

Kick the Dust Norfolk

Project Overview



'Kick the Dust 1' 2018-23

Funded by the National Lottery Heritage Fund 2018-23, working with the hardest to reach young people aged 11-25 years in collaboration with key partners, including YMCA Norfolk and NCC Children's Services.

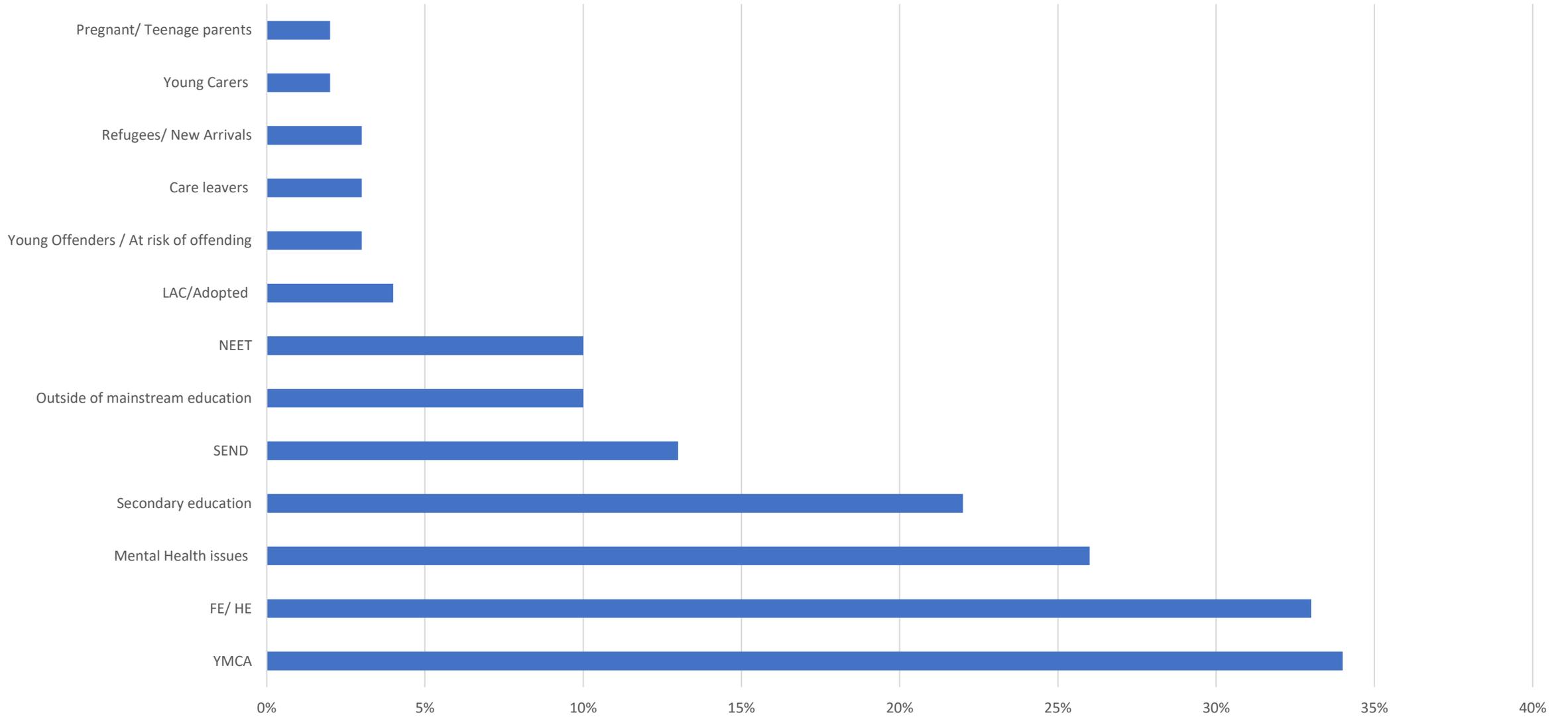
Summary of participation to end of NLHF project:

- 4,527 young people have engaged in 13,905 interventions
- 7,039 hours of high quality activities across the county
- 42% 11-16 yr olds; 54% 17-25 yr olds (34% from YMCA clients)
- 86% of all activity designed and led by young people
- Established Young Ambassador programme for 17-25 yr olds

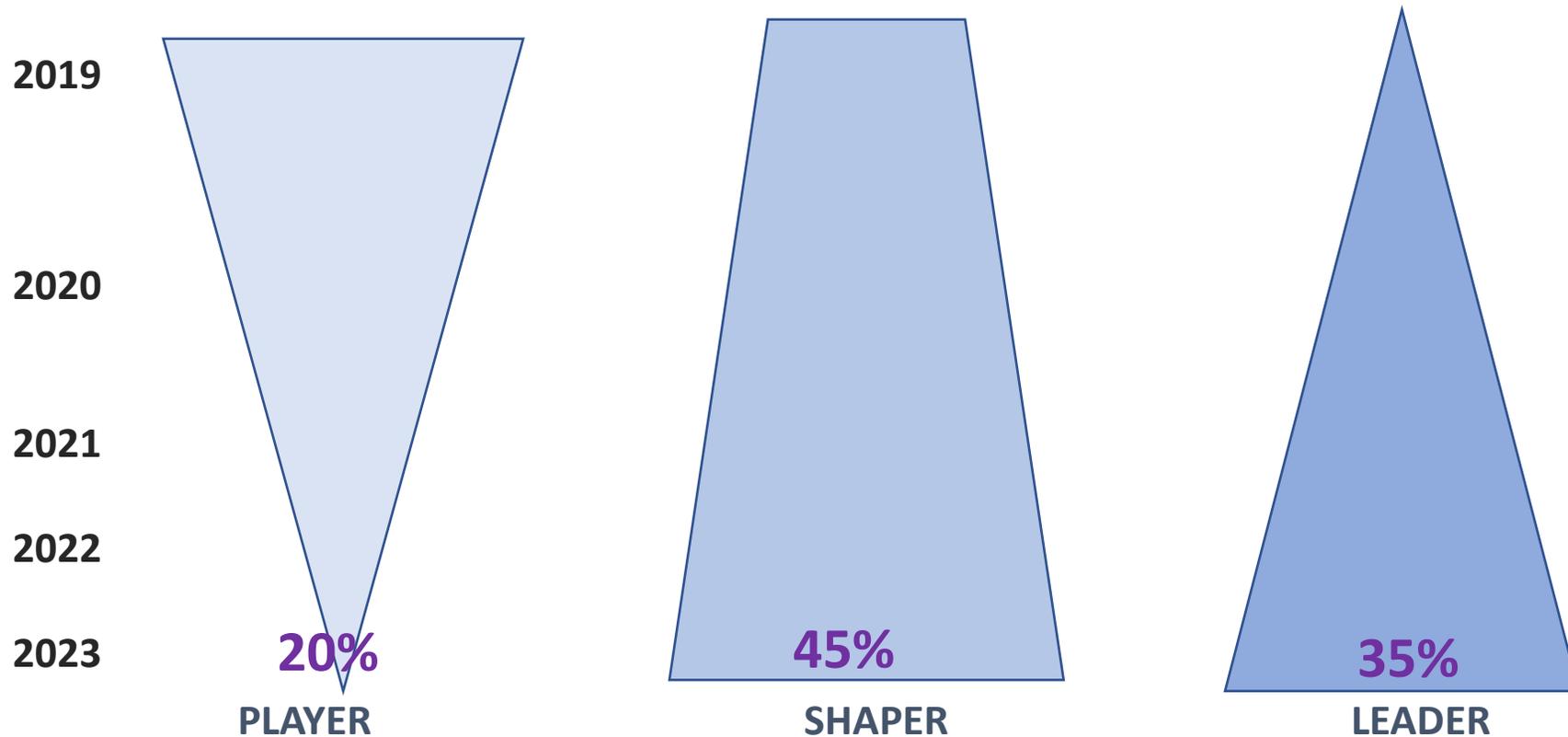
Significant number of NMS engaged with the project - 420 staff took part in training



Kick the Dust Groups



PLAYER → SHAPER → LEADER an embedded approach



47% of activity was in the West; 27% in the East; 26% in Norwich; 331 volunteering opportunities provided to 180 young people

86% of all activity involved young people leading & designing projects

Institutional Change key findings March 2023

- Kick the Dust (KtD) is an approach and not just for the heritage sector. It leads to young people developing transferable skills
- KtD has been successful due to the whole organisation, with strong leadership, being ready to embrace change.
- KtD has fostered a change in work culture, in particular with staff not used to working with young people
- KtD has enabled partners to see new possibilities and take on some of these ideas for their own organisations



Progression outcomes

High success rate of young people progressing from Leader level to employment (where this was being pursued) with **80%** stating that there were jobs for young people like themselves

Success rate of **73%** for young people progressing from Shaper level to further learning or volunteering

94% stated they had gained a sense of achievement and increased confidence. This alongside positive impacts on mental wellbeing were a key outcome for all participants.

94% stated that they had developed transferable skills which would be useful to them going forward

95% stated that they had increased understanding of heritage and the job roles.

84% stated they had the opportunity to influence decisions



Impacts on young people

'The most important thing that Kick the Dust did for me was increase my confidence through representing the voices of other young people, inspiring me to pursue a career in the museum sector by showing me that it's a place where I'm able to make positive institutional change.' (Emily Young Ambassador)

'Kick the Dust gave me hands on experience of the industry I want to work for while becoming more proficient in the skills I need to get me there.' (Chloe, Work experience participant and Young Ambassador)

'This programme has given me confidence: confidence within myself, confidence to communicate better and confidence to know I am capable of putting myself out there. I have no idea where I would be today without KTD. The programme has been the greatest impact on my life in a very positive way.' (Millie YMCA Climate Change participant)

Millie's response to the Climate Change Mural



Kick the Dust 2: ACE funded programme in collaboration with NLIS

ACE Uplift funding from
April 2023 to March
2026

3 Levelling up areas –
Kings Lynn, Great
Yarmouth and Thetford

Supported by 4 Project
Workers

Focus on ages 16-25yrs
with opportunities for
13-16 years olds as part
of progression

Using mix of museum
and library spaces

Embedding Player-
Shaper-Leader
approach to youth
engagement



Key Elements of project :

Progression

Transferable work-related skills including digital – linked to creative industries to address digital skills gap in heritage and cultural sectors

To create new digital assets for NMS and NLIS to meet our YP's experiences



Planning for KTD2

- Great Yarmouth
 - Established Great Yarmouth Heritage Collective with former YMCA group supported by Youth Engagement worker in YMCA (18-25 yrs) developing the 'Uncovering Great Yarmouth' mapping project
 - Working with GY Library to set up Young Heritage Collective to work out of Library and Time and Tide museum (13-17 yrs)
- Thetford
 - Taster sessions at Thetford Library creating Zines July 2023
 - Establishing Young Heritage Collective model from September 2023
 - Establishing Thetford Heritage Collective from September 2023
- Kings Lynn
 - Planning sessions in Gaywood Library for summer 2023 with view to setting up Young Heritage Collective from September 2023

Kick the Dust and NCC Public Health



NCC Public Health funding in 2023-24 to support activity around mental health and wellbeing



Development of new evaluation framework in conjunction with the Audience Agency, NCC Public Health team, NLIS and the Young Ambassadors



Uses Warwick-Edinburgh mental wellbeing scale (WEMWBS) to understand correlation between mental health and arts and heritage, building on previous data of 26% of young people stating they suffer with their mental health

Your Heritage, Your Future

- Partnership project with YMCA Leicestershire
- Builds on KTD experience of both partners
- Will engage museums across the East of England and East Midlands, working with regional museums development organisations (SHARE)
- Will support museums to develop their youth engagement practice
- Will support progression and skills development for young people
- Round 1 National Lottery Heritage Fund bid successful
- NLHF Development phase underway – Round 2 submission May 2024
- Project delivery over 4 years from autumn 2024



YMCA Heritage Collective

GY Home Search Layers Location Help

Date range

START DATE — NO END DATE

Categories

- Crime & Punishment
- Buildings & landmarks
- War, disaster, and destruction
- Shopping & commerce
- Leisure
- Migration
- Work & labour

Search area

Search visible area Search whole map

Search

Map Interface: FIND PLACE CHANGE MAP + -

Map Labels: Mautby, WEST END, BURHAM SWIM, NEWTOWN, NORTHGATE, GORLESTON-ON-SEA, SOUTHTON, Burgh Castle, Bradwell, Belton.

Map Pins: 4, 2, 2, 1

Inset Image: A black and white photograph of a woman in a vintage-style swimsuit performing a split leap on a diving board. The background shows a large, ornate building, likely a YMCA facility.

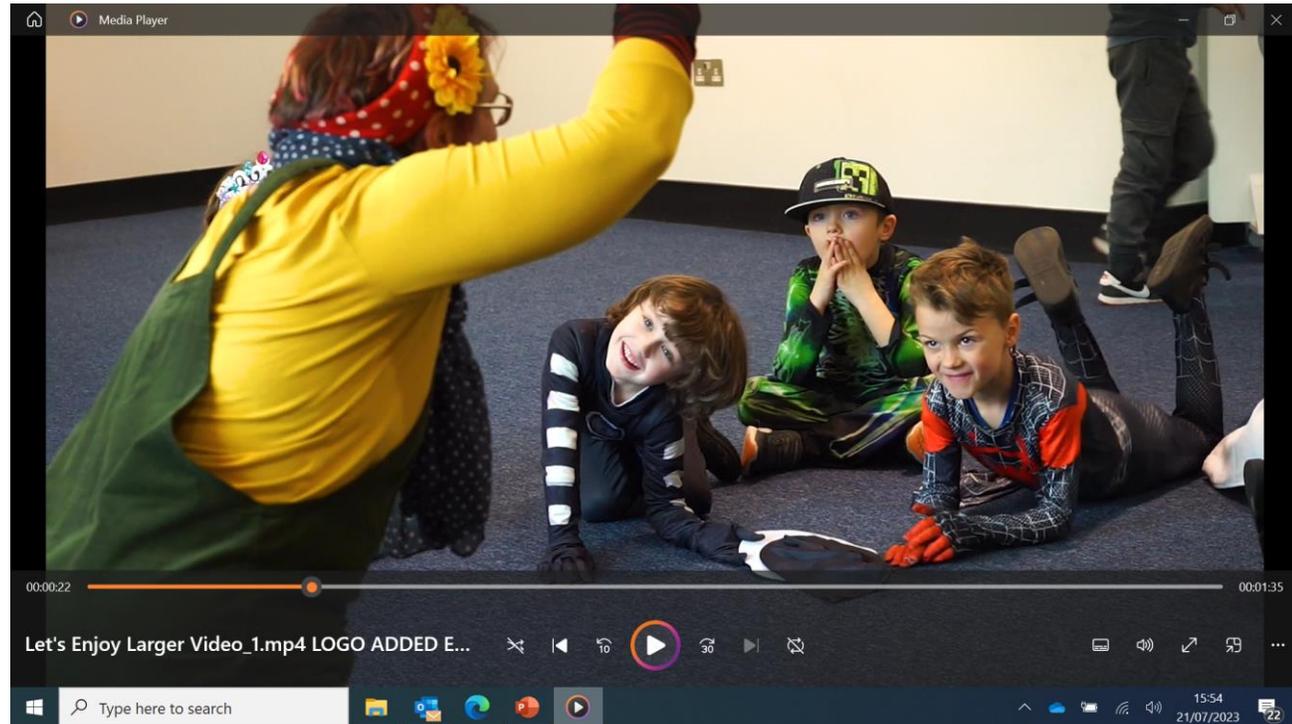
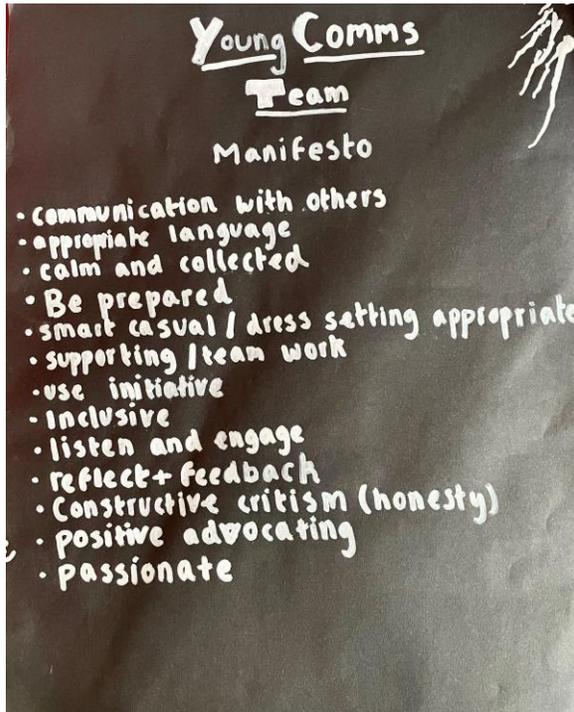
Map Footer: Humap © MapTiler © OpenStreetMap contributors

Saturday Art Club



[Summer Show \(saturday-club.org\)](http://saturday-club.org)

Young Communicators



Smokehouse Gallery



[Grace Lee - www.somegal.co.uk](http://www.somegal.co.uk)



[Tracey Satchwill - www.tracysatchwill.com](http://www.tracysatchwill.com)

