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**NOTTINGHAM CREATIVE
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WELCOME

Nottingham Creative Youth Trends 2018 is our city's first open-source report looking at under 25s, their lives and how they are creative. We think this is the start of something really special: a process through which the young creatives of Nottingham can, themselves, affect change to improve the creative and cultural programmes that are available to them. This is about better designed programmes, wider opportunities, accessible spaces and ideas that benefit the lives of under 25s in our city for the better.

Pulled together over a few months, the data captured by this report has been gathered by youth partners, arts organisations, schools and under 25s themselves through in-kind support, volunteering and sheer grit and determination. As a result of this amazing show of support over 540 11-25s told us about their lives, their futures and what it means for them to be creative. We're inspired by their insight and vision for our city.

More than anything, the youth of Nottingham know what they want and they want to be listened to. This report does not aim to speak on their behalf, but reflect and amplify the key trends we heard with the hope of inspiring new ways for more under 25s to get involved in creative activity and realise their potential. We also offer a number of recommendations which any organisation, business, school, youth worker, youth club or citizen can reflect on to make change.

This report is ultimately a starting point for a conversation about how we ensure all under 25s in our city unlock their creativity and have equal access to cultural and creative activity. We don't assume to hold all the answers but know

that by bringing people together, collaborating, engaging under 25s themselves and thinking beyond our existing programmes, change can be possible. For us, it's the conversations that are stimulated by this report that really matter - so don't hold back, get talking and start actioning change today.

Looking ahead, this event will be an annual focus point for this conversation, and Nottingham Youth Trends 2019 is set to further expand on our learnings from this year's report with the vision of becoming a flagship event for everyone working with under 25s in our city and beyond. With under 25s identifying creative activity in such a fluid way, our 2019 report will look beyond just creativity and cultural activity, focussing on the holistic experience of growing up and getting on in Nottingham, and creativity's role within this. With over 500 under 25s taking part, it's already clear that there's a huge appetite for Nottingham's Youth to have their say: now the question is, what will you do to make their opinions count?

We really must thank those who made this project a reality: NGY, YMCA Digital, Outburst, CRS, Bilborough College, The Creative Quarter, Nottingham City Council, Nottingham Music Hub, Nottingham Playhouse, City Arts, Dance4, Nottingham Contemporary, Collabor-8, Undivided, Challenge, Livvy, NUSA, ThinkForward, Nottingham 2023, Cathy Mahmood, Elspeth Hoskins, Emily Goldhill, Jordan Robinson, Alex Bordino, Jamal Edwards, the whole team at Nonsuch and, of course, all the 11-25s who took part in this research.

#NottsYouthTrends
[@wearenonsuch](https://www.wearenonsuch.com)

HOW THIS REPORT CAME TO BE...



This report has grown out of our work at Nonsuch as part of the coordination team of Nottingham's Cultural Education Partnership: Challenge. Beginning to research how those aged 11-25 in Nottingham view and engage with cultural and creative activity, we very quickly realised the potential and significance of the insight project we'd embarked on.

Between March - October 2017, 540 11-25s across Nottingham contributed to this report.

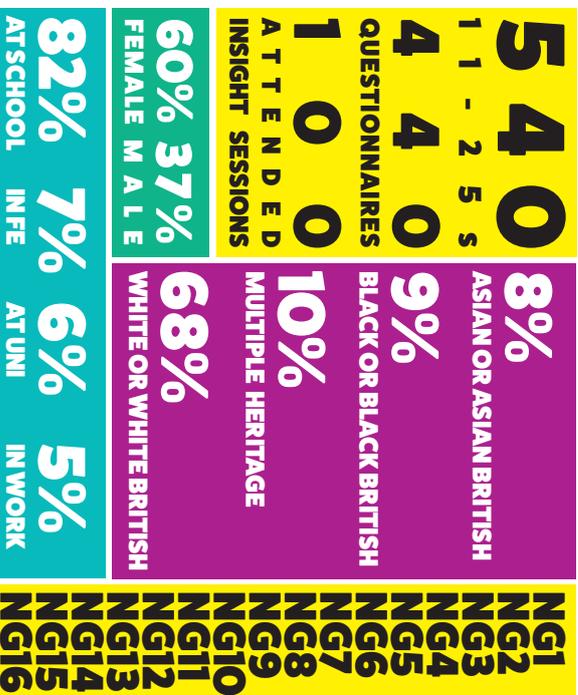
440 individuals filled in a complex questionnaire either online or in person that looked at key aspects of their lives, localities, hobbies, interests, worries and future, whilst a further 100 individuals took part in small insight discussion groups across the city.

Across all participants we had representation from 16 postcode areas from Nottingham and Nottinghamshire, a good gender representation and a high mix of ethnic and socio-economic diversity across all localities.

We also spoke to those who work with under 25s or who are experts in their fields to provide important contextual information on areas from the youth sector to digital literacy.

This report does not share the precise data from the questionnaires but rather intends to highlight the key trends that came to light from the data we gathered which were further expanded upon through the physical insight sessions.

WHO DID WE HEAR FROM?



We heard from a lot of under 25s during this project. However, we know we can do better, and so we need your support as we shape our 2019 survey to ensure we reach as many young voices as possible across Nottingham.

We'll be starting next year's insight and research project soon and so to get involved or partner with us to grow our reach and impact get in touch with us via:

dyt@wearnonsuch.com

THE CREATIVE TOP TEN

THE TOP TEN

TOP TEN YOUTH ISSUES

THE CREATIVE TOP TEN

Our survey asked 11-25s which creative activities they would be interested in taking part in. Here's what they asked for...

1. PHOTOGRAPHY

DIGITAL
New technologies provide new ways to be creative. The continuing increase in access to technology through mobile devices and online platforms gives young creatives more ways than ever to be digitally creative. Over two-thirds of respondents to our survey had regular access to at least 3 different devices to connect to the internet, with 16% having regular access to 5 or more: smartphone, desktop, tablet, smart tv, games console and laptop.



2. YOUTUBING

3. DRAMA

THE CLASSICS

Dance, Drama and Painting are the only traditional artforms that make the top 10, possibly due to the accessibility of these through schools and youth clubs but also as the most popular creative activity offer funded and delivered by the cultural sector.

4. COOKERY

5. DANCE

Those responding identified their interest for the classics was inspired by engaging with the artform in a school environment. With many schools across Nottingham reducing their delivery of arts subjects, we wonder where this introduction will come from in the future.



6. CRAFT

LIFESTYLE

Unexpectedly, Cookery, Craft and Fashion Design made the top 10, but with the huge rise in online video channels such as Nifty, Tasty and Goodful engaging millions of viewers every week, this peak of interest doesn't seem too surprising. This trend is also reflected by under 25s interest in activities that relate to their sense of identity. Actively engaging in the expression of their sense of self through fashion and design, lifestyle creativity enables under 25s to do things with what's at their finger tips. Think life hacks, slime videos and the age-old practice of bedroom decoration. Not heard of popsockets? Check them out!



9. FASHION DESIGN

8. PAINTING

7. VIDEO PRODUCTION

10. GAME DEVELOPMENT

TIP!

If you or your organisation don't naturally work in the fields of these artforms/activities, don't rule yourself out. Think about how you could approach them using your own perspective and skills to create a new activity that may fuse artforms or explore one via another. You could even partner with another organisation to create an exciting collaboration.

TOP 10 YOUTH ISSUES

Through our survey we asked respondents: "What do you worry about?" and from a list of 45 key issues or worries, the following are the 10 with the highest score.

FUTURE SUCCESS & ATTAINMENT

Under 25s are totally future focussed. Everything they do is centred around preparing, developing and supporting themselves to be ready for their future. Markers of success are identified as having a 'good' career and earning well and the media culture that millennials consume further reinforces these ideals and sets goals.

Interestingly, the younger they are, the more in control of their future the under 25s surveyed felt. This correlates with a lack of understanding of clear career routes in the creative, and more traditional industries and highlights the level of confusion lots of young professionals feel as they enter the world of portfolio careers and the gig economy as institutional support and advice ends.

EDUCATION & EXAMS

Given the fact that the majority of responses were collected in September - October, there is an extremely high focus on exam stress which shows the prominence the stress generated by the need to succeed educationally has on under 25s' lives - particularly at the younger end of our age-ranges.

RELATIONSHIPS

As expected, relationships are a key worry area for under 25s - particularly among the teenage age range. Split into two main focuses: interpersonal and self-referential relationships. Interpersonal relationships appeared to be the most complex to navigate with participants identifying the level of time they invest to maintain friendships, socialise and find ways to fit in. The internet and social media were both identified as positive and negative factors within these relationships by allowing people to 'find their tribe' but also being used to bully and intimidate. The relationship with themselves is also key, with many discussions during the insight sessions focussing around a lack of self-confidence, an awareness of changing oneself to fit-in, and, conversely, the pride in standing out and being different.

NOTE!

Porn and sexually motivated internet use, although not highlighted as an issue in our survey, was a consistent presence throughout insight session discussions. Both positive (boosting confidence, educating, entertaining) and negative (pressuring, intimidating, establishing unrealistic expectations) effects were highlighted. This is clearly something that cannot be ignored, especially due to the informality which clearly surrounds this content in young lives today.

1. MY FUTURE

2. EXAM STRESS

3. BEING SUCCESSFUL

4. SELF-CONFIDENCE

5. RELATIONSHIPS

6. BEING HAPPY

7. MONEY

8. SCHOOL

9. THE WAY I LOOK

10. FITTING IN

BRACE YOURSELVES AND GET READY FOR THE HUSTLE.

by Emily Goldhill

The internet has changed everything but most notably it's changed everything for young people. They are a generation of digital natives who have never known life without a smartphone or tablet acting as an extension of themselves. Think about it - young people don't know the need to memorise important phone numbers or what it's like to listen to a song and not instantly find out the artist within a few clicks. The internet has shown them new possibilities that previous generations weren't exposed to and this means the experience of being 13-15 has fundamentally changed.

Thanks to the internet, young people today are more empowered than ever and this means how they engage creatively has changed. Most significantly, 13-15s now have the power to do it themselves and it's because of this that they're often referred to as the 'Hustle Generation'. Easy access to the online world and a wealth of information means young people are no longer dependent on traditional processes or bureaucracy to get things done. Instead they're using YouTube 'how to' videos to learn new skills, raising funds on Kickstarter and selling their products on Etsy. They are constantly hustling, learning something new and exploring the incredible creative opportunities the internet has made available to them.

This sense of empowerment also means that young people are no longer specialists. Livvy has spent the last sixteen years working in partnership with young people and it's clear

the today's youth are the most agile, multi-discipline generation to come through our doors. They're no longer content with having one skill set. It's not about becoming an editor but also a presenter, producer, social media manager, accountant and much much more. Their ability to access information, network and learn online means they have the power to deliver every element of a creative idea from start to finish, on their own.

And the internet doesn't just provide easy access to information but also enables young people to access a wealth of creative inspiration. The online world is full of creativity from branded content, to the latest tech innovations, to first hand stories being told from around the world. It's little wonder 13-15s are less reliant on traditional creative institutions with all of this at their fingertips.

With the internet changing everything, it's clear traditional organisations need to rethink how they build relationships with young people. They need to recognise the enabling effect of the internet and how it inspires creative innovation. Without doing this they risk losing any ability to engage young people and more significantly they risk falling behind creatively.

Emily Goldhill is a strategist at the creative youth network Livvy. She is an experienced researcher and consultant who specialises in helping brands better understand the world of young people. Find out more: livvy.co.uk

NEW CREATIVES NEED NEW WAYS OF THINKING

Most creative and cultural organisations want the same thing when working with under 25s: we want to improve the lives of as many young creatives as possible. But do we need a new way of building the programmes we produce for in order to ensure they do what we want them to? We spoke to Alex Bordini, an NTU graduate Product Design Engineer, to hear more.

"Creative thinking to me, is design thinking. It's a phrase that is bounded about these days with varying definitions, but essentially it is the methodology used by designers and creatives, to solve complex challenges or problems, and find desirable solutions. The design thinking process is completely iterative, and provides an almost universal approach to problem solving, by applying user research and feedback cycles at all stages of the project.

By utilising observational research to discover the true problem, design thinking establishes the user requirement, within the constraints of a problem or brief, to define the scope of the project. This information directly influences the development of creative solutions, which are prototyped, and refined with cyclic user feedback, until the project objectives are achieved or surpassed."

Do you already use design thinking in your development of programmes and opportunities for young creatives? If not, now is a great time to start. Despite the technical terms it really couldn't be easier. Research, explore, test and iterate - a four step process which can be used in any situation, no matter the artform, no matter the group. So what might you do to begin?

SPOTLIGHT ON: JORDAN ROBINSON

Jordan Robinson founded RexoMedia in 2013 after studying at The Confetti Institute of Creative Technologies. He's now an industry renowned video and content producer and we spoke to him to hear more about his journey from bedroom creator to top-notch professional.

"I always loved music. Wherever I went when I was younger I would have headphones on or be playing music through whatever was nearby, I also had a passion for image and video, and so when I first got a phone with a decent camera I would record everything I thought had potential.

From this, I started filming some of my close friends and their music. Grime has had a huge presence in The Meadows for a while now and it played a big part in my life growing up - and so what started as a hobby naturally grew to become my work.

I first started to record anyone who was making Grime, branching out across Nottingham. I met lots and lots of people, building connections that

helped me to continue my creative development. I originally was filming Freestylerz and Cyphers but then moved on to music videos.

Since focussing on Music Videos I've grown to become a well known name within the industry and I've even made videos for the artists that I grew up listening to - I couldn't be happier.

The future will see me continue to grow as a creative director and content creator in the industry. There are so many avenues opening that the potential is massive - perfect for any young creatives who also want to get involved. YouTube has completely changed the landscape of production and if you follow your passion, using the tools and platforms available there's no stopping young creatives."

THE 2018 TRENDS: GIVE US SPACE TO CREATE!

If creativity is engaging with funded arts and cultural organisations across the city then we, in Nottingham, are at a deficit. If, however, creativity includes all the numerous creative and cultural activities that takes place in bedrooms, youth clubs and private-sector provision, then there are lots of positive stories to tell.

Being such an elusive term, creativity means different things to everyone, and even when looked at through the lens of cultural engagement or cultural education, creativity remains something which is hard to pinpoint. However, across Nottingham, under 25s are already answering these questions. By doing what they enjoy and exploring what they find curious they're establishing themselves as the next generation of creatives and highlighting to us what needs to be debated in order to ensure more under 25s across Nottingham are able to unlock their creative potential.

These trends and recommendations highlight the breadth of insight we've heard through this project, but overall there's one message that stands out: **Under 25s want and need space to create.**

Space here can take many forms: it can be both physical and digital access to what's necessary to make something; it can be access to resources

needed to perfect a self-made project; it can be an opportunity otherwise not normally offered or accessible; or simply the chance to try new skills in a pressure-free environment. Space looks different for every under 25 we spoke to with the same nuance as the way they value their creativity.

Experience shows us that when we say yes to under 25s' ideas, provide them with a platform, support them to ensure they do their best and showcase their achievements on a scale that lets them see the impact of what they've done, huge things can happen. These experiences bring about change for individuals, communities and those supporting them, and through this change great things can grow.

Under 25s across Nottingham are the creatives of the future who are already producing work of an exceptional standard. Many don't even know what they're doing is incredible, let alone 'creative' or 'cultural'.

So, read these trends, listen to our recommendations, put down this report and go and talk to people about what you think. Talk to under 25s. Talk to colleagues. Talk to your new partners and collaborators. Talk, listen and then make change in your work. Give space and celebrate what young creatives can achieve.

1 SKILLS = SUCCESS!

Under 25s are driven by a hunger to develop skills and 'be better' to the extent where skills form the foundation of all discussions around, and engagement with, creativity. Aware of the future and what they are up against in order to succeed, under 25s are acutely aware of the way in which having or not having certain skills can affect them later in life.

Finding themselves often in pressurised academic settings that champion the value and importance of skills, the way in which under 25s focus on the importance of being able to do something or not is prevalent across all aspects of their lives - in particular when talking about creativity.

Unlike the majority of professionals in the creative and cultural sector, the creative process is viewed as generally less important than the outcome of a specific project. By achieving and showcasing what they have achieved creatively, under 25s generally see an increase in their confidence which further enhances what they feel able to do, and what forms of creative activity they may feel inclined to try.

Collaboration with professional artists and creatives who can share skills, develop confidence and support a high quality showcase/sharing are therefore a key request of those who took part in this research, and a major opportunity for artists and organisations who work with under 25s.

Under 25s in Nottingham are completely focussed on, shaped, and driven by their oncoming future. As individuals who spend the majority of their time in educational systems that push for success and attainment, their view of the future is one that should be successful. This societal drive for success promotes behaviours in which young creatives actively research and plan their future and focus on ways to achieve this.

They are ready and primed for thinking about their future and more confident than not that they are in control - however it is clear that as they get older, this confidence dwindles as the reality of the adult world becomes apparent and the safeguards of youth begin to be removed. The older our survey respondents were the less in control of their future they felt.

With such a focus on the way in which under 25s focus and place their attention on their future, young creatives are clear that their creative successes are a huge help for their future, whilst those who create less feel at a disadvantage. With portfolio careers on the horizon and industry changing at such an incredible rate, under 25s understand that their future is going to be incomparable to that of anyone who is advising them.

ALL ABOUT THE FUTURE 2

3

YOUTUBE MADE THE VIDEO STAR

The stand out feature of this whole youth trends project is the importance, and significance, of video in young lives. YouTube, Vimeo, Twitch, Snapchat, Facebook and Instagram all featured as the main ways in which under 25s consume cultural content; connect with others, find out about what they want to do and stay on top of what's happening around them.

The younger the respondent, the more likely they were to view YouTube and content creation as a viable career option. The scale of the platform provided by social media creates natural excitement among those under 25 - not directly reflecting a desire to be famous, but a desire to share their achievements with as many people as possible. Gone are the days of "will my photo get in the paper?" or "will it be on your website?" and instead the days of "will it be put on YouTube?" and "can I share it on Instagram?" are upon us.

UNIVERSAL CREATIVES

The current creative and cultural offer across Nottingham is inspiring a wave of indifference in the city's young audiences. Under 25s do have an aligned interest in a few key traditional art forms when it comes to taking part, however the overarching tendency is for younger participants to want to engage in a much more diverse range of artistic, creative and cultural artforms. Even when under 25s regularly engage in an organisation's participation offer, they are not interested, more often than not, in the formal programme that those same venues present.

Sport is culture too and for young creatives there is often little or no distinction between the traditional cultural sector, creativity, sport and enterprise. Creativity is viewed as engaging in activities that you enjoy, that excite you and give you a chance to express your passion, and as a result activities that do this take many forms. Beyond arts organisations, brands are also seen as a key part of the cultural realm, providing creative opportunities, partnerships and a means of self-expression. More often than not the creative relationships with brands and younger audiences are much stronger than those with arts, cultural and creative organisations. Is this because brands innovate and change their offer to best suit the relevant needs of their audiences when the formalised cultural sector sticks to their guns and proposes new iterations of the same programmes season after season?

WELL & TRULY WOKE

There's no doubt that the young are the future and this is something that all under 25s are aware of - there's no questioning that - but with the recent wave of seismic political activity that has swept the UK, under 25s are more engaged than ever in the political landscape that surrounds them. From the constitutional overhaul of Brexit to the local homelessness crisis, food poverty and more, under 25s have clear and often well researched opinions which shouldn't be underestimated.

Under 25s are also champions of social politics and liberal values. They are open hearted, open minded and tolerant, whilst simultaneously frustrated by the lack of understanding of these views by older generations. For them, equality, human rights and supporting minorities of all dimensions are givens which need to be celebrated and not debated.

Nottingham's under 25s live on the front line of many of the key political issues which are resultant from austerity budgets, educational reform and industrial change. In areas with higher levels of deprivation, there is a lower awareness of inequality and less appetite to fight change beyond what is geographically tangible. Disfranchised from many organisational or formal bodies, under 25s crave opportunities to have their opinions platformed in situations where they can stimulate actual change. Interest in social action is high, however the term is often viewed as woolly, sterile and confusing.

ANALOGUE INFLUENCERS

It's often assumed that younger audiences engage with social media as their primary means of communication and discovery of new activities. However whilst it is incredibly true that digital plays a huge role in the way in which they organise their lives, the role of analogue influencers cannot be ignored. In fact, in the youngest age ranges (11-15 year olds) who would be assumed to be the most digitally native of all our respondents were the most influenced by non-digital means when it comes to finding out about things to do, new opportunities and events. Parents, school and friends form the real social networks through which young audiences decide what to do.

Older age groups more actively use social media, in particular Facebook, to organise events, discover opportunities and network their creative activities in stark contrast to 11-15s who cringe at the mention of Facebook by name - a social network which is used more by parents and teachers than friends and acquaintances.

6

NOTTS 'N PRAHD

Despite the political barriers that thwarted Nottingham's 2023 European Capital of Culture bid, the campaign itself unearthed a wave of local pride and support of Nottingham-ness and our research reflected this. The majority of people surveyed felt proud of the area they are from. However, there is a strong correlation between socio-economic deprivation and a reduced level of pride which should be addressed. This links with a interest in making change happen and achievement.

Whilst proud of their city, young creatives in Nottingham are not able to clearly see the opportunity available to them, more often viewing larger cities such as London, Manchester and Birmingham as places where more great creative opportunities exist.

70% of under 25s surveyed believe it is important to be creative and 85% would say that they are creative. When asked what makes them creative or not, the majority of respondents linked back to the skills agenda at the heart of their lives. More important than any notion of innate talent, creativity is viewed as something which can be learnt and developed through participation and acquisition of specific skills.

Creativity, more often than not, is seen as difficult and requires effort - usually heightened by the perception of the formalised arts and cultural offering as difficult to access and unattainable for under 25s from lower socio-economic groups. Yet, despite this negative view of the funded sector, all under 25s who self-selected as non-creative during insight sessions actually were partaking in a vast amount of creative activity - they just didn't realise it.

In fact, vast amounts of those surveyed create on a daily basis. Nottingham has a large group of bedroom creatives who have gained huge momentum thanks to the networking potential the internet of things has brought to them. Young creatives actively create digital content through social media and video platforms at all times of the day and trends in lifestyle creativity has turned playground fads into content-producing challenges that engage a whole generation in exciting and transformational ways - just search for slime videos and see for yourself!

8 THE NEW CREATIVES

OUR RECOMMENDATIONS

We've spoken to hundreds of under 25s from across Nottingham over the past 6 months and have heard their thoughts and ideas. We now want to offer our advice to those who want to support the cause at the heart of this report: **How can more under 25s take part in creative and cultural activities across Nottingham?**

STOP SAYING 'YOUNG PEOPLE'

Young people don't actually like to be called young people. By the same logic anyone who is over 26 is an old person, and that really doesn't wash. Refer to people by age group instead, it helps to make what you're doing a lot clearer too.

BROADEN YOUR HORIZONS

Diversity isn't just skin deep, it's about thinking differently and working with a range of different people to create something really special. Under 25s from all backgrounds want to experience a diverse range of exciting experiences and providing a broader range of opportunities will no doubt improve the range of young creatives taking part.

Culture is not just the arts; creativity is seen as equal by under 25s across all aspects of their lives. Sports, commerce and business are creativity. What could be possible if you use your creative capacity to work in different ways and in different fields?

Most of the Creative Top 10 are not covered by Nottingham's major cultural institutions. What needs to be done to ensure that what under 25s want to do is available to them?

START MAKING VIDEO

Video is a key tool for anyone hoping to build awareness among younger audiences, especially when used in conjunction with targeted delivery methods (via Facebook/Instagram/Snapchat adverts). This provides creative organisations with two key opportunities - video marketing that is fresh, exciting and relevant to the under 25s involved and video showcasing, as a way of delivering content and cultural inspiration.

CREATE EXPERIENCES

What are the experiences you offer to under 25s? How do they find out about what you do and how do you offer different experiences for those who want to have in-depth engagements and those who are looking for a one off? Remember at different stages in their development young creatives will want (and need) different experiences.

BUILD PROJECTS

Project based creative engagements that are closer to professional working practices provide the focus on skills young creatives crave and need to support their creative confidence. This simultaneously prepares those with sights on a creative career, on how the creative industries function, providing the business, project management and back-end insight required of all artists.

TEST & EXPLORE

Young creatives want to be part of something special. Arts organisations need to test the findings of this report and the cultural education challenge. So here's your chance to craft unique activity with new groups of under 25s that match both of these needs. Don't overload them with evaluation and be clever in how you develop the projects, engaging under 25s from the outset and allowing their views to evolve your thinking.

OFFER GOOD OPPORTUNITIES

Under 25s want more than just regular activities and classes. Start creating opportunities that develop skills, support their future, give a sense of achievement and showcase success to their peers on as large a platform as possible.

DECENTRALISE & GO LOCAL

Don't see your venue as the enemy, nor see it as your saviour. See yourself as a network across the areas in which your audiences live, partner with community organisations as co-creators of what you do to reach new areas and creatives.

BE SOCIAL

Social media is evidently key, but who is your social audience? Organisational channels will struggle to gain traction among a broader youth audience as they're focussed on a much older demographic. Let those doing work experience and Internships with you give you advice - reverse mentoring is a brilliant thing when it comes to social media and marketing. Just don't exploit them - maybe even pay them?

SHED YOUR INVISIBILITY CLOAK

Hard to reach is a phrase that is used a lot and shouldn't be - it's often a poor excuse dressed up as a strategy. Always think of your programme as *hard to find*, then start looking at ways to remove your invisibility cloak. The cultural offer shouldn't be a game of hide and seek, it should be as readily available as finding fast food or fast fashion.

FOSTER LOCAL CREATIVITY AND SUPPORT PARENTS

We already know that the correct price is key in enabling attendance of young creatives at events and programmes, but just as important is a need for parental onboarding in order for under 18s to get permission to attend events and activity. If parents/carers haven't engaged in cultural activity themselves, they are far less likely to support an opportunity.

Geography is also vital, the younger you are the smaller the area you're able to travel in is. More creative opportunities are required at a local level which look past traditional organisational catchments and partner artists with youth groups and community projects to open up the creative offer across all of our city's neighbourhoods.

OFFER AN ESCAPE

Despite everything, under 25s are up against it. They are stressed, pressured, growing up in uncertain times and need a release. Match this with a social need to engage and share and you're onto a winner. It's important to note that the majority of the top 10 issues affecting under 25s can be supported, explored or addressed through appropriate and sensitive cultural and creative engagement.

PROVIDE STUFF

The next generation of creatives are already creating but quite often it's their access to resources that hold them back. Space is key and so is equipment. What do you have that's unused and could benefit a young creative? Offer it up and see what they do with it!

DON'T FORGET THEIR COMMITMENTS

The primary commitment for under 25s is their education and for under 18s this is a legal obligation, so don't forget to think about the different pressures that they are under at different times of the year. Want to get something done quickly in April-June? Think again - it's exam season! Why not try the Autumn instead?

NETWORK

Young creativity is not loyal, it's not set in stone, it's not on a consistent trajectory. It networks across opportunities, organisations and settings, testing and trying as it goes. Join what you're doing up with the other creative opportunities available across the city.

SUPPORT NOTTINGHAM YOUTH TRENDS 2019 CREATIVE

It feels like 2018 has only just begun but we're already planning next year's survey and Creative Youth Trends Report. To make it even bigger and better than this year's we need people like you to support us. Connect us to young voices, tell us what questions you want to know the answers to, or even sponsor a category!
Email: edward@wearenonsuch.com to talk more!

I N T E R O D U C I N G

DYT

[DO YOUR THING]

LET'S CREATE THE FUTURE

DYT is a new creative platform for 13-25s in Nottingham. We're powered by the team at Nonsuch and part of the youth engagement programme of Challenge: Nottingham's Cultural Education Partnership and so we're here to support more under 25s engage in cultural and creative activity across Nottingham.

DYT has been inspired by and built in response to the insight in this report and from day one, we've been listening to the thoughts of young creatives across Nottingham to create something that fills the gap in provision and is fit for purpose. Through talking to and co-creating with under 25s we've designed a platform that aims to network across organisations, artists, communities and under 25s in order to make Nottingham's creative offer more visible and more relevant to young creatives' lives.

Based around online platforms and digital content channels, DYT will also support the development of new provision that isn't currently offered across Nottingham. Our work, for now will focus on those aged 13-25 in Nottingham taking part in out of school activity.

WHAT'S ON THE CARDS

DYT is here to work in partnership with all arts organisations, venues, youth groups and independent artists across Nottingham to achieve our aim of unlocking the creativity of our city's 13-25s.

Our programme will be centred around producing content to raise awareness of creativity in Nottingham, providing support and resources for young creatives, building partnerships to support others to reach 13-25s and delivering a programme of partnership based events and opportunities.

We'll also be ensuring that Nottingham Creative Youth Trends becomes a yearly conversation and are already excitedly planning the 2019 survey. We need support though - so get in touch!

WANT TO JOIN DYT?

Old people as well as young people are welcome to join DYT. All you need to do to get in touch with us and we'll get you started.

dyt@wearenonsuch.com
[@dytlive](http://dytlive.co.uk)

POWERED BY
NONSUCH

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TIME TO

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Creative opportunities, free space,
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