

Case study

Get it Loud in Libraries

Get It Loud Ltd



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Background

Get It Loud in Libraries (GILIL) is a nationally recognized, award-winning project created for culturally aware and hard to reach young people which ran in Lancashire Libraries and across the wider UK for six years.

The aim of the project is to innovatively engage and develop the low library-using 14-25 age group (and other library non-users) with public libraries through a programme of the best new emerging live music supported by associated creative workshops and training opportunities.

Objectives

The aims and objectives of the project are:

- To offer young people in the 14-25 age range a pioneering, perception-altering library experience through a live programme of gigs and events
- To use the best new rock and pop music to generate new youth audiences whilst also making it easier for young people to access libraries for books, multi-media, audio-visual and learning services
- To actively support the NEET agenda in a contemporary way, engaging hard to reach groups in deprived communities with youth-led volunteering, educational and social opportunities
- Build and develop an infrastructure of volunteering and work experience that allows the project to be developed by young people and for young people across a growing network of libraries

Target audience

- 14-25s young people who love music but don't use libraries
- Young creative people (often in the NEET agenda) seeking opportunities to develop their skills
- Students seeking multi-media and music opportunities to support academic achievements and portfolios
- Young people living outside of the main cities with limited access to the best new emerging music

Process

- Identify 6 libraries in 'cold spots' locations in Lancashire and Yorkshire to develop programme and networks
- Deliver and develop a programme of approximately 16 shows per year across the network with associated learning workshops
- Book artists and creative practitioners for individual gigs and workshops
- Develop and deliver a communications and marketing plan with young people
- Proactively engage with other organisations to increase the impact, outcomes and profile of the programme and engage wider audiences
- Create youth forums in areas of programme activity to inform future direction and provide development opportunities
- Develop a structured learning programme in an accredited framework to maximise training and skills development for young people
- Support library staff and young people to lead and deliver the programme

Outcomes

- 1000s of new young library users engaged across the UK
- Increased access to great new emerging music
- Production of a new youth brand, new youth input in the library and in the city
- Gives young people somewhere cool to go to see new bands plus social confidence and status
- Enhanced reputation in community allows increased citizenship for young people and opportunity for pride in community; the reputation of GILIL has precipitated a successful Big Lottery Bid for LCC
- Excellent opportunities for relevant volunteering for young people
- Ability to support corporate aims and objectives through a relevant format
- Allows library staff to develop key skills engaging young people
- Excellent marketing and advocacy opportunity for the broader library landscape
- Winner of awards - Love Libraries Award 2007 and Local Government Chronicle Award for Innovation 2007/2008
- Project Manager seconded to MLA for 6 mths to develop national pilot for library tours in 2009
- Project Manager asked to join Bill & Melinda Gates Foundation's International Network for Emerging Library Innovators group for 2 year development work in 2011



Key points for effective practice

- Stay innovative
- Know your product – keep on top of music trends and new artists
- Develop trusting 2-way relationship with music business, managers and artists
- Be ambitious
- Create a holistic approach – ALL library staff committed and engaged
- Ensure enough budget is set aside for marketing the project
- Leave enough time to evaluate
- Let partners help deliver
- Ensure development reflects original aims and objectives
- Write clear but persuasive monitoring and evaluation reports
- Engage young people at all times

Conclusion

The approach has allowed an exciting forward looking project to be developed on sound principles and solid foundations. A fast emerging network of libraries and partners has supported the direction of Get It Loud In Libraries and the key engagement of young people has been central to all the project's success. Get It Loud In Libraries has never lost sight of its original aims and objectives and has remained resolute to delivering its defining rationale.

www.getitloudinlibraries.com

www.youtube.com/getitloudatlancaster