

3. DCDP Case Study: Mission Ambition, Bauer Academy, Radio Tay

#MissionAmbition is a multimedia training programme from the Bauer Academy that provides young people in Dundee with a unique learning experience. This ten-week training programme takes place every Saturday at the Academy's facilities at Dundee's local radio station Tay FM, providing an exciting and engaging learning environment. The course develops key transferable media skills, but also focuses on developing leadership and entrepreneurialism in young people.

Training covers radio, television, text and photography and is delivered by some of the country's leading academics and award winning producers, presenters and journalists.

Students are encouraged to take the lead and create content on issues that they are passionate about. Over the last year this has included, animal welfare through an interview with the Cats Protection League; the Arts in Dundee through an interview with *Game of Thrones* actor Clive Russell; the Christmas Market in Dundee, through interviews with stall holders and exhibitors.

The programme launched in October 2015 and in the first year, the two cohorts have been in contact with and created content such as podcasts, photographs and videos with a wide range of other Dundee Community Development Programme projects, including Advocating Together, Dundee Rep, Police Scotland Youth Volunteers, Dundee Comic School, the V&A, Dundee Social Enterprise Network, MAXwelltown Community Garden and Dundee Foodbank.

In addition to creating content on other DCDP projects as part of the #MissionAmbition training course, Bauer was able to add value to what the other organisations are doing. For example, the Police Youth Volunteers were looking to create online safety videos and Bauer recently hosted a peer-to-peer training session with approximately 30 of their young people to create these videos, and develop skills. Another project, Faith in the Community, uses music to help people with mental health issues; Bauer is offering an experience at the radio station to record the music they have been working on.

Feedback from participants in the training shows that they develop confidence and self-esteem, but also new, transferable skills including communication, creativity, storytelling and problem-solving. All participants have connected to other Rank-funded charities, helping them to develop an interest in volunteering. Two students made a presentation at a launch event for Advocating Together.

Participant story

One student in our first course (who had dropped out of school and was quite timid and shy) asked to lead the interview on a podcast with Advocating Together, a charity who help people with autism. Students were interviewing Carina Mitchell about the safe-place initiative, which is designed to help those with Autism and additional support needs. During this interview the student disclosed to Carina and his peers that he himself suffers from autism, and spoke about his difficulties with communication and eye contact. This made for a moving piece of audio, but more importantly was a significant step for this individual to take. This individual came back as a student mentor for the group two students.

New developments

From year two, Bauer Academy will be moving to partnering with the local charity, Cash for Kids. The partnership will explore new ways to target those from disadvantaged backgrounds, as well as further connecting young people to the charity sector through volunteering opportunities around key campaigns such as Mission Christmas, Coats for Kids and Superhero Day.

Bauer has worked with students after they have completed the course and helped them secure employment or further education. From the first year, three students have gone on to employment and one has gone on to further education. Two students have also been involved in peer mentoring opportunities.

Bauer has liaised with youth workers to offer taster sessions at youth groups, and other venues. This has proved a good way to introduce #MissionAmbition to disadvantaged groups, to demystify the course and help raise confidence in young people to attend the full course.

**Michelle Mackay & Martina Salveta, Bauer Academy
November 2016**