



YOUNG URBAN ARTS FOUNDATION

Empowering young people
through creativity and culture



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Kerry O'Brien (BEM - British Empire Medal) and award-winning drum & bass MC, founded the Young Urban Arts Foundation (YUAF) in 2009 driven by life experiences and a passion for music. The registered charity has grown into an award winning youth arts organisation with a mission to empower the lives of young people by strengthening mental well-being through creativity, culture and access to opportunities.

YUAF is known for their innovative method of engaging in hard to reach communities via a single-decker multimedia bus raising aspirations, skills and confidence to improve the life chances and well-being of young people, facing austerity and challenging circumstances. In the adversity of 2020, YUAF successfully developed creative online programmes to help young people thrive, be safe, heard & empowered.

Find out the deeper story which motivated Kerry to set up YUAF [here](#)



OUR MISSION

Since 2009, YUAF have been on the ground working in hard-to-reach areas where young people are at high-risk of either being a victim of crime, or becoming involved in crime themselves. Young people can easily be drawn into a range of activities that lead to negative personal, community and wider societal issues.

We create a safe space for them to break free from the fears and barriers they face. We believe access to the creative arts are integral to individual and collective development.



WHAT WE DO

We work with young people aged 8-19 years, bringing the outreach bus to local estates, schools and directly to where vulnerable young people are. We deliver a range of workshops and programmes that focus on young people's mental wellbeing. These can take place in your community centre, school or your preferred venue. YUAF's approach is anchored within youth-working principles, drawing on the creative arts to address mental wellbeing.

Our approach allows us to go further than simply providing effective coping mechanisms, by offering them a way of learning how to release negative emotions and adopt strategies that help maintain good mental health.



YUAF ENGAGES

YUAF are recognised in the sector for successfully engaging hard to reach communities, we utilise the expressive and freeing power of the creative arts, using the insightful guidance of our youth-work practice. Going directly into the hub of the community, through our online engagement workshops or one-to-one support with our Pathways Service.

Young people are left feeling inspired and happier, with more direction for what they want to do next with their lives.

90% Feel better about themselves

92% Feel more confident

94% Believe they can achieve what they set out to do



YUAF OUTREACH MEDIA BUS

YUAF acts as a preventative measure to protect young people from being vulnerable to gangs, grooming, drugs, violence and exploitation. The multi-media bus provides an exciting space that inspires young people to build their confidence through music production, lyric writing and performance techniques.

The rear section has been transformed in to as a tutorial room with vocal recording facilities, which seats eight young people plus the Tutor. A self-powered generator Uninterruptable Power Supply (UPS) to guarantee power, day in day out, wherever the bus goes.



Our mission has expanded into building opportunities to help young people further develop their skills and employment opportunities.

The number of young people in employment has fallen by 231,000, a 6% fall.

137,000 more young people have become economically inactive.



YUAF Futures has been created for young people aged 16-19 from communities challenged by inequality (BAME, LGBTQIA and disabled youth), to:

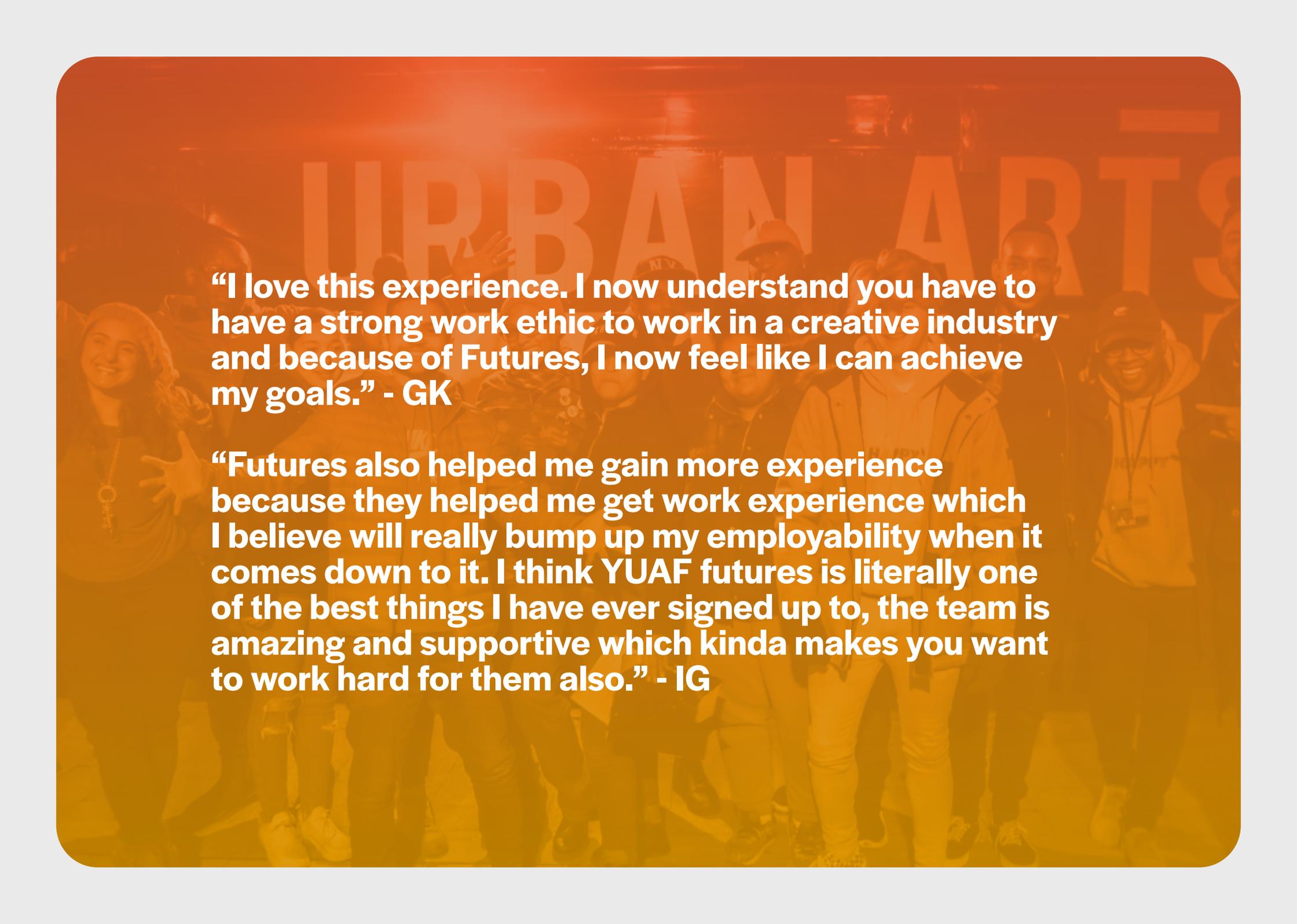
Provide them with an opportunity to progress into desirable workplaces

Increase diversity and inclusion in workplaces

Help them gain a qualification, skill or training that leads to improved possibilities

We want to build a support system and self-belief in the youth community to drive their aspirations.





“I love this experience. I now understand you have to have a strong work ethic to work in a creative industry and because of Futures, I now feel like I can achieve my goals.” - GK

“Futures also helped me gain more experience because they helped me get work experience which I believe will really bump up my employability when it comes down to it. I think YUAF futures is literally one of the best things I have ever signed up to, the team is amazing and supportive which kinda makes you want to work hard for them also.” - IG

Our **Pathways Service** ensures young people are ready for their next steps into YUAF Futures which will provide them with:

Mentoring

Zoom tutorials

Work experience placement

Internship placement

Masterclasses

**Professional skills development, including
CV writing and interviewing skills**



YUAF FUTURES' PARTNERS



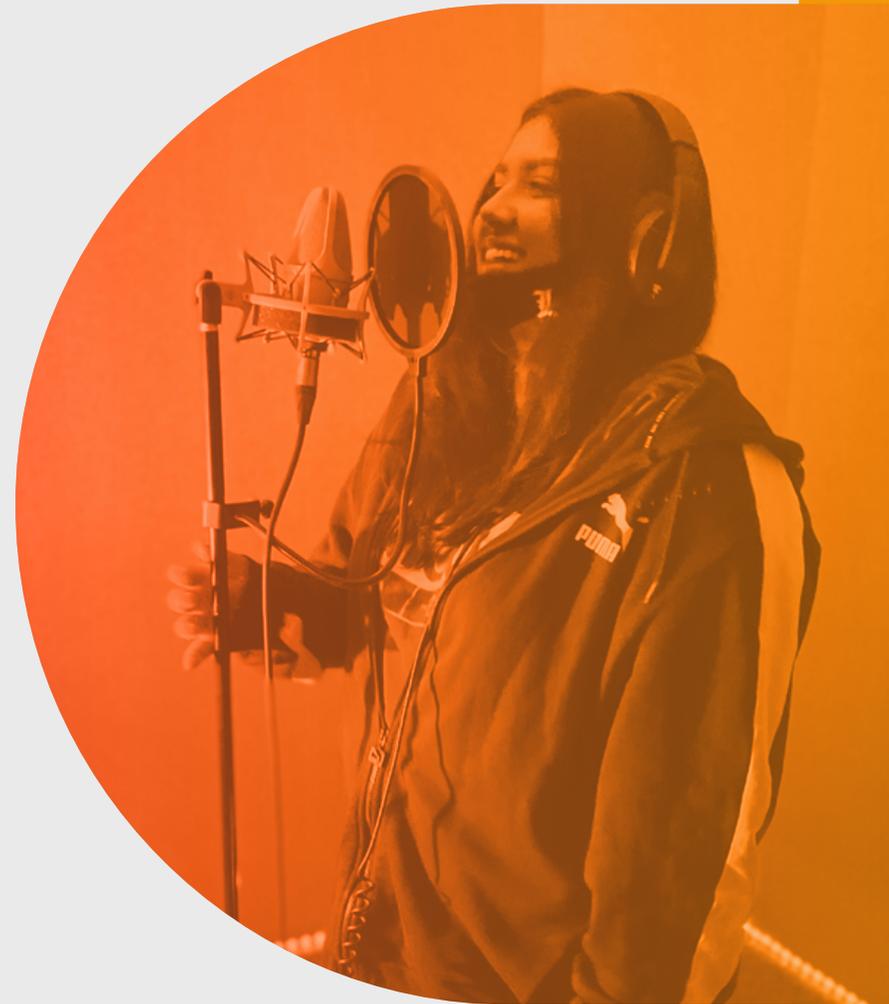
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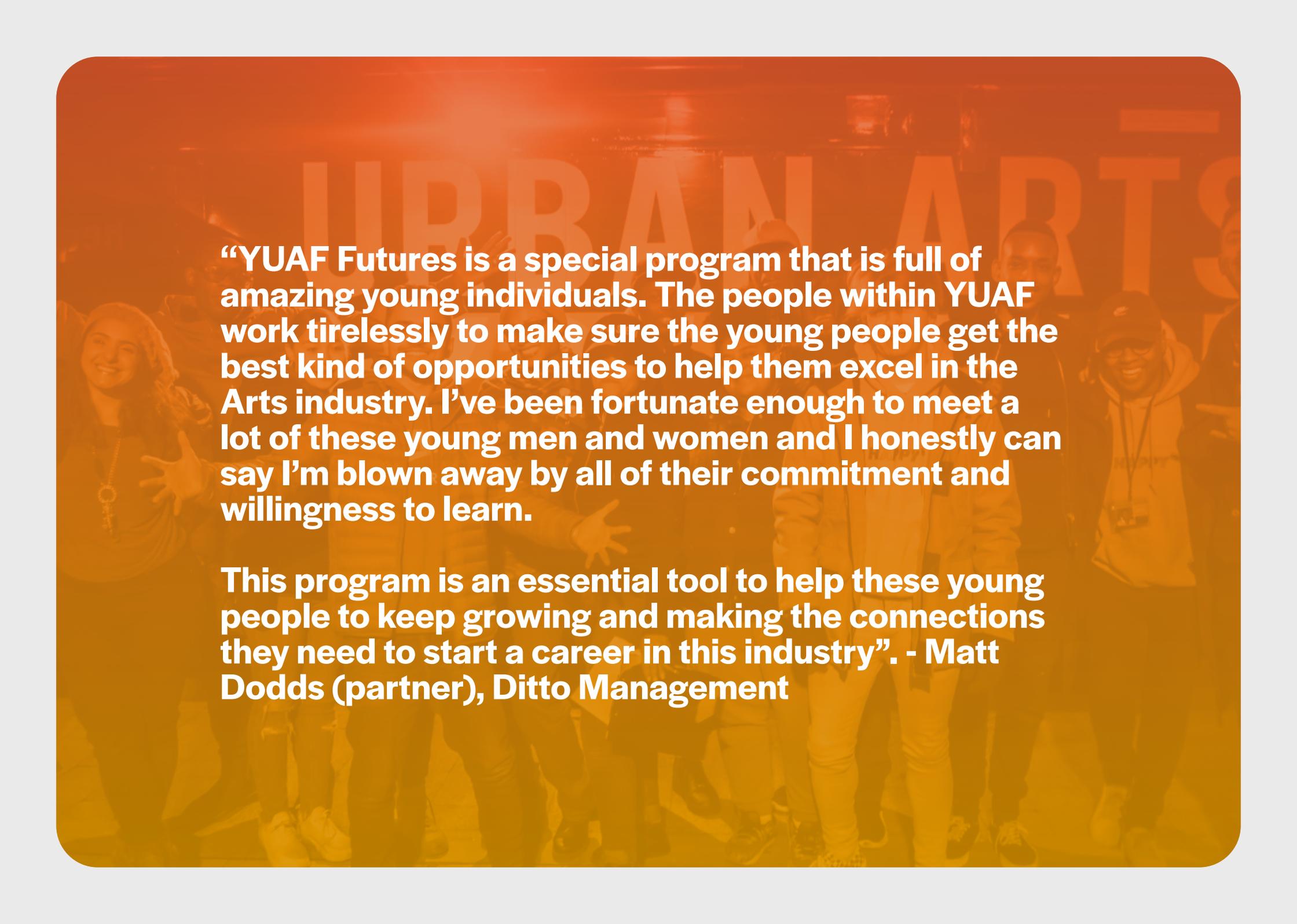
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SUBTLE RADIO



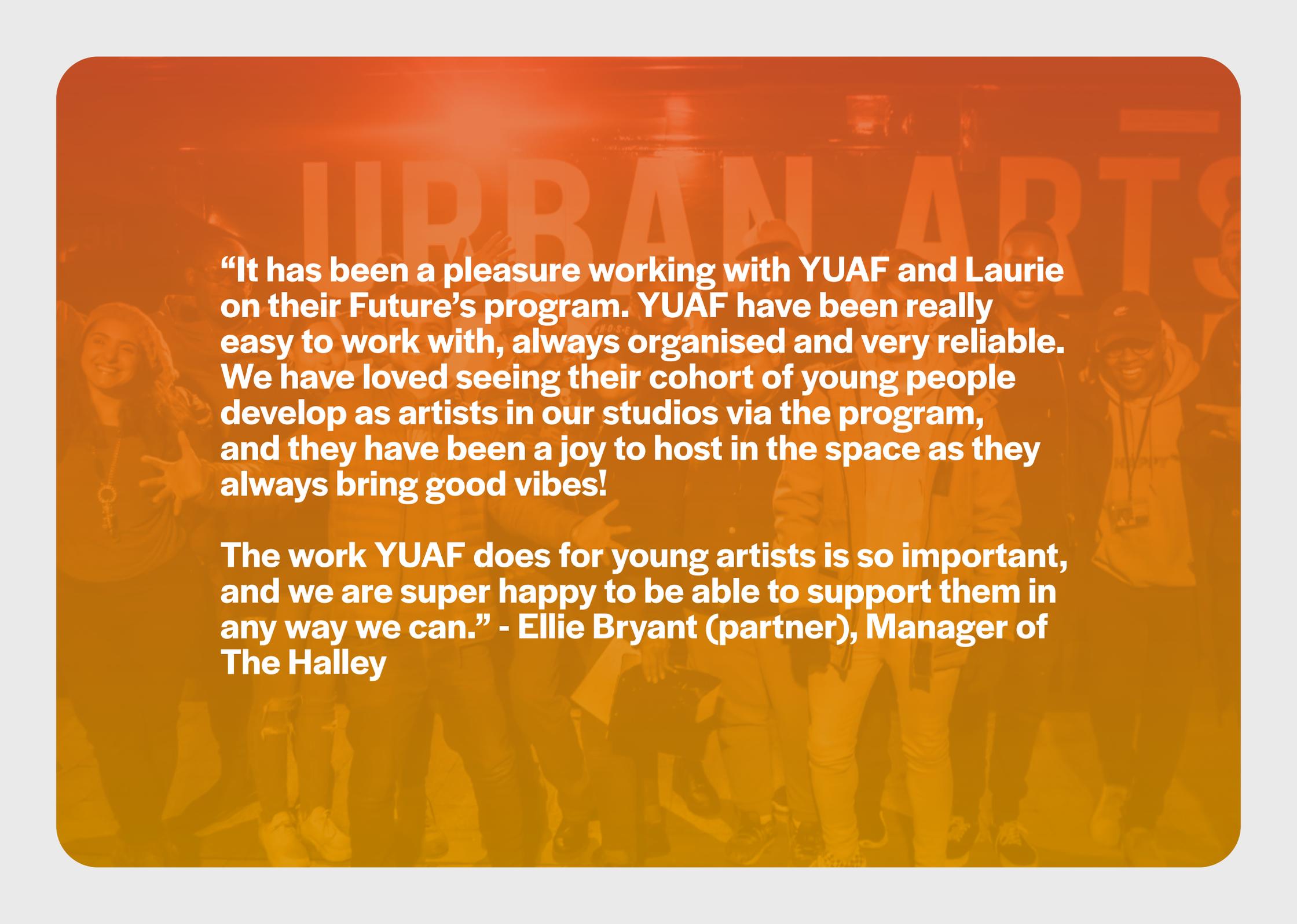
WhyNow



A group of diverse young people, including men and women of various ethnicities, are standing in front of a large, stylized sign that reads 'HIP HOP ARTS'. The sign is in a bold, blocky font. The background is a warm, orange-toned gradient. The people are dressed in casual, contemporary clothing, and some are making hand gestures. The overall atmosphere is energetic and positive.

“YUAF Futures is a special program that is full of amazing young individuals. The people within YUAF work tirelessly to make sure the young people get the best kind of opportunities to help them excel in the Arts industry. I’ve been fortunate enough to meet a lot of these young men and women and I honestly can say I’m blown away by all of their commitment and willingness to learn.

This program is an essential tool to help these young people to keep growing and making the connections they need to start a career in this industry”. - Matt Dodds (partner), Ditto Management



“It has been a pleasure working with YUAF and Laurie on their Future’s program. YUAF have been really easy to work with, always organised and very reliable. We have loved seeing their cohort of young people develop as artists in our studios via the program, and they have been a joy to host in the space as they always bring good vibes!

The work YUAF does for young artists is so important, and we are super happy to be able to support them in any way we can.” - Ellie Bryant (partner), Manager of The Halley

CONTACT US

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