

Kick the Dust Norfolk 'Youth Voice in Action'

End of Project Evaluation by The Audience Agency
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Kick the Dust - An Embedded Approach

"Young people report feeling valued and welcome within NMS spaces with 88% of young people reporting that museums are 'for them'"

Audience Agency



So far...

- 4,178 young people have taken part in 13,022 interventions through the project
- 6,630 hours of high-quality activities delivered across the county



- 82% of all activity has been shaped and led by young people
- 344 staff and volunteers across the service have taken part in training



Opening up Opportunities

Before taking part 77% of young people stated they had little or no knowledge of job roles in NMS or the heritage sector.

After engaging with Kick the Dust, 61% stated they now had a good understanding of job roles available and a further 36% felt more knowledgeable.

More diverse groups of young people have been introduced to potential career paths within the sector through quality engagement with a range of industry professionals....

“We would meet someone every week, an expert in the field. They would talk to us about how they got to where they are. I learnt a lot about all the different careers. If you’re not in the industry it’s hard to know where to go. Now I know how I can get there.”

KTD Young Person



Young people report feeling and/or being connected to individuals across NMS and beyond who have assisted them in accessing further developmental opportunities.

Developing social connections



“It felt like Rachael was part of the group instead of the actual leader ... we each chose an aspect of the exhibition we wanted to research, we would speak to real historians about it and then Rachael would check it and send it off to the designers” Young person

Kick the Dust has fostered a safe environment for young people to develop new social connections with peers and staff and have valued the opportunity to work collectively ... within a supportive and democratic context.

Opportunities to co-create exist at all levels of the programme, facilitated by skilled staff who are confident in handing over the reins to young people, to make decisions and drive activity within NMS.

“With the skills I’ve gained, I know now I would like to work more with children. I liked leading activities with them and it wasn’t something I’d have thought about doing or thought I could do.”

KTD Young Person



Transferable Skills

91% of young people state that the skills they had learnt would be useful to them in the future - skills including confidence, self-belief, communication, team working and project management.



Developing Transferable Skills

Supporting Mental Health and Wellbeing



Mental Health and Wellbeing

24% of young people identified as having a mental health issue which impacted their ability to engage in activities

Staff provided additional support and reassurance to support these young people to fully participate in the project.

"I used to be scared and not confident. Now I'm much more confident. I wouldn't speak to any adults before" Young Person in Make Yarmouth

"Our project worker made sure we were comfortable ... she let us know the week before who we were going to meet and so I never felt ambushed" Young Person

"It's helped me with people at school. I didn't talk to a lot of people before. They might come over to me, but I just ignored them because I didn't know what to say - now I do" Young Person

"I struggle with social anxiety and having this awareness incorporated into the traineeship was really important. If we need help, people understand us" Ricardo Trainee

The Traineeship programme – Gaby’s journey



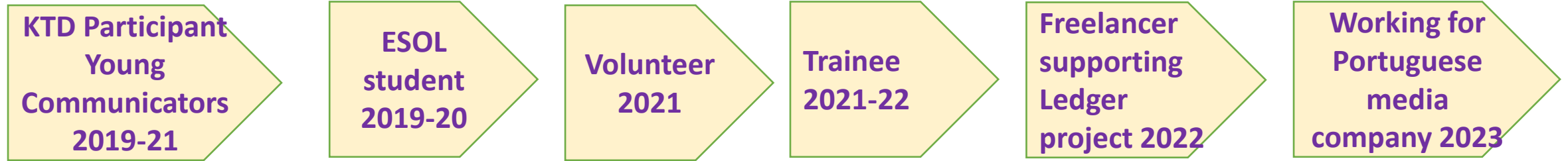
“I didn’t have any examples of how you build a career in the arts and cultural sector. It wasn’t something that felt like an option. This opportunity, being guided into this and being paid to work, was really significant to me”

“You’re fully immersed, you’re doing things that feel like actual work”

“It was really great for me to think that someone actually wanted to value my skills. All the way through, everyone has been really supportive. If you had an interest they would really run with it and try to help you get as much out of it as you could”

“The projects I’ve been involved in and the traineeship has been instrumental in shaping my life” Gaby

Ricardo's journey



"I wouldn't be where I am now, mentally and professionally without this opportunity ... I was not a 'museum person'. I've learnt more about it and through engaging with it, I now see a future of museums with me in it"

Ricardo worked alongside the curatorial team on a major exhibition which gave him a 'sense of pride'
"We worked as a small team.... Seeing how the museum looked before and after made me feel like I belong there. I can look at this and say, I did this, and people know the impact I've had here. It was very special"

As a group of Trainees, he found this enlightening: *"We've created such a bond We discussed what role we think museums should have in society and I remember leaving thinking, wow, everybody comes from different backgrounds but we find a common ground"* Ricardo

"I developed an understanding of how to make museums more accessible and the importance of considering that not everyone experiences museums in the same way."

Will, KTD Trainee



The 4 Key Learnings – The Audience Agency

Developing a reflective culture to empower staff to develop work for YP & embedding opportunities for YP to consider their journey and aspirations

Reflective Practice – for participants and staff



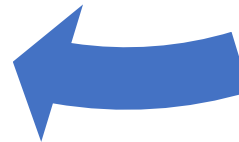
Access

Developing strong partnerships; removing barriers such as transport, food costs; developing different models of engagement e.g. blended offer for work experience



Co-Creation

Offering meaningful opportunities to help YP frame their ideas & passions. Creating a platform for youth voice



Personal Development and Progression

Disseminating youth engagement strategy across all teams & effectively communicating this to create web of progression opportunities



Summary

- More diverse groups of young people have engaged in positive activity which has opened their eyes to potential careers paths within the sector
- Young people have developed a range of transferable work skills which they recognise will support them in their future lives
- Staff within NMS have the confidence to 'hand over the reins' to young people and have embraced 'co-creation' as a model of engaging with young people and incorporating their voice at all levels
- Partners working with young people facing emotional, social and physical challenges to engagement in the wider learning arena see the positive outcomes on mental health and wellbeing



New Kick the Dust Website

- [Kick the Dust - Norfolk Museums](#)
- <https://youtu.be/kcyHlrPPpQo>

