

AMP Youth Voice Policy

Updated July 2026



Look out for
lightbulbs
throughout to
see definitions of
new language.

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AMP:Producers team 2024/2025

Our Youth Voice Policy

This policy sets out **how we will embed Youth Voice throughout our organisation**, from leadership to programmes and everything in between.

As well as this, it also talks about **our definition of Youth Voice and our specific goals and commitments**. This includes:

- How we work to **share best practice, training and the benefits of Youth Voice** across the creative sector and North Yorkshire
- How we will **amplify young people's voices** in our work
- How **Youth Voice works alongside Inclusion, Diversity, Access and Equity**
- **Creating opportunities** that tackle real barriers young people face

A background image of a brick wall with a rainbow-colored geometric overlay. The overlay consists of several large, overlapping triangles in red, blue, green, yellow, and purple, creating a vibrant, abstract pattern across the wall.

Everyone takes responsibility

Everyone in the AMP community plays a part in ensuring that Youth Voice is at the centre of what we do, including:

Staff, partners, trustees, funders and participants.

Youth Voice:

Our Definition



The meaningful inclusion of young people and their thoughts, feelings and actions into the planning, decision making and development of an organisation.

Youth Voice & Inclusion, Diversity, Equity and Access (IDEA) ⁴

- **Inclusion at the centre:** By definition our Youth Voice policy is built to help AMP ensure that we are including a diverse range of voices at every level of our organisation, and ensure they're able to participate
- **Celebrating Diversity:** Embrace and celebrate the diverse backgrounds of our participants, fostering a culture of respect and understanding.
- **Embedding Equity:** AMP strive to ensure that every young person has equal access to our programmes, taking into account their circumstances and supporting as needed.
- **Promoting Accessibility:** Actively work to identify and remove barriers that may prevent participation, making reasonable adjustments to accommodate the needs of individuals.
- **Zero Tolerance for Discrimination:** We do not accept any discriminatory, harassing, or abusive behaviour. We encourage participants and staff to report any incidents to ensure a safe environment for all.

Full AMP IDEA policy, Youth Voice and Safeguarding policies can be found here: <https://amp-music.co.uk/about-us/policies/>

Our Journey

We have been working on our Youth Voice Strategy for over 5 years, and have seen this make huge differences to our organisation.

Where we started

Low numbers

Limited Voices
included

Recognising we need
to make change

What we worked on

Embedding youth voice
into our programme

Attending training
and gathering knowledge

Youth Voice in governance

Results we've seen

Co-led
decision making

Improved recruitment to
programmes (more
diversity + more
applications)

50% trustees under
30 years



YOUTH VOICE AT AMP

AMP: PRODUCERS

Programme Structure

Youth Voice is embedded in all our work, however, our project AMP: Producers focuses directly on Youth Voice.

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Between 2023–2026 with support from AMP and industry mentors, 11 young people aged 18–30 years have taken part in a 7-month long paid work experience placement.



Both training and work undertaken on this project is paid. the programme is youth-led, meaning decisions are co-managed with AMP and team together.

“I feel like I’m being taken seriously for the first time, and that is really empowering.”

AMP Producer Participant



Come As You Are 2024



‘A formative experience that has allowed me to self-improve and finally figure out what, exactly, I want from my current freelance operations’
2024/2025 AMP Producer

AMP: Producers Alumni Progression Routes:

- LABEL MANAGER @ LAUNCHPAD PLUS
- FORGE NETWORK YOUNG ASSOCIATE
- AMP MUSIC PRACTITIONERS AND TRUSTEES
- NME PUBLISHED JOURNALIST
- SHEFFIELD DOC FEST
- LAUNCHPAD YOUNG LEADERS
- STARTED THEIR OWN BUSINESSES
- ASSISTANT MANAGER – MERCHANDISE (LEEDS ARENA)
- MADE WITH MUSIC – PROJECT ASSISTANT
- PLUS ASSORTED CAREERS AT OPERA NORTH, LIVERPOOL PHIL, LEEDS 2023, ACCESSIBLE ARTS & MEDIA, LEEDS 2023.
- HAVING THEIR OWN RADIO SHOW

Rural Fest 2021

Outcomes



LOG FEST - 2025

Youth Voice and Creative Careers

By hosting paid work opportunities for young people and offering free access to training and development, we hope to continue to address inequality and disparity in employment within the arts sector. We aim to focus on young people living in challenging circumstances in North Yorkshire, which is classed as 85% rural.

Young people want to stay here but need opportunities and investment to retain them, and contribute to the cultural development of North Yorkshire. As well as seeing improvements in their wellbeing and confidence, we've seen the impact on career progression in the 5 years of this programme (as seen on page 7).



Before joining AMP, I had no exposure to the music industry but with the incredible support during and after the AMP Producers programme, I now see a bright future working in music!"

AMP Producer (now hosting their own student radio show!)



Youth Voice and Rurality

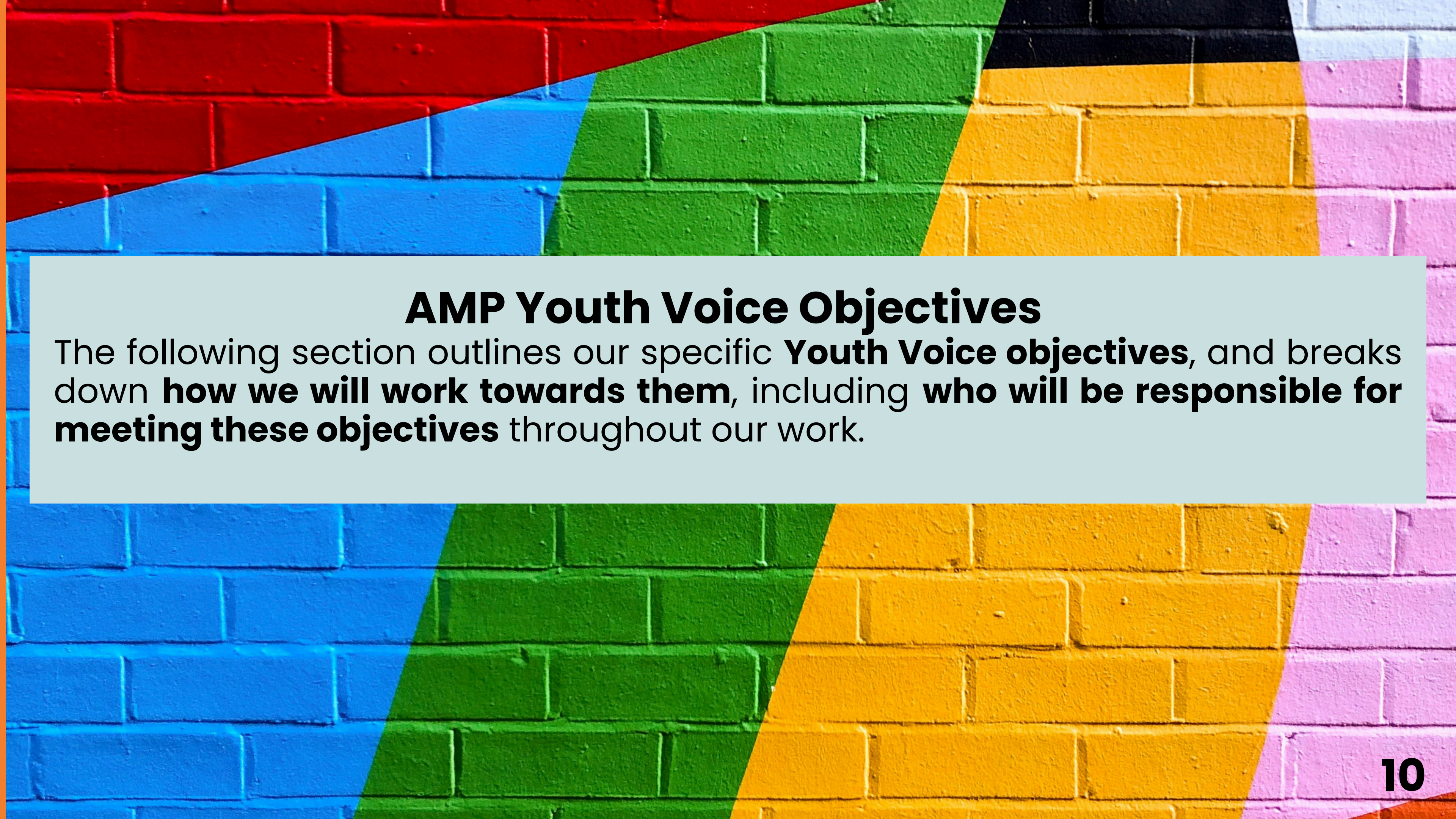
Young people growing up in North Yorkshire experience significant inequalities regarding access to cultural opportunities. Previous participants have cited barriers that include economic deprivation, rural isolation, mental health conditions, class and gender marginalisation.

Living in Yorkshire, it is particularly frustrating constantly having to travel out of my local area to work and volunteer in the creative industries. There simply are no creative opportunities in my local area.

It's much more of a test of perseverance when you live in a rurally isolated community and are aspiring to work in the creative industries.

Without AMP, I probably would've given up on the idea of working in the arts. They're the first organisation to really recognise the challenge rural living poses to working in this sector and try to make real changes to this.

AMP Producer, now Co-Chair of AMP's Board of Trustees

A background image of a brick wall with a rainbow-colored geometric overlay. The overlay consists of several large, overlapping triangles in red, blue, green, yellow, and purple, creating a vibrant, abstract pattern across the wall's surface.

AMP Youth Voice Objectives

The following section outlines our specific **Youth Voice objectives**, and breaks down **how we will work towards them**, including **who will be responsible for meeting these objectives** throughout our work.

Objective: Co-Creation and Consultation

SUMMARY: TO CONTINUE TO OFFER AND EMBED FLEXIBLE ROUTES AND PROCESSES BY WHICH A BROAD, DIVERSE AND CHANGING GROUP OF YOUNG PEOPLE WILL CONTRIBUTE IDEAS

- Identify issues important to them
- Influence AMP's overall work and in particular its Youth Voice work and AMP: Producers Programme
- Contribute to and influence the planning and design of projects they're involved with
- Advocate for young people in their county, raising a positive profile for themselves and or others
- AMP + our partners will be responsive to the feedback of their participants
- Participants are fully involved in creating new and innovative music opportunities
- Refreshing and reshaping the previous formats of music sessions

How we do this (a snapshot, it can look different depending on who we work with!)

Evaluation: Questionnaires, group discussions about projects

Consultation: Before, during and after sessions

Young Trustees – young people contribute at governance level

FORGE Local Cultural Education Partnership (an organisation that works with multiple organisations around the county towards improving cultural education)

Accessible and adapted versions of feedback and evaluation materials to be used in a variety of settings



What is a Young Trustee?

As AMP is a youth charity we have a board of directors which is a group that provides governance (leadership) and helps us run as smoothly as possible. Young Trustees will be members of the board that are 30 years old and under. Currently, less than 3% of trustees on charity boards across the UK are under 30 years. We want to be part of the movement that changes that, and are working closely with Young Trustees Movement, Sound Connections and our own research to help us do so.

Objective: Opportunities

SUMMARY: TO PROVIDE REGULAR, RELEVANT, HIGH-QUALITY PROFESSIONAL AND CREATIVE OPPORTUNITIES TO ENGAGE WITH MUSIC AND PROFESSIONAL OPPORTUNITIES IN THE MUSIC SECTOR IN CONSULTATION WITH YOUNG PEOPLE, MEANING PARTICIPANTS WILL:

- Gain confidence and experience in musical skills
- Have mentoring from professionals within the sector
- Be **stakeholders**  in what opportunities they get to experience
- Access paid professional opportunities at the Real Living Wage
- Gain professional development and work experience through PODs, workshops, and projects

The AMP Team will:

- Offer accessible recruitment pathways, with simple forms, prioritising lived experience over qualifications.
- Share current opportunities available internally at AMP, throughout Yorkshire or nationally. Signpost to other opportunities where needed.
- Keep in touch with participants after they complete our programmes
- Offer paid work and progression routes as often as possible



A **stakeholder** is either an individual, group or organisation that is impacted by the outcome of a project or a business venture. In the case of AMP, our Youth Voice programme aims to ensure that all young people involved in our projects can be stakeholders in our programmes and delivery, because you are impacted by what we offer.

Objective: Taking Action

SUMMARY: TO ENSURE THAT THE CONTRIBUTIONS OF YOUNG PEOPLE ARE TAKEN SERIOUSLY AND ACTED UPON, WITH CLEAR EVIDENCE THAT THIS HAPPENS

- If we cannot show that action is taken from consultation, then this is a failing to authentically deliver our youth voice work
- Before consultation, we will set expectations with young people, to ensure that possible actions will be within the scope of AMP's budget and capacity
- To ensure information and updates are accessible at a level that is appropriate for all potential readers.
- We will work steadily and consistently, we won't make rushed decisions but will build in change sustainably

How we communicate this:

Updating and checking in with participants during sessions at regular intervals

Sharing about our goals and actions during conferences and other networking events

Reporting to our funders

The **reports we submit to our board summarising our progress** against different goals

sharing updates publicly on social media, our website and newsletters



We use the word **capacity** to refer to how much time, energy or thinking AMP have available to put towards something. We want to be realistic to ensure that we do not over promise, spend more money than we have and to prioritise the wellbeing of our staff.

Objective: Speak Out

SUMMARY: TO ADVOCATE FOR YOUNG PEOPLE'S VOICE AND INFLUENCE AND PROMOTE THEIR POSITIVE CONTRIBUTION TO THEIR COMMUNITY AND NORTH YORKSHIRE.

- Use AMP website and social media to share information, platform young voices and build an online community.
- AMP will host regular training sessions using our new Youth Voice Training and Consultancy Training package (See more information on Slide 21. This was co-created with young people in 2025/2026).
- AMP team, partners and Trustees to attend regular conferences, networking events and strategic meetings with other cultural and regional organisations to promote Youth Voice
- Where needed to work with a marketing consultant or other professionals to support in creating public campaigns via social media and email.
- Lobbying local, regional or national government appealing for changes in policy



Advocacy is the act of supporting, influencing, or promoting a cause, idea, or policy, often through activities such as public speaking, media campaigns, lobbying, or legal representation

Lobbying is when an individual/groups try to get a government to change its policies. Lobbyists make their case to ministers, MPs or officials. They can write, email, text, phone, video call or turn up in person in Parliament to do it.

Youth Voice in Partnership – how we support our core partners, and how we learn from them...

- Provide resources to ensure there is a variety of methods to collect feedback and do consultation including questionnaires in a variety of formats (digital, paper, accessible).
- Provide training in trauma informed practice, safeguarding, youth voice, IDEA and co-creation on a regular basis (at least one from this list, at least once a year).
- Facilitate quarterly core partner meetings to share best practice and learn from the specific knowledge of each organisation.
- Check in at regular stages of project planning (also at debrief stage) to consider how youth voice is being prioritised and provide support if needed.
- Share stories of brilliant practice by our partners.

Youth Voice at Strategic Level – how will we keep moving in the right direction?

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- Led by AMP's Director, our staff, partners with support of Trustees will maintain an overview of regional youth voice work and network with other organisations to learn about best practice.
- Continue building momentum as a Youth Voice training provider with AMP's Youth Voice Training and Consultancy package. Deliver training regularly to different individuals and organisations throughout North Yorkshire and more widely.
- Promote the importance of Youth Voice through practice sharing at conferences and sector events. sharing of best practice and the use of mentors and peer trainers through practice sharing at conferences and sector events
- Champion and advocate for youth voice and active participation with external agencies like funders.
- Facilitate meetings with key regional decision makers
- Capture evidence and promote positive change for youth voice advocacy including engaging with the Young Trustee Movement, Sound Connections and North Yorkshire Voice team.

Who is responsible for upholding Youth Voice at AMP?



Board of Trustees	Responsible for the effective operation of this policy	Monitor, evaluate and create action plans. Support AMP team to decide on strategic goals and where able, facilitate connections to wider organisations, local authority or legal support.
Everyone at AMP	Duty as part of their involvement to do everything they can to ensure the policy works in practice	Engage in training provided by AMP and feedback when things don't work or are working well. Share best practices and contribute ideas for new strategies. Spread the word about campaigns and take part in advocating for Youth Voice.
Programme Manager (with support of AMP Director)	Create Youth Voice Policy	Keep Youth Voice policy up to date annually. Build youth voice into reporting to funders, board of trustees and monitor progress against specific objectives and goals.

Resourcing and Funding

Youth Voice will always be given resources within the AMP annual budget. The AMP Director, with support of staff and trustees will continue to apply for funding specifically to expand the work. For example, we were given a specific pot of funding to co-create our Youth Voice training package with a group of 18-30 year olds. They were paid to work on this project. The funding also support our management costs.

AMP is a charity and is funded from various organisations at any given time, often including: Youth Music, Garfield Weston, Foyle Foundation, National Lottery Community Fund, Ashley Family Foundation, The Shears Foundation and North Yorkshire County Council.

As well as covering staffing, funding will cover costs such as:

- Venue hire for AMP:Producers, PODs, consultation and meetings.
- Workshop delivery costs and professional mentors' fees.
- Refreshment costs.
- Support wages and travel for AMP: Producers Participants and Young Trustees (travel and expenses only –Trusteeship is voluntary).

AMP Youth Voice Training and Consultancy Package

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Training

- 3-4hrs online or in person
- Co-delivered with young people
- Group training with interactive activities, discussions and learning

Consultancy

- 1:1 or organisation specific consultation with AMP team
- Bespoke support based on your Youth Voice goals and journey

Why we created this training

We already work to advocate and education around Youth Voice with partners and networks around the county. In addition we are the diversity and inclusion lead for NY and Y Music Hub and a core part of FORGE the North Yorkshire Learning and Cultural Education Partnership. As outlined in this policy, AMP puts Youth Voice at the heart of what we do. But we have had to work hard to get to where we are, to firstly upskill and train internally, to understand Youth Voice on a deeper level and to embed it authentically. With all this in mind, we felt that 2026 was the year we felt ready to formalise this work and structure it into a package through which we can share our 5-year Youth Voice Journey so far.

How we created this training

Our training was created by the AMP Training Collective. A group of 18-30 year old people from across Yorkshire. It has been designed by young people with the intention of increasing involvement of young people with decision making processes.

Definition of Youth Voice

What does the concept Youth Voice actually mean?

Models of participation

Different ways to think about Youth Voice based on research backed models.

Training Overview

What we hope you will take away from the training...

- 1: Be able to communicate a functional definition and background for 'Youth Voice'
- 2: Put youth voice into context in your work
- 3: Identify how youth voice can be applied in practice
- 4: Create practical steps to implement youth voice in your delivery

Putting Youth Voice into practice

How does the theory apply to real life scenarios?

Putting Youth Voice into Action

How can you build the ideas learned through the training into your work?

Enquire about Youth Voice Training and Consultancy, or find out more on our website.

email: info@amp-music.co.uk

website: www.amp-music.co.uk