

# **Young Curators Cymru - Guidance and FAQs**

## **What is Young Curators Cymru?**

Young Curators Cymru has been created by Anthem to address the lack of opportunities for young people to engage in Music in Wales due to geography and rural isolation.

Anthem is dedicated to addressing music inequality among young people in Wales. Over the last four years, we have run consultations with over 140 young people to identify the various barriers to music engagement. One of the significant findings of this research was that a scarcity of opportunities in the rural Welsh regions has negatively impacted young people's self-esteem and creative development.

Wales' geography is challenging, and the lasting impact of covid-19 and the cost of living crisis have exacerbated existing societal inequalities, particularly in higher deprivation areas and more rurally isolated Welsh regions where opportunities and services had already been drastically reduced.

We want to give all young people in Wales, regardless of their background and geographical location, the

opportunity to discover music and its potential. These foundations are built into the core purpose of Young Curators Cymru, and have influenced our decision to focus exclusively on rural venue partnerships.

Through Young Curators Cymru, we want to drive change in under-served rural Welsh communities in which young people face a lack of opportunity, financial hardship, and social isolation. We will do this by putting power into young people's hands.

### **How does Young Curators Cymru work?**

Young Curators Cymru is building upon a successful pilot project created by Theatr Brycheiniog in Brecon in 2022. This project gave opportunities to a group of young people aged 11-18 years old to curate music gigs, resulting in a 200% increase in youth attendance at their venue. Having seen the positive impact of the pilot on the young people and families in the area, many of whom attended Theatr Brycheiniog for the first time, and on diversifying the venue's music programming offer, Anthem is now planning to roll out the model in other rural communities in Wales facing similar challenges. Young Curators Cymru will work with three additional venue partners, alongside Theatr Brycheiniog, to improve youth music provision and young audiences in four rural Welsh communities.

Though the project framework will remain the same for each venue partner, we will work with each of the four venues to identify bespoke aims that address the specific needs of the young people in their community, and how they can feed into the local venue's audience development plans and the wider community's aspirations.

## **The Objectives of Young Curators Cymru**

Young Curators Cymru programme will:

- Engage and develop the skills of 40 young people aged 11-18 years old (10 per local area) in rural Wales to be trained up as Young Curators.
- Deliver 20 music events (5 in each venue), created by the Young Curators for young people in their local areas, providing unprecedented opportunities to experience new music.
- Bring contemporary young Welsh artists into rural areas, thereby engaging new young audiences and families within the local community.
- Provide paid performance opportunities for up to 30 emerging and established young Welsh artists in areas they would not usually get the opportunity to perform. Helping to grow their networks and regional audiences outside of the cities.

- Strengthen the 4 venues' music programming, diversify their offering for young people and their families.
- Help venues to engage with new audiences within their local community, and to learn about their music interests to help inform future programming.
- Give young people in their local community a creative output, encouraging active citizenship and helping create a sense of belonging.
- Improve personal and social outcomes for young people (for example increased confidence, social networks, communication skills, self-esteem, agency and improved wellbeing).

Though the performers will be selected by the young curators, with support from their mentors, it is important that there is diverse representation across the events programme. We will be looking to provide performance opportunities for young artists with similar lived experiences. For many young people in these local rural communities like Brecon, it will be the first time that they see artists who have grown up in similar circumstances who have found success in the music industry; these artists will become role models, and will hopefully be invited to return for future performances in these venues.

## **Who should apply to take part in Young Curators Cymru?**

Young Curators Cymru will be overseen by Anthem and rolled out in partnership with Theatr Brycheiniog who will work to disseminate learning from their pilot, and share project plans with the three new venues via a face to face training day and series of 4 partner workshops. The training day and partner workshops will take place in September once all venues and mentors have been confirmed. Young Curators Cymru will begin in each of the four locations from October, and will run for 9 months.

We are seeking applications from:

- Organisations that serve areas of geographical isolation and work in rural areas of Wales
- Organisations that put on music events for their local community
- Organisations that currently work with young people or would like to work with young people
- Organisations that are passionate about inclusion and youth voice

## **Are we eligible for funding?**

To be eligible for funding, your organisation must:

- Be working in an area of Wales where young people experience barriers to progression due to geography and ideally be based in a rural location
- have one of the following governance structures and a governing document: Charity/ CIC / CIO / Partnership / Company Ltd by Guarantee
- have a UK bank account and be able to provide a set of accounts
- have relevant safeguarding and child protection policies and procedures in place
- be working in Wales

## **What do we not fund?**

- Educational institutions - Schools and Colleges
- Individual tuition fees for instrument lessons
- The purchase of instruments or equipment except as part of larger activity-based project
- Music curriculum activities to support GCSE or A-Level qualifications
- Organisations who are currently being, or have recently been, funded by the Youth Music Incubator or

Recharge Funds. Please talk to us before applying if you have recently received Youth Music funding

- Work delivered outside of Wales
- Work delivered in locations which are not rural, projects taking place in cities such as Cardiff, Newport and Swansea will not be eligible

## **What are the criteria for funding?**

We are looking to support projects that

1. have identified gaps and challenges for young people in the ways they can access music due to them being based in isolated, rural areas of Wales.
2. are working to break down these barriers.

Your project will:

- Recruit 10 young people to act as music curators
- meet Anthem's key priority area for the project - young people engaging in music experiencing barriers through geographical location and being in a rural location
- include an evaluation plan to reflect on the project's outcomes
- work in partnership with other key organisations. Types of partnerships that we would particularly look to fund include inter-sector partnership working between, for example, youth organisations and music organisations.

- include a strong youth voice element as part of the project. Youth voice is when young people influence how a project is run, for example, by making decisions, shaping sessions or undertaking leadership roles.

For guidance and examples of best practice in developing a strong youth voice, visit Youth Music's Share The Mic resources:

<https://express.adobe.com/page/NxWT5kJ6Jk0ft/>

### **What is the duration of the Young Curators Project?**

The project will run from October 2024 till June 2025. We anticipate that Oct-Dec will largely be time for planning and set up with most events running between Jan-May 2025.

### **What can I spend the money on?**

We will fund costs that are a direct result of the project, such as staff costs, freelancer fees, venue hire, equipment purchase, marketing costs, travel expenses and reimbursement for young people as curators on the project, and payment for musicians performing at the events.

We will also make a contribution towards the overheads that help to support the proposed project such as HR,



office rent and utilities, IT systems, governance, insurance, and audit fees, up to a maximum of 10% of total project costs.

We will not fund activities that have taken place before you have received confirmation of the grant award, costs incurred in making your application, significant capital costs, loans or interest payments, VAT costs that can be recovered or activities that promote party political or religious beliefs.

## **Frequently Asked Questions**

### **What help and support will I receive running this project?**

Our partner organisation Theatr Brycheiniog will be running a face to face training day where they will disseminate the learning from their pilot project and at various points throughout the project there will be network and check in meetings with Anthem and our partner Theatr Brycheiniog.

### **How much funding can I apply for?**

Organisations are eligible for a grant of £10,000

### **What happens if I'm unsuccessful in my application?.**

If your application is unsuccessful, we will provide you with feedback

### **Am I expected to meet the word count limits?**

No, but please include all the relevant information our panel will need to make a fully informed decision.

### **What is the duration of Young Curators Cymru?**

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### **What is the age range for the Young Curators we recruit onto the project?**

We would like your venue to work with young people within the 11-18 year old age range.

### **Process if successful with your application**

You will be supported throughout the programme by the Anthem Programme Manager.

We will first issue a funding agreement and an initial grant requirement form for you to complete. We may request that certain requirements are fulfilled before we can make a final decision about your grant. You may need to provide

further documentation or make changes to your application form.

A payment schedule for your project will be issued, that will depend on the length of your project and the amount of the grant.

You will receive payments in installments, with 90% of your grant upfront, with the remaining 10% being paid on receipt of the final project report.

All applicants will become part of Young Curators Cymru Network that will run alongside the fund allowing each venue to share learning, build relationships amongst network members and across the wider sector, and build best practice in Wales.

You will be expected to attend partnership meetings and training, deliver the project within the time frame, work with our Programme Manager and contribute to the evaluation process. We would love you to celebrate the project online thanking our funders.

### **What are the deadlines and timescales?**

This funding round closes at 5pm on Monday 12th August 2024.

The panel meets in late August and applicants should receive notification of whether they have been successful in September 2024.

Any partners would need to be available to attend a face to face training session at Theatr Brycheiniog at the end of September with the date to be confirmed.

4 online partner meetings with Anthem and Theatr Brycheiniog will take place in December 2024, January 2025, April 2025 and June 2025.

### **Who can I contact to ask a question?**

For further advice and support, please contact Kofi Acheampong, Programme Manager at [kofi.acheampong@anthem.wales](mailto:kofi.acheampong@anthem.wales)