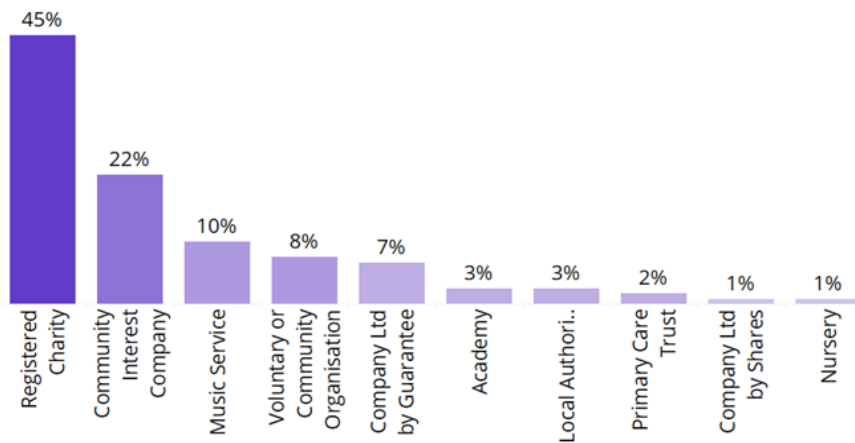


Youth Music Stakeholder Survey

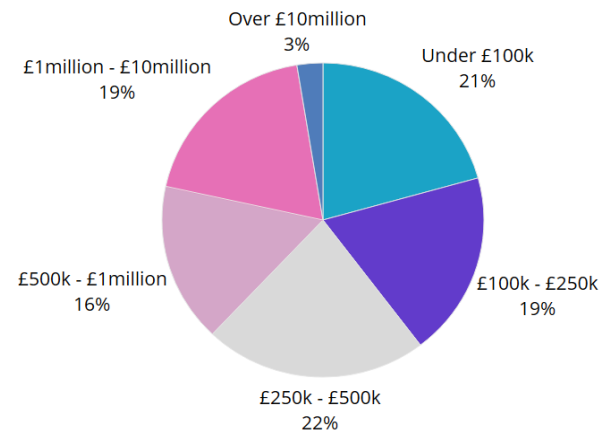
2020 Summary

Respondent information

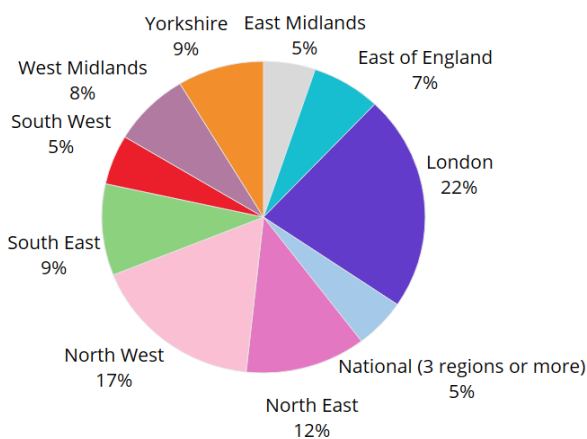
- The 2020 Stakeholder Survey received a response rate of 23%.
- 86% indicated that they were a current grantholder. 75 respondents held one grant, 14 held two grants and one organisation held three.
- 52% of respondents had a Fund A grant, 40% Fund B, 4% Fund C, 5% Music Education Hub Development fund and 14% did not currently hold a grant.



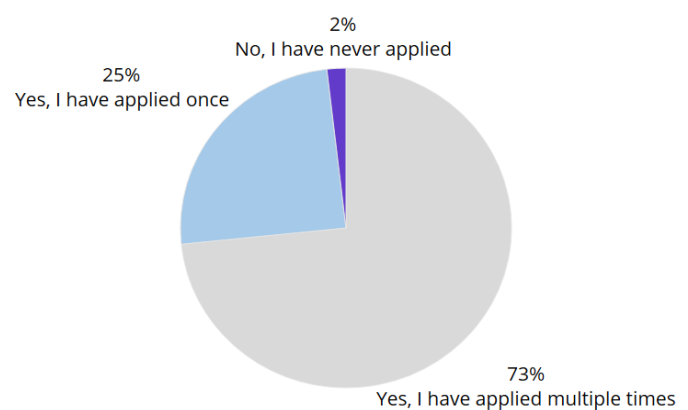
Organisation type (n=116)



Organisation turnover (n=116)



Organisation location (n=116)



Application history (n=109)

Applying for funding

“The whole process was a positive experience, the guidance notes provided was very useful and the communication, email and phone support from the grant officer were excellent.”

We provide a range of information and resources to support applicants to complete their grant applications to Youth Music. We asked survey respondents to rate the quality and accessibility of these different aspects. This table shows the proportion of respondents who rated each aspect as ‘above average’.

	Rated the <i>quality</i> as above average	Rated the <i>accessibility</i> as above average
Phone/email support from Youth Music staff	70%	<i>n/a</i>
Online project planning resources	64%	66%
Online grants portal	73%	76%
Application questions and language	<i>n/a</i>	78%
Youth Music Network	<i>n/a</i>	75%
Youth Music charity website	<i>n/a</i>	81%

“I have always found the questions asked during the application process to be straightforward and relevant. The Youth Music resources accessible via the Network are interesting and informative.”

We asked survey respondents about their experiences of applying for Youth Music funding.

78% told us they thought the level of detail on the application form was about right in relation to the amount of money they were requesting.

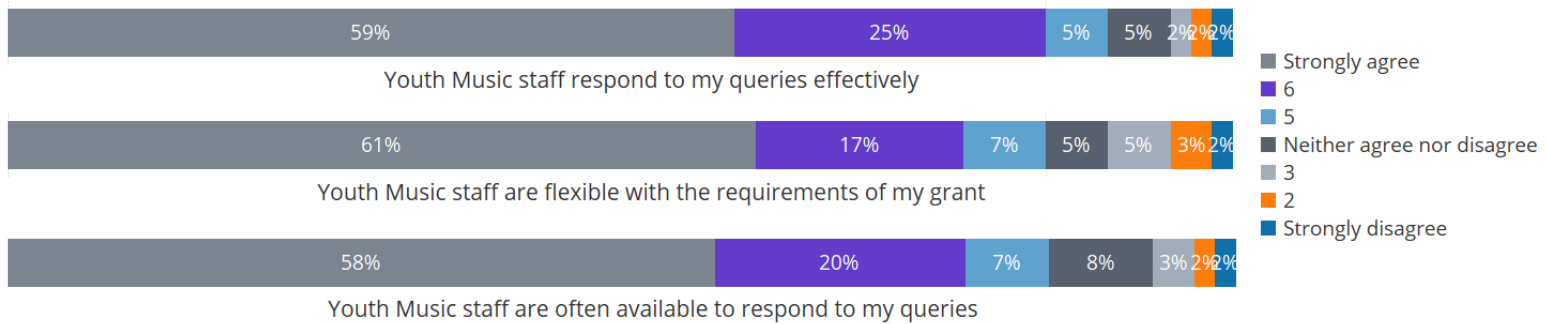
22% felt it was too much. We have since reduced the level of detail required on our application forms.

“It's a very big application, but ultimately it means (assuming we're successful) that we have the whole project planned out already! It also means if UNSUCCESSFUL we'll have dedicated a huge amount of time to something which then can't exist...”

Relationships with Youth Music

“Always very helpful and friendly. Probably some of the friendliest people from the grant giving community.”

“Staff were flexible and adaptive in their approach which reassured me that they know about my project and it's particular challenges/timeline issues. Really helpful.”



Youth Music's response to COVID-19

We asked survey respondents a series of questions about their organisation’s experiences of COVID-19, including the effects that the pandemic had on their delivery, finances and workforce. Of the Youth Music grantholders (including those with a grant from our [Emergency Fund](#)) who responded:

- 50% told us they’d had to reduce their services and delivery
- 45% told us they’d had to furlough some of their staff
- 27% told us their staff had reduced their working hours

However, grantholders also showed their appreciation for our flexible and supportive approach during such a challenging time:

“Thanks for the guidance and networking sessions organized to help through this time. It was great to know that all our team would be paid as normal early on in the lockdown and reassuring for all my staff.”

“Youth Music have been accessible and supportive in allowing us to reshape the project in the current situation.”

We have also recently signed up to IVAR’s [Flexible Funders](#) community in order to commit to this approach more long-term.

Grant requirements and processes

Youth Music funded organisations report to us on the progress of their projects. The frequency and level of detail in these reports depends on the type of grant they hold.

Of the respondents that told us they were current or previous grantholders:

- 97% told us the frequency of reports relating to the size of their grant was about right, a big leap from 82% in 2019.
- 85% agreed that evaluation was useful for strengthening their organisation, and 80% agreed that their evaluation skills had improved as a result of reporting to us.
- 88% agreed that they use the evaluation data they collect for Youth Music for other purposes, too.
- 77% (n=43) said the amount of detail required in reports in relation to the size of their grant was about right, with 23% saying it was too much.

In response to findings from previous surveys, as well as anecdotal feedback from our projects, we asked some specific questions about our evaluation requirements.

Some respondents felt that Youth Music’s reporting requirements can be quite rigid and detailed:

“We very much value the support of Youth Music and we have been receiving substantial grants that have given us much-needed stability. We find however that the application and reporting processes are very onerous when compared to other funders. We appreciate that efforts have been made, namely in the area of evaluation to account for our audience needs.”

We also asked respondents where they felt they needed further evaluation support from us:

	%	(n)
Online training	50%	28
Signposting to measurement tools	41%	23
Updated evaluation guidance documents	34%	19
Evaluation guidance in other formats (e.g. videos)	30%	17
In-person training	25%	14
More frequent phone/email support from the Research & Evaluation team	21%	12
More frequent phone/email support from your Grants & Learning Officer	9%	5

Since this survey, we have amended our reporting requirements to be much more flexible, giving projects the opportunity to report to us in a range of different formats to ensure their evaluation works best for them.

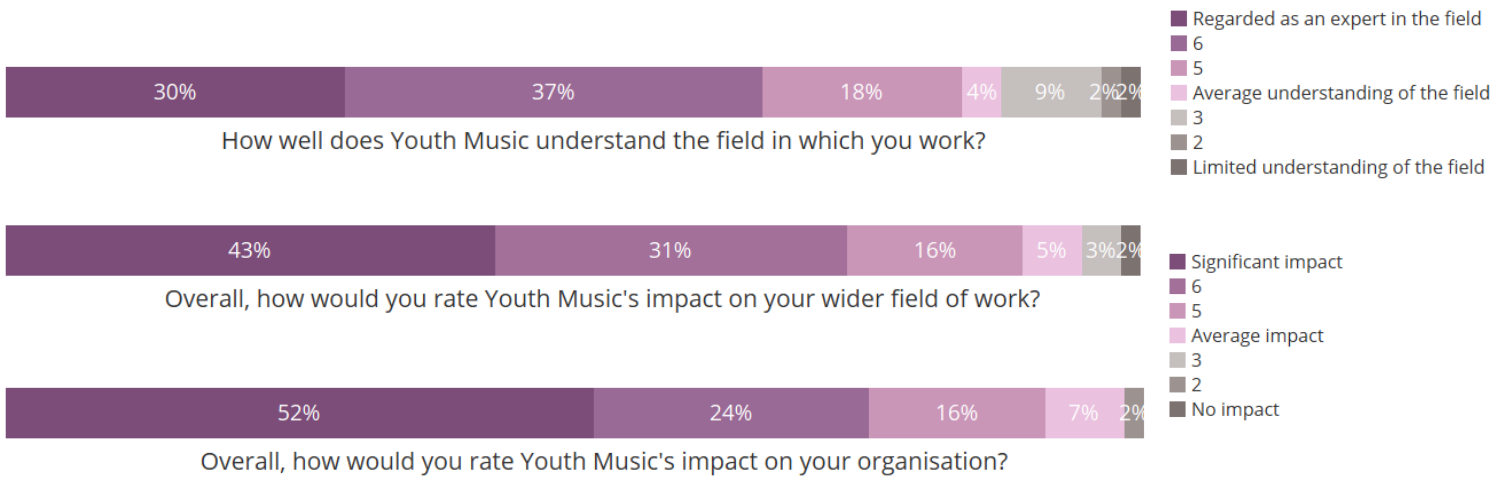
We’ve also refreshed our essential evaluation guidance, ‘Plan, Do, Review’ to be more concise and created an additional bank of resources on specific topics so projects can access the information they need more easily. And, we’ve held online grantholder ‘drop-in’ sessions so they can ask the team their evaluation-related questions and hear ideas from other Youth Music projects.

Youth Music's impact

“The funding that we received allowed us to introduce music to many families and young children in a format that is accessible and meaningful to them at the heart of their communities”

“We have always found Youth Music to be a supportive organisation that understands what we are trying to do.”

“We definitely wouldn't be where we are without Youth Music support.”



When asked what one word they would use to describe Youth Music, respondents most frequently described us as supportive, inclusive, inspiring, responsive, aspirational and innovative.



“Youth Music's support both, financially and practically, has significantly shaped us as an organisation over the years. Youth Music have given us a language to describe the transformational power of music. The fact that I, the Managing Director of our charity, was once a 15-year-old girl who couldn't afford guitar lessons and went along to a Youth Music funded project, and start of my journey into music as a career, speaks about the long-term, transformational impact of Youth Music on us as a charity. We can't thank you enough.”