

Young Promoters Scheme



The award winning Night Out Young Promoters Scheme works with groups of children and young people.

How it works

The Scheme takes children and young people through the process of promoting a show for their community and getting a taste of all the “behind the scenes” work involved in organising an event.



Over a series of five/six weekly sessions a project facilitator, working with a youth leader or class teacher, will lead the group (or class) through setting ticket prices and a start time for the show, designing posters, marketing and promotion, liaising with the performers, inviting VIPs, organising a raffle, selling tickets etc. On the night of the event they will be in charge, staffing the box office, showing audience members to their seats, making speeches and drawing the raffle etc. The Young Promoters make all the decisions and do all the work!

Learning from experience

The scheme is an ideal way of providing experiential learning and giving practical skills to children and young people. Participants are given a chance to be responsible, reliable, creative and trusted and to work within a team, making their individual contribution at a level with which they feel comfortable and through this bolster self-confidence. It also helps improve the relationship between young people with their schools and their local community.

Operating since 2005, the scheme has worked with hundreds of children and young people aged between 7 and 18 throughout Wales, giving them the unique experience of organising and enjoying a performing arts event in their local hall.

Groups can have fun as part of a creative learning process and develop personal, social and work related skills. When run in schools, the scheme can be utilised to deliver specific elements of the national curriculum since it includes aspects of literacy, ICT, mathematics, numeracy, art and design and event management.

“ This scheme is excellent as it gives young people and other community groups the opportunity to volunteer on projects which benefit not only themselves but their communities. ”

Julie Thomas,
Saltney Youth Centre

Community partnerships

The projects also help develop audiences by inviting local communities to attend performances. The groups promote the show and encourage their families, friends and neighbours to attend, giving them the opportunity to be involved in the project and experience something new and different.

Promoter groups based in schools help to enhance the pivotal role of the school within the community, engendering a community spirit amongst pupils and parents. The Scheme also provides access to high quality live arts for communities, which is particularly pertinent in rural areas and areas of social deprivation where facilities may be scarce.

Community Partnerships Schemes have successfully developed partnerships between groups within a community – often linking local police, schools, businesses, development agencies, housing associations and community leaders.



“ The whole scheme was very straight forward. Everything was clearly explained. The support we had from the Arts Council staff team was superb. The young people were extremely proud of what they had achieved. They have grown in skill and confidence and can't wait to do it again. ”

Sharon Campbell,
Colwyn Bay Youth Centre

How to get started

What we need from potential promoter groups are:

- A committed and dedicated group ranging from 5-30 members.
- At least one group leader to be the key link person between the Night Out facilitator and the group.
- A venue space where the group would like the performance to be held.
- A clear space where sessions can be undertaken. We cannot work in the main room where a Youth Club is taking place. We would need a separate room where the Young People can concentrate and the Facilitator is not in danger of being hit with a football!
- Project partners don't need to have had any previous experience of putting on an event. The scheme empowers promoter groups to take responsibility for promoting professional theatre chosen to suit their potential audience. Worksheets for the project are available.

Find out more

If you would like to know more about the Young Promoters Scheme, please contact Peter Gregory or Hilary Farr on 02920 441340 or email: enquiry@nightout.org.uk