

## **Girls and Boys in Storyland**

Exhibitions of Early Children's Literature at Exeter Central Library and University of Exeter 3 April to 31 May 2012

### **Project report to SWRLS Board**

#### Project summary

*Girls and Boys in Storyland* has been a successful joint project between the University of Exeter and Devon Libraries, made possible by funding from South West Regional Library Service (SWRLS).

The two organisations worked together to promote their collections of early children's books, by mounting two temporary exhibitions – one at Exeter Central Library and one at the Research Commons in the University's Old Library – from 3 April until 31 May 2012. The exhibitions featured items and digitised materials from the Special Collections at the University and Exeter Central Library. The materials on display dated from about 1800 through to 1910.

The exhibitions were launched with a family printing workshop delivered by Double Elephant, guided tours of the exhibition and special collections were offered at the Central Library during the period of the exhibition and Dr Maeve Pearson gave a talk on early children's books at the University which was followed by an informal drinks reception.

The overall aim of the project was to work collaboratively to create high-quality exhibitions, with a broad appeal (to both the public and to researchers), as cost effectively as possible.

#### Methodology

The methodology followed the plan described in the original bid closely.

A board was established to manage the project which comprised the Exeter Area Manager from Devon Libraries and the Head of Heritage Collections and Culture Services at Exeter University Library, an academic subject specialist from the University and the Director of Cyprus Well.

The board agreed the theme and specification for the exhibition, approved the project plan, and collectively selected material.

The library managers shared supervision of the project work and appointed the Project Assistant. The Project Assistant quickly established herself as competent to work on her own initiative much of the time, using the project plan, exhibition specification and marketing plan (see appendices 1,2 & 3) but seeking support and guidance as required.

Under supervision the Project Assistant undertook:

- Selection, research and preparation of original materials
- Digitisation
- Exhibition design and creation
- Promotional material design and creation
- Marketing
- Evaluation and toolkit

A collections assistant with knowledge of the Devon Libraries materials worked with the PA to select and research items and help create the exhibition; this role was very important both to add capacity and make effective use of existing knowledge and skills.

#### Exeter University Graduate Business Partnership – Project Assistant

The project assistant was an Exeter graduate who was employed through Exeter University's Graduate Business Partnership scheme. This was a new scheme and its purpose is to place graduates with host organisations so that they have the opportunity to gain experience of work placements on real projects. Although there were a few teething problems associated with the startup of a new scheme, once in post the scheme ran very smoothly.

Using a scheme like this to employ a graduate from the university as project assistant was a key aspect of the project as it provided the resource both organizations needed, together with an employment and development opportunity for someone at the beginning of their professional career. The Graduate Business Partners are employed as interns who work for a finite period or on a specific project. As part of the development opportunity offered by the scheme they are expected to develop new skills and receive training opportunities whilst working. Our graduate intern was studying for a PhD in English Literature and had some teaching experience, but had no prior experience of creating and marketing an exhibition. She undertook two days' work per week (total 280 hours) one day at the Exeter Central Library and one at the University's Heritage Collections.

This gave her experience of two very different libraries, with a diverse mix of library visitors and potential audiences for the exhibitions. She also gained experience in the practical aspects of setting up exhibitions, from digitizing and mounting material to marketing and running associated events, such as the family workshop day at the Central Library and an exhibition talk by Dr Maeve Pearson at the University. The exhibition skills she gained complimented the presentation, written and impressive organisational skills she already possessed that enabled her to lead tours, create a presentation on the project and create a toolkit. This meant that she really was a “partner” in the project rather than just a trainee and contributed immensely to the overall success of the project.

### **Feedback on exhibitions internship**

*The opportunity to work on the Girls and Boys in Storyland exhibition project has been extremely valuable. It enabled me to draw on both my academic knowledge and my previous work experience in marketing and editing, and to develop these skills in a practical situation. I found it very rewarding to tackle the variety of creative tasks involved in the exhibitions, and it was a particular privilege to work with the rare materials in both libraries’ special collections. Going forward into the academic job market, I am sure this experience of working on a collaborative arts project will stand me in good stead.*

*Indeed, the collaborative aspect of the project was one of the most enjoyable, and from my perspective worked very well. I felt that there was always excellent communication between the library managers – Christine Fauch at the University, and Andrew Davey and Jo Launder at Devon Libraries – and this created a work environment which was very supportive and allowed for independent thinking and decision-making on my part. Colleagues at both libraries – Richard Jones at Central, and Maeve Pearson, Gemma Poulton, Sue Inskip, Angela Mandrioli, Mike Rickard and Sue Brown at the University – were incredibly helpful and shared invaluable expertise. I have learnt a lot from working with all these colleagues and would relish the chance to work on other exhibition projects in the future.*

Demelza Hookway, June 2012

## Outcomes

The specific objectives set out in the original bid were:

### *Profile and marketing our collections*

1. *Create a high-quality exhibition as cost-effectively as possible*

- Achieved. Public and expert feedback acknowledged the quality of the content and presentation. The project remained within budget. Budget report see appendix 4

2. *Launch the exhibition with a workshop to raise interest in the project aimed at other Special Collections repositories*

- The printing workshop for families was designed to appeal to children and relate to the exhibition, thus widening the traditional audience. It was well-received and feedback indicated adults attending with children had not been aware of the collections previously.
- Guided tours of the exhibition and special collections at the Central Library were advertised. Take up was disappointing, although those who attended appreciated the events. Similar events held previously had proved popular but it is not certain why this was not so on this occasion, although most likely was ineffective marketing.
- The talk given by Dr Pearson was attended by 30 people. The number was less than hoped for although feedback on the event was very positive. The informal drinks reception afterwards was appreciated and a good opportunity to share interests.

3. *Explore a range of digital and physical marketing tools to promote the exhibition and evaluate these resources for potential future use.*

- A blog was created to promote the exhibition, add further information and context relating to the exhibition and allow interaction with the audience. <http://girlsandboysinstoryland.wordpress.com/>
- High quality large format printing worked well to increase visual impact and was relatively affordable.

- Although marketing the exhibitions followed a plan, staff capacity and budget were tightly constrained. More impact could be achieved with greater resources!

### Collaboration

1. *Explore potential funding and support from sponsorship or other funding sources to allow collaborative activity to be sustained.*
  - Positive, informal discussions with Arts Council England have taken place; no opportunity arose for sponsorship – this was probably an over-ambitious target for the project although with a successful exhibition completed the evidence exists with which to approach potential sponsors in future.
2. *Create an opportunity for a graduate intern to work with both organisations to gain valuable employability skills.*
  - Achieved. The University intern scheme worked very well and was key to the success of the project.
  - See feedback above

### Legacy

1. *Evaluate success of the project.*
  - It was possible to collect only a limited amount of evidence to demonstrate the success of the project, although this was all positive. A summary of the evaluation is shown in appendix 5; detail of feedback appendix 6.
  - Mary Godwin, Museums Relationship Manager, Arts Council England kindly provided an informal assessment which was largely positive with helpful advice on improvements. See appendix 7
  - During the period of the exhibitions the Central Library received 89,000 visits and the Research Commons received 16,500 visits – nearly all people visiting either building would have walked past and seen the displays.
  - **Recommendation:** The evaluation process should be better designed and resourced for future projects.
2. *Develop a model for the process which is shared as a toolkit.*
  - Achieved – see toolkit attached.
3. *Develop materials for promoting the collections beyond the duration of the exhibition.*
  - A version of the exhibition will be shown in the autumn as part of the Exeter Children's Literature Festival.

- A 'table-top' version of the exhibition will be shown at various public libraries later in the year.
- 4. *Gauge appetite for future collaboration through the workshop.*
  - University of Exeter and Devon Libraries worked very well together, strengthened existing working relationships, improved their understanding of the contribution each organisation can make to this kind of project and plan to continue to collaborate.
- 5. *Determine the viability of longer term "Special Collections" regional forum as a result of the project.*
  1. No opportunity has arisen to develop a regional forum – this was probably unrealistic within the scope of this project.

SWRLS criteria for the funding:

2. The project represented good value for money: a high number of people saw the exhibition, viewed the blog, and posters and leaflets were distributed across Devon via libraries.
3. Collaboration between the libraries was strengthened.
4. The project incorporated significant training and development, principally for the Project Assistant but everyone closely involved in the project learnt from the experience
5. A model for further partnership working was created and documented in the exhibition toolkit (attached)
6. Library resources were shared between Devon Libraries, Exeter University and Somerset Libraries

**Andrew Davey & Jo Launder – Devon Libraries**  
**Christine Fauch – University of Exeter**

**June 2012**

**Appendices:**

Appendix 1 - Project plan

| Action Plan - Promoting Special Collections |   |  |                   |                          |           |
|---|---|--|-------------------|--------------------------|-----------|
| Date  | Main action   | Detailed actions   | Est. work time PA | Est. work time Lib. Ast. | Personnel |
|   | Agree action plan   | meeting CF & JL 13.7.11  |                   |                          | AD        |
|   | Contact Arts for Business   | ask advice on possible sponsorship   |                   |                          | AD        |
|   | Send project proposal and action plan to Somerset Libraries for comment | Seek feedback on viability / relevance of project. Explore possible involvement of Sms. Libs.                |                   |                          | AD        |
|   | Draft Job Description for intern (Project Assistant)                    | Identify elements of job. Clarify process for recruitment. Schedule process - advert / interview / induction |                   |                          | AD / CF   |
| Sept  | Organise Board meeting  | Identify suitable date & venue. Invite members. Prepare agenda   |                   |                          | AD / CF   |
|   | Write specification / proposal for exhibitions and workshop. Fix dates. | Spec is for board to discuss and agree. Revised version to share with Project                                |                   |                          | AD / CF   |

|     |  |  |    |   |                           |
|-----|--|--|----|---|---------------------------|
|     |  | Asst.  |    |   |                           |
|     | Plan workshop                                | Practical arrangements; book speakers                                  |    |   | AD / CF                   |
|     | Book spaces for exhibitions & workshop       |  |    |   | AD                        |
|     | Plan evaluation                              | Propose evaluation methodology for Board to agree                      |    |   | JL                        |
|     | Write marketing plan                         | For Board discussion and agreement                                     |    |   | AD                        |
| Oct | Board meeting                                |  |    |   |                           |
|     | Special Collections Assistant briefing       |  |    |   | CF                        |
| Nov | Project Assistant induction                  |  | 12 |   | CF / JL                   |
|     | Library Assistant induction                  |  |    |   | JL / CF                   |
|     | Materials selection / research               | Preliminary selections; options shared with Board? Selection confirmed | 36 | 7 | PA, Lib Asst. + CF / JL   |
| Dec | Material selection / research                |  | 48 | 7 | PA, Lib Asst + academics? |
| Jan | Update Board on material selections          |  |    |   | CF / JL                   |
|     | Prepare workshop                             | book speakers, rooms, equipment etc                                    | 12 |   | PA                        |
| Jan | Design & build exhibitions incl digitisation | Involve Univ designer? Involve DCC designer?                           | 36 | 7 | PA, Lib Asst +            |

|     |  |  |    |    |               |
|-----|--|--|----|----|---------------|
|     |  |  |    |    | designers?    |
| Feb | Design & build exhibitions incl digitisation |  | 48 |    |               |
| Mar | Design & build exhibitions incl digitisation |  | 48 | 12 | PA & Lib Asst |
|     |  |  |    |    |               |
|     | Organise 2nd Board meeting                   | Identify suitable date & venue. Invite members. Prepare agenda |    |    | CF / JL       |
|     |  |  |    |    |               |
| Apr | Set up exhibitions                           |  | 12 | 7  | PA, Lib Asst. |
|     |  |  |    |    |               |
|     | Hold workshop                                |  | 12 |    | all           |
|     |  |  |    |    |               |
| Apr | 2nd Board meeting                            | To review project prior to completing final evaluation         |    |    | all           |
|     |  |  |    |    |               |
| Apr | Write up toolkit from project experience     |  | 24 |    | PA, CF / JL   |
|     |  |  |    |    |               |
| May | Write up evaluation                          |  |    |    | CF / JL       |
|     |  |  |    |    |               |

288

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Appendix 2 - Exhibition specification

|                |   |  |  |
|----------------|---|--|--|
| Preface & aims | Exeter University Library and Exeter Central Library both hold significant collections of early children's books. Although most items are catalogued and available on request few potential readers and researchers are aware of the collections. This project seeks to increase use of this material by raising awareness amongst academics, students, specialists and the general public. |  |  |
| Objectives     | To create exhibitions in both the University Library and Central Library of material from the collections of early children's books   |  |  |
|                | To demonstrate the variety, interest and appeal of the books, highlighting their beauty and cultural value  |  |  |
|                | To indicate the potential historical and bibliographical importance of the material.  |  |  |
|                | To engage and provoke responses from academic researchers, subject specialists and the general public.  |  |  |
|                | To relate the exhibition to the complementary workshop  |  |  |
|                | To demonstrate the impact of the exhibition   |  |  |
|                | To market the exhibitions widely, indirectly promoting Exeter University & Devon Libraries  |  |  |
| Resources      | <p>Collections:<br/>Free access to collections as required.</p> <p>Academic support:<br/>Nominated specialist to help with selection and Interpretation</p>   |  |  |

|            |   |  |  |
|------------|---|--|--|
|            | <p>Exhibition areas:<br/> University Library:<br/> Central Library: 3 Wall cabinets (approx 1.5 x 1m) &amp; 2 table top cabinets (approx 1 x 0.75m)</p> <p>Graphic design:<br/> Assistance from DCC designer (approx 4 hours)</p> <p>Work space and IT access provided</p> <p>Budget for materials and display props (£100)</p> |  |  |
| Timescale  | <p>Nov &amp; Dec 2011 Material selection &amp; research</p> <p>Jan – Mar 2012 Design &amp; build exhibition</p> <p>    Ditto           Market exhibition &amp; workshop</p> <p>April 2012       Hold exhibition &amp; workshop<br/>                           (specific dates)</p> <p>May 2012       Complete evaluation</p>    |  |  |
| Evaluation | <p>Quantitative evidence ie numbers of visits, web page hits, uses of materials etc</p> <p>Individual responses. Focus group</p> <p>Follow-up activities eg contact group, research projects</p>  |  |  |

Appendix 3 - Marketing plan

| Channel                               | Responsibility | Dates for actions                       | Notes   | Action                    |
|---------------------------------------|----------------|---|---|---------------------------|
| Library events mailing list (email)   | AD             | Design by 31.1.12<br>Distribute mid Feb | Use flyer design                                      | In hand                   |
| Exhibition poster and flyer           | AD             | Design by 31.1.12<br>Distribute mid Feb | Design & production cost met by Dev. Libraries        | In hand – ready by 2.3.12 |
| Workshop poster and flyer             | AD             | Design by 31.1.12<br>Distribute mid Feb | Design & production cost met by Dev. Libraries        | In hand                   |
| Press release                         | AD             | Text agreed by mid Feb                  |   |                           |
| Targetted mailing list                | AD / DH        | Mid Feb                                 | Individuals and organisations with possible interest. | To do                     |
| Dev Libs website + Facebook + Twitter | AD             | Publish mid Feb                         | Use flyer & press release                             | In hand                   |

|  |              |                 |   |         |
|--|--------------|-----------------|---|---------|
| Cyprus Well website + Facebook + Twitter | TG           | Publish mid Feb | Use flyer & press release   | In hand |
| Univ. Lib website + Twitter              | DH           | Publish mid Feb | Use flyer & press release   | In hand |
| Univ. Arts & Culture mailing list        | DH?          | Publish mid Feb | Use flyer & press release   |         |
| Wordquest mailing list & website         | TG?          | Publish mid Feb | Use flyer & press release   | In hand |
| SWRLS website & mailing list             | AD           | Publish mid Feb | Use flyer & press release   | In hand |
| Double Elephant website & mailing list   | AD           | Publish mid Feb | Use flyer & press release   | In hand |
| Create blog to promote exhibition        | DH           | Mid Feb         | May be start earlier if material is available eg document creating exhib. | Running |
| Devon & Exeter Institution - ??          | CF           | Mid Feb / March | Library display? Mailing?   |         |
| Distribute press release                 | AD / CF / TG | Mid-March       | Via DCC, Univ, Cyprus Well, SWRLS   |         |
| Follow up press release -                | DH           | w/b 26.3.12     | TV. radio   |         |
| You Tube & Flickr                        | DH           | From launch     | Upload video and photos   |         |

Appendix 4 – Project budget

**Girls and Boys in Storyland**  
**Project Budget (£)**

SWRLS grant 5000

| Expenditure  | allocation     | actual     |
|--|----------------|------------|
| Project Assistant pay                                      | 2300           | 2525       |
| Collection Assistant pay                                   | 400            | 628        |
| Exhibition materials & design                              | 400            | 788        |
| Marketing materials & launch - family workshop incl photos | 1400           | 955        |
| volunteer expenses   | 250            | 0          |
| contingency  | 250            | 0          |
|  | Total<br>5000  | 4896       |
|  | <b>balance</b> | <b>104</b> |

updated 14.6.12

Notes

Project Assistant rate of pay £9 per hour - total hours worked 280; collection Assistant rate of pay £10.60 - total hours worked 56

The original allocation underestimated the staffing hours required to complete the project. In total £3153 was spent, £453 over the estimate of £2700.

The original estimate allowed for a total of 292 hours, the actual staffing time used totalled 336 hours.

Exhibition materials expenditure exceeded the original estimate because large format printing was used to give the exhibition greater visual impact

Marketing materials expenditure was less than the original estimate because less printed publicity was produced and hospitality costs were met from different budgets

It was not possible to use volunteers hence no expenses

## Appendix 5 – Evaluation

Visitors to the exhibition and workshop were invited to submit feedback, visitors to the blog could leave comments and Mary Godwin, Relationships Manager for Museums, Arts Council England SW provided an informal expert assessment of the exhibition.

In total 32 feedback forms and 40 comment slips were submitted. 32 answered the questions below:

*Have you....*

*Visited the exhibition at ECL?*

*Visited the exhibition at UofE?*

*Attended the Double Elephant workshop?*

*Attended one of the event tours or talk?*

*Where did you hear about the exhibition/event?*

*Where have you travelled from today?*

*Has the exhibition/event increased your knowledge and awareness?*

*Will you share the experience or recommend the exhibition to others?*

*Was the exhibition useful for your formal study or employment?*

Of the people who completed the questionnaire we can say that:

Most visited only one of the exhibitions

XX people attended the print workshop for families. All the feedback was very positive.

Only 6 people attended a 'stack tour' (despite previous similar tours being relatively popular)

The talk by Dr Pearson was attended by 30 people and well-received.

People heard about the exhibition in various ways but many came across it by chance during a visit to the library.

Visitors came from within a 40 mile radius of Exeter

Almost all respondents acknowledged the exhibition had increased their knowledge and awareness.

All respondents intended to recommend the exhibition to others.

5 out of 32 people described the exhibition as useful for their study or employment.

The comments submitted on the questionnaires and separate comment forms demonstrated a wide range of interests suggesting a fairly diverse audience. Almost all the comments were positive; some requesting more similar exhibitions.

### Blog

There were over 2000 views of the blog. 20 comments were received via the blog, a mixture of comment on the exhibition and critical discussion about the texts.

### Mary Godwin ACE (SW) comments:

Positive comments on:

the exhibition topic, its overall quality and prominent location (Central Library)

Suggestions for improvements:

Some lack of focus on intended audiences

Lack of original material in University exhibition (cases unsuitable)

Layering of information – from very broad themes to specific detail

Elements to appeal to children – eg lower level display, dressing up clothes etc

Add more information about related aspects to children's books eg development of texts, book production techniques etc

Many people saw the exhibitions but did not comment on them. The Central Library has over 1500 visitors per day, most of whom walked past the display cases and many stopped for a closer look, similarly the University Research Commons building has XX visitors per day on average.

It is frustrating that we were not able to capture feedback from a greater number of people who viewed the exhibition or even record an estimate of numbers.

### Appendix 6 - Feedback detail

| Visited the exhibition at ECL? | Visited the exhibition at UofE? | Attended the Double Elephant workshop? | Attended one of the event tours or talks? | Where did you hear about the exhibition/event?                             | Where have you travelled from today? | Has the exhibition/event increased your knowledge and awareness? | Will you share the experience or recommend the exhibition to others? | Was the exhibition useful for your formal study or employment? | Further comments   |
|--------------------------------|---------------------------------|--|---|--|--------------------------------------|--|--|--|--|
| Y                              | N                               | N                                      | N   | Didn't hear about it - encountered it (with pleasure!) on visit to library | Nr. Quay, Exeter                     | N  | Y  | N  | I have always loved 'old' children's books and have several myself - I admire the talent of so many illustrators of these books. Well-presented exhibition. Thank you. Please - have more exhibitions like this. |
| Y                              | N                               | N                                      | N   |  | Central Exeter                       | Y  | Y  | N  |  |
| Y                              | N                               |  |   |  |                                      | Y  | Y  | Y  |  |
| N                              | N                               | Y                                      | N   | In the library   | Exeter Central                       | Y  | Y  | N  | Have not yet visited the exhibition at ECL but will do tomorrow. Great fun for children  |
| Y                              | N                               | Y                                      | N   | Museum   | Dawlish                              | Y  | Y  | N  | Brilliant workshop   |

|   |   |   |         |                                |                     |   |   |   |  |
|---|---|---|---------|--------------------------------|---------------------|---|---|---|--|
| Y | N |   | N       | At library                     | Heavitree           | Y | Y | N |  |
| N | N | N | N       | Leaflet in Boston's café       | Longdown            | Y | Y | N | Very accessible and effective - thank you ☺  |
| Y | N | Y | N       | The library                    | EX4                 | Y | Y | Y | Lovely event, just the kind of thing we need more of in the library  |
| Y | N | Y | N       | Children's library             | Exeter, St Leonards | Y | Y | Y | Print workshop was new and exciting for the children and was something we could not have done at home. First Class!  |
| Y | N | Y | N       | Leaflet in library             | Exeter              | Y | Y | N | Very good - loads of fund - five out of five stars all around!   |
| N | N | Y | N       | Incidentally seen at library   | Exeter              | Y | Y | N | Print workshop really interesting enjoyable for children. Many thanks  |
| Y | N | N | N       | just as we entered the library | Exeter              | Y | Y | N |  |
| Y | N | N | N       | CILIP/SWRLS Newsletter         | Chard, Somerset     | Y | Y | N | Fascinating materials, attractively displayed, with interesting information. Quality of illustrations is stunning.   |
| Y | N | N | N       | In the library                 | Sidmouth            | Y | Y | N | Is it a <u>travelling</u> exhibition? Will it be off to Norfolk for example?   |
| Y | Y | Y | not yet |                                | Mid-Devon           | Y | Y | Y |  |
| Y | N | N | N       |                                | Crediton            |   | Y | N | Beautifully displayed and very interesting   |
| Y | N | N | N       |                                | EX1                 | Y | Y |   | Made me think of all the other children's books that are about. Thank you.   |
| Y |   |   |         | Totnes Library                 | Totnes              | Y | Y | N | Interesting to see the sexual stereotypes, which we hope have disappeared from modern children's literature. Also the importance of good illustrations then and now. |

|   |   |   |   |   |                   |    |   |   |   |
|---|---|---|---|---|-------------------|----|---|---|---|
| Y | N | N | Y |   | Exeter            | N  | Y | N | The point is that at 86 years old I am always delighted to see these beautifully illustrated books, rather than the bland pictures in the modern kid's books - I hope the youngsters enjoy same. Some may even be inspired to become artists! Thank you |
| Y | N | N | N | At library                              |                   | Y  | Y | N | I would love to be able to flick through or read the books!   |
| Y | N | N | N | Saw it in the library                   | Woodbury          | Y  | Y | Y | I am researching children and gardens/gardening and although aware of both the Taunton and Exeter collections, I am now spurred to investigate them further.  |
| Y | N | N | N | Didn't - happened across it in library  | Across the river  | N* | Y | N | *Because I trained as a children's librarian. You have some even earlier children's 'books' - such as horn books and 'mechanical' books. It would be very nice to see these as well.  |
| Y | N | N | N | On visiting library                     | Newton St Cyres   | Y  | Y | N |   |
| Y | N | N | N | Through Miss Hookway - organisers       | Barnstaple        | Y  | Y | N | Interesting display. Particularly enjoyed the colourful printing and found the history fascinating.   |
| Y | N | N | N | Flier in Honiton Library                | Honiton           | Y  | Y | N | A comparison with Scandinavian children's literature and illustration would be interesting. Beautiful illustrations. Good exhibition, well put together.  |
| Y | N | N | N | I didn't, I only knew of it by visiting | Dawlish           | Y  | Y | N | More please and advertisement ☺   |
| Y | Y | N | N | At the university                       | Exeter            | Y  | Y |   | Beautifully organised and arranged. Very interesting  |
| Y | N | N | N | Library                                 | Moreton-hampstead | Y  | Y |   |   |

|        |               |       |       |                    |            |        |        |       |   |
|--------|---------------|-------|-------|--------------------|------------|--------|--------|-------|---|
| Y      | N             | N     | N     | Library publicity  | Sidmouth   | Y      | Y      | N     | Wider publicity would have been good - I've seen no reference to this in, for example, Sidmouth Library.  |
| Y      | Hope to do so | N     | Y     | Exhibition curator | Holsworthy | Y      | Y      | N     | As someone who is interested in literature and as a parent understands the pleasure of children's books, this is a fascinating insight into early books and indeed the evolution of children's literature. I hope more exhibition are held.   |
| Y      | N             | N     | N     | Saw it by chance   | Tiverton   | Y      | Y      | N/A   | Delightful/thought provoking too!   |
| Y      | Y             | N     | N     | Staff in library   | Exeter     | Y      | Y      | N     | An excellent way of presenting the treasures held by the public library. Particularly pleased to see working with the University and somerset Libraries. Public libraries should celebrate their cultural heritage more. In Europe this is done much more widely with specialist professional staff mounting exhibitions and producing catalogues and brochures. In the digital age the book as a cultural artefact assumes a higher importance. It is an area where libraries can offer something distinctive as part of cultural enrichment and life-long learning. |
| 28 yes | 3 yes         | 7 yes | 3 yes |                    |            | 28 yes | 31 yes | 5 yes |   |
| 3 no   | 27 no         | 26 no | 28 no |                    |            | 3 no   |        |       |   |

## Appendix 7 - Notes from Mary Godwin, Relationship Manager Museums, Arts Council England

Here are my notes on the Storyland exhibitions which I hope are helpful:

- Very nice to see exhibitions about this very interesting topic, especially in the central library which is such a prominent public location.
- I like the QR code link!
- At the University it was good to see projected slideshow - this could be developed.
- Both exhibitions were very neatly put together although the university exhibition had some puckered spray-mounted captions/images which detracted from the overall impression.
- I particularly noticed that the university exhibition didn't appear to have any original (old) books in it – a couple of what looked like facsimile copies (maybe they were just immaculate originals!) but mostly scanned covers mounted on foamboard – I think you need more real books – it might also be nice to see copies of any personal inscriptions on the fly leaves (but maybe the books in the collections are all pristine). This shouldn't be too much of a problem from a conservation perspective for a short term exhibition
- I assume the exhibitions were aimed at a. the general library-going public and b. members of the university staff and student cohort – two rather different audiences – but I didn't really see these audiences reflected in the exhibitions.
- I would suggest more 'layering' of information e.g.
  1. Bold signage/banners announcing the exhibition
  2. Bite-sized, punchy 'at a glance' info. to attract interest e.g 'factoids'/statements about children's books/reading/social and economic context/quotes from child readers during the period covered,
  3. More detailed contextual info. about learning to read, books and children in this period – e.g. cost of books, who could read, what type of children would have had access to books at all, what bookshops were like, etc
  4. Object descriptions and catalogue details.
- It would have been interesting to have had some info. on why the historic book collections are retained and how they are used and accessed today.
- I'd like to have seen more included in the exhibition actually for children e.g. lower displays at the library (or kick stools so they could look in), dressing up-clothes and facsimiles of simple books from the period that children could handle and read.

Other thoughts on possible future development of content . . . .

- I'm interested in the form of the text used – e.g. rhymes – some info about these evolved for children's books would have been interesting.
- Difference between books for boys and girls could have been presented more strongly.
- I wondered what role access to books played in improving children's lives . . .
- How were the decorative covers produced – they are so wonderful - I would be interested in understanding the design and manufacturing process.