

UN EARTH ED

The Power
of Gardening

Programme evaluation report

Summary of key findings

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January 2026



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802,998 people engaged with the Unearthed programme



795,711 visited the exhibition

7,287 attended an event



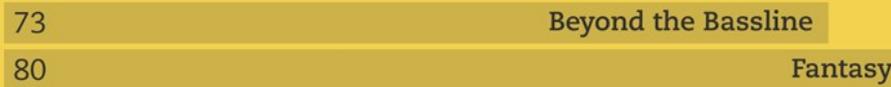
30 library service partners participated in the programme



The exhibition toured to **80 library sites**



Compared to:



372 events and related activities



Compared to:



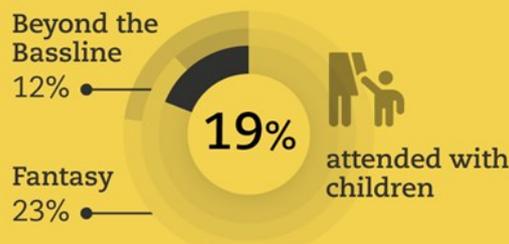
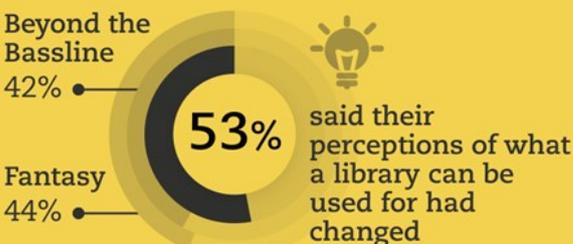
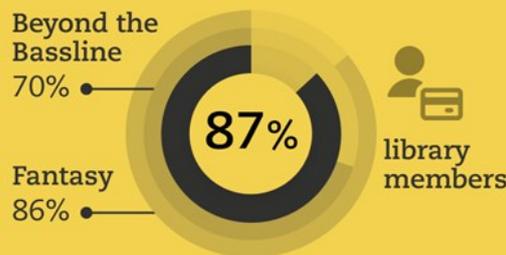
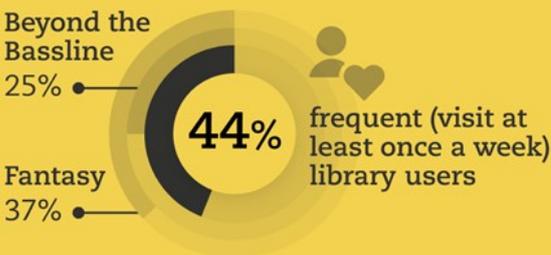
Indoor events



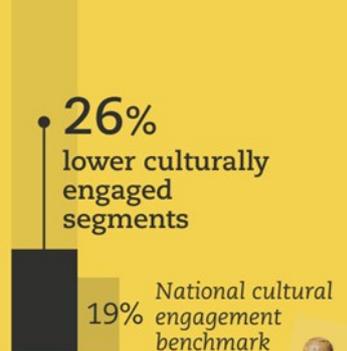
Outdoor events



AUDIENCE ENGAGEMENT:



CULTURAL ENGAGEMENT:



Deepening library engagement

Through the *Unearthed* programme the library partners engaged a wide range of audiences and, continuing the trend seen in previous programmes, attracted both culturally engaged and underserved audiences.



I felt like the library volunteers and staff really cared about the exhibition and wanted to inform others about the interesting things there were to learn
(Audience focus group participant)

26%

of the *Unearthed* audience belong to culturally lower engaged groups; higher than the 19% seen in the national cultural audience benchmark.

19%

identified as being from a Global Majority ethnic background; this is significantly higher than the 9% seen in the national cultural audience benchmark.

13%

identified as being LGBTQ+; this is significantly higher than the 3% who identify as such in the UK population.



Jersey Library © Max Burnett



We came specifically for the workshop. I think these types of events don't regularly occur in libraries so it's nice to see something different (Vox pop)

“ What struck me was just how kind and enthusiastic the library staff and volunteers were ... I just thought that it was a nice community activity ... library staff and volunteers took their time to make sure everybody was well informed ... it felt professional. (Audience discussion group participant)

“ It provided an opportunity to showcase some of our services special collections to a community who may not have had the opportunity to see them. It also brings these special collections to some of the more disadvantaged populations within the city. (Staff survey respondent)

Growing library joy

Although many of those who engaged with *Unearthed* were existing library users, the programme led to new understanding and awareness of the wider range of opportunities that libraries offer; deepening engagement with libraries and reinforcing the sense of libraries being positive and welcoming spaces, especially for children and families.



I did not know that they [the library] also do some workshops, some things to keep the kids engaged...It was a new experience, and I'm happy to get to know all these things.

(Audience discussion group participant)

59%

of the *Unearthed* audience agreed that engagement with the programme had made them feel more positively about the library they attended.

53%

Said that their perceptions of what a library can be used for had changed.



Jersey Library © Max Burnett



First of all, it was to come and just change our library books but then we discovered there's more to coming to the library than just doing that and that's why we've decided to stop by and get involved *(Vox pop)*

- “ It felt like a good chance to reach out to different groups...With gardening, we've certainly taken the opportunity to reach out to local gardening groups and people we know are interested in the topic *(Staff interview)*
- “ My two children are doing the bee activity that was advertised on social media and in the schools ... we like doing this because we live in a flat...my daughter can have more involvement *(Vox pop)*
- “ For me, moving to UK is itself a new experience. And then I became a member of Reading Central Library ... But I did not know that there are other events ... so [Unearthed] was quite a revelation for me that they also do some workshops, some things to keep the kids engaged...It was a new experience, and I'm happy to get to know all these things. I'm enjoying it *(Audience focus group)*

The power of gardening

The themes of gardening and connection to the natural world resonated deeply with both audiences and library teams, and demonstrated the power of gardening to bring people joy and a sense of well-being; this was particularly evident in the impacts of the LKN's new partnership with HMP, for imprisoned people, visitors, and staff.

Libraries delivered a record number of events, over 370, and those who engaged with the *Unearthed* programme felt a sense of connection with their past selves, and also with memories of friends and family.



Being in the garden reminds me of my dad. He won prizes for his peonies. I remember picking runner beans and cabbages. All happy memories.

(Comment card)

83%

of staff said they are bringing new or different voices into the planning or delivery of library services or are planning to do so.

51%

of the audience intend to explore or engage further with the theme of gardening; 32% said they will borrow a book on the subject.



Jersey Library © Max Burnett



It brings me great joy to seek the knowledge of various plants. It's certainly enhanced my wellbeing *(Vox pop)*

- “ It reminded me how easy it is for anyone to participate in gardening, and the library was offering free sunflower seeds so that everyone could have a go at growing something *(Audience discussion group)*
- “ We were able to take a party of settled refugees to the Botanic Garden *(Staff interview)*
- “ It has been valuable to highlight the therapeutic benefits of horticulture, particularly to new inductions entering the prison who may not previously have had any experience of gardening ... we feel the message of the value of horticulture is massive. We have a large and amazing horticulture department which employs over 50 prisoners to grow produce for the kitchen and keep the environment beautiful - Guildford in Bloom Gold award winners this week! *(HMP Send)*

Rooted in the community

Building connections with local communities, and increased use of public green spaces in local areas, were notable impacts of engagement with *Unearthed*. The programme raised awareness and understanding of the importance of protecting and cherishing green spaces within the community. Libraries worked with community partners for their *Unearthed* programming, and have identified ways to continue to develop these relationships.



The gardening community is bigger and more diverse than I originally thought.

(Audience discussion group)

92%

of libraries are already using or planning to use library space and resources in different ways to support wider community engagement.

54%

of library staff said they had worked with other partners or external organisations as a result of their engagement with the *Unearthed* programme; 59% had developed new relationships.



Cleckheaton Library garden ©Kirklees Libraries



The use of green space in the exhibition heightens the awareness of how important it is for us to have these green spaces *(Vox pop)*

- “ I got interested in joining volunteer teams for gardening *(Audience focus group)*
- “ It made me feel more connected to my community and just happy and proud that we have all of these interesting things that are going on...I think it made me feel more connected with the people who went and then more interested to do linked events in the local area ... I think proud is probably the main one for me, because it's not everywhere that has access to things like this, and it's just a really nice thing to *(Audience focus group)*
- “ The most significant thing is the external partner connection we built up as part of this exhibition and which we will draw on in future. *(Staff survey respondent)*

Reimagining library spaces

Library partners identified new green initiatives and the innovative use of library outdoor spaces, specifically inspired by *Unearthed*, as key outcomes of participation in the programme.

Libraries took the opportunity to blur the boundaries between their inside and outside spaces, and those without their own outdoor spaces took creative approaches to linking their *Unearthed* activity with green spaces in their local communities.



I do know from following the library on social media that libraries that have outdoor space were using their gardens ... I didn't know that some of the other libraries had gardens ... maybe I'll visit other libraries to see their garden spaces.

(Audience discussion group)

85%

of libraries have already developed or are planning new green initiatives, and 75% are already using outdoor library spaces in new ways or are planning to do so.

67%

of the *Unearthed* audience agreed that they would like to see more events taking place outside or in green spaces at libraries.



Kirkburton Library ©Kirklees Libraries



[We] can implement sustainable gardening practices in the Wolston Library Garden, which promotes nature connection as a way of improving mental health.

(Staff survey)

- “ Our Westgate Library [has] received funding from the Know Your Neighbourhood projects ... They had been doing a lot of work with the project funding ... looking at developing their outdoor space and making the links with that volunteering strand. So being able to sort of pull all that together [for Unearthed] worked really well for us. (Staff interview)
- “ The library manager is very keen on increasing biodiversity etc., and there was a bit of ground outside the library which has now been developed as a pollinator garden ... we were able to link the two and say, 'go and see exhibition and then go and enjoy the pollinator garden as well'. (Staff interview)

Cultivating skills and learning

For audiences, the main motivations for engagement with *Unearthed* were the opportunities for learning and inspiration offered by the gardening theme. These also emerged as key impacts of the programme, for both audiences and the library partners.



Learning about the history of allotments and land grabbing was very interesting and widened my appreciation for our access to outdoor spaces.

(Audience survey)

54%

of the *Unearthed* audience said that their engagement with the programme had increased their knowledge of the subject.

51%

of *Unearthed* audiences said that they will explore or engage further with the topic, and 32% said they will borrow a book on the subjects covered.



Queens Crescent Library ©Camden Libraries



It teaches kids to protect their environment and the use of the bees and what they do and how we should relate with them... I found it very interesting *(Vox pop)*

- “ I learned about the past, present and future of gardening. It ignites an inspiration to join in gardening activities. This was my first experience in gardening event like this (Audience focus group)
- “ I felt like the library volunteers and staff really cared about the exhibition and wanted to inform others about the interesting things there were to learn (Audience focus group)
- “ There's always lessons to be learned...In terms of the project planning ... The skills of being able to disseminate and then empower staff to be able to feel that they can contribute (Staff interview)

Digging the British Library and the Living Knowledge Network

Despite audiences' prior engagement with the British Library being higher, awareness of the link between *Unearthed* and the British Library was lower than seen for previous LKN exhibition programmes. The impacts of engagement with the programme on how audiences felt about the British Library, however, were very positive.



[I'm] not necessarily surprised, because I know that they do a lot of different events throughout the year, but I guess I didn't really realise how wide the reach of The British Library was ... But I think it's really good, I think it's a really positive thing. I think I was probably surprised at the reach of the event.

(Audience discussion group)

66%

of *Unearthed* audiences were not aware that the programme was taking place across a network of libraries or that it was run in collaboration with the British Library.

58%

agreed that *Unearthed* made them think of the British Library as a national library, and 54% agreed that the programme made them think that the British Library is more relevant to them.



I think for people like us who are new to the country, into the community, it matters. Having a bigger brand name attached to it makes it more credible.

(Audience discussion group)

The library partners continue to value their LKN membership and the association with the British Library through the LKN programmes:

- “ There is something that comes through sometimes in the comments we get around that association with the British Library. There's almost a kudos and an authority of what we're able to present, so I think that adds a stamp of authority or of interest...Which I've certainly picked up from some of the visitors. (Staff interview)
- “ We enjoy being part of the network, the exhibitions are always of a high quality and it provides us with the opportunity to complement the exhibition with items from our own collections, thus giving the local feel which I believe enhances the experience for our library users. (Library staff survey)



Introduction

Following the evaluation of their 2023-2024 programme, the British Library's Living Knowledge Network (LKN) team commissioned The Audience Agency (TAA) to deliver evaluation of their 2025 panel exhibition programme for *Unearthed: The Power of Gardening*.

This report presents the findings from the evaluation of *Unearthed* in the context of previous programmes, and wider population and cultural engagement benchmarks where relevant.

Evaluation aims

The evaluation has been designed to:

- Capture the impacts of the gardening theme on audiences and library services – including understanding and use of community outdoor spaces
- Support the British Library and LKN partners in telling compelling narratives about the impact of cultural programming in libraries
- Deliver an understanding of audience reach and motivations, including engagement numbers and success in attracting target audience groups
- Provide LKN partner libraries with evidence of the value of their spaces, staff, and positioning at the centre of the communities they serve, which may be used for advocacy with decision makers and stakeholders
- Deliver an understanding of the value of LKN exhibitions for staff development and skills growth
- Generate useful insights for the British Library in understanding its national reach through the LKN programme
- Deliver the findings in compelling formats – including visual and audio elements
- Support tracking across from previous evaluations, forming part of the LKN's longitudinal impact narrative

Methodology

Visitor / participant research

Audience survey

Overall, 334 surveys were collected from library visitors between 2nd May and 10th August 2024. 222 of the respondents were visitors who had engaged either with the *Unearthed: The Power of Gardening* exhibition or had attended a related event, either online or in person, giving an overall margin of error of +/-6%¹.

Face-to-face surveying of exhibition visitors and event attenders was conducted at 18 libraries between 23rd May and 8th August 2025, through which 142 surveys were collected (238 including visitors who were approached but who had not engaged with *Unearthed*). Libraries were selected to take part in fieldwork in order to capture experiences from a range of locations, including across different regions, at central and branch libraries, and covering both exhibitions and events.

In addition, participating libraries were provided with an e-survey link and bookmarks including a QR code link to the survey, and asked to distribute this to visitors where possible. 52 survey responses were captured using the e-survey and QR code survey link (including 11 visitors who responded to say they had not engaged).

Paper surveys were also provided to the libraries across the country. The data from the 44 completed surveys were entered into the dataset and considered in the analysis.

Due to the rounding up/down of decimal points in percentage data, some overall percentages of grouped audience data may differ from 100% by +/- 1%; this is a function of the app used for data collection by the British Library.

Within the audience survey dataset, the following data splits/cross-tabulations of the data have been used:

¹ The margin of error (also called confidence interval) indicates how representative your sample is of your wider audience. For example, with a margin of error of 7% if 45% percent of your respondents identified as male, you could be confident that if you had asked the question of your entire audience, that between 38% (45%-7) and 52% (45%+7) would identify as male. The margin of error will be larger for questions with smaller sample sizes. The sample size of respondents to each question, called the base, and the margin of error are given below each of the charts in this report. The base numbers correspond to each chart column or row in order, left to right or top to bottom.

- All respondents who engaged with *Unearthed: The Power of Gardening*, through the exhibition and/or events programme (denoted in **plain red** columns)
- Exhibition visitors: All respondents who said they had engaged with the *Unearthed* exhibition (denoted in **narrow red striped** columns)
- Event attendees: All respondents who said they had attended an event as part of *Unearthed*, either in person or online (denoted in **wide red striped** columns)

Where appropriate, results from the *Unearthed* audience survey have also been compared to the following benchmarks:

- From previous LKN exhibition programmes (where datasets were comparable and data was available):
 - Respondents from the previous survey who engaged with *Beyond the Bassline*, through the exhibition and/or events programme (denoted in **turquoise** columns)
 - Respondents from the previous survey who engaged with *Fantasy*, through the exhibition and/or events programme (denoted in **dark teal** columns)
- Sector benchmarks
 - **Cultural Participation Monitor (CPM)** – TAA's nationwide longitudinal (ongoing) panel survey of changing views about participation in creative and cultural activities, data collected 2020 to date. Data used in this report refers specifically to Wave 11 of the CPM, collected in September 2024 with a sample size of 2,445 responses overall, and looks at respondents who said they had used a library in the last 12 months (denoted in **plain pink** columns)
 - **Audience Answers** – audience survey data from publicly funded (NPO) organisations, collected in 2022-23. Two Audience Answers benchmarks are used: One looks at all NPOs - encompassing 341,704 responses from 520 organisations. (This is labelled 'Audience Answers – All NPOs 2022-23' and is denoted in **plain light blue** columns)
The other looks specifically at library NPOs - including 3,080 responses from 6 organisations. (This is labelled 'Audience Answers – All Library NPOs' and is denoted in **narrow light blue striped** columns)
- Population benchmarks
 - Census data about the UK population, drawing on 2021 Census data for England, Wales and (where available) Northern Ireland, and 2011 Census data for Scotland to produce a UK population benchmark (denoted in dotted grey)

- Data from the DCMS **Participation Survey** 2023/24, relating to adults (aged 16+) who have visited a library in the last 12 months (denoted in **dotted blue** columns). The Participation Survey is a national, longitudinal research study. It is a main evidence source used by DCMS and its sectors and provides statistically representative national estimates of adult engagement with the DCMS sectors, including libraries.

Vox pops

A total of 40 vox pop interviews were conducted across four libraries. These short, informal interviews were conducted with *Unearthed* event attenders and activity participants, providing an opportunity to capture immediate, 'in-the-moment' reflections and feedback in participants' own words.

The vox pops were audio-only recordings, allowing participants to share their views in a simple and accessible format. This approach was chosen to gather a breadth of perspectives in participants' natural voices, while minimising barriers to contribution. The use of multiple library sites ensured that feedback reflected a range of local contexts and experiences.

Comment cards

Partner libraries were asked to collect their comment cards and submit them to TAA for analysis, along with contextual information with regard to library location, attender group, and age of respondent. In total, 86 comment cards were received from library partners for the evaluation. Written feedback from the comment cards was compiled into a spreadsheet and analysed thematically. For safeguarding reasons, direct quotes and/or photos of any comment cards completed by under 16s (either confirmed or suspected) are not used in the report but were considered in the analysis.

Discussion group

A focus group was conducted with x5 participants who had engaged with the *Unearthed* programming in some way. Wherever possible, participants were selected to reflect a range of:

- Demographics
- Locations
- Prior engagement with library services
- Attendance of *Unearthed* exhibitions and events
- Awareness of *Unearthed* programming.

Participants were recruited via an opt-in through the audience surveys, and each received a £50 incentive as a thank you for their time. The group was conducted via

online video call and facilitated by two TAA qualitative researchers, using a topic guide approved by the LKN team.

Library partners research

The impacts and learning outcomes of *Unearthed* for the library partners were captured through a survey and one-to-one interviews.

Survey

Survey data was collected via an e-survey from staff and other delivery partners (including commissioned freelancers and volunteers) at participating libraries. 59 responses were collected in total; 52 were from library staff.

One-to-one interviews

8 interviews were conducted with members of staff from partner library services. Wherever possible, interviewees were selected to reflect a range of:

- Library location
- Library size
- *Unearthed* activity
- Amount of time being part of LKN
- Staff roles and duties.

Interviews were conducted via online video call and facilitated by a TAA qualitative researcher, using a topic guide approved by the LKN team.

Key insights

This section brings together and summarises findings from across the evaluation research. Insights are presented thematically, aligned with the objectives for the *Unearthed* exhibition programme.

Where 'the library' is used, this denotes the library site at which the audience research respondents engaged with the *Unearthed* programme. Where specific library services, or the British Library, were mentioned or cited by the research participants, this is noted.

Where differences between exhibition visitors and event attenders are noted in the survey response analysis, this is based on the responses of those who said they had engaged with the *Unearthed* exhibition and were asked about that experience, and those who said they had engaged with an event in the *Unearthed* programme and were asked about that experience (please see [Methodology](#) for further details).

Audience reach and engagement impacts

My kid, he's very hyperactive ... after the gardening activity, he has become more careful, he's calmer now because he wants to take care of his plants. Plus, he made some new friends ... it was the best activity I could have asked for (Audience discussion group participant)

Who engaged with the *Unearthed* programme?

Demographics

- No single age group was significantly dominant in the audience profile for *Unearthed*, although older age groups tended to be overrepresented compared to the population benchmark and appeared more prominently than they did in either the *Beyond the Baseline* or *Fantasy* profiles.

- 55-64 and 65-74 year olds accounted for 36% of the *Unearthed* audience in total, compared to 25% of *Beyond the Bassline* and 24% of *Fantasy* attenders; these two groups account for 27% of the UK population.



Jersey Library (©Max Burnett)

- 19% of the *Unearthed* audience identified as being from a Global Majority ethnic background. Perhaps not surprisingly, this is significantly lower than the 42% seen in the *Beyond the Bassline* profile. It is, however, significantly higher compared to the *Fantasy* profile, where Global Majority audiences accounted for 10%. It is very slightly higher than the UK population and library engagement benchmarks, and is significantly higher compared to the wider cultural audience benchmark.
- 70% of the *Unearthed* audience identified their sex as Female; this is significantly overrepresented compared to the England population, where 49% identify as such. Direct comparisons with previous programmes cannot be made as the question was asked differently, but this may be seen in the context of 54% of *Beyond the Bassline* and 65% of *Fantasy* audiences who identified their gender as Female.
- 88% of the *Unearthed* audience did not identify as having disabilities or long-term health issues that affect their day-to-day life, this is higher than both the *Beyond the Bassline* profile (79%) and the England population (76%). Although

not directly comparable, due to changes in the way the question was asked, it reflects the *Fantasy* profile where 88% did not consider themselves to be disabled.

- 87% of the audience identified as being Heterosexual / Straight. This reflects the *Beyond the Bassline* audience (88%) and is slightly higher than the *Fantasy* profile (83%); it is significantly lower in comparison with the UK population, where 97% identify as such.

Taken together, the social profile findings indicate that those who engaged with *Unearthed* are likely to be from higher socio-economic groups compared to the *Beyond the Bassline* audiences.

- The audience for *Unearthed* were slightly less likely to have attended a state school (54%) compared to the *Beyond the Bassline* audience (58%) and more likely to have attended a Free School (13% / 1%) or Grammar School (16% / 14%).
- *Unearthed* audiences indicated a higher level of educational attainment compared to those who engaged with *Beyond the Bassline*. 59% of *Unearthed* participants indicated achievement of Level 6² qualifications and above, compared to 41% of the *Beyond the Bassline* audience.
- A significantly higher proportion of the *Unearthed* audience (36%) described their current or most recent occupation as being managerial or professional compared to the *Beyond the Bassline* audience (27%).
- Conversely, a smaller proportion described their current or most recent employment as being in trade, care, service, processing, and elementary occupations; 25% compared to 40% in the *Beyond the Bassline* profile.
- 42% of the *Unearthed* audience described themselves as employed, which is significantly lower compared to the *Beyond the Bassline* audience (53%).
- This difference is largely accounted for by the much higher proportion of *Unearthed* participants who described themselves as retired; 30% compared to 16% of the *Beyond the Bassline* audience.
- A higher proportion of the *Unearthed* events programme participants were retired (37%) compared to the exhibition visitors (27%).

² Level 6 qualifications include a degree with honours (BA, BSc) and NVQ Level 6 - [What qualification levels mean: England, Wales and Northern Ireland - GOV.UK](#)



Jersey Library (© Max Burnett)

Audience Spectrum

Continuing the trend seen in both *Beyond the Bassline* and *Fantasy*, the Audience Spectrum profile for *Unearthed* indicates that the programme attracted audiences from across groups which are characteristically higher, medium, and lower engaged with formal arts and culture.

Overall, the profile was more similar to that of *Fantasy* than *Beyond the Bassline*, albeit with slightly higher proportions of higher and lower engaged groups and slightly lower proportions of the medium engaged.

Higher engaged groups accounted for 36% of the *Unearthed* audiences, compared to 29% for *Beyond the Bassline* and 33% for *Fantasy*; lower engaged groups accounted for 26% of *Unearthed* audiences, compared to 40% of *Beyond the Bassline* and 23% of *Fantasy* audiences.

The most prominent segments in the *Unearthed* audience were the highly engaged Experience Seekers and Commuterland Culturebuffs and the medium engaged Dormitory Dependables. These three segments accounted for 42% of all *Unearthed* audiences.

→ **Experience Seekers (16%):** This younger segment is highly engaged with arts and culture as part of their busy social lives. As seen in both the *Beyond the Bassline* and *Fantasy* profiles, they are overrepresented in the *Unearthed* audience profile compared to all benchmarks and comparators; the UK population (9%), the Audience Answers 2022-23 (6%) and Library NPO (10%) benchmarks, and the CPM library users profile (15%).

The E1 subsegment (13%) is significantly more prominent than the E2 subsegment (3%). E1s are slightly older and more professionally settled than the E2s, with people belonging to this segment likely to be middle-aged graduates rather than the younger students found in the E2 group.

→ **Commuterland Culturebuffs (13%):** Cultural engagement sits at the heart of those belonging to this segment. Comprising of older couples and families, they are slightly overrepresented in the *Unearthed* profile compared to the UK population (11%), CPM library users profile (11%), and the Audience Answers Library NPO benchmarks (6%) and underrepresented compared to the Audience Answers combined NPOs benchmark (17%). They were not prominent in either the *Beyond the Bassline* (9%) or *Fantasy* (9%) profiles.

The older, wealthy empty nester C2 sub-segment (10%) is much more prominent in the profile than the younger C1 (4%) family sub-segment.

→ **Dormitory Dependables (13%):** With a leaning towards traditional museum and heritage offers, this older medium engaged segment is underrepresented compared to all benchmarks and comparators; the UK population (16%), CPM library users profile (15%), the Audience Answers Library NPO benchmark (20%) and the Audience Answers combined NPOs benchmark (19%).

Both the younger and more family orientated D1 segment and the older and settled D2 segment are equally represented at 7%

Group make up

- 51% of *Unearthed* audiences engaged with the programme on their own; 54% of exhibition visitors and 41% of event attenders did so. This is significantly lower than those who engaged with *Beyond the Bassline* (62%) but slightly higher than those who engaged with *Fantasy* (46%) on their own.
- 19% attended with children, which is slightly higher compared to the *Beyond the Bassline* audience (12%) but slightly lower than the *Fantasy* audience (23%).

Library membership and engagement

- 44% of the *Unearthed* audience were frequent library attenders, visiting a library at least once a week. This is significantly higher compared to the proportion of

frequent library visitors who engaged with *Beyond the Baseline* (25%) and also higher compared to frequent library visitors who engaged with *Fantasy* (37%).

- 88% had previously visited the library where they engaged with *Unearthed*, this reflects the findings for *Beyond the Baseline* (83%) and *Fantasy* (88%).
- 41% were frequent visitors to the library where they engaged with *Unearthed*, visiting at least once a week; this is significantly higher than both *Beyond the Baseline* (29%) and *Fantasy* (31%).
- 87% were members of the library. This represents a higher level of member engagement compared to *Beyond the Baseline* (70%) but reflects that for *Fantasy* (86%).



Jersey Library (Max Burnett)

- All of the *Unearthed* attendees (100%) did something else on the day they engaged with the programme. This indicates that there was less specific, intentional, engagement for *Unearthed* compared to *Beyond the Baseline* and *Fantasy*, where 15% of the audiences for each programme came to the library only to engage with the exhibition or an event.
- The most frequently cited activities which *Unearthed* attendees carried out whilst at the library were 'had a general look around' (60%), 'borrowed or returned a book' (32%) and 'looked at other exhibits' (30%).
- Reflecting the high level of existing library membership, significantly fewer *Unearthed* attendees joined the library on the day they engaged with the

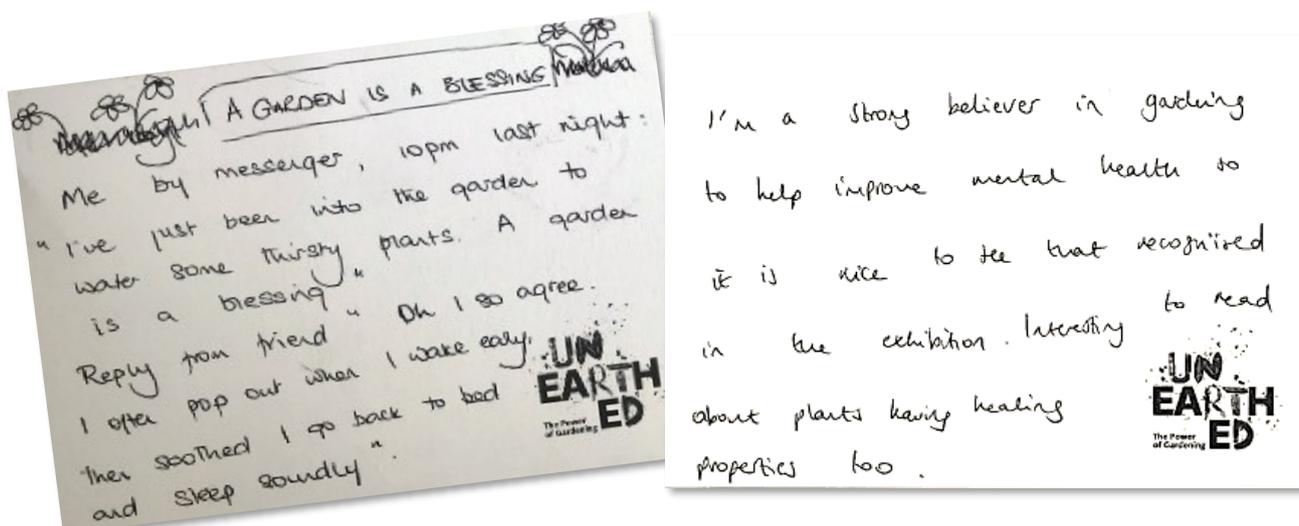
programme; 8%, compared to 31% and 45% for *Beyond the Bassline* and *Fantasy* respectively.

- The findings indicate that those who engaged with *Unearthed* had also experienced a range of arts and cultural activity in a library setting, particularly those who had attended an event.
- 50% had experienced a workshop, rising to 62% of event attendees who had done so; 35% had attended a panel or 'in conversation' event (42% of event attendees), and 32% had experienced a theatre or spoken word event (34% of event attendees).
- In contrast with 47% of the *Beyond the Bassline* audience who had experienced a live music event in a library, however, only 18% of the *Unearthed* audience had done so.
- 76% of the *Unearthed* audience said they had not previously attended a Living Knowledge Network exhibition or event.
- Of those that had, the programmes that most had engaged with were *Beyond the Bassline* (57%) and *Fantasy* (57%).
- 55% had previously visited the British Library; this was significantly higher for event attendees, 66% of whom had visited the British Library. This was also higher than seen in the findings for *Beyond the Bassline* (42%) and *Fantasy* (49%).

Engagement with library outdoor spaces

- 60% of the *Unearthed* audience had not used outdoor spaces at a library prior to engaging with the programme.
- 57% said that they were not aware that any libraries had outdoor spaces, this was the most prominent reason for not having used them; 18% were not aware that the library where they engaged with *Unearthed* had outdoor spaces.
- 23% of the *Unearthed* audience had used or spent time in an outdoor space as part of their engagement with the programme.

Existing engagement with the themes of *Unearthed*



Personal reflections from visitors to the *Unearthed* exhibition, captured on comment cards

- 86% of those who engaged with *Unearthed* indicated some level of prior interest in gardening; 29% held a deep connection with gardening, saying that for them it is a key part of their identity or they consider themselves as belonging to a gardening community.
- 76% indicated some level of existing knowledge about gardening topics; 27% said they had a high level of knowledge from personal (17%) or academic / professional (10%) interest. 49% said they had a general but not specific knowledge of gardening.

Why did they engage?

Awareness and drivers

The evaluation indicates that awareness of *Unearthed* prior to engagement with the programme was low, and that effective messaging about the Living Knowledge Network programmes continues to be challenging.

Interestingly, the sources of information that people had seen prior to engagement with *Unearthed* showed some notable differences from those cited by *Beyond the Baseline* and *Fantasy* audiences; in particular, the library's own digital channels were much more prominent for *Unearthed* audiences.

The prominence of sources of information linked to the partner libraries' physical and digital sites is reflective of the higher levels of membership and existing library engagement in the *Unearthed* audience.

- 38% of the *Unearthed* audience were aware of the programme before visiting the library where they engaged with it; for 26% it was their main reason for visiting. This represents the lowest level of prior awareness in comparison with previous programmes; 57% of *Beyond the Baseline*, 66% of *Fantasy*, and 44% of *Chinese and British* audiences were aware of these programmes prior to engagement.
- The most prominent sources of information for *Unearthed* audiences were seeing something whilst visiting the library (42% - 27% seeing the exhibition or an event, and 15% seeing a poster or advert), the library's website (20%), and the library's social media channels (18%).

Reflecting the findings from the audience survey, the discussion group participants also identified the marketing for *Unearthed* as a key area for improvement:

The communication could have been better ... better shout outs, on social media and other places. (Audience discussion group participant)

Motivations

The findings indicate that audiences largely engaged with *Unearthed* for intellectual and personal development reasons; this is a marked difference to the reasons people gave for engaging with *Beyond the Baseline* or *Fantasy*, both of which appeared to have a more social appeal.



Swiss Cottage Library (© The British Library / Living Knowledge Network)

- The most prominent motivation for engaging with the *Unearthed* programme was 'to learn something', which was cited by 50% of the audience. This was slightly higher for exhibition visitors (52%) compared to event attenders (45%), but showed a marked difference from the motivations for engaging with *Beyond the Bassline* or *Fantasy*, where 18% and 28% respectively said that they were motivated by the learning opportunity.
- 30% said that 'to be inspired' was a motivation for their engagement. This was consistent across exhibition and event attenders, but again appears more prominently in comparison with *Beyond the Bassline* (22%) and *Fantasy* (18%).
- The opportunity for a social experience was much less of a motivating factor for *Unearthed* audiences, with only 16% giving this as a motivation for engagement compared to 31% of *Beyond the Bassline* and 41% of *Fantasy* audiences.

[The event made me feel] *More optimistic. Getting involved more, and seeing other community groups being involved as well. It's good to see that the people are taking care of the community. (Vox pop)*

What was their experience?

The responses to *Unearthed* were very positive, and the findings across all areas of research indicate that people who engaged with the programme enjoyed a great experience.

Very positive experience...seeing everybody be so positive about the future of the city with the green spaces (Vox pop)

- 77% of the *Unearthed* audience gave a rating of 8+ for the exhibition and events programme, on a scale of 0-10 where 10 was Very Good and 0 was Very Poor; 35% gave a rating of 10, 16% of 9, and 26% of 8.
- This is a significantly higher rating compared to *Beyond the Bassline*, where 67% gave a rating of 8+, and reflects the overall ratings for *Fantasy*, where 78% of the audience gave a rating of 8+; ratings of 10 for *Unearthed*, however, were higher than those for *Fantasy* (31%).
- The average score for the overall programme was 8.5, compared to 8.1 for *Beyond the Bassline* and 8.3 for *Fantasy*. The average score for events (8.8) was slightly higher than that for the exhibition (8.4).
- The key touchpoints for *Unearthed* audiences, identified in response to being asked about the highlights of their experience, were around the theme of gardening itself, the opportunities for learning and discovery, and the exhibition

design; selected quotes from the audience survey are presented below, full responses may be found in the appended literals report.

Illustrative quotes

Build knowledge and learnt about different cultures and how they garden

Carbon neutral gardening – it's a new thing for me

Gardening tips and to connect with garden first, let it speak and then co-create - Loved that!

Learning about the history of allotments and land grabbing was very interesting and widened my appreciation for our access to outdoor spaces

Was intrigued to take knowledge home

Discovering information previously was unaware of

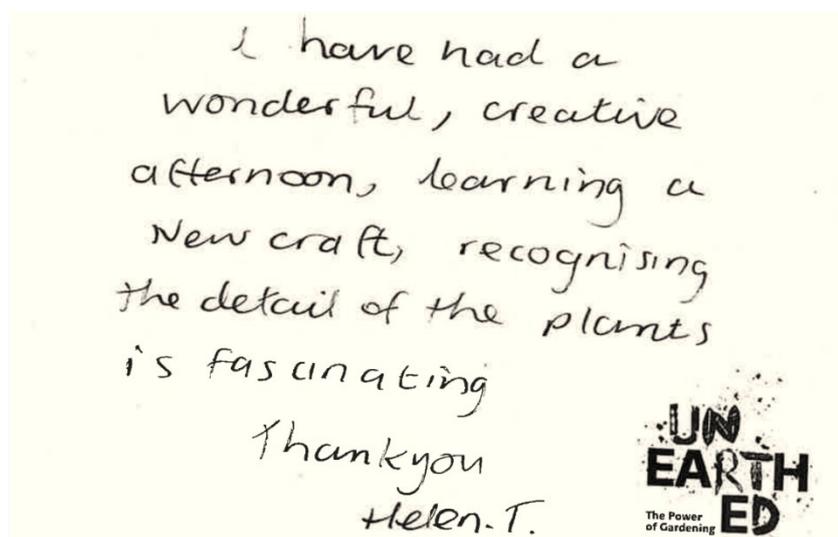
The bright colours of boards stood out so had a quick read of boards some good information

Displays were visual and eye catching

The visual aspect of it was intriguing

Where audiences made suggestions for improvement, these were largely centred on the marketing activity and encouraging more people to attend.

Wider advertising... because it was such an interesting talk, and there weren't that many people who came ... I didn't see it that widely advertised. It's only because I follow the libraries and keep track [that I was aware]. (Audience focus group participant)



Activity participant comment card

What were the impacts of engagement?

The power of gardening – engagement with the theme

The evaluation revealed that the gardening themes explored through *Unearthed* resonated deeply with those who engaged with the programme, and truly demonstrated the power of gardening to bring people joy and a sense of well-being.

It brings me great joy to seek the knowledge of various plants. It's certainly enhanced my wellbeing (Vox pop)

Inspired to go home and plant our flowers outside and then watch them grow and hopefully attract some bees (Vox pop)

[I feel encouraged to do more gardening] because of touching the soil... it's being scared of the failure of not being able to grow something (Vox pop)

[My son is] so positive about his garden now, he keeps watering it every day. That's a very positive and welcoming change that I have seen in him through a very small activity that was just 40 minutes. (Audience discussion group participant)

It reminded me how easy it is for anyone to participate in gardening, and the library was offering free sunflower seeds so that everyone could have a go at growing something. (Audience discussion group participant)

- 54% of the *Unearthed* audience said that their engagement with the programme had increased their knowledge of the subject. This was the most prominent impact of engagement overall, and was significantly higher for event attenders (62%) than for exhibition visitors (51%).

I learned about the past, present and future of gardening. It ignites an inspiration to join in gardening activities. This was my first experience in gardening event like this. (Audience discussion group participant)

- 38% said that their engagement with *Unearthed* increased their interest in the subject.

More interested ... I rent so I don't have a lot of space for gardening, but I always really admire people who do garden (Vox pop)

- As a result of their engagement, 51% of *Unearthed* audiences said that they will explore or engage further with the topic and 32% said they will borrow a book on the subjects covered.



Lache Library (©Cheshire and Chester Libraries)

Engagement with libraries

Although many of those who engaged with *Unearthed* were existing library users, the findings indicate that the programme led to new understanding and awareness of the wider range of opportunities that libraries offer. As a result, audiences indicated that they would deepen their engagement with libraries.

After the Unearthed event, when I attended the workshop with my kid, I think something has changed, because I did not know that libraries - apart from the books - can have these kinds of events. It has opened my mind. (Audience discussion group participant)

- 51% said they would visit the library where they engaged with *Unearthed* again, and 38% that they would attend another exhibition or event at this library; 28% said they would look to attend exhibitions or events at another library.

- 59% agreed that engagement with the *Unearthed* programme had made them feel more positively about the library they attended, and 53% that their perceptions of what a library can be used for had changed.
- 75% agreed that they would like to see more exhibitions or events at, or hosted by, libraries.

Engagement with *Unearthed* also reinforced the sense of libraries being positive and welcoming spaces, and their value to those that use them.

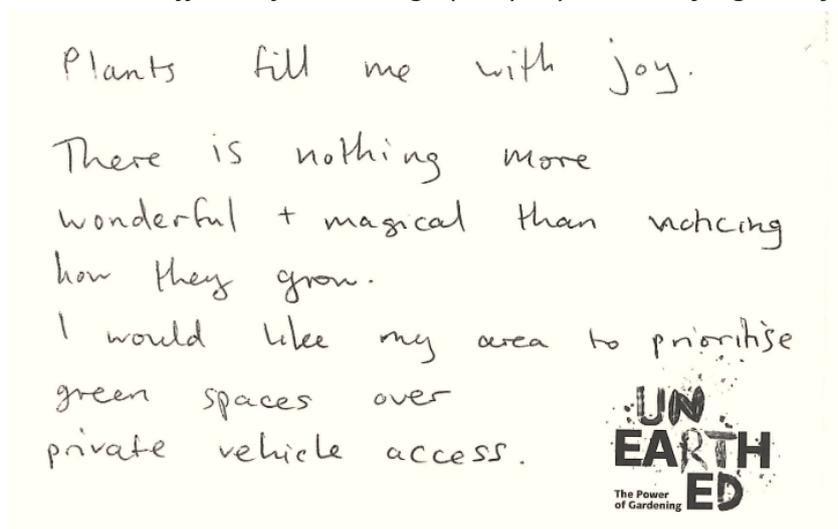
Apart from reading books in the library, having [these] kinds of events is very, very appreciated, I really appreciated it. It was a really amazing experience ... [and] it should be encouraged for the future as well. (Audience discussion group participant)

For me, moving to UK is itself is a new experience. And then I became a member of Reading Central Library, so I was aware that they run a few events during the month of August in the summer ... But I did not know that there are other events apart from [those] related to books, so [Unearthed] was quite a revelation for me that they also do some workshops, some things to keep the kids engaged...It was a new experience, and I'm happy to get to know all these things. I'm enjoying it. (Audience discussion group participant)

In particular, the care and support offered by library staff was frequently mentioned as being an important and much appreciated element of the experience.

I felt like the library volunteers and staff really cared about the exhibition and wanted to inform others about the interesting things there were to learn (Audience discussion group participant)

What struck me was just how kind and enthusiastic the library staff and volunteers were ... when everyone was going out and looking at the different photos, and more information, the staff were just coming up to people and saying, "did you know this?"



Exhibition visitor comment card

Or “do you want to know more about this” ... I just thought that it was a nice community activity... library staff and volunteers took their time to make sure everybody was well informed and let them know where more information could be got from... it felt professional. (Audience discussion group participant)

Connection with gardening communities and outdoor spaces



Cleckheaton Library garden (© Kirklees Libraries)

The findings from across the research in relation to building connections with gardening communities, and awareness of libraries' and other public green spaces in local areas, indicate that these were notable impacts of engagement with *Unearthed*.

Quite optimistic, I would say, seeing that there are quite a lot of local groups that are gardening groups. It is quite good to see that people are taking that a bit more seriously, we need more green spaces in Glasgow. (Vox pop)

The gardening community is bigger and more diverse than I originally thought (Audience discussion group participant)

- 24% of surveyed audiences said that engagement had provided a sense of connection to gardening communities.
- 20% said that it provided a sense of connection to gardens and green spaces in their local area.
- 17% said that it increased their understanding of gardens and green spaces in their local area.

- 67% agreed that they would like to see more events taking place outside or in green spaces at libraries.

Responses showed how engagement with *Unearthed* highlighted the importance of protecting and cherishing local green spaces, particularly in support of wellbeing and community cohesion.

The use of green space in the exhibition heightens the awareness of how important it is for us to have these green spaces (Vox pop)

[My local] library doesn't have any outdoor space, but I do know from following the library on social media that all of the libraries that did have outdoor space were using their gardens... the lovely photos they put of flowers they've been growing has made me think I didn't know that some of the other libraries had gardens... maybe I'll visit other libraries to see their garden spaces. (Audience discussion group participant)

I love that where I live people have these such small front gardens, but they're just filled to the brim with wildflowers and bushes and any green that they can fit. Connecting those things together made me feel good and hopeful. (Audience discussion group participant)

My two children are doing the bee activity that was advertised on social media and in the schools ... we like doing this because we live in a flat...my daughter can have more involvement (Vox pop)

Sense of community and social impacts

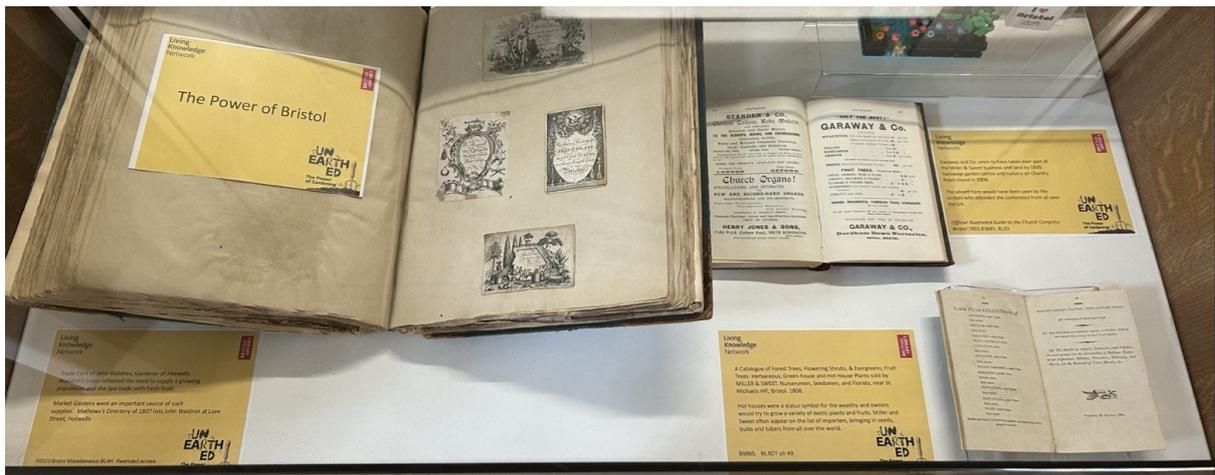
The findings indicate that engagement with *Unearthed* resulted in greater awareness and a sense of appreciation for the range of opportunities offered in the areas where people engaged with the programme. This was particularly evident when libraries worked in partnership with local organisations and gardening groups.

It really worked that they had introduced local organisations, because then you instantly know where you can go if you want to get more information or take that hobby further (Audience discussion group participant)

[I learnt about] *Local organisations involved in and local events related to horticulture which I/ we could participate in. (Audience discussion group participant)*

It made me feel more connected to my community and just happy and proud that we have all of these interesting things that are going on...I think it made me feel more connected with the people who went and then more interested to do linked events in the local area ... I think proud is probably the main one for me, because it's not everywhere that has access to things like this, and it's just a really nice thing to. (Audience discussion group participant)

I got interested in joining volunteer teams for gardening. (Audience discussion group participant)



Bristol Central Library (© British Library / Living Knowledge Network)

I am part of one of the community groups, but I was also really interested to come and see other groups running, see what other ideas they have, take some ideas from them and collaborate between us, because there's one city that we all share, so we all might as well look after it (Vox pop)

Those with children also noted how *Unearthed* events had opened up new social opportunities for them.

...as a result of going to that exhibition and finding out about that [local gardening show], we then went and attended that...now he's thinking of joining the local Horticultural Society... we really enjoyed looking around it as a family (Audience discussion group participant)

Now they [the children] have become friends, they meet more often in the library, and they exchange books.... it was a nice activity for him, because my kid, he's very hyperactive. I think after the gardening activity, he has become more careful... he's calmer now because he wants to take care of his plants. I have seen that small change in his behaviour... he got his own garden, now he's taking care of it. Plus, he

made some new friends... it was the best activity what I could have asked for... I wish that was not a one-off event. There could be a series of events, planned once a month, so [the children] can get connected. (Audience discussion group participant)

The reach and impact of *Unearthed* also extended beyond public library spaces through partnerships with HMP Manchester and HMP Send. Collectively, it was estimated that the exhibitions were seen by over 4,000 people including imprisoned people, visitors, and prison staff.

The library facilitates the prisoner induction programme and the senior management meeting each Monday, Tuesday and Wednesday, so the panels are seen by a huge majority of the prison. Many people have mentioned them, and it has been valuable to highlight the therapeutic benefits of horticulture, particularly to new inductions entering the prison who may not previously have had any experience of gardening. They [the Unearthed panels] are still up on show now, as despite the exhibition finishing, we feel the message of the value of horticulture is massive. We have a large and amazing horticulture department which employs over 50 prisoners to grow produce for the kitchen and keep the environment beautiful - Guildford in Bloom Gold award winners this week! (HMP Send)

Personal touchpoints

A recurrent theme which emerged from the qualitative evaluation was one of nostalgia, and how those who had engaged with *Unearthed* felt a sense of connection with their past selves and also with fond memories of friends and family.

Reconnected with my younger self, as all my grandparents and my parent were heavily involved in gardening. It reminded me of something they loved and participated in. I was able to reminisce. (Audience discussion group participant)

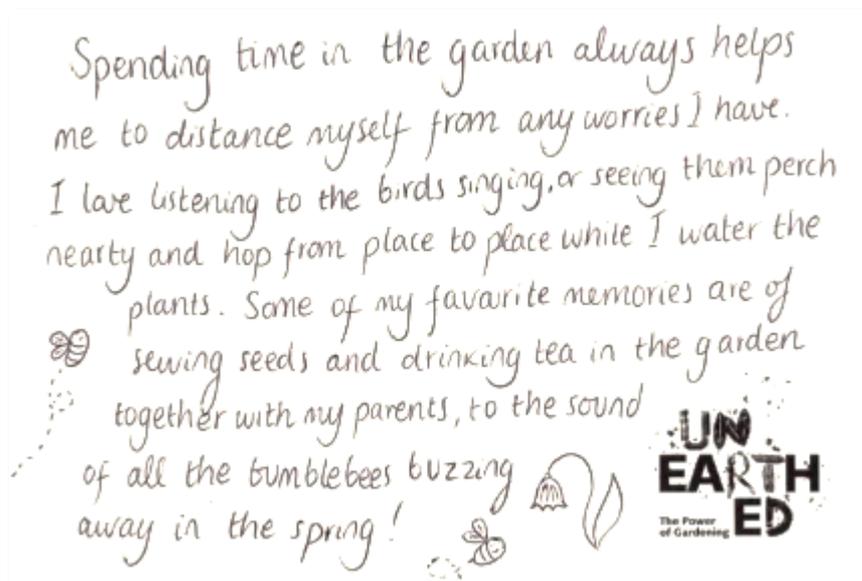
As a child I would garden with my grandparents. Every summer we would each plant a sunflower and see whose would grow tallest. Thinking back, I don't think I ever lost. They must have swapped the pots to let their grandchild win! (Comment card)

Being in the garden reminds me of my dad. He won prizes for his peonies. I remember picking runner beans and cabbages. All happy memories. (Comment card)

I actually met my old middle school teacher from 30 plus years ago, and my memories of her was that she loved gardening and she ran the gardening club. I introduced my son to her, and was able to share that he was interested. That was just really, really special (Audience discussion group participant)

The programme also supported audiences in sharing memories and common interests with their own children.

Connected with my son as we could share excitement and joy for something that we are both interested in and talk about the exhibit pieces. (Audience discussion group participant)



Exhibition visitor comment card

Awareness and perceptions of the British Library

Overall, the evaluation indicates that awareness of the link between *Unearthed* and the British Library was low, despite prior engagement being higher than seen in previous programme audiences.

- 66% of *Unearthed* audiences were not aware that the programme was taking place across a network of libraries or that it was run in collaboration with the British Library alongside the exhibition at St Pancras.

This low awareness was also reflected in the discussion group responses, with many participants saying that they did not know about the connection between *Unearthed* and the British Library before being invited to take part in the evaluation.

I did not know until I get that email, that it was part of the bigger British Library event, I thought it was a standalone event that happened only in this library (Audience discussion group participant)

The impacts of engagement with the programme on how audiences felt about the British Library, however, were very positive.

Agreement with positive statements about the impact of *Unearthed* on perceptions and attitudes towards the British Library was higher in all areas compared to the findings for *Beyond the Baseline*, and the discussion group participants were intrigued to learn that the reach of the British Library was wider than they thought; many expressed pleasant surprise, and the connection was seen as highly positive.

- 54% of the audience for *Unearthed* agreed that the exhibition made them think that the British Library is more relevant to them; this may be compared to 39% of *Beyond the Baseline* audiences who did so.
- 58% agreed that the exhibition made them think of the British Library as a national library, compared to 39% of *Beyond the Baseline* audiences.
- 51% agreed that the exhibition made them think more positively about the British Library, compared to 36% of *Beyond the Baseline* audiences.
- 40% agreed that *Unearthed* changed their perceptions of the British Library; 31% of *Beyond the Baseline* audiences said the same.
- 63% agreed that they would like to visit a British Library site in future, compared to 46% of *Beyond the Baseline* audiences.

I did not know that this exhibition was bigger than just my library in Cambridge and so that's kind of led me to look into like more things that The British Library does that are not just directly at The British Library, just things that are a little bit more accessible. (Audience discussion group participant)

[I'm] not necessarily surprised, because I know that they do a lot of different events throughout the year, but I guess I didn't really realise how wide the reach of The British Library was ... But I think it's really good, I think it's a really positive thing. I think I was probably surprised at the reach of the event. (Audience discussion group participant)

I think for people like us who are new to the country, into the community, it matters. Having a bigger brand name attached to it makes it more credible. (Audience discussion group participant)

I think it does add to the credibility. But I do wonder how many people in the general public, maybe even know what that organisation [the British Library] is...I think it's easy for us to think of our local libraries as being sort of independent and just local libraries ... I just don't know if there's the awareness out there. (Audience discussion group participant)

Impacts and outcomes for library partners

It felt like a good chance to reach out to different groups... we've certainly taken the opportunity to reach out to local gardening groups and people we know are interested in the topic (Staff interview participant)

Overall, the evaluation findings demonstrate that the library partners were enthusiastic about the theme and deeply committed to maximising the potential of the *Unearthed* programme to develop their offer and engage a wide range of audiences.

This is evidenced not only by their responses to the survey and interviews, but also in the incredible number of events that were delivered (at least 369) which was over six times more than were programmed for *Beyond the Baseline* (59) and a quarter more than the extensive *Fantasy* programme (297).

This commitment is also reflected in the higher level of library partners' engagement with the *Unearthed* programme evaluation compared to that for *Beyond the Baseline*, with 56 survey responses representing 21 library services compared to 47 responses from across 16 services; it remains lower than that seen for *Fantasy*, however, where 74 responses were submitted from 26 services.

In particular, more responses came from staff with counter or floor service responsibilities; 30 staff survey respondents identified this as their role, compared to 14 for *Beyond the Baseline*.

How did *Unearthed* achieve against aims for the programme?

In comparison with both *Beyond the Baseline* and *Fantasy*, the evaluation findings indicate that there was less clarity for staff in terms of the aims for the *Unearthed* programme. In considering what they thought the aims were, however, the responses showed little change from those for the previous programmes.

In terms of achievement against the aims for the programme, the results indicate that staff feel that many were achieved to some extent although mainly to some extent or a little rather than more fully; the aims around increased sector connections and

relationships with external organisations were seen as being more fully achieved than those related to audience development.

Linked to the lower levels of awareness around the aims for *Unearthed*, the results indicated significantly higher levels of uncertainty around whether or not the aims had been achieved. This was particularly notable in relation to audience engagement aims, where 'Don't know' responses varied from 17% to 74% across the identified priority audience groups; the highest level of 'Don't know' responses for this question was 22% for *Beyond the Baseline* and 15% for *Fantasy*.

- 68% of staff survey respondents said they were aware of what their library or library service aimed to achieve by taking part in the programme; this may be compared with 97% for *Beyond the Baseline* and 82% for *Fantasy*.
- The three most prominent aims for *Unearthed* identified by staff were 'to increase footfall at the library' (82%), 'to strengthen the library's connection with the British Library and the Living Knowledge Network' (80%), and 'to reach new audiences or communities / communities who are usually underrepresented at the library' (76%); this is consistent with the findings for *Beyond the Baseline* and *Fantasy*, where these aims were also the most prominent.
- 53% of staff said that the aim of strengthening the library's connection with the British Library and the LKN was fully achieved (17%) or achieved to a large extent (36%).
- 43% said that the aim of increasing their library's standing through the link with the British Library was fully achieved (17%) or achieved to a large extent (26%).
- 40% said the aim of making new connections or strengthening existing connections with other external organisations was fully achieved (19%) or achieved to a large extent (21%).

We connected with gardening groups and we connected with the group with visual impairment who already we have a good partnership with, and Edible East who are an artist organisation working around all sorts of kind of ecological issues. So I think we strengthened partnerships. (Staff interview participant)

It felt like a good chance to reach out to different groups...With gardening, we've certainly taken the opportunity to reach out to local gardening groups and people we know are interested in the topic. (Staff interview participant)

- 46% said that having the opportunity to showcase library collections was fully achieved (18%) or achieved to a large extent (28%).

We had book displays alongside the exhibition. We also had a mini exhibition of gardening in Cambridgeshire, just a little bit of history of community gardens and so forth. (Staff interview participant)

It provided an opportunity to showcase some of our services special collections to a community who may not have had the opportunity to see them. It also brings these special collections to some of the more disadvantaged populations within the city. (Staff survey respondent)

- 77% of staff identified people from their library's local area as a priority audience for engagement with the *Unearthed* programme.
- 52% identified children and families as a priority audience for *Unearthed*.
- Other priority audiences identified for *Unearthed* were people with existing knowledge or interest in the programme topics (43%) and people with no existing knowledge or interest in the topics covered (41%).
- 55% of staff said that the aim to engage people from the local area was fully achieved (20%) or achieved to a large extent; this was identified as the most successful audience development outcome for *Unearthed*.

Being able to make the link with the outside spaces they have again raised the profile of what they were doing...Our Westgate Library, they have received funding from the Know Your Neighbourhood projects, which Arts Council England and Libraries Connected have been developing and that's about promoting volunteering and countering loneliness and social isolation. They had been doing a lot of work with the project funding that they had and some of that was already looking at developing their outdoor space and making the links with that volunteering strand. So being able to sort of pull all that together [for Unearthed] worked really well for us. (Staff interview participant)

- 50% said that the aim to engage children, teenagers, and families was fully achieved (25%) or achieved to a large extent (25%).

We ran five Story Garden workshops connected to the Summer Reading Challenge focussed on families with Primary aged children, so that connected with Unearthed as well. I think it was really effective in joining all the stuff up. (Staff interview participant)

We had a drawing vegetables activity going on...That was really popular with everyone, older people and children. (Staff interview participant)

- 45% said that the aim of engaging people with existing levels of knowledge or interest in the *Unearthed* topics was fully achieved (14%) or achieved to a large extent (31%).

What were the learning outcomes for library teams?

Across almost all areas of programme development and delivery, the learning and skills building impacts for staff were seen as being higher for *Unearthed* compared to *Beyond the Bassline* and *Fantasy*.

Two key areas where staff identified a higher level of desire for skills building, compared to the learning that had been achieved through engagement with *Unearthed*, were digital engagement and fundraising; this is consistent with the findings for *Beyond the Bassline* and *Fantasy* evaluations.

- The most prominent areas of personal learning and skills building for staff through delivery of *Unearthed* were exhibition curation (49%), partnership building (46%), and event management / facilitation (46%).

There's always lessons to be learned...In terms of the project planning ... The skills of being able to disseminate and then empower staff to be able to feel that they can contribute. (Staff interview participant)

- Community engagement / engagement with under-represented groups also featured highly, with 41% of staff identifying this as an area where they learnt new skills or improved their existing skills.

I've attended some of the sessions which were particularly around engaging communities within libraries, whether it be teenagers and those hard to reach ... That's been quite interesting. (Staff interview participant)

- 89% of staff indicated that the skills and learning they achieved through delivery of *Unearthed* would be applied to future activity; 48% had already identified opportunities for putting them into practice, and 41% were looking out for opportunities to do so.
- The three key areas where staff identified that they would apply their new skills and learning in future were: events and activity programming, exhibition and display activities, and partnership working.

I plan to apply these skills in the organisation and delivery of various events, particularly those aimed at engaging families and local communities. Creative/artistic skills will help in developing engaging activities tailored to different age groups. I will draw on marketing and communications to promote events effectively and reach a wider audience, while partnership-building skills will allow me to collaborate with schools, cultural organisations, and local community groups to strengthen impact and outreach. (Staff survey respondent)

I am new to programming events in my library and LKN gave me an opportunity to develop and run events from start-to-finish ... It also gives me an opportunity to share my experiences with the new members of my team. Without the framework of the LKN exhibition, I would have struggled to engage others in these events and rationalise the extra demand on workload. (Staff survey respondent)

I am an aspiring curator and thought the way you installed the exhibition fit in well with the demands on library floor staff - got me thinking of spaces to put on exhibitions and how to adapt to their needs. (Staff survey respondent)

Can implement sustainable gardening practices ... in the Wolston Library Garden which promotes nature connection as a way of improving mental health. (Staff survey respondent)

- 26% of staff identified fundraising as an area where they would like the opportunity to gain or develop skills, compared to 3% who said that they had been able to do so as part of their involvement in the *Unearthed* programme.
- 23% of staff identified digital engagement as an area of where they would like to develop skills, compared to 18% who had been able to do so.

I think the live streaming we've never felt confident about doing because of connection. Their lives have to be streamed rather than downloaded...We're really missing something there...But managers are very anxious about getting people to an event and then the internet not working, which does happen in Norfolk as we've got poor coverage. We've never really overcome this issue. (Staff interview participant)

- 19% of staff identified research as an area where they would like to develop skills, compared to 13% who had done so through engagement with *Unearthed*.

What were the impacts of *Unearthed* on library service development?

Building on the positive engagement for previous programmes, the staff survey findings indicate that significant areas of service development have resulted from engagement in the *Unearthed* programme.

In particular, green initiatives and the innovative use of library outdoor spaces were identified as being developments specifically inspired by the *Unearthed* programme; libraries taking the opportunity to blur the boundaries between their inside and outside spaces. Where libraries do not have their own outdoor spaces, they took creative approaches to linking their *Unearthed* activity with green spaces in their local communities.

- 73% of staff said that new books and other resources related to the topics of *Unearthed* have already been (68%), or are in the process of being (5%), added to their stock.
- 92% are already using library space and resources in different ways to support wider community engagement (52%) or intend to do so (40%).

There were gelli-plate printmaking with plants [workshops] and the second workshop was with Vision Norfolk, with people with visual impairment. That was really amazing because some people were completely blind, so it seemed like quite a challenge but it was a really fantastic workshop. It was quite intensive in terms of support needed but it really focussed on the importance of smell, touch and being able to make prints through touching. (Staff interview participant)

- 85% have already developed new green initiatives (46%), or intend to do this (39%).

Because we got some funding for another thing and we knew this was coming up, as part of that we did seeded bookmarks so they can be used [in that way] as well. (Staff interview participant)

- 75% are already making use of outdoor library spaces in new ways (40%), or intend to do this in future (35%).

The library manager is very keen on increasing biodiversity etc., and there was a bit of ground outside the library which has now been developed as a pollinator garden. That was dug in just before the exhibition arrived, but we were then able to link the two and say, 'go and see exhibition and then go and enjoy the pollinator garden as well'. (Staff interview participant)

We were able to take a party of settled refugees to the Botanic Garden. (Staff interview participant)

We don't have outdoor spaces around our libraries, but when we did the Green Health activities, we did those within the library and then we walked to somewhere to do an outside activity. When we were in Girvan, they've got a local community garden not far from us, so we went and used that community garden so people could put their learning into practise and we're doing another one tonight at Maybole. We're going to do that down at the local park as well, hopefully. (Staff interview participant)

- 83% of staff said they are bringing new or different voices into the planning or delivery of library services (20%) or intend to do so in future (63%).
- All staff said they are already taking part in future LKN programmes (53%), or are intending to do so (47%).

The libraries are getting excited about the next one coming up which is Agatha Christie ... They've already got plans in the pipeline for what they're going to do, so that looks really good. (Staff interview participant)

The intended reuse of *Unearthed* materials and activities, whilst still high and indicating that the programme will have a sustainable legacy within library services, was slightly lower than that seen for *Beyond the Bassline*. This may be related to the timing of the programmes, particularly in relation to keeping the panels on display for longer, with *Unearthed* and the gardening theme likely seen as more appropriate for summer activities and *Beyond the Bassline* having had a direct link with activity for Black History Month in October.

- 71% of staff were already keeping (34%) or intended to keep (37%) the panels on display for longer.

We love the fact that when the exhibition is finished at the British Library, we can continue with it because there's still an appetite...When we find that the exhibition is up in one library, it does then encourage the other libraries to think oh, what would we do if we had it? And the fact that they actually tied the Summer Reading into it helped too. (Staff interview participant)

- 84% of staff said the panels were being toured to more library sites within their service (46%) or that tours were intended (38%).

We took this display to 9 libraries, which is more than we have done before ... It will be moving to its final destination ... and we'll be staying at that library until the beginning of November, so that it's there for Green Libraries Week that the local team, we're really keen to have it there for. (Staff interview participant)

*We felt that ... it was more of a universal topic that we could really adapt for the smaller sites as well...We've actually had *Unearthed* for basically a month at each site, we've done quite a few libraries already and obviously we're continuing that programme. (Staff interview participant)*

- 75% were already reusing the panels by bringing them out for relevant events (19%) or intended to so in future (56%).
- 35% of staff are intending to re-run or repeat *Unearthed* activities in the future; gardening related activity, talks, and creative workshops were most frequently mentioned.

We had some very successful talks from Hampton Court and the Wildlife Trust which we will be repeating with slightly different themes. We also held several successful children's events, linking garden themed stories to garden craft activities such as making bug hotels etc. We are also currently setting up a Community Garden in our

Library garden and have had a lot of interest from people attending the exhibition and events we ran as part of Unearthed. (Staff survey respondent)

Using connections for Libraries green week (Staff survey respondent)

Continue to add educational and health aspects to our events and utilise the space we have - e.g. outdoor space across the seasons, could we add star gazing as an activity etc? (Staff survey respondent)

- 16% of staff said they have already or intend to repeat exhibition or event activities from previous LKN programmes; *Fantasy* continues to be especially popular in this regard.

We saw a greater interest in our fantasy themed stock after we had the Realms of Imagination exhibition last year and have had several displays and activities linked to this since then. (Staff survey respondent)

Fantasy - possibly in October/November as part of a writing/art competition being run at Carnegie Library, Ayr (Staff survey respondent)

We put the Beyond the Bassline back up for Black History Month. The Fantasy exhibition was sent to Victoria College to display in their library. Breaking the News went to Highlands College. (Staff survey respondent)

Beyond the Bassline at Yarmouth for Black History Month with event (Staff survey respondent)

How did working with partners impact on library teams and their programme delivery?

The findings indicate that working with external partners continues to be a key feature of delivering LKN programmes, for *Unearthed* there were lower levels of external partnership working than was seen for *Beyond the Bassline* but higher than that for *Fantasy*.

Libraries worked with a higher proportion of new partners for the *Unearthed* programme, however, compared to both *Beyond the Bassline* and *Fantasy*. The relationships with both existing and new partners are seen as sustainable, with current and future programming being developed with them.

- 54% of staff said they had worked with other partners or external organisations as a result of their engagement with the *Unearthed* programme; a further 22% were unsure.

- For those that had worked with external partners or organisations, 59% had developed new relationships.
- 94% of staff said they expect to continue working with their new partners; 13% have a specific programme or project where they are already planning to work with them and 65% are keeping in touch about future opportunities.
- All staff said that they expect to continue working with their existing partners; 35% have a specific programme or project in hand and 65% are keeping in touch about future projects.

... the most significant thing is the external partner connection we built up as part of this exhibition and which we will draw on in future. (Staff survey respondent)

The impact of partnership with the Reading Agency and linking *Unearthed* with the Summer Reading Challenge was seen as an important contributing factor in programming a wide range of events and activities for families and children. In staff interviews it was described as a useful focus for their teams' creative and collective energies.

It was helpful and I think actually made more of a focus for the Living Knowledge Network display than perhaps might have happened anyway. Again, just that there was that opportunity to tie two things together ... that did work well for us. (Staff interview participant)

I think it's really helpful for staff to be able to connect up with the Summer Reading Challenge because everything at that period of time, all their energies tend to get directed and focused towards Summer Reading Challenge. So it's really helpful to say it connects and it involves all the family. (Staff interview participant)

How does their LKN membership impact on the library services?

The findings from across the research indicate that the library partners continue to value their LKN membership. In addition to the personal learning and skills development opportunities, and closely linked to the themes of wellbeing and environmental sustainability explored in *Unearthed*, staff commented on the benefits to their library services and the opportunities for developing what they offer to better meet the needs of the people with whom they engage.

They're very responsive and open to suggestions, so it's a nice relationship. (Staff interview participant)

I've really liked being able to just ask them simple questions because sometimes I think you're anxious about being seen as a bit naïve...But I've been able to go and ask really simple, basic questions about things and get a response really quickly, even if the answer is definitely [already] on Base Camp. (Staff interview participant)

Most significant changes resulting from LKN membership

The introduction of high quality and varied exhibition programmes and more extensive partnership working emerged as key themes in the staff considerations of the most significant thing that their library has done or changed since joining the LKN.

Being part of the LKN makes us create meaningful exhibitions and brings our collections to life. (Staff survey respondent)

We seem to have become more open to outside organisations and working with them for displays, having a presence for consultations etc. (Staff survey respondent)

[The LKN team] are great. It's really good having Base Camp because it's a really good place to actually just chat about stuff that's going on or sharing knowledge and experience. (Staff interview participant)

Library development overall

- 89% of staff strongly agreed (49%) or agreed (40%) that being part of the LKN encourages their library to run programmes or events on new or different themes.

I think the exhibitions have been excellent. Over the years they have been so varied on theme, and have allowed us to be more creative in our event programming, with the exhibition theme as a base. I really value that work, and how much it enhances our spaces. Staff and customers engage enthusiastically with them. (Staff survey respondent)

It's really expanded our horizons and thinking outside the box as well. We always try and do something different, and it's shown our customers that we are diverse library service. (Staff interview participant)

- 83% of staff strongly agreed (38%) or agreed (45%) that being part of the LKN supports their library to run programmes or events which would not be possible otherwise.

Being able to offer expertly curated content, presented professionally, that we would not be able to offer otherwise. (Staff survey respondent)

We enjoy being part of the network, the exhibitions are always of a high quality and it provides us with the opportunity to complement the exhibition with items from our

own collections, thus giving the local feel which I believe enhances the experience for our library users. (Staff survey respondent)

- 65% of staff strongly agreed (18%) or agreed (47%) that being part of the LKN attracts audiences to their library who would not normally visit.

I think that the LKN has really inspired us to look for and create opportunities to work with external partners and put on more exhibitions and events to attract a wider audience and provide new experiences for our current users that they may not usually be exposed to. (Staff survey respondent)

In terms of what the LKN could do to improve the experience of its members, the responses reflected those of previous years with comments on practical considerations for implementation of exhibitions and more advanced notice about programme themes and content.

The live-stream events are often outwith building opening hours and there is a prohibitive cost attached to keeping the building open for an event like that. I understand the timing is linked to hosting the event at the British Library, but programming during the day would make it possible for us to take part. (Staff survey respondent)

Yes, we have an issue with cost of transportation as we don't have staff capacity to do this, so we need find funding to do this. If the boards were a bit smaller it would be more feasible to do in house as part of delivery. I struggled with Museum in a Box downloads but they were well worth it. (Staff survey respondent)

Having more time to prepare as there were short deadlines to achieve such a big goal. (Staff survey respondent)

In response to being asked if there was anything else they'd like to say, most staff took the opportunity to make positive comments about the *Unearthed* programme content and to offer their thanks to the LKN team and the British Library.

It was another excellent exhibition, thank you. One of our team became particularly engaged with the theme and ran some excellent children's events. (Staff survey respondent)

I loved the theme and overall look of Unearthed. However colleagues did point out some accessibility issues around colour combinations on the panels (text was challenging to read against some of the backgrounds). The provision of alternative accessible text and audio is great, though, as well as engagement activities for children. It was wonderful to have the gardening theme tie in with the Summer Reading Challenge this year, it helped us pull activities together. Looking forward to Agatha Christie next year! (Staff survey respondent)

*Thank you for all the excellent work the British Library does to support the network
(Staff survey respondent)*

Where challenges were identified these largely reflected the suggestions for improving the LKN members' experience, with some additional comments about the design of the materials for *Unearthed*.

*The branding for Unearthed was really strong with the yellow and the garden spade, but I felt this wasn't reflected in the panels themselves. The font, style and colours were very different, and it felt like all the extra posters, etc, didn't feel connected.
(Staff survey respondent)*

I did notice that the template promotional materials we were given to use did not allow much flexibility - so for example the logo was so large the event information looked small in comparison - a minor problem but worth considering for future exhibitions. (Staff survey respondent)

Communication

For those that used them, the ratings for LKN communication channels were generally lower than those seen for *Beyond the Baseline* and reflected the findings from the *Fantasy* programme evaluation. In particular, there were increases in non-use and lack of awareness.

The webinar programme remains the channel which receives the highest ratings from staff.

- 62% of library staff rated the LKN webinar programme as Very good (31%) or Good (29%); this may be compared to 79% of staff who rated it as Very good or Good in the *Beyond the Baseline* evaluation. 22% of respondents were unaware of the webinar programme, compared to 14% for *Beyond the Baseline*.
- 60% rated the Partner check-ins as Very good (26%) or Good (36%), compared to 59% of *Beyond the Baseline* respondents who rated them as such. 31% were unaware of the check-ins, compared to 24% of *Beyond the Baseline* respondents.
- 55% rated the bulletin as Very good (35%) or Good (20%); this may be compared to 79% who rated it as Very good or Good in the *Beyond the Baseline* responses. 35% were not aware of the bulletin, compared to 21% for *Beyond the Baseline*.
- 40% rated Basecamp as Very good (20%) or Good (20%), compared to 58% who rated it as such for *Beyond the Baseline*. Levels of awareness were the highest for Basecamp, with 41% of respondents saying they were unaware of it compared to 17% of *Beyond the Baseline* respondents.

Marketing

The ratings for marketing materials provided by LKN for *Unearthed* were positive overall, although lower than those for *Beyond the Bassline*. There was a marked increase in levels of unawareness of the materials available.

- 82% of library staff rated the *Unearthed* marketing materials provided by LKN as Very Good (36%) or Good (46%); this may be compared to 97% of *Beyond the Bassline* respondents who rated the materials as such.
- It is also notable that 10% of respondents said they were unaware of the materials, compared to none of the *Beyond the Bassline* respondents who said they were unaware of them.

Connection with the British Library

The library partners clearly value the association with the British Library through the LKN programmes, and they have a sense that the British Library's reputation as a trusted organisation gives libraries a recognised stamp of authenticity and quality for audiences and partners.

There is something that comes through sometimes in the comments we get around that association with the British Library. There's almost a kudos and an authority of what we're able to present, so I think that adds a stamp of authority or of interest...Which I've certainly picked up from some of the visitors. (Staff interview participant)

It gives kudos behind what we were already doing to say, 'We're partnering up with the British Library, we've got this wonderful exhibition and that's going on tour. Watch out. Watch this space'. (Staff interview participant)

Suggestions for development

Although the staff survey and interview responses were largely positive, there were some suggestions for future developments which might support libraries in maximising the potential of the LKN exhibition programmes to achieve against the objectives for both the LKN and the library members.

A recurring theme in the evaluation for *Unearthed*, and previous exhibition programmes, is the logistical challenge of touring the panels due to their size and weight.

We love the toblerones but they're heavy and cumbersome and they take up a lot of space, which they should do ... [But] we really wanted to have the exhibition there [at the interim Northwich Library] because they actually have a gardening space outside...They just could not fit the toblerones in. We wondered whether there was a

*lighter version...that could be created for an end of bay, the end of a set of shelves.
(Staff interview participant)*

Just because of the logistics of moving them means that doing more than three locations over the official run, it's not easy for us. So they spent a month in St Ives Library, a month in March Library and then two months across the summer in Central Library just because they're bigger venues. They'll continue on to [others] ... then I think we'll rest it over the winter and bring it out again in spring. (Staff interview participant)

There were also suggestions for how the LKN might further improve the distribution process and design of supporting materials and resources.

Some of the resources didn't come out until halfway through, or partway through, which ends up being a bit bitty ... If it was all out at the same time, you know it's there...With our communications team, we need six weeks lead time...so it can take time. (Staff interview participant)

Sometimes it does take a little while for maybe some of the Museum in a Box things to be sent out, or some of the large print guides and that sort of thing. And I really do understand the pressures of getting everything ready but that timeliness of everything being ready at the beginning is a help in terms of sharing with colleagues who are going to be hosting the display in their libraries, just to have everything there at once. (Staff interview participant)

The posters were sometimes confusing about which event they were for as they were all very similar. It is good to have branding etc, but more differentiation on the posters would have made it clearer to customers that there were different events being advertised. (Staff survey respondent)

I have raised this before - the fact that they the assets that we have to print are so ink heavy, I get pushback from staff. We're Green libraries, so we're trying to get away from that...It's not in line with our ethos. That's always slightly challenging. (Staff interview participant)

Perhaps more support with putting on events to run alongside the exhibition- perhaps a bank of ready-made puzzle sheets or quizzes that we could all use (Staff survey respondent)

Reflections and considerations

The following section explores areas for the Living Knowledge Network team to discuss further, in the context of the objectives for their Network programming and the findings from the *Unearthed* evaluation.

These reflections are not exhaustive but aim to highlight key learnings from the evaluation that it may be helpful to consider in future planning; some may refer to developments that are already under discussion, and some may be new areas to consider.

Where the findings have indicated similar considerations to those identified in previous evaluations these have not been repeated here. It may be helpful, however, to review them alongside the specific reflections prompted by findings from the *Unearthed* evaluation.

Audience reach and engagement

- The findings clearly indicate that the theme of *Unearthed* and its related programmes resonated strongly with existing library users and members, and whilst it did not appear to generate high levels of new membership it did result in deeper engagement with existing audiences.
- In relation to this, it is interesting to note that, despite being regular and even frequent library users, many of those who engaged with *Unearthed* were unaware of the wide range of activities delivered at or by their local libraries. As such, it may be useful for library services to consider how they can more effectively communicate with their users, in addition to reaching new audiences; this is considered in more detail in the section on marketing below.
- The timing of events and activities might also be something to consider, as the results indicate that a significantly higher proportion of the audience for *Unearthed* were retired. In addition to the theme of gardening potentially being particularly popular with older people, this may also be due to more events being run during the day. Daytime events are ideal for people who are retired and may feel less confident about attending evening events, but they do exclude people who are working or studying and therefore unable to attend. Where resources allow, libraries may find it effective in encouraging younger audiences if they are able to deliver evening events and activities.

- The audience research also indicated that *Unearthed* did not reach the diversity of audiences seen for *Beyond the Bassline* and *Fantasy*. It may be useful to consider how the upcoming *Agatha Christie* exhibition, which is likely to appeal to a similar audience to that of *Unearthed*, may be developed in ways which actively appeal to, for example, non-library users, younger audiences, people who identify as being from Global Majority ethnic backgrounds, people from lower socio-economic backgrounds etc. It may be helpful for library services, for example, to think about involving members of their local communities in the planning and development of their programmes.
- A particular success of the *Unearthed* programme in terms of audience reach, has been the partnership activity with HMP libraries. If this is seen as a pilot for future partnerships with a wider range of prison services, it certainly has great potential to offer meaningful and enriching opportunities for prison staff, imprisoned people, and visitors.

Programme development and delivery

- The evaluation findings indicate that, particularly in urban areas where people may not have access to a garden or outdoor space of their own, public outdoor spaces are highly valued. Where libraries have their own outdoor areas, even if limited to space for some planters, it may be beneficial for them to explore how to make best use of these spaces as part of their engagement with library users. The audience responses to *Unearthed* activities and topics certainly supports the sense that they are very keen to engage with both indoor and outdoor library activities.
- The results indicate that the more universal appeal of the gardening theme, and the fact that most libraries have a section of gardening books and resources, meant that the *Unearthed* programme was relevant to a wider range of library sites including some of the smaller branch libraries that have not hosted previous LKN exhibitions. This resulted in the programme being delivered at more locations than previously, and the involvement of wider library teams.
- One of the key findings in terms of programme development was the relatively low awareness and understanding of the aims and objectives for the *Unearthed* programme for library staff; this is in stark contrast to *Beyond the Bassline*, where the library partners were much clearer about the purpose of the programme. It may be useful for the LKN team to consider how to present the objectives for the *Agatha Christie* programme to support wider understanding; it may also be helpful for library services to consider how to ensure that this information is disseminated across library teams, as the higher proportion of staff evaluation

participants with counter and floor responsibilities may indicate that some information does not reach staff in front-facing positions.

- The positive responses from staff regarding the Reading Agency partnership and association of *Unearthed* programming with the Summer Reading Challenge, indicates that opportunities to link LKN programming with activities already being delivered by library services will support library teams in making the best use of the limited time and resources available to them.

Marketing and messaging

- One of the key findings from the *Unearthed* evaluation was the low level of awareness of the programme prior to engagement, which is likely also a contributing factor in the lower levels of engagement with non-library users. Many of the audience responses indicated that they had discovered *Unearthed* during a routine visit to their local library, or through their subscriptions to library channels, and that they had not seen information about it elsewhere.
- This indicates that information about *Unearthed* did not reach those who do not already engage with their local library. How to overcome this will be an important consideration for the *Agatha Christie* programme, in terms of thinking about how to engage non-library users with what may be seen as a predominantly literary theme; this also links to the audience reach and engagement considerations noted previously.
- For *Beyond the Bassline*, partnerships were helpful in forging relationships with audiences that libraries had not engaged previously as the partners brought their own audiences and communities with them. This does not appear to have been the case for *Unearthed*, possibly due to a higher existing cross-over between library users and gardening partners. It may be helpful for library services to think about what sort of partnerships may be effective for *Agatha Christie* programming in terms of generating new audiences.
- Further insights from the *Unearthed* evaluation that may be useful to consider in future planning are the motivations that audiences identified for their engagement. With a high level of intellectual factors, learning and inspiration, the motivations for engagement with *Unearthed* were quite different to those seen for *Beyond the Bassline* and *Fantasy* which were more social. This is likely to be a result of the types of activity included in programming, and the way they were presented. Linked to the clarity around the objectives for *Agatha Christie*, both the LKN and the library partners may find it helpful to think about the

messaging and marketing for activities and how they will appeal to different types of audience, with different engagement needs and expectations.

Staff development and LKN membership experience

- In line with previous programmes, the learning and development opportunities for staff offered by engagement with *Unearthed* were widely accessed and highly valued. In particular, the opportunities for shared learning with colleagues across the network are seen as a highlight of being an LKN member.
- Training in digital engagement and fundraising remain the areas where staff identify the highest levels of need, and it may be useful for the LKN team to consider how these needs can be met. Each of these topics is quite complex, and covers a wide range of potential areas for development, so it may be helpful to conduct further consultation to understand which aspects will be of most use to library teams and design training to meet these needs.
- There was a marked decrease in awareness of the support and resources offered by the LKN. This may again be linked to the higher proportion of front-line staff who took part in the evaluation, and it may be helpful for both the LKN and library partners to consider how to ensure that everyone involved in delivery of the LKN programmes is aware of the support and information available, and how to access them.
- The quality ratings for LKN resources and communications also saw a drop and it may be helpful to explore this further with the library partners. It may be, for example, that this is due to the volume or frequency of what is being offered or due to the content being less relevant.

Future research and evaluation

- The approach to the fieldwork for *Unearthed*, being more focussed on library sites where levels of activity were higher and there was a better chance of achieving the target number of responses, was effective and generated a much higher strike rate (calculated using footfall during the exhibition run combined with the proportion of people who took part in the evaluation who had engaged with the programme) than previously attained. This should be balanced, however, with consideration of how to ensure that the sample includes smaller branch libraries which may not have the resources to deliver activities and

events but nonetheless host the exhibition as a means of offering new experiences for their users.

- To support broader engagement with the evaluation, both for audiences and staff, it may be useful to review how the evaluation process is built into the programme development. Introducing it at an early stage, with clear information about its purpose and the processes involved, may support library services in feeling confident and empowered rather than seeing the evaluation as an add-on to their already busy schedules.
- Linked to this, and in view of the feedback received from library teams and insights from fieldworkers, it may be helpful for the LKN team to review the content of the survey to see if it can be reduced in length whilst continuing to collect the information needed. Options such as introducing a shorter survey or feedback form to capture vital data from a larger sample of audiences and library teams / partners may also be worth considering.
- The potential for an audience development training session for library partners has been discussed, and this may also provide an opportunity to discuss the evaluation and how it can support libraries in achieving their development aims.



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