

# Developing Scotland's Young Audiences Sector



## Young Audiences Network

The Young Audiences Network aims to be membership-based collective dedicated to advancing the young audience sector in Scotland. This is grounded in four years of sector research and consultation, with a strong emphasis on children's rights, equity, access and wellbeing.

The Young Audiences Network is led by a voluntary steering group comprising members from companies who make work for young audiences. The current group is Action Boat, Barrowland Ballet, Catherine Wheels & Shona Reppe, Curious Seed, Frozen Charlotte, Imagine, Independent Arts Projects, Lyra, Scottish Theatre Producers, Starcatchers and Visible Fictions.

## Background

The Young Audiences Group was a collective of organisations and freelancers who had been meeting informally since 2018 to advocate for and raise awareness of the young audience sector.

Phase one research was carried out by Cultural Radar in 2021, with a focus on identifying key needs and priorities for the Young Audience Group's ongoing work. The findings of that research, led to a second phase which saw Victoria Beesley engage practitioners to explore what a new network/membership collective for freelancers and organisations working in the young audience sector might look like.

This second research phase identified the need and wish for greater connection across the sector, and a desire for a membership collective model that ensures diversity, equity, and a parity of voice in its leadership and activities. Great value was also placed on the need to ensure the sector's work was guided by its audiences, and that planning, sector development and creation of new work is not disconnected from babies, children and young people. There was a strong desire to embed children's rights into the way a membership collective would work.

In 2024, Kirstin Abraham, a specialist Equalities practitioner, was commissioned to conduct a sector-wide review of the young audience sector in Scotland, identifying barriers that exist for Global Majority, disabled and LGBTQIA+ practitioners and identified what actions should be taken across the sector to address these barriers. This research also provided insight on how the network could engage practitioners beyond those who are already engaging with established networks, as well as impacting what the structure and activities of a new membership collective should be.

Victoria Beesley also continued her research, with a focus on what work was currently being done in the young audience sector and beyond to embed the voices of babies, children and young people into creative projects, and into organisational governance and decision-making processes. Recommendations were made as to how a membership collective might embed the voices of babies, children and young people in a way that is mutually beneficial.

This comprehensive review resulted in the creation of 2 insightful research reports, a collective Terms of Reference document, and a suite of Easy Read and illustrated versions of the evaluations. These are available read in full here

<https://catherinewheels.box.com/s/13smmkr1p2yhtg8e2xu9wj89apgfqcf>

The Young Audiences Group, with funding from Creative Scotland, is now in a position to set up the Young Audiences Network, which in its first year will focus on:

- delivering a programme of launch and networking events, to build community and share practice & training
- beginning the strategic Partnership Engagement programme, following the recommendations from the Access & Barriers report
- testing an operational structure that reflects the values, approaches and priorities as recommended in the research
- creation of an Access Panel
- testing a sustainable financial model to ensure long-term viability

## **Role Description – Young Audiences Network Coordinator**

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Title of post:	Young Audiences Network Coordinator
Accountable to:	Steering Group, Young Audiences Network
Conditions:	Freelance, one year fixed term
Hours:	Approx one day per week for 12 months, with flexibility around delivery of events.
Location:	Working from home. Space may be available to be based in member organisations offices.
Fee:	£12,000 fee.

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### **Purpose of role**

To coordinate the development and launch of the Young Audiences Network, working alongside the current members, and support access and wellbeing of members.

### **Specific Duties and Responsibilities**

- Act as main point of contact for the network, membership liaison and facilitation of informal connections
- Act as main point of contact for access and wellbeing
- Set up the Access panel, as referenced in the report
- Plan and support the engagement events, which are centred on the recommendations given in the reports
- Ensure all engagement opportunities are fully accessible including BSL, captioning, travel subs, child/family care and refreshments
- Support the coordination of training, led by the members needs
- Support creation of a simple website which provides basic information on the network
- Begin the strategic Partnership Engagement programme, which will tie in with the events planned over the year
- Development of strategic priorities for Year 2 of the network, led by the report and with evaluation and input from members
- Ongoing consultation with members and potential new members during testing of an initial operational structure

### **Overview of how the project will be managed**

The Network Co-ordinator will be supported by the young audiences' advocacy working group, who will also oversee milestone achievements. Additionally, the current young audiences' group members who are part of MYF organisations will provide hands-on support for events and activities.

### **Skills and Experience Required:**

#### **Essential**

- Excellent administrative and project management skills
- Wellbeing and access focused
- An ability to develop good working relationships with artists, project partners and funders
- Strong interpersonal and organisational skills to engage effectively with stakeholders nationally and internationally
- An ability to show initiative and perform tasks independently
- Experience in arts for early years, children and young people
- Experience of membership network organisations

#### **Desirable**

- Knowledge of the young audience sector in Scotland and internationally
- Organisational and partnership development expertise
- Commitment to high quality performance for all children and young people and to the Young Audiences Network's commitment to diversification, inclusivity, and accessibility of the sector

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### **Application process**

Please submit a short covering letter (max 1 A4 page) or video (max 2 mins) outlining your suitability and interest in the role, along with a CV.

Please send your submission to [louise@catherinewheels.co.uk](mailto:louise@catherinewheels.co.uk) & [jennifer.phillips@starcatchers.org.uk](mailto:jennifer.phillips@starcatchers.org.uk)

#### **Deadline for submission: Monday 2nd March, 5pm**

Interviews with short-listed applicants will be held on: 10th March 2026

Interviews can be held in-person in Edinburgh or online.