

Welcome!



We want people to participate but please use the 'raise hand' facility to ask questions and contribute when others are talking.

Please be considerate to others - together we want to create a safe, open and reflective space to learn.

You can turn on live captions on by clicking on the 3 dots at the top of your screen if you need this.

The link to the feedback form will be put in the chat.

Please do take the time to complete it after the session.

Thank you!



Kick the Dust

A Game Changer for Norfolk Museums Service

Christine Marsden – Project Coordinator



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ENGLAND**



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**Heritage
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Norfolk Museums Service Context

- To share Norfolk Museums Service (NMS) experience regarding models for youth participation and working with vulnerable young people and those with complex needs.
- To hear about two of our former participants about their progression and impacts on their lives.
- To share how NMS has used the approach and learning to inform our youth engagement strategy and bring about Institutional Change.



What is Kick the Dust? Through the eyes of our young people



'Kick the Dust' Overview

Funded through the Arts Council NPO Uplift award to March 2027 and building on the previous success of the NLHF funded 'Kick the Dust' project which ran from Oct 2018 to March 2023.

Targeting young people in the three Levelling up for Culture places of Great Yarmouth, King's Lynn and Thetford, working in partnership with Norfolk Library & Information Service.

Enables young people to participate in high quality cultural and heritage activities to develop their creative and digital skills, raise aspiration and increase wellbeing.

Numbers to end of October 24:

- 1249 young people engaged in 3074 interventions
- 2238 hours of high-quality activities delivered across the county
- 76% of all activity designed and led by young people
- Youth Board established for 17-25 yr olds with 12 Youth Ambassadors





Kick the Dust Aims

- To develop transferable work skills to support more working age young people into employment, training or further learning;
- To develop digital skills to address the digital skills gap in the heritage and cultural sectors;
- To increase young people's creative skills and for young people to experience new cultural experiences;
- To encourage an appreciation of the history and culture of their local communities.

Kick the Dust objective:

To increase the quality of youth engagement with heritage by upskilling staff and making heritage relevant to more young people through co-creation

How does Norfolk Museums Service achieve this?

- Through a 3-stage approach to delivery- **Player-Shaper-Leader model**, with **co-creation** at the heart of all activity
- By measuring **number of interventions** not just individual young people taking part
- Having an **embedded post** in YMCA Norfolk to ensure access and delivery at pre-player level
- Offering bespoke **staff training which runs in parallel**, so ALL staff feel empowered to engage and have confidence to work with more challenging groups
- Through a **robust evaluation tool**, informed by our Youth Ambassadors and supported by Public Health Norfolk, to measure impact on skills, confidence and mental health and wellbeing.

Kick the Dust Groups

- Young people with mental health issues – 34%
- FE/HE – 34%
- NEET – 30%
- Secondary schools – 29%
- Outside of mainstream education – 24%
- YMCA clients – 10%
- New arrivals and refugees – 6%
- SEND – 7%
- Young Carers – 3%
- Looked after children and adopted living those at home - 1%
- Care Leavers – 1%
- Pregnant young mums and teenage parents – 1%
- Other groups – 23%



Kick the Dust Mapping Tool

PLAYER

One-off activities or taster activities
Making sessions based on collections
Taking part in a tour of the Museum

Include work-awareness opportunities – meeting staff, hearing about their journeys & job roles; opening eyes to opportunities and skills

SHAPER

Being part of a 'project group'
Co-curating an exhibition
Co-delivery of an event
Developing a new tour or an escape room
Producing an art installation

Includes work experience opportunities – structured programme with different staff to experience different areas of the museum. Skills development; understanding work ethic; clearer understanding of own skills and links to areas of interest.

'Creative Careers' week showcasing job roles in the museum or being part of an event in the wider community

LEADER

Mentoring other young people; mentoring staff
Part of a Youth Voice programme
Developing a tour that shapes the way museum interacts with specific groups e.g. LGBT+
Undertake specific volunteer roles e.g. Digital Buddy supporting social media for museum, Project Assistant

Governance – providing opportunities for young people to engage with the governance of the museum.
Participation in conference to share best practice
Part of the Youth Board as Young Ambassadors
Part of the wider agenda eg Local Cultural Education Partnerships

Long term work placements linked to areas of interest
Volunteering – semi/ or independent placements (in chosen area possibly where they have been involved through a KTD activity). Ability to make connections between own skills & skills required for specific job roles.

Preparation and take up of paid pre-traineeship – eg 10 hours per week

Progression outcomes

High success rate of young people progressing from Leader level to employment; **80%** stating that there were jobs for young people like themselves

Success rate of **73%** for young people progressing from Shaper level to further learning or volunteering

94% stated they had gained a sense of achievement and increased confidence. Alongside positive impacts on mental wellbeing this was a key outcome for all participants.

94% stated that they had developed transferable skills and **95%** had an increased understanding of heritage and the job roles



Traineeship model

Adapting the approach to support those ready for work

- Developing a progression model for the traineeship programme
 - 12 month traineeship with L3 Diploma in Cultural Heritage
 - 8 month traineeship with Gold Arts Award
 - 10 hours a week for 10 weeks pre traineeship in Front of House/ Visitor Services roles



Pre-Traineeship programme

- Based on 10 hours a week for 10 weeks.
- Offers progression for those involved in Shaper/Leader opportunities but who lack confidence or have barriers that make it more difficult to take on full time work.
- Thetford based young person on placement at Norwich Castle in the Learning Engagement team from October to December.
- Opportunity to gain experience and increase confidence in preparation for next steps.
- Successful programme with one young person now permanent staff at Norwich Castle.



Jazz's story



Millie's story

- Former participant coming via YMCA Norfolk
- Undertook pre-traineeship programme in 2023 (10 hrs a week for 10 weeks)
- Applied for Visitor Services role
- Now full-time staff member at NMS



'Catch of the Day' exhibition at Time and Tide

- Adam, one of our KtD young people who identifies as gay, wanted to celebrate and pay tribute to the strong men and women who worked in the fishing industry and who had to hide their sexuality.
- He created 3 costumes, taking typical work wear and gender specific clothing and shaking it up for his unique exhibition at Time and Tide museum.

SKILLS: confidence, team working, decision making, problem solving, speaking and listening, creativity



Professional photo shoot on the '*Lydia Eva*' fishing trawler

'Nothing About Us Without Us': Disability History in Norfolk

Using her personal experiences of living with autism and her passion for museum activism, one young person developed a touring exhibition featuring objects and stories of the experiences of Norfolk people living with disability.

She highlighted how public attitudes and language of disability have changed over time to raise awareness of disability rights in Norfolk.

She produced a touring exhibition for students with complex needs which toured libraries across the county.

Bethan progressed to Anglia Ruskin University on the illustration course, something she would not have thought possible before taking on this project.

SKILLS: self-confidence, time management, speaking and listening skills, decision-making, communication



Mental Health and Wellbeing



34% of young people identified as having a mental health issue which could impact on their ability to engage in activity.



“I used to be scared and not confident. Now I’m much more confident. I wouldn’t speak to any adults before” Young Person in Make Yarmouth



“Our project worker made sure we were comfortable ... she let us know the week before who we were going to meet and so I never felt ambushed” Young Person



“It’s helped me with people at school. I didn’t talk to a lot of people before. They might come over to me, but I just ignored them because I didn’t know what to say - now I do” Young Person



“I struggle with social anxiety and having this awareness incorporated into the traineeship was really important. If we need help, people understand us” Ricardo Trainee

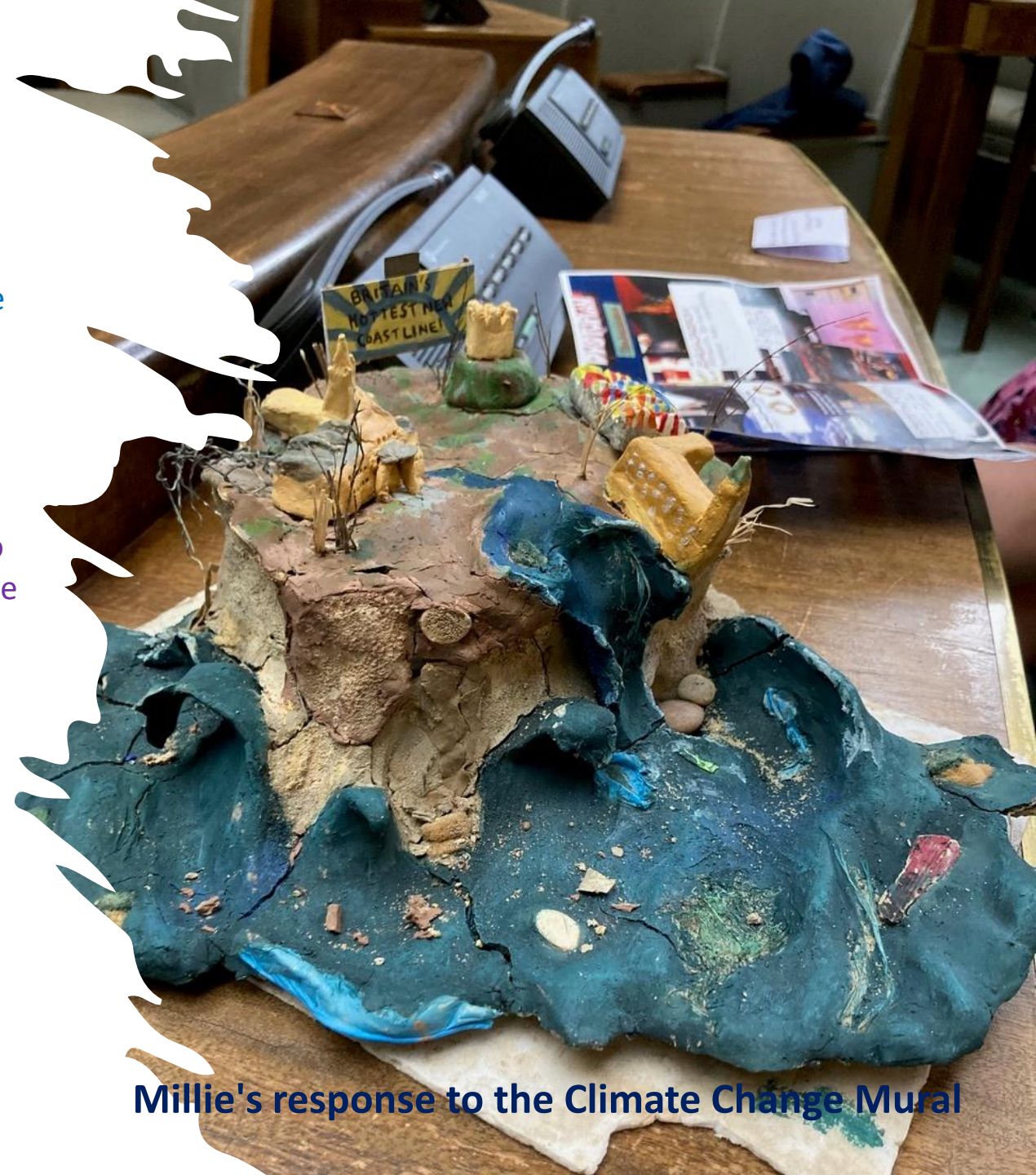
Impacts on young people

'The most important thing that Kick the Dust did for me was increase my confidence through representing the voices of other young people, inspiring me to pursue a career in the museum sector by showing me that it's a place where I'm able to make positive institutional change.' (Emily Young Ambassador)

'Kick the Dust gave me hands on experience of the industry I want to work for while becoming more proficient in the skills I need to get me there.' (Chloe, Work experience participant and Young Ambassador)

'I still have issues in social situations but doing the online work experience has definitely helped me understand that I can function in similar situations' (online participant)

'I don't have a lot of confidence, so it was a risk for me to be pushed out of my comfort zone. So now when I do something new, I do think about it a lot before I do it, but I am much more confident to give new things a try.' (Young person on work placement at Stories of Lynn)



Millie's response to the Climate Change Mural

Summary

- More diverse groups of young people have engaged in positive activity opening their eyes to potential careers paths within the sector- 47% of young people identify as neurodivergent
- 89% of young people agree that the skills they have developed will support them in their future lives
- 91% strongly agree they are given a voice that is listened to
- Staff within NMS have the confidence to 'hand over the reins' to young people and have embraced 'co-creation' as a model of engaging with young people and incorporating their voice
- Partners working with young people facing emotional, social and physical challenges to engagement in the wider learning arena see the positive outcomes on confidence, mental health and wellbeing



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Kick the Dust Website

[Kick the Dust - Norfolk
Museums](#)

<https://youtu.be/kcyHlrPPpQo>

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Please let us know what you think



<https://forms.office.com/e/PqVNki3HUA>

