

social engine



**Merton Library Arts and Culture Hub  
Youth Consultation**

**Report prepared for LB Merton**

**By**

**Kaizen and Social Engine**

**September 2017**

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## Introduction

Merton has begun to deliver a new literacy, arts and cultural programme to increase young people's engagement and focus within libraries and developing a new arts and cultural space at Mitcham Library and enhancing the existing Arts Space at Wimbledon Library for larger performances and events. This is being supported through the 'My Library' project, funded by the Arts Council under the Libraries Opportunity for Everyone Innovation Fund.

Merton Council commissioned Kaizen and Social Engine to support the My Library project by consulting with young people aged 14-18 over the summer holidays to gather their ideas and views in order to:

- Shape the use of a dedicated art space in Mitcham Library.
- Encourage young people to put forward ideas for creative workshops and events that will take place particularly in the new space at Mitcham, and other Libraries in the borough, in the autumn and spring terms.
- Ascertain current attitudes to libraries and the local area.

## Who undertook the consultation

The consultation was carried out through a collaboration between engagement specialists Kaizen and organisational transformation and behaviour change agency Social Engine. Both organisations bring substantial expertise in community and stakeholder engagement, extensive research methods and a detailed knowledge of local government policy and practice.

### About Kaizen

Kaizen, founded in 2000, is an award-winning social business that specialises in designing, delivering and facilitating cutting edge projects. Kaizen deliver work across the community sector including the areas of regeneration, education, employment, housing and the social care field. They have worked with organisations ranging from Local Authorities to schools, small charities to Premier League Football clubs, international companies to the London 2012 Olympics.

### About Social Engine

Social Engine was founded by Avis Johns and Toby Blume in 2015 to support organisations to adopt an evidenced-based and insight-led approach. Social Engine work with charities, local authorities, social enterprises and other social purpose organisations to help them overcome organisational challenges through engagement, research and the practical application of evidence into practice.

## Consultation Scope

The brief for the consultation set a target of engaging at least 300 young people aged 14-18 (with the understanding that some slightly older or younger people might be included).

The primary focus for the consultation was in the East of the Borough – with the expectation that the majority of those consulted would be in the Mitcham and Pollards Hill area with a limited amount of targeted engagement also taking place in Wimbledon. The library service were keen to ensure that the consultation engaged a range of types of young people, including current library users and non-users as well as some more disengaged young people.

Following discussion with the Libraries Service, the above broad objectives were used to frame a set of research questions that were designed to meet the project aims. These were divided into primary and secondary research questions in order to provide adequate scope to broaden the enquiry into areas of interest that could be overlooked by focussing only on the primary questions, thereby maximising the research input. The research questions were used to design the consultation survey which was used to consult young people.

### **Primary Consultation Questions**

- What are current attitudes and beliefs about the local library service?
- What types of arts and culture workshops would young people like to see offered at the new arts space at Mitcham Library?
- What would be the best ways for the library service to promote the workshops?
- Are there local artists or cultural figures that young people respect/like who it would be good to get to run a workshop?
- Are they interested in attending workshops / being more involved?

### **Secondary Consultation Questions**

- What factors motivate them to take part in activities outside of school?
- How much do they use the library and for what purposes?
- What are the barriers to attending workshops at the Library / using the library / taking part in activities outside of school?
- What are the best times to hold workshops and cultural activities (days of week/weekend/times of day)?

## What we did

In order to effectively engage over and beyond the usual suspects, it is vital to use a mix of methodologies and approaches. There is no one-size-fits-all approach to engagement and we were mindful of this in developing an engagement methodology that was inclusive. In particular, we used high-touch (rather than high tech) methods that involved us going out to the community rather than expecting them to come to us, to hear their views. The following methods were used:

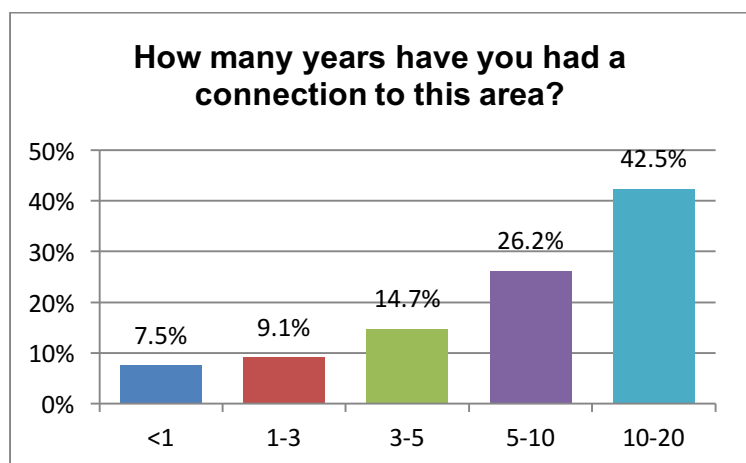
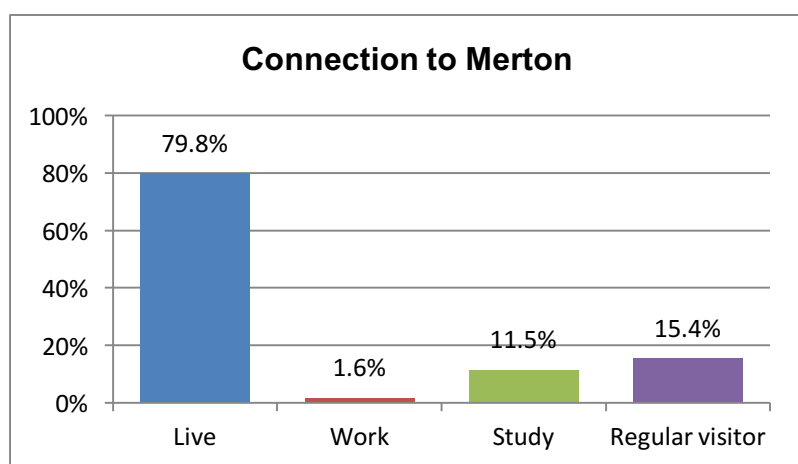
- ❖ Face-to-face individual interviews
  - This was our primary method and involved street engagement, and visiting shops and businesses.
  - This involved having a presence in the community at different times of the day and on different days of the week, including weekends, between the hours 9am – 8pm
  - The questionnaire included a mixture of open and closed questions and on average would take 10 minutes' conversation to complete.
- ❖ Pop Up / Street Focus Groups
  - This is a Kaizen developed methodology that takes the group discussion element of a traditional pre-arranged focus group but delivers it in the community setting as a group discussion.
  - Pop-Up Focus groups mean that groups of people can be engaged in discussions about key themes, where individual interviews are not practical or the best methodology.

## Who we consulted

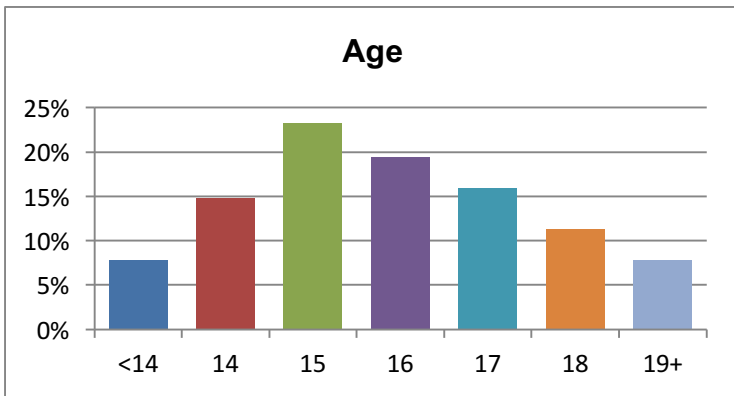
In total 353 young people were engaged as part of the consultation. 259 young people participated in one-to-one street interviews whilst a further 94 took part in street focus groups.

Of the young people engaged the vast majority – 80% - lived in Merton, with around one in ten studying in the area and the remainder (15%) saying they were regular visitors. The regular visitors were predominately young people interviewed in the East of the Borough in or close to Mitcham, who lived over the border in Croydon or Streatham.

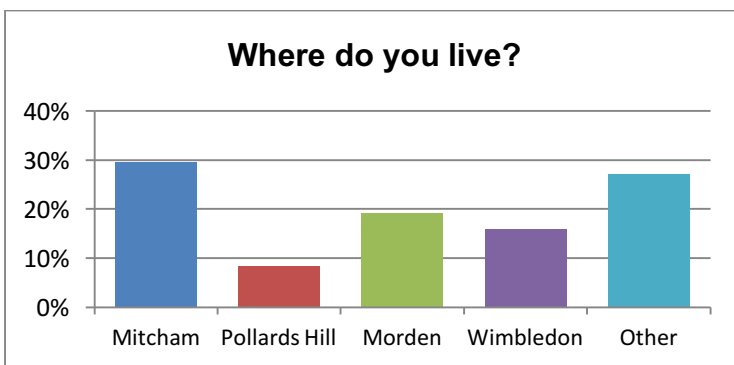
The young people had generally lived in Merton for a long time (most or all of their lives) with over 40% saying they had been connected to the area for more than 10 years and nearly 70% for more than 5 years. Only 7.5% of respondents were new (less than a year) to the area.



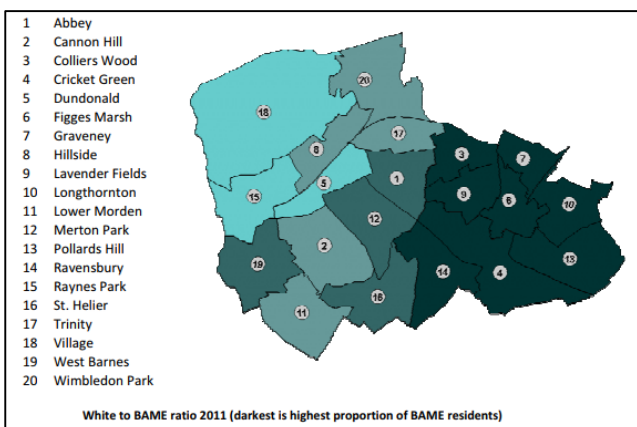
As specified in the brief, the vast majority of young people engaged (around 85%) were in the 14-18 year old range, with a small number (7.8%) of respondents either over 18 or under 14.

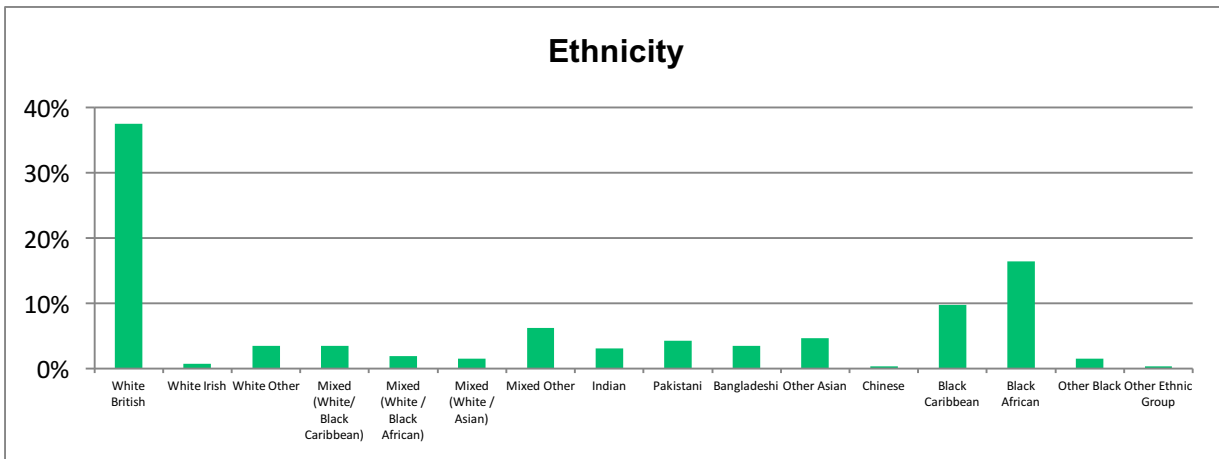


Around one third of respondents (29.5%) said they lived in Mitcham with a further 8% saying they were from Pollards Hill and 19% in Morden. The remainder either lived in Wimbledon or said “other”, predominately Croydon. When consulting in the East of the Borough in the Pollards Hill area we encountered many young people who were in that area but in fact live in Croydon.

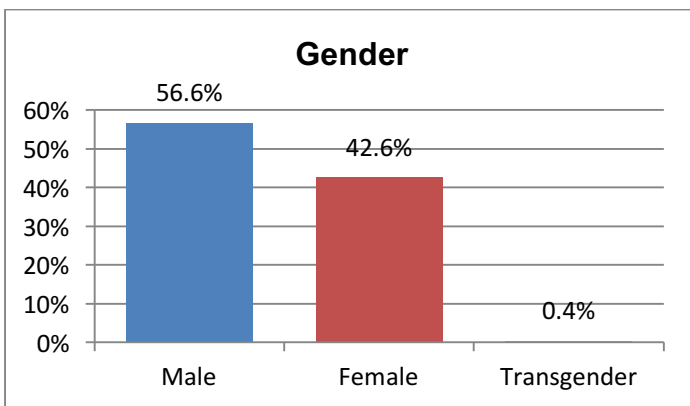


The ethnicity of young people consulted reflects Merton’s diversity, and 57% of respondents were from a BAME background. Whilst the 2011 Census figures show that 37% of Merton’s population was BAME, among young people (0-19) this figure was significantly higher at 48%. Merton’s BAME population is significantly higher in the East of the Borough, where the consultation focused, than in the West of the Borough.

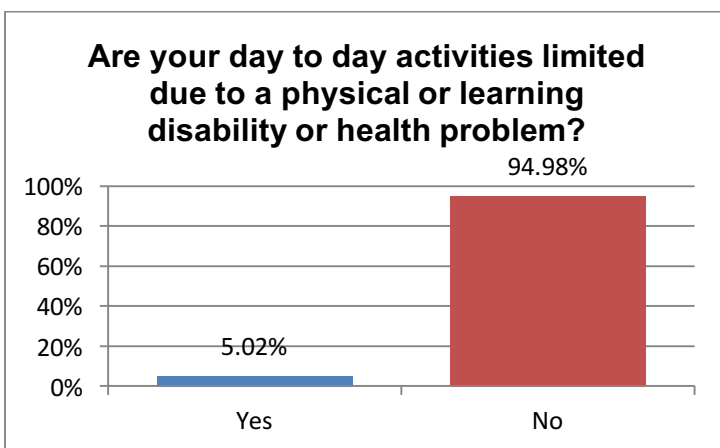




We spoke to slightly more young males than females – 56.6% compared to 42.6% - though Merton has a near 50:50 gender split across the Borough as a whole. However we do not consider this slight variation a compromise to the intelligence gathered from young people through the consultation process.

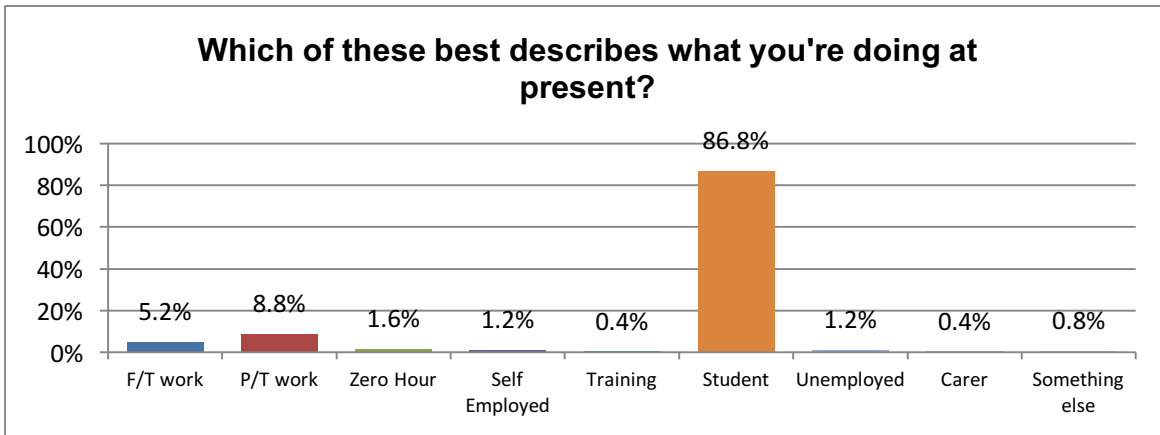


According to figures from the 2011 Census, in Merton 9% of people have a limiting illness or disability; however this figure is for working age adults and does not reflect children and young people. Nonetheless a figure of 5% of those consulted having a limiting illness or disability is within an expected range.

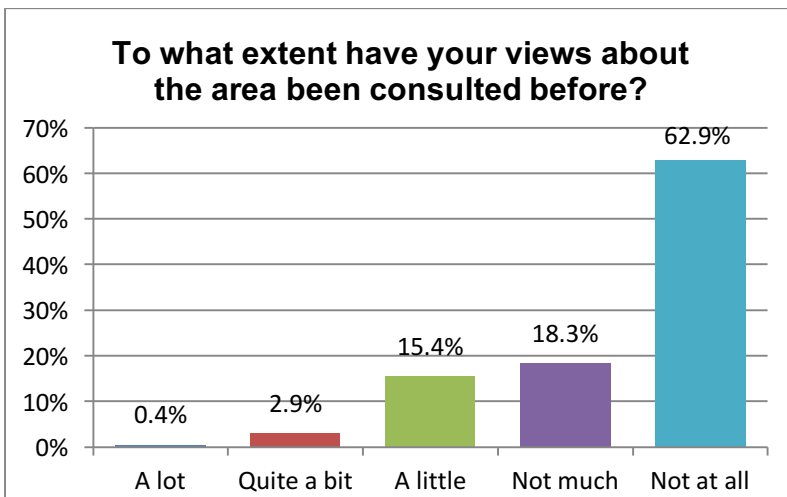


Unsurprisingly the vast majority (86.8%) of young people we consulted were currently studying, with just under one in ten (8.8%) working part time and one in twenty (5.2%) working full time.





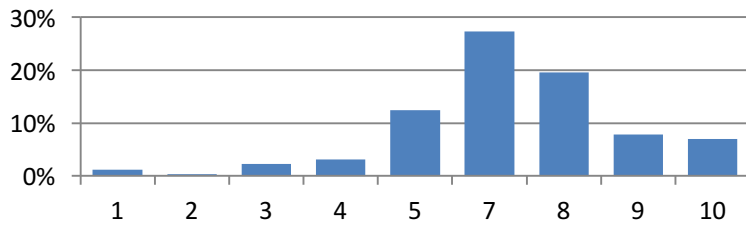
To ensure that those consulted were not ‘the usual suspects’ and that we had effectively engaged young people that were likely to be less engaged, we asked people whether they had been asked their opinion about the local area before. Over 80% of the young people we spoke to (81.2%) said they had not been consulted much or at all, with nearly two-thirds of respondents saying they had not been consulted at all in the past. By contrast, just 3% said they had been consulted ‘a lot’ or ‘quite a bit’.



In general young people were fairly positive and optimistic in their outlook when we asked them how they felt about their future prospects and the local area. Young people gave an average (mean) rating of 6.9 out of 10 of Merton as a place for young people to live, with the most common response (mode) of 7. Young people were seven times more likely to say Merton was ‘great’ than they were to describe it as ‘terrible’.

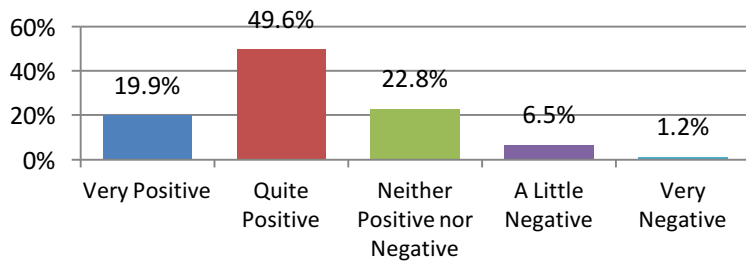
Similarly, when asked how they felt about their future prospects, the vast majority of young people were generally positive. One in five young people said they were very positive and a further half of all respondents said they were quite positive. Just 7.7% of young people said they felt negatively about their futures, with just one in a hundred saying they felt ‘very negative’. This positive and optimistic outlook provides a valuable foundation and an opportunity for engaging young people in the My Library project and arts and cultural activities more broadly.

**On a scale of 1-10, how positive a place do you think Merton is for young people? (1=terrible, 10= great)**



Average (mean) score = 6.9 out of 10

**Which of the following best describes how positive/negative you are about your future prospects?**

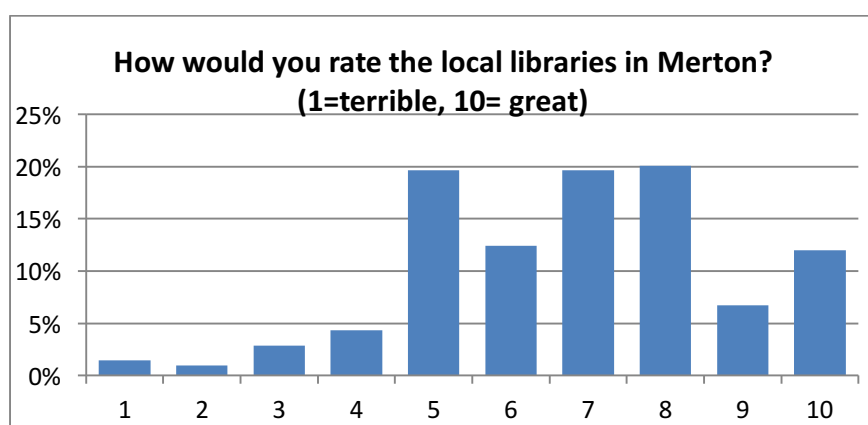


## Young people's views and use of the local library service

We asked young people a range of questions to help us understand their current attitudes and perceptions of the library service in Merton and to provide insight into their current use. We also sought to identify any barriers to using the library or taking part in activities outside school.

### General Views about the Libraries

When we asked young people what they thought of the local libraries in Merton, they were generally positive, giving the service an average rating of 6.8 out of 10. The most common response (mode) was even higher – 8 out of 10. And 12% of young people said it was 'great' and just one out of ten people gave it a score of less than 5.



Average (mean) score = 6.8 out of 10

When we asked people what the reasons for their scores were we were told that reasons for lower scores were that libraries were 'boring'. Some young people were critical of the quality of equipment and facilities available suggesting these were outdated and that there was not enough space. However others commented positively on the good facilities and the wide selection of books was also praised.

The fact young people use libraries for different purposes was reflected in comments, with some saying the library was 'too quiet' whilst others suggested they were 'too loud'.

*"Some people go to work, some go to talk"*

A few responses suggested libraries were typically seen as being good for young children but that there was less for older children and young adults:

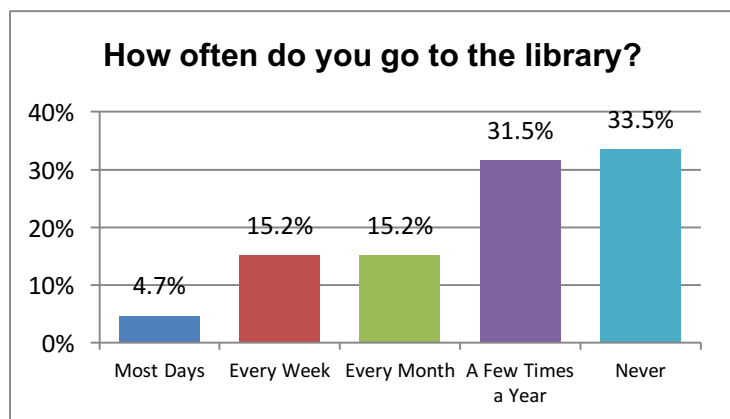
*"Need more youth activities (there's) nothing for young people"*

Libraries were generally seen as safe places in good areas:

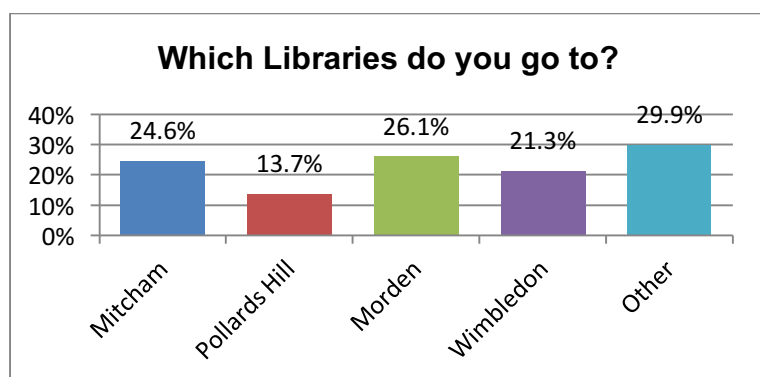
*"Most libraries are in very decent places which are safe to go to."*

The majority of young people said they were infrequent visitors to the library, with one third of respondents (33.5%) saying they never went and another third (31.5%) saying they went a few

times a year. More regular users (every week or every month) accounted for a further third (30.4%), with a small group of young people (4.7%) saying they were frequent users who went ‘most days’.

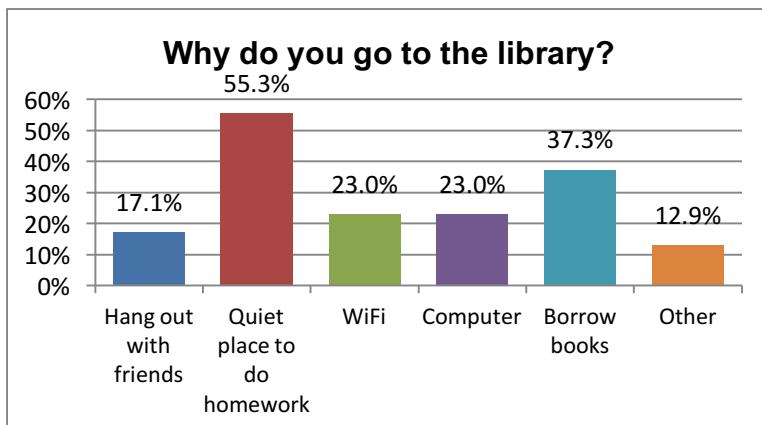


When we asked people which libraries they go to, we found the responses closely correlated with where people lived, the most commonly visited libraries were those where more people lived: Mitcham and Morden (along with the catch all ‘other’). Slightly fewer people said they visited Mitcham library than the proportion who lived there, with slightly more people visiting Pollards Hill, Morden and Wimbledon libraries. However the general pattern suggests that young people tend to use the library close to where they live.



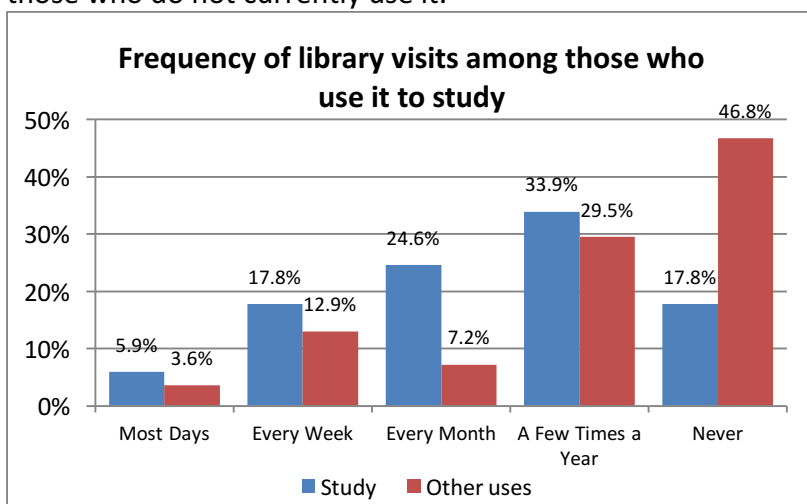
### Reasons for Going to the Library

Young people use the library for a variety of purposes – the majority of them are no different to other age groups: to borrow books, use the computers or access the WiFi. However one important distinction – and by far the most common reason mentioned for visiting the library by young people – was to do school work. Over half of all young people said that having access to a quiet place to do homework was why they went to the library. Although we did not probe these responses, one may assume that this was complemented by the availability of books to refer to and with access to free WiFi and computers. Being able to socialise with friends was another important use mentioned by 17% of young people.



The importance of the library as a place to study is likely to be unique to young people and, the fact that it was mentioned by over half of all respondents, provides important insight. Emphasising the opportunities to use the library as a quiet place conducive to studying is likely to be appealing to many young people. However, when we look in closer detail at those who say they use the library to study, we can see that they are more likely to be regular visitors to the library.

Young people who say they use the library to study are significantly less likely to say they have never visited the library than those who use the library for other reasons. Almost half of those who use the library to study (48.3%) are regular or frequent visitors to the library, compared with just 23.7% of those who use it for other reasons. This suggests that presenting the library as a place to study is likely to be extremely effective among current users, but less likely to appeal to those who do not currently use it.



By far the most common other reasons for going to the library was to study or revise for exams - presumably being distinct from reference to 'homework' in the possible uses we asked about. Other reasons for visiting the library were to use the facilities for printing and for reading (which some respondents may have regarded as slightly different from 'borrowing books').

### What they like most about the library

Young people like a wide range of things about Merton's libraries, reflecting the varied uses they have for the library. Many like the wide range and availability of books, whilst for others it's a place to socialise and hang out with friends. Being able to use computers and access free wifi is

also attractive to many young people. Easy access and being close to home was mentioned as another positive feature.

A quiet space which is conducive to studying was mentioned by a number of young people:

*“The study corner because [I can] just get on with my work”*

Having separate spaces for children, young adults/ teenager and adults was also mentioned as a positive feature of Merton’s libraries as was the café at Morden library.

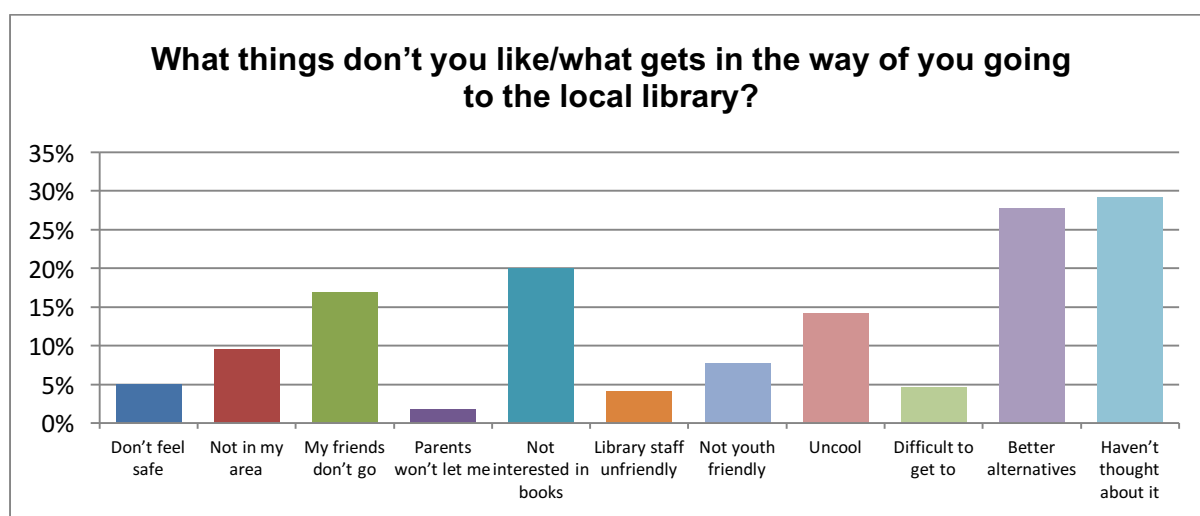
A number of young people referred positively to library staff who they said were helpful and supportive.

*“Staff are friendly, always looking out for you”*

### Barriers to going to the Library

However not everyone was quite so positive about Merton’s libraries (even when asked what they liked most about them):

*“Would not be seen dead in one of them”*



It is interesting that such a high proportion of young people said that they had never thought about going to the library, as this indicates a large group who could be potentially engaged to use the service. Other comments given to explain what prevents young people from going to the library were a lack of time and that it was boring. The traditional – and primary – purpose of libraries to borrow books and close association with reading was evident in some of the comments we received:

*“Got everything on my iPad, can read books on there.”*

*“[I’m]...not a big reader”*

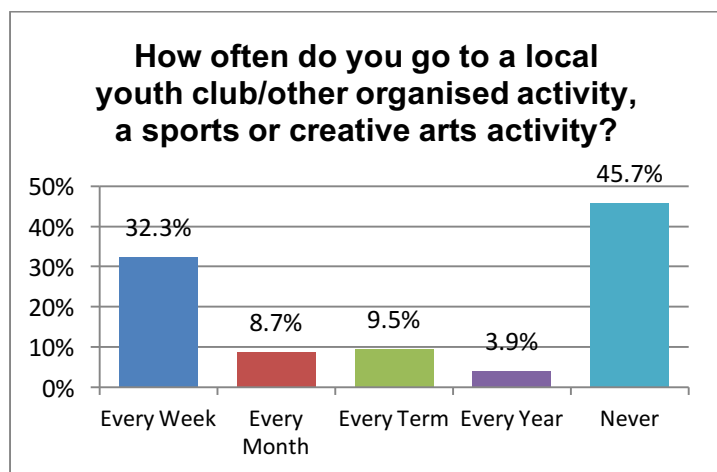
Location was also a factor for visiting the library outside school time:

*“I just want to go home after school as it is far.”*

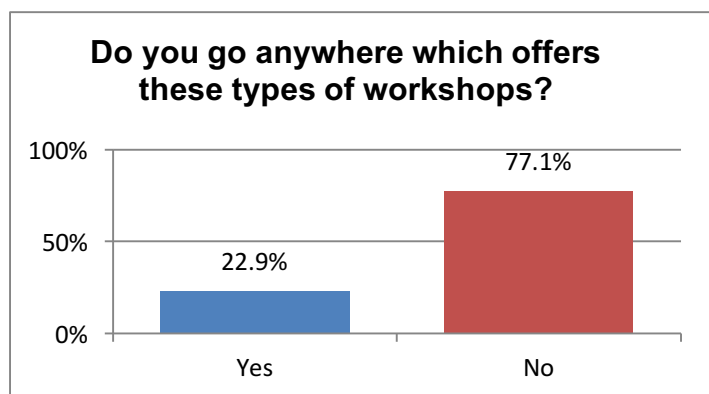
## Participation in other arts and cultural activities

We asked young people about their participation in activities outside of school and what influenced their decision-making in participating in arts and cultural activities.

We found that extra-curricular participation was quite polarised among young people – with nearly 80% of respondents either participating regularly or not at all. Around one third (32.3%) of young people said that they attended some sort activity, with just under half (45.7%) saying they never did. Out of school activities appear to be fairly ‘all or nothing’ which might suggest that if young people find something they want to take part in they do so regularly.



It appears that the planned My Library arts and culture programme offers something that the majority of young people do not currently access elsewhere. Only 22.9% of respondents said that they currently go somewhere that offers these type of workshops and events, whilst 77% said they did not.



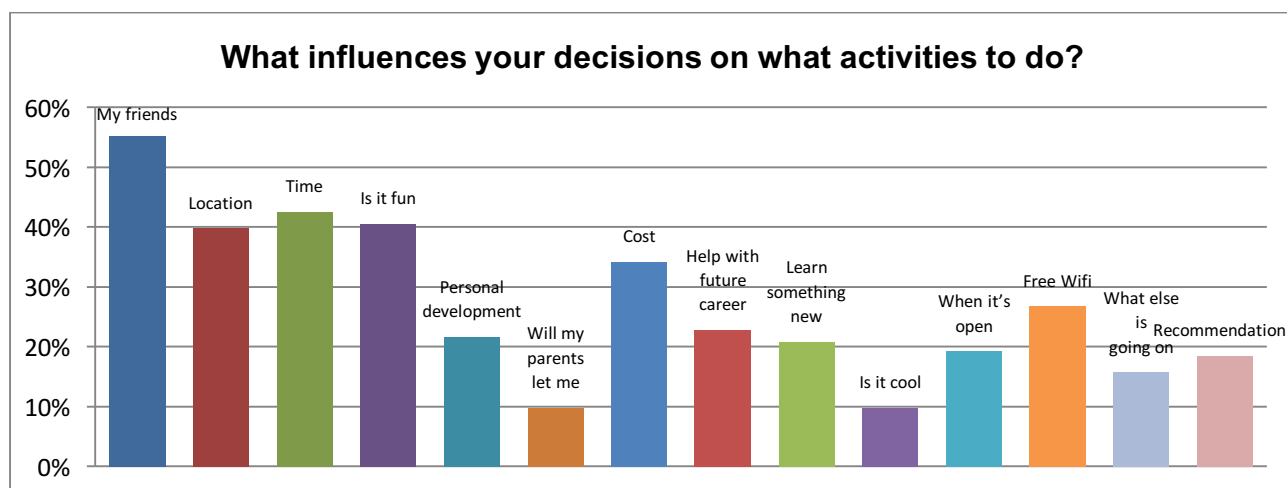
Among those who said they did go elsewhere for arts and cultural activities, such as those planned for the workshops, school was by far the most frequent response given. Other places mentioned were Caius House Youth Centre in Battersea, Herne Hill youth club, Wimbledon College, Kingston and an unspecified studio in Streatham Hill.

## Factors that influence what activities young people do

Understanding what influences young people’s decisions about activities they take part in provides a fascinating insight into how opportunities – such as the My Library workshop programme - might successfully be marketed. A wide range of influences were mentioned by young people, with the

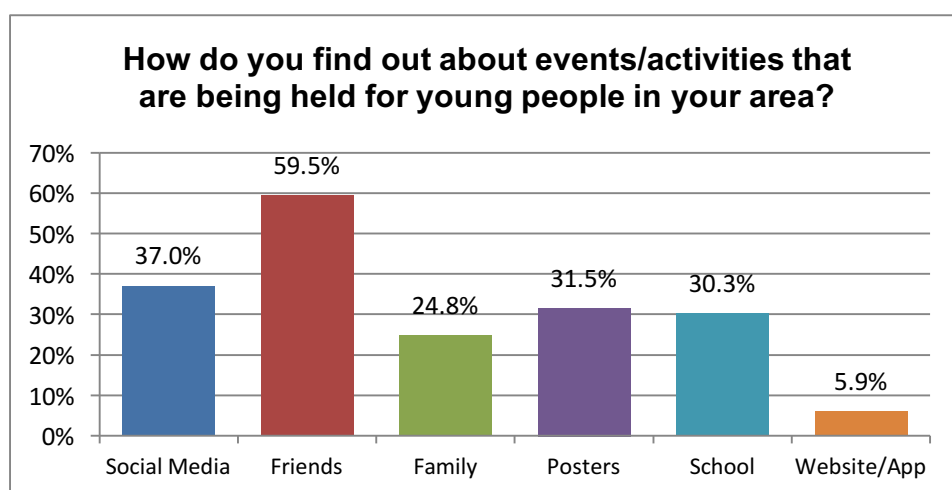
single most common response being ‘my friends’ – which is consistent with research and evidence from behavioural science (where social norms are an extremely powerful motivating factor). Factors relating to accessibility also feature prominently: with location, time and cost all mentioned by a significant number of young people. Fun is another strong influence and whether people perceive an activity to be enjoyable is likely to be an important consideration.

We also found a cluster of responses relating to personal development – learning new skills and participating in activities that will help with future career prospects. Clearly some young people are looking for more than short term gratification in their selection of out of school activity – something we would expect to be more prevalent as young people get older and their future work, further education and training prospects become more salient.



### How young people find out about things that are happening

The importance of friends on choices that young people make about arts and cultural activities is further underlined by the finding that friends are by far the most common source of information about local activities being held. Almost 60% of young people said they found out about events and activities from friends, with a further 1 in 4 (24.8%) mentioning family. Social media was another key source of information with 37% of young people mentioning this. Websites and apps were not common sources of information with just 5.9% of young people saying they used them to find out what was going on locally.

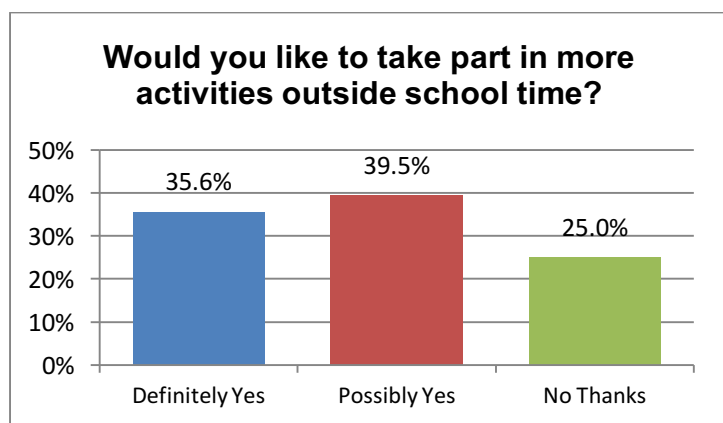




The majority of further details given on sources of information related to specific social media platforms that young people say they use. Snapchat, Instagram and Facebook were by far the most commonly cited whilst Twitter, YouTube, WhatsApp were much less frequently mentioned. Word of mouth was also mentioned by a few people. One person said they use merton.gov.uk.

### **Interest in doing more activities outside school time**

A significant proportion of young people said they would like to participate in more activities outside school time, with three quarters of respondents saying they would definitely or possibly like to do so. Just one quarter of respondents said they were not interested.



### **Activities young people would like to take part in outside school time**

Lots of responses referred to sport – both in general and with reference to particular sports such as boxing, biking, football, table tennis etc. However one or two comments said ‘not sport’.

Dance and drama were both very popular responses, as was music, with references to singing, DJing, learning to write music and music production. Art was also mentioned in a variety of guises, including graphic design, street art, drawing and photography and film was also mentioned by several people.

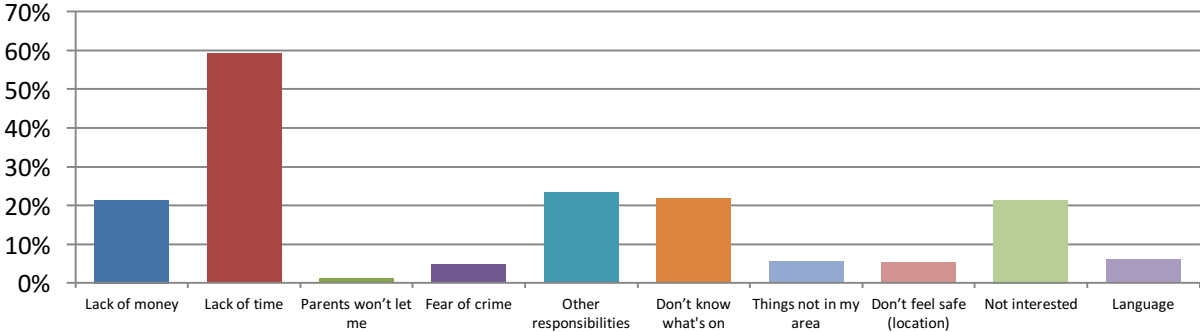
Other slightly more unusual suggestions (in the context of arts and culture) included; self-confidence workshops, make-up and hairdressing, managing money workshops, cultural history and fixing cars.

Developing skills and personal development opportunities were clearly a consideration for some young people in choosing to participate in extra-curricular activity:

*“Anything to go on my CV and help me get to Uni”*

The biggest barrier to participation appears to be a lack of time, with nearly two-thirds (59.3%) of respondents saying this was what stopped them from doing these things at the moment. This was a far more common response than any other reason given, although not having money to participate, other responsibilities, not knowing what was on and not being interested were all mentioned about around one in five young people.

### What is stopping you from doing these things now

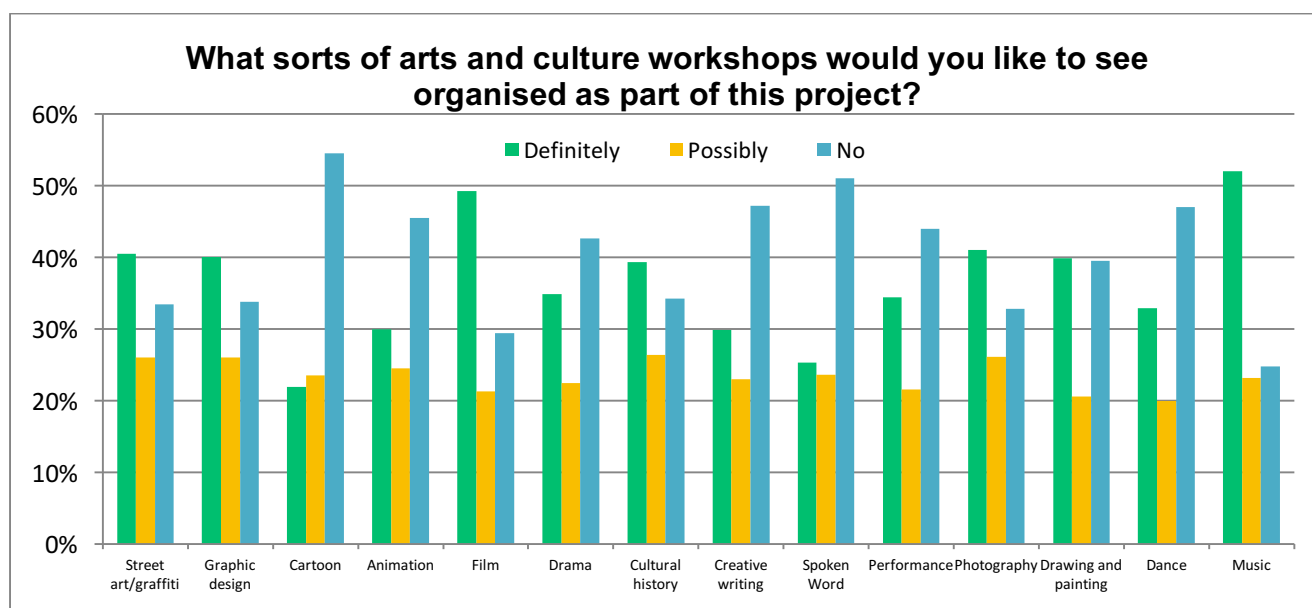


## Views about the proposed arts and culture workshops

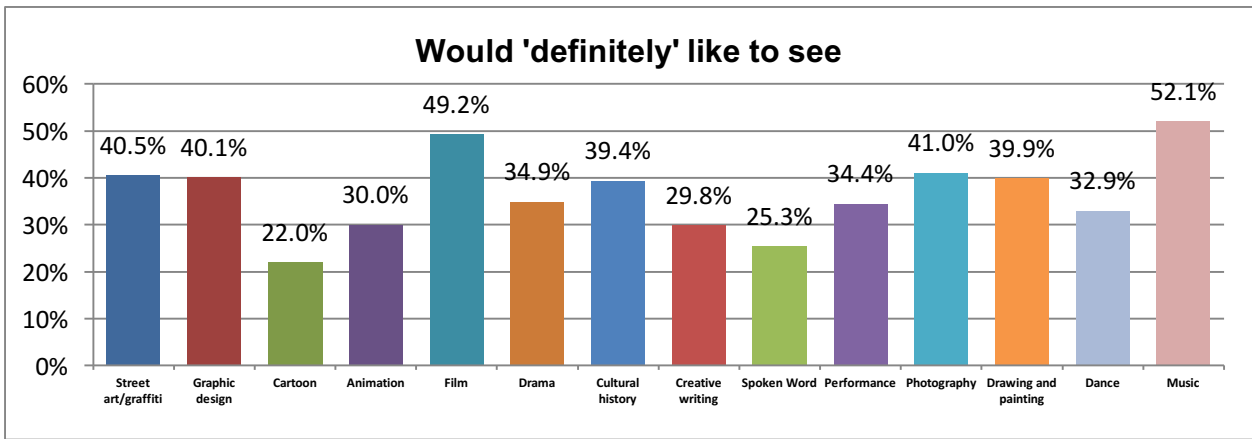
We asked young people a series of questions to gather their opinions on the sorts of activity they would like to participate in to inform the design of the My Library workshop programme and arts and cultural services more generally.

### Types of workshops they were interested in

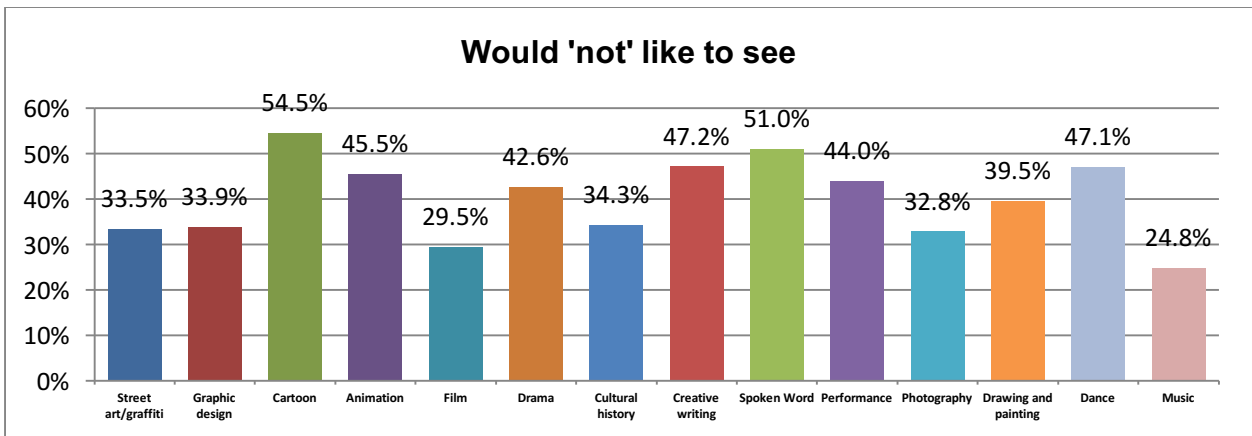
A range of possible arts and cultural activities were given with respondents invited to rate each of them as being 'definitely' of interest, 'possibly' of interest or of being of 'no' interest. We found substantial differences in attitudes towards different types of arts and culture activity, with some ideas rated highly by half of all respondents, whilst others were of no interest to a similar proportion of young people. Analysing these responses provides some useful insight into the appeal of particular activity which can be used to inform the design of the My Library workshop programme.



When we look solely at the proportion of respondents that rated each idea as 'definitely' being of interest, we can see that music and film were the most popular suggestions, followed by street art, graphic design and photography.



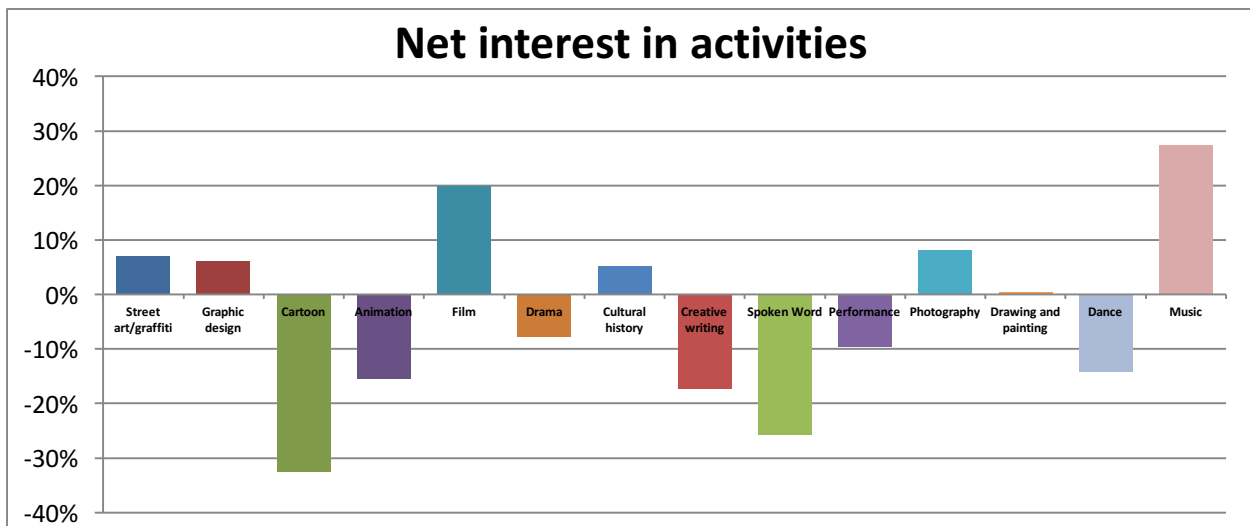
Similarly, when we look just at the number of young people who said each suggestion was not of interest, we can see that the ideas which respondents were most likely to say they did not want were cartoon, spoken word, animation, drama, performance, dance and creative writing.



By combining the positive and negative responses to each suggestion, we can produce a net interest score for each idea. We did this by deducting the number of responses given as 'not interested' in a particular idea from the number of people who said they were 'definitely' interested. The chart below gives these net scores to provide some insight into the overall strength of feeling for each suggestion.

Whilst it is likely that the number of people interested in a particular idea is likely to be inversely correlated with the number of people who say they have no interest, this is not necessarily the case as some ideas may be evoke more polarised views than others.

We can see that film and music were far and away the most positively received ideas with the biggest net interest. However four other ideas – photography, street art, graphic design and cultural history – also received positive net scores. Whilst all other suggestions were not of interest to more people than they were of interest to – resulting in overall minus scores. Cartoon and spoken word were the least popular of all the ideas suggested.



Whilst analysing the potential popularity of particular activities is helpful, it is important not to disregard seemingly unpopular ideas simply because they lack universal appeal. In designing the workshop programme, consideration should be given to serving the interests of all young people. For example, drawing and painting may not be of interest to around 40% of young people we spoke to, but it was of 'definite' interest to a similar number. Whilst street art, graphic design and photography received higher net scores, the proportion of young people that were definitely interested in these activities was similar. It is therefore helpful to look at the data in all three charts in order to understand young people's preferences.

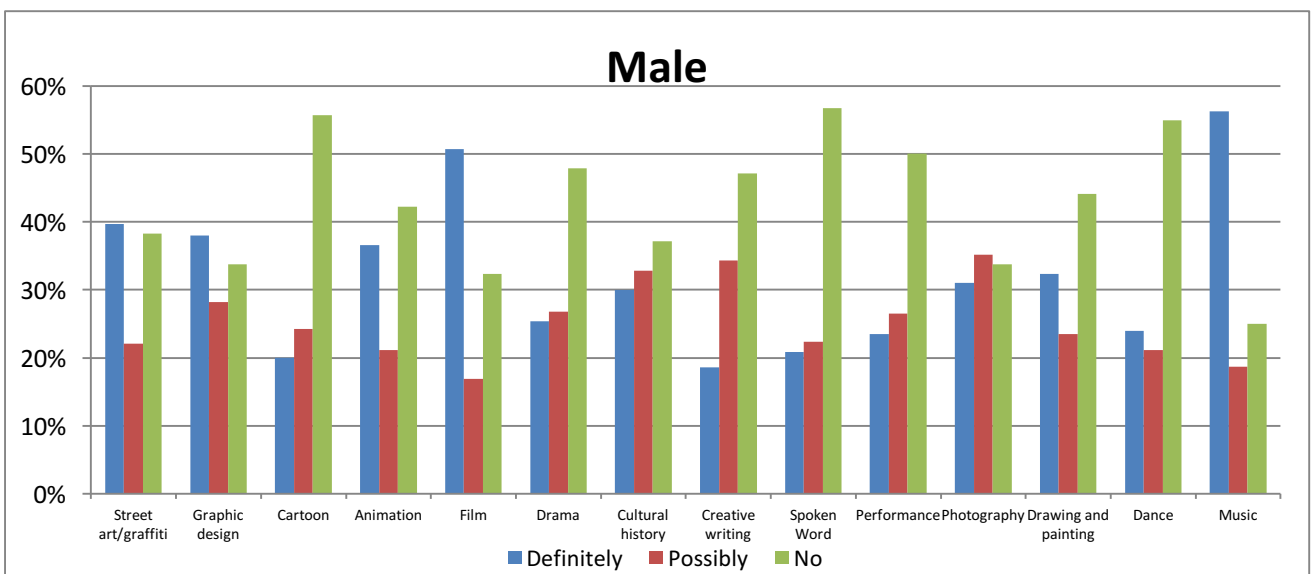
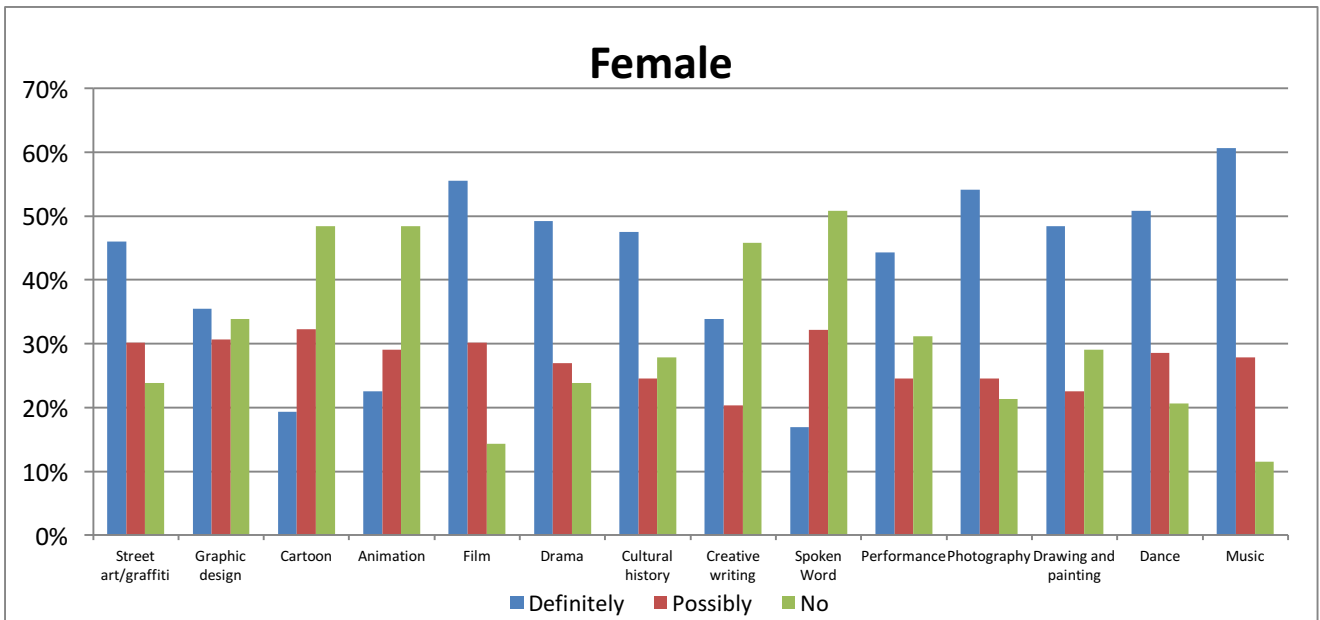
### Differences in views about the workshops among sub-groups

To understand whether particular activities appealed more to particular groups than to others, we interrogated responses to the suggested list of activities by group. This included looking at gender, age, frequency of library use and which libraries people used.

#### Gender

When we looked at the differences in perceptions among boys young men and girls and young women, we can see that girls were, in general, far more positive than boys about the suggested activities. 40% of responses given by girls and young women to suggested ideas were 'definitely' of interest and 30.8% were of 'no' interest. These figures were almost reversed for boys and young men, with 31.9% of suggested activities being of definite interest and 42.8% being of no interest.

Girls and young women were, as a result, more interested than boys and young men in a number of activities including drama, cultural history, creative writing, performance, photography, drawing and dance. One activity where boys were more enthusiastic than girls was animation, although even here we can see that there were fewer positive responses than there were negative ones.

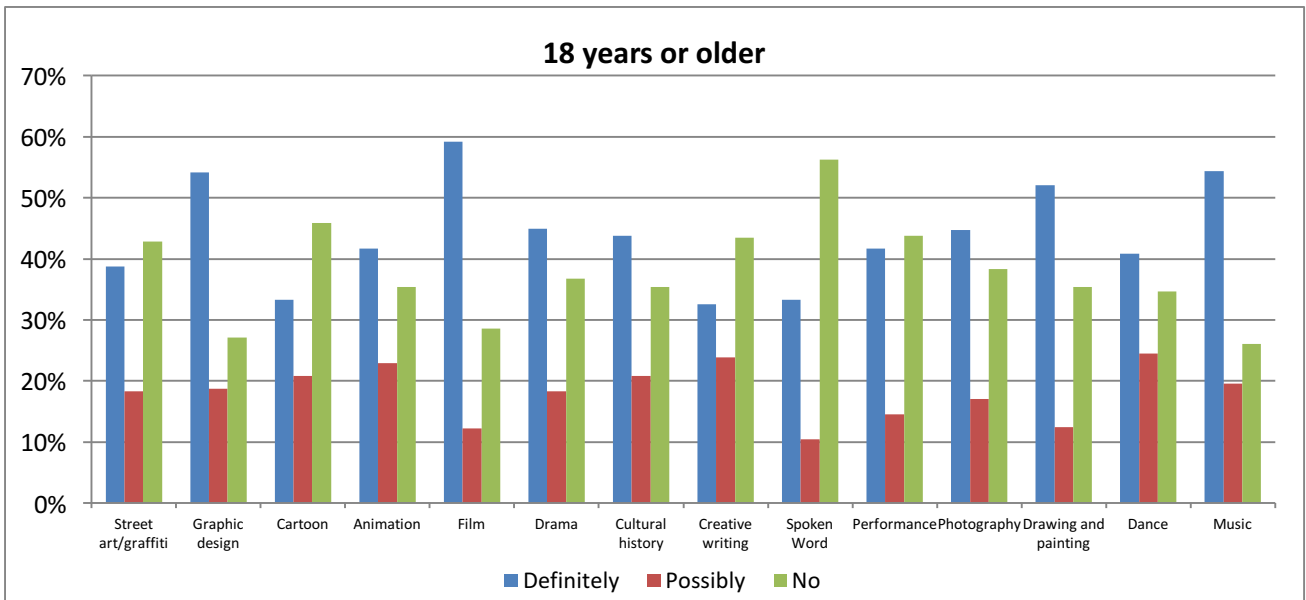


## Age

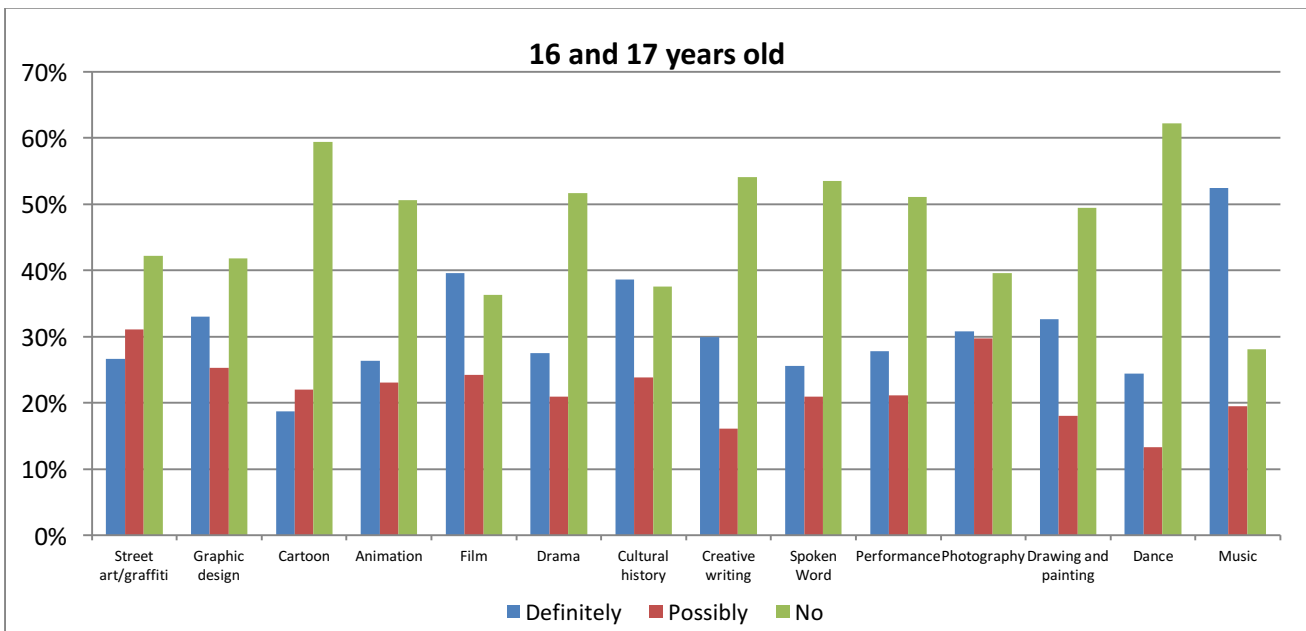
Some significant variations are apparent when we look at perspectives of different age groups. In general 16 and 17 year olds are much less positive about all ideas than younger (15 and below) and older (18 and over) respondents. Almost half of their responses to all the ideas suggested (46.9%) was that they held no interest. This compares with 37.8% of those over 18 and 35.9% of those aged 15 and under. Less than one third of responses (31%) among 16 and 17 year olds were that they were 'definitely' interested in any of the suggested ideas.

Those aged 18 and over were the most positive, with several suggestions being of definite interest to more than half of respondents.

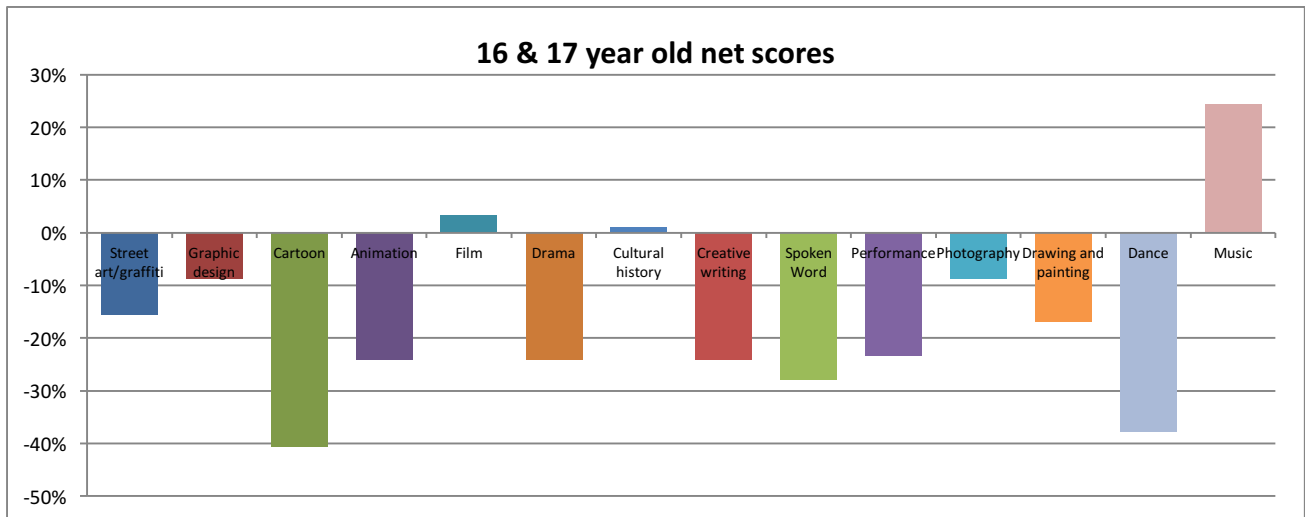
They tended to be far keener on certain technical visual arts ideas than their younger peers, such as graphic design, animation, cartoon and drawing. However they were, like all the other age groups, also strongly interested in film and music.



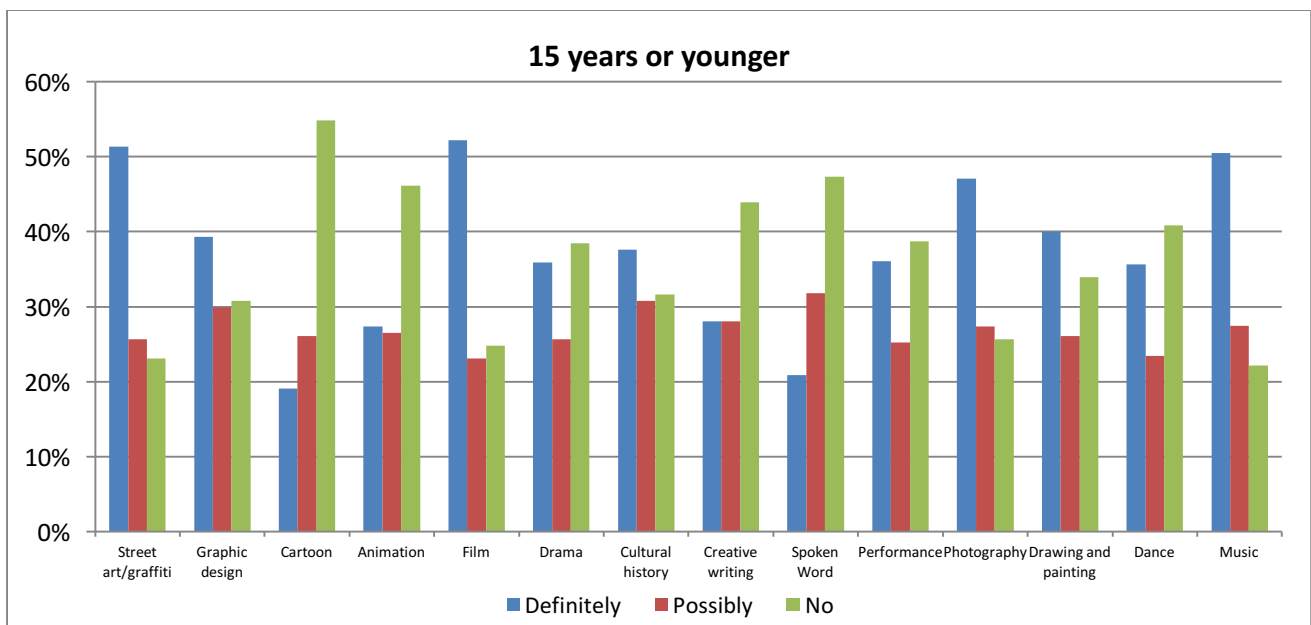
Despite being less positive about ideas in general, 16 and 17 year olds were most positive about film and music (albeit slightly less so than other age groups).



16 and 17 year olds' greater ambivalence is illustrated by the fact that very few ideas have positive overall net scores and only music (+24.4%) scores above +3%.



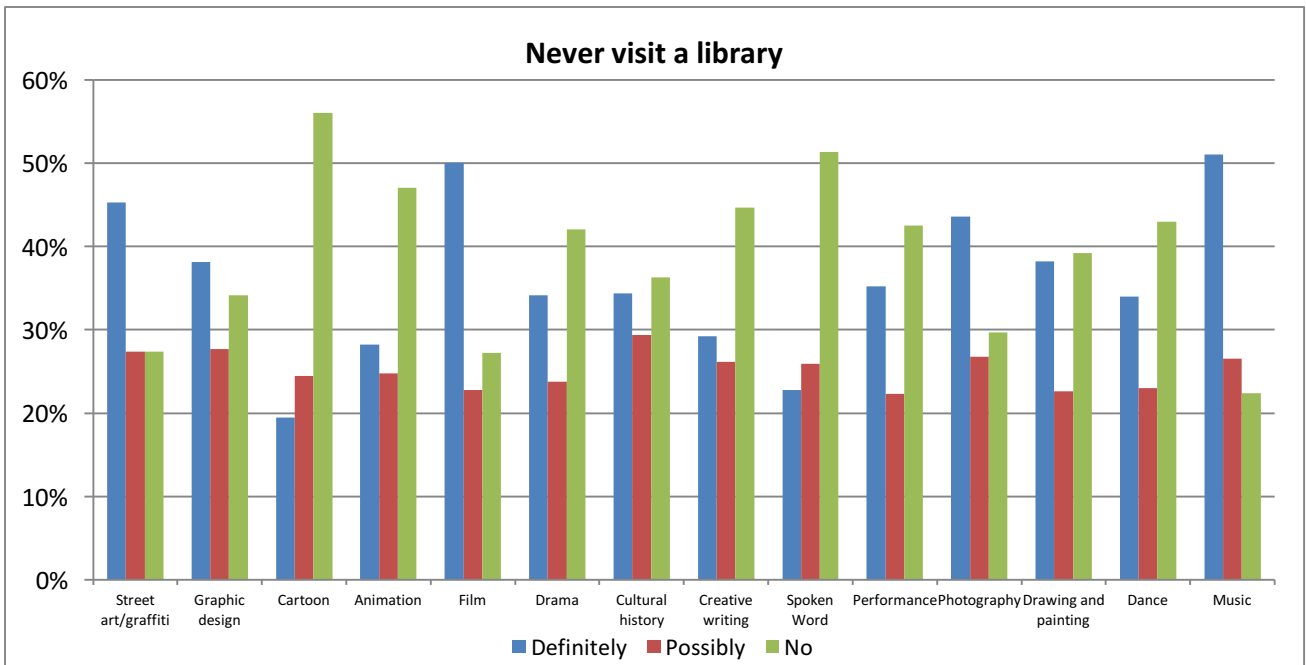
Younger age group (15 years and under) were far more enthusiastic about street art and graffiti than any other group and were also more positive about photography than older young people.



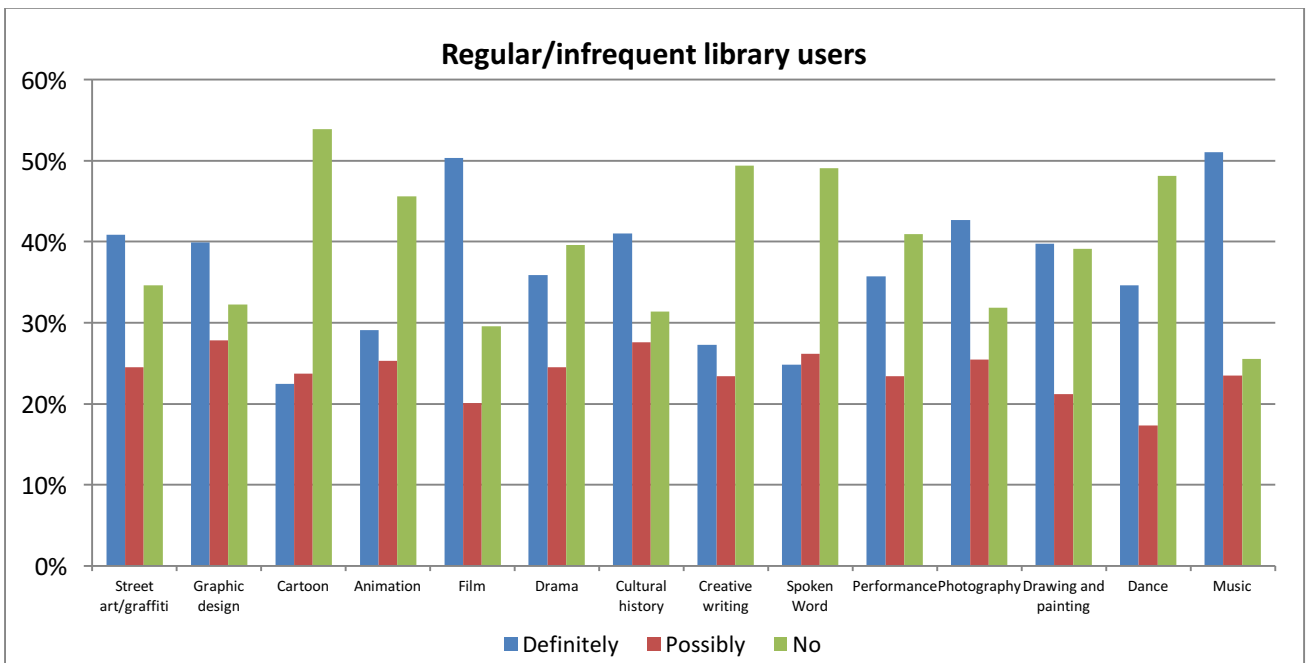
### Frequency of library use

Among those who say they never visit a library, the most popular ideas (in addition to the music and film – which were positively regarded by all groups) were street art/graffiti and photography, which were similarly supported by those who visited infrequently and regularly (weekly, monthly or a several times a year).



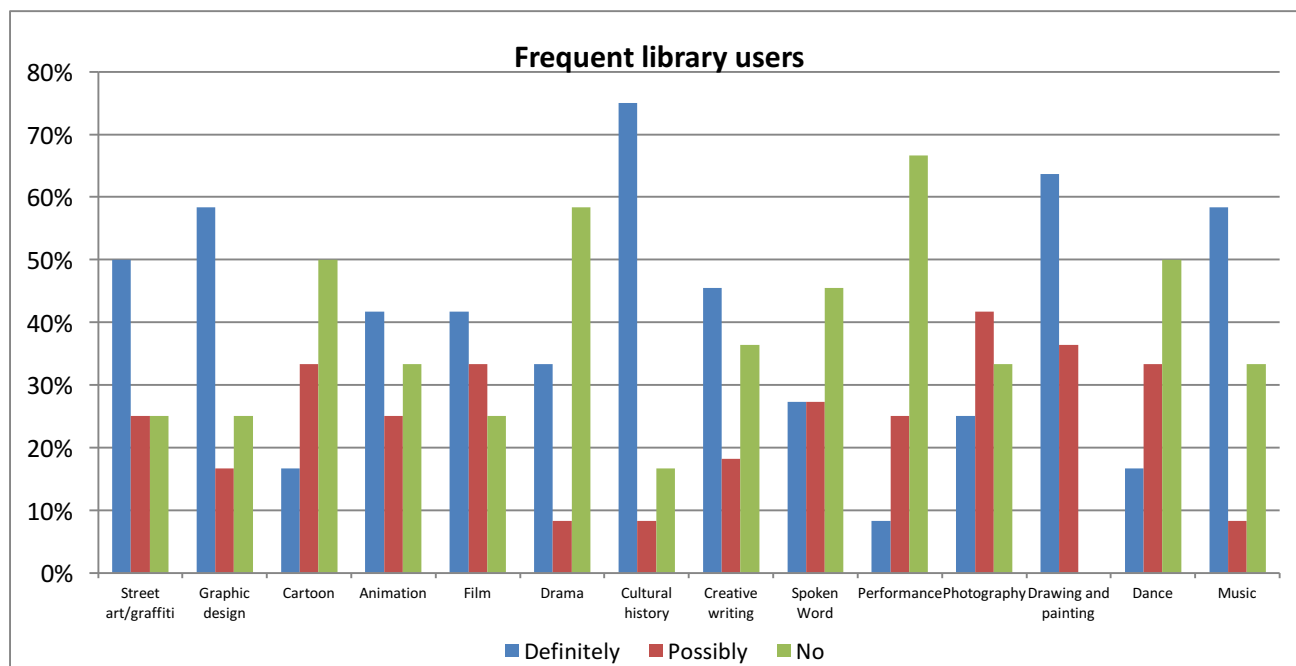


These infrequent to regular users were more positive about cultural history than those who never visit the library – but much less than the 75% of frequent visitors that said they were definitely interested.



Whilst the most frequent visitors to the library were positive about music and, to a slightly lesser extent, film, they were also enthusiastic about a range of other activities which were less popular among less frequent visitors to the library. Cultural history has been previously mentioned, but they were also more likely to say they were definitely interested in graphic design, animation and drawing. They were also notably less enthusiastic about dance and performance than other groups.

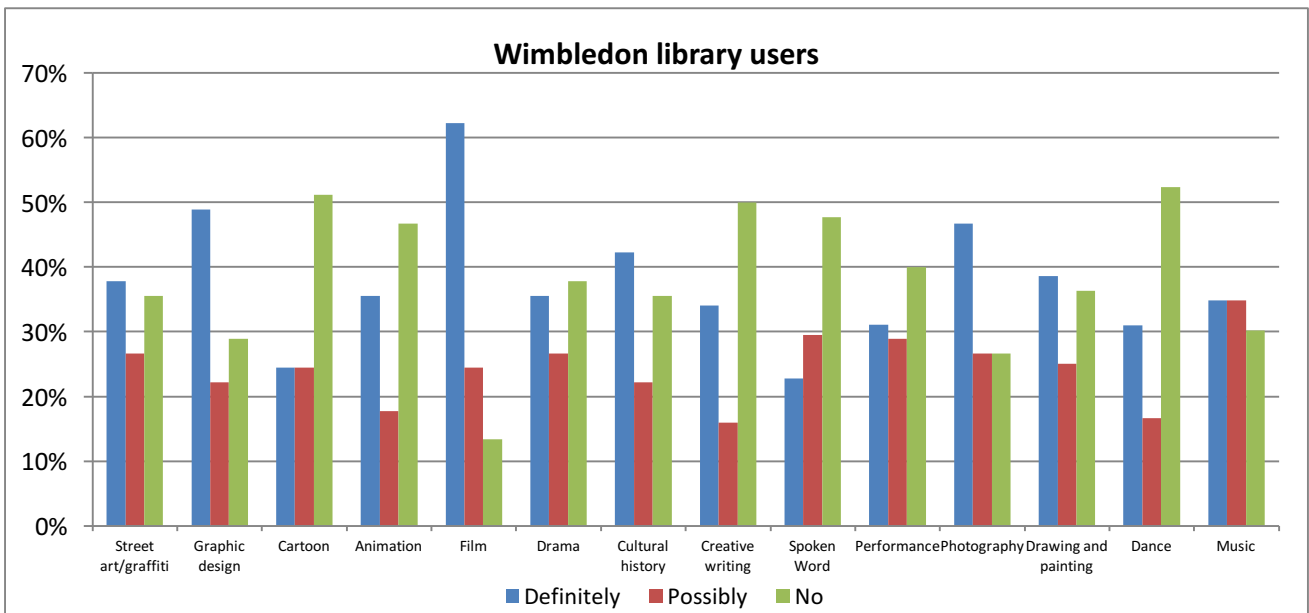
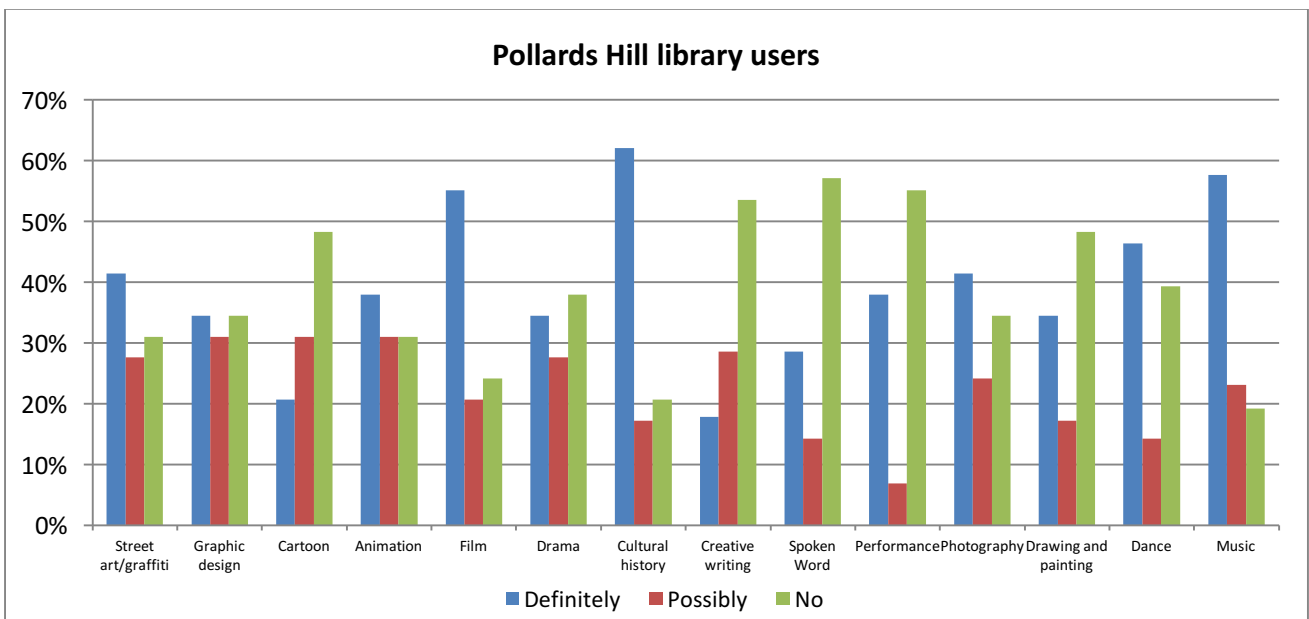
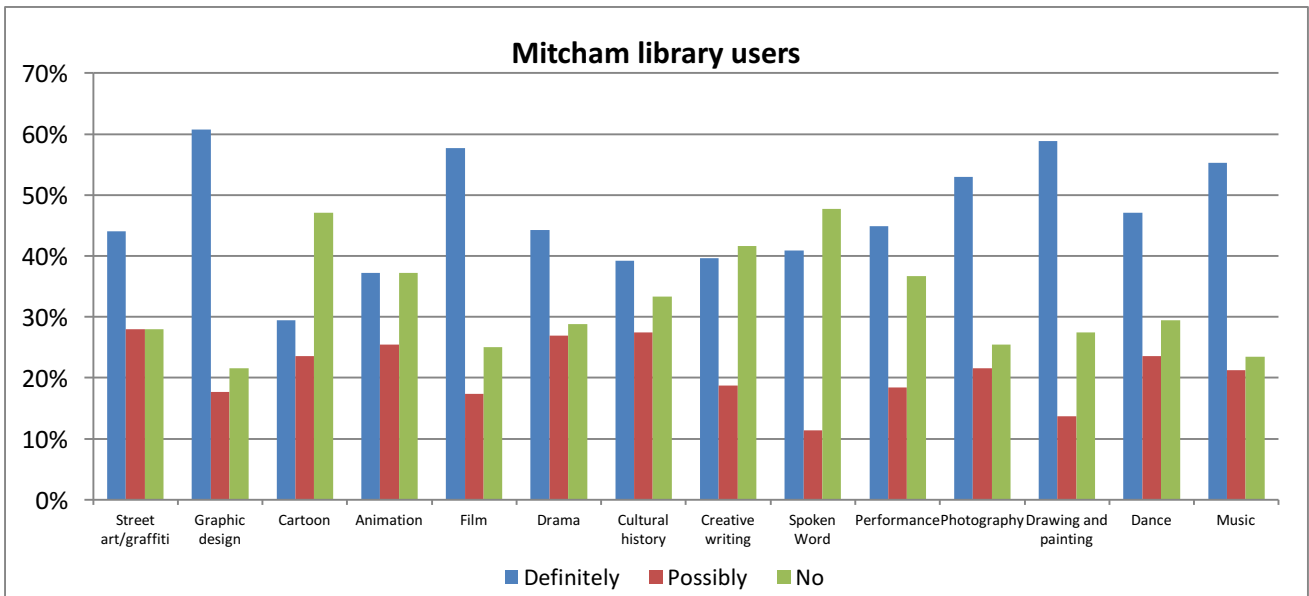
Whilst it may be a something of a caricature to portray the frequent library visitors as quiet, introverted ‘bookworm’ types far more interested in drawing and visual arts than dance, drama and performing arts, the stereotype does appear to have some basis in the consultation findings.

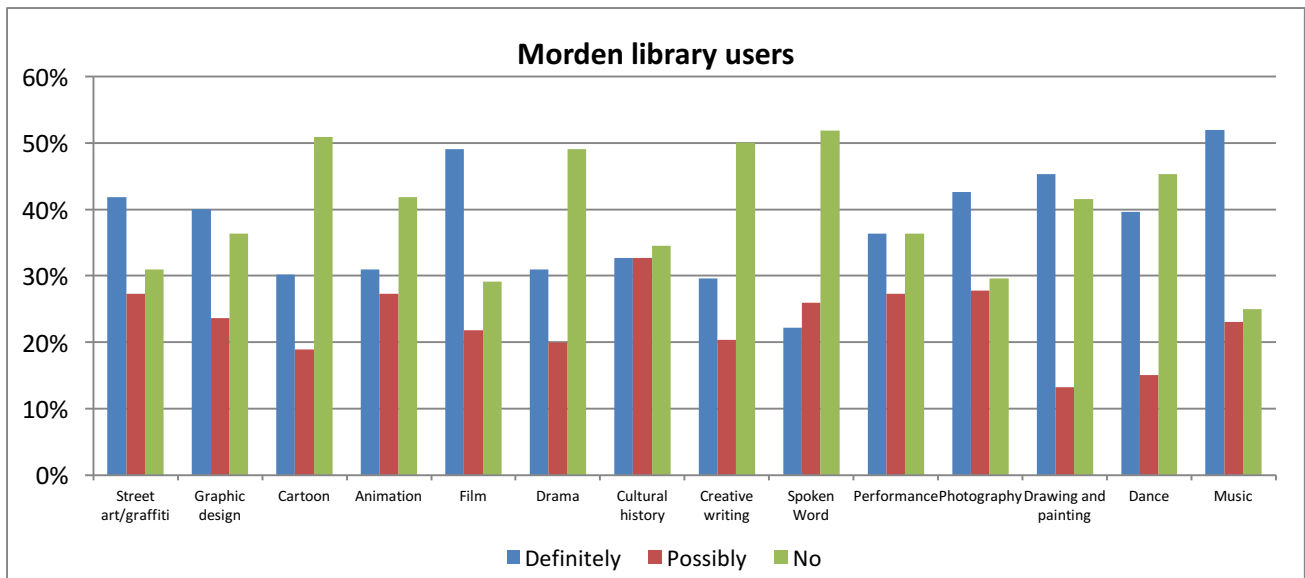


### Users of different libraries

The users of Mitcham library appear generally far more positive than their counterparts in Morden, Pollards Hill and Wimbledon libraries. Mitcham library users said they were definitely interested in nearly half (46.6%) of all ideas suggested, compared with 38% among the users of other libraries. This may be due, at least in part, to increased levels of interest and engagement arising from awareness of the new arts space in Mitcham library. In any event, it bodes well for successfully engaging young people in the workshop programme.

Mitcham library users were enthusiastic about a wide range of ideas including graphic design, drawing, music, film and photography. In addition to popular support for these ideas, they were also far more positive than the users of other libraries about street art, drama, creative writing, the spoken word and performance.





### Local artists who the youth respect/like who it would be good to get to run a workshop

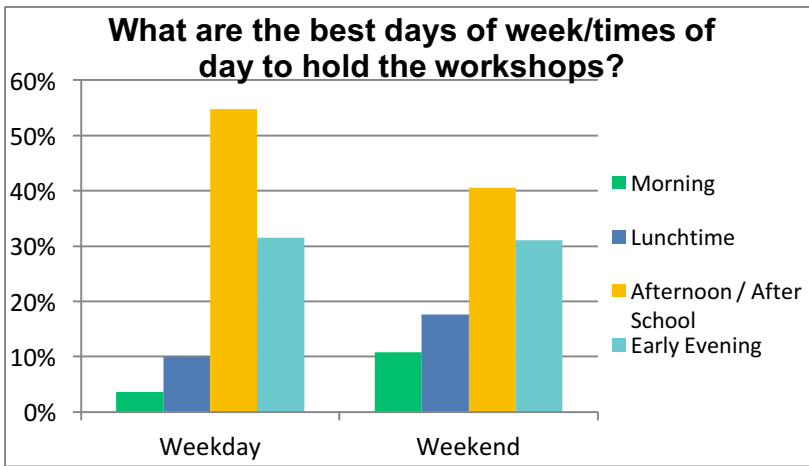
Suggestions people had for artists that they would like to see running a workshop were split between nationally (and internationally ) renowned artists – the overwhelming majority of them musicians – and local grass roots organisations and individuals.

A large number of the suggestions young people had were of musicians, the vast majority of these were from the UK grime scene: Stormzy, Santan Dave, Krept, Konan, Mostack, Giggs, Nines, Wholagun, Not3s and Section Boyz. A few more established urban musicians such as Drake and Tinie Tempah were also suggested. Banksy was one of the few visual artists suggested. A few sportsmen were also suggested including Spurs striker Harry Kane and boxer David Haye. These big names are of course of much less useful given the small chance of getting them involved or endorsing the programme.

Several local drama and dance clubs were mentioned including: Xpression dance company in Croydon, Sutton Dance Academy, Wimbledon Theatre Young Actors Company and Syed from Addison Youth Club. It may be that these could be possible to approach though it is uncertain how much actual traction/draw they would have

### Preferred times for scheduling workshops

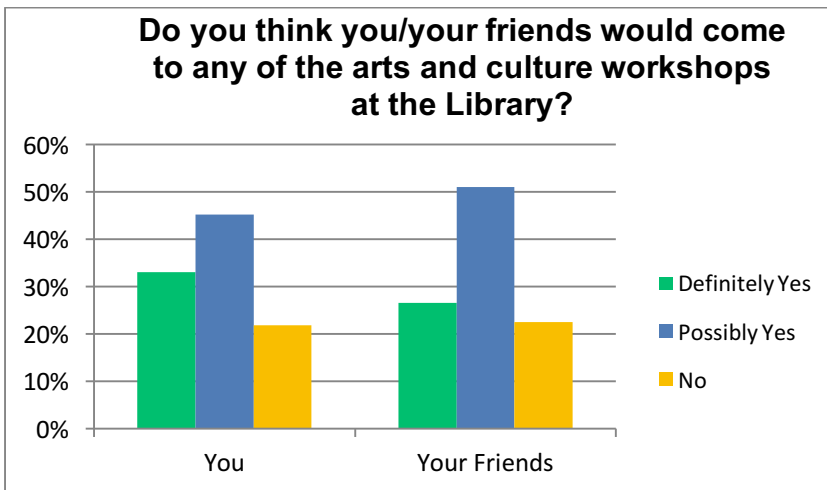
We asked young people what time of day they thought it would be best to schedule workshops – both during the week and at weekends. The responses were fairly consistent with afternoons/after school the most popular time slot during the week and at weekends although evenings were also popular among one-third of respondents. Mornings were not popular among young people for holding workshops.



### Interest in attending the workshops

When asked whether they – or their friends - would come to workshops at the library, young people were mixed in their response. Whilst one third (33.1%) said they would definitely come and a quarter (26.5%) thought their friends would come; this was only slightly more than the proportion who thought they would not come (21.8% personally and 22.5% friends).

It would appear that for many young people – and even more so when thinking about their friends – it would depend on other factors, such as those identified previously as influences on decisions to participate. We can presume that if the workshops were regarded as being fun, in locations and at times which were convenient and were well promoted, that a significant proportion of young people would be likely to participate.



## Conclusion

The consultation has demonstrated considerable interest among young people in arts and cultural activities such as the planned workshops. Music and film were the most popular activities across a range of characteristics, such as age, location, gender and current library use. However we also found significant variation within these groups in their preferences and general level of enthusiasm.

Given the significant difference in interests among different groups, thought should be given to appealing to specific audiences and encouraging participation among different groups, particularly those most likely to be underrepresented in activities. The consultation data provides an opportunity to develop targeted marketing based on the audience any activity is most likely to appeal to.

Interest in music was wide ranging, but there was particular enthusiasm for artists within the London Grime scene, many of whom are South London based. A range of local arts organisations, predominately dance and drama companies, were identified as potential partners.

Careful consideration and effort will be needed to plan and promote these opportunities in order to ensure they are appealing to young people. We identified a range of factors that are likely to influence young people's decisions whether to participate or not including the location, timing and cost of workshops as well as whether they were perceived as 'fun' or not.

The influence of friends was also clearly important – both as a source of information about opportunities and decisions whether to take part. Given this, consideration should be given to how to make it easy for young people to pass on and share content with their friends – without reverting to traditional one-directional 'broadcast' comms.

Afternoon scheduling of workshops appears significantly more likely to be popular than holding events in the morning.

Whilst a significant proportion of young people visit the library only very infrequently or not at all, it appears no inherent obstacle to the majority of these from being encouraged to do so. Ensuring young people are aware of the range of opportunities and facilities available, it is highly likely that many more would do so – provided it was accessible and easy to do so.

The My Library project and planned workshops provide an ideal opportunity to engage young people in arts and cultural activity and present an exciting image of the library service to encourage participation.