

About YouShine?

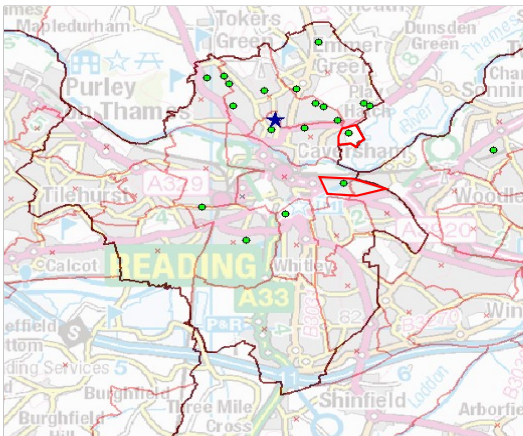
YouShine Theatre CIC is a musical theatre group for children aged 4 to 19, based in Caversham, Reading. Their seniors group is for children aged 13 and above, and puts on a large scale production each April. As well as the enjoyment of musical theatre, the groups aims to improve children's confidence, self belief and determination.



About the project

YouShine Theatre CIC need to provide evidence about the need in the local community for their theatre, in order to secure funding. Specifically, YouShine needed

- To demonstrate the need for youth diversionary activities in Reading and that theatre could meet that need
- To demonstrate the need for attracting young people from deprived backgrounds.
- To demonstrate that YouShine Theatre is better placed to meet this need than any other group, including the quality of the YouShine offer.
- To suggest strategies to attracting more participants from the identified groups



The research

Belake Research deployed a range of statistical research methods in this project. Geographic and drive time analysis. Geographical and drive time analysis was used to identify the 'reach' of the organisation from its base in Caversham, Reading. A range of statistical data sources were then employed to identify issues such as deprivation, areas of poor educational attainment. This was then contrasted with survey data, which identified

whether children wanted to participate in out of school activities, what type of activities they wanted to partake in and whether they felt there were any barriers to accessing out of school activities. Further analysis was undertaken of all these sources to understand how the identified needs could be met. YouShine's current clients were digitised to understand to what extent YouShine was currently meeting those needs. Finally some competitor analysis was undertaken to understand whether what other organisations were delivering similar services against which YouShine would need to compete for both quality, clients and funding.

Conclusions

Belake Research identified a clear perception amongst the public in the local area of a lack of things for young people to do, and that this was particularly acute in areas of economic deprivation. Theatre was also identified as something that children would like to be able to do, but cost and lack of availability were key factors in preventing children taking up these activities. YouShine were also already attracting some membership from deprived areas, showing that they already had potential to attract members from areas most in need.

Outcomes

YouShine are now taking this evidence to a variety of funding bodies so that they can expand their offer into the areas identified. Diane Yousofian said that the research was “is fabulous and right on time too” and that “It is really important to us to get funding for our next project and I am sure your report and suggestions will help us greatly in this respect.”

How Much?

This project was conducted for free under Belake Research's Access Programme. This provides research to charities and third sector organisations for a heavily reduced costs – normally less than 20% of normal cost and sometimes, as in this case, for FREE! However, even if our full commercial rate had been used, this project would only have cost £750

