



**YOUTH  
MUSIC**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



## **EXPRESSION OF INTEREST – ‘Youth Evaluation’**

### **PYF X CITY OF CULTURE 2021 – YOUTH PROGRAMME COMMISSION**

**December 2021**

#### **Introduction:**

The collaborative Youth Music/City of Culture Trust funded ‘Changing Trax’ programme has been designed to raise the aspirations, employability and creative skills of young people across Coventry.

We are looking for Creative Consultants, Producers and/or organisations to lead on individual activities which as a collective make up the PYF X CITY OF CULTURE 2021 – YOUTH PROGRAMME.

These creative programmes promote engagement with, and are co-created by a diverse range of young people from across the city. With the support of an advisory team made up of key local partners, you will have overall responsibility to design, deliver and co-ordinate an activity programme which will engage young people in creative learning opportunities and pathways for sustained engagement.

Each role will contribute to the programme’s strategic relationships with our key partners and funders: Youth Music and Coventry City of Culture Trust. It will be imperative to maintain high-level relations with a breadth of stakeholders in the city who work with young people. The commission will require detailed oversight of the programme’s quality, standards and impact.

Each of these commissioned plans will become embedded in the organisation’s work and will continue to support young people across every strand within PYF.

#### **Commission B – Youth Evaluation:**

##### **Key objectives:**

- Young people and youth mentors will work with the CofC evaluation team to roll out a peer to peer youth consultation framework. Partly to offer support to current CofC activity – but also to obtain credible responses from young people through youth-led data collection.
- There will also be a number of standalone projects which will be completely driven by young people. These sub-projects will work towards creative solutions for several identified youth-coldspots in the city (e.g missing opportunities, raising awareness on a particular issue, poor representation).

Phase 1: Establish a recruitment strategy to ensure a wide range of young people are engaged with this offer. Establish a monitoring and evaluation strategy so that all project impact will be captured.

Supported by: PYF Marrcomms team, PYF mentors

Phase 2: Through initial discussions with both young people and professional partners identify and prioritise a delivery plan of youth voice and consultation work.

Supported by: PYF mentors, Coventry Music, City of Culture team

Phase 3: A clear timetable will emerge outlining regular activity of this project: meetings (internal, external, and collaborative), training, 121's mentoring participants, best-practice dissemination events and networking sessions. Ultimately concluding with plans regarding the support of young people into further positive destinations and offers.

Supported by: PYF mentors, City of Culture

Phase 4: Legacy will be secured through the quantity and quality of platforms where project findings will be recognised.

Supported by: PYF SLT, PYF Evaluation team, City of Culture

### **Supporting information:**

PYF are in receipt of current data relating to the needs of young people in Coventry. This has informed our vision by offering insight on a wide breadth of issues affecting YP's wellbeing. An area of missing intelligence: YP's personal creative aspirations. With the endorsement and support of local partners PYF will support young people to interrogate this subject through active consultation with peers.

Our inclusive approach to the work will employ a range of young, diverse creatives to consult through interactive peer-led engagement (paid work). Sub-project consultations, led by young people, will take place in youth centred environments (Schools/colleges/PRU's, youth clubs, faith groups).

Between 150-500 voices will be captured through a minimum of 32 separate focus group workshops.

A communications strategy will launch with findings and wider programme details 3 months into project launch.

The data captured will be utilised by a partnership group of young people plus numerous professionals who collectively will work towards inclusive solutions for creative coldspots in the city. The professionals and policy makers in the group, will be tasked to take YP through the process of understanding the current reality of the problems unearthed, before co-creating ideas to combat those issues.

These asset-based solutions will be launched with local partners.

### **Deliverables:**

You will attract 20-30 core young people to this offer. They will become paid members of the youth-consultation programme.

A further 600 children and young people will be consulted with, through peer to peer experiences

- A timetable of youth voice / social action / peer to peer consultation related training offers developed.
- A clearly communicated and mapped out timetable of meetings: Youth Advisory Taskforce, Partnership Group,
- Each YP will have a monthly appraisal with a PYF mentor to coordinate: bespoke support that meets individual young people's needs and circumstances. 1:1 coaching/tuition from industry leader; employability skills/IAG.
- The creation of clear referral mechanisms which support young people to sign up as members to the project.
- Through liaison with key partners a series of consultation opportunities will be identified.
- Delivery of an aligned qualification to the programme (Arts Awards – level bronze, or similar)
- The programme should aim to support each young person for 6 - 12 months, needs dependant.
- A clear evaluation strategy which utilises youth-led techniques
- Findings will go on to inform a series of Best-Practice reports. This activity will support the wider work within the Coventry Youth Partnership in showcasing powerful youth-led monitoring and evaluation offers

**Eligibility for application:**

- You must have a minimum of 2 years of experience of the arts, research or youth work sectors which relate to this commission.
- You will be Midlands-based, with the ability to deliver activity in Coventry as outlined within the brief above.
- You will be supported to have a full DBS check/safeguarding briefing if selected for the commission.

Step One: If you would like to be considered for this opportunity, please send us your CV, covering letter outlining how you meet the brief and links to any relevant work.

Step Two: If you are invited to interview, you will be asked to send a short proposal on 1 side of A4.

Step Three: Consultant/Producer' tasks (upon successful recruitment):

1. Design and share a detailed project and delivery plan complete with all details on how the above 'deliverables' will meet outcomes. This will then be moved into an implementation stage to ensure successful delivery of outlined plan.

2. Outline any additional materials or resources that you may require to meet deliverable needs. This could include bonus, or extra materials which could further enhance the offer you have in place.

**Timeline:**

- Cover letter and proposal deadline: Friday 31<sup>st</sup> December
- Interviews to take place during the weeks of wb 3<sup>rd</sup> Jan, wb 10<sup>th</sup> Jan
- Work to launch between Jan-March 2022

**Fee:**

£7,500 inclusive of VAT; based on the consultant/producer being responsible for their own tax and NI on a freelance basis.

**Contacts:**

If you have any questions/queries about this opportunity, please contact:  
info@positiveyouthfoundation.org

**APPENDIX 1****About Positive Youth Foundation (PYF):**

PYF is a Coventry-based registered charity, established with the purpose of supporting vulnerable young people and communities across the region. The organisation has representation across a number of policy objectives including health, education and community engagement. PYF deliver developmental programmes, taking positive approaches to help young people experiencing challenging circumstances move forward in their lives. PYF's ethos is based upon a commitment to reaching young people where they are, building relationships of respect and trust, and supporting young people to succeed.

[www.positiveyouthfoundation.org](http://www.positiveyouthfoundation.org)

**About the Changing Trax programme:**

Funded primarily by Youth Music, Changing Trax will unlock creativity and unleash the inner potential of young people. The programme has been designed to develop creative channels to connect young people who may not have previously had the opportunity to be exposed to the creative sector. The programme develops platforms for young people to network, collaborate, and develop their critical thinking skills.

**About City of Culture Trust:**

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an amazing build-up programme, ambitious UK City of Culture year in 2021 and legacy.

We are a youthful, diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry has a history of activism, triumphing against adversity and coming together with a fierce but quiet pride.

<https://coventry2021.co.uk>