



## Youth Steering group round up:

### Youth Chair:

1. Jade McNeish (is still steering the meetings). This seems to be working, as it gives yp a sense of ownership and a process that they can relate to. It has been alternated and shared at times

### Distribution of notes:

2. information is regular and consistent, and all notes to date can be reviewed in [whtvr.org](http://whtvr.org)

### Main YSG:

3. Still only worked with main YSG

### Flix mix

4. [Feedback of Flix Mix from Louise Doherty](#)

### Ideas-see pages 2-4

5. Over the past few weeks the group have been asked to look at aspects of the mix to see how we can build and improve on last year. In a sense, the group have been good at looking at both the micro and macro aspects of a festival and given their thoughts.

Theses are the ideas that in theory are all workable, given time and finance.

E.g. the Sumo wrestling, and the non violence workshop and message behind t message behind the wrestling.

### Programming etc:

6. Summer Uni/Mix bid-Paul will probably go through the rigour of that!
7. Accreditation. Young people signed up to various things

Future main YSG sessions: partnership group and the YSG combining

- comms and marketing
- site design
- security and policing

### Next session-Looking at:

- Facebook-(Have a yp that wants to champion this)
- Advertising and promoting the Mix/getting the mix messaging out
- Mix branded goods (i.e. oyster wallets/T-shirts, USB pens....new ideas?).

Facilitation by Comms team. Meeting opened by chair and Mix workers.

**Focus group:**

**Poetry**

# 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 (suggested):

- 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

# Young peoples workable ideas to date

## Fashion Show-idea...looking for a provider

- 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...can we?

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

## Branding for The Mix

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

- Logo – colourful

# Young peoples workable ideas to date

- 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

- 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

## 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