

Teen Takeover – Summary Report

Chippenham Area Board – 11th June 2024

The Chippenham Teen Takeover saw over 400 young people participate in free activities in venues across the town for those aged 13 to 19 and up for 24 with SEND (Special Educational Need and/or Disabilities)

Nearly 30 different organisations took part across 20 different venues.

- We had **480** bookings through the Ticket Source website
- At least **116** attended the Chippenham Sport Club Open Day (based on the number of free lunches served to Teens)
- **22** attended the Oakes Centre
- **17** visited the Rise Trust and the Blue Bus at Westmead
- **5** visited the Blue Bus at Hullavington

Feedback from Slido

Of those who provided feedback 97% said they wanted to take part again

The top 5 most popular activities in order were:

1. Hip-hop Poetry with Christian Foley
2. Climbing at The Arc
3. Zip Line in Island Park
4. Comedy Club
5. Future Sounds of Chippenham Gig

What other activities would you like to see in Chippenham?

- Parkour
- Cooking
- Swimming
- Crochet
- Arts / Crafts
- Mountain Biking
- Zumba Sessions

Age of Attendees

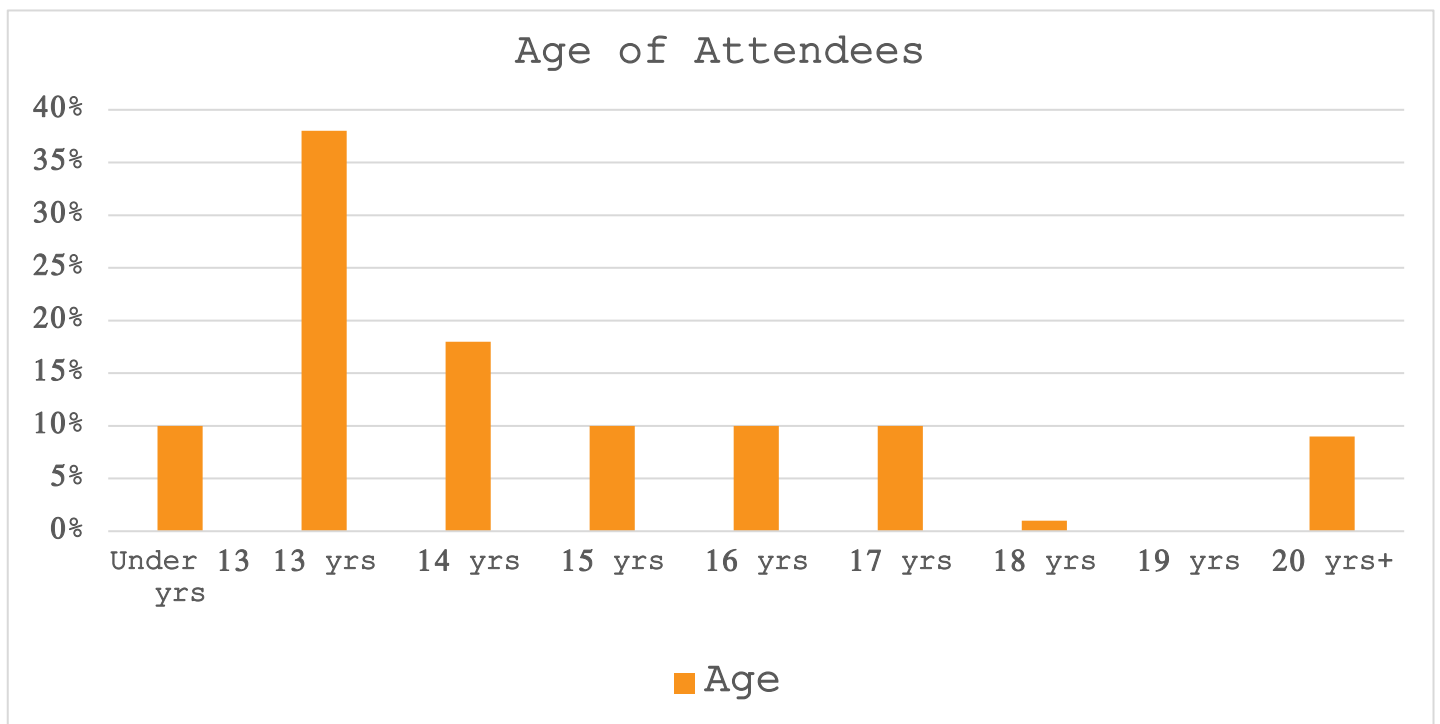
- Under 13 yrs – 10%
- 13 yrs – 38%

- 14 yrs – 18%
- 15 yrs -10%
- 16 yrs -10%
- 17 yrs – 3%
- 18 yrs – 1%
- 19 yrs – 0%
- 20 yrs+ - 9%

In speaking with the tutors at Sheldon School it was apparent that the year 7 and 8 students were particularly excited about attending the Teen Takeover in advance of the event, with the older teen aged students seeming less openly engaged.

In the chart below, we can see that the comments by the tutors is reflected in the feedback we received, and it was those in their younger teens (years 7 and 8) who were in the highest attendance. There are several factors that could have caused the lower level of attendance in those aged in their later teens, the main one being the close proximity to GCSE exam season which started in May, but it was also noted by a few of the organisers that it has always been tricky trying to design events that appeal to older Teens.

We did find that the number of those aged 20+ attending interesting as this would indicate that we did have those with SEND taking part in the event.



Where do you live?

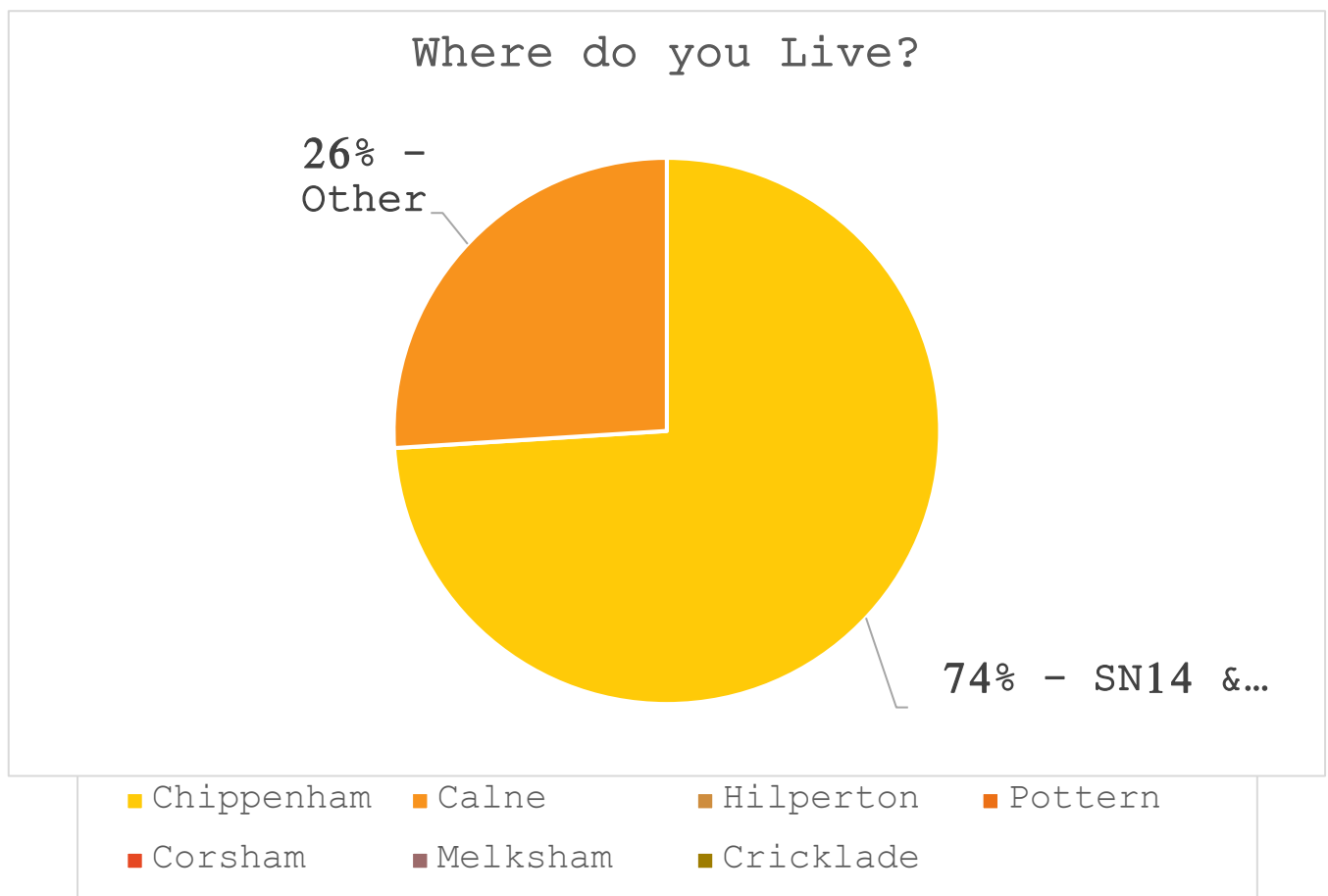
We wanted to monitor where those who attended live so we could see if the majority were from the Chippenham Area Board catchment area.

Of those who provided feedback on Slido, 74% were from the Chippenham area (SN14 & SN15 postcodes) and 26% came from outside the Chippenham area.

I wanted to compare this with the booking data supplied by Ticket Source to see if we could get more information on where the other young people had travelled in from.

As we can see in the second pie chart Calne was the next biggest area at 16% and we had a few attendees from Hilperton, Pottern, Corsham, Melksham and Cricklade though these collectively made up only 8%.

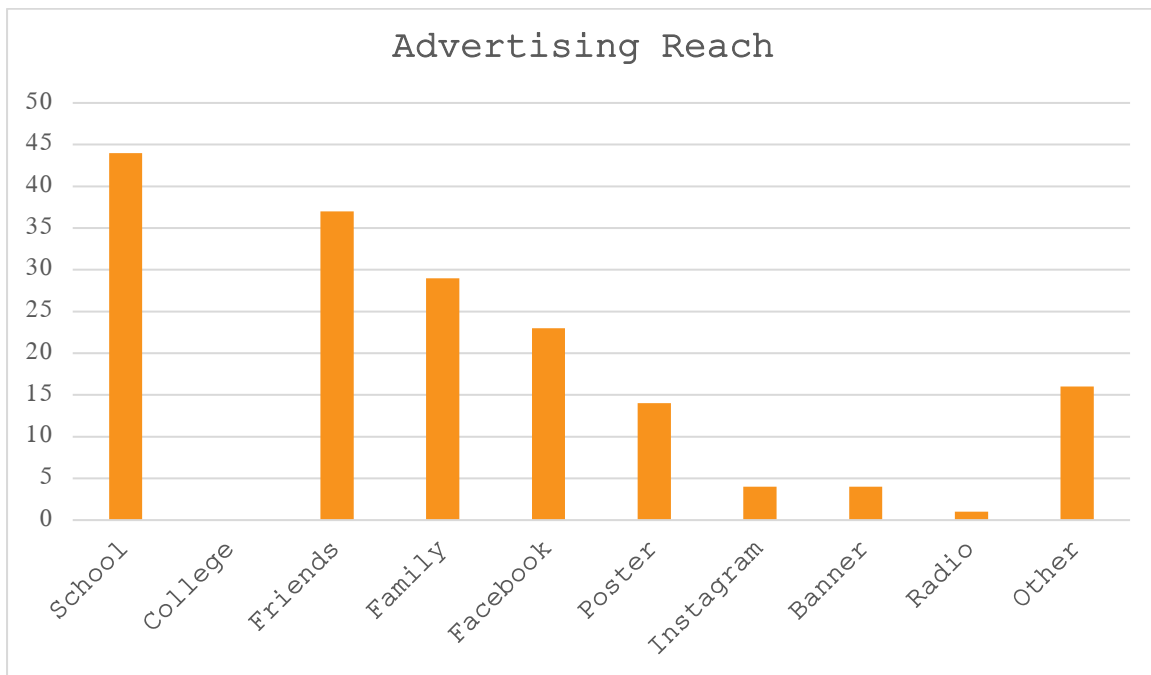
As part of our advertising, we promoted the Teen Takeover in Chippenham's Secondary Schools, on BBC Radio Wiltshire and on public posts on Facebook and Instagram, so we were aware that the news of our event was going out to a wider audience, but we are pleased that around three quarters of the attendees were from the Chippenham Area Board catchment area.



Advertising

We promoted the Teen Takeover through multiple channels including online through social media (Facebook & Instagram), school visits, posters & flyers, banners around the town and on the radio.

Looking at the data, it is clear that getting the information out through the schools was the most effective. This was followed by family and friends, who when asked, said they had heard about the event online.



I created nearly 40 separate posts on Facebook over a 2.5-month period advertising the Teen Takeover.

These posts were all shared across several different local facebook groups, which was further shared by the different organisations involved as well as by Councillors and the public.

A sample of these posts with the biggest reach and the best engagement is below:



Been out and about this morning popping up banners for the Teen Takeover Weekend 😊 This FREE weekend of activities for ages 13-19 (up to 24 with SEND needs) is for young people from...
Mon, 15 Apr

Post reach	Engagement
9,297	1,246



A lovely meeting with Fiona and Jo at Chippenham Sports Club this lunchtime 😊 This year they are hosting their fabulous Family Open Day in conjunction with the Teen Takeover weekend . They...
Tues, 16 Apr

Post reach	Engagement
8,993	1,878



As part of the Teen Takeover weekend the fabulous Instinct Sounds are hosting four FREE drumming workshops for young people aged 13 to 19 (up to 24 with SEND needs). Drumming is ...
Wed, 17 Apr

Post reach 3,036 Engagement 35



As part of the Teen Takeover weekend the fabulous The RISE Trust Youth Team will be down at Westmead Pavilion Saturday 27th with the Blue Bus from 2pm to 4pm 😊 No booking needed! Jus...
Sat, 20 Apr

Post reach 2,776 Engagement 38



The Wiltshire and Swindon History Centre are taking part in the Teen Takeover weekend on Saturday 27th April! They will be running 3 sessions to include a brief behind-the-scenes tour at...
Sat, 20 Apr

Post reach 2,648 Engagement 33



British Military Martial Arts Chippenham have 2 FREE taster workshops on this Saturday 27th and Sunday 28th as part of the Teen Takeover weekend ! 🥋😊 Martial arts promotes self-...
Thurs, 25 Apr

Post reach 2,563 Engagement 29



As part of the free Teen Takeover weekend , the fantastic Christian Foley will be hosting 3 Hip-hop poetry workshops at Chippenham Library! A writer, rapper and a teacher, Christian's interactive...
Wed, 17 Apr

Post reach 2,503 Engagement 32

Feedback from Parents

“I just wanted to put in a message how wonderful our family have found the teen takeover.

Our youngest has ME and very limited with energy levels. By offering the cinema it meant for the first time ever she has been somewhere with friends other than school. To most this probably isn't important, but she now has pictures to share of friends. This has helped with confidence as normally she worries she will let her friends down and not able to keep up. By one of the choices being sat down this eased the worry.

I must also add the older daughter also had a brilliant time at the arc, comedy and music.

It really did cater for all needs. We really hope this is something they will be able to attend in the future as it's

a credit to everyone that put in the hard work to make it happen.” – GN

“Our daughter (13, Hardenhuish School) attended the youth council and the comedy event on Saturday afternoon. She came home raving about them - hopefully she's completed the feedback form. Thank you so much for organising these (and all the other) events - such a great way for the youth to spend an afternoon and hear about other things they could get involved in.” – JG

“Thank you so much for arranging this weekend my son and daughter loved it! They did the zip line on the Saturday morning and really enjoyed it...my other two boys (5 and 7) loved watching them!

My daughter suffers high anxiety and low self-esteem and this really helped her confidence. My son has autism and really enjoyed it. The young lad and the man that was helping was really helpful and patient with them. I also booked them both on the youth club at the Oaks which my daughter normally attends and it was nice that her brother enjoyed it too as he struggles socially.

I feel youth clubs are such a good thing for teenagers especially to encourage them to engage socially. I

would love it if there was a youth club at our local community centre in Pewsham that they could attend.

I feel mindfulness and things like rock painting, crafts etc is a nice activity to help mental health.

Thank you again for arranging the weekend it was very well advertised and the booking system was good. – LH”

“We would like to thank you and everyone involved in organising the teen takeover weekend.

It was a wonderful event for our 13 year old son and even his younger brother and sister (7) joined in.

The Christian Foley event/s were a big inspiration for our family and we feel very fortunate and proud to have had

the opportunity to participate in his workshops in Chippenham.

My son came away inspired saying he didn't think he was fast enough to rap but 'Foley took it slowly' and also remembered everyone's names, including them in the raps, he loved that! The event appealed to the community at large (the young at heart) as well as teens and I saw many members of the public drawn in by Christian's talent and charisma, enjoying seeing young people engaging in poetry. This was about bringing language alive creatively and having fun for people of all ages.

My son would have attended more of Chris's workshops had there not been timetable clashes with other events.

There were several other activities he wanted to try too but had to choose. If there were an option to extend over two days that would be ideal though maybe a big ask! We did the climbing on Sunday.

We also found that several events had been booked up (eg zip line) but not everyone who booked turned up, meaning other people lost out. This is a tough one to avoid as people will book when an event is free and not necessarily commit. Maybe you could encourage people to go along to events last minute in case there are spaces.

Thank you all once again. This event meant there was loads to do for young people in Chippenham and the chance to try out new things. What a wonderful opportunity!” – AT

Feedback from Organisations

“An excellent commitment from Wiltshire council who ticked all of the relevant boxes, kept up the correspondence, worked hard and demonstrated how important the enrichment of young people is to them. Rarely have I witnessed a cohort of councillors put their mouth where their money is and lend kudos to an event with such commitment.

Hats off to everyone involved and thank you for supporting local creatives to publicise our talents. Being paid to deliver is a refreshing move forward. Post pandemic, advertising is even more difficult than before and families are struggling, as are artists. If we can't make our 'business' work then we'll disappear and young people won't have access to our nurture, which would be a travesty.

Hopefully, this is the first of many events that prioritise those who are often missed out and young people will begin to feel noticed, heard and that they we know that they matter. Here's to next year!” – Rag & Bone Arts

“Thank you for reaching out, we hope that you found the comedy event and Shrek screening to be as much of a success as we found it to be.

We were happy to take part and were glad to see a great turnout with lots of new faces that hadn't visited us or considered us as an option before.

I've personally seen a fair amount of advertising for the Takeover out and about through posters and banners in the high street, as well as posts on Facebook popping up.

We didn't experience any issues with Ticket Source and felt like the process of getting customers into the screening to go very smoothly.” – Reel Cinema

“The teenagers I spoke to before the event (in drum lessons) all knew about it (generally, if not specific events) and it seemed to reach a lot young people we haven't seen at our events before, so you must have done something right. One said they knew about it from an assembly, so you did well to get in to the schools.

It seemed a good range of activities! Lots of the young people attending my event had been to a few others throughout the day

Ticketsource is good as a ticketing system, not sure about as a way to gather data as those who didn't prebook were unable to book onto the event after it had started (but it could be a setting?).

I would say it was probably a bit close to exams for year 10 and up. The first 5 or 6 bands I asked to play turned it down as they were likely to be revising, and observation at the event I think there were like year 11 to year 13s than we'd normally get (flip side is we had a great younger crowd!)

When you searched Chippenham on ticketsource you got a long list with the same event image being used so it was a little difficult to browse and easily see what each event was. Maybe someone colour coding would be the simplest way to differentiate, I know some providers would struggle to make eye catching posters.” Riverbank Studios

“It seemed well advertised as all our sessions were booked out. Interesting to see most participants were from Sheldon school

It seemed a fantastic range of activities. Great to see that some had come straight from Hip-hop and were off to the stand-up comedy after the zipwire

It was sad to see that although we had been booked out we only had a 45% turn up on the day rate. This is sometimes very typical with FREE events (we do a similar canoe one for Warminster Town Council). For some folk FREE means no value. From talking to them up the tree it was clear that most of the people who turned up would have come if there had been a small charge.

It was fantastic seeing so many teenagers going down the longest temporary zipwire in Wiltshire! Lots of smiles and really good feedback – and it was great to watch people over-coming their fears of going up so high.” – Wiltshire Outdoor Learning Team

“I think it was pretty well advertised, I saw lots of posts on Facebook and publicity at local schools and around the area. I guess one of the problems with so many activities taking place was that the publicity couldn't show in any detail what was being offered.

Having more activities grouped together would help, For example having a physical activity like tennis would be good as people could do a bit of exercise and then drumming after or something less energetic while they cool down. While the activities were aimed at teenagers which I think as a local resident is a good idea, I would open up classes to year 7 (11+) and make it for secondary age if there is space in classes” – Instinct Sounds

“In case it might be useful there were 3,098 unique visitors (a person who has visited the page at least once) to the Teen Takeover blog on One Chippenham during the period 1st April to 1st May.

Total unique visitors to OC website in the same period was 9415” –
Chippenham Borough Lands Charity

“I thought the Teen Takeover was a great idea and really enjoyed being part of it. Two of the young people who were on the bus when we were in Chippenham had enjoyed a session at the climbing centre before coming on the bus.

It was great to allow us to offer something to young people in Wellington Place and Hullavington and they appreciated that. Chatting to those who came on the bus when we were at Wellington Place they had seen stuff was going but had not gone to anything other than the bus.

I saw adverts across my social media for the event. Derry Hill community facebook page advertised all the events going on. Their advert was really aimed at letting parents of teenagers know what was available. I also saw several posts about the meal at Sheldon Road Methodist church.

The Rise Trust put up many posts on Instagram before and during the weekend. In my limited experience Instagram and TikToc are the best social media channels to reach young people directly.

From what I saw I thought there was a good range of things for the young people.

Thank you to all those involved in organising the event. Well done and Open Blue would be happy to be involved if the event is done again in the future.” – Open Blue Bus

“I think the Teen Takeover Weekend went incredibly well. The range of activities, workshops and events that were on offer for the young people was fantastic. I am especially pleased that the whole event was made truly accessible for all. I do hope we have an opportunity to run it again for the young people of our lovely town and the surrounding areas.” –
MindCraft

“The event was well advertised and there was a very good range of activities

With regards to scheduling I think there were a few workshops that overlapped or clashed which meant some organisations were in competition with one another rather than able to support each others' events.

Overall I really enjoyed being a part of the weekend and would definitely take part again should it run in the future!” – Chippenham Youth Theatre