



YOUNG NORFOLK ARTS 2020 REPORT

SUMMARY

Whilst 2020 brought many unexpected challenges, Young Norfolk Arts continued to provide opportunities for thousands of young people across Norfolk (and the world!) to engage with their creativity. In an ever changing climate this continues to be an exciting time for the Trust, with continued support from our funders and partners, we are optimistic about the future and will continue to grow and adapt. Now more than ever, we believe in the power of the arts and we will work to develop activities and projects that engage young people to create, explore and experience great creativity and culture.

YNAF 2020

In March we made the decision to deliver the Young Norfolk Arts Festival 2020 online, with the first ever virtual YNAF programme! The journey towards this was not without its challenges, but it was also an incredible learning experience for the team, teaching us a lot about adapting and evolving our delivery.

YNAF 2020 happened over 5 days from 2-6 July and featured live streams, a virtual festival stage, workshops and interactive sessions, as well as a unique new virtual gallery and exhibition curated by the YNA Collective.

There were so many highlights from the programme, including our virtual Lost River Stage which brought together 38 young musicians, dancers, poets and writers from across the county to showcase their talent on our virtual stage;

"These young artists have had exams cancelled and futures thrown into question, and are coming to terms with these changes – for many, a sudden abundance of time, against a backdrop of uncertainty – through raw, deeply personal creative pieces, penned from the comfort of their bedrooms. The Lost River Stage was an honest showcase of what young, creative minds can produce under the unprecedented conditions of lockdown."

Review by YNA Collective member Ananya



YNAF 2020

Time Shifting was another enjoyable and also very relevant part of the Festival offer. It is was creative writing programme delivered by Imagining History across the YNAF weekend- bringing together young writers to explore the living history of this unprecedented time. Their writing will be displayed in our virtual gallery this winter.

The overall Festival workshop programme drew 108 attendees from across the world with themes such as zine making, creative writing, video art and writing drama. We also worked with the young film programmers at Film East to deliver a creative storyboarding session and film locations webinar. Talented young musician and composer Finn Anderson joined us for a beautiful and restorative live performance and question and answer session all the way from Edinburgh.

Audience figures:

- Online audience figures for YNAF were over 2,300
- 148 young participants under 25
- Over 700 visitors to the virtual gallery and 'no space, every place' exhibition.

We hosted a regular feature on BBC Radio Norfolk which has an average reach of 154,000* listeners per week, and a one-off piece on BBC Look East's 6.30pm bulletin with an average audience reach of 323,000*.

Audience Feedback:

"so impressed by everything going down as part of the Young Norfolk Arts Festival- so much young local talent showcased, really engaging and interactive workshops"

"This the most impressive virtual festival I have seen so far this lockdown."

"This was/is a massive achievement. Really, deeply heartening."

Performer Feedback:

"This has made me be more proactive and productive than I've been in a long time"

"Thank you so much for the opportunity to be involved in the festival- it was my first time being involved in anything like this and I think it worked really well over the internet!"

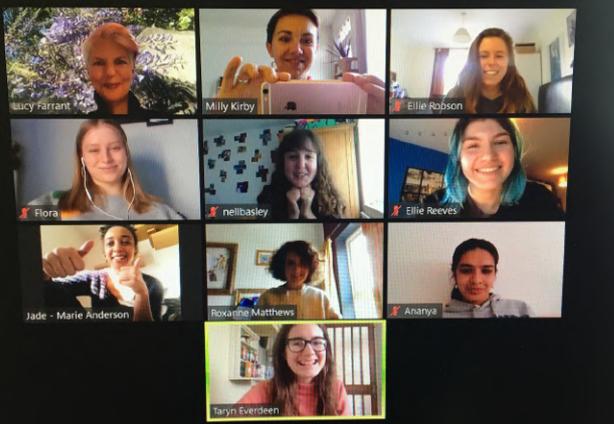
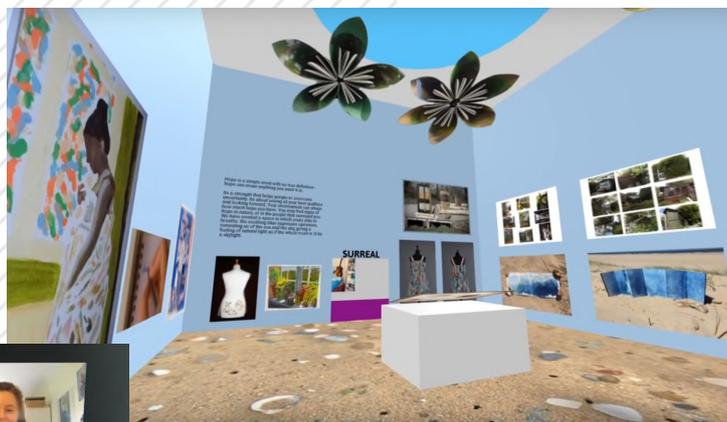
"I really enjoyed it, and lots of my family who don't live in Norwich were able to see it (it was streamed as far away as Rome!)"

YNA COLLECTIVE

Having recruited a brilliant cohort of over 30 young people during January 2020, we began working with them to plans for our take over of the Undercroft Gallery in Norwich as part of the “Ground Up” Exhibition during YNAF 2020. The project handed over the most ownership we’ve given to the Collective, taking part in a series of workshops to learn skills in exhibition curation, event production, marketing and communications, documenting and evaluation, everything they needed to plan and produce their own arts events, exhibitions and activities. As well as engaging in a series of creative skills development workshops, they also be explored various audio=visual art forms.

During March we had to adapt swiftly to government guidelines as a result of the Covid-19 situation, and quickly move the delivery of our Collective programme to a virtual platform. We were able to retain most of the core Collective group, and also welcomed back a few past members. We moved the focus over from working in a real gallery to creating a virtual gallery and launching a virtual exhibition as a key element of YNAF 2020.

The Collective came together and worked hard collaboratively. They took part in further, virtual creative workshops in curation and production, developed content for a regular slot on BBC Radio Norfolk, and worked alongside the YNA team to produce an open call for young artists, and chose their own themes and concepts which over-arched the selected content that was on display in the gallery. The end product was engaging and of high quality, showing the passion and resilience of the group during quite a turbulent time in the world.



YNA COLLECTIVE

From a review and a mood chart activity with the Collective and a feedback form for young people exhibited. The consensus was that the virtual exhibition 'no space, every place' and the lead up to it, gave young people an opportunity to get creative during the pandemic.

The Collective had explored an array of skills and gained confidence in both themselves and in audience awareness from thinking from a curatorial perspective to communications. It was evident during our review that being able to utilize digital tools in order to collaborate and project manage virtually, was one of the main aspects taken away from this experience. The Collective will now be able to embrace changes after the pandemic for both their creative practices and career development:

"I think it was good that we did get a chance to do this digitally as I think even without the Coronavirus lots of museums and galleries would of had to make that step towards more digital engagement in terms of accessing audiences. So it's great we got to take that step to early on to explore it."

Similarly the feedback from the young exhibitors suggested that being involved in seeing how an exhibition can be approached virtually was insightful and they enjoyed being able to join the festival no matter where they were located, therefore diminishing travel restraints.

Audience feedback for the 'no space, every place' exhibition was also overwhelmingly positive:

"Pass my gratitude to the Collective for being talented, inspiring and choosing to turn the virtual 'hysteria, anger & noise' vibe over to the virtual 'culture of creativity & proactivity' space!"

"Wow the virtual gallery is spectacular- congratulations! That must have taken some doing."

"Such a clever way to display the art online – a great improvement on just having a series of pictures. The young artists who made it into the exhibition must be well pleased."

LOOKING FORWARD

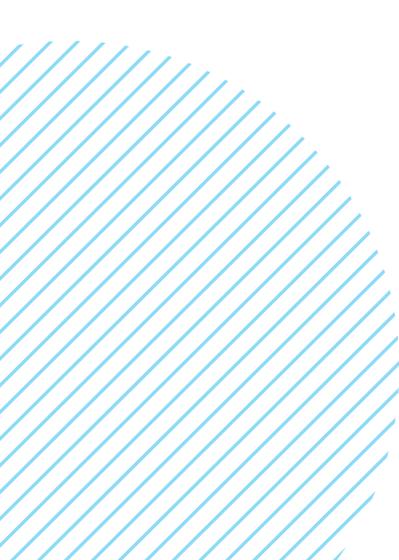
Alongside many of our fellow partners and organisations, we await 2021 with some trepidation as well as some excitement. We believe that this year has given us the skills and confidence to be able to adapt our delivery moving forward. We have also had the chance to really strengthen our youth led approach and look forward to carrying this through to YNAF 2021.

We have now recruited for our 2020-21 YNA Collective programme and look forward to working with them on a range of creative activities and workshops, including radio and podcast production with our partners at BBC Voices, and creativity and design with alumni Taylor Jones. They will also be focussing around Black History Month, looking at current movements such as Black Lives Matter, and exploring creative activism to produce content to inspire artwork for a new Collective exhibition to launch in December 2020.

This autumn 2020 we are also collaborating with partners within the Norwich 2040 Local Cultural Education Partnership to support the delivery of the Let's Create initiative providing creative materials and inspiration to thousands of households in need across Norfolk. We will also be working with the LCEP on an online programme of events exploring creative careers pathways, youth voice and creative activism that will build upon our successful >Engage Works conference last year.

Our year-round activity continues to broaden, continuing our work with Norfolk County Council's Virtual School programme to develop their own creative programmes for looked after young people. We will also be delivering MEGAPHONE, a collaborative project with Enjoy Great Yarmouth.

Whatever shape YNAF 2021 will take, we are sure we will have an exciting array of new projects and performances, and we can't wait to share it with you.



SUPPORTED BY

We would like to say a huge thank you to all of those who have supported Young Norfolk Arts this year. The support from organisations and individuals allows Young Norfolk Arts to continue to deliver creative and cultural experiences to young people across Norfolk (and beyond!).

We are grateful for ongoing support from Arts Council England, and particularly their understanding this year in enabling us to adapt our original activity planning. We will be delivering one further Festival as part of our Arts Council England's National Lottery Project Grants for 2019-2020.

Despite a difficult funding landscape moving we are confident that we will continue to receive support, both financial and practical, from a number of regional and national trusts and charities and from all of our Young Norfolk Arts Partners. We couldn't do it without you, nor could we do it without each year's amazing Collective members.

THANK YOU.

You can see a full list of our supporters, partners and friends on our website at youngnorfolkarts.org.uk



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



Norfolk County Council



**NORWICH
City Council**

**THE PAUL BASSHAM
CHARITABLE TRUST**



**NORWICH
CONSOLIDATED
CHARITIES**



NORWICH SCHOOL

**FESTIVAL
BRIDGE**

**Norwich
Arts
Centre.**

**Norfolk
Music HUB**

N National Centre
for Writing



enquiries@youngnorfolkarts.org.uk
C/O Norwich Arts Centre, 51 St Benedicts Street,
Norwich, NR2 4PG
UK Charity Number 1162863

 youngnorfolkarts.org.uk

 @YN_AF

 @youngnorfolkartstrust

 @youngnorfolkarts