



Young people and music: research brief

We're Youth Music. We're a national charity investing in music-making projects for children and young people experiences challenging circumstances.

We're looking for a research agency to undertake a significant investigation into **the role music plays in young people's lives in England**.

About Youth Music

Each year more than 350 Youth Music projects are taking place across England. That's around 75,000 children and young people (aged 0-25) regularly making music. We believe in practical, creative music-making of every possible style and technique.

We invest in music-making projects where they're really needed, in all kinds of places. Youth centres, libraries and prisons. Nurseries, hospitals and housing estates. Sometimes schools (although usually out-of-hours). Often, it's the fact that the projects aren't school which helps young people to engage.

Youth Music offers meaningful chances to young people in complicated situations.

www.youthmusic.org.uk

Background to the research

Youth Music was founded in 1999. Since then, we've been at the forefront of young people's music-making in England.

Every Youth Music project measures its impact, helping us build a unique national overview.

Our projects help young people to develop musically, of course, but they have personal and social outcomes too. We support young people to build their confidence, resilience, and self-esteem. To meet different kinds of people, learn to trust each other, and make friends. To develop vital skills they need, get support to be able to face the world, and take control of their own lives.

We know the difference making music has had for the young people we've supported. Now we want to understand the big picture of the role music plays in young people's lives – including those we're not yet reaching. This research will be vital in informing our work with young people,

helping to shape our future investment and strategy. It will also present us with PR opportunities, helping to raise awareness of the findings.

We previously carried out an [omnibus musical engagement survey](#) in 2006. We don't want to replicate this report exactly, but we do want to understand how the country's musical landscape has changed since then.

What the research project will need to do

- Build a picture of young people's engagement with music, including the opportunities they have to make music in and out of school, any instruments they play, the types of music they like to listen to (and how they choose to do so), and their live music preferences.
- Develop understanding of young people's feelings about music, including how it affects their wellbeing, the part it plays in constructing their identities, and their musical ambitions.
- Engage a representative sample of young people and use a mixture of qualitative and quantitative methods.
- Analyse the data to identify trends, and report on how this differs due to demographic factors, including age, gender, ethnicity, and where young people live.
- Compare and contrast the information from young people who have taken part in Youth Music projects, and those who have not.
- Produce a final report, sharing the findings in a clear, accurate and engaging way.

Who you'd be working with

Youth Music has a small staff team based in London, and you'll end up working with several different team members.

The project lead will be **Nick Wilsdon** (Learning and Evaluation Manager) with support from Communications Manager **Sophie Appleby**.

We would be open to partnering with other organisations that could add value to the research, and to the publication and dissemination of its findings.

The type of agency we're looking for

- **Experienced** – You'll be able to share examples of your previous work on national-scale research projects, ideally focusing on experience in the not-for-profit, music or youth sectors.
- **Inclusive** – You'll be keen to ensure that selected participants reflect the diverse experiences of young people across England, and you'll be committed to conducting research in a manner which is ethical and respectful.
- **Collaborative** – You'll be happy to work closely with Youth Music (and partner organisations) to develop the research scope and questions.
- **Creative** – You'll be interested in coming up with engaging ways of sharing the research findings with the public, potentially including infographics and video clips.
- **Proactive** – You'll guide us in making decisions which will ensure this work has maximum impact, including alignment with other surveys and consideration of areas which could gain media interest.

Budget and timeline

- Budget: in the region of **£20,000** (excluding VAT)
- Proposal deadline: **Friday 17 November 2017**.
- If your proposal sounds suitable for us, we'll follow up by inviting you to an informal interview by the **end of November**.
- Presentation of interim findings: **February 2018**
- Final report deadline: **March 2018**

What we need from you

Your proposal should be no more than six sides of A4, and should contain:

- your vision for the project
- evidence of your experience
- your process for engaging with the Youth Music team
- your methodological approach, including sample size and demographics
- a breakdown of your budget (including travel costs)

- a timeline from initial appointment to publication of findings
- a suggested strategy for disseminating the research findings
- information about your project team, and contact details of the project lead.

Please email your proposal to nick.wilsdon@youthmusic.org.uk. If you have any questions beforehand, give him a call on 020 7902 1069.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**