



The Beatfreeks Collective

A collective using creativity for good.



**FUELLED CONVERSATIONS
& CONCEPTS**

THAT DARE PEOPLE
TO CHALLENGE

THE WAY OF THE WORLD

The
Mission

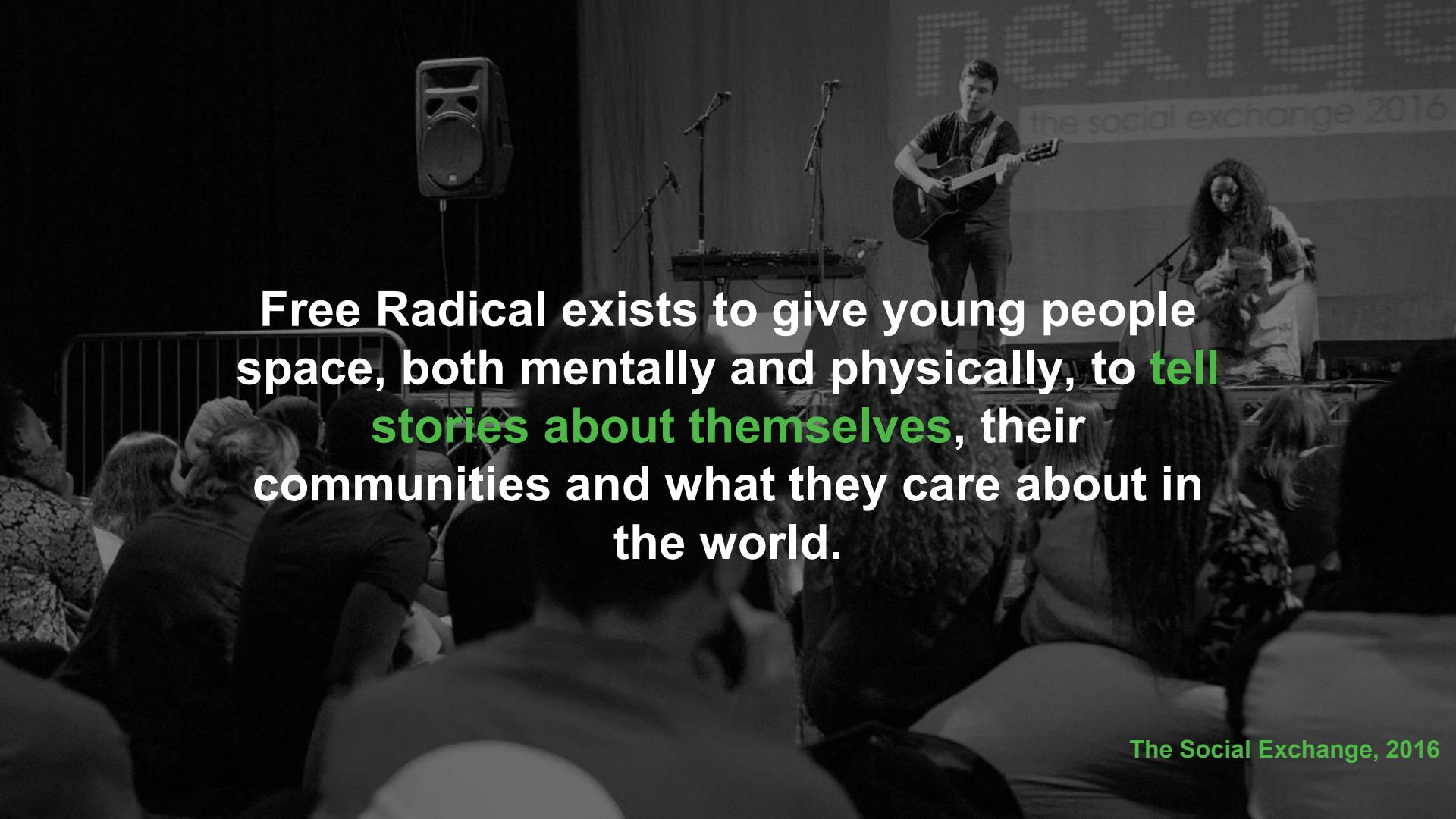




FREE

FREE RADICAL

A part of the Beatfreeks collective



Free Radical exists to give young people space, both mentally and physically, to tell stories about themselves, their communities and what they care about in the world.



DOINK

A part of the Beatfreeks collective



**Doink humanises data to tell
extraordinary stories and
facilitate better decisions.**



YOUNG GIANT

A part of the Beatfreeks collective



About Young Giant



Young Giant is a youth engagement agency developing 'Institutions of the Future' through the power of young people.



Young Giant - 4 Ways to Transform How You Work With Young People

1. Young people view heritage differently to organisations

*Start with a question and find a common language.
No jargon please.*

Not all young people sit on social media – in fact some young people are reducing their social media intake. But how many of you would make the assumption that all young people have Snapchat or Twitter? Start by taking away your assumptions - not all young people are the same and they definitely don't all engage in the same way. Start by asking questions to understand who you're engaging with.

Don't patronise young people with your language, but find a balance between jargon words you put in funding applications and the language that will make young people feel genuinely engaged and excited.

Young people are interested in intangible aspects of the world, where they come from, how they got here, and what other stories might be out there. Some don't get the fuss about old buildings. Start with what they're interested in and go from there. 'Heritage' encompasses many stories and experiences in its tapestry, some of these stories are glorious, but others shine light on a dark past. We owe it to the people these stories encompass to make sure that all of the stories are told.

That's how passion is sparked.

How to find common language:

- Check your understanding of terms. What do you mean by heritage or by young people?
 - Ask questions and be curious
- Young people value face-to-face as well as online interaction - be as present as you can be in as many ways as you can be
 - Take away the assumptions

2. Segmenting Young People

Not all young people are the same.

Passions and career aspirations make young people as different as where they are from or what their religion is.

Young people value a mixture of face-to-face interaction and a little bit of whatsapp too (or any other social for that matter). Give them the space to engage in multiple ways so they have a choice and different avenues. Don't copy and paste your content across platforms, different users use different language.

How to segment young people:

- Work out what they are interested in, their skill level or their past experiences
 - Find common groupings of behaviours or passions
- Work out *who* you're trying to engage and find a hook that will bring that group to you. Stop assuming young people will be attracted by the same thing.

You won't find all young people on social media, nor will you find them directly through community centres. The best way to engage young people is find someone and/or an organisation who do it really well and genuinely. There is an investment to be made by all organisations in young people and the people who have access to networks.

Through Beatfreeks we work on using creativity to engage young people, we go out to unexpected places i.e. parks, coffee shops and college common rooms and use art as a hook to get attention on new projects.

Although not all young people use social media, 73% of 16-25's open instagram on an average of three times a day, are you still using facebook to disseminate your opportunities? Facebook over the last year have started to dilute your messages, the less likes a post receives the more likely it won't be on people's timelines.

3. Youth ownership needs to be underwritten by risk management from organisations

Young people should join projects where they feel a sense of responsibility and ownership. Organisations working with young people need to understand how trust relates to a sense of ownership on a project.

There is a fine line to dance; you need to bring young people in on the journey by asking questions, getting their ideas and ‘handing over the reins’, but at the same time, they and you need to understand the risks involved. Have a plan in place, similar to a risk assessment, this will allow your organisation to be flexible and agile at the same time as allowing young people to make the decisions.

How to manage risk:

- Give them a brief and outline your outcomes. Be honest if you have to achieve something because of your funding or organisational strategy. Tell them so they can be empowered to help you reach it, not feel like it’s strangling their creativity.
- Allow them space to edit this and add on to this before you finalise it as much as possible. If there is scope for these outcomes or outputs to be edited, involve young people in this as much as possible. It’s the difference between young people volunteering to do your work and young people being empowered to create work with you.
- Give them a budget they can work from but have a contingency budget internally in case. Genuinely let go and let them allocate whatever budget you can afford for them to spend. Always keep some back for the things they might forget or don’t need to be bogged down in.

4. Don't Make Heritage Old!

It doesn't have to be boring. Even the staff call it 'boring' – stop apologising for your passions!

You wouldn't buy a car if the buyer told you it was old, rusty and no one has used it in a while. That's what you keep telling yourselves and others about heritage. YOU need to keep the excitement, that's what will inspire more people to get involved.

Remember why you do it, and what it gives to you BUT understand this won't be the same for future generations. Use this gap as an opportunity not a barrier. It's a chance to start a conversation and share some stories.

Young people are passionate, and passion is contagious so let them see why you work in heritage, how you work in heritage and why they should get involved.

“The terms “hard to reach” is a famous one we all know about. No one is hard to reach, if you put the effort in to engage them. Stop seeing young people as hard to reach and start finding innovative ways of reaching out.”

Contact us for coffee?

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