

THE BEAT PROJECT

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Proposal for Activity Agreement - July 2008

The Beat Project

The Beat Project was formed In May 2002, and is registered as a Charitable Organisation (Registered Charity No. 1096856).

The Beat Project works "To Promote Health and Safer Communities" throughout Kent, Medway and the South East.

The Beat Project supports individuals and communities through projects, courses and long term programmes that address all aspects of youth and community development through the use of music and the creative arts and partnership working.

It particularly targets disaffected and disadvantaged young people such as those involved in crime, anti social behaviour, substance abuse, those who are unemployed, excluded from school or who are socially or economically disadvantaged.

Participants will gain greater self-confidence and a range of skills both technical and social as a result of their involvement in the project.

The Beat Project has won two reputable awards including the Kent County Council Business of the Year award under Social Enterprise and Community and has been included in a Social Enterprise publication by Seeda, highlighting the best organisations in the South East for their work.

Activity Agreement

We are very familiar with the Activity Agreement having created the AA DVD and website through our partner organisation Smart Film and Media, many of the same staff also run The Beat Project.

The Beat Project has over the past two years moved into delivering much more media based projects, programmes and workshops having also taken on staff and tutors who specialise much more in this area.

We can cover all the aspects of the AA media programme as follows:

Film - we work with professional equipment that is suitable for this type of project and specialist tutors that are also used to working with the client group. We also use laptops for simple editing with adobe premier software for professional but speedy editing.

Photography - using the latest digital cameras and software combined with very experienced tutors we can deliver photography from a basic to advanced level.

Web design - Web design is part of our every day work. We can use a number of packages to create sites including open and free software so that the young people can continue to develop their skills at home or after the AA has finished which includes creating their own blogs and websites incorporating their own music and film.

Music production - we use a number of software packages from basic to advanced level and in all genres including Urban music and MC / Rap through to more traditional live instruments recorded and edited on computer. What ever the style required we can facilitate modern music production workshops.

Games Design - we have more recently started creating simple on line and on CD / DVD games including the design aspects of creating such products. Again we can deliver this as design only workshops where the participants will create the concept through to look of the game through to actually completing the game itself.

DJ Skills - Again one of our strengths having professional DJ's in our staff team that have very successfully delivered this to young people from all backgrounds for over 10 years. We teach the traditional DJ skills on professional DJ decks which incorporates some sound engineering as well through to using CD decks.

Additional benefits of using the Beat Project

1. The Beat Project can deliver all aspects of the AA Media Programme without out sourcing so increasing the benefits of continuity and cost.
2. If successful with this proposal the Beat Project would use its most experienced staff who have been with the Beat Project since its conception including Steve Carley and Kev Rye who specialise in film, DJ and music production.
Steve and Kev particularly enjoy working with this client group and have a natural empathy and ability to inspire young people.
They also would over see the project on the ground so you can expect quality of delivery, attention to detail and professional results at the end of the project.
Kev and Steve created the AA DVD and website which is currently on the Connexions website.
3. We are able to apply the Arts Award for individuals on this course and are Arts Award trained advisors. This is a Nationally recognised qualification and can be applied at the Bronze or Silver level during an AA course. We would run this for the group and ensure the young people stand the best possible chance of passing which at Bronze level should be everyone.
4. We use various software for media production but would suggest we use open source software for many of the applications in this course. Open source is mostly free or very low cost and doesn't need many licenses for each user therefore saving on cost. Open source is being used more and more and now has many professional software packages available that are as good as the top level editing packages that cost many hundreds if not thousands of pounds. One advantage is that the young people can access this anywhere and continue to use it to develop their work after the AA has finished. For most people this means continuing to learn and develop where purchasing an expensive software package can mean the end of a promising start to a career or training, it also avoids making illegal copies of software.

5. As part of their course participants could also set up a project tracker on line where examples of their work can be shown, blogs or diaries of how they are doing can be uploaded alongside any music or designs they have created. This tracker or full website can be linked to the Connexions AA site and restricted as needed for the public to view the course as it happens. We are able to facilitate this.
6. Basic Skills will be embedded into the programme as the main emphasis will be on media but we can produce all activities if required in modular form where all skills including basic skills can be listed and accomplished in an easy manner without distracting from the course enjoyment for the participant.

Showcase activity

Given the nature of the course we would anticipate running a showcase event at the end of the course which could include the following:

1. certificates and Arts Awards (if required) presented
2. any films or media displayed and shown
3. live performances by participants
4. speeches by participants about their course and achievements

friends and parents / carers could also be invited to create a real celebration event.

Programme structure

If we are successful with this proposal we will design the entire 6 weeks to include all aspects of media as requested.

Of course we would work with Connexions and any young people through Connexions to structure this for the best possible results.

We have a great deal of experience at creating and timetabling such activities into a full programme which can include accreditation and basic skills if required embedded into the programme.

We have enclosed below an extract from a current YOT programme which is also 6 weeks every day to give you an example of a timetabled programme constructed by The Beat Project.

YOT Summer Programme **2008** (course example)

		Session 1	Session 2	u n c h	Session 3	Session 4	
	9.30am	10.00 – 10.50	11.05 – 12.15		12.45 – 1.50	2.05 – 3.30	3.30 – 4.00
Mon	Arrive	Introduction to the week ahead / review Personal planning & interviews Arts Award portfolio	Drama Ice Breakers, Confidence builders	L u n c h	Drama Music technology Script writing / recording	Drama Music technology Performance	Staff debrief
Tues	Arrive	Personal planning & basic skills training	Website training	L u	Music & DJ skills	Music & DJ skills	Staff debrief

		Arts Award portfolio		n c h	Live performance	Live performance	
Wed	Arrive	Personal planning & basic skills training Arts Award portfolio	Radio show development Presenting and recording inc DJ skills	L u n c h	Visit Connexions Sittingbourne	Visit debrief Careers discussion following the visit with Connexions	Staff debrief
Thurs	Arrive	Personal planning & basic skills training Arts Award portfolio	Website development	L u n c h	Dance Workshop/ Music Technology	Dance Workshop/ Music Technology	Staff debrief
Fri	Arrive	Basic skills training	Film (creating a pop video)	L u n c h	Drama Script writing / recording the radio show / DJ Skills	Drama Script writing / recording the radio show / DJ Skills	Staff debrief

If you require a full schedule before making a decision please let us know and we will design this for you.

The programme will run for 6 weeks @ 4 days per week @ 6 hours per day.

Conclusion

We would very much like to become further involved with Connexions through this opportunity to run the AA media programme and would be happy to discuss this proposal further at your convenience.

Thank you for contacting us and we look forward to speaking with you in due course.

Steve Carley - Project Director

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