



YOUTH BEATZ FESTIVAL 2023

EVALUATION REPORT



FOREWORD

It gives me great pleasure to present the 2023 Youth Beatz Festival Report. The report will provide readers with a comprehensive insight into the Festival including, event delivery, and the significant impacts that this has made on the lives of young people, partners and communities across Dumfries and Galloway.

Youth Beatz is more than just a music festival. Youth Beatz is a cultural and social highlight for our Region, and inspires young people to take a more active role in their community through the wide variety of volunteering and participation opportunities that are on offer through various projects and initiatives, more detail on which is included within this report.

Young people are supported to take on active roles within the co-design and delivery of the event, instilling a sense of ownership and civic pride within their local community. The Festival has significant social benefits, providing young people with a safe space to enjoy themselves, and the opportunity to access a wide range of youth information.

Youth Beatz prides itself on working with a range of partners locally and nationally, featuring a daytime offer to suit all ages, abilities, and interests, with the event cementing its brand and profile as Scotland's largest free youth music event.

I would like to thank all partners and staff who were involved in planning and delivering Youth Beatz 2023 and look forward to building on this success for future years. I would also like to extend my thanks to the Youth Work Team and the Oasis Events Team for once again leading the partnership that brings this award-winning event together, and to all our funders and supporters.

Councillor Ian Blake
Chair of Communities Committee



CONTENTS

- 4 Background
- 5 Youth Beatz Main Event Days 2023
- 7 The Toon Experience 2023
- 9 Youth Beatz Fringe 2023
- 11 Summary of Achievements 2023
- 12 Raising the Event Profile
- 14 Event Co-Design
- 17 Volunteering and Participation
- 19 Economic Benefit
- 20 Partnerships
- 22 Community Benefit



BACKGROUND

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

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

In 2018, Youth Beatz Festival was selected as a 'Signature Event' as part of Scotland's Year of Young People, gaining funding from Event Scotland, and attracting wider support from additional funders and sponsors. This also saw the expansion of the festival, with the main event days taking place over 2 days, a change to a larger venue to Park Farm Showfield which in turn allowed for an increase in capacity to 20,000 per day (40,000 over the course of the weekend) Thanks to the continued investment from our Council, Youth Beatz has maintained these enhancements and is now nationally recognised as an event of important significance to young people, not only within Dumfries and Galloway, but across Scotland. The festival is also part of the national 10 year legacy plan for Year of Young People, and a key part of the Dumfries and Galloway Legacy Plan which was agreed by Full Council.

Youth Beatz Festival as a whole incorporates 3 main parts

Youth Beatz Main Event: Youth Beatz Festival main event is held at Park Farm Showfield, Dumfries and allocated 40,000 tickets. The main days take place over a full weekend, giving 2 days of programmed activity, primarily targeted at 12-25 year olds, with the aim of providing youth services information and giving young people access to information on a range of issues that affect them but the event also attracts significant amounts of families to the daytime element, making it a full community event. The event is also about building cohesion amongst young and older people in the community and giving young people access to large scale music events locally.

The Toon Experience: The Toon uses effective youth work methods and gritty, powerful drama to challenge young people in a way they have never been challenged before; young people go through different zones which cover each topic. Issues such as mental health, sexual exploitation, smoking, suicide, bullying, drugs, domestic abuse, diversity and equality are key areas that are covered in the project. The Toon is developed and performed by young volunteers who are interested in learning new skills in a wide range of areas such as script writing, drama, performance, research, etc to deliver the project using a peer education approach. The Toon provides tours for S3 and S4 Secondary Schools in the 5 days leading up to the main Youth Beatz weekend and runs on the main Youth Beatz event.

Youth Beatz Fringe: Prior to the main Youth Beatz days a 8 day Youth Beatz Fringe Festival took place in communities across Dumfries and Galloway. This included a mixture of free targeted activities and events for young people and where all developed in partnership with local community groups.

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

Youth Beatz Main Event Days 2023

Youth Beatz Festival Main Days took place on Saturday 1st and Sunday 2nd July 2023 in Park Farm Showfield, Dumfries.

As in previous years, the main event days coincide with the beginning of School Summer holidays, creating a sense of anticipation and excitement amongst young people who look to Youth Beatz as the highlight of their holiday period.

Stages and Performances

Three stages featured a variety of acts including young up and coming acts from Dumfries and Galloway, the rest of Scotland, and well-known high-profile UK headliners. The Main Stage opened each day with acts from across our region, followed by Headline performances from B*Witched, Vengaboys, Ella Henderson, Callum Beattie, Joel Corry and HRVY. The Second Stage was developed and delivered in partnership with local organisation Dumfries Music Collective (DMC) showcasing up and coming music talent from across Dumfries and Galloway, with acts from Dumfries, Castle Douglas, Annan, Stranraer and Dalry, and the Third Stage featured young dance groups from across Dumfries and Galloway over the weekend. Dance troupes, cheerleading squads and solo performers came from Stranraer, Newton Stewart, Dumfries and Lockerbie, as well as hosting young DJs from the region.

On Site Activities

A number of activities and experiences were on offer across the site at Youth Beatz 2023, for all ages and interests. A number of these activities promoted active and healthy lifestyles, and encouraging young people to try out different activities they may otherwise been unable to access. Activities available included;

- “The Realm” is an inflatable obstacle course, over 600ft long, and featuring challenges such as slides, tunnels and more.
- The Mobile Zipline
- Local activity provider Galloway Activity Centre delivered a section of their popular activities such as a mountain biking arena, climbing wall, and zorb football.
- There was inflatable fun with rodeo bull, pole jousting, rock and roller, giant slide and bungee run.
- 9-hole mini golf course.
- VR (virtual reality) Station.
- Target Wrestling Tent
- Dumfries and Galloway Council’s Leisure and Sports Team activities.
- The Scottish Fire and Rescue Service, Police Scotland and Scottish Ambulance Service delivered a series of workshops on CPR, Water Safety, Fire Safety, Road Safety and CPR.



Youth Beatz Main Event Days 2023

Activities for Younger Children

Although Youth Beatz Festival is primarily aimed at young people aged 12-25, many young people attend with their families and younger siblings, and young parents also attend the festival.

As such, Youth Beatz main days provides activities and information aimed at younger children under 12 and young parents. The Kids Tent features a series of performances from children's entertainers from across Dumfries and Galloway. The area also provided space for Moat Brae to deliver activities based on storytelling, the Lifelong Learning Service ran art and craft activities, and Play, Talk, Read bus provided activities and information aimed at promoting positive parenting in order to give children the best start in life.

In the evening slot, the Kids Tent turned into a Family Rave provided by Big Fish Little Fish, complete with balloons, confetti, bubbles and more.

Youth Information Marketplace

To enable local and national organisations and partners who work with young people the chance to engage with a large scale captive audience, Youth Beatz festival created a Youth Information Marketplace. This marketplace provided the ideal environment for organisations to meaningfully engage with young people in their target demographic and actively promote their work. In total 15 organisations were in attendance on each day.

Youth Work Tent

Delivered alongside young volunteers, the Youth Work Tent contained free activities for young people including pool, gaming, competitions, selfie walls and festival crafts. The tent mirrored the range of activities that young people can find at our traditional youth work 'drop in' sessions, aiming to promote the wide range of opportunities available throughout the year, across our region and within our services.

Alongside providing lots of things to do, area featured a space for attendees to unwind and recharge, with comfortable seating, a complimentary mocktail bar, phone charging stations and a hair and glitter salon creating on-trend festival braids and make up. One of the highlights of the area was the 'Party Bus', a mobile venue, that featured local young DJ's providing music sets throughout the weekend keeping the crowds entertained. Youth Work tent also provided home to Dumfries and Galloway's Youth Council, regional LGBT Youth Steering group 'Chameleons' and Police Scotland Youth Volunteers who welcomed the opportunity to engage with young people over the weekend.



The Toon Experience 2023

The Toon is an interactive youth experience delivered as part of the Youth Beatz Festival. It is co-designed by a range of local and national partner organisations with young people who plan, develop and deliver the project at Youth Beatz. 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 young people to deliver The Toon, peer educators are recruited and given intense training in the months leading up to the festival in a range of skills including; acting, peer education training on a range of topics, prop and set design, the young people then use the information they have learnt to enable them to produce a script that highlights all the issues that they believe are relevant to young people, they receive support from the partners to ensure it is accurate factually.

The young people design and develop their set and props before delivering this experience to their peers. The young people attending the experience are presented a range of hard hitting scenes that explore a variety of topics ending with taking part in a workshop where they are encouraged to discuss their learning and where the key messages are reinforced.

The Toon has not only had a huge impact on the peer educators but also on the young people going through the experience.

Through involvement in the Toon, young people take part in a year long programme of training and project work which is predominantly attended by young people who are disengaged in education, employment or training, and through this we are reducing the attainment gap.

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

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

Once inside the tent, young people are allocated to a tour and their tour guide will then escort them through the different scenes. Each scene is delivered by young people and a different topic is covered within each scene. At the end of the tour the young people go through a debrief zone delivered by professionals from different youth work agencies to allow for discussion on what the young people have experienced.

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

The Toon Experience 2023

The Toon tours are delivered in 3 ways:

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

Issues covered in the delivery of The Toon 2023 were:

Bereavement, Domestic Abuse, Gambling, Poverty, Knife Crime, Drugs & Alcohol, Mental Health, Smoking & Vaping, Sexual Health, Equality & Diversity, Resettlement and Young Drivers.

Over the course of the event days, over 3,592 young people went through The Toon.



Youth Beatz Fringe 2023

The Youth Beatz Fringe Festival is a key part of our wider Youth Beatz Festival taking events to local communities before the Festival main days. For 2023, the Fringe ran for 8 days between Wednesday 21st June and Thursday 29th June, with events delivered in all 12 Ward areas.

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

The Youth Beatz Fringe 2023 offered a wide range of activities and events that were open to all to attend but also specific events that were specifically for young people with Additional Support Needs, Care Experienced Young People and Young Parents. As part of the Fringe Festival, a family fun day in Dock Park was held with partners in Lifelong Learning as part of Scottish Refugee Week.

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

A total of 16 events (including #WeCare) were scheduled in the Youth Beatz Fringe Programme, with 2,558 young people attending (including 91 attending #WeCare)



DUMFRIES AND GALLOWAY COUNCIL PRESENTS

YOUTH BEATZ FRINGE



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

- SUMMER PARTY, DALBEATTIE TOWN HALL
- FAMILY QUIZ & CURRY NIGHT, WHITHORN NEW TOWN HALL
- FAMILY RAVE, KIRKCONNEL, MINERS HALL
- INFLATABLE FUN NIGHT, HILLVIEW LEISURE CENTRE, KELLOHLM
- FOOTBALL NIGHT, DALBEATTIE HIGH SCHOOL
- POOL PARTY, MERRICK LEISURE CENTRE, NEWTON STEWART
- SILENT DISCO, VICTORIA HALLS, ANNAN
- PARTY IN THE PARK, DOCK PARK, DUMFRIES
- FOOTBALL NIGHT, NORTH WEST COMMUNITY CAMPUS MUGA, LOCHSIDE
- SILENT DISCO, LOCKERBIE TOWN HALL, LOCKERBIE
- URBAN ADVENTURE AFTERNOON SKATE PARK, STRANRAER
- URBAN ADVENTURE EVENING, MARKET HILL, CASTLE DOUGLAS
- OUTDOOR MOVIE NIGHT, THE HARBOUR, KIRKCUDBRIGHT
- BUBBLE FOOTBALL, 3G PITCH, LANGHOLM
- OUTDOOR SILENT DISCO, AUCHENCRIEFF PARK, LOCHARBRIGGS
- #WECARE EVENT, PARK FARM SHOWFIELD, DUMFRIES



#We Care

#WeCare

#WeCare took part as part of the Youth Beatz Fringe programme, targeted at Care Experienced Young People in Dumfries and Galloway, and was held at Park Farm Showfield on Thursday 29th June.

The event was co-designed with young volunteers from the Listen2Us Youth Advocacy Group, and supported by a range of partner organisations and services involved in the Corporate Parenting Group. Young people were required to sign up to attend in advance of the event with transport provided to ensure travel was not a barrier to young people's participation.

The afternoon included young people experiencing The Toon, an Adventure Session, a Local Changemaker session delivered by Corporate Parenting partners focussed on health, education and well-being and what young people want to see in services, and a Leadership, Communication and Team-Building workshops.

The evening was a celebration event for young people that seen the main Youth Beatz site opened up for young people take part in activities, followed a silent disco.

The #WeCare event is the only event of its kind in Dumfries and Galloway for Care Experienced young people and has grown in numbers attending each year with 91 young people attending the 2023 gathering.

The experiences and opinions of young people are utilised by the Corporate Parenting Group to inform the regional Corporate Parenting Plan and the aspiration is that at next years event, young people can find out how their views impacted decision making and service delivery, including The Promise.



Summary of Achievements in 2023

Raising the Event Profile

- Applications for tickets were opened in May 2023, with the festival ‘selling out’ in record time. Within 36 hours, all 40,000 tickets were allocated in this time, over 75% of which coming from Dumfries and Galloway.
- Over 629,000 engagements via social media (Facebook, X (formerly Twitter) and Instagram)
- Over 489,000 visits to Youth Beatz webpage in 2023.
- More than 400 items of printed and digital media coverage.

Event Co-design

- Formed and worked alongside a number of co-design groups to ensure the entire festival provided the right activities and facilities for the right groups of people.
- Worked alongside 125 young people and community members to ensure the festival met the needs of all attendees through co-design.
- Created a real sense of ownership for young people, ensuring that Youth Beatz Festival belonged to them, whilst instilling a sense of pride in being involved in the planning process

Volunteering & Participation

- The festival recruited 186 adult and young volunteers to offer hands on experience of delivering Youth Beatz Festival.
- It is estimated that each volunteer contributed at least 50 hours of their time, totalling over 9,300 volunteer hours contributed. Using the Volunteer Scotland volunteer value calculation methodology. the volunteer time cost equivalent amounts to £125,457

Partnerships

- Worked alongside 19 partners in the public and third sectors in order to ensure Youth Beatz had a comprehensive activity offer to suit the interests of all attendees, and that all needs of those attending the Festival were met.
- Existing partnerships were built upon, and new partnerships were formed in the process of delivering Youth Beatz 2023.
- Facilities Services (Catering) worked in partnership with the Youth Work Service to bring affordable food and drink options to the festival and also promote our School Meals Service. This was the first time that our Council looked to offer food in this way which helped ensure that our Council was responsive to the Cost of Living Crisis. The School Meals Service offered a high quality service that received positive feedback from the attendees and significantly enhanced the festival. It was also a good example of cross directorate working to deliver on one of our Council’s priority events.

Community Benefit

- Provided local young music acts and performers with the opportunity to perform over the event weekend, over 3 stages.
- Roll out of the Youth Beatz Donation Project in response to the cost-of-living crisis. In total, 1,950 items were donated over the event weekend, equalling 56 crates of donated goods to 4 food providers across Dumfries and Galloway.
- Youth Beatz Festival also provided the opportunity for distribution of free period dignity products to attendees, in total of the number of Period Dignity Products which were distributed during Youth Beatz 2023 was 16,742
- Youth Beatz Fringe Festival delivered events in every Ward area of Dumfries and Galloway.
- Varied daytime activity offer to suit all ages and interests
- All daytime activities were free of cost with the exception of fairground and food vendors

Economic Benefit

- Worked with businesses based within Dumfries and Galloway to deliver the festival
- The Youth Beatz Festival was successful in generating an estimated local economic benefit of **£754,763.70**, though a combination of visitor spend.

Raising the Event Profile

Achieved:

- Applications for tickets were opened in May 2023, with the festival ‘selling out’ in record time. Within 36 hours, all 40,000 tickets were allocated in this time, over 65% of which coming from Dumfries and Galloway.
- Over 629,000 engagements via social media (Facebook, X (formerly Twitter) and Instagram).
- Over 489,000 visits to Youth Beatz webpage in 2023.
- More than 400 items of printed and digital media coverage.

Outcome:

The positive impact of the marketing campaign, saw a high increase in the event profile. Spread of media coverage meant that higher numbers of young people gained awareness of the event, and positive media coverage post event helped to inform of the main aims of the festival. Positive relationships with local residents ensured that the festival is seen as a positive for the local area.

Youth Beatz Festival Launch

Youth Beatz Festival launched on Thursday 4th May, at Oasis Youth Centre. Partners, sponsors and young people were joined by the Leader and Depute Leader of Dumfries and Galloway Council, and Chair and Vice Chair of Communities Committee. Details of the planned programme of activities announced for Youth Beatz Fringe, The Toon, as well as the announcing of activities and experiences available on the Main Event days. The launch event also acted as the announcement of the headline acts for the main stage.

Ticket Applications

Ticket applications for main days were opened at the conclusion of the launch event, with all tickets allocated in record time of just over 36 hours. The majority of tickets were reserved for young people living within Dumfries and Galloway, and tickets were also made available for Organised Youth Groups across the UK.

Ticket Spread Across Dumfries and Galloway

The festival main days attracted young people and families from across Dumfries and Galloway, in total 40,000 tickets were allocated with 75.7% of tickets allocated to Dumfries and Galloway residents and the remaining 24.3% to the rest of UK, below is a breakdown of percentage of tickets allocated to each area within Dumfries and Galloway.

Area	Percentage
Annandale and Eskdale	20.29%
Nithsdale	53.57%
Stewartry	13.28%
Wigtownshire	12.85%

Raising the Event Profile

Engagement with Local Residents

As in previous years, Youth Beatz Festival undertook positive engagement with local residents surrounding Park Farm Showfield. Engagement with residents ensured that they were kept up to date with work taking place onsite, and created a positive relationship in terms of any questions or queries they may have. All properties in the immediate vicinity of Park Farm Showfield were delivered 3 letters containing important information and timescales, and were given a dedicated telephone line for residents to contact over the main events days if they had any concerns, and a dedicated team of event staff were able to visit properties to speak direct with residents.

Marketing & Promotion

Our media outcomes for Youth Beatz 2023 were to maintain and increase the numbers on all of our channels; Facebook, Instagram and X (Twitter), Tik Tok and Snapchat.

Youth Beatz continues to monitor trends in social media and adapts/evolves alongside these trends to ensure our profile remains relevant and also ensures the event is at the forefront of the rapidly changing landscape in social media use amongst our target demographic.

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

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

The reach and figures for online coverage can be seen below

Type of Media	Number of Followers/Subscribers	Engagements
Facebook	17,656	398,654
X (Twitter)	1,802	105,400
Instagram	5,140	125,654
Event Website	489,800	-
E-News Database	31,763	-

Event Co-Design

Achieved:

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

Outcome:

In total 125 young people were involved in the co-design and subsequent delivery of Youth Beatz 2023. Co-design is young people who have been directly involved in the planning, design and delivery of the event. Several groups of volunteers worked in the months leading up to the festival to put in place all the arrangements for the delivery of a safe and enjoyable event for young people

Regional Events Groups

Formed in early 2023, the Regional Events Groups are made up of young people from Newton Stewart and Moffat, who are the co-design groups for Youth Work events throughout the year. For Youth Beatz Festival, the groups helped to design the content of activities that was on offer for this year's festival including the daytime activity offer, Youth Beatz Fringe events, designing social media content (including competitions for meet and greet tickets), and acting as a soundboard for the public facing information that was published about the event.



“Joining the events group meant that I really felt involved in Youth Beatz. I have been to Youth Beatz for a few years with my friends and loved it, but being part of the group meant that I was able to feel like a part of it was made by me! Volunteering at Youth Beatz was great, and being able to see behind the scenes meant that I was able to understand just how much goes into the planning for events, and why its so important. I already cant wait for next year!”

Makenna Harris - Regional Events Team, Newton Stewart

The Toon Camp

Planning for The Toon began in early 2023, with groups of young people from across Dumfries and Galloway with an interest in performance and drama coming together to begin the creation of the full immersive experience for 2023.

A 2 week intensive camp was delivered over the school Easter holidays, bringing young people together with Youth Work staff, partner organisations and tutors to take part in workshops and activities to form the basis of The Toon 2023. The Toon Camp provided the time, space and opportunity for the young people participate within Image Theatre, Improvisation, Character Development, Devising Theatre, Script Writing, Set and Prop Design and Set and Prop Building. As young people are at the heart of this project, it is important that they are involved in all aspects of the educational drama.

Young people taking part in the Toon Camp also took part in issue based workshops, to ensure that the issues that were being explored in the final performances were factual for the young people taking tours, and that the topics covered were relevant.

Following the 2 week intensive camp, young people continued to meet up weekly to progress with planning for the Toon, rehearsing and refining all content and ideas. Once on site during the build stage of the festival - young people again volunteered their time to assist in building sets and setting up their space.

Case Study

Chelsay - The Toon

Chelsay joined The Toon at the last minute in 2021, originally working on behind the scenes on sets and props. Chelsay has a creative side and has a love for taking part in artistic tasks. In the run up to Youth Beatz 2021, we had a gap in one of the scenes and through discussions, Chelsay volunteered to step into the acting role. This pushed Chelsay massively out of her comfort zone and whilst Chelsay felt nervous stepping into the role, delivered it well and put all her effort into making the role her own.

This year, Chelsay was involved with The Toon right from the start. Chelsay further pushed herself, taking on the task of developing scripts and characters. Chelsay took part in workshops to gain knowledge and understanding of the topics being covered to ensure the script reflected a true, accurate and relevant approach to the topics covered. Since being involved from late on in 2021, Chelsay has increased her confidence and self-esteem. This has been evident not only in her increased involvement in The Toon this year but through Chelsay sharing her experiences of The Toon with others, speaking at the Youth Beatz launch and the Volunteer Celebration Event.

Chelsay has become more active in other aspects of youth work and has begun taking on other volunteering roles, becoming a peer educator and positive role model to other young people.

Accessibility Group

2023 saw the continuation of the Accessibility User Group. This group meet with key staff, and played a vital role in ensuring the event was as accessible as possible. Through the accessibility user group meetings, young people and a wide range of partners from relevant organisations with different specialisms provided accurate and informative information, which helped to form the events Access Policy.

Accessibility initiatives were enhanced across the site, including; site layout, accessible viewing platform was enlarged to allow for more capacity, changing place facilities were made available on site, alongside a dedicated sensory/quiet area for attendees use.

The accessible parking facility was also enhanced and improved, with the second accessible entrance being upgraded to include a secondary hearing loop, and slightly relocated to allow for easier access to the site. We worked alongside the Usual Place, Dumfries and Galloway Equality Network and DG Voice in the planning for Youth Beatz 2023.



Volunteering & Participation

Achievement:

The festival recruited 186 adult and young volunteers to offer hands on experience of delivering Youth Beatz Festival.

It is estimated that each volunteer contributed at least 50 hours of their time, totalling over **9,300** volunteer hours contributed equating to an in-kind contribution valued at **£125,457** using the Volunteer Scotland volunteer value calculation methodology.

Outcome

By attending the Festival or taking part in the various volunteering aspects of the event, young people and adults develop new skills, encourage and build confidence/self-esteem and foster community spirit and civic pride among young people participating in the event.

Total Volunteers

Adult Volunteers	61
Duke of Edinburgh's Award Residential Participants	11
Donation Project	33
Young Volunteers	81

Young Volunteers

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

Young people are also able to volunteer at Youth Beatz Festival through existing groups they are involved in. Youth Beatz Festival was delighted to receive volunteer support from Police Scotland Young Volunteers, Dumfries and Galloway Youth Council and Chameleons.

Existing Young Leaders from across Dumfries and Galloway, were also onsite on event days, delivering activities within the 'Youth Work Tent' whilst encouraging other young people to sign up to join them as young volunteers.

Young people were also given the unique opportunity to volunteer for more visual roles over the main weekend. Young People acted as comperes on stages, introducing acts on stage, and working alongside stage management teams.

As Youth Beatz Festival is themed around young people and the volunteering opportunities that is offered, there is a range of skills development workshops available for these volunteers.

As such the skill level of the young people participating increases and this directly impacts on their ability to progress positively in life but also impact positively on the schools and community projects these young people are involved with as they take the learning back to these projects and has a lasting legacy on the region.

In total, 81 young people volunteered their time to Youth Beatz Festival

Volunteering & Participation

Duke of Edinburgh's Award Residential

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

The 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. 11 young people were selected from the applications received and the residential took place from 28th June – 5th July. The young people camped locally and following an orientation and training day began work in various teams preparing the site for the main event days. Over the weekend of the event the volunteers were allocated roles in public engagement, fundraising, backstage support and site management, which they all carried out enthusiastically and professionally.



Adult Volunteers

Adult volunteer recruitment began in early May 2023, as was open for sign up for a 2 month period. Previous volunteers were contacted with regular posts on social media, a spotlight interview on radio, articles in traditional print media, and through Dumfries and Galloway Council's Corporate channels including community bulletin, social media and gov delivery systems.

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

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

In total 61 adult volunteers supported the delivery of Youth Beatz Festival.

Thank you for allowing me to be part of Youth Beatz, I really enjoyed meeting and working with everyone in the Youth Work Team from across the Region, as well as the other volunteers, I will definitely be back next year! Thanks again for the opportunity to be part of as fabulous experience

Keith - Adult Volunteer, Annan

Economic Benefit

Achieved:

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

Total Economic Impact: £754,763.70

Visitor Spend: £761,693.70

Organiser Spend: -£6,930

Outcomes:

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

The Data Process

In accordance with Economic Impact guidance, local people are excluded from the following assessment on the basis that they already live within the local economy, and thus their spending is not classed as additional. Based on the onsite survey, 43.85% of respondents reported that they were from Nithsdale, leaving 56.15% of attendees who live outside of this area in the rest of the region, Scotland or UK. This means that 17,844 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 2023 is based.

Of this number:

- 82.58% were day visitors - 14,736
- 17.41% were overnight visitors - 3,107
- Of overnight visitors, 27.35% were non-commercial stayers, i.e., stayed with family/friends and did not pay - 850
- Of overnight visitors, 72.65% were commercial stayers, i.e., they were paying for their overnight accommodation in a hotel, guest house, B&B, campsite/caravan park etc. =-2257

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 £153 per average 2-night stay.

- Based on average room occupancy and the corresponding commercial bed nights, this equates to a direct economic impact of £345,321
- Commercial stayers spent an average of £21.20 on the event day. This equals a direct Economic Impact of £47,848.40
- Non-commercial stayers spent an average of £20.95 on the event day. This equals a direct Economic Impact of £17,807.50
- Day visitors spent an average of £23.80 per day on the event day. This equals a direct Economic Impact of £350,716.80

Therefore, it can be estimated that the Spectator Economic Impact of Youth Beatz on our Region was £761,693.70

Partnerships

Achieved:

- Worked alongside partners in the public, private and third sectors in order to ensure Youth Beatz had a comprehensive activity offer to suit the interests of all attendees, and that all needs of those attending the Festival were met.
- Existing partnerships were built upon, and new partnerships were formed in the process of delivering Youth Beatz 2023.
- By working alongside partners we can bring different specialisms and talents to the Festival that focus on specific groups, interests and passions.

Outcomes:

Youth Beatz Festival seen over 20 partnerships formed to help deliver key aspects of the Festival. This ranged from the Oasis Events Team made up of young people, to D&G Eco Warriors who brought volunteers to litter pick over the Festival weekend.

Oasis Events Team

The Oasis Events Team has been involved in delivering Youth Beatz alongside the Youth Work Service since it's start up in 2009. The group is made up of young people from Dumfries who attend youth work provision in the Oasis Youth Centre, but have a specific interest in production, events and tech. Participation in the group enables and encourages young people to build confidence and allows them to broaden their horizons and learn skills they otherwise wouldn't get the opportunity to access.

For young people who have served as part of the Oasis Events Team, many are now in professions working within the events industry in some capacity and have said this wouldn't be possible without the skills they learned within the team.

The Oasis Events Team has been involved in the tech and production side of Youth Beatz for several years, and started as a group who knew we liked events and music, but that was about it. With the support of Youth Workers and Event Production staff, we built our skillsets up over the years, learning the ropes to the point where we were able to support and even lead production on stages across the Youth Beatz Festival weekend."

Jack Smith from the Oasis Events Team

Dumfries and Galloway Arts Festival

For 2023, Dumfries and Galloway Arts Festival delivered a series of creative arts activities over the event weekend that focused on providing young people with accessible opportunities to be creative, as well as hosting a youth information area.

Dumfries Music Collective (DMC)

The Youth Beatz 2023 Second Stage was delivered in partnership with local organisation, Dumfries Music Collective (DMC). Using their sound and informed knowledge of local bands and performers, DMC brought together a fantastic line-up of young musicians from across Dumfries and Galloway and the central belt of Scotland. The stage offered something for everyone, from solo artists, bands and DJs across the event weekend, and featured a total of 18 performers from all parts of our Region. A key factor of DMC's work is supporting young people across Dumfries and Galloway to pursue a career in music.

"It was a real honour for Dumfries Music Collective (DMC) to partner with Youth Beatz 2023. Not only did it allow DMC to showcase the length and breadth of homegrown talent, but invite new and upcoming sounds from across Scotland. The partnership was well organised, efficient and most importantly, very honest! We look forward to a potential collaboration in 2024, for it would be foolish not to!"

Hagen Patterson - DMC

D&G Eco Warriors

Local environmental organisation DG Eco Warriors were on hand for the entire Youth Beatz Festival weekend to help keep the festival site clean, dedicating an army of volunteers who carried out litter picking to ensure that Park Farm was kept as litter free as possible.

'D&G Eco Warriors joined Youth Beatz 2023 for another spectacular show for the youngsters and families of Dumfries and Galloway.

We wanted to help at this event due to the amount of people that would be anticipated to attend over the weekend at the event. We also wanted to show our presence to encourage individuals as well as the next generation on the importance of disposing of their waste correctly to stop any vermin from not only being attracted but also to protect wildlife and the environment. It also makes the Youth Beatz experience a lot more enjoyable for those attending and the promotion of the event as well as all the hard work from the Youth Services staff.

It not only promotes what the group is all about but also good to work and collaborate together to show what can be done when we all come together to achieve something positive for the region.'

Laura Howieson - D&G Eco Warriors



Community Benefits

Achieved:

- Youth Beatz has a recognised brand across Dumfries and Galloway and the rest of Scotland, and a reputation as more than just a music festival, it is a well-established event that focuses on bringing young people accessible opportunities.
- Providing local young music acts and performers with the opportunity to perform in front of 40,000 people over the event weekend, over 3 stages.
- Roll out of the Youth Beatz Donation Project in light of the cost-of-living crisis. Previously this has only featured an open donation for items of foodstuffs for foodbanks, with 2023 opening this up to foodstuffs, toiletries, school uniforms, winter clothing and pet food and items.
- For the first time ever, the Youth Beatz Fringe Festival delivered events in every Ward area of Dumfries and Galloway.
- Youth Information Village that featured organisations from across Dumfries and Galloway and Scotland.
- Varied daytime activity offer to suit all ages and interests, all daytime activities were free of cost.
- Distributed 16,742 free period dignity products to attendees
- Worked in partnership with Facilities Services (Catering) to offer affordable food and drink options to the festival and also promote the School Meals Service.

Outcomes:

- Youth Beatz has a reputation for being a vibrant community event that brings a lot of benefit to our region and to young people, this is evident through 2023's record ticket allocation time, post-event feedback and on-site evaluation work.
 - Direct benefit of providing our young people with a safe space to enjoy themselves, and the opportunity to access a rich range of youth information through the activities on offer from local, regional and national partners and organisations.
 - Youth Beatz is seen by partners and attendees as more than just a music festival, inspiring young people with a sense of civic pride, activism and allowing them to feel a sense of ownership due to young people being included in event co-design and through various volunteering opportunities.
 - Young people who attend Youth Beatz are supported to try new things, broaden their horizons and fulfil their potential through their participation in the Festival.
 - Anti-social behaviour rates in and around Dumfries fall on Youth Beatz Event Days through data gathered on community impact assessments.
-

Youth Information Village

The Youth Information Marketplace provided a space for organisations who work with young people in Dumfries and Galloway (and from across Scotland) to showcase their work and to promote their services to 40,000 attendees over the event weekend. Providing a wide variety of information, helpful staff and some freebies, organisations who came along this year were:

- Loreburn Community Council
- Upland Arts Development CIC
- Shambellie House
- Quarriers
- Dyslexia Scotland South West Branch
- Home Energy Scotland
- Sexual Health D&G NHS
- D&G Rape Crisis and Sexual Abuse Support Centre
- LGBT Youth Scotland
- Dumfries and Galloway Citizens Advice Service
- Youth Work Dumfries and Galloway
- Period Dignity Project
- Massive Outpouring of Love
- Dumfries and Galloway Refugee Action
- Performance Collective Stranraer
- Castle Douglas Development Forum
- Crawick Multiverse
- Dumfries and Galloway Arts Festival
- Moat Brae Trust

This was my second Youth Beatz. What strikes me about it more than anything is how inclusive it is. There were families there [some of whom I've worked with in the past and others I know personally] who could not afford to attend any such event if they had to pay to get in. Amazing stuff!

Sexual Health DG

The Dyslexia Scotland team spoke with 307 (we counted) young people and adults over the weekend which is excellent. A huge thank you for the opportunity

Dyslexia Scotland

Youth Beatz Fringe

The Youth Beatz Fringe Festival is a key part of our wider Youth Beatz Festival taking events to local communities before the Festival main days. For 2023, the Fringe ran for 8 days between Wednesday 21st June and Thursday 29th June, with events in each Ward area- a Fringe Festival first.

The Fringe Festival provides activities for young people and their families, with the events themselves being designed by a group of young volunteers from each of the areas with a focus on providing opportunities that are entirely free and accessible geographically to communities across Dumfries and Galloway.

The Youth Beatz Fringe 2023 offered a wide range of activities and events that were open to all to attend but also specific events that were specifically for young people with Additional Support Needs, Care Experienced Young People and Young Parents. As part of the Fringe Festival, a family fun day in Dock Park was held with partners in Lifelong Learning as part of Scottish Refugee Week

Youth Beatz Donation Project

2023 seen the expansion of the Youth Beatz Donation Project. In previous years Festival attendees were invited to donate foodstuffs to the Foodbank Project (if they were in a position to do so). This was expanded this year due to the ongoing cost-of-living crisis to help alleviate the pressures on foodbanks and other service providers. Attendees were invited to donate one item (if they were able to- this was not a condition of entry) of either foodstuffs, toiletries, school uniform, warm winter clothing and pet supplies.

For food, 1,950 items were donated over the event weekend, equalling 56 crates of donated goods to 4 food providers across Dumfries and Galloway.

Youth Beatz Festival also provided the opportunity for distribution of free period dignity products to attendees, in total of the number of Period Dignity Products which were distributed during Youth Beatz 2023 was 16,742

Enhanced Offer for Children

Returning to Youth Beatz Festival is the popular Kids Tent. The Kids Tent featured a series of performances from children's entertainers from across Dumfries and Galloway including the Road Runner, Daffy Dill, Double Trouble, and Uncle Billy.

For the evening slot, the Kids Tent turned into a Family Rave courtesy of Big Fish Little Fish, complete with balloons, confetti, bubbles and more. The Kids Tent also featured an area where the Peter Pan Moat Brae Trust delivered activities based on storytelling, the Lifelong Learning service ran art and craft activities, and face painters were on hand to do free face painting for all children.

Daytime Activities

The Youth Beatz Daytime Activity Offer keeps children and young people busy all day, featuring a variety of activities for all ages and interests. All activities are free of charge, and for 2023 featured:

- “The Realm” an inflatable obstacle course, over 600ft long, and featuring challenges such as slides, tunnels and more.
- The Mobile Zipline where participants flew over the site for the distance equivalent to a football field, and of speeds of up to 21mph!
- Local activity provider Galloway Activity Centre delivered a section of their popular activities such as a mountain biking arena, climbing wall, and zorb football.
- There was inflatable fun with rodeo bull, pole jousting, rock and roller, giant slide and bungee run.
- 9-hole mini golf course.
- VR Station.
- Target Wrestling Tent
- Leisure and Sports Team activities.
- The Scottish Fire and Rescue Service delivered a series of workshops on CPR, Water Safety, Fire Safety, Road Safety and CPR.



Supporters, Funders and Sponsors

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







For more information, please contact

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