

BBC Next Gen Producers:

Peanut and Crumb (Audio Production Company) and Create Music at the Brighton Dome

A series of sessions giving young people the opportunity to learn about a career in Audio and pitch their ideas to the BBC

Next Gen Producers explored...

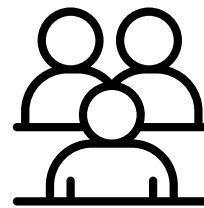
- Developing and structuring a professional pitch
- Writing a commissioning proposal
- Creating audio treatments (sound design, archive, narration planning)
- Presenting ideas clearly to industry professionals
- Responding to feedback and refining creative concepts



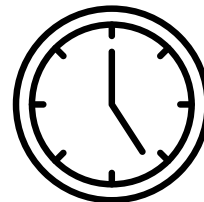
OUTCOMES AND IMPACT

Next Gen Producers helped young people to...

- Increased confidence pitching ideas in professional settings
- Improved listening, speaking, and articulation skills
- Stronger creative problem-solving and idea development
- Greater understanding of podcast commissioning processes
- Increased motivation to pursue careers in audio and creative production
- Enhanced independence and self-motivation through structured progression



30 participants



*2 days of in person delivery
4 online mentoring sessions*

SKILLS

Pitching

Idea Generation

Writing a Proposal

Podcast Development

Research

Responding to Feedback

Creating Audio Treatments



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**FUTURE LEARNERS
CREATORS**



VOICES FROM THE ROOM



"I absolutely loved the workshops in Sound Rooms, I felt like I learned so much about working in Audio and it inspired me to begin thinking about a future and career in podcasting." - Young Person



"It was an incredible opportunity to get to pitch my idea live to the commissioners; though I was really nervous! I made some really great like-minded friends and had so much fun." - Young Person

DIGITAL BADGES



BADGING DATA



54 badges issued



Badges have been used in job applications to prove podcasting skills and engagement with BBC

WAYS TO USE THIS CASE STUDY

You could alter this case study to make it work for you:

- Set a brief for young people to respond to, with professional development opportunities such as mentoring and pitching with feedback
- This template could be used for different creative industries such as film
- Offer development sessions to help young people know more about how to get funded or commissioned to make creative work

This project was funded by Coastal Catalyst, for more information go to @FutureCreatorsUK | @TalentAccelerator_

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