



ENYAN National Campaign 2010/11:

Youth Arts Transforms Lives- FACT!

Overall Skill Development Case Study

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The Organisation

CYMAZ delivers and facilitates high quality music making, radio and performance opportunities for children and young people in Cornwall. CYMAZ believes in the power of music to transform lives and communities and works with a range of partner agencies across Cornwall to ensure that music making and performance opportunities are available and accessible.

CYMAZ aims to support the development of a Young People’s Music and Radio Network by:

- Developing CYMAZ Internet Radio Station and website run by and for young people
- Delivering high quality Music activity across the county as well as extending our reach to isolated rural communities with our mobile resource
- Increasing performance opportunities for young people in partnership with venues and other agencies/organisations

Project and Context:

CYMAZ Radio is an Internet Radio Station run by young people for young people. The Hub model means that teams of young people in different settings around Cornwall are tasked with the skills to run their own CYMAZ Radio Hub, making it as inclusive and wide spread as possible. The aims of CYMAZ Radio are:

To provide a voice for young people and a wider audience for young music makers in Cornwall

To provide skills and accredited training in new media and promote team work

To provide young people with access to relevant information on activities and services available to them in their area

To provide unique opportunities e.g event reporting, visits to radio stations, interviews with the stars

To provide a social networking site facilitating the sharing of music, ideas and learning

To provide a dynamic and effective way for agencies and services to circulate their messages to young people



Project Purpose

CYMAZ internet radio station has been developed based on the expressed needs of children and young people. Until now, there has been no county-wide radio provision dedicated to young people in Cornwall.

We know from research carried out in the county that 58% of Cornish young people do not feel that their views are listened to and 62% young people require far better information and advice about things which affect them. 28% of children and young people said they don't use any medium to communicate their views. (TellUs3 Survey – Kernow Matters 2008)

CYMAZ Radio aims to be 40% speech, 60% music and is a safe, Ofcom registered, platform for youth voice and influence.

A young person said about CYMAZ Radio:

“It’s a great idea ‘cos it would help other young people in bands who wouldn’t really be able to kick start their own band and would need someone to help so that’s why CYMAZ is a good idea!”

Another band said:

“It’s a really good idea because Cornwall’s massively underfunded ... so when they do get the chance to be able to do something really good for the community it’s bang on and Cornwall needs it as well ... in Cornwall there’s so much going on, it has its own little scene and there’s so much music ... for young people there isn’t a lot to do so you make your own fun and it seems like a really good thing to do..”

Transforming Lives

CYMAZ Radio is equipping young people with new skills in all areas of radio production, including research, presenting and producing. It is providing them with a platform for their music and their voices. Young people in the CYMAZ Radio Hubs are developing transferable skills which will equip them for their future. They are learning about project management, technical production, creatively putting together a radio show that will attract listeners and about marketing and promoting their work. For many young people already involved in CYMAZ Radio Hubs, this project has given them the most significant platform for their voice that they have ever had access to. A young man in a youth centre in St Austell has a disability which prevents him from many activities and services. He has become an active radio producer and has created more podcasts than any other participant so far. For this young person, the CYMAZ Radio session is the highlight of his week where he can express himself and produce shows about things he is interested in. For a group of young people in the Foyer supported housing project, CYMAZ Radio has given them the motivation to get out of bed in the morning, to go out into public and to events to create radio shows. They are thriving with the opportunity to make radio shows about things which affect them, particularly about living in care and struggling with mainstream education. As well as the technical and creative skills, the young people have developed confidence and have increased aspirations. One young person who was involved in the set up and early stages of CYMAZ Radio went on to some paid work with CYMAZ and is now in his first year at University studying music technology. He says that he wouldn't have done this without CYMAZ. Another young volunteer has moved into paid employment with CYMAZ.

By linking young people from different CYMAZ Radio Hubs across the county, young people are broadening their networks and their access to other young people and services in Cornwall.

The Facebook group accompanying CYMAZ Radio is an effective way for encouraging the links between young people and has already sparked some collaborations that would not have been happened without this.

A group of CYMAZ Radio volunteers had the chance to go to London to represent CYMAZ and CYMAZ Radio at a volunteer celebration event. This group had not met before and for some, it was their first time on a trip to London. They felt incredibly proud and honoured to be part of the CYMAZ team and spoke about their experiences in front of an audience of young people from all over the country. CYMAZ is one of 20 organisations in England which delivers the YMAZ programme for Youth Music. This gives young people we work with access to a national platform. The podcast created by the group which went to London is on the Youth Music website.

Wider Impact

CYMAZ works in partnership with a range agencies and organisations across Cornwall to ensure that young people have the best possible opportunities and can develop their skills. The size and nature of the county has meant that a Hub model was the best way to deliver CYMAZ Radio. This has so far resulted in CYMAZ Radio Hubs being set up in schools, youth centres, a supported housing centre and disability centres. The impact of this is not limited to the young people participating in the training, but also on the staff and the setting itself. Becoming a CYMAZ Radio Hub gives the host organisation access to the Young People's Music and Radio Network and all its knowledge, experience and partnership opportunities. Training is undertaken by staff in the setting so they can support the young volunteers after the CYMAZ training programme. In one CYMAZ Radio Hub, a secondary school, radio has become a key part of the whole school curriculum and CYMAZ provided training for 80 teaching staff in that school. It has provided the school with a creative and engaging way of delivering the curriculum. The value of CYMAZ Radio is also seen by the community radio network in Cornwall which is already using CYMAZ Radio content in their programming.

The Artforms

Primarily CYMAZ Radio provides the technical training to enable radio shows to be produced, however, participants also develop their skills in music, spoken work, presenting and play writing

Overall Skill Development

Young people involved in CYMAZ Radio and music projects experience such a wide range of skills development, from researching, planning, technical production skills, presenting skills and promotion and marketing skills. The accreditation models CYMAZ uses are NCFE in basic radio production and the Arts Award. Both awards contribute to a broad range of skills development which the participants must demonstrate in order to qualify for achievement of the award. It is still relatively early days for CYMAZ and although the structure and components of the awards have been integrated, no qualifications have actually been awarded to this date. Alongside the practical skills developed through radio, participants are also demonstrating increased confidence and increased sense of empowerment, describing themselves the sense of voice they experience through creating radio shows. Many of the young people involved in CYMAZ radio and music project are in challenging circumstances, from disability to rural isolation to being at risk of exclusion. CYMAZ radio and music projects have provided thousands of young people in Cornwall with a life line, with something that they can feel good about and see their progress. The benefit of audio recordings is that young people can listen again and can witness and reflect on their own development. At least three CYMAZ Radio participants and volunteers have either moved into education, employment or

training as a result of their involvement. For many of the young people CYMAZ works with, formal mainstream education is not proving a viable method of development for young people. Through their involvement with CYMAZ Radio and Music projects the wide range of skills acquired enables many of the young people we work with to experience positive outcomes and increase their aspirations. The CYMAZ approach is:

- Young people centred
- Partnership working and collaboration
- Providing a high quality service by ensuring that music leaders have training and development opportunities to be the best they can be
- Access and participation for all, regardless of background and circumstance

This recipe has been refined over years of delivering and facilitating high quality music opportunities and we know that by working in this way, young people stand more chance of achieving positive outcomes which are meaningful to them and will equip them with life long skills. Some examples of the impact of CYMAZ projects are:

A teacher involved in a CYMAZ project reported that:

"apart from the music and literacy aspects, the students enhanced their sharing skills. They responded well to being patient and quiet when others were doing their tasks. We are easily able to incorporate the sessions into our planning and accreditation schemes."

Another teacher involved in a CYMAZ project said:

"I don't know what you've done to these boys, they never pay attention to anything in school but since this, they are concentrating more in other lessons".

Measuring the Project Outcomes

The CYMAZ Radio Station Manager developed a training plan for each CYMAZ Radio Hubs which gives a structure for the learning and a framework for accreditation. The achievement of accreditation is an indicator of success and this is currently being developed. A CYMAZ Radio Hub handbook is in development which will provide young volunteers with the tools and information they need to continue with making radio shows. Interviews (recorded) with participants and setting staff as the project is being delivered are captured. This gathers information about the learning and development of the participants. Monitoring data about the participants is collected. The outputs of podcasts are in themselves a good measure of the project success as is the number of streams and downloads. After the CYMAZ training programme, the CYMAZ Radio Manager will maintain contact with the CYMAZ Radio Hub and will carry out follow up visits to monitor progress and support the sustainability of the Hub. In some cases, individual learning plans are used to capture the learning and development of individuals to help them set their own goals and objectives. This is taking place where there is additional funding to support individual work to this level. Monitoring and evaluation is embedded within all CYMAZ activity, with all music leaders and project staff being well briefed and comfortable with evidence collection. Music leaders are accustomed to reflective practice and are regularly asked to provide reports and case studies to build the evidence base for the organisation. This is an area CYMAZ is keen to further develop and ensure is robust and will stand the organisation in good stead for the future.

Recruitment of Young People

Working in partnership with the Hub setting, young people have either been identified or CYMAZ has provided taster/ recruitment sessions. Providing taster sessions for young people has given an opportunity to have a go and find out about the project and what they could get from it before committing themselves. In most cases there was a small group of motivated young people who were more actively involved but supported and encouraged the involvement of others in the setting. In most Hubs, the staff in the setting will present the idea and rough outline of the project before the taster session, so there is already some understanding.

Maintaining Engagement

Maintaining engagement was a challenge and in most of the phase one Hubs. We found that many more young people signed up than actually ended up completing the training. The process of creating a radio show from start to finish can be quite lengthy and there are many skills to learn along the way, so some young people couldn't complete the course. Others dipped in depending on their interests. If some young people just wanted to present a show but not do the technical side, this was made possible. In phase two of the radio project, CYMAZ worked with the setting to identify a lead member of staff and some young volunteers who would be responsible for motivating others and sustaining the radio work. So far, this approach seems to be aiding with maintaining engagement.

Main Challenges

For the pilot phase of the CYMAZ Radio project, there were some key challenges. The main one was the lack of dedicated support from setting staff, partially due to a lack of clarity at the beginning. A lack of support and commitment from a setting leads to the young people not being motivated and also a lack of promotion about the project, or even a dedicated space allocated for the activity to take place. Other challenges with setting up an internet radio station are around the licences required and the costs and regulations attached to such a project. Different websites give different advice, which meant the job of unpicking the regulations took some time. There was a 2 year research and development phase before CYMAZ Radio Hubs were initiated. As mentioned above, retaining engagement has also been a challenge.

The training plan evolved in situ as each hub developed and CYMAZ Radio Handbook is now being finalised. Developing a Young People's Radio Station proved incredibly time consuming and the stretch between delivering and developing at the same time across a very large geographical spread had a huge capacity impact on the Station Manager and overstretched to the rest of the core team. The impact of that meant that the pilot phase was a period of testing and lacked some clarity. It did provide a significant learning opportunity which enabled phase two CYMAZ Radio Hubs to benefit from a tried and tested model.

Overcoming Challenges

As already mentioned, CYMAZ operated three pilot CYMAZ Radio Hubs in order to further develop the project and test it in three different settings. The challenges faced enabled CYMAZ to refine and develop the project for phase two Hubs. Good relationships with the pilot hubs enabled dialogue to happen about overcoming challenges and all three of the pilot hubs have committed to supporting the sustainability of their CYMAZ Radio Hub by investing staff time and supporting young volunteers to continue creating radio shows. Some additional funding to support volunteers has benefitted two CYMAZ Radio Hubs significantly and is a model CYMAZ would like to embed into other CYMAZ Radio Hubs. A small group of CYMAZ Radio champions would help to not only give the ownership of the radio hub to young people but would also increase the chances of other young people wanting to take part. The aim is that young people become the drivers of CYMAZ Radio, identifying the things they want to make shows about and building it as a platform for young people's music.

Funding

CYMAZ Radio was set up with funds from YMAZ funding from Youth Music and with some of CYMAZ's reserves built up over the years. A Youth Music funded project called Voltage supports volunteers in two CYMAZ Radio Hubs. Other Hubs have been commissioned directly by the settings, which purchase the package from CYMAZ. This will be part of the sustainability strategy for CYMAZ to ensure that the CYMAZ Radio will be sustained.

Advice

Carry out detailed research and identify that there is a need for the project. It will not succeed if young people don't want it or if something already caters for them in the same way. Think laterally about the most cost effective way to deliver. The Hub model means that CYMAZ Radio doesn't have one single base and means that many more young people across the county can get involved. Develop clear and robust broadcast and moderation guidelines, especially when working with young people in challenging circumstances. Make sure that you research and understand Ofcom regulations and have the appropriate licenses in place. Build a realistic plan for growth which takes into account challenges along the way and don't try to build it too quickly. CYMAZ found itself in a snow ball effect very quickly and had to take stock and consider a careful and planned approach to growth which could be managed within the current staffing structure and resources.

Message to Funders

Music can transform a mood, take you to a different place, communicate with you and above all connect us as humans beings in a way that very little else can. 'Music is the soundtrack to the worst and best moments of my life' said one CYMAZ participant. By investing in music activities which focus on personal, social and skills development, young people's lives can be transformed. Without core funding for organisations delivering this work, many more young people will slip through the gaps and continue in cycles of poor attainment and aspiration, ultimately draining the country's resources rather than actively contributing to the economy.

Monitoring and Evaluation

Through the ongoing development of a Children and Young People's Music and Radio Network in Cornwall, CYMAZ will support the growing community of young music makers and radio producers across the county. Already, collaborations between young people as a result of CYMAZ have taken place. There are some young people who have remained close to CYMAZ over the years and have ended up coming back as volunteers and employees. This is a wonderful testament to the value and importance of CYMAZ in the lives of young people. Our excellent partnership working and strategic input to both cultural and social agendas in Cornwall help CYMAZ to remain in touch with the impact and wide reaching benefits of the work. Operating on an outcomes led approach and by placing the young person's needs at the centre, CYMAZ is able to have a robust yet flexible approach to evaluation.

A Focus on the Participants

"I first got involved with CYMAZ projects when one of the CYMAZ music leaders came into my school to deliver a DJ workshop. I was really shy and wasn't really doing very well at school. Something really inspired me about that workshop and I found out where I could get more involved. I then did just about every CYMAZ workshop I could find. That was when I was 12"

Outcomes

“After being involved with CYMAZ for a few years I knew that I wanted to do music technology but didn’t have the confidence to apply for college. CYMAZ helped me by working through some of the course before going to college to help me get prepared. This was such a help and I never would have got to college without CYMAZ. If it wasn’t for CYMAZ I probably wouldn’t have finished school or gone to college. I got involved in helping set up CYMAZ Radio and went to help out at the first radio hubs where I learnt even more about digital editing and creating radio shows. This gave me the confidence to volunteer with CYMAZ, taking me on a trip to London to talk about my journey and eventually ending up with a Distinction in my BTEC National Diploma in Music Technology and a place at university”

Young People’s Aspirations

“I was shy and didn’t like school. I didn’t know what I wanted to do and didn’t have any ambitions. I have done so much because of CYMAZ and without it I wouldn’t be where I am now. I have passed my college course and am now at university studying music technology even further. I have done some paid work with CYMAZ and will stay in touch, even though I am now in Plymouth. My ambitions are now to work in the music industry as a producer and I now know that I can achieve this if I work hard and believe in myself. My confidence has increased, I spoke last year at an event in London in front of lots of other young people from around the country and have been interviewed on film and audio recorder which I wouldn’t have been able to do before. I feel positive about my future. I am loving being at university, it has opened up a whole new world to me”

Changed Perceptions

“I am definitely more confident and positive about life. I have had so many opportunities through CYMAZ and I feel very lucky. I don’t know where I would have ended up but probably wouldn’t have finished school and would be in a dead end job. I worked two part time jobs just to get through college and was really motivated to do well at college which I wouldn’t have probably felt otherwise. I feel like I can achieve something and have a good future and do a job I enjoy”

Main Challenges for the Young People

“Being so shy was a challenge and then feeling overwhelmed by the idea of going to college and not feeling confident lead to CYMAZ giving extra time to help me, which I was very lucky to get”

This isn’t common practice for CYMAZ as usually funding doesn’t enable such dedicated one to one support, but in this case it proved fruitful for CYMAZ because this young person gave time back to CYMAZ as a volunteer.

Other Comments

“Absolutely. CYMAZ completely changed my life and I would not be where I am now. I had no idea what I wanted to do and have learnt so much and got so much more confidence now”