

Year 1 Evaluation Summary (2018/19)

The Library Presents aims to create and deliver a vibrant, exciting, diverse and inclusive programme of high quality arts activities with libraries across Cambridgeshire. It is a four year programme (2018 – 2022) funded by Arts Council England. This evaluation covers the first of these four years.

PERFORMANCES & WORKSHOP NUMBERS

WORKSHOPS

Number of workshops programmes	62	(Target = 60)
Average number of participants	12	(Minimum target = 10)
Best attended workshop	26	(Samba Drumming – St.Ives)
Lowest attended workshop	0	(Singing workshop – Littleport)*

*This was the only TLP activity to have no attendees.

PERFORMANCES

Number of performances programmed	59	(Target = 60)
Average audience number	29	(minimum target = 35)
Biggest audience	80	(Comedy 4 Kids - Ely)
Lowest audience	3 (Rocket Girl - Yaxley)

N.B.2 workshops and 4 performances had to be cancelled.

Content for the seasons was selected via a call out for artists. Babylon ARTS compiled menus for each season and from these library volunteers and members of the public selected their preferences. 862 people contributed to this selection process. Each menu contained a combination of approx. 60 workshops and performances featuring local and national artists. 14% of artists featured on the menu had culturally diverse backgrounds/protected characteristics (target 20%). 13% of the programme delivered featured artists with culturally diverse backgrounds/protected characteristics (target 10%).



Mosaics (Arbury)



First Person (St Neots)



DIY Instruments (Central)



Ingo's War (Barnwell Road)

VENUES

22 libraries hosted activities.

When it was more appropriate for an activity (i.e. space required, black out provision), the project staged events outside of the library buildings with libraries taking on the role of the local community arts promoter.

5 external locations were used: Arbury Community Centre, Barnwell Community Centre, Leisure Centre, Christ the Redeemer Church Hall, Queens Park Hall.

The TLP programme will continue to explore the use of external spaces to stage activities. This offers an opportunity for libraries to extend their presence within communities.

Even though it is possible for some libraries to accommodate extra seats, it must be remembered that maximum capacity should not always be determined by seating space alone. Other factors need to be taken into account to ensure a high quality of experience for audience members e.g. Number of toilets, parking, disabled access.

ATTENDANCE

Year 1 total attendance target across all activities **2,700**

Year 1 actual total attendance across all activities **2,399**

Average workshop attendance target **10**

Average workshop attendance actual **12**

Average performance attendance target **35**

Average performance attendance actual **29**

Across the year, workshop attendances surpassed the desired target, matched with positive feedback for all activities.

Performance attendances fell below the average target set.

Even though it is good to offer activities during school holidays when some families may be looking for things to do, this is balanced by the number who may have gone away for that period. Maintaining the balance of activities to include holiday and weekends is good practice.

Evening performances draw larger audiences on weekends (average 29) than week days (average 25). However this difference is less than might be anticipated, therefore the programming of mid-week shows should not be discouraged.



Creative Story-Making (Soham)



Light Steps (Whittlesey)



A Taste of Latin (Chatteris)

TICKET SALES

Performance sales	Cam Live	Library	Totals
Standard	392	367	759
Conc (Student or Senior)	142	422	564
Conc (Child, Unwaged, Disabled)	90	50	140
Free Disabled Companion	10	9	19
Family Ticket	68	84	152
Time Credits	n/a	19	19
	702	951	1653
Workshop sales	Cam Live	Library	Totals
Standard	154	132	286
Conc	211	227	438
Free Disabled Companion	0	0	0
Time Credits	n/a	22	22
	365	381	746

Concessions 48%

Standard 44%

Family Tickets 6%

Time Credits 1%

Disabled Companion 1%

For performances, the majority of concession tickets bought are by senior citizens.

The percentage of total audience accessing 'affordable ticketing offers' (time credits, group saver, and family saver) is 8%.

Time Credit use was significantly higher in season one than in season two.

The family saver ticket introduced for season two proved popular and was utilised by 38 families.

19 tickets were known to have been purchased as a direct result of taster sessions

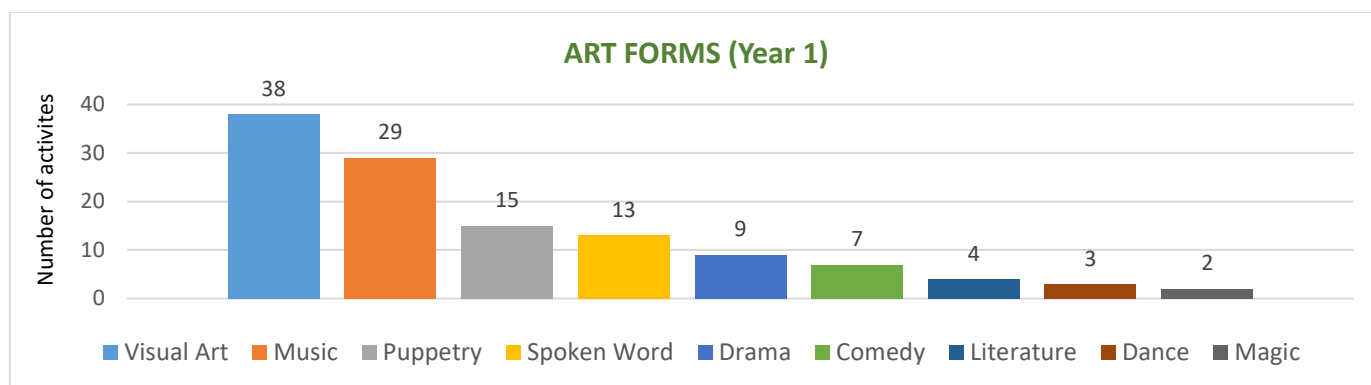
Cambridge Live vs Library Sales:

Year 1 Workshops Sales	Cam Live	348 (51%)
	In Person	343 (49%)
Year 1 Performance Sales	Cam Live	907 (57%)
	In Person	687 (43%)

Total split of buying methods:

Online	47%
At library	45%
Phone	8%

ARTISTIC CONTENT



Mambo Jambo (Whittlesey)



Ghosts of the Fens (Chatteris)



Comedy 4 Kids (Ely)

ARTS PARTNER

Babylon ARTS are essential to many aspects of the project, especially the logistic challenges of sourcing and liaising with artists that match the aims of the project.

How easy / hard has it been to find acts for the programme?

We have been inundated with expressions of interest, but this does not necessarily mean we are getting the range and diversity of acts we would wish for. Theatre, music and workshops currently dominate in expressions of interest. Our TLP call out mailing list currently comprises 496 artists and companies. In addition we circulate the call out via NRTF, Cambridge Open Studios, Cambridge Arts Network, Arts Jobs, Anglia Ruskin Newsletter, Babylon ARTS website etc. I seek out acts at conferences e.g. Surf the Wave, Family Arts Conference and I flag up the project at every event I attend to fish for interest. When suitable acts engage with Babylon ARTS through other project we signpost them to TLP. In the future touring groups could mentor local groups with the support of Babylon ARTS. This could lead to co-production. I believe that dance and theatre are the easiest to do this with.

Florence Tong (Head of Project Delivery at Babylon ARTS)

QUALITY

A sample of audience member and workshops participants were surveyed after each activity. In order to reach our target of 380 responses for the year a target of 6 forms returned per activity was set. In total 603 people provided feedback representing 28% of all attendees and surpassing the Audience Agency target by 59%. When approaching people attending as a group only one of the party was interviewed. Often their views reflected those of who they were with, and many families completed it as a team effort. Consequently we can feel confident that the results collected reflect more than just the views of the 603 spoken to.

Audience responses

How would you rate the quality of the activity?

Very good	81%
Good	17%
Neither good nor poor	1%
Poor	0%
Very poor	0%

On a scale of 0 – 10 how likely is it that you would recommend The Library presents, with 10 being extremely likely and 0 being not at all? Average score: **9.6** (532 responses)

On a scale of 0 – 10 how likely is it that you would attend at future The Library Present events, with 10 being extremely likely and 0 being not at all? Average score: **9.5** (531 responses)

It is very encouraging to see how positively the programme has been received. All art forms scored highly so there is no distinguishable separation of the perceived quality of different art forms. As positive as these results are there may be an element of the 'honeymoon period' about the results, reflecting the fact that audiences may be engaging with library activities with low expectations and are then pleasantly surprised by what they discover. This is borne out by the fact that one of the patterns in the survey results is the high number of first time attendees who give the top score for their experience. E.g. *Much better than I expected. I love the atmosphere, music and people dancing!!! And the bar as well. A Taste of Latin* (Cambourne)
Over time we would hope to see more variety of responses as the audiences become exposed to more content and in turn become more discerning and more confident in giving a more critical assessment.

321 audience quotes were collected. 267 positive 19 mixed 35 negative.

Comment sample:

*Unusual and excellent idea for an enjoyable evening. Good value for money, evening out. **A Pleasing Terror***
*This event was highly professional and very entertaining. It was superb. **Canals of Old England***
*Lovely to have events so close to home loved it! Book him again, he is hilarious. **Comedy 4 Kids***
*Lots of fun. Not something you expect in a library which is great. Good for all ages and very inclusive. **First Person***
*Excellent. Mambo Jambo were extraordinary amazing musicians and sounds from around the world. **Mambo Jambo***
*Totally impressed. Polished performance, professional. **No Petticoats Here***
*Fantastic fun. **Singing workshop***
*I love how it is appropriate for little kids and for adults! I loved it! Thank you very much! **Mosaic workshop***
*It was awesome - it was the best thing I have done. **We're Going on an Adventure***
*It was a fun community event, uplifting! **Opera Dudes***
*Awesome, Awesome, Awesome. The best day I've ever had. **Comic & Storytelling Workshop***
*Very enlightening. **Memoir Writing***
*They were absolutely brilliant. **The Improvised Book Club***
*Really enjoyed the show. Great to have involved children - their faces were a picture! Great initiative - thanks! **Devious Minds***
*Thank you for these events, they are fun, welcoming and different from activities available elsewhere. **Adambara & Zhim***
*We were very pleasantly surprised by the quality of the tutoring. **3D Mask Making***
*Show was fabulous - really stirred the kids imaginations. **Wow! It's Night Time***
*A great inspiration. Wonderful experience, brilliantly performed, just outstanding. **Rocket Girl***
*Could not be faulted. Amazing. High quality. Felt like I was at the Edinburgh Fringe. **Mr Robeson***

Negative comments were primarily in relation to logistics as opposed to artistic content. E.g.

Location very hard to find. **A Pleasing Terror** (Sawtry)

Could have opened doors earlier. **Comedy 4 Kids** (Ely)

Healthier snacks to purchase. **First King of England in a Dress** (Arbury)

Some food would be nice!! **Ghosts of the Fens** (Soham)

Tickets too cheap. **Mosaic Workshop** (Cambourne)

Tickets too expensive. **Taste of Latin** (Chatteris)

Advertising could be better. **Manga Workshop** (Wisbech)

Poorly described - should have been folk stories not ghost stories. **Ghosts of the Fens** (Chatteris)

How welcoming / helpful were the staff? (590 responses)

Very good	84%
Good	15%
Neither good nor poor	1%
Poor	0%

Positive audience comments on venues:

Care taken to make venue atmospheric.

I enjoyed visiting a new venue and thought it was a good use of the space.

Brilliant event and great atmosphere.

Really excellent, helpful and friendly staff.

Made to feel very welcome. Nice venue and very well presented.

The TLP team work hard to give participants a quality experience so as that the TLP brand becomes synonymous with a good experience no matter what the activity. They want the audiences to feel welcome, valued and well catered for. To meet these aims, the project has invested in ambient lighting, backdrops, CD players, PA equipment, theatre lights, table cloths and bar kits to create a professional theatre like atmosphere at events. Volunteers and staff have been trained on how to make the most of their spaces and enjoy surprising audiences by showing them their libraries in a new light.

The survey results and feedback above are very encouraging and illustrate the success they have had.



Screen Printing (Chatteris)



The Walrus & the Carpenter (Soham)



Canals of Old England (March)

LIBRARY STAFF

25 front line staff from across the county were questioned about their experiences of The Library Presents.

A 25% increase in responses from the previous 'Arts Alive' project.

Which of the following relate to your experience of 'The Library Presents'?

It is an accepted part of my job	60%
I enjoy meeting the artists	52%
I have learnt new skills	24%
I wish there were more events	8%
The current number of events is just right	48%

Even though 48% of staff acknowledged that the scheme is hard work; an encouraging 56% stated that it was fun, 0% wished there were less activities and 72% recognised its value for offering a new way to engage with the public. This was supported by comments that implied that the hard work was balanced by the rewards of facilitating a successful scheme.

Library staff comments:

- *Although I have said that it is hard work this is not a criticism. Moving shelving and boxes of books is physically demanding. However it is rewarding to know that the effort has been worth it when people enjoy the show.*
- *Moving shelving back and tidying up when the library is open the next day can be tight time wise, but the public have warmly embraced the scheme. The bar and refreshments have been very popular and a surprise to many customers.*
- *Overall I think it's a great way of getting people into the library and using the space differently.*
- *Really enjoyed this aspect of work and the fact that it has brought new customers to the library.*
- *I have really enjoyed seeing the library come to life and how much people have enjoyed themselves.*
- *A highlight has been seeing the Library being used in an entirely different way.*
- *Good fun - learned new skills. Lovely to see people enjoying themselves.*
- *The artists have all been wonderful, talented people and have shown great respect for the library environment.*

VOLUNTEERS

In year one **124** people expressed an interest in volunteering or requested more information.

27 of these people were current members of library friends groups.

54 are new volunteers for whom TLP represents their first time supporting local libraries.

Of the 124 who contacted the project, **61** have so far gone on to actively support a TLP activity. This support has included serving refreshments (Inc. bar work), promotion (Inc. social media and poster distribution), setting up / packing down (Inc. moving book cases and chairs), collecting feedback, box office work, welcoming participants and technical support.

It would not be possible to run the TLP project as smoothly, intensively and confidently without the considerable and invaluable input of the volunteer teams. In several libraries the friends and/or volunteers play a vital role in the setting up and managing of TLP activities and are often the first on site and last to leave. In other libraries the transition has been more gradual. This is often due the fact that the library has not been involved in a previous arts scheme or does not have a friends group to support the activities. The other factors that often impact on how much volunteers can support the scheme are the physical demands of moving furniture or the technical skills required for operating technical equipment. For this reason more work still needs to be done to recruit younger volunteers and volunteers who can specifically support the needs of the project.



Mr Robeson (Histon)



Sunjay (March)



Mask Making (Chatteris)

ARTISTS

The project aims to attract and support not only artists who are veterans of rural touring but also less experienced artists for whom The Library Presents offers an exciting opportunity to develop their product and reach new audiences. The views of both sets of artist are extremely valuable for helping understand how well the project is working.

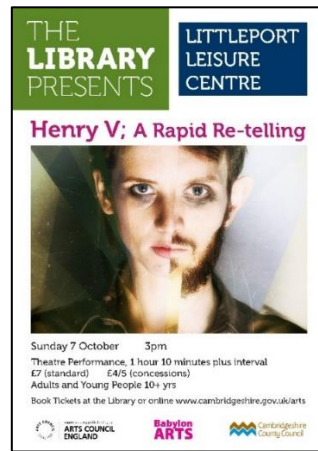
Comments relating to the suitability of library spaces

- It gave us lots of scope for fun staging and interaction with the audience. (Toby – First Person)
- I think the library location works really well, especially as you were able to add a back drop and a few lights. (Sonrisa)
- All the spaces were comfortable and appropriate. (Anthony – Samba Drumming)
- Our cast certainly felt the intimacy encouraged by the space allowed us to develop a heightened rapport with the audience, which we don't feel as much in traditional theatre/festival venues. The atmosphere seemed to suggest the audience appreciated this intimacy too. There were certain tech limitations. We couldn't use our full set due to space restrictions, and we chose not to use our lighting rig for similar reasons. However, these didn't seem to limit anyone's enjoyment of the production. (Chip – Epic Tales)
- Just the kind of place where storytelling should be happening! Much better treated than in many storytelling venues! The only hard part was access when the library is shut: your soundproofing is very good! (Marion – Fen Ghosts)

Comments relating to working with libraries in the future

- I can see that libraries are a perfect setting for what I do and I will be developing more work in the future specifically for touring to libraries. (Christine - Lady Chillers)
- Libraries will definitely remain as part of our offer. (Toby – First Person)
- We would love to be a part of this programme again. It felt like audiences for library events are growing, we had more audience as our shows went on which was pleasing. (Kath – Sonrisa)
- We will apply for the next round (Phil – Canals of Old England)
- There is a real resonance between performing in libraries and the work I make and the nature of my research. I was pleased to see a range of ages from families with teenage children to elderly members of the community. This is not always the case with other rural touring work I have done. (Louise – No Petticoats Here)
- We really enjoyed being part of the program and were so pleased to be selected for the menu. The whole program is really worthwhile and defiantly needed in the Fens, some of the young people we work with have been part of the choosing team and this has also been a valuable experience for them. Thank you (Katherine – Story Making Workshop)

MARKETING



Marketing for the project was through a broad number of channels, both paper based and digital:

- Season brochures were distributed widely across the county (5,000 copies for season one and 7,000 for season two).
- Posters and flyers created for specific events or libraries.
- Information was sent to local press and publications and contact was made with local radio.
- Details of the project plus download links to the season brochures were available on www.cambridgeshire.gov.uk/arts
- A social media campaign was run that included Facebook and Twitter.
- The Library Presents newsletter was distributed to a mailing list collected at events, choosing parties and from email enquiries. The project was featured in the more established and widely dispersed Cambridgeshire Libraries enewsletter.

The variety of marketing outlets was reflected in the public responses to the question of how they heard about activities:

'How did you hear about the activity?' N.B. People could tick more than one option.

Brochure	467	Poster	137	TLP Facebook	88
TLP Website	87	Other	82	Word of Mouth	64
TLP Email	44	Other Organisation	34	Newspaper / Magazine	30
Other Library Comms	15	Other TLP Social Media	13	Other Website / Blog	11
TLP Twitter	8	Radio / TV	5		

These statistics illustrate the breadth of the coverage and justify the use of such a broad range of outlets. The fact that the brochure scores highly clearly illustrates its value as a tool not only for unifying the programme and promoting the brand, but also for drawing people to activities. This was one reason for increasing the print run for the second season – coupled with the fact that many libraries ran out of their allocated quota in season one.

In a digital age, posters are still proving their worth as a way of catching the public's eye and sharing information.

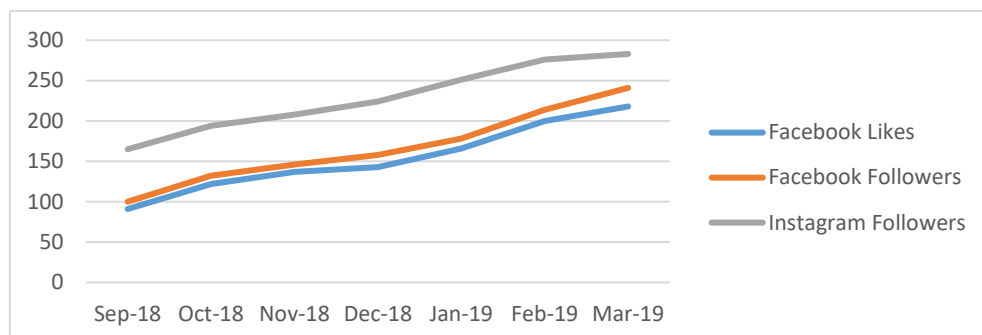
Word of mouth must never be ignored as potent way of stimulating interest. Most people ticked this option in season two which may be people sharing their positive experiences from season one.

Local community magazines have proved more reliable than newspapers for gaining coverage.

77% heard through methods promoted primarily at libraries (brochure, poster, word of mouth) and **21%** heard via digital or external means (TV, Radio, Newspaper, Magazine, Web, Social Media). The remaining **2%** said that they had not heard of the event before they attended.

Over 10,000 TLP website page views were recorded with time spent by a viewer averaging just over 2 minutes. The web site address appears in all TLP publicity and is clearly being accessed as a source of information for all aspects of the programme (Choosing events, brochure launch, activities and commissions).

The Library Presents Facebook page and Instagram account were created in February 2018. The graph below shows the steady and continuous rise in likes and followers from the start of season one up until the end of the 2018/19 financial year.



ATTENDEE AGES

584 answered the question 'What is your age?'

65+	27%	55 - 64	16%
45 - 54	16%	35 - 44	27%
25 - 34	7%	16 - 24	1%
Under 16	2%	Prefer not to say	3%

The surveys must be completed by over 16's. However interviewees are asked the ages of those they are attending with. 60 people were with an under 5, 229 were with a 5 to 11 year old, 18 were with a 12 to 15 year old

AUDIENCE MOTIVATION

As may be expected (and hoped for) 51% attend TLP events in search of entertainment with the highest percentage stating this as their primary motivation. The percentage who list to learn something and to educate my children as motivations is most likely due to the workshop content in the programme.

51% attend to spend time with friends and family (the joint highest motivation).

31% to enjoy the atmosphere.

48% stated that they want to do something they have not done before.

34% attend to be inspired.

9% see TLP as a chance to escape from everyday life with 5% highlighting 'for reflection'.

POSTCODES

347 people provided postcode data in season one:

Travelled from within same postcode sector as activity	68%
Travelled from outside the postcode sector	32%

The library with the most local audience was Wisbech (100%) with Barnwell having the most travelling attendees (100%). This postcode data shows that the programme is primarily serving local communities.

RELATIONSHIP TO LIBRARY USE

296 people responded to the question 'Are you a member of the library?'

Yes	454 (86%)
No	45 (8%)
Used to be	31 (6%)

ARTS AWARD

20 Twenty Production CIC were commissioned to deliver The Library Presents Arts Award strand.

Arts Award Discover Days

The aim of the Discover Days project was to deliver comic book related activities for Wisbech primary school year 3 children.

292 young people participated (Target 300) 49 Became new library members

Participant feedback:

*I want to come to the library every week.
I can get books I like now.
I thought it was really fun.*

*I've never been to the museum, I loved all the things I saw.
I can't wait to show my mum my certificate.
I like making up our own story.*

Arts Award Bronze

Young people had the opportunity to work towards a bronze arts award as part of the 'Remembering Alconbury' project. The project included performances that took place at the Urban and Civic base on the Alconbury site.

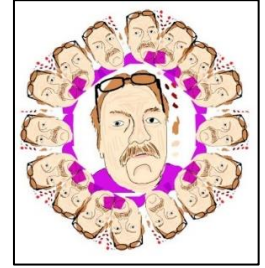
17 young people participated. (Target 20)

DIGITAL ART WITH OLDER PEOPLE

This project commissioned Jason Wilsher-Mills from *cultural solutions uk* to plan and deliver an engaging and accessible series of digital art workshops with older people to enable them to create their own art work.

Thirteen two hour sessions took place across six locations.

Total number of participants = 71 (some attended more than 1 session)



Participant Feedback:

Of the 59 people who responded to the question asking if they felt more confident after the workshop, 95% said YES.

Of the 56 people who gave a rating for the workshop, 89% gave the top rating of VERY GOOD.

Of the 56 who responded to the question would they recommend the workshop to a friend 96% said YES.

Particularly exciting is the number of people who said they were likely to create digital art in the future.

63 people responded to this question asking them to score between 1 and 5 how likely they were continue using digital art (5 being very likely). 84% gave a score of 4 or 5 with 63% giving the top score of 5.

The work created will now be shared via a short film created by Jason and an exhibition of printed copies of work that will tour several of the libraries involved.

Participant comments:

*I feel empowered. I feel like doing a more advanced workshop.
I am now confident to do some digital art myself at home.*

*I enjoyed it so much – incredible.
I didn't realise I had an artist within me.*

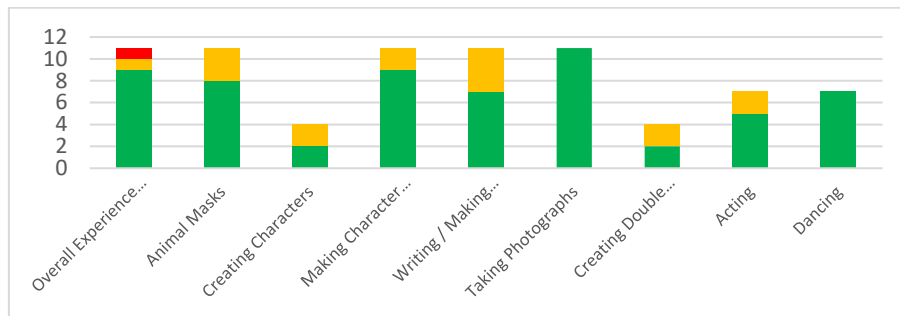
TARGETED ACTIVITY WITH ADULTS WITH LEARNING DIFFICULTIES

TLP worked with four providers of ALD services in North Cambridge in collaboration with Cambridgeshire County Council Learning Disabilities Partnership Team.

18 referrals were made by the four providers.

A total of 17 participants attended at least once during the 5 week course.

9 participants attended at least 3 sessions, with an average of 10 participants attending each week.



Participant traffic light rating of activities

Green – Really enjoyed it **Yellow** – It was OK **Red** – Did not enjoy it



TRAINING



Target: 10 sessions delivered.

Target: Deliver training in 10 libraries

Actual: 10 sessions delivered.

Actual: Training delivered in 7 libraries.

Total attendance figure: 87 (includes 6 people who attended both training sessions)

Total number of individuals engaged: 36 Volunteers 45 Staff

Marketing Training Four sessions delivered by ArtatWork CIC

Content included: Who are your customers? Are your events right for your users? How do people find out about your event? Are you promoting your event in the right place? What does your image say? Social Media, Press releases

Event Training Six sessions delivered by Katherine Roberts and Nathan Jones

Content included: Viewing an event from different perspectives. i.e. The Organiser, The Volunteer, The Performer and The Audience Member. Trouble shooting. What problems might arise and how can they be resolved. The jobs that volunteers will need to do on the day. Setting up for an event – exploring room layout and discussing where different types of events could go within the library. Hands on with equipment – Setting up the actual space as if for an event. (Inc. PA, Lights, Backdrop).



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

**Babylon
ARTS**

**Cambridgeshire
County Council**