

YOUNG CREATORS PROGRAMME IMPACT REPORT

BACKGROUND

The cost of living crisis, alongside perpetual cuts in Arts funding and education has made the pursuit of a music career a seemingly impossible ambition for many young people across the UK. This is occurring in an already unbalanced industry landscape. [UK Music's 2022 Diversity Report](#) shows just 37% of industry workers identify as working class with black respondents accounting for just 11.9%, with Asian just 4.7%. Working with Waltham Forest Council on the Young Creators Programme, Community Interest Company Route and programming agency LNZRT have begun to approach the difficult task of removing ever increasing barriers to access for under 30s living in the borough.

The [DK-CM 'Culture & Creativity in Walthamstow Study'](#) in 2023 found that one of most significant gaps in the local cultural offer is places to experience live music. Building relationships across the borough over a period of 9 months it's clear that there is a strong community of grassroots performers, label owners, studio heads, venues and other creatives with the knowledge, passion and experience to establish a local ecosystem capable of supporting pathways into the industry. It is also clear that many of these businesses are cut off from some of the more established parts of the industry, meaning many excellent projects are operating in silos.

YOUNG CREATORS PROGRAMME IMPACT REPORT

INTRODUCTION

Throughout the programme we have use our knowledge of working with young people from marginalised backgrounds along with our connections to the mainstream industry to bolster what the borough has to offer and bring these communities in closer contact with one another. Most importantly, the Young Creators Programme has allowed us to provide tangible pathways for a cohort of young people based in the borough through real life work placements paid at the London Living Wage.

Alongside local partners we have created a new music brand, curated workshops with award winning designers, facilitated connections and supported local talent. Whether that be providing Ben Spence's Fuzzbrain Studios the opportunity to showcase artists, supporting the return of Shake The High Road or curating a hometown show for Mercury Prize nominated musician Danalogue (The Comet Is Coming).

WHO WE ARE

Route

Route is a Community Interest Company supporting young people from marginalised backgrounds to pursue a career in the music industry. We work with employers, local councils, Music Hubs and education services to share advice via our website, curate workshops, give lectures and provide employment and training for young people in London and across the South East.

Our mission is to demystify the industry for those who have been traditionally excluded by the barriers of class, race and gender and to facilitate the change needed amongst employers to look outside of their usual frames of reference when it comes to finding and nurturing talented young people.

LNZRT

LNZRT is the London based agency and programming team behind much loved grassroots music venues MOTH Club, The Shacklewell Arms and Rich Mix as well as 30,000 capacity festival Wide Awake.

Recently we have worked on projects with DAZED, The Face, Worldwide FM, ACE Pizza, Mundial, Indivisa, eBay, Rough Trade, Earth Percent, Brixton Brewery, hate zine, Keychange, So Young Magazine, The Five Points Brewery and more.

EMPLOYMENT

23

YOUNG PEOPLE EMPLOYED

304

HOURS OF EMPLOYMENT & TRAINING

10

LOCAL ARTISTS

28

HOURS OF FURTHER EMPLOYMENT DELIVERED

VALUE

6

LOCAL DELIVERY PARTNERS

9

LOCAL VENUES ACTIVATED

100%

FREE TO ATTEND

£3.1K

REINVESTED INTO LOCAL SUPPLY CHAINS

3.2K

AUDIENCE ENGAGED

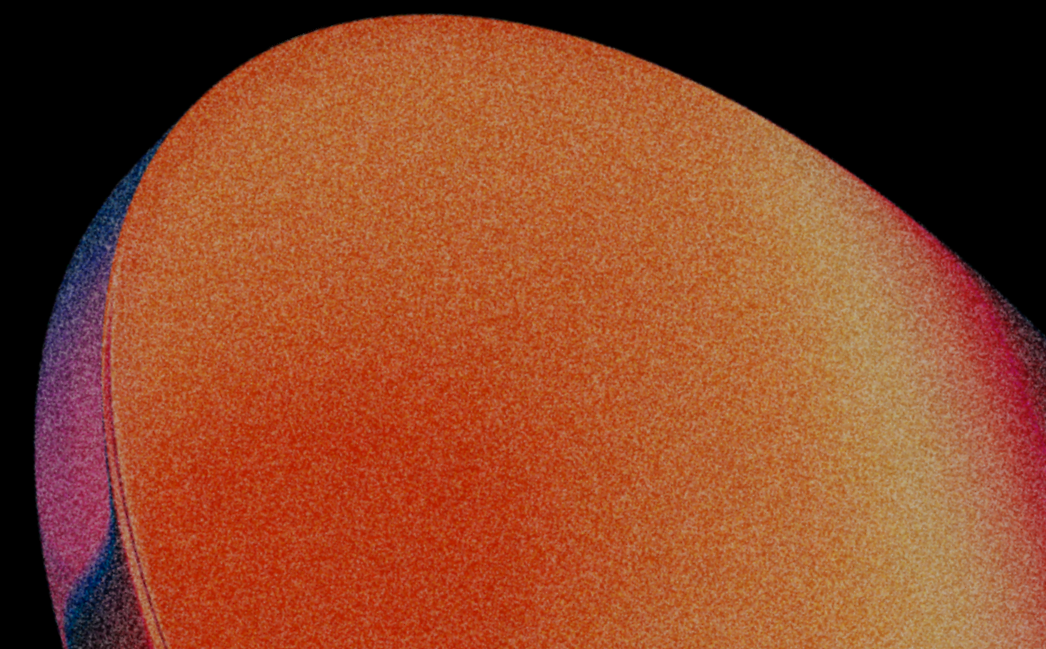
DIVERSITY

82%

GLOBAL MAJORITY RECRUITS

22%

RECRUITS WITH DISABILITY



OUTPUTS

LLW work placements



Target 15
Actual 20 ↑

Hours of paid work



Target 243
Actual 304 ↑

Hours of training



Target 54
Actual 60 ↑

Access to workshops



Target 150
Actual 105

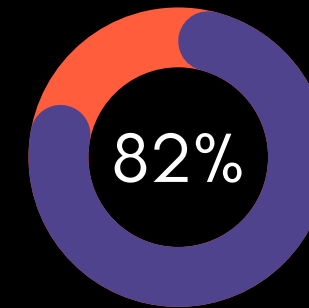
Audiences reached



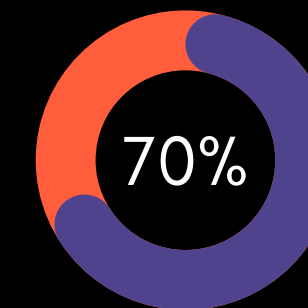
Target 5k
Actual 3.2k

PLACEMENTS

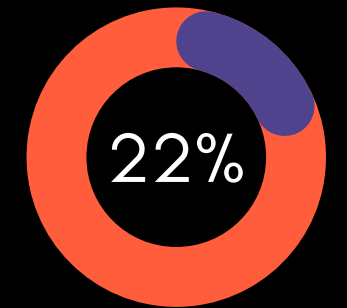
Stage Crew, Artist Liaison, Assistant Stage Manager, Sound Engineer Trainee, Lighting Engineer Trainee, Workshop Facilitator, Panel Host, Content Creator, Photographer, Videographer



Global majority recruits

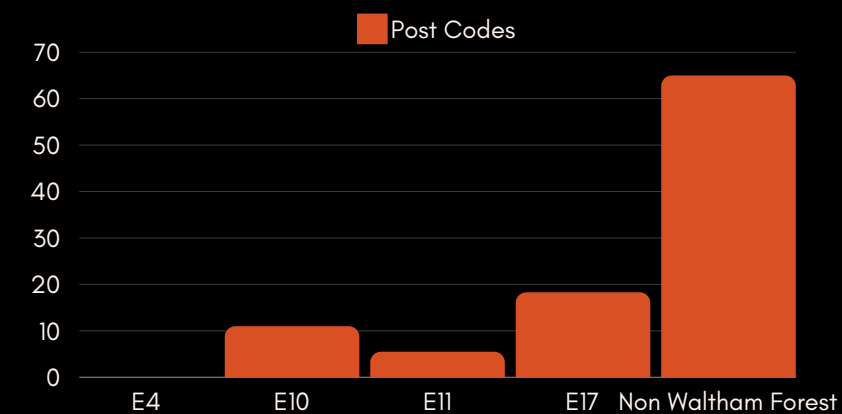


Locality of recruits



Disability of recruits

AUDIENCE



EVENTS & AREAS ACTIVATED



**UPLANDS
FESTIVAL &
CONFERENCE
AUGUST 2023**



**POSTER MAKING
WORKSHOP WITH
RAISSA PARDINI
SEPTEMBER 2023**



**RICHARD SPAVEN
FT TENDAYI + DJ
WORKSHOP
NOVEMBER 2023**



**TALIABLE +
WALTHAM FOREST
PANEL TALK
APRIL 2024**

UPLANDS

With feedback from a steering group of Youth Advisors, Route and LNZRT created new music brand Uplands; a multi-venue all day spread across 6 spaces in the industrial estate in Blackhorse Lane. It featured live music performances by celebrated UK acts, local artists and DJs, preceded by a morning of panel talks and industry workshops. The event provided 20 young people with training and practical work experience in a number of music industry roles including **Stage Managing, Artist Liaison, Sound Engineering, Lighting Engineering, Photography** and **Content Creation**.

The pilot event showcased the potential for cultural activity in the borough and opened up avenues for long term partnerships with local businesses.

Route *LNZRT*  Waltham Forest



Job Placement Training Survey Feedback

"It was well organised and all details were communicated clearly. We got to meet several people working in the creative area we applied for and learn about what they do and there background experience how they got to their current position.

It was a nice mix of hands on practical (setting up stage) as well as the theory side watching/listening to the engineers talk through what they do and showing us the equipment. I really loved the whole experience and it has motivated me even more to get into music/events and I plan to sign up for a Sound Engineering course to study now." - Joshua 22

UPLANDS

Area
Blackhorse Lane

Venues Activated
Big Penny Social, Caribbean Cafe, Exale Brewery, Pretty Decent, Signature Brew, Switchboard Studios

Local Partners Engaged
Dreamhouse Records, Fuzzbrain Studios, Mais Um Records,

Wider Music Industry
ATC, End Of The Road, Secretly Canadian, Youth Music, UK Music

Young Person Roles Provided

20

Local Artists

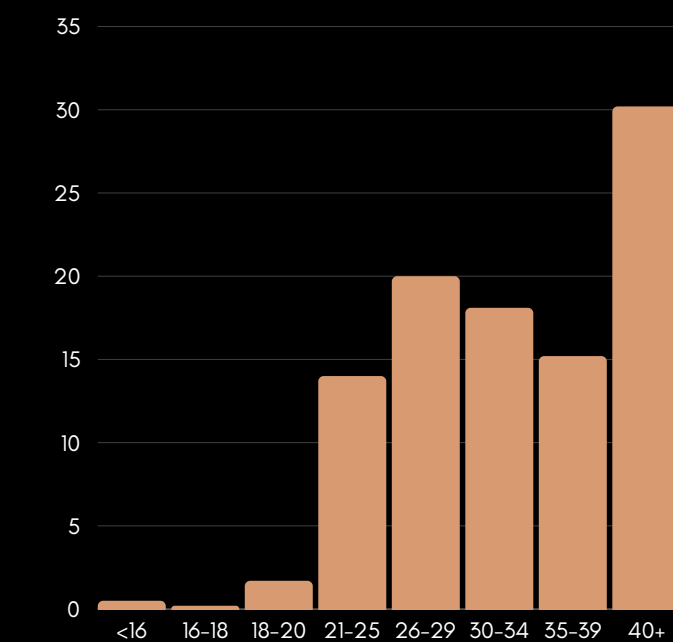
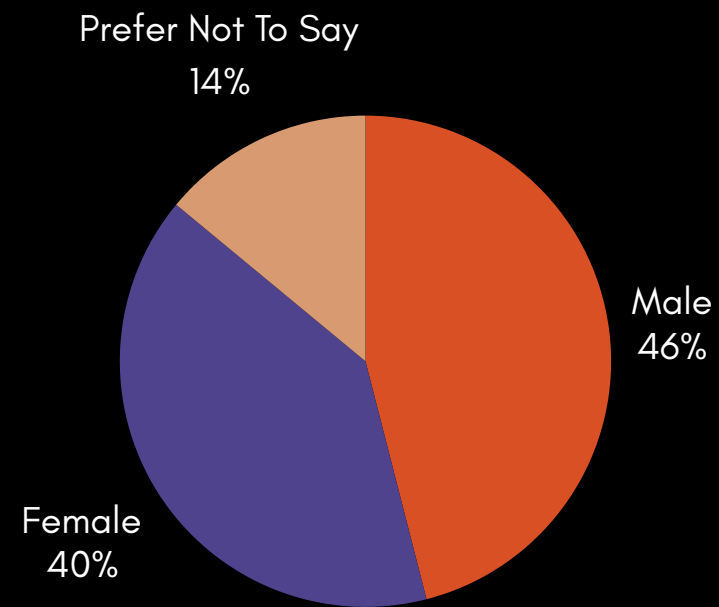
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Audiences Engaged
3000

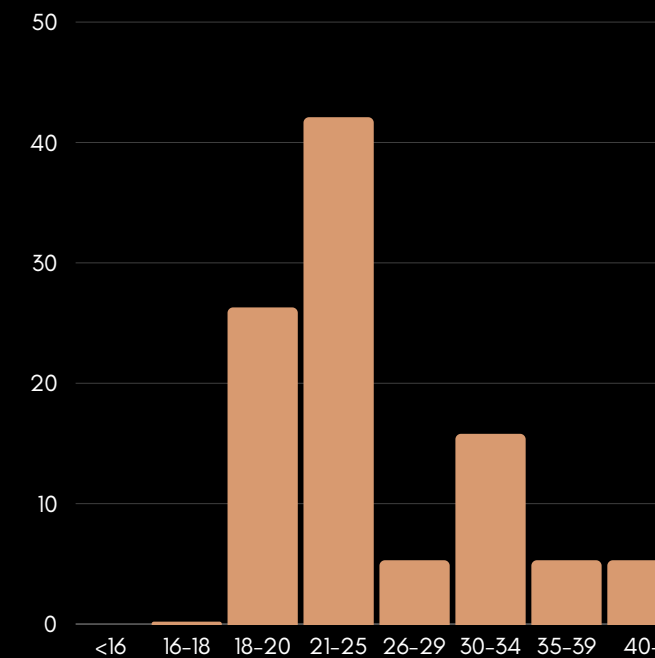
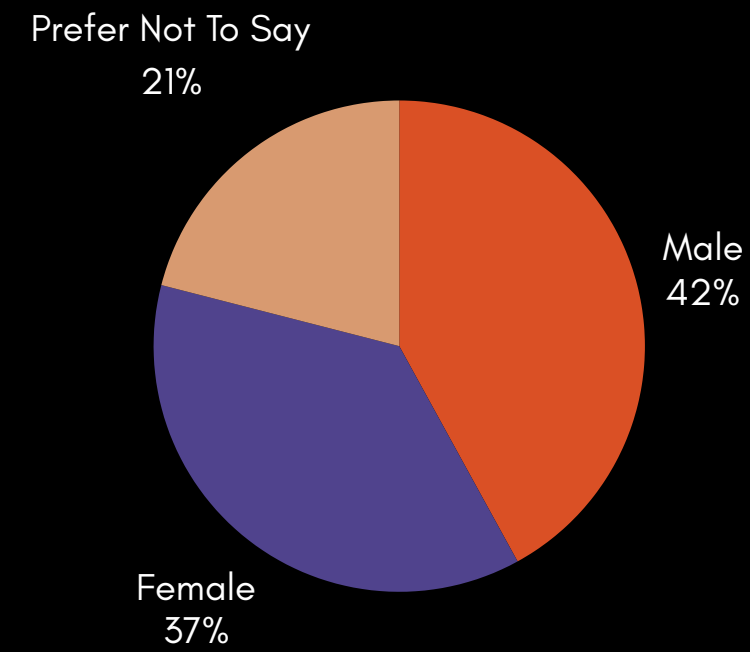
Audience Location

UPLANDS

Audiences



Workshops



Uplands festival review: a solid first step towards a more equitable music industry

Denzel Himself and Girl Ray lead a music lineup that tops off an excellent day of workshops and panels aiming to promote access to the arts for underrepresented people in Waltham Forest

Words by Dominic Haley

All in all, Uplands has been a positive example of what a community-led answer to music's diversity and inclusion problems should look like. In a way, the day has been an illustration of how we should be attempting to revitalise and maintain DIY music in a microcosm, creating platforms for all, access to everyone and connections between grassroots creativity and commercial viability.

POSTER MAKING WORKSHOP AT 228 CHINGFORD

A three hour poster making workshop hosted by award winning graphic designer **Raissa Pardini**. The event was held at pop up space **228** in Chingford and gave local young people the chance to develop their design skills with a focus on poster design for music events.

Ten people benefitted from the event where they were taught about the importance of visual identity and graphics in the music industry. They each created a poster centred on music and the arts and their idea of 'what community means to the people of Chingford'.

Artwork created at the event was then displayed in 228's window front for the local community and attendees of Chingford Mount Festival to see.



How can Waltham Forest develop its events offer to support the creative industries?

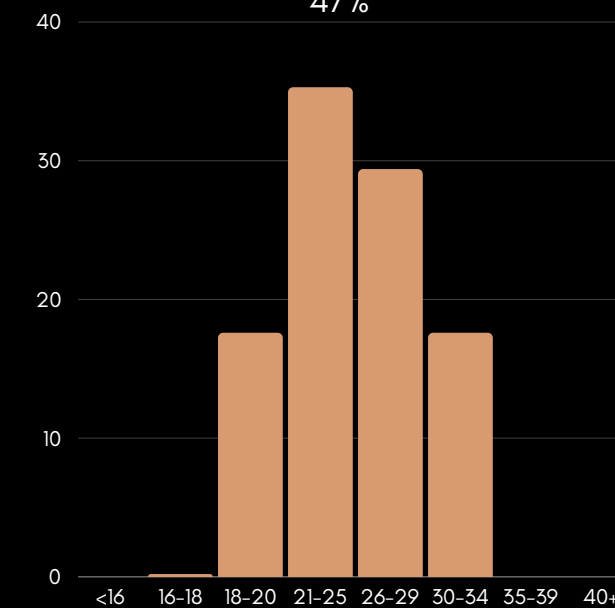
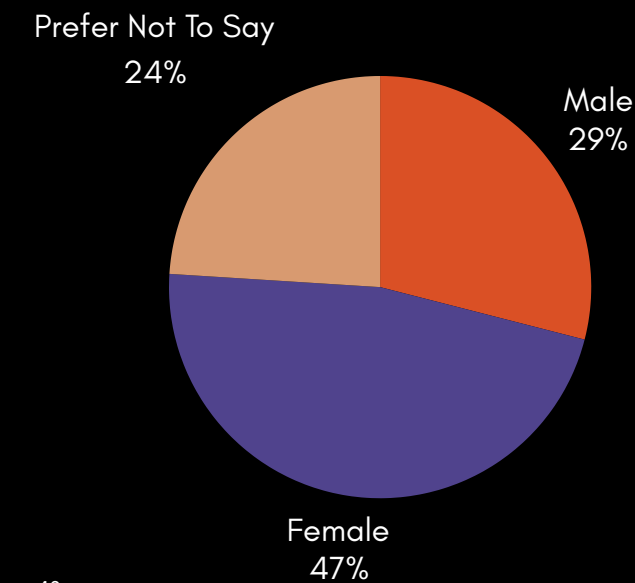
"By organising more workshops like this one that are free to the public and allow individuals working in the creative industries to lead them and/or help out." - *Workshop Attendee - Maya 19*

POSTER MAKING WORKSHOP AT 228 CHINGFORD

Area
Chingford

Venues Activated
1

Audiences Engaged
10



LIVE SHOW & DJ WORKSHOP AT FILLY BROOK

Route partnered with local record store **Dreamhouse** and music space **Filly Brook** to give young people from Leytonstone their first experience behind the decks. Hosted by **DJ Arnie Wrong**, this two hour workshop allowed young people to hone their craft and enhance their DJ skills.

Following the workshop, an evening event was hosted where the workshop attendees could watch live music and DJ sets from esteemed local artists **Danalogue**, **Richard Spaven** and **Tendayi**. The idea was to show the young people how the skills they learned during the day can lead into musical careers.

The event also provided an artist liaison role for one of the original Uplands recruits so they could build upon their experience.

Since the show Filly Brook have gone on to expand their music and learning programme.



LIVE SHOW & DJ WORKSHOP AT FILLY BROOK

Area
Leytonstone

Venues Activated
Filly Brook

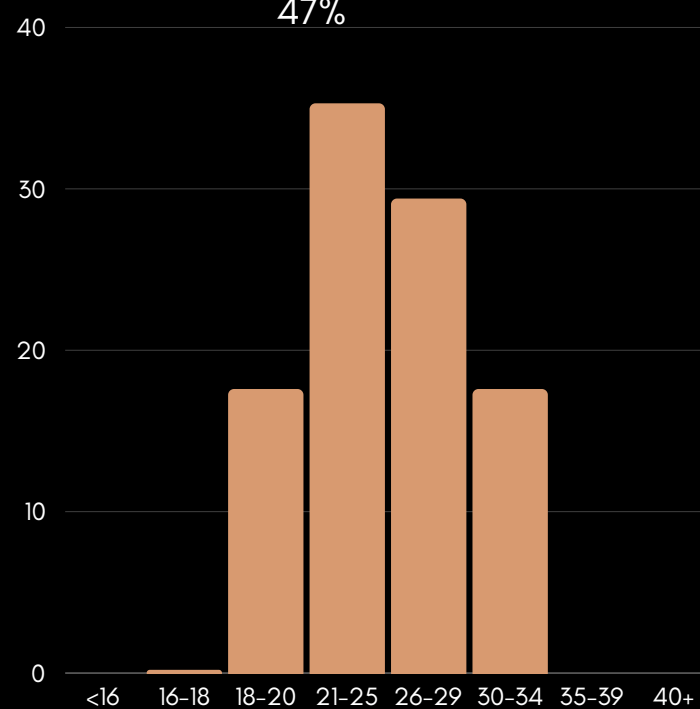
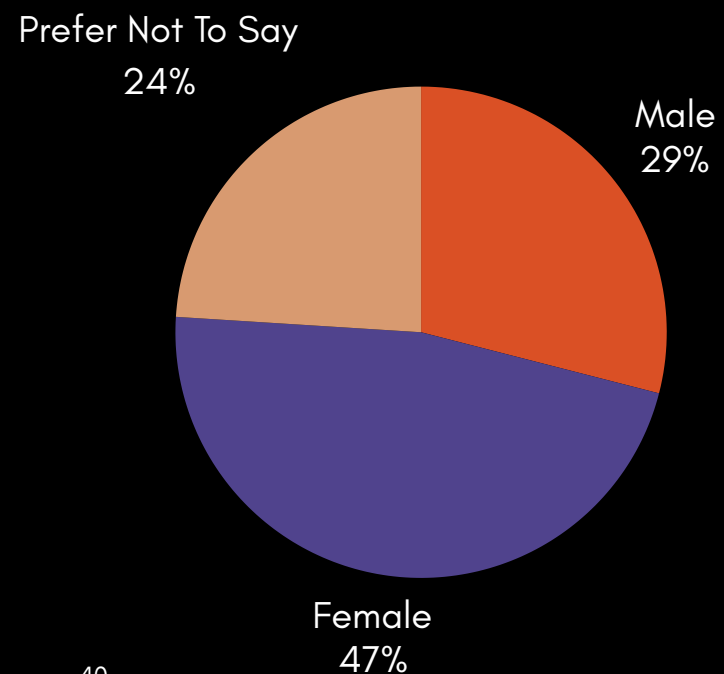
Local Partners Engaged
Filly Brook, Dreamhouse Records

Young Person Roles Provided
1

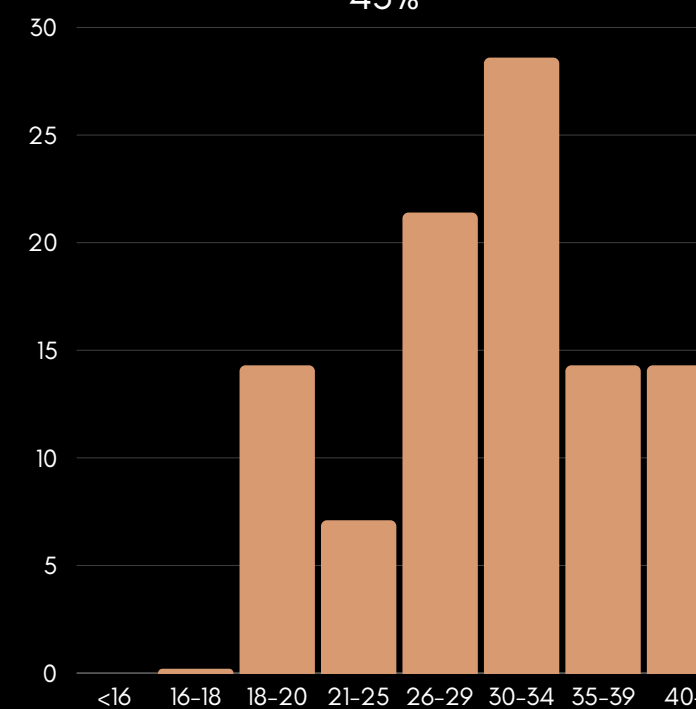
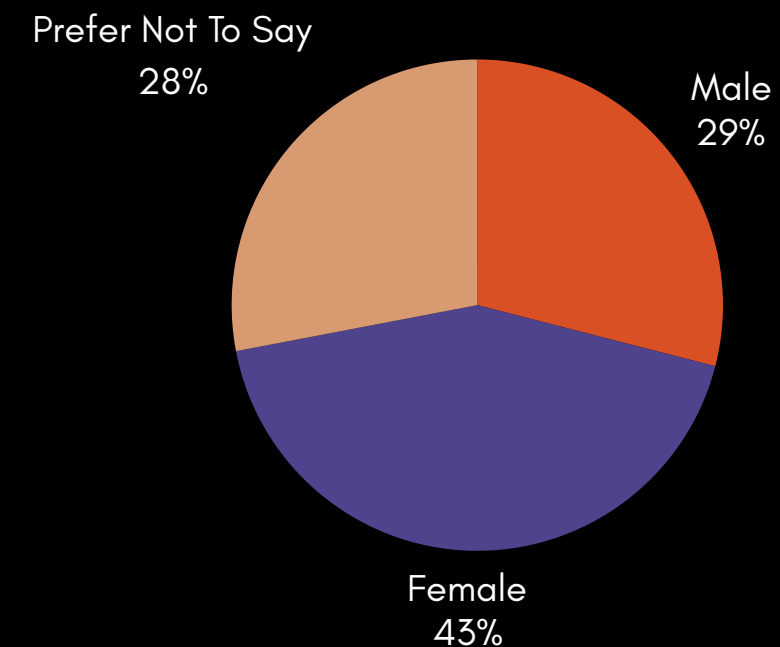
Local Artists
2

Audiences Engaged
110

Live Audience



DJ Workshop



LIVE SHOW & PANEL TALK AT DREAMHOUSE RECORDS

Route brought three local musicians and business owners together to discuss the importance of collaboration in building a sense of community in Waltham Forest, and how these collaborations can open up opportunities for young creatives in the borough.

Fuzzbrain Studios owner and musician Ben Spence, **Shake The High Road** festival organiser Simon Singleton and local artist **JoeJas** joined a panel hosted by Waltham Forest's young advisor Luke Dooley where they discussed the projects they were working on locally.

The panel workshop was followed by a live performance by local musician **Taliable** and Glasgow's **naafi**

Two young people were given roles on the event as **Artist Liaison** and **Sound Engineer** shadowing.



LIVE SHOW & PANEL TALK AT DREAMHOUSE RECORDS

Area
Leyton

Venues Activated
Dreamhouse Records

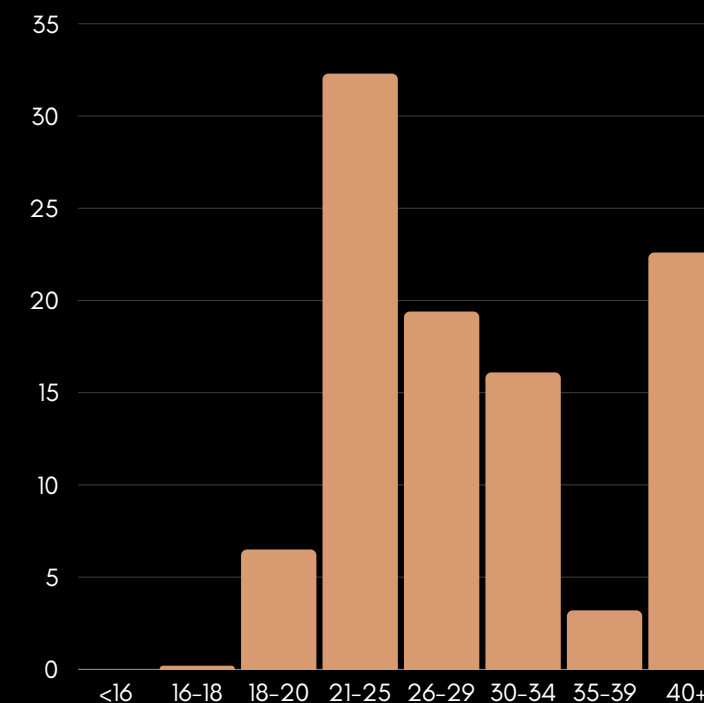
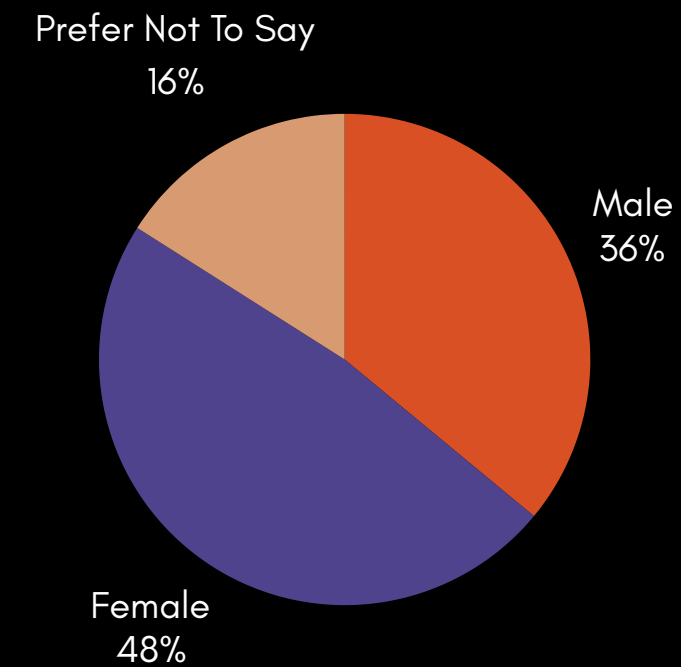
Local Partners Engaged
Dreamhouse Records, Fuzzbrain Studios,
Shake The High Road

Young Person Roles Provided
2

Local Artists
1

Audiences Engaged
50

Audiences



CASE STUDIES



JESSICA 'MARS' WEIR - 19 ASSISTANT STAGE MANAGER & ARTIST LIASON

Mars joined us at the beginning of the programme as one of the successful candidates for an Assistant Stage Manager role at Uplands. Since then, they have joined us in an Artist Liaison / Rep role at Filly Brook and Dreamhouse Records, building upon their knowledge of the inner workings of live music. Mars will be continuing to work with us on future events at Shake The High Road in May along with freelance shifts at MOTH Club and The Shacklewell Arms.

“I appreciate the support from other members of staff, I have felt very comfortable asking for help and guidance when needed, which has helped me to learn more.”

“I understand a lot better what has to happen behind the scenes to keep a show running and I feel more capable to handle it on my own.”

JOSHUA ARCHER - 22 **ASSISTANT SOUND ENGINEER**

Joshua wanted join the Young Creators programme to explore his options for progression in music tech. With minimal experience he joined the team at Uplands as an Assistant Sound Engineer, shadowing a team of professionals. Following that event, Joshua took up a similar role at Dreamhouse Records helping to set up equipment and learning how to mix a live show.

"I liked the variety of events that came with the programme. I also like the fact that the sound engineers were very patient with me as this is new territory to me."



"I definitely think that my knowledge about certain things like live mixing has increased. It also opened my mind to the number of music related events and areas there are locally."



**LUKE DOYLEY - 27
YOUNG ADVISOR**

Artist and Young Advisor Luke joined us in an early engagement session during the planning stages of the programme, giving valuable feedback and insight to help shape the scope of the events from a local perspective.

Further to this we offered Luke the opportunity to host a selection of panel talks at Uplands and Dreamhouse Records facilitating the conversation between guest speakers from a number of areas within the industry.

“I think giving people like myself opportunities to try new things and enjoy them, exposing local talent and giving them a platform to speak and perform, giving local businesses a platform to share what they do and promote an essence of creating full circle moments by giving back to the community are things not many organisations are doing so Route/LNZRT are creating an impactful change by doing this”



PARTNER FEEDBACK & LEGACY



Q&A WITH BEN SPENCE (FUZZBRAIN STUDIOS)

What impact did your work with Route/LNZRT's have on your business?

I think it's definitely given us a sense of legitimacy being attached to such an established organisation within the industry. The stamp of approval has helped with new clients that may not be as familiar with our other work. Also, off the back of being on a panel at Uplands I was invited to do a number of other talks.

Do you think the work of Route/LNZRT in Waltham Forest has benefited local people and businesses?

Absolutely. I think the area has always had a strong music culture but this has sometimes existed in isolated pockets whereas having The Route and LNZRT work so publicly in the area has brought considerable amounts of exposure to these pockets and expanded the potential audiences.

Would you like to see events like Uplands continue in the borough?

Definitely. I think there's an opportunity to solidify the borough's reputation for music culture by becoming not only a destination to create music but also for audiences to watch music. Uplands is probably in the best position to lead that process.

What do you think was the most valuable aspect to Route/LNZRT's partnership with Waltham Forest Council?

I think having young people from the area working at the festival was hugely valuable and offered potential career paths in music that they may not have considered before.

How would you like to see the partnership between Waltham Forest Council, Route / LNZRT and Fuzzbrain develop in the long term?

I would love to continue to be involved in Uplands as well as start to see some of the artists I work with play at some wider LNZRT shows. I would also like to work more with the council through Hoodstock and ensure those resources continue to be used by a range of local young people.

Q&A WITH SIMON PURNELL (FILLY BROOK)

How did the event go from your point of view? What were the main successes?

First and foremost the whole event was a great success and we really enjoyed working with both Route and Dreamhouse records as they're local likeminded businesses. I'd not worked with Jamal and his team before so there's always a bit of unknown as to how these events will come together but it was all brilliant with solid communication and action from the start through to the event night and their creative input and support was hugely beneficial to achieving the end result. The main success was having a strong promotions partner with Route and also someone who understood how we usually work and the restrictions and opportunities associated with the Filly Brook building. We collectively programmed a really strong line up that appealed to a lot of people across our various local communities and it was free for everyone, something that is really important to myself and to the artists I work with regularly.

In an ideal scenario, what would you hope to come from a longer term partnership with Route / LNZRT?

I think what we achieved with our first partnership is a strong indication of what we could achieve together moving forwards so I would hope we could work on more events and projects together as both regular events at Filly Brook and also on opportunities within the various Waltham Forest communities. Our collectively knowledge and experience within the music industry worked very well together.

Would you be interested in providing more opportunities for young people to learn about the music industry and or perform? If so, what kind of opportunities would you like to offer, if given the right support?

I'm currently about to launch my self funded Connections event which is a month long celebration of music, art and culture. We will be hosting free entry live music, DJs, panel talks and workshops aimed at people wanting to learn about the music industry and ways they could be part of it, either by routes into the industry or how to set themselves up as a creative entity or learn practical skills to further their knowledge and careers. I would like to make these a monthly event at Filly Brook as well as hosting various levels of music production workshops, DJ workshops and creative writing workshops. Given the right support these could all cumulate in opportunities for people to perform at FB.

What type of support do you feel Waltham Forest Council could offer that would most benefit the provision of music and culture across the borough?

I think the borough should be investing in the provision of more new grass roots music venues and offering support to those venues that already involve music and creativity as part of their day to day business. Young people need place to go for many reasons but creatively they need somewhere to learn, collaborate and connect with like minded people and those who can teach them about the music industry and that creativity is for everyone. You don't have to go to college to be creative or to get into the music industry so showing young people that should be a key part of WF's approach to music and all cultural pursuits. For me personally, I have worked in the independent music industry for 25 years so I have the experience, contacts and connections to put on creative events at Filly Brook. I have the space and ability to host these events, I just need financial support to make them a regular reality.



PARTNER FEEDBACK & LEGACY



Successfully held first multi venue music festival in Blackhorse Lane, collaborating with 6 venues

Fuzz Brain were given a programming opportunity at Rich Mix with LNZRT paying the hire fee to support with costs which would have been prohibitive otherwise.

Route and LNZRT are collaborating with Shake The High Road for the Leytonstone event, supporting with programming through the Uplands brand, recruitment of Under 25s in job roles throughout the festival and providing additional marketing input.

Filly Brook recorded their busiest day and are expanding their live offering to programme more events locally.

Further employment opportunities are available for the recruits through LNZRT venues MOTH Club, The Shacklewell Arms and Rich Mix.

TAKE AWAYS

With further funding opportunities and increased sponsorship we feel Uplands can become a self-sustaining event in the next 3 years. There is great scope for creating practical hands on roles for a large cohort of young people as well as curating a flagship cultural event for the borough.

Building on the work and partnerships established through the Programme, alongside our experience working with marginalised communities, some of the workshops, training and employment activities acted as a test bed for ancillary programming at Walthamstow Assembly Hall. If successful with our pitch, we intend for it to become a hub for learning and creativity, fully accessible to those from underprivileged backgrounds as well as a world class performance venue. More outreach work will be needed to encourage schools and colleges to build a relationship with local educational institutions.

Beyond this project our presence in the borough continues with an Uplands stage at Shake The High Road as well as ongoing partnerships with Fuzzbrain, Filly Brook and Dreamhouse Records. We will also continue to work with our new partners on Route & LNZRT events taking place outside of the borough paying attention to the cited 'legitimacy' this connection can bring.

