

A red telephone booth is the central focus on the left side of the image. The word 'TELEPH' is visible on the top of the booth. In the background, a city street is shown with several people walking away from the camera. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The overall atmosphere is urban and nostalgic.

Welcome to Notts Youth Trends '21

Introduction and Update for Organisations and the
Associated Networks

What's in this deck?

This deck has all the information you and your organisation needs to know about Youth Trends, to support the initiative and get involved.

1. **What is Youth Trends:** origins, development and future ambitions.
2. **Key findings from 2020 report:** attitudes towards Nottingham, Creativity & the Future
3. **Key changes for 2021:** what we will be doing?
4. **Development Timeline:** what does the next year look like?
5. **How to Get Involved:** Areas for collaboration



1. What is Notts Youth Trends?

Origins, Development and Future

Ambitions

Origins

Nottingham Youth Trends Report 2018 was our city's first **open-source report looking at 11-25 year olds**, their lives and how they engage with creative activity.

This research formed the basis of a Creative Youth Trends Report for the city, through which we shared and explored the key findings of the research in an open source model so that any organisation, business, community or educational establishment could affect change in their daily work.

Development

The purpose of this research programme was to gather insight into the complex way in which Under 25s in Nottingham are creative, engage with creativity activity and see themselves as a creative individual. Alongside this in 2020, we aimed to also gather key insights into young people's lives and more holistic information on what it is like to be a young person in Nottingham today.

This holistic approach was chosen in order to understand the placement and function of creativity in young people's lives and to better understand the ways in which the creative and cultural activity of under 25s in the city could be improved.

Future Ambitions

For 2021's revival of Youth Trends, we wish to take careful consideration of the many barriers and/or set-backs Under 25s may have faced in the past year, which we're aware covers more than their relationship with creative engagement.

The data will still seek to look at under 25's, their lives and how they might engage with creative activity but would also aim to address other areas beyond creative engagement such as **social action, politics, finance** etc in line with all that's happened in 2020.

We're going BIG and we need your help!

Our original report was developed in consultation with over **540 young people**, and offered a platform for under 25s to have their say on issues affecting them right now.

From 2018 to 2020 we heard from over **1,000** under 25's from over **70** different arts organisations, schools, council representatives, youth partners and under 25s themselves. Our goal for this year is to reach over **2,000** young people and we need partner support to realise this.

This year's report will take place entirely online due to COVID safety regulations, so we are asking for support through distribution, promotion of the survey and providing creative engagement incentives such as vouchers, tickets and offers from our independent partners to encourage young people to take part in creative activities once they are able to do so.

Impact of the Report

Alongside building the reach of the report across as many 13-25s across Nottingham and Nottinghamshire as possible , we also want to better understand the impact the report has for those in positions of power, policy makers and programme developers.

To build up this picture of impact we'd love to work with organisations in how they share the impact the report has on their work, and if you can foresee something special happening in your organisation as a result of #NottsYouthTrends21 then do get in touch.

Does anyone have insight about NottsYouthTrends and your organisation/project?

A photograph of two young people on a stage. The person on the left is a young woman with long blonde hair, wearing a white t-shirt and black shorts, with her right arm raised. The person on the right is a young man with dark curly hair, wearing an orange t-shirt and black pants, with his right arm raised. A bright blue plastic chair is in the foreground between them. The background is a dark stage with black curtains and some stage equipment visible at the top.

**2. Key 2020 Findings:
Attitudes towards
Nottingham, Creativity
and the Future**

Attitudes towards Nottingham - Youth Voice

Do you think the voices and opinions of people aged 13-25 in Nottingham are listened to enough?

527 out of 544 answered



We asked 544 young people if they felt the voices and opinions of people aged 13-25 in Nottingham are listened to enough. The response shows a staggering 82.2% answered No.

Top 10 Issues in Nottingham

We were able to identify the top 10 issues facing young people in Nottingham today through our multiple choice question:

What are the issues you worry about?

1. Knife Crime **57%**

2. My Future **50.1%**

3. Exam Stress **44.1%**

4. Global Warming **43.0%**

5. Hate Crime **42.6%**

6. Plastic Waste **42.1%**

7. Gangs **41.1%**

8. Self-confidence **41.1%**

9. Bullying **39.3%**

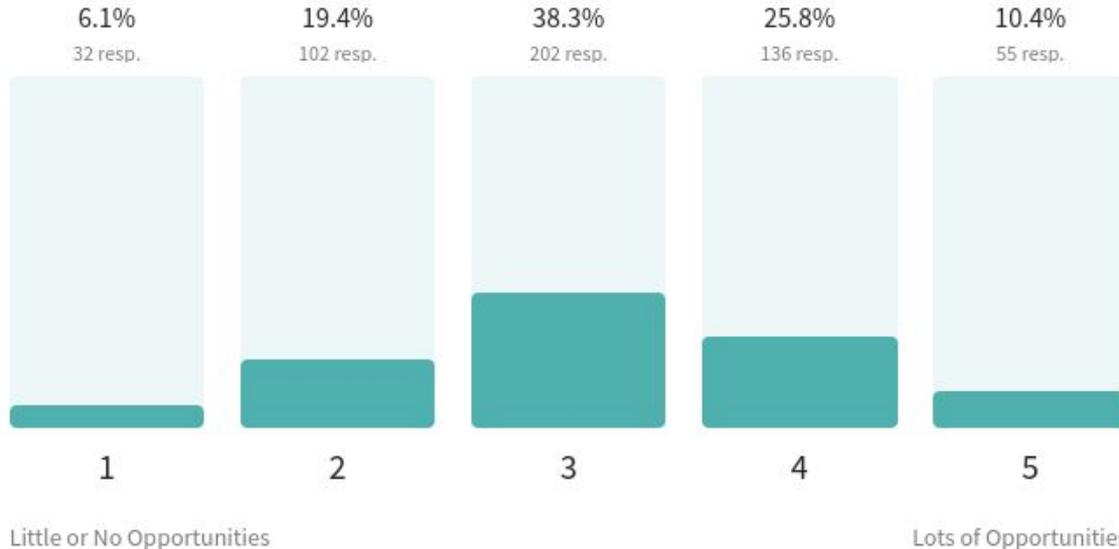
10. Environmental Issues **38.7%**

Opportunities for Under 25s in Nottingham

"There are plenty of opportunities for me in Nottingham."

527 out of 544 answered

3.2 Average rating

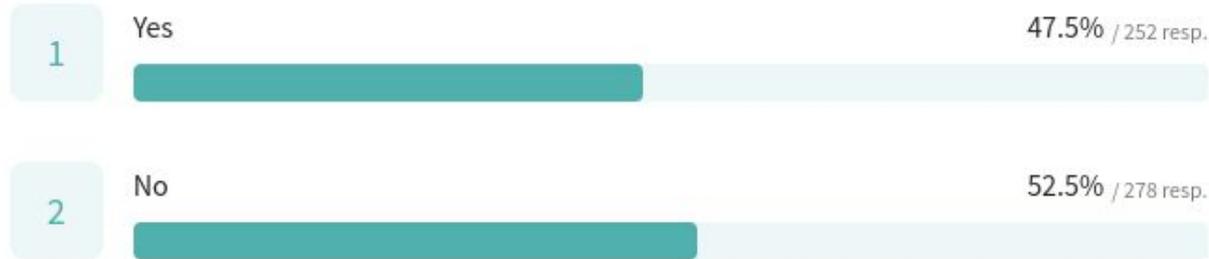


We have included these figures to showcase the changes that may be necessary to gather more definitive data i.e. moving away from a 1-5 opinion scale, and instead offer a drop-down option format comprising of a scale from strongly agree to strongly disagree

Nottingham Pride

"In 10 years time, I'd be happy to still be in Nottingham."

530 out of 544 answered



Just over half of those surveyed sent they would not be happy to still be in Nottingham in 10 years time. Reasons given for this shows a want to travel, experience bigger cities and have more career opportunities elsewhere.

The Future - Work Life

Are professional opportunities and work experience important to you?

527 out of 544 answered



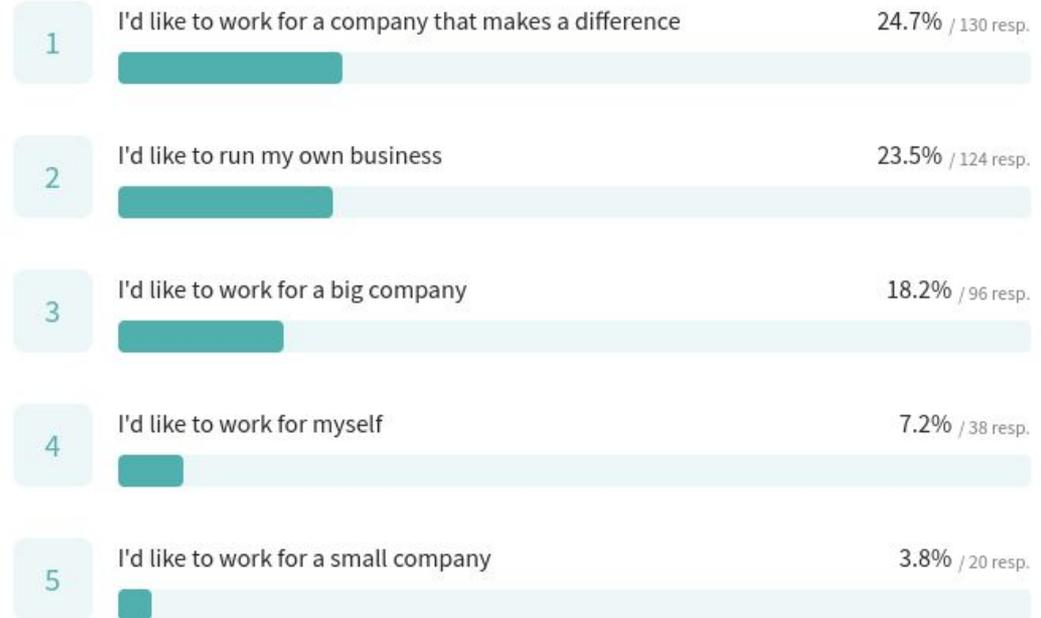
Under 25s stated their future as the second highest issue they worried about in 2020, and over 90% deemed professional opportunities and work experience as important to them.

Working Life

When asked about job aspirations, a large percentage of those surveyed expressed an interest in working for a company making a difference, closely followed by those who wish to run their own businesses.

What sort of job do you think you'd like in the future?

527 out of 544 answered



Engagement Incentives

Which of the following are important when choosing to do something?

538 out of 544 answered



We identified some of the incentives associated with taking part in activities in Nottingham, and cost was the biggest barrier with 68.2% agreeing it would need to be affordable in order for them to take part.

Some of the aspects are out of our hands, such as parental or adult permission and whether or not it is something they're friends also wish to take part in.

Online Engagement

How much time do you spend online?

523 out of 544 answered



In their own view, many (over 50%) felt they spent too much time online, closely followed by those who felt they spent an appropriate amount of time online, filtering down to a small percentage who felt they did not spend enough time. This data was collected in the first 3-4 months of 2020.

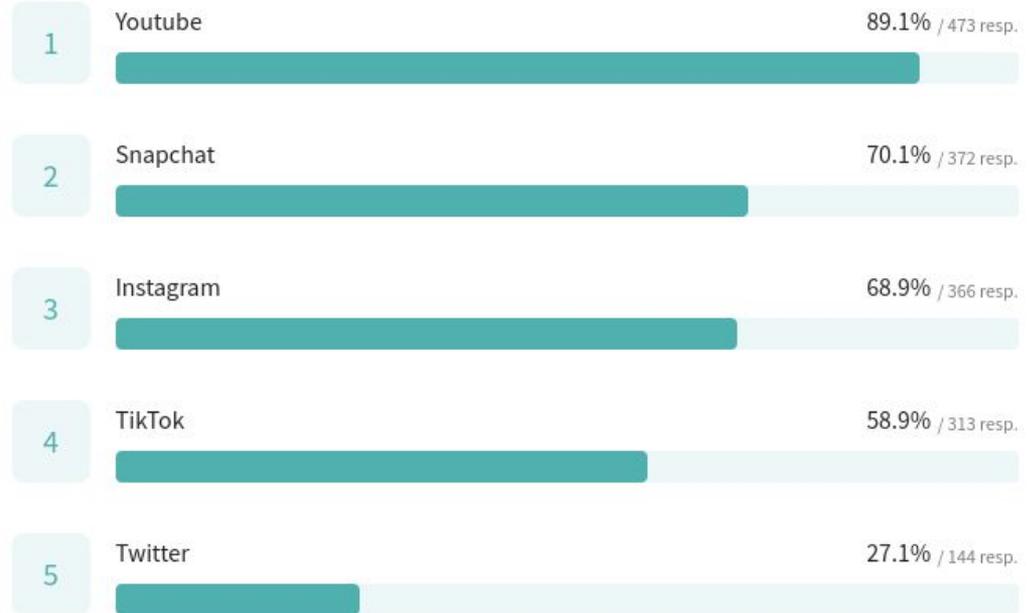
The effects of COVID may not be seen here, however it has meant that online engagement has become even more of a necessity which is something we'd love to tap into for 2021.

Social Media

Social Media usage saw Youtube as the highest voted platform to use, followed by snapchat, instagram and tiktok. These figures may be subject to change following the rise in popularity of platforms such as Tiktok, especially in engaging young people and promoting businesses.

Which social media platforms do you use?

531 out of 544 answered



Creativity

A large percentage of young people felt they were creative.

This is something we will still be asking in 2021, however additional sections on other recreational activities to deliver a more representative data collection and consider a more inclusive approach for all under 25s surveyed.

Would you describe yourself as creative?

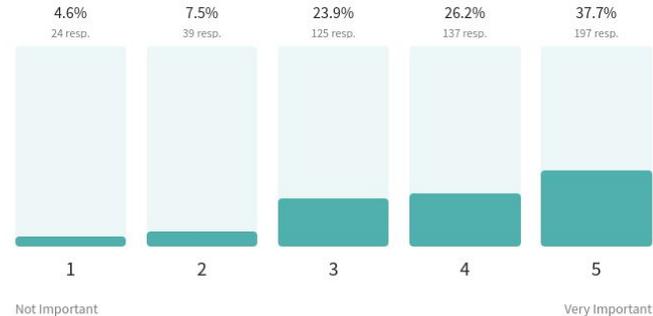
517 out of 544 answered



Do you feel it is important to be creative?

522 out of 544 answered

3.9 Average rating

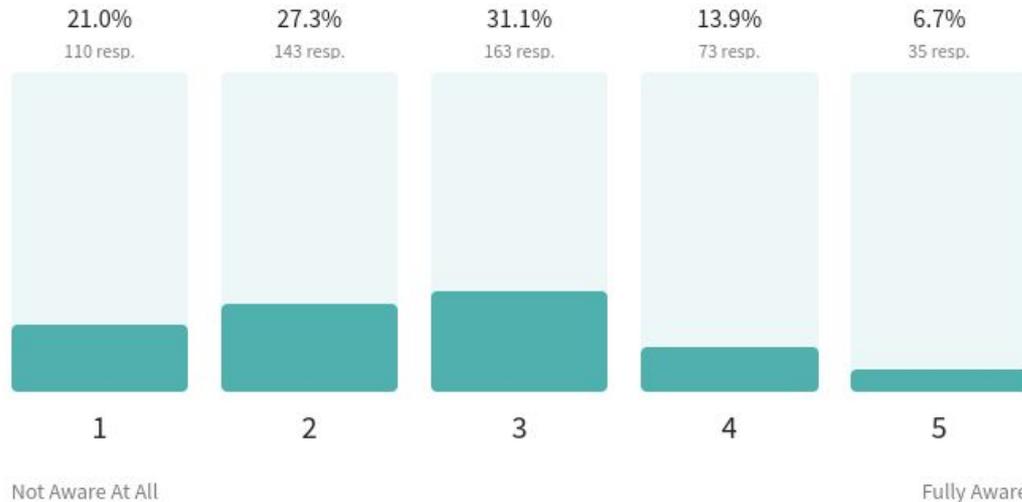


Creative Opportunities

Do you feel you know about the creative opportunities currently available to you in Nottingham?

524 out of 544 answered

2.6 Average rating



On a scale of 1-5 the majority fell into the lower range, feeling they weren't aware of the creative opportunities available to them.

We'll be reformatting this style of question to read as a drop down multiple choice of up to 4 choices to allow for a more definitive data collection

Youth Trends

"What creative activities would you be interested in taking part in?"

This question has proved useful in previous years to identify what activities under 25s wish to take part in.

The top ten choices for 2020 were:

- Photography **53.7%**
- Cookery **43.8%**
- Music **40.8%**
- Painting **40.8%**
- Fashion Design/Making **35.5%**
- Vlogging/Youtubing **35.5%**
- Festivals **32.6%**
- Dance **32.3%**
- Drama/Theatre **32.3%**
- Craft **31.3%**

We aim to include this in 2021, but will be adding more activities to this to cover a broader range.

A person with blonde hair, wearing a black t-shirt and black leggings, is performing a sit-up on a dark grey mat on the floor. The room is a bright, white studio with high ceilings. Aerial silks in blue, orange, and green are suspended from the ceiling. In the background, there are colorful bunting flags, a chalkboard, and other people sitting on chairs. The floor is made of light-colored wood. The overall atmosphere is bright and creative.

3. Key changes for 2021:

What will we be doing?

Youth Trends Changes

2021 would see us introducing the following strands to the overall survey:

- **Nottingham & Nottinghamshire**- heritage, attitudes and future aspirations
- **Carbon Neutrality** - attitudes towards environmental issues and green initiatives
- **Black Lives Matter and Racially motivated discrimination** - reflecting on last year's BLM movement and the subsequent youth following & perspectives of social justice across our city.
- **Attitudes towards Covid 19 & The New Normal** - looking at the effects of national restrictions on under 25s including effects on future aspirations.

Your suggestions will also be considered in relation to these strands and will be added to the most relevant based on subject matter.

Youth Trends Changes

We will also be changing some of the formatting to allow for more effective data collection:

- 1-5 opinion scale will be changed to incite more definitive data responses:
 - Changed to a drop down menu with up to 4 choices ranging from Strongly Agree to Disagree & omit the neutral “neither agree or disagree”.
- To ensure inclusivity across the survey we will be including more options for identification in areas such as ethnicity, sexual orientation & religious or nonreligious affiliation
- We will be expanding sections of notable data for more specificity, such as the issues concerning under 25's -i.e. **hate crime** will be expanded to include homophobia, transphobia, racism, sexism etc.
- We'll be working with 2 x Kickstart Placements at Nonsuch Studios to support the distribution of Surveys.



4. Development Timeline:

What does the next year look like?

Timeline for 2021

Partner Consultation:	18th February 2021
Typeform Submission Closure:	26th February 2021
Youth Panel Review:	27th February 2021
Survey Launch:	1st March 2021
First Wave Survey Closure:	30th April 2021
Report Launch:	August 2021



5. How to Get Involved:

Areas for collaboration & support

Collaboration Streams

SUPPORT

- Act as a digital survey distribution network
- Offer creative incentives for completion - tickets, vouchers etc.
- Link us to your marketing teams

PARTNERSHIPS

- Producing workshops, events and partnership programmes aligning engagement ambitions to the active audience of Youth Trends.

HAVE YOUR SAY

- Complete our typeform to let us know what areas you would like to hear under 25s give their say on

Next Steps...

Youth Trends is for all 13-25s across Nottingham.

It's also for you and your organisation.

As part of our role in working with young people it can only reach its full potential through the collaborations that sit at the core of our Networks.



Get in Touch

We're here to answer your questions, offer support and dream big with you to engage more 13-25s in creative and cultural activity.

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Tel: 0115 837 1950

Visit: <https://wearenonsuch.com/portfolio/youth-trends-partner/>