



# Kick the Dust Norfolk

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# ‘Kick the Dust’ Norfolk

- Funded by the **National Lottery Heritage Fund** to the end of **May 2022**;
- **County-wide** with 3 Project Workers co-designing activity with young people in West Norfolk, Great Yarmouth and North Norfolk, and Norwich.
- Two embedded Youth Engagement Workers within **YMCA**.
- Focus on **Institutional Change** supporting staff to ensure Kick the Dust becomes an embedded Youth Engagement Strategy across Norfolk Museums Service.



# 'Kick the Dust' Targets

- Aim to work with 8000 young people aged 11-25 years working in consortium with Creative Collisions (Great Yarmouth) and YMCA (county-wide);
- Exceeding targets - Numbers to end of November 2019
  - 3842 young people have engaged in 2182 hours of high quality activities across the county
  - 46.% aged 11-15; 45.8% aged 16-21; 7.7% aged 22-25
  - 43.3% female and 40% male, 10.7% non-binary (6% unknown)
  - 161 young people have carried out a volunteering role
  - 533 interventions have been with YMCA clients
  - 48% of target number
- Very much a partnership approach including working with elected members.



# Audiences Engaged

- Targeted young people in secondary schools (52%)
- Looked after Children and Care Leavers (20%)
- SEND schools (16%)
- Young people outside of mainstream education (13%)
- Young people with mental health issues (13%)
- Young people in FE/HE (10%)
- Young people at risk of offending (10%)
- Adopted young people living at home (6%)
- YMCA clients (6%)
- Young Offenders (6%)
- NEET (3%)
- Young carers (3%)

**34%** of activity has taken place in Kings Lynn; **45%** in Great Yarmouth; **21%** in Norwich.

**5% Pre-Player; 46% PLAYER - 42% SHAPER - 7% LEADER ACTIVITIES**



# ‘Together for Norfolk’ NCC Business Plan

Kick the Dust supports the Business Plan in terms of:

- *developing skills for the future* and helping prepare young people for ‘Adult Life’ in particular for young people who face *significant barriers to engagement* i.e. mental health issues, learning difficulties (page 15, 32).
- Supporting the agenda for *creating more work opportunities* enabling more disadvantaged young people to have a choice over future careers and allowing them to make a smooth transition into adulthood and employment (page 25, 32)
- Supporting *children who are looked after and those who are excluded from mainstream education to reengage in learning* and exceed their educational achievement outcomes through targeted activity and offer of *Arts Awards* (page 33, 31)



# Key Findings

- 21.5% of young people found out about Kick the Dust through a friend; 23% through a teacher/ career's adviser in school or college.
- 15% found out through other partner organisations which includes YMCA, Children's Services, Prospects, Creative Collisions.
- 6% took part after seeing a flyer or poster about the project.
- 62% had not taken part in any previous activity with NMS.
- 78% of young people stated they had little or no knowledge of job roles in NMS or the heritage sector.
- 86% felt that museums were a space for them.



# Year 2 Focus

- Focus on skills development:
  - Work awareness opportunities
  - Work placements/ work experience
  - Volunteering
- 
- Staff training to support young people
  - Staff engagement in co-delivery of Kick the Dust

*Creativity*

*Team working*

*Problem Solving*

*Decision-making*

*Communication skills*

*Work Ethic*





# What is happening in Norwich?

Impact on  
young  
people

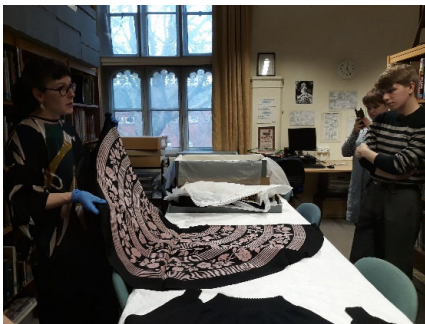
70 staff  
trained in  
5 areas

*'Where a young person takes part in 4 or more interventions with an employer, they are 5 times less likely to become NEET' (Not in Education, Employment or Training). (Employer's Task Force)*





# 'Norwich in 1959' at the Museum of Norwich



- To engage a core group of young people in understanding each step in the exhibition process by working with them to:
- Select costumes and accessories from the Museum of Norwich and the Costume and Textiles collection to be displayed as part of the *Norwich in 1959* exhibition
- Research clothing trends in the 1950's using the Costume and Textiles library, including looking through books, magazines, and patterns.
- Collaborate with the design team to create a display for the selected costumes.
- Assist museum technicians to install the selected costume and textiles prior to the exhibition.
- ***One young person returned to volunteer over the summer break, giving back to the Curators***

# ‘Making Your Mark’ programme

- Building on existing successful programme delivered in partnership with Norfolk Youth Offending Team.
- Working with often disadvantaged young people to develop their team working skills and confidence in an inspiring setting.
- Celebration event to celebrate success and learning.
- Work on display in Rotunda.
- Opportunities to meet professionals.
- Celebration event to celebrate success and learning.





# Museums at Night

- October half term
- Engaged 10 young people
- Researched into the history of Norwich and thought creatively about how their research could be brought to life by scent
- Worked alongside the curator at Museum of Norwich, artists, costumed interpreters and food historians
- Visited Norfolk Record Office
- Hosted event on 2 November – attended by over 200 people 100% of whom rated the experience as 'Excellent'



# Impacts – Museum at Night participants

- All young people had learnt new and interesting things about heritage in a fun way with 75% stating that their involvement had been better than they had expected.
- All young people stated they felt welcomed and respected by staff and that their voice had been listened to.
- All stated they now had a better understanding of heritage having taken part in the programme.
- They all felt that heritage was a way to engage young people and that there was something for everyone.
- 'I felt empowered, trusted by the adults, that there is a place for me in history and heritage, optimistic for the future' – Museums at Night participant
- 'I loved having the chance to see the 'behind the scenes' parts of the museum. Doing so much history all week and meeting people who love history as much as I do. I felt that my stick/illnesses were accepted without question' – Museums at Night participant



# Parkside School - SENDing the right message

- Staff training September 2019 by 2 members of the school;
- Year 11 work-related programme developed with the 'Interactive Workplace' event November;
- Staff supporting additional work related activity at Gressenhall and Norwich Castle
- Co-delivery of SHARE Conference 10<sup>th</sup> February in Bishop Stortford



# In Summary

- County-wide programme.
- Working with existing and new partners.
- A progressive programme of activity and opportunities for young people across the region.
- Finalists for the Children and Young People's Now Awards – Youth Work Award
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