



**75 YEARS OF SUPPORTING
AND CHAMPIONING
VOLUNTARY MUSIC**

Case Study

No. 20

Helmsley Arts Centre

One of Making Music's five areas of activity is working with and for young people. Through Making Music's Young People's Programme a substantial library of youth project case studies has been developed. These case studies are designed to highlight and share best practice from the experiences of Making Music member societies undertaking youth projects. Many of the case studies arise from Making Music's two national youth programmes *tuned in* (2001-2002) funded by Youth Music and The Carnegie UK Trust and RESOUND (2003-2005) funded by Youth Music, Scottish Arts Council, The Carnegie UK Trust and Headley Trust.

1. Project Description

Project Aims

To recognise the talent and enthusiasm in the younger generation and to encourage more potential members for future projects. It was hoped that the young people would benefit by realising the value of working together in producing a musical performance which will give pleasure to their families and friends.

Project Description

This was a Youth Theatre Musical event which was performed over 2 nights, involving a mixed cast from the town. The audience was made up of family, friends and theatre music lovers.

The Development Manager at the venue performed the publicity through local press, radio & T.V. The society distribute 6000 copies of their brochure every season. Other publicity used includes posters, flyers and web-site.

Legacy

It was felt that the project was extremely successful, with full-houses enjoying the energy and commitment of the young cast. This was the first musical attempted by the society and it gave all the participants an excellent grounding in the skills required and enhanced their enjoyment and understanding of the musical art. Because of the success of the project, the society hopes to embark on larger, more demanding shows in the future. The project has increased the number of young people and children wishing to join the society by 20%.

Improvements

More understudies would have been good!

2. Project Details

General Details

Nature of Youth Project	Youth group had separate part of programme
Number of Young People involved	34
Age Range of Young People	11 - 18
Type of Young People involvement	The young people performed in a musical with the society
Recruitment of Young People	Young performers from music and drama groups but they had not sung in public before.
Level of LEA involvement	None
Project budget	£1,000 - £2,000
Sources of funding	tuned in (£500), Box Office (£1032), Own funds (£200)
Video available	False
Audio available	False
Photographs available	True
Programme available	True
Publicity leaflets/posters	True

Society Details

Name of society	Helmsley Arts Centre
Type of Society	Promoting
Size of Society	0
Age profile	Mixture of adult and youth
Under 19s in society	0
Under 19s from project	0
Repertoire	Mixed
Typical concert budget	£500 - £1000
Typical performance	Other
Number of performances	Over 5
Willing to be contacted	True
Contact name	Jean Kershaw
Contact phone	01439 771 667
Contact address	The Old Meeting House, Helmseley, York, Y062 5DW
Contact email	helmsleyarts@aol.com
Contact fax	01439 771109

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