

Transform your organisation with Youth Voice

amp-music.co.uk

About us

We're AMP, a youth music development charity. We champion the transformative potential of music for children and young people in North Yorkshire and beyond.

We're particularly committed to supporting those who may not be served by mainstream provision, including young people growing up in rural communities. You can learn more in our research report, *Gone in the Air*.

Since 2018, we have engaged over 18,000 young people and their families in person, and reached 442,500 children and young people online, making us one of the biggest music and education charities in the region.

"Without working with AMP, I would not be pursuing a career in the creative industries. I 1000% would have given up...To say they've made my future pathways possible is to put it lightly. By constantly advocating for young people to have diverse work opportunities in rural areas that actually pay a living wage, they're breaking barriers for people like me."

Former participant, now young trustee and Co-Chair of AMP's board



Benefits of Youth Voice

Diverse perspectives

Build stronger, more relevant services and policies by including voices beyond traditional leadership.

Challenge yourself

Connect with new ideas – these can lead to innovative approaches and stronger organisational practice.

Unheard insights

Unlock perspectives that can drive innovation and positive change.

Digital skills and awareness

Learn new ways of working from a digitally connected generation.



"I feel like I'm being taken seriously for the first time, and that is really empowering."

Young producer, 2025

What does the training cover?

What you'll learn:

What is Youth Voice?
What Youth Voice means and why it matters.

Models of participation
Explore the Hart and Lundy frameworks and different approaches to Youth Voice.

Putting Youth Voice into practice
Apply theory to real-world scenarios and challenges.

Planning your next steps
Identify practical ways to embed Youth Voice in your work.

You will leave this training able to:

- Define Youth Voice and its foundations.
- Understand what it means in the context of your practice.
- Create a bespoke plan to embed Youth Voice.
- Turn your plan into practical action.



"I thought it was really well structured, paced and informative. Exactly what we needed and asked for."

Training participant, 2026

How the training works

Training Packages

What you can expect from our training:

Young people's perspectives:
Sessions co-delivered with young people where possible

Interactive learning:
Group discussions and practical activities

Tools and resources:
Actionable resources to support your work

Reflection and networking:
Dedicated time to connect, reflect and plan

Online

What you will get:

4 hours of online training,
delivered via Zoom in short, accessible modules with captioning and note-taking tools

Benefits:

Join as an organisation or individual and take part from anywhere in the UK

In person

What you will get:

4 hours of in-person training,
delivered in digestible modules.

Benefits:

Learn alongside colleagues or connect with others who share your goals

Pricing

We want our training to be accessible to a wide range of organisations and individuals, so we offer a flexible and inclusive pricing structure.

Packages start from just **£150 for a 1:1 Advisory session** and **£600 for a full modular course**. Fees cover staff time, management costs and fair payment for a young person to co-deliver the training.

As every organisation is different, we provide tailored quotes and will work within your budget wherever possible.

Find out more and book your training with AMP at
amp-music.co.uk/training

Consultancy Packages

Alongside our training, we offer bespoke consultancy for organisations developing a specific project or going through a period of change, as well as freelancers looking to strengthen Youth Voice in their music leadership or management.

Not sure what you need? Get in touch for a free, informal 15 minute chat to explore how we could help.

How it works

Standalone 1:1 Support — 90 minutes in person or 2 × 45-minute online sessions

Tailored support to help you:

- Explore the challenges, opportunities and benefits of embedding Youth Voice.
- Set goals and identify practical ways forward.
- Reflect on your practice and evaluate your progress.

You'll work directly with our experienced Director, Sarah McWatt, who has led AMP's strategic journey towards working authentically with Youth Voice over the past six years.



Training + Consultancy package

Combine our four-hour training with follow-up consultancy sessions to turn learning into action and support lasting change.

We'll help you set goals, develop practical strategies, reflect on progress and stay accountable for putting Youth Voice into practice.

Get in touch to discuss costs and find the right package for you!



“Participation is never perfect…organisations [should aim] to improve and keep reflecting rather than avoid action because they are worried about getting things wrong.”

AMP Training Collective Producer

Why we created this training

We’ve seen first-hand the difference meaningful Youth Voice can make. Through our work with **young people aged 0 to 30**, and with partners across the country, we’ve learned what helps Youth Voice thrive, authentically and inclusively.

That’s why we co-created this training: to share accessible, practical approaches that can be adapted across different organisations, ages, settings and sectors.

How we created this training

This training was co-created by the AMP Training Collective, a diverse group of 18-30-year-olds from across Yorkshire. Designed by young people, for young people and those who work with them, every exercise is rooted in lived experience and reflects the importance of genuine participation in decision-making.

Youth Voice at AMP

We have been working on our Youth Voice Strategy for over six years, and in this time it has made huge differences to our organisation.



Where we started

- Low numbers
- Limited voices represented
- Well-meaning but tokenistic practices within our work
- A need for change

What we worked on

- Attending training and building knowledge
- Reaching out to participants we could see weren't engaging
- Adapting our programme to young people's interests
- Giving participants space to shape projects
- Creating opportunities for youth governance
- Improving recruitment practices
- Co-designing marketing and communications with young people

Results we've seen

- A refreshed brand that better reflects young people
- Increased diversity among participants and trustees
- Since 2024, 50% of trustees have been aged 30 or under
- Powerful testimonials from young people

Contact Us

AMP



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