMUNITY

OBJECTIVES

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

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

Attendance figures at youth work services.

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.



YOUTH BEATZ 2022

YOUTH PARTICIPATION

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

This ensures that Youth Beatz is truly youth led, with groups leading the way in the co-design for Youth Beatz 2022:

- Oasis Events Team
- Junior Events Team
- The Toon
- Youth Work
- Adult Volunteers

The success of Youth Beatz in 2022 has determined how we must carry forward our work with young people after in the future, providing a lasting legacy for the event in terms of how our young people have benefitted from such an exciting programme of opportunity, whilst continuing to provide them with opportunities.

In total, 172 young people were involved in the co-design and subsequent delivery of Youth Beatz 2022. Co-design in this context is defined as young people who have been directly involved in the planning, design and delivery of the event.

OASIS EVENTS TEAM

The Oasis Events Team was established in 2010 and currently consists of young people with a particular interest in music and events. The group have previously volunteered at the festival, but this year for the first time a new batch of young people were involved in the Oasis Events Team, meaning a new generation of young people were able to gain the invaluable experience of being involved in the planning and delivery of a large scale music event.

The Oasis Events Team are heavily involved in the planning, organisation and delivery of a wide range of events, and are subsequently gaining a valuable insight into the events industry.

In terms of the event itself, the Oasis Events Team are a key partner with young people taking the lead on the planning and organisation of key areas of the event, as well as holding specifically important roles during the event, such as supporting site managers, shadowing professional stage crews and taking lead responsibility for the full tech management of the Upload Stage for 2022. The role of the Oasis Events Team ensures that young people are involved at the very heart of Youth Beatz.

JUNIOR EVENTS TEAM

The Junior Events Team was set up in January 2018, for those who wanted to be involved in the behind the scenes work at Youth Beatz. The "JET's" comprise of a group of young people aged 10-15 years, with a keen interest in events for young people. The young people took part in design workshops, where they produced a "wish list" which contributed to the selection of daytime activities, with a particular focus on the design and layout of the Youth Work Tent. During the event days, all volunteers were put on a rota and placed within different areas of the site. Various tasks and roles included helping out Youth Work staff at the Youth Work Area, assisting in the Kidz Zone, and assisting at main entrance, working alongside staff and other young volunteers.

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

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



YOUTH BEATZ 2022 VOLUNTEERS

DUKE OF EDINBURGH'S AWARD

For the third year running, Youth Beatz welcome Gold Duke of Edinburgh participants from across Dumfries and Galloway and the rest of 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. 13 young people were selected from the applications received and the residential took place from 22nd – 29th 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
- Young people achieve their Gold Duke of Edinburgh's Award

Impact

- Young people identified an increase in their own confidence and skills as a result of taking part in the project.
- For some young people this was the first time they had ever stayed away from home independently for more than 2 consecutive nights.
- 3 young people 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

Young people from across Dumfries and Galloway took advantage of this opportunity, with young people from Stranraer, Newton Stewart, Dumfries, and Annan volunteering. Young people from outside Dumfries and Galloway came from Paisley, Edinburgh and Borders.



YOUTH BEATZ 2022

CASE STUDIES - VOLUNTEERS

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

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

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

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



YOUTH BEATZ 2022 THE ACTS

Once again, a line up of nationally acclaimed acts took to the stage for Youth Beatz 2022. The Main Stage line up consisted of;



SCOTLAND'S LARGEST FREE YOUTH MUSIC FESTIVAL
PARK FARM SHOWFIELD, DUMFRIES
25th & 26th JUNE 2022

TICKETS FROM
WWW.YOUTHBEATZ.CO.UK

ellapere

Pixie Lott

JOHN NEWMAN

JONAS BLUE

NATHAN EVANS

I AM A RAVER

HRVY

vengaboys



All remaining performance slots on the main stage were reserved for young up and coming talent from Dumfries and Galloway allow us to showcase the talents of young Scottish musicians to a large scale audience



YOUTH BEATZ 2022 SECOND STAGE

Youth Beatz in 2022 once again offered a showcase programme which was an initiative that reached out to young performers across Scotland, giving them the opportunity to audition for a performance slot during the Festival.

This initiative took the form of a dedicated 2nd Stage, where acts from all local authorities in Scotland were invited to apply for performance slots. This enabled Youth Beatz to showcase the amazing talent in Dumfries and Galloway and beyond.

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

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

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

A panel of young people were supported by established industry figures to act as the selection committee for each of the performers. In total, 50 performance slots were filled with young up and coming acts.



YOUTH BEATZ 2022

OTHER ATTRACTIONS

KIDZ ZONE

A dedicated Kids area was in place at Youth Beatz 2022, providing activities and entertainment for younger children (under 12) and their families.

We were delighted to welcome along Daffy Dill, Becky Rose Yoga, Rose W Therapies, Peter Pan Moat Brae Trust, Lifelong Learning Service, Summerhill Community Centre Volunteers, and the Smart Play Network to the Children's Area 2022!

DANCE TENT

In the evening, the Children's 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.

ARTS LIVE!

A partnership with Dumfries and Galloway Arts Festival - Arts Live was formed and they brought to the festival an outdoor performance of 'The Swings' in between performances, young people were able to utilise the equipment and learn how to use the acrobatic apparatus themselves.

ACTIVITIES

A host of interactive daytime activities were on offer at this years festival including, a Zipline through the site, Galloway Activity Centre's Adventure area, Access Parkour, The Land Train.

The Youth Zone was our Youth Work area including a festival hair station, Foam Parties, chill out zones and DJ workshops

YOUTH INFORMATION MARKETPLACE

The Marketplace was a dedicated area for local and national partner organisations to showcase their opportunities and experiences for young people. This is an excellent opportunity for children, young people and families to find out more about what's on in the region and their local community. Organisations included; Smart Play Network, Collective, Stranraer, DAGCAS, Dumfries and Galloway Hard of Hearing Group, DG College, Unison, Dalbeattie Sea Cadets, Rape Crisis, Scottish Youth Film Foundation,

GLASGOW SCIENCE CENTRE

After its massive popularity in 2019, Glasgow Science Centre brought back their 'Bodyworks' exhibition to Youth Beatz.

Bodyworks allowed young people to take a new look at the science behind their health and well-being through a range of fun, interactive and educational exhibits and experiments!



YOUTH BEATZ 2022 LUMINARIUM

Youth Beatz welcomed the Arboria II Luminarium to the festival site this year.

Since 1992, Architects of Air's luminaria have enchanted over 3 million visitors in more than 40 countries around the world- the Arboria II has been to Madrid, Sydney, Barcelona, Los Angeles and now it is coming to Dumfries for the first time. Visitors had the chance to explore the sculpture, experience the beauty of light and colour as they moved through a dazzling maze of domes, columns and branches of the Luminarium. The Luminarium is half the size of a Rugby Pitch and immersed people in a different place whilst at Youth Beatz.

The Arboria II is inspired by the beauty of natural geometry and by Islamic architecture, featuring winding passages of small domes inspired by repetitious forms found in the bazaars of Iran. The luminosity of light and colour inside is created purely by the light shining through the exhibition. Architects of Air originally grew out of a theatre project for people with learning disabilities and the Luminarium is fully accessible and embracing all ages, all abilities, cultures and communities.

The 40+ meter exhibition was truly unique experience for festival go-ers at this year's event who will have the chance to be immersed in a world of light and colour.

The Luminarium was a highlight for those attending Youth Beatz Festival, the scale of exhibition ensured the Arboria II was an unmissable aspect of the event. Architects of Air are world renowned and their commitment and passion for making culture and art an inclusive sensory experience and we were delighted to welcome their exhibition at Youth Beatz 2022.





YOUTH BEATZ 2022 FOOD BANK COLLECTION

Following on from discussions around the ever-increasing demand for foodbanks across Dumfries and Galloway, the youth steering group established the Food Donation Project which asked all ticket holders who were in a position to donate, to bring along an item of foodstuff for donation when they entered the event. The project was a success a significant amount of individual items donated over the course of the weekend with the donations divided between 6 food providers.

In light of the increasing cost of living, the youth steering group feel the need for this project to return was required. All ticketholders for 2022, were invited to bring along one food item if they could, that they could deposit in the Food Donation Drop Box at the entrance on the festival days if they are able to do so. Donations were not a condition of entry.

We worked alongside Food Providing Organisations from across the region and were delighted to have 6 providers on board for this year's event from every locality in Dumfries and Galloway. Volunteers from 6 providers were on hand each day at the gate to collect and sort donations.

Long-life items were asked to be donated this year, including;

- Canned soups, tomatoes, beans, fruits and vegetables
- Drinks such as UHT milk, fruit juice, teas and coffee
- Cupboard items including pasta, rice, cereals and lentils
- Snack items including crisps, biscuits and chocolates

Organisations collecting donations were:

Fed Up Cafe - Stranraer

Kates Kitchen - Annan

Lochside Community Association - Dumfries

Summerhill Community Centre - Dumfries

Rhins Basics Bank - Stranraer

Stepping Stones Foodbank - Castle Douglas



YOUTH BEATZ 2022 THE TOON

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

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

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

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

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

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

The Toon tours are delivered in 3 ways:

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

As part of Youth Beatz 2022, 32 young people were involved in the co-design and delivery of The Toon. Over the course of the event days, over 2,848 young people went through The Toon.

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

2,848 young people went through The
Toon experience over the course
of the festival



YOUTH BEATZ 2022 THE TOON CAMP

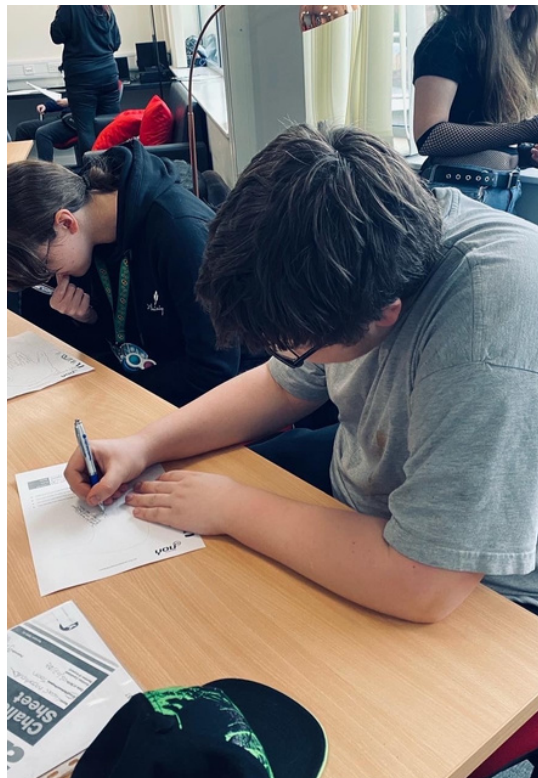
This was a regional two week Toon Camp, where young people from across Dumfries and Galloway and the surrounding area's participated in a series of workshops delivered by tutors, young volunteers and partner organisations.

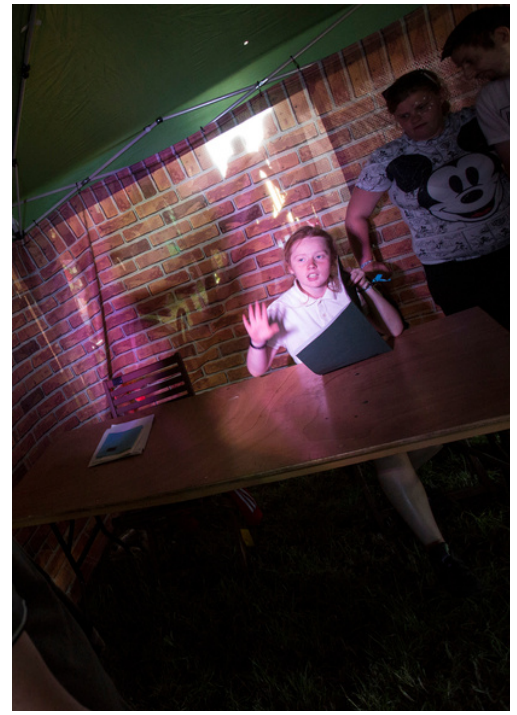
This took place during the school Easter holidays 2022 and in the weeks and months leading up to the festival. The camp began with a Team Building weekend where young people worked towards completing their SVQ in Volunteering and their volunteering efforts were recognised through Saltire Awards. This was an opportunity for the young people to get to know one another better and begin to build relationships with the youth work staff as for some young people this was their first time involved within The Toon.

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

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

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





YOUTH BEATZ 2022

YOUTH BEATZ FRINGE

The Youth Beatz Fringe Festival took place across Dumfries and Galloway from Friday 17th June – Thursday 23rd June. With lots of new additions to the programme as well as family fun days there was something for all young people.

From Silent Disco's to 'Schools Out Fun Days', a Pool Party and much more, the FREE fun and engaging programme being delivered in local communities across Dumfries and Galloway brought the feel of Youth Beatz direct to young peoples own communities and crated a buzz for the main event days.

In total, 1,934 young people accessed Youth Beatz Fringe events

Friday 17 June
SILENT BEATZ
SILENT DISCO AND INFLATABLE FUN
Hillview Leisure Centre, Kelholm
7pm - 9pm

BEATZ CHALLENGE DISCO
TRY YOUR HAND AT JOISTING AND OTHER CHALLENGES WHILST DANCING THE NIGHT AWAY
Victoria Halls, Annan
7pm - 9pm

Saturday 18 June
BEATZ FUN DAY
INFLATABLES, GAMES, MUSIC AND MORE
Colliston Park, Dalbeattie
1pm - 3.30pm

BEATZ BEACH PARTY
INFLATABLES, BEACH THEMED ACTIVITIES & MORE
Agnew Park Pavilion, Stranraer
6pm - 8pm

Sunday 19 June
BEATZ FUN DAY
INFLATABLES, GAMES, MUSIC AND MORE
King Edward Park, Lockerbie
1pm - 3.30pm

BEATZ MINI FRINGE
ENTERTAINMENT, INFLATABLES AND MORE
Dock Park, Dumfries
6pm - 8pm

Monday 20 June
BEATZ 'SCHOOLS OUT' FUN DAY
AN AFTERNOON OF FUN (SCHOOL PUPILS ONLY)
Wallacehall Academy
2pm - 3.45pm

BEATZ POOL PARTY
KEEP AN EYE ON OUR SOCIAL MEDIA PLATFORMS ON HOW TO BOOK
Castle Douglas Swimming Pool
7.30pm - 8.30pm

Tuesday 21 June
SILENT BEATZ IN THE PARK
SILENT DISCO, LASER TAG AND MORE
Goldie Park, Sandside
7pm - 9pm

Wednesday 22 June
SILENT BEATZ
SILENT DISCO AND INFLATABLES
McMillan Hall, Newton Stewart
6pm - 9pm

Thursday 23 June
BEATZ 'SCHOOLS OUT' FUN DAY
AN AFTERNOON OF FUN (SCHOOL PUPILS ONLY)
Moffat Academy
2pm - 3.45pm

REGIONAL #WE CARE FESTIVAL 2022
FOR CARE EXPERIENCED YOUNG PEOPLE AGED 12-25
Park Farm, Dumfries
1pm - 8pm

*Booking Required
For info contact: championsboard@dumgal.gov.uk



YOUTH BEATZ 2022

#WE CARE EVENT

On Thursday 23rd June, the Champions Board Project delivered their second #WeCare gathering as part of the Youth Beatz Fringe programme. The gathering is held at Park Farm Showfield in Dumfries and utilises the infrastructure from the Festival to deliver workshops indoors and outdoors. #WeCare is an event that brings together care experienced young people from across Dumfries and Galloway and in 2022 over 60 young people participated from Sanquhar to Stranraer and every Ward in between. The event was split into two parts, with young people participating in workshops delivered during the day and 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 abuse and 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
- How People Talk About Us: a workshop focussed on the language used by professionals when they speak about children and young people with care experience. The workshop focussed on young people's experiences during meetings, reviews and Children's Hearings and in their interactions with professionals. After doing an A-Z in how 'people talk about me', the workshop focussed on what young people want to see change and how they want to be spoken to and about by professionals
- Corporate Parenting Session: a workshop delivered by Corporate Parenting partners looking at the help and support young people want to see in their communities from services with a Corporate Parenting responsibility. This session used interactive tools to start conversations with young people about what works, and what doesn't for them in their own lives
- Adventure Session: a workshop focussed on team challenges and getting people active. This session was delivered by the Infantry Engagement Team and aimed to build relationships between young people.

This event was co-designed by young people through the Listen2Us Youth Advocacy Group and delivered in partnership with organisations and services represented through the regions Corporate Parenting Group.

The event was open to any care experienced young person in Dumfries and Galloway aged 12-25. To ensure the event was as accessible as possible, transport was provided for young people from across all 12 Ward areas with all participants. The event was free for young people to participate in and we had a total of 78 registrations with 65 participating on the day. Over 60% of attendees had not previously engaged with the Champions Board Project.



YOUTH BEATZ 2022 MARKETING & PROMOTION

FACEBOOK

Our Youth Beatz Facebook channel saw an increase in likes from the period of January - July. Likes went from 13,169 up to 14,358. In terms of our Facebook engagements, videos reached the highest level of audience, averaged at 15,546 unique user profiles. Due to the fact that this is more than the amount of people who like our page, this amount of engagement boasts well for our social media presence. 79% of profiles we engaged with on our page were females. The total number reach is 358,902.

On the week of Youth Beatz there was a growth of 498 page likes. One of the peaks of Facebook activity was the Youth Beatz 2022 launch and headline acts announcement. This post reached 62,988 people, 55.8% of whom were female, and 44.2% male; this is a welcome figure in response to the majority of our previous audience being largely female.

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

TWITTER

A record was kept of tweet impressions each month, in order to establish how many people we were engaging with. Twitter activity peaked in March after several months of a lack thereof, due to the highly anticipated announcement regarding the Youth Beatz 2022 headline acts.

The rise in followers for the Youth Beatz Twitter was from 1754 to 1936

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

Over the social media campaign, the Youth Beatz Twitter account attracted 41,883 organic impressions. Organic impressions include the amount of time a tweet, or any form of individual content appear on a person's news feed.

INSTAGRAM

On the Youth Beatz Instagram, we had 4307 profile visits over the event, with 69 clicks leading to the dedicated Youth Beatz website. All in all, 5698 accounts were reached, these were all unique accounts, upon which 120,654 impressions were made. In terms of Instagram, impressions account for the total number of times that all of your posts have been seen.

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

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

In terms of Instagram, this was very popular amongst the music acts who attended Youth Beatz. Headline acts all posted on Instagram about their performances at Youth Beatz. By doing this, they exposed Youth Beatz to millions Instagram users.



YOUTH BEATZ 2022 ECONOMIC IMPACT

The following Economic Impact Assessment is based upon data gathered at Youth Beatz 2022 on the event day. Please note that this year's event was only held for one day due to adverse weather conditions, this has made the unique visitor number a more accurate reflection but has meant that we had a lower number of survey responses compared to previous years when the event was held over 2 days. Naturally, the economic impact for Youth Beatz 2022 will be lower than in previous years.

Held on Saturday 25th June, the Youth Beatz Festival welcomed 19,034 unique visitors to Park Farm, Dumfries.

Spectator Impact

In accordance with Economic Impact guidance, local people are excluded from the following assessment on the basis that they already live within the local economy, and thus their spending is not classed as additional. Based on the onsite survey, 55.37% of respondents reported that they were from Nithsdale, leaving 44.73% of attendees who live outside of this area in the rest of the region, Scotland or UK. This means that 8,515 visitors came from outside of the Nithsdale area and for which Youth Beatz was their sole or main reason for coming to Dumfries, and it is on this number that the Economic Impact of Youth Beatz 2022 is based.

Of this number:

- 76% were day visitors = 6472
- 24% were overnight visitors = 2043
- Of overnight visitors, 22% were non-commercial stayers, i.e., stayed with family/friends and did not pay = 449
- Of overnight visitors, 78% were commercial stayers, i.e., they were paying for their overnight accommodation in a hotel, guest house, B&B, campsite/caravan park etc. = 1594

Looking at the accommodation spend, the average stay in Dumfries for commercial stayers was 2 nights, with the average spend on accommodation including food and drink was £121 per average 2-night stay.

- Based on average room occupancy and the corresponding commercial bed nights, this equates to a direct economic impact of £192,874.
- Commercial stayers spent an average of £21.20 on the event day. This equals a direct Economic Impact of £33,792.80.
- Non-commercial stayers spent an average of £20.95 on the event day. This equals a direct Economic Impact of £9406.55.
- Day visitors spent an average of £23.80 per day on the event day. This equals a direct Economic Impact of £154,033.60.

Therefore, it can be estimated that the Spectator Economic Impact of Youth Beatz on Nithsdale economy as a result of all spends was £390,106.95.

Organiser Impact

In terms of impact on the Dumfries economy, figures provided show that 33% of event income was drawn from Nithsdale based sources, while 31% of event expenditure was made in Nithsdale. Youth Beatz 2022 therefore had an economic impact of event organiser expenditure in Nithsdale of -£5,289

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

£384,817.95



YOUTH BEATZ 2022

SUPPORTERS & SPONSORS

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

PRESENTED BY



FUNDED BY



SPONSORED BY





FOR MORE INFORMATION, PLEASE CONTACT

YOUTH.WORK@DUMGAL.GOV.UK
01387 260243