



QUEENSPARK BOOKS

PARTICIPATION & ENGAGEMENT SURVEY

2015-18

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INTRODUCTION

QueenSpark Books has recently carried out an extensive survey across Brighton & Hove asking members of the local community questions about the organisation's projects, publications and services as well as background information on participants themselves (e.g. age, gender and location in the City.)

In total 146 people were surveyed. Some interviews were face to face and some were via an online questionnaire. The aim was to build up a complete picture of QueenSpark's position within the City.

Questions were designed to help QueenSpark ascertain:

- **How we serve the community's needs: by asking what stakeholders want from their local community publisher**
- **What we need to do to increase QueenSpark's reputation, public service, value and standing in the community: in terms of long term and short term organisational development**
- **How we can increase the number of people engaging with QueenSpark**
- **How we can make existing output and services more relevant**
- **Where we can develop relationships and increase partnerships and collaborations with a variety of community and educational organisations**
- **How to increase opportunities to involve QueenSpark stakeholders: including staff, trustees and volunteers**

HOW OUR SUPPORTERS STAY IN TOUCH

48% - friends & colleagues

16% - social media

13% - volunteering on projects

2% - QueenSpark's e-letter

21% - Other (newspaper, website, school, buying books)

WHAT DO WE MEAN BY COMMUNITY ENGAGEMENT?

Community Engagement is all about making sure that people across the City can get involved and take part in lots of different ways to make the planning, development and delivery of QueenSpark's projects, services and activities accessible to a wide range of people.

QueenSpark Trustees and Staff defined four main ways in which it engages with the community:

Providing information - informing the community about Brighton's history.

Consulting - Identifying and addressing what its supporters, advocates and stakeholders care about.

Partnerships - Establishing long-term relationships and partnerships with participants and other organisations across the City.

Developing communities - Working with stakeholders and supporters to develop projects, activities and outputs and then share/publish the results.

'WHAT DO YOU LIKE BEST ABOUT QUEENSPARK'?

Survey respondents had to rank five statements in order of importance.



1st: It informs the community about Brighton's history.

2nd: QueenSpark tells the lesser heard stories of the City.

3rd: QueenSpark archives stories for future generations.

4th: It engages and inspires members of the community to share their stories of the City.

5th: It gives volunteers professional experience of publishing.

WHO ARE OUR STAKEHOLDERS AND SUPPORTERS

Below are the statistics showing WHO completed our survey

ETHNICITY*

*Respondents were asked to describe their ethnicity.

52% White British

34% Other: this included Mixed race, British Asian, Travellers, Black British, Irish, Welsh, European, Jewish



GENDER

54% women

41% men

7% didn't answer

AGE RANGES

38% (36 - 55 yrs old)

36% (56 - 75 yrs old)

17% (26 - 35 yrs old)



AGE RANGES

5% Over 75 yrs old

3% (17 - 25 yrs old)

1% (under 16 yrs old)

E-BOOKS

48% said they would NOT buy e-books

29% didn't have an e-reader

5% weren't aware this was something QueenSpark offered



E-BOOKS

11% would buy e-books

8% *might* buy e-books

LOCATION

33% West Brighton (BN1)

30 % East Brighton (BN2)



LOCATION

23 % Hove (BN3)

14 % Sussex

NEW AUDIENCES

We asked respondents to suggest which new groups QueenSpark should engage with. We selected the most popular suggestions.



OLDER PEOPLE

‘Engagement with older people would be great. And most importantly engagement with people who live in the more deprived areas of town where culture isn’t as valued and doesn’t arrive as much.’

YOUNGER PEOPLE

‘Perhaps working with young people who are NEET? Or ex-offenders?’

‘Organise a project with a Young Carers group, as their voices are not often heard.’

‘Mixed with issues of relevance to young people - experiences of young people in Brighton & Hove in social issues & schools today - some sort of intergenerational approach.’

‘Visit schools to bring your book themes to life and to inspire students to write and illustrate etc.’

HOMELESS & PEOPLE WITH MENTAL HEALTH ISSUES

‘Many of our clients would benefit from additional training and volunteer opportunities, especially those who have demonstrated an interest in local history.’

Case worker - Brighton Housing Trust

LGBT PEOPLE

‘I would like to see more attention paid to the the gay community.’

MIGRANT POPULATIONS

‘I know QSB has previously done studies of migrant or minority groups but I would like to see something on the Palestinian community, and perhaps a consideration of how new migrants are being received into our community.’

WHAT NEXT FOR QUEENSPARK?

We asked respondents what they would like to see QueenSpark do next. Once again, we have selected the most popular suggestions.



ALTERNATIVE CULTURES

‘A book on alternative culture over the decades in Brighton, rave culture, squatting, punk, parties, festivals etc’

‘More recording of how Brighton was for people of difference, e.g LGBT, travellers, refugees, other ethnic groups.’

‘A book about the cultural side of Brighton Queer community, documenting queer performers, artists, thinkers. If you do make it, I'd really love to be involved in the project.’

‘A book on bisexual history in the city.’

LOCAL HISTORIES

‘A social history of our urban estates would be good.’

‘How about a book about Homelessness in the City?’

‘Photos and memories of 60s/70s/80s pre-gentrification, post-war Brighton.’

‘Brighton’s lost brewers -‘Backyard breweries’?’

‘Pictures and stories of secret Brighton. (e.g. The house behind Timpsons before it gets demolished. Grrrr).’

‘How about the story of the blind - from Dr Moon and the Blind Asylum in Eastern Road, through to St Dunstan's in Kemptown and then Ovingdean. Its role in dealing with casualties from all the current and past wars might elicit some interesting stories perhaps.’

‘Stories of Churchill Square. May still be some alive who remember the fishing cottages.’

INTERESTING LOCAL PEOPLE

‘Heroines of Brighton past and present’.

‘Interesting people who have lived in Brighton.’

‘A book about the WSPU in Brighton and the suffragettes.’

‘Maybe a book about Brighton’s famous criminals.’

‘Philip C Lockwood, the mid 1800s to late 1800s Borough Surveyor of Brighton who literally transformed the town's look.’

WHAT NEXT FOR QUEENSPARK?



WORK WITH OLDER PEOPLE

‘Read to elderly people.’

‘More stories from older brighton residents.’

‘Talk to old people, capture as many memories as possible while we still can.’

WORK WITH CREATIVES

‘Host poetry slams, or spoken word events.’

‘Perhaps expand to work with more artists.’

‘More graphics based projects.’

‘More photography books.’

‘How about a play set in Brighton?’

‘Get involved with a community theatre project which brings local history alive?’



WHAT KEEPS YOU INTERESTED IN QUEENSPARK?

46% LOCAL HISTORY

31% YOUR BOOKS

15% THE QUALITY OF YOUR WORK

7% RANGE OF SUBJECTS/MATERIAL COVERED

QueenSpark Participation and Marketing Plan 2015-18

QueenSpark (QS) will adopt a strategic, planned approach to its COMMUNITY ENGAGEMENT over the next three years, factoring in the comments and suggestions made by its stakeholders and supporters. This approach is a result of reassessing organisational priorities, questioning assumptions and being prepared to take risks in terms of projects, publications and partners alongside tried and tested practice.

BETWEEN 2015 - 18 QUEENSPARK WILL:

Offer more opportunities for intergenerational projects.

Work with four new partners from arts, heritage, educational and third sectors

Complete a collaborative project in one of the City's outlying areas E.G. Hangleton, Moulsecoombe or Whitehawk, with a partner organisation.

Increase participation opportunities for more marginalised members of the community.

GOALS

Short term goals

Increased numbers of participants from the older and younger generation.
New engagement with hard-to-reach groups - through third sector partnerships.
Develop new opportunities to meet creatives and involve them in QS projects.
Foster new relationships with educational/arts and third sector partners.

Long term goals

New approaches to what and how QS publishes.
A much wider reach across the City.
Increased audience loyalty enabling stakeholders to help shape the future success of QueenSpark.

Community Engagement Aim	Type of Audience	Type of Activity
Engage more younger people	Male and female young people under 25 years old	Partnerships with schools, colleges and universities
Engage more older people	Men and women over 75	Project(s) & activities targeting this group
Reach more people in the outlying areas of the City	Residents of all ages in areas including: Coldean, Hangleton, Moulsecoomb and Whitehawk	Community focused projects with targeted partners based in these areas

Extend accessibility - encourage lesser heard voices	Service Users of targeted third sector partners (E.G) BHT, Rise UK, Threshold Mental Health)	Work with partners to offer wider access to harder to reach participants
Increase e-book sales and readership	Stakeholders and local residents	Reprint old QS books as e-books
Work more with local creatives	Writers, visual artists and photographers based in the City.	Host events that encourage creatives along and develop projects that use creatives

Key to this approach will be the careful selection of partners and creatives who can help QS reach more people across the City.

PUTTING IT INTO PRACTICE

Strong partnerships will be forged with a range of partners from the world of education, heritage and third sectors. This will ensure the profile of QueenSpark is raised helping reach further into the community.

A Social Media Strategy will be developed (to be used in conjunction with its Participation and Marketing Plan) that encourages the community to share their stories and photos online and helps tell the lesser heard stories of the City.

QueenSpark will continue to evaluate and assess its performance (through simple annual online surveys) to build in the opportunity to respond to any changes and inform its future engagement processes.

The data gathered from this Participation and Engagement Survey will be used to help create a new QS website that allows easy access for the community and helps the buying of all QS publications an easy process.

An annual programme of events will be created: designed to encourage contact with the City's creatives and to create opportunities to showcase and sell QS publications and share information about forthcoming activities and projects and the City's history. Some of these events will be related to on-going projects and will be in partnership with other organisations to maximise coverage and reduce costs.

APPENDICES



i) COMMENTS ON NEW PROJECTS/PARTNERSHIPS/AUDIENCES FOR QUEENSPARK BOOKS

Promote books in local library; display or reading sessions.

Reading groups? In conjunction with City Reads possibly?

Work with The Bevy Community pub.

Have a banner at a Brighton and Hove Albion football match.

Perhaps a presence of some kind in Brighton Library and the Brighton Museum.

Creative/writing events? Book launches work with local newspapers and cafes.

Old folks homes, collect stories.

There are several Facebook groups (Brighton Past, Marine Square & Kemp Town Brighton Past & Present, Brighton's Madeira Terrace, Aquarium Terrace & Lift) that could be worth joining and / or working with. Many members and local belong to all three. Lots of history and old photos etc.

Maybe running some social media campaigns (collecting together Twitter stories or something) to engage and get stories from a younger audience.

Offer opportunities for submission to local writers.

How about a photographic narrative from the eye of a Deaf person?

Try the Deaf community.

A calendar with brighton pictures and quotes about the venues from local people would be nice.

Maybe working with terminally ill people, helping them to record their stories: how they ended up in Brighton. It could be based around the Royal Sussex? or a hospice?

Possibly "a book of endings: people who died in Brighton". You could include famous people's stories too. Could be a graphic novel. If it was done very sensitively it could be therapeutic.

Adults affected by Cancer. The Macmillan Horizon Centre will be opening in April 2016. This would be a great way to celebrate and help raise awareness.

Collaborative projects with artists, I thought the visual elements of *Brighton: Graphic Novel* were great, I'd love to see more books like this.

Just keep going. Almost every new book tells the story of a new and different group. Maybe changing from a project lead publisher to a "open house" publisher of ebooks might increase involvement.

More courses and drop in activities. More trustees. Better profile.

Talks such as those happening at the Catalyst Club and Nerd Nite. Reading/author events.

Putting on events.

Library events, Brighton Festival event?

Port interesting content into mobile apps?

There may also be a case for recording how people's lives are being affected by austerity in B&H, especially older people, young people and people with disabilities.

Have you ever done anything on (a) the brilliant Brighton buses and their drivers and support staff and (b) on the multicultural workforce who drive our taxis?

Open events that attract people for other reasons.

Most of the indigenous population of the city are on the urban fringe and seldom come into the city due to cost and parking restrictions and traffic delays etc. I would like to see more of our history in books.

Partnering with other local organisations in contra deals in order to boost marketing and social media engagement.

Your coverage over the years has been very impressive. You might want to consider continuing with historical dimensions of Brighton - people involved in politics, community groups, what schooling was like across the city for older people. Mixed with issues of relevance to young people - experiences of young people in Brighton & Hove in social issues & schools today - some sort of intergenerational approach.

ii) GENERAL COMMENTS ABOUT QUEENSPARK BOOKS

Nothing to add - keep up the good work! And may I compliment you on this very clear and easy to answer online survey?

A really excellent organisation. The books are all so fascinating

Brighton is lucky to have Queen Spark working with such dedication and skill to share it's hidden stories!

I enjoyed finding out more about Queen Spark because of doing this survey. Keep doing this good work.

Love QPBs.

Your work is invaluable but, I fear not always well known. I would love to see your profile raised.

Your history books are amongst the best out there.

Still stunning.

I thought it was a shame when Queens park lost its links with local writing groups and stopped publishing local people's histories.

Congratulations on still being here! I came to live in Hanover in Brighton about 25 years ago and recall stumbling on your organisation and thinking then, how very wonderful to have a community based publisher in the town - and I still think the same.

Nothing more to say, just keep on keeping on.

I love Queenspark Books and always enjoy reading them and always buy if I see in a charity shop. The most real fantastic books ever.

Found it very informative over the years bringing old Brighton to life for those of us who had lived in and grew up in Brighton bringing our ancestors closer.

Fascinating and particularly valuable work recording the heritage of our city.

Great to see a publisher surviving in this climate!

QueenSpark's existence underlines the fact that Brighton is an interesting place to live with a rich variety of people happy to share their stories and experiences.

I would like QS to host a workshop type event where we could promote and illustrate the value of oral history.

Always liked your calendars - not sure if they are still around.

QS gave my mother enormous pleasure.

A great organisation that continues to evolve and get better.

QueenSpark has helped to build my confidence as a writer and artist, through giving me an opportunity to be published (in "Brighton the Graphic Novel"). I think Q'Spark are a great example to other community publishers because they aim high in what they set out to achieve, and they believe in people.

Keep up the excellent work! All the team seem so committed which comes over in the publications.

Just keep doing what has proved successful in the past.

Generally have a very positive view of QueenSpark as a valuable organisation.

I'm really thankful you exist.

I think you do great work!

I think you're awesome.

**This Report and Survey was conducted and compiled for QueenSpark Books
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