Visioning Document for the Cultural Youth Offer
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A VISIONING DOCUMENT FOR THE CULTURAL YOUTH OFFER: LANCASHIRE LIBRARY AND INFORMATION SERVICE
GET IT LOUD IN LIBRARIES, WHICH STARTED IN 2005, IS A LANCASHIRE COUNTY COUNCIL FUNDED LIVE PROGRAMME OF GIGS IN LIBRARIES. IN 2007, FOLLOWING LOCAL ACCLAIM, THE PROGRAMME ENTERED THE NATIONWIDE MUSEUMS LIBRARIES AND ARCHIVES COUNCIL (MLA) LOVE LIBRARIES COMPETITION AND WON. IT WAS TO PROVE AN IMPORTANT PRECURSOR TO FUTURE DEVELOPMENTS.

In 2008, following another year of astute development that sought to increase a pop culture-aware audience and seduce an influential media, Lancashire County Council Library and Information Service (LCLIS) was awarded £500,000. This funding was to create a cultural framework for libraries that extended the ambition of the original Get It Loud In Libraries project, and set out a strategic direction for similar arts and cultural activity in libraries until 2012.

LCLIS is already creating innovative models of nationally recognised practice that promote the traditional premise and rationale of public libraries: to educate, inform and entertain. Headspace, The Crib and various digital projects are all fine examples of this. At the same time it has also pioneered trends for the future growth, direction and infrastructure of public libraries that embrace fashion, digital music production and innovative recycling.

Three years ago, at the launch of the Cultural Youth Offer for Lancashire Libraries, the consultancy company MAKE Associates were commissioned to undertake an in-depth consultation with young people aged 14 to 25 (see Appendix A). The purpose was to create a base of evidence that allowed the Cultural Youth Offer an insight into what was needed to underpin and support the cultural aspirations and lifestyles of the target audience.

THIS WAS WHERE WE STARTED TO CAPTURE A FULL UNDERSTANDING OF THE AUDIENCE WE WERE TRYING TO REACH. THE CONSULTATION WAS WIDESPREAD, MEANINGFUL AND ENGAGED LIBRARY USERS AND NON-USERS ALIKE. THE AIM WAS SIMPLE: TO ASK YOUNG PEOPLE WHAT THEY WANTED MOST FROM THEIR LOCAL LIBRARY AND IDENTIFY HOW THE CULTURAL YOUTH OFFER MIGHT MEET AND EXCEED EXPECTATIONS AND GENERATE THEIR INCREASED USE OF LIBRARY SPACES.

THIS IS THE ESSENTIAL DRIVING ETHOS OF THE LCLIS CULTURAL YOUTH OFFER – TO DELIVER WHAT YOUNG PEOPLE WANT AND CONSUME MOST, IN THE PLACE THEY VISIT LEAST. IF THE PROGRAMME HAD A MOTTO, IT WOULD BE “LET’S DO SOMETHING BRILLIANT.” FAST TRACK FORWARD TO 2011 AND IT IS TIME TO ASSESS AND EVALUATE HOW FAR WE HAVE COME, AND HOW SUCCESSFULLY WE ARE IMPACTING ON THE LIVES OF YOUNG PEOPLE IN LANCASHIRE COMMUNITIES.

IN FEBRUARY 2011, FOUR CREATIVE MA STUDENTS FROM THE UNIVERSITY OF CENTRAL LANCASHIRE WERE ENLISTED TO CONSULT WITH YOUNG AUDIENCES IN LIBRARIES. THEY FREQUENTED GIGS, SPACES AND EVENTS DELIVERED BY THE CULTURAL YOUTH OFFER AND RECORDED THEIR EMOTIONAL, ANALYTICAL AND INTELLECTUAL PERCEPTION OF THE PROGRAMME.


STEWARD PARSONS, CULTURAL YOUTH OFFER PROJECT OFFICER
Get it Loud in Libraries is a unique, award winning project, which has been pushing back the book shelves and inviting in artists to perform at intimate boutique gigs since 2005. The team, incorporating young creative talent, aim to stage an average of 20 high profile and never-to-be-repeated gigs per year; pulling in people who haven’t been inside the library walls for years, if at all. Since then it has been extremely successful at giving people, especially young people who love music, a good time in libraries across Lancashire and beyond. In fact, the programme now stages shows across a broad UK library network.

Using the tool of fresh modern rock and pop in an innovative, quirky location, it offers young people the opportunity to check out bands at close quarters in a book clad feel-good venue. Get it Loud in Libraries boasts a great track record for booking the most news worthy and contemporary acts, having played host to the last four Brit Awards Critics Choice Award winners prior to their fame: Adele, Florence and the Machine, Ellie Goulding and Jessie J.

// Engagement with Young People

Music is incredibly important to young people and Get it Loud in Libraries recognises that many young people, living in small town locations, are limited to iTunes, with little opportunity to experience live venues. This is due to age restrictions, travel issues, ticket prices and parents worrying about their safety.

12-year-old Ellen Layzell said: “I like Get It Loud in Libraries because it’s a good night with good music, for a good price, and it’s local.” This is essentially the spirit of the project. It gives young people access to a safe venue in a location they have comfortable access to. No age restrictions, no spilt beer, no rip off ticket prices: just nice down time with friends in an intimate space, complete with a DJ and amazing artists.

Izaak Aspin, age 10, said: “The Library gigs have made me much more interested in music and I like that there aren’t too many people so I can get right to the front. The best thing about going to them is getting to see new bands that wouldn’t normally come to our town… After going to the gigs I have found out about lots of other things I can do in the library and now have a library card.”

At the heart of the project lies an interactive platform for young creativity and integration. Young people become team marketers, cultural ambassadors, photographers and filmmakers. The programme gives them the opportunity to get involved locally, develop their own creative and media skills, and enjoy invaluable work experience that will benefit them as they launch their careers.
**THE LIBRARY, LANCASTER – ONE OF THE BEST GIGS WE’VE EVER PLAYED.**

EMILY KOKAL FROM WARPAINT.

Making libraries a celebrated venue for events helps to remove the stigma that libraries are boring and encourages young people to use the space for a multitude of relevant resources. If after a gig young participants return for novels, scored music, maps, to use the computers or just to relax, then great! What is always key though is the music, that is the driving force behind the projects successful growth. Lancaster library is now known as a great venue and as time goes on more artists are prepared to play. Not only is the location unique and memorable but audiences and artists alike favour the quality of sound and intimate experience.

This has increased a sense of community spirit, not only with young people but with all gig audiences. Feedback shows that the range of bands, the intimacy of the gigs and the regularity of bands sticking around to talk to people afterwards means each show special.

Oliver Bailey, who has attended many Get it Loud in Libraries gigs said: “The range of bands I have seen in the library is a very welcome change for Lancaster. It’s never really been a place where bands come. Another plus point is that it’s a great introduction to live music for my two-year-old son and anyone else too young to head to gigs in Preston or Manchester.”

Many artists could be forgiven for being doubtful about playing within libraries, holding onto the stigma alongside what people think libraries deliver, but this attitude is always flipped once they have experienced the venue and audience reaction. This is mirrored in the altered perceptions young people have towards libraries once they have been to a Get it Loud in Libraries gig.

Alex Howick, bass player for band Pegasus Bridge said: “We’ve done three Get it Loud in Libraries gigs and every one has been ace. Holding a show in such a bizarre location was always going to make it a memorable experience for both the band and the fans. It’s a brilliant idea!”

Sarah McIntosh from The Good Natured, who took part in the April 2011 Get it Loud in Libraries tour said: “Get It Loud In Libraries is great. It’s brilliant to bring live music to libraries. It’s quite ironic really but feels wonderful to be doing something different and unexpected. As they are all ages gigs it’s so nice to meet younger fans, and we are raising the awareness of libraries too. It is such a shame so many are closing down.”

Young volunteers have been able to get really stuck into a unique project offering personal development opportunities that support their future. For example, a budding photographer rarely gets the chance to shoot the best up-and-coming bands. The levels of involvement young people are allowed is outstanding and rare to see, even in large cities.

Frances Ross, a keen photographer, started volunteering at Get it Loud in Libraries over two years ago: “It has really helped me develop my photographic skills. I was asked to take photographs of the gigs that took place. This helped develop my knowledge on photography and enhanced my compositional skills. It also gave my friends and me a chance to see some bands for free! It is a lovely environment to work in and helped out a lot with my CV and my personal statement for uni. I miss taking photos at gigs on a regular basis as I don’t get a chance like that down in London!”
Successes

Evidence gathered in 2011 illustrates that 60% to 80% of gig attendees are first time library users.

Hosted 112 gigs across 18 public library venues.

Gig attendees from Brussels, Dusseldorf and USA contributing to cultural tourism in Lancashire.

Sourced some of the most up-and-coming acts:-
- Grammy nominees and winners: Adele and Florence + The Machine
- Mercury Prize winner: Speech Debelle
- MTV Hot Band Of 2011: Mona

Toured the UK, spreading the message from Edinburgh to Bodmin that libraries aren’t just about ‘dusty old books’. These have featured: Dan Le Sac Vs. Scroobius Pip, Mr Hudson, The Crookes, Spark / The Good Natured, Daisy Dares You, Tiny Masters Of Today and British Sea Power.

Reached over 3,500 people.

Get it Loud in Libraries have been asked to run a small acoustic stage at this year’s Kendal Calling Festival 2011. This will include a walk-in library with free pots of tea, books, cushions and beanbags plus, of course, great music.


Development and Future Opportunities

> Get it Loud in Libraries has the potential to expand, with an increased programme of gigs launching across Lancashire and nationwide. The reason Lancaster remains the main programme base is due to the restraints in terms of organisation, resources and budget. Stewart Parsons, Project Officer for the Cultural Youth Offer, is passionate about the project and has developed connections within the music industry. With influential people like him offering guidance, support and direction, libraries across the UK could further replicate the spirit and success of the project.

> Involvement with festivals such as the award winning Kendal Calling allows Get it Loud in Libraries direct access to the young people the gigs are aimed at. Following an offer to curate an acoustic stage at the 2011 Kendal Calling Festival, Get it Loud in Libraries has been invited to launch an even bigger stage in 2012. This will heighten promotion and enhance opportunities for young volunteers, as the stages will be entirely youth run. As well as providing rich reward and encouraging young people to get involved it will allow them to build contacts and experience on a level previously unobtainable. This fast developing growth creates foundations for exciting future collaborations.

> Libraries are not the only cultural spaces that are struggling. In addition to spreading nationwide this project could diversify into other venues. Museums and galleries could replicate the Get it Loud in Libraries model to develop new audiences. Re-imagining these sometimes forgotten spaces could truly expand their scope. Drawing influence from established, pioneering programmes such as Get it Loud in Libraries Hosted 112 gigs across 18 public library venues.

Spark, Wootton Fields Library - Photographer: Caitlin Mogridge
The Crib is an exciting and stimulating new addition to Lancashire Libraries Cultural Youth Offer, opening its doors for the first time in December 2010. Located in the old Stocks Massey Music Library, on the top floor of Burnley Central Library, this radical new development has been shaped into a fresh and original space by young people, designers and architects.

Stewart Parsons, the Cultural Youth Offers Project Officer, said: “The aim of The Crib is to give 14 to 25 year-olds a really inspirational space to go, where they can enjoy music, gaming and meeting friends in a safe, modern space. Young people have been involved with the project every step of the way and we are confident that The Crib will be an exciting and popular venue.”

The Crib was designed specifically with the iPod generation in mind. Costing £500,000, the space was developed by architects Croft Goode and design artists Mooch, using a flow of striking, modern colours to attract a younger library audience.

The development of The Crib has also allowed students from the University of Central Lancashire’s Burnley campus access to the Apple Mac computers outside of structured times.

Steve Reid, who is the Principal Lecturer for the Music and Media course, said: “It has been great to see the project realised in Burnley, not only with Macs but the gaming technology and the instrumental areas with guitars. The beautiful thing about our libraries in the UK is that they have always been a place for development of the mind, and the use of today’s technology in libraries can only help to keep that alive.”

The Crib offers young people a modern multi-media space, which meets 21st century demands. It is an up-to-date library space that has been designed specifically to engage with the target audience, allowing young people an immersive, extremely visual and inventive setting of their own.

The bold, vibrant custom design of The Crib was intended to strip cultural perceptions and encourage more young people to use the library and view it as a modern, attractive space to spend time.

THE CRIB

// The Engagement Factor
Young people can use The Crib to embrace their creativity, hang out with their friends, chill-out and play the latest games.

Around 30 to 40 young people make use of the space on a daily basis with this number often increasing during late opening nights and weekends.

17-year-old Vanessa Butterworth, who is taking a Life Skills course at Burnley College, said: “I use The Crib everyday. It’s a really good space to relax with my friends, read books and play on the Xbox, and I will continue to come on a regular basis. I am very happy with how The Crib looks and the equipment is great.”

// Resources
The Crib provides young people with the facilities to read, text, listen to music, jam on guitars, study, play on video games consoles and surf the web on netbooks.

Within The Crib young people can:
- Make music
- Access Apple Macs
- Read and study music
- Watch DVDs
- Access the Internet
- Have meetings and presentations
- Learn about creativity and culture through workshops and showcases

DAN THOMAS, AN 18-YEAR-OLD UCLAN STUDENT SAID:
“I NEVER THOUGHT THE LIBRARY COULD MIX THE FUN FACTOR WITH READING. THIS NEW AREA HAS OPENED MY EYES AND HELPED ME REALISE THERE ARE RESOURCES I CAN USE.”

// Impact and Success
The Crib has provided an engaging space for young people, delivering resources where such facilities did not previously exist. It has introduced a large number of new visitors to the library, demonstrating a positive commitment to youth engagement.

The young people were invited to draw up their own Code of Conduct for The Crib to ensure respect and good behaviour. Allowing the audience emotional ownership has helped to confirm a dedication to providing the young people with what they really want.

Kim Dean, one of the Senior Librarians at Burnley Central Library, often manages the reception desk at The Crib. She said: “I think The Crib is brilliant, we get a wide range of people coming in. Even during the busiest times everyone seems to be happy. We have had new young people join the library just to use The Crib, and as a response we have made special membership cards specifically for this purpose, which are a bit cooler and compliment the space.”

// Development and Future Opportunities
- Since The Crib is very much still in its infancy, it is difficult to troubleshoot as major issues are yet to emerge. There have been occasions when some of the young people have caused minor problems or perhaps found it difficult to integrate with other users. The response has been to instate suspensions and bans. It may be worth considering employing staff that are specially trained to work with young people, or train existing staff who have a strong interest in working within this environment.
- It was noted that more boys use The Crib than girls. The response has been to instate suspensions and bans. It may be worth considering employing staff that are specially trained to work with young people, or train existing staff who have a strong interest in working within this environment.
- Some of the young people surveyed expressed an interest in using the Macs but are unsure how to use them. Participating in workshops would enhance their career and personal development. Provision of specialist training could benefit current users and attract new members to the library.
- Offering this attractive space to local businesses and colleges as a hire venue for creative events could be a positive move towards generating an income for The Crib.
HEADSPACE IS A LARGE NATIONAL PROJECT WITH A BUDGET IN EXCESS OF £1 MILLION. RUN BY THE READING AGENCY, IT PROVIDES A MODEL FOR DELIVERING THE LIBRARY YOUTH OFFER AS WELL AS THE CULTURAL YOUTH OFFER IN LANCASHIRE. THE PROJECT IS EXCLUSIVE TO 20 LIBRARIES INCLUDING HASLINGDEN AND APPEALS TO 11 TO 19 YEAR OLDS. IT IS A SPACE THAT ENCOURAGES YOUNG PEOPLE IN THE LOCALITY TO COME INTO THE LIBRARY TO READ, LISTEN TO MUSIC, SURF THE INTERNET AND HANG OUT. HASLINGDEN HAS SUFFERED CONSIDERABLY FROM ANTI-SOCIAL BEHAVIOUR, INCLUDING A FIREBOMBING OF THE LIBRARY IN THE YEAR 2000. AS A RESULT IT WAS PARTICULARLY IMPORTANT FOR THE TOWN TO SECURE HEADSPACE AS A PLACE FOR YOUNG PEOPLE TO CALL THEIR OWN. IT BRINGS TOGETHER THE COMMUNITY AS WELL AS THE LIBRARY SERVICE, YOUTH SERVICE, CONNEXIONS, SCHOOLS AND THE POLICE.

// Resources
HeadSpace consists of two rooms above the main library that comprise a variety of different resources. There are computers, desks for studying, a plasma screen, books, games consoles and use of an interactive whiteboard. Funding from the Big Lottery Fund has allowed an additional room to be allocated for cyber games, pool and table tennis at the weekends. This functional and private space appeals to young people with its modern branding and cool furniture.

// Empowering Young People
HeadSpace has responded to the social and cultural needs of young people in an area where they were previously unsupported. The range of resources allows them to make use of community spaces and engage with the library service, which was previously underused by this age group. It is now used regularly with many individuals attending up to four times in a week. Throughout development and beyond, young people have been asked to make decisions about their HeadSpace and take responsibility for it. This included a consultation, facilitated by youth workers, allowing them to input into the design proves and select resources. This form of empowerment allows the young people to feel involved, illustrates their role as stakeholders, improves their behaviour, and ensures HeadSpace provides what

// The Impact
The project has afforded young people the opportunity to get involved as ambassadors and as volunteers. “Young Stars” is a highly successful group that has secured funding for HeadSpace, networked with other library authorities in the North West and hosted visits from other HeadSpace colleagues in the region. Young people in the area work as volunteers to help run reading groups, cyber games and board games, as well as providing IT and homework support.

The project instilled confidence in 18-year-old Khalid Amin: “One thing that really builds confidence is the feeling that you are being listened to. At HeadSpace we have that and this extra confidence means that we want to do more.”
// Successes

The project has successfully helped alleviate anti-social behaviour in the area and created a space that is used on a regular basis. It has brought together different agencies and helped the town think as one to solve problems. The enthusiasm towards HeadSpace has resulted in other initiatives being devised such as a youth forum, which allows young people to make suggestions and have a voice.

The youth forum was a real success as it inspired local resident Leesa Amin to work with HeadSpace. She now volunteers as a youth worker. She said: “I’ve been volunteering at Haslingden library for over three years now and it has been a life-changing experience. It has allowed me to gain new skills and learn from my weaknesses.”

// Development Opportunities

HeadSpace needs to ensure that it remains a relevant and functional space that young people want to spend time in. There are opportunities to improve on the facilities currently available, as 15-year-old Samantha Brooks explains: “They could improve Headspace by getting webcams and making sure all the computers are working.”

14-year-old resident Brad Duckworth would like the resources to be spread equally between rooms so that everyone has a chance to use what’s available: “There are X-Box’s in another room but another group hog them all the time. It would be nice if both rooms had the same things so people could spread out with their friends and still have access to everything.”

Speaking with users of HeadSpace uncovered the need for magazines, better music facilities, a DVD player and revision guides. They also would like help regarding work placements and career planning.

Brad also suggested a comments box, which would be easy to implement and could generate some interesting ideas for improving HeadSpace. By actively engaging with users, staff working at Haslingden would be able to build a better relationship with the young people. This would ensure they felt increased responsibility for the space and, in turn, would experience fewer issues with which to deal.
Bag for Lit is a clever and cost effective initiative set up by the Cultural Youth Offer for Lancashire. It uses recycled library paper waste to create a reusable carrier bag for books and DVDs loaned from the library. As well as impeccable environmental credentials, the bag displays a contemporary and quirky design created by local arts student Thom Isom, and was professionally developed by Colne based company OneEighty Creative.

The concept is suitable for wider use and investment across museums and tourism offices to carry products and information leaflets. It acts as an eye catching promotional tool that could spark interesting conversation about libraries. Exceeding expectations, the modern and unique branding encourages the wider youth demographic to engage with libraries more often. Bought for 50 pence, the bag can be replaced for free if ripped thus encouraging a revisit to the library.

**Key Facts**

- Between June 2010 and May 2011 just over 48 tonnes of paper and books were collected. The revenue generated was **£2421.20**.
- The first 10,000 bags cost £2,750.
- Each bag weighs around 70g.
- 10,000 bags weigh 700 kg or 0.700 metric tonnes meaning 48 tonnes of books and paper only equates to just under a tonne of bags.
- This small deficit of only £328.75 will be covered by the collections during May 2011, proving that the project can be self-financing.
- The paper fibre recovered during the loop and will appear back in the form of a box somewhere.
never been conceptualised before and could inspire 14 to 25 year-olds to perceive the service differently. It has been successful in saving money at a time where public sector cuts are being felt across the council. Furthermore it has contributed to the corporate aims and objectives of Lancashire County Council in the following ways:

> Driving up the achievement and cultural opportunity to young people.
> Encouraging young people to feel good about themselves.
> Strengthening cohesion in our communities by promoting activities that bring people from different backgrounds together.
> Working well with and supporting the voluntary sector.
> Redesigning services so they are relevant and responsive.
> Making savings by working smarter and improving procurement and re-investing what we save in frontline services.
> Working with local people and communities to reduce the amount of household waste produced and increasing levels of composting and recycling.
> Encouraging a wide range of cultural activities so that everyone has the opportunity to access active, healthy and enjoyable leisure pursuits.

// Working with Young People
Bag for Lit has responded to the needs of a generation that appreciate products with ethical credentials. It has specifically benefitted a local young designer as well as positioning Lancashire County Council as a board that supports up and coming talent. The unique project provided Thom with the opportunity to showcase his creative flair as well as contributing to his portfolio of work and future success.

He said: “I worked on a number of volunteer jobs previously but none were able to give me the chance to work on a project that later would become a mass produced product. Not only has the project given me worthwhile experience to add to my CV but the opportunity to add a mass produced design to my portfolio.”

// Impact and Success
The initiative has changed how libraries use their paper waste as well as inspiring other libraries across the country to replicate this innovative idea. It has made the library experience more relevant to young people and positively contributes to what libraries represent in a modern day society. It brings something new into the public library and council arena that has never been conceptualised before and could inspire 14 to 25 year-olds to perceive the service differently.

Bag for Lit has made salvage operations in the library more efficient and incentivised workers to recycle paper. It was purposefully designed to provide a young designer the chance to get involved and make a difference to their local library service. The project has contributed to the repositioning of the library from an old fashioned and dated service to a modern and exciting experience. Bag for Lit was even featured in Creative Review – a monthly advertising, design and visual culture magazine with a readership of around 20,000. This demonstrates real success as it gave the project credible exposure. This concept has been developed into a successful model that can easily be replicated throughout other council directorates, councils and authorities.

// Future Opportunities
> Bag for Lit has the potential and original flair to become a recognised brand across the council by extending its product range into recyclable stationery such as pens, pencils and notepads. This internal marketing idea would generate awareness and add integrity to the Cultural Youth Offer. Products such as stationery, clothing and wallpaper could also be produced and sold within libraries on a commercial basis, driving up income generation and developing cultural industries.
> A smart move to update product would be to regularly change the design. Thom Isom and OneEighty Creative’s prototype could be adapted by changing the image behind the rip. This would retain the essence of the project as well as providing the customer with a variety of different options.
> A Bag for Lit competition could be run across Lancashire Libraries in order to involve young people from different areas of the county. It would build upon the idea of adapting Thom Isom’s design by asking young people to take photos or design a picture that represents a favourite book. The prize could be related to Get it Loud in Libraries, for instance a work placement to promote further opportunities for young people. This could attract further media attention and make the bag relevant to the young people.
LITERARY STYLE

“BOOKS ARE A HARD-BOUND DRUG WITH NO DANGER OF AN OVERDOSE. I AM THE HAPPY VICTIM OF BOOKS” - KARL LAGERFELD

Literary Style was a unique live brief working with the Fashion Promotion and Styling students at the University of Central Lancashire. The aim was to produce a series of original fashion images to promote the Get It Loud in Libraries project, and showcase its brand in 2011. Terri Dent, the course representative, said: “It really grabbed the class’s attention that libraries aren’t being used to the best of their ability.”

Using a publication of their choice as a starting point, the students worked on ways to interpret this by developing a personal narrative through a six to ten page fashion story. Claire Johnson said: “It was really good to be involved with a live project and create a series of photographs inspired by a book rather than other imagery. It wouldn’t have occurred to me that a public library could provide a source of inspiration.”

// Impact and Response

As each student was able to pick any publication found within a library a large variety of imagery was created. The famous Roald Dahl book ‘The BFG’ inspired Claire, whilst Terri chose a book that was published in 1984, entitled ‘No Future’. The book was based on the hard times of youth and society in the 1980’s. Each student’s images were completely different due to the variation in genres.

Terri continued: “Having to choose just one book to base the project on was a very tough decision, especially when there are so many inspiring books to choose from. I wanted to relate the book to a current issue, so I chose No Future and related it to the student riots occurring today. From this, I produced a narrative that included the lyrics from artists that have or will be playing at Get It Loud in Libraries.

The thing I liked most was the fact I sourced eight student models, each possessing their own character and originality, as opposed to using typical commercial models. This way I could achieve the connection between student issues and Get It Loud in Libraries.”

// Opportunities

The participants of the project were informed that chosen images could be used in future promotion materials for Get It Loud in Libraries events. This reward motivated the students to create outstanding and highly creative narrative interpretations of their chosen publication.

Claire commented: “You are always more motivated to produce a piece of work when you know it could lead to future prospects. It pushes you to create the best work possible.”

This competitive ethos could be repeated by galleries or museums, which could inspire students and the public with challenges to interpret artists or new exhibitions.

Literary Style could readily be merged with the Library Inside Out project to flood library walls with the fashion images after dark.
Library Inside Out, held in 2009, was the Cultural Youth Offer’s contribution to the Lancashire October Learning Revolution Festival. It consisted of a series of workshops aimed at drawing the best out of new local authors, aged 19 to 25.

The project was open to all who wished to participate, with the only stipulation being to come with an open mind, a willingness to think creatively and a desire to share your stories. It engaged 28 young people, many of whom had never written before, and encouraged them to produce a short story or haiku.

The workshops were held in Lancaster, Burnley and Skelmersdale libraries, plus at the West Lancashire Crisis Centre. Operating as standalone sessions, they offered hard-to-reach young people the opportunity to draw on their life experiences using words and images, without the need for strong literacy levels or formal qualifications. Local writers Jane Gallagher, Mollie Baxter and Alison White facilitated the workshops.

They Eat Culture, a local creative collective, developed the project. Their aim is to shape the growth of Lancashire through arts engagement, by utilising disused spaces and collaborating with communities and creatives. This ethos was applied to Library Inside Out by illuminating completed works onto the facade of participating Libraries to be seen by passing pedestrians, motorists and library users. Much more writers ‘on’ residence than writers ‘in’ residence, the young people experienced their work literally in lights.

// Impact and Response
> Helped to make literature and writing an opportunity for all.
> Publicly championed young people’s creativity.
> Demythologised the library and increased access for young people.
> Promoted reading in a public space for young non-readers.

Young people who participated in Library Inside Out included 19-year-old Kai, who had recently left a homeless shelter to live alone, and 22-year-old Jenny, who had been struggling with literacy problems but enjoyed her collage work.

The Library Inside Out project was a great opportunity to showcase unearthed local talent in an innovative and imaginative way. It allowed young people an unusual creative outlet that could be adapted for implementation in any library or public space.
The idea behind the Library Couture project is simply to recycle libraries paper waste into stylish, avant-garde couture paper dresses and garments. These items will be based on and created around fashionable literature heroines.

The project is a collaboration between Lancashire Libraries, Rene Boutique Burnley, Severnside Recycling and Alison White Creative.

Six heroines and two heroes from different aspects of modern literature will be reflected within the garments. The chance of winning one of these eight garments is on offer for each book fan that submits their own recycled creation.

A fashion show at Burnley Library is planned to launch the new recycled collections and portray the creativity behind the garments.

Lancashire Libraries’ Fashion Face-Off is a competition to find the most innovative and original young fashion designer in Lancashire. Teams of young art, design and textiles students aged 13 to 16 will be asked to create the most dynamic clothing range on a limited budget, under the theme of the Cultural Olympiad. In partnership with Sissy Rooney from Street Style Surgery and O2, winners will receive £500 and the opportunity to gain work experience with a top fashion store.

Fashion and design is extremely popular with young people but very difficult to access in terms of work experience, skill development and inside knowledge. Each school team will be mentored by Sissy Rooney’s fashion team and encouraged to engage in interactive fashion workshops with their local Lancashire library (i.e. The Crib in Burnley). The project will require them to source materials, understand a diverse range of fashion styles and principles, culminating in a fashion show.

Engaging with Young People

Every young person that participates will benefit from the mentoring and workshops provided. Most young people between 13 and 16 only have a very basic knowledge of the creative industry and exposing them to industrial briefs, fashion principle and budgeting requirements. This project will give them a fantastic insight into the world of fashion design and the possibilities available within the creative industries.

Sissy said: “The Fashion Face-Off project will provide young people with an opportunity to experience the role of a real life fashion designer, using the library as an initial starting point for gathering research based around the Cultural Olympiad theme. They will then learn skills such as sewing and customising, mood board design and fabric spray painting. These will then help the young people to develop their final design ideas, which will be created out of old and unwanted clothes from charity shops.

They will even take part in a catwalk confidence lesson, which will equip them with the confidence to take to the catwalk and strut their stuff. We want to lead the young people on a highly creative design process that will ultimately teach them new skills and raise their confidence levels.”

Outcomes

Fashion Face-Off will enable young people to get involved with a unique project that allows them to:

- Participate in something they haven’t had access to before.
- Tap into their talents.
- Develop their skills.
- Enhance their career potential and entrepreneurial opportunities.
- Learn from industry professionals.
- Participate in workshops within their local library.
- Interact with creative industries.
- Interact with peer groups.

This pioneering project will make innovative use of library spaces and resources, plus draw more young people into libraries. The fashion aspect will advocate the use of libraries by showing young people the potential within them. As well as enhancing community spirit, bringing people from industry and various schools together, the high profile fashion show will also generate media interest and promote Lancashire libraries further.
The collection of projects offered by the Cultural Youth Offer to date have all received a positive response from young people and responded to their needs in innovative and unique ways. They position and then open up cultural experiences to those that wouldn’t normally be exposed to them, provide resources and specifically designed spaces.

Within the UK there has been a distinct reduction in the funding of arts projects and education, in addition to the well-publicised demise of libraries. These forward thinking concepts provide much needed access to the creative industries. Each is unique, making innovative use of library space and often incorporating creative professionals, presenting an alternative ‘pop culture’ view of libraries and the arts.

Whilst each project is distinctly creative they have all been developed to ensure there is something for everyone. The Cultural Youth Offer focuses on the needs of young people but has managed to capture the attention of a much wider audience, with projects such as Get it Loud in Libraries altering the perception new library visitors either side of the target 14 to 25 age group. Other library services, museums, art galleries and public spaces could adopt the flexibility and easily adaptable ethos of each project nationally.

// Harry and the Potters, Lancaster Library- Photographer: Andrew Werner
APPENDICES

APPENDIX A
MAKE Consultation Report: Executive Summary

// Introduction
> A comprehensive qualitative study involving 15 group discussions with 14-35 year olds in a range of locations across England was conducted in Autumn 2005. The primary objective of the research was to develop full understanding and provide evidence for potential future strategies for the public library service that will result in increased usage amongst the 14 to 35 age group.

// Key Findings
> For non-users, negative perceptions of libraries are fairly deeply entrenched and there is a strong sense that libraries are ‘not for me’. In order to begin to consider libraries as an option, these barriers need to be addressed through service development and through facilitating understanding of changes within the service.

> Responses to the modernised1 libraries included in this study demonstrated that efforts to update library services have made some libraries more compelling for both users and potential users in this age group and overcome some barriers.

> Even modernised services still need to work, however, to raise awareness of their services and the benefits of libraries generally, as well as demonstrate their relevance to the local community. It cannot be taken for granted that the presence of a refreshed service will be noticed or is sufficient to overcome existing negative perceptions. A range of non-users within the study did change their perceptions of libraries and decide to become users when they were taken to a modernised library as part of the project and were encouraged (within the research setting) to consider what libraries have to offer. Without this experience, however, they are likely to have remained unaware.

> It appears that without any such ‘modernisation’ library services hold no interest for this age group. Therefore, there is a baseline that libraries need to achieve. The most modernised libraries within the research come close to requirements but others require further development still, on aspects such as: - transformation in the range and quality of stock in terms of media, subject matter and currency, as well as reform of its presentation, accompanied by proactive support by library staff (and potentially collaborative work with partner agencies to stimulate interest in bringing stock alive to the interests and motivations of users) - increased accessibility via electronic access (e.g. to resources across the whole of the UK and direct delivery to the home or work, networked access to support through websites and other emerging communications systems) - dispelling the culture of predominant quiet and replacing it with optional areas for quiet reading or dialogue and discussion between users and with staff who are active around the library interacting with users on a free and easy basis - introducing a growing range of activities in the library and elsewhere to create in the library a destination as well as an outlet for libraries to become truly compelling to this 14-35 audience, however, and a destination of choice, developments also need to take into account the specific needs of five different segments2 within the target audience.

> Of course, decisions as to which needs are taken into consideration will need to take local populations/markets into account alongside the physical constraints of any particular library.

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1 ‘Modernised’ is a general term used within the MAKE report for libraries and the library service that were noticed by respondents to have undergone a recent change or development. The term ‘modernised’ is not quantifiable as it refers to any library that respondents perceived as having had recognisable investment and as such appears more up-to-date. This means there is an inevitable scale within this description of those libraries that were perceived as ‘more’ or ‘less’ modern. Examples of changes that denoted a description of ‘modernised’ included (either in isolation or as a range of changes) refurbishments or redecoration, a new building and introduction of new services or technology such as computerised self-service for locating or loading books.

2 While six segments were identified overall, one (the ‘Disconnected’) is discounted as it has needs that are difficult to meet and low to no interest in libraries as a solution to those needs.
**APPENDIX B**

**Press Coverage**

// Get It Loud in Libraries

[http://www.time-to-read.co.uk/Feature/2008/feb.asp](http://www.time-to-read.co.uk/Feature/2008/feb.asp)
[http://www.nme.com/news/1-was-a-cub-scout/27236](http://www.nme.com/news/1-was-a-cub-scout/27236)
[http://www.guardian.co.uk/books/2007/apr/15/features.music](http://www.guardian.co.uk/books/2007/apr/15/features.music)
[http://www.guardian.co.uk/music/2008/nov/22/florence-and-the-machine](http://www.guardian.co.uk/music/2008/nov/22/florence-and-the-machine)
[http://entertainment.timesonline.co.uk/tol/arts_and_entertainment/music/article5475567.ece](http://entertainment.timesonline.co.uk/tol/arts_and_entertainment/music/article5475567.ece)
[http://www.lancasterguardian.co.uk/entertainment/Make-some-noise-people-.1272775.jp](http://www.lancasterguardian.co.uk/entertainment/Make-some-noise-people-.1272775.jp)
[http://www.timeonline.co.uk/tol/comment/letters/article788204.ece](http://www.timeonline.co.uk/tol/comment/letters/article788204.ece)
[http://www.spinebreakers.co.uk/Competitions/Pages/AlexandraLyon.aspx](http://www.spinebreakers.co.uk/Competitions/Pages/AlexandraLyon.aspx)

// The Crib


// HeadSpace


// Bag for Lit

[http://www.creativereview.co.uk/feed/september-2010/19/bag-for-lit](http://www.creativereview.co.uk/feed/september-2010/19/bag-for-lit)

// Library Inside Out

// Library Couture

**APPENDIX C**

**Partners and Contacts**

The following list of partners and contacts has been produced in relation to each project and is presented alphabetically according to surname or company name:

// Get It Loud in Libraries

The Agency Group
Artrocker
Axico Films
CAA Touring
Coda Agency
Lancashire Arts Development Service
Lancashire County Council
Lancashire Education Business Partnership
Lancaster Girls Grammar School MLA
Precise Pro Audio Hire
Primary Booking Agency
SJM
Werner Films
X-ray Touring
... and many more.

// The Crib

Croft Goode Architects
4 The Crossroads
Freckleton Street
Kirkham
Lancashire
PR4 2SH
Tel: 01772 868030
Email: email@croftgoode.co.uk

Lancashire Arts Development Service
LCC
East Cliff
PO Box 162
Preston
PR1 3EA
Tel: 01772 536732

Mooch Design
Container City E
64 Orchard Place
Trinity Buoy Wharf
London
E14 0JW
Tel: 0870 248 6060
Email: info@moochstudio.com
// Headspace
Heather Pitman
Haslingden Library
Dearstengale
Haslingden
Rossendale
Lancashire
BB4 5QL
Tel: 01706 215690
Email: heather.pitman@lancashire.gov.uk

// Bag for Lit
Andy Bradshaw
Oneighty Limited
Stanley Villa Stables
Hill Street
Colne
Lancashire
BB8 0DH
Severnside Recycling
T.Gwydd
11 Beddau Way
Caerphilly
CF83 2AX
Thom Isom
Website: www.thomisom.com
Email: hello@thomisom.com
Jo Turton
Executive Director for the Environment
Room C9
County Hall
Preston
PR1 0LD

// Literary Style
Elena Gifford
Trends & Business Development Manager
The International Fashion Institute
Victoria Building
UCLan
Preston
PR1 2HE
Tel: 01772 893190 Email: ekgifford@uclan.ac.uk
Jacqui McAsey
Course Leader BA (Hons) Fashion Promotion with Styling
The International Fashion Institute
Victoria Building
UCLan
Preston
PR1 2HE
Email: jmcassey@uclan.ac.uk

// Library Inside Out
Ruth Heritage
The Continental
South Meadow Lane
Preston
Lancashire
PR1 6JP
Tel: 01772 499425
MLA
The Museums, Libraries and Archives Council
Grosvener House
14 Bennetts Hill
Birmingham
B2 5RS
Tel: +44 (0)121 345 7300
Alison White Creative
Ightenhill Park Lodge
Ightenhill Park Lane
Burnley
Lancashire
BB12 0LH
Tel: 07900 538476

// Fashion Face Off
Sara Domville
Email: sara.domville@lancashire.gov.uk
Tel: 07774 337623
Paul Hartley
Creative Collaborator
6 Victoria Street
Barrowford
Nelson
Lancs
BB9 8QB
Email: paul1452@btinternet.com
Sissy Rooney
Website: www.streetstylesurgery.co.uk
Tel: 07793 633003
Email: sissy.rooney@gmail.com

// Library Couture
Carrie Ann Kay
ARTisian Tea Shop and Studios
Standish St
Burnley
Tel: 07958 688657
Alison White Creative
Ightenhill Park Lodge
Ightenhill Park Lane
Burnley
Lancashire
BB12 0LH
Tel: 07900 538476
“the thing I like the most...”

A VISIONING DOCUMENT FOR THE CULTURAL YOUTH OFFER: LANCASHIRE LIBRARY AND INFORMATION SERVICE