

NEW GEN FESTIVAL 2024

CREATIVE CAREERS PROGRAMME FOR SECONDARY SCHOOLS



OVERVIEW

New Gen Festival, Ealing's festival by and for youth, is offering a creative careers programme to three schools and colleges in the borough, in either music or film, open to students in Years 10–13.

Key features:

- ★ **free** to take part in
- ★ **six 90-minute workshops** for a group of about 8 students
- ★ **assembly** with an artist/industry professional appearance and student sharing (depending on the programme chosen)
- ★ helps schools meet **Gatsby benchmark 4**, 'Linking Curriculum Learning to Careers'.
- ★ choose between music industry sessions, delivered by **Bollo Studios** (part of Bollo Brook Youth Centre) and film industry sessions, delivered by **Mama Youth**.

Students taking part will:

- gain practical experience working on a creative project in film or music
- learn about career pathways in the relevant sector
- be signposted to further opportunities to develop their skills, interests, and careers
- have an opportunity to share their work at a school assembly.

The programme is flexible and can be tailored to meet your needs, e.g. daytime or after-school sessions, number and duration of sessions. Available for **summer term 2024**.

To take up this offer or find out more, contact Robin Vaughan-Williams (Community Events Producer at Ealing Council and New Gen Festival Director) on vaughanwilliamsr@ealing.gov.uk or call 020 8825 6882 (Tue/Thu/Fri).

GATSBY BENCHMARKS

The creative careers programme will help schools meet **Gatsby benchmark 4**, 'Linking Curriculum Learning to Careers', by giving students 'the opportunity to experience how their subjects help people gain entry to (and be more effective workers within) a wide range of occupations' and to 'explore where their education could take them in the future'. Students will have a chance to develop 'the broader skills that employers need, such as team working', gain exposure to 'work-related activity'.

The programme also offers some opportunities for meeting **benchmark 6, 'Experiences of Workplaces'**. For example, students doing the film programme will learn about Mama Youth's media training programmes and the support their alumni receive from their dedicated Talent Manager. New Gen is also able to offer a limited number of shadowing opportunities in the events industry (stage manager, artist liaison, sound and light technicians) through The Event Umbrella, the events company for Ealing Summer Festivals.

ABOUT NEW GEN

New Gen is a one-day festival of music, dance, creativity and wellbeing taking place on Wednesday 24th July in Walpole Park, Ealing. Young people are involved in New Gen from start to finish: they advise on the programme, branding, and mission through consultations; and take part as organisers, artists, volunteers, and audiences. The creative careers programme is a way for us to meet our objective of providing opportunities for the next generation of talent, and to build excitement about New Gen and about Ealing as a place that young people can call their own. For further info about New Gen, see our one-pager attached to this document.



MUSIC OPTION

Delivered by Bollo Studios: <https://bollostudios.cargo.site/>

ABOUT BOLLO STUDIOS

Bollo Studios is a music studio based in Bollo Brook Youth Centre in Acton which has been supporting young artists from across London to develop their interest in music for over 20 years. Bollo alumni such as Amun and Likkle Dotz have gone on to have recording contracts with Sony and Finesse Foreva. Bollo manages the Main Stage at New Gen and is currently running a similar music careers programme at Northolt High and Alec Reed.

PROGRAMME DESCRIPTION

Over six 90-minute sessions with Bollo producer BlackStar, students will learn a range of music production skills, including how to write lyrics, record vocals, beat production and mixing skills in a collaborative music studio environment. The aim of each block of sessions is for the young people to produce an EP (4-6 tracks) of original music that could be then shared with their peers, teachers, parents and potentially performed in an assembly (if the students are comfortable with this). We hope that these sessions will help to increase the students' confidence in their music abilities, and give them the correct building blocks needed to begin a career in the music industry. We have also found they can be used as an important tool for helping with student behaviour across other subjects.



1 Music Marketing Workshop, November 2023

FILM OPTION

Delivered by MAMA Youth: www.mamayouth.org.uk

MAMA Youth is a registered charity based at the Sky campus in West London. It has trained 599 people from under-represented backgrounds to succeed in the media industry over the last ten years.

MAMA Youth Showreel Short video can be shared in advance to build excitement among students.	
Workshop Overview Each workshop will last 90 minutes with 20 minute set up before students arrive and 20 minutes to pack away after the workshop. The aim is to produce a 3-minute video about the school staff: "Get to Know the Teachers". The video will consist of interviews with teachers with footage of them at work in the classroom, playground, gym, etc. to be put over the interview as required. The video will be edited by a MAMA Youth Project alumnus.	
Session 1 Demonstration from MAMA Youth on filming and the different job roles A look at the equipment Camera, lights and micro-phones	Session 4 Filming
Session 2 Training on camera and lights	Session 5 Filming
Session 3 Training on sound Designing the video and identifying who to interview and locations	Session 6 Review footage Discuss future
Assembly (30 minutes) Bob Clarke (CEO of MAMA Youth) introduces video Bob chairs panel with the filming group & two MAMA Youth alumni—talk about working in television Students get to come on stage to look at camera Final words from Headteacher	