



# #PromiseYoungFutures

Beatfreaks x Youth Promise Plus



“  
THE GOAL

**To inform young people not in education, training or employment about Youth Promise Plus initiatives and signpost them towards the website.”**



**WHAT WE DID**

- **Beatfrees recruited a group of 10 NEET young people aged 18-29. We ran a co-design session and supported the group throughout the duration of the project.**
- **We created a user generated marketing campaign that ran for two weeks, to promote the Youth Promise Plus initiatives and opportunities Youth Promise Plus have on offer.**
- **We have reported on the impact of the project and implemented an evaluation session with Youth Promise Plus to discuss any key issues and learnings.**



# OUR DIGITAL FOOTPRINT

**2,401,918**  
IMPRESSIONS

**51**  
USERS

**317,46**

**1**  
REACH

**170**  
POSTS



# OUR DIGITAL FOOTPRINT

**913**  
ENGAGEMENT

**4212**  
WEBSITE  
VISITS

**10** UNIQUE  
USER-GENERATED  
PIECES  
OF CONTENT

ACROSS  
TWITTER  
INSTAGRAM  
FACEBOOK  
10-21 AUG 2020



# OUR DIGITAL FOOTPRINT

**99%**

POSITIVE  
ENGAGEMENT  
ONLINE.  
1% NEUTRAL

**64**

YOUTH PROMISE  
PLUS WEBSITE  
SIGN UPS  
(rise from 3-4 p/w)

**KEYWORDS  
ASSOCIATED**

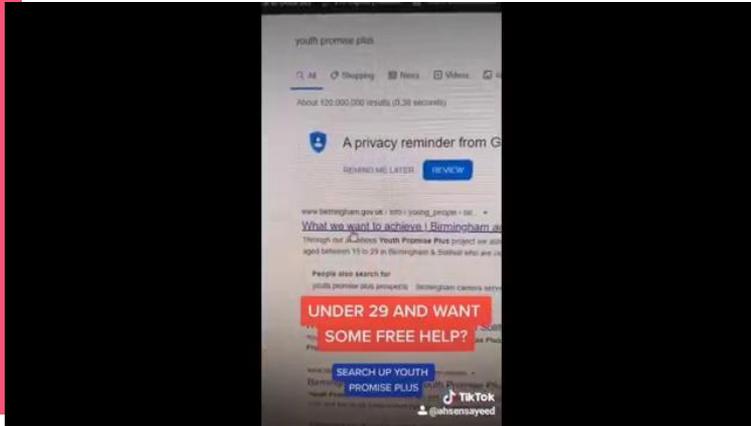
promise  
personalised  
support

journey  
education  
training  
employment  
bhamcitycouncil

# USER GENERATED CONTENT



# USER GENERATED CONTENT



# USER GENERATED CONTENT



# USER GENERATED CONTENT



## PARTICIPANT DEMOGRAPHICS

We recruited 10 young people as co-creators:

- **Location:** Birmingham (100%)
- **Not in Education, Training or Employment:** 0-3 months (20%), 3-6 months (20%), 6 months or more (60%)
- **Age:** 18 (10%), 19 (10%), 20 (10%), 21 (10%) 22 (10%), 23 (30%), 25, (10%), 29 (10%)
- **Do you consider yourself to be living with a disability?** No (80%), Yes (20%)
- **Do you consider yourself to be living with a learning disability?** No (80%), Yes (20%)
- **Gender:** Male (40%), Female (50%), Non Binary Transgender Male (10%)
- **Sexuality:** Heterosexual (50%) Pansexual (20%), Gay Man (10%), Queer (10%), Prefer not to say (10%)
- **Ethnicity:** White British (50%), South Asian (20%), African (20%), Caribbean (10%), Mixed Race (10%)



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## PARTICIPANT IMPACT

Before and after the programme, participants were asked a series of skills related questions and instructed to rate themselves out of 10:

- Before taking part in the programme, young people scored their **skills in creating digital content** on average 5.5/10, after taking part in the YPP programme, this rose to 7.5/10.
- Before taking part in the programme, young people scored their **experience and knowledge in designing digital campaigns** on average 5.6/10, after taking part in the programme, this rose to 7.3/10.
- Before taking part in the programme, young people scored their **confidence in creating content and digital campaigns** on average 5.6/10, after taking part in the programme, this rose to 7.5/10.
- Before taking part in the programme, young people scored themselves on **how good they are at working in a team** on average 6.7/10, after taking part in the programme, this rose to 7.5/10.



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## PARTICIPANT IMPACT

100% of participants agreed that this programme supported them with their career aspirations. All participants have been signposted to organisations that support them with their individual development, during their one to ones. Some of the additional things people were able to get involved with as a result of the programme include:

- One young person secured an apprenticeship in Digital Marketing - 'This opportunity gave me experience and a further thing to talk about and show at interview.'
- Two young people secured part time roles as Content Creators at BOM Lab - 'Without having done this programme I wouldn't have got a job in content creation with BOM - I wouldn't have known what content creation was!'
- Two young people attended a workshop with Google Arts, programmed by Beatfrees.
- One young person was connected to West Midlands Combined Authority to do some consulting.
- One young person was connected to Birmingham City Council's Green Jobs to do some consulting.



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## PARTICIPANT ENGAGEMENT

Part of the purpose of the programme was also to engage the participants on the programme in Beatfrees and Youth Promise Plus work:

- Before taking part in the programme, a total of 5/10 participants had **never engaged with Youth Promise Plus** (including The Princes Trust or Birmingham Careers Service). A further 5/10 participants had **never engaged with Beatfrees**. And 2 of those had **never engaged with either organisation before**.
- 5/10 young people did state that they had engaged with The Princes Trust directly, with 1 of those saying that they had additionally engaged with Youth Promise Plus, and one saying they had additionally engaged with Birmingham Careers Service.
- After the programme all participants, had or were going to sign up to the Beatfrees Community.
- 6/10 participants said they haven't, but were going to sign up to Youth Promise Plus, 1 person was already signed up and the remaining 3 are now in education, training or employment.



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## INSIGHT: BARRIERS TO EMPLOYMENT

As part of the sustainability of the project, we asked the young people about the barriers they face in securing education, training or employment:

- Competing with others who have a lot more experience or networks, oversaturation of the market
- Employers biased nature towards those with learning difficulties
- Lack of confidence to dive into opportunities
- Lack of funds to get the right equipment or resources to invest in professional practice
- Lack of opportunities that pay, or pay fairly, whilst developing
- Struggling with mental health and not receiving the right support
- Lack of the right networks
- General perseverance and personal motivation
- Interview skills



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## INSIGHT: BARRIERS WITH THE WEBSITE

As part of the sustainability of the project, we asked the young people what they thought of the youth promise plus website and what they thought the barriers were for people clicking on it. Here are the responses:

- I noticed that the Birmingham City Council website was really hard to navigate, I recently got in touch with young promise plus myself and it took me a while to actually find the contact form. What I recommend is having a very clear, obvious contact form on the first page. I also think it would help if Youth Promise Plus had their own website.
- I think they should dazzle up their social media and make it another direct source of contact, just like princes trust. They would benefit from post templates and could add information about the organisation with our campaigns.



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## RECOMMENDATIONS FOR SUSTAINABILITY

Taking the feedback from the group on board, we would make the following recommendations in order to improve the Youth Promise Plus sign up rate:

- Beatfreaks will upload the content created by participants to the Youth Promise Plus YouTube channel for your continued use.
- We recommend creating a role for a young person, who would manage your social media presence (there's someone from the group with this skill).
- In the long term, we'd also recommend creating a more youth friendly website for the initiative.



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PARTICIPANT

**This was my first time having the opportunity to work on a digital campaign and this is now something I can show on my CV when applying for new opportunities.”**



PARTICIPANT

“It has directly connected to my creative field. Great experience to add to my CV and give me a better chance to pursue a career.”



PARTICIPANT

“It gave me a further understanding of what digital marketing looks like, what strategy is. Collaborating online was difficult but was a great challenge that will definitely be used in the future”



PARTICIPANT

“It gave me insight into ways in which I can market my own work and opened my eyes as to some ways in which I can collaborate with other people in the future”



PARTICIPANT

**I would like to get involved in more opportunities in the future and this was generally a motivating experience.”**



# THANK YOU

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