

# Youthoria Multimedia Project



# Aims of the Project

- To improve access to ICT resources for young people in the Fenland area of Cambridgeshire
- To engage young people in a number of “mini” projects offering a variety of opportunities to develop a range of ICT skills

# Background Information

- Two youth workers (one full time and one for 10 hours per week) would be recruited to work on the project
- Project linked to Youth Service's existing ICT project – Youthoria
- Management of the project and its workers was to be by the existing Youthoria Project Manager

# Implementation – 1

- Major challenge was to find young people and motivate them
- This was achieved by:
  - Regular visits to existing youth groups
  - Networking with other professionals
  - The setting up of taster sessions at the CAPs (Community Access Points)

# Implementation – 2

- We offered the following ICT opportunities:
  - Virtual Makeover – load in a picture and change hairstyle etc.
  - Music – an exciting and easy to use sampling programme for creating pop hits on the computer
  - Graphics – create professional looking images for use on posters, e-cards and in videos
  - Video – create and edit “home movies”

# Implementation – 3

- Animation Projects x 4
- Ecards on topics such as bullying
- Making supporting DVDs for funding bids
- Internet and Multimedia Café
- DVDs on issues that have an impact on young people such as speeding in rural areas
- Working in partnership with Young Lives ‘Jam Van’ (multimedia bus)

# Animation Projects



# Young Carers – Bullying E-cards



# Impact of the Project – 1

- Not only developed the participant's ICT skills but has also encouraged them to look at and comment on their communities and environment
- Young people's confidence and self-esteem have increased
- Developed knowledge and skills that are transferable to school/work life
- Young people have shown a high level of commitment by attending regularly

# Impact of the Project – 2

- Many young people who are not normally motivated by ICT have been inspired to use computers in new ways
- The software has been merely the vehicle to bring young people's imagination to life and the success of the project has been the ability to use ICT to facilitate their ideas
- We found with many young people the more we engage with them the more they want to achieve

# Challenges

- As with any new project there were challenges which had to be overcome and issues which arose. We identified the following challenges/issues:
  - a) You need access to young people
  - b) Choice of software
  - c) Size of groups
  - d) Use of CAPs
  - e) Since September 2007 there has only been one staff member

# Conclusions

- There have been many positive outcomes from this project
- Although very staff intensive the benefits to the individual young people and community as a whole make this way of working very cost effective
- Final challenge is to secure the sustainability of the project

# Sustainability

- Working in partnership with Young Lives 'Jam Van' (multimedia bus)
- Change attitudes about the delivery of informal learning to young people in youth work settings
- Sharing the knowledge, skills and resources developed through the project with other professionals working with young people
- Gaining funding for youth projects, for example Off Street (Parson Drove Youth Club)