

Young peoples workable ideas to date

Development ideas for Family Area

- Children's games
- Chocolate making
- Using children's activities to attract parents
- Bouncy castle
- Sumo wrestling
- Keep fit
- Face painting
- Badge making
- Pictures of previous Mix events
- Site decoration – big screen on stage to see artist
- Food/picnic area
- Stage decoration –what does it look like?
- Non-alcoholic bar

Performers:

- Griminal
- Crazy Cousins
- Princess Nyah
- Tinie Tempah
- Egypt
- Meleka
- Lethal Bizzle

- Dhanj
- Wande Coal
- Mid Night Beast – Local Indie Comedy Band
- Scorcher
- Fugative
- N-Dubz
- Lady Vocal
- Lah Lah Kid
- Lady Danger
- Nu Brand Flex
- Nappa Man
- Big Man Sest
- Rude Girl
- Noiseets

DJ's

- Shyne
- Mad Fingerz
- Hot Stepper
- Smalls

Presenter

Jazzy

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Fashion Show-idea...looking for a provider

T J from Fashion Workforce UK gave a brief outline of his company and what he would like to offer this years Mix event. He has 12 years in the fashion industry his company works with young people aged between 11 to 20 years. The course covers: -

- Text tiles
- Cutting
- Fabric shopping
- Sewing classes

The course is to establish young people in the fashion industry looking at creating designs from scratch and compare high street designs against designer. TJ then went through slide show of his previous fashions shows of what the project does and showing designs of what the young people have created. Alternative fashion week happens once a year for a whole week. He went on to discuss what young people can get out of this: -

- Organise models mixture of professional/amateur
- Run way

If young people wish to design clothes, Fashion Workforce UK will set up a project create photo shoot. The company can also offer work experience within the fashion industry also looking at best colleges.

Young who wish to be involved in the within the fashion project: -

- Robyn
- Patrice
- Savannah
- Ming
- Reyss
- Jade
- Sarah
- Lisa

• Audience experience

- Disabled access – area next to stage – TV screen?
- A host that can interact more with crowd, and present from within the park (Kajo, Jazzy, *Eddie Kadi, Not Kat Slim?)
- Youth host pioneer Damien, Jade & Robyn
- Better signposting
- Mix flags, little ones for the crowd
- Zoning flags for key areas of the park
- DJ's
- Breaks in the main stage
- Better information stands
- Create crowd interaction
- Better uplifting atmosphere for all areas. Represents was viewed as being very good, (better promotion from main stage) Live n'up)- Tent too dark, poorly thought out

Can we attract big sponsors

- Nike – community games
- JD Sports
- Top shop
- River Island
- Adidas – definite yes
- HMV
- Coca Cola
- Innocent smoothies
- Sub Way
- Apple Mac
- Orange

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Branding for The Mix

Is it needed? And what do you think should be "freebies" for this year's Mix, and why?

- Logo – colourful
- Ads – radio, buses, billboards, banners and leaflets
- Freebies!
- Ipods
- oyster cards holders
- rubber wristbands
- t-shirts hoodies good quality/professional
- Bags – rucksacks & shoulder bags
- The Mix – mix tapes
- Horns/whistles

Taglines: -

- Mix it up! – darling
- I'm in the Mix
- It's all in the Mix

How to make the Mix bigger: -

- Road show – bus – week before (visit areas all over South London not just Southwark)
- Give out incentives to come – goodies and stuff
- Bigger screens

What ideas do you think will raise the profile of The Mix 2010? – Q2

- Prizes awarded at Festival
- Branding and Merchandising – like T-shirts

- Associated activities with existing projects such as Art camp- Peckham Space
- Free giveaways with incentives-T's, Oyster holders
- Giving young people the opportunity to star in The Mix commercials to go out on radio
- Big screens on the Mix stage – texting interactivity
- EA –games road show

**The Mix Steering Group
Bellenden Old School
5th May 2010
6pm to 8.30pm**

Attendance: (sheet attached)

No	Description	Action
	<p>Welcome & Introductions The interim Youth Chair Reyss Wheeler welcomed everyone and asked people to introduce themselves.</p> <p>Today's topic will be to discuss advertising and facebook as well as asking YSG to think about what they want to get out of the sessions with the partnership group.</p> <p>The young people split into 2 groups: -</p> <p><u>Group 1</u></p> <p><u>Facebook page: The Need</u></p> <ul style="list-style-type: none"> • Facebook needs to be interesting • Items to be shown on facebook page, performers, freebies and tagline i.e." Event not to be missed"(Robyn to take lead) • Liven up tent re music • Publicity Bus to promote The Mix within and outside Southwark • Flyers incentive when bringing flyer to event could get signed t-shirt from main performer or gift bag • Mailing list with headliners e.g. Bashy or anyone that is performing • Timeline – start date, promote event on Last FM or Choice FM (Chris Drugan to look into setting up an account with Last FM access to link with artists) <p>Other ways to promote the Mix:</p> <ul style="list-style-type: none"> • Distribute leaflets within schools and collages etc • "Candy Dance" to attract people to The Mix • Possible collaboration with Fender guitar hero? • FC introduced Aaron, who works for Rynehouse specializes in producing and mixing. In March Aaron done an event with Electric Limelight collaboration of City University. 	<p style="text-align: center;">Aaron</p>

- Aaron to look into different range of music for this year's event.
- How do we attract people to attend Cinemix i.e. music videos and Wii screen – look at getting live feed into tents. Damien to look into.

DB

Advertisement

- Myspace
- Mix jingle
- Flyers

Radio

- Choice FM
- Peckham Radio
- BBC1 Xtra
- Represent

- Newspaper
- South London Press
- Southwark News
- Twitter
- Fashion show
- Stickers/reverse stickers for cars
- Badges Mix promo
- Blackberry
- Broad cast
- Schools, before summer break-up
- Promo Day – handout flyers
- Pre-Mix
- Pre-party
- Mini fashion show
- Dates
- Skype
- Special guests
- MSN
- Activities
- CD's
- Channel U/A.K.A
- Performers, dancers, singers & rappers
- Southwark website

Poster

- Dulwich/Bermondsey borough
- Timeline –advertise jingle once a week up until end of June – posters 3 times a week to July etc 13th Aug, 14th Aug Radio!

Group 2 – Points of view

What questions do we want to ask the partnership group (Adult)?

- Security needs to be sensitive to how they deal with excited young people who may get over zealous re: Their idols
- Need a clear way of identifying those yp who have done the events management training
- Making festival more police friendly

From Wayne:

- park rules for all participants

Question:

- Did young people feel safe in the park last year?
Big yes....

SYTI overview:

- Mukesh Solanki discussed with young people regarding the hours they put into planning The Mix they can gain a certificate in AQA in the areas they wish to volunteer i.e. photography, First Aid, Recruitment and selection etc....

Events Management – need a comprehensive set of training skills so that young people truly competent!! –

Young people signing up to roles:

Auditioning process:

Stephanie, Savannah, Patrice, Hayley, Rachel & Sarah

Photography:

Ashli, Sarah, Samuel, Jade, Dammi, Lisa, Babs, Lashaun, Toyin & Rachel

Programming:

Reyss, Stephanie, Rachel, Hayley & Samuel

Modelling:

Hayley

Poetry Corner for the family area. Added from a YSG members for the group

- Poetry corner in the bubble (pod). Masterclass (two

sessions) and workshops throughout. Poetry corner between 11-am to 6pm.

- Poetry Slam, after the guests write their own poems. They get the opportunity to read out their poems (like a competition). There will be judges, and the winner wins a prize and get to (if they want) read their poem over the loud speaker that runs around the park. Or at Represent Radio (if they are there)! There could be an adult and children poetry slam!
- A poet will (hopefully) come in and do a MASTERCLASS!
- I've been looking at some websites and have been trying to find a poet that will come in!
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- [www.poetry school.com](http://www.poetryschool.com)
- [www.poetry society.org.uk](http://www.poetrysociety.org.uk)
- I think the poet should be a poet who is based in Southwark; (its an idea)

Poetry School

They are a company that do courses, they move from different places. Maybe they could do the workshops and give leaflets if they want. They could market us and we could market them.

Plan for poetry try corner

Here is a plan on what I want my poetry corner to be like!

- Hopefully a poet will come in and read their poems to little children
- A singer could come in and explain him/her to write lyrics
- A singer who uses poetry to write lyrics
- Chair for poet to sit on they will read poems to the children
- Cushions
- Blankets for kids
- Pictures and bio graphics about poets
- Poems that famous people have written, and history about poems
- A stall where kids or adults that have written their own poems will be able to stick their poem on this stall so other people can read it! Pictures of the poems as well
- Hopefully in these corner children and their parents will get a taster of being a poet and have a lot of FUN!!!

Date and time of next meeting to be confirmed