

A red telephone booth is the central focus on the left side of the image. It has a sign that says 'TELEPHONE' at the top. The background shows a city street with buildings, trees, and people walking. A large white text box is overlaid in the center.

TELEPHONE

Welcome to DYT

Introduction and Launch Update for Arts
Organisations and the ChalleNGe Network




What's in this deck?

This [quite hefty] deck has all the information you and your organisation needs to know about DYT, to support the initiative and get involved.

1. **What is DYT:** our mission and channels.
2. **Background to DYT:** the process, the team, the goal.
3. **Development Timeline:** what does the next year looklike?
4. **Programme:** what we will be doing?
5. **How to Get Involved:** DYT is for you, your organisation and your 13-25s





DYT

1. What is DYT?

Our mission, our channels and sites.

DYT is a creative platform for 13-25s in Nottingham.

Our mission is to give young creatives the space, opportunities, support and platform to *do their thing*.

We do things differently to shape a creative future fit for the 21st century.

Building opportunities for those who use the most successful media platforms you've never heard of.

Unleash your creativity. Take on the future. **Do Your Thing.**



Our Channels:

dytlive.co.uk

An online magazine to celebrate, showcase and develop youth culture, creativity and entrepreneurship in Nottingham.

@dytlive

Twitter/Instagram


fb.com/dytlive

Facebook

youtube.com/dytlive

DYT//TV





DYT

2. Background to DYT:

Our development, our team and our goals.



Our Development

DYT = Do Your Thing and we first started out as the outcome of a Act4Change project supported by The Mighty Creatives. The test pilot of the project looked at how young creatives can be supported in the work they do by arts organisations connecting with them on their level.

Through research we learnt that young creatives in 'hard to reach'* or 'less engaged'* groups were taking part in vast amounts of creative activity, but had little support to scale or grow their activity.

*let's not use these phrases anymore, they're slightly archaic and not very helpful

In February we launched a private MVP (minimum viable product) of the website and have since then worked to develop the offer in collaboration with 13-25s across Nottingham.



Championing Youth Voice

Throughout the whole process of DYT we have consulted with the people who will use and benefit from our programmes.

Between March and May we met with over 10 groups of 13-25s across Nottingham to hear their thoughts on creativity, cultural engagement, their futures and what they want to see from a platform such as DYT.

We are also running two surveys until 30th September to listen to the wider opinions on creativity, both from 13-25s and arts organisations.

Take/Share the Surveys:

[13-25 Survey \[they can win amazon vouchers\]](#)

[Arts Organisation/Workers Survey](#)

Over the coming year we will continue to gather and share youth insight on creativity and cultural engagement. This will be shared with ChalleNGe members and DYT partners.

DYT & ChalleNGe

Through developing the draft ideas of DYT and the initial MVP, we have partnered with the **Creative Quarter** to lead on Youth Engagement as part of **ChalleNGe: Nottingham's Cultural Education Partnership**.

Cultural Education Partnerships are an Arts Council initiative to bring schools, under 25s, arts organisations and businesses together to ensure that every child receives the best cultural education possible and that no child, irrespective of background, is left out.

In Nottingham, the cultural education partnership is led by the Creative Quarter in partnership with The Mighty Creatives.

Day-to-day operations are led by:

For Schools & Education: Marisa Blissett & Martha Toogood, ChalleNGe Coordinators, based at College Street.

Email: hello@challengenottingham.co.uk

For Youth Engagement: US! At DYT.

Email: dyt@wearenonsuch.com

Our Team

DYT is powered by the team at Nonsuch and supported by the findings of the major youth engagement campaigns we have worked on over the past 3 years.

somewhereto_ was a massive free space project across the UK, giving 16-25s free space to develop their creative and entrepreneurial ideas. In just under a year we unlocked over £75,000 of free space.

UNDIVIDED is a UK-wide Brexit youth engagement project and Nonsuch lead the national programme.

Undivided reached over 4.4million 13-29s across the UK in 3 months and has supported over 9,000 individuals engage in Brexit negotiations. [Read the report.](#)

The DYT Team is:

Courtney Nettleford, DYT Producer

courtney@wearenonsuch.com

Olivia Wheeler, DYT Administrator

olivia@wearenonsuch.com

Edward Boott, Artistic Director & CEO

edward@wearenonsuch.com

POWERED BY

NONSUCH



DYT

3. Development Timeline



DYT

Timeline of Development

We'll be developing DYT across the coming year in a four-stage development process to ensure that we constantly iterate and improve the programme before seeking further sustained investment.

- July 2017 - October 2017: Launch & Test
- November 2017 - January 2018: Iterate & Build
- February 2018 - June 2018: Establish & Embed
- July 2018 onwards: Scale & Celebrate

Phase 1: Launch & Test

What we will do:

- Build and launch dytlive.co.uk
- Establish small group of Content Producers to grow content streams
- Build a key audience of 13-25 year old creatives through social and activity
- Establish partnerships with ChalleNGe members and the wider youth ecosystem of Nottingham.

Targets to Achieve: July 2017 - October 2017

- Over 5,000 visits to the website
- Over 500s followers across all social
- 20 pieces of content published
- 50 pieces of content submitted
- 40 space matches
- 2 awareness campaigns
- Summer of DYT (5 opportunities)

Phase 2: Iterate & Build

What we will do:

- Continue building and developing the DYTlive.co.uk
- Content Producers increase in size and more content grows.
- Build key public awareness through campaigns and events.
- Run a number of events in key locations to encourage sign-ups and build active audience.

Targets to Achieve: Nov 2017 - Jan 2017

- Over 10,000 visits to the website
- Over 1000 followers across all social
- 40 pieces of content published
- 100 pieces of content submitted
- 60 engagements (30 space matches)
- Large-scale public awareness campaign
- Launch City Youth Trends Report

Phase 3: Establish & Embed

What we will do:

- The website gains full functionality in it's basic form.
- Applications for the development of the platform will be submitted based on the findings of the first 6 months.
- Seek to truly embed dytlive.co.uk as the youth platform for Nottingham through partnerships and events.

Targets to Achieve: Feb 2018 - Jun 2018 (per month)

- Over 5,000 visits to the website
- Social growth of 500 across platforms
- 25 pieces of content published
- 50 pieces of content submitted
- 1 engagement campaign
- 30 space matches


Phase 4: Scale & Celebrate

What we will do:

- DYT scales across Nottingham and the website has a fully functioning professional redesign.
- Creative Development Programme to support the depth of engagement emerges.
- Scope for engaging DYT audience at a national level to boost opportunities through partnerships

Targets to Achieve: July 2018 onwards (per month)

- Over 10,000 visits to the website
- Social growth of 1,000 across platforms
- 30 pieces of content published
- 60 pieces of content submitted
- 1 engagement campaign
- 2 events
- 4 workshops
- 50 space matches

A wide-angle photograph of St. Martin's Church in Manchester, a large neoclassical building with a prominent dome and clock face. The church is surrounded by greenery on the left and a city street with other buildings on the right. In the foreground, there is a paved plaza with a fountain, benches, and a group of pigeons. A large, semi-transparent white circle is centered over the church, containing the text 'DYT'.

DYT

4. Launch Programme Streams

A small version of the 'DYT' logo, consisting of the letters 'DYT' in a bold, black, sans-serif font inside a white circle.

DYT

DYT Launch

DYT has launched!

In preparation for this launch and the first build phase [**Launch & Test**] we have been developing a number of programme streams that will form the basis of all future DYT activity and programme.

We want to share these with you so that you can see how we will be working over the coming year and enable you to think about how we can work with you and your organisation to increase youth engagement across the city.



Programme Streams

The strands of the DYT programme will cover 3 main areas:

CONTENT

- Creating, showcasing and producing digital content made by and with 13-25s in Nottingham.

SUPPORT

- Providing access to space and resources, skill development and opportunities for 13-25s in Nottingham.

PARTNERSHIPS

- Producing events and partnership programmes aligning engagement ambitions of organisations to the active audience of DYT.

Content

Content for **dytlive.co.uk** will be produced through two main processes. Those that will be driven by individuals submitting to the platform and those which our in-house team will produce.

Submissions

- Videos or articles on any theme in response to our editorial channels.
- Strict editorial quality guidelines which must be adhered to.
- Support offered where required in order to enable broader reach and develop skills.

In-House Production

- Produced by the DYT team in collaboration with 13-25s in Nottingham.
- Hero content designed to boost engagement, gain local and national press attention and facilitate broader aims of ChalleNGe.
- Partnerships brokered with external partners.

Support

Support is integral to DYT in building and shaping a creative generation that is resilient and able to grow to the ambition we want.

Space & Resources

- The DYT team, website and channels will lead on a free space matching programme for registrants of the programme.
- A resource/equipment library will also be set up.

Opportunities

- DYT will lead on creating and leveraging amazing opportunities in and beyond Nottingham.
- Like IdeasTap, opportunities will be aspirational but attainable.

Skills Development

- DYT will build and deliver a creative development programme to build mass creative participation across the city. [Long Term Goal]

Support: Opportunities

“Good” opportunities are another key ask of those who responded to our questionnaire and attended insight sessions.

What makes a good opportunity?

- Mutually beneficial opportunities for both the person taking part and the organisation.
- Needs to have a mix of some really amazing, high level opportunities that really stand out.
- Doesn't have to be paid but cannot be exploitative.
- DYT could potentially become a broker and quality mark for the outputs of young creatives in Nottingham at the start of their career.
- Must be shareable: those who get the opportunity should feedback, share their experience via the DYT channels/platform.

Partnerships

DYT will reach and connect with more people through partnerships and will sit at the heart of a vast network of organisations, artists, businesses and 13-25s - partnerships will drive this forward and help us make the greatest impact possible.

ChalleNGe Partnerships

- Organisations within ChalleNGe will be invited to partner with DYT to produce TakeOver events, unlock space, give free tickets and host opportunities/showcases.
- Some elements are funded, some will need to be co-produced.

External Partnerships

- Amazing creative businesses, brands and organisations outside of ChalleNGe are invited to partner to do really incredible things for 13-25s in Nottingham.
- High level, high engagement opportunities to boost creative appetite.

Partnership Rules

Partnerships are key to developing DYT and ensuring its sustainability for the future.

- All partnerships must fundamentally support the development of an empowered and confident creative generation of 13-25 year olds in Nottingham.
- All partnership content must be hosted on DYT channels.
- All partnerships should not allow commercial entities to take advantage of young creatives.
- All partnerships should ensure all participants who complete creative commissions for a commercial entity are paid.

What DYT isn't...

Whilst DYT will do a lot, there are a number of things that we can't do on reflection of our research, insight and our capacity.

- **Offer a listings service** - our research says 13-25s want specific and tailored opportunities curated for them. Our current infrastructure and capacity also doesn't allow for a listing system to be possible. However we are building partnerships with other services to create an arts-activity listing hubs for the city.
- **'Rush marketing'** - we're working hard to develop a new creative audience for the city and so we want to be involved in the information you want to get out to young creatives. Talk to us at the earliest possibility about partnerships and projects you want covering/sharing. We won't be able to cover things last minute; it's bad practice for developing new relationships/audiences.
- **Provide Funds** - DYT is not a grant giver or a funder of activity. We have activity budgets to leverage certain opportunities within our programme but the majority of what we can offer centres around staff capacity, our platform and first-rate creative youth insight.

Juicy Extras for Organisations

Alongside all the amazing things we'll be doing for 13-25s across Nottingham. We also have a responsibility to share best practice, offer support and stimulate discussion within the arts and cultural sector. We'll be doing this through:

- Wider forum meetings
- RSA Creative Learning and Development Network
- CPD Events and meetups
- Share case studies and insight from our activity

We're also going to be sharing our research through a **Nottingham Creative Youth Trends** Event in November.

To stay in the know about these events, please drop us an email and we'll add you to our newsletter.

The background image shows two individuals in a room decorated with blue, pink, and white balloons. On the left, a person in a black jacket with 'Paco Plan' written on the back is leaning forward. On the right, a person in a purple and black jacket is holding a red tassel. A large, semi-transparent white circle with the letters 'DYT' in bold black font is centered over the image.

DYT

5. Next Steps: How you and your organisation can
get involved...

A small version of the DYT logo, consisting of the letters 'DYT' in a bold, black, sans-serif font inside a white circle.

DYT

Next Steps...

DYT is for all 13-25s across Nottingham.

It's also for you and your organisation.

As part of our role within ChalleNGe, DYT can only reach its full potential through the collaborations that sit at the core of the ChalleNGe Network.

So we look to you to get in touch, offer opportunities and really engage with the DYT offer through **9 really simple steps.**



9 things you and your organisation can do now:

1. **Visit dytlive.co.uk**, make sure everyone in your organisations know we exist. Share us with the 13-25s you work with. Send us your thoughts and feedback.
2. **Follow @dytlive** on [Twitter](#), [Instagram](#) and [Facebook](#). Like and share as much as you can, and join our conversations on creativity and culture.
3. Do a **space audit of your building**. Then list them on DYT for 13-25s to use when they're empty. We coordinate everything, you just give the access. Email: dyt@wearenonsuch.com with your spaces.

9 things you and your organisation can do now:

4. **Develop 1 amazing opportunity.** Each organisation in the city has something amazing to offer. Maybe it's a professional placement, or the chance to interview a world class artist, or a commission you'd like to target at 13-25s. Inspire the future generations and we'll support you!
5. **Connect 13-25 content creators to us.** We want to support them to develop their ideas and dream big!
6. Find out what presence we can have in your organisation and tell us what you want. **Flyers? Posters? Sign-up sheets? Stickers?**
7. **Tell us about the amazing work you're doing.** We want to cover it and promote it to our audiences and networks.

9 things you and your organisation can do now:

8. **Encourage those you know to sign-up to DYT.** It's super simple and means they get access to everything we have to offer.
9. **Get in touch with us.** Invite us for a coffee and talk to us about how we can work together, how we can support you, and how we can inspire the next generation of Nottingham creatives.



DYT & ChalleNGe

We envisage the work covered by the ChalleNGe Contract from the Creative Quarter will cover (per month):

- 20 space matches
- 20 pieces of content published
- Over 2,500 visitors to dytlive.co.uk
- One key org/venue opportunity partnership

Get in Touch

We're here to answer your questions, offer support and dream big with you to engage more 13-25s in creative and cultural activity.

Email: dyt@wearenonsuch.com

Tel: 0115 837 1950

Visit: DYT HQ, Nonsuch Studios,
32a Clarendon Street, NG1 5JD

