

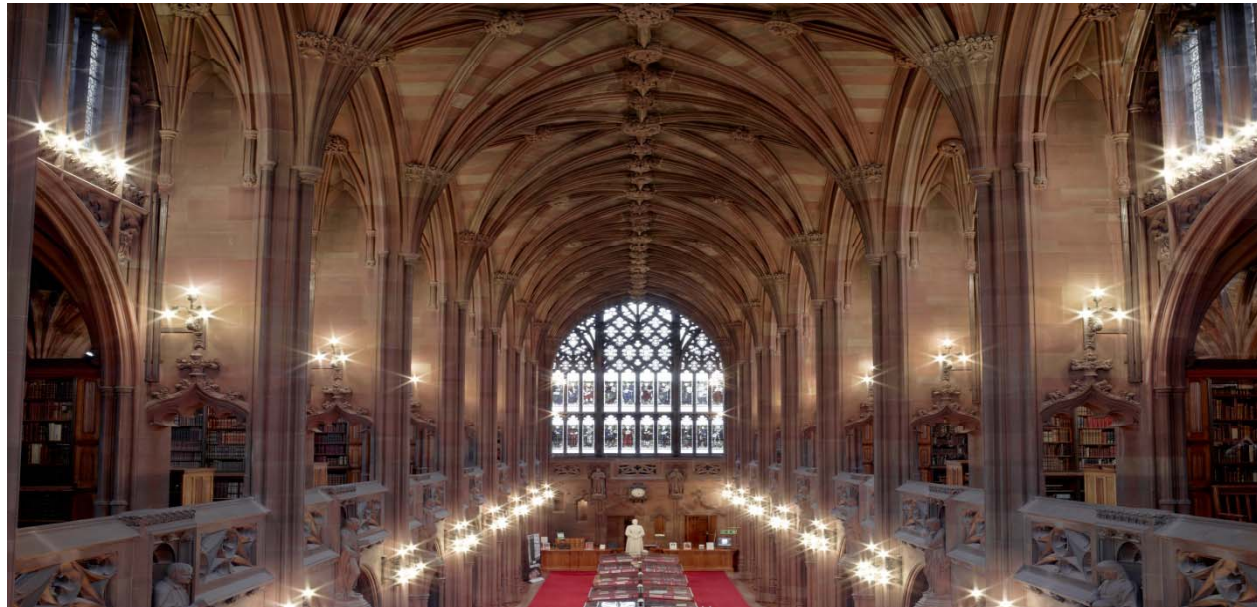
# *Getting Manchester people back on track*

*Voices Explore at the John Rylands  
Library – indepth engagement*

*Yvette Jeal, Engagement Manager, The  
University of Manchester Library*



# Culture shock?





# Why change?

- University values – Library values

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— *University of Manchester 2020 Vision statement*

Goal three

- Audience motivations
- Success criteria



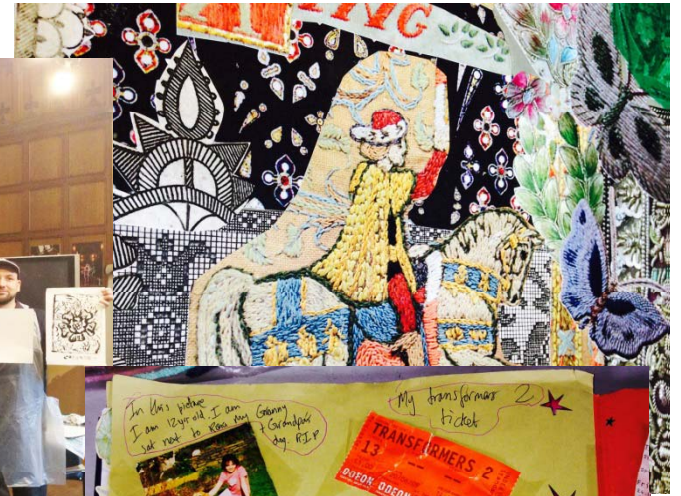
0. Not motivated to come in the building.  
Not motivated by libraries or culture in general.



5. Yippee Kaye aye!  
Curating, delivering,  
volunteering, reading.



# Enjoying the collections





# What change meant?

I'm handling  
things better in  
public with other  
people

I wouldn't talk to  
anyone [before]

It's what I do now  
to keep off the  
booze

Even when I think  
I won't be able to  
do something if I  
take my time I can

I have learnt to  
relax more

I'm feeling  
confident

I was always  
thrown out of art  
class at school

I want to move  
next door to the  
John Rylands!

I'm trying to  
change my life  
around

I enjoyed contact  
with humans and  
a chance to tell  
my story



# Katherine (participant)

The previous Monday had been particularly bad for her.

“I couldn’t face the world. I wanted to curl up in bed and hide away.”

Knowing our workshop was running, that it was with people she knew, it would be safe, fun and interesting,

“ [it] Gave me a reason to get up”.

She later shared what she’d learned with her children over the summer holidays





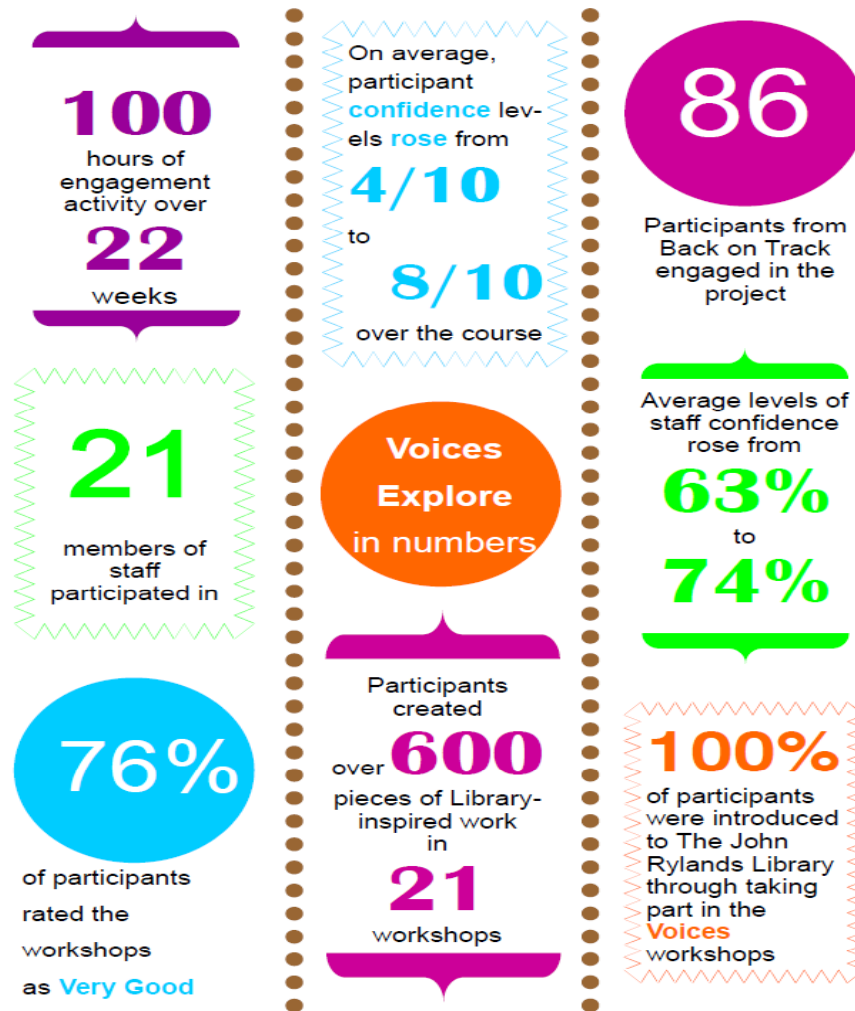
# Mitch (staff)

- Many attendees didn't have the confidence to share items but asked questions when Kim and I shared items or the poetry and letter were read. Others didn't speak throughout the whole session and I was quite concerned that they weren't taking anything from the day. However, one of them told Kim at the end of the session that they really enjoyed it and the tutor told us it was the longest they'd ever stayed at any Back on Track workshop



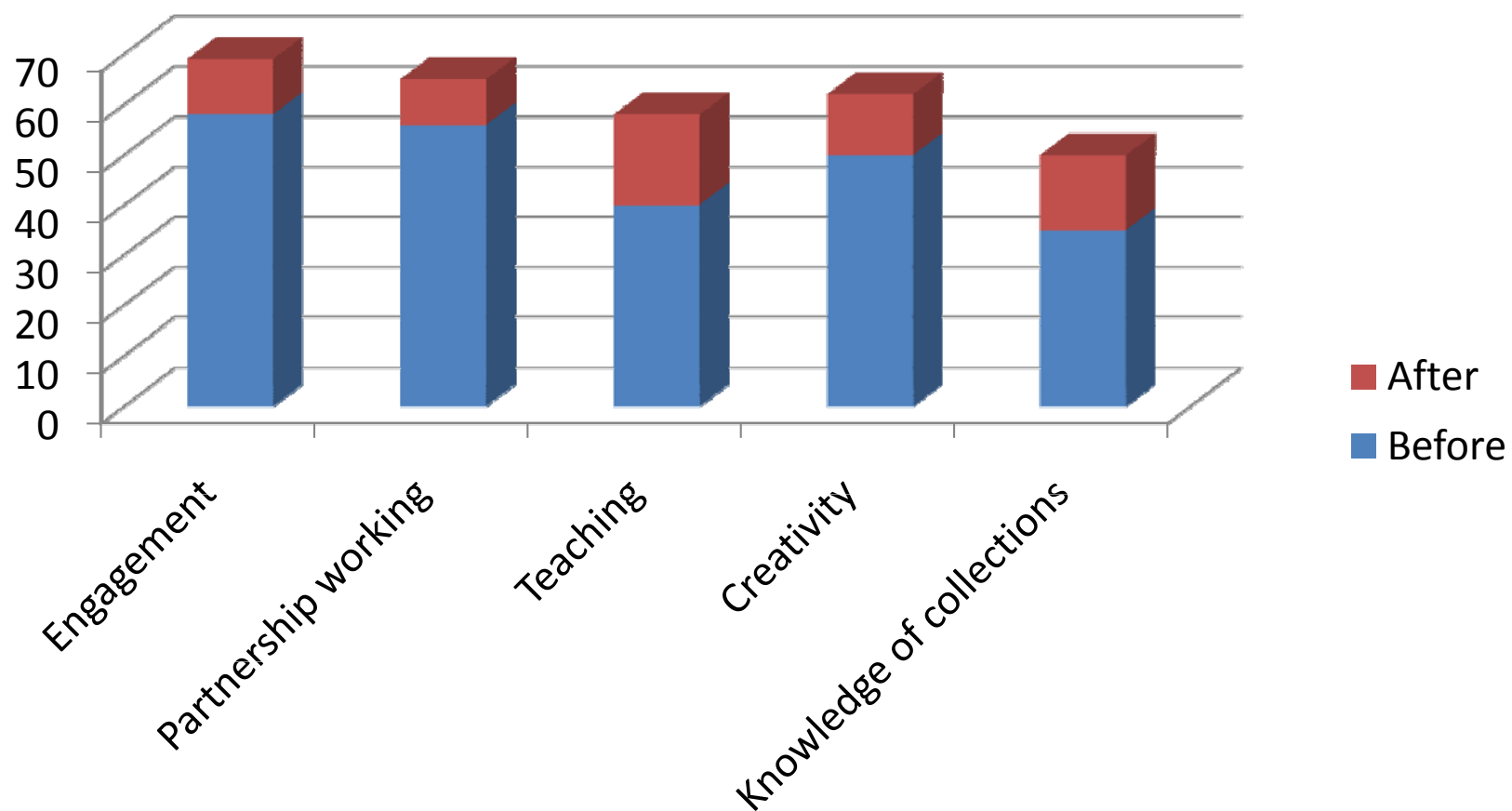


# What change means for us?





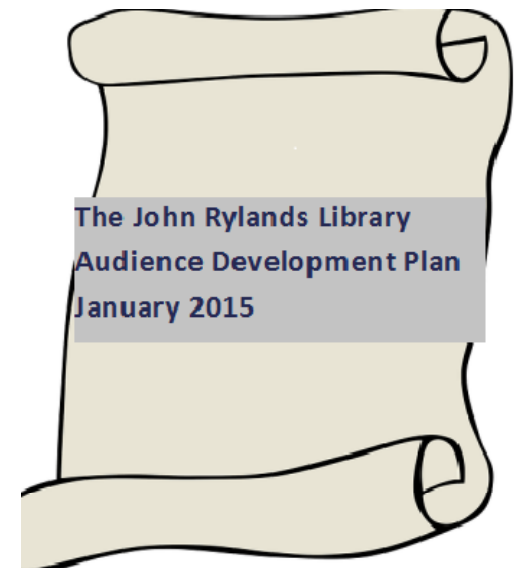
# Organisational confidence/competence





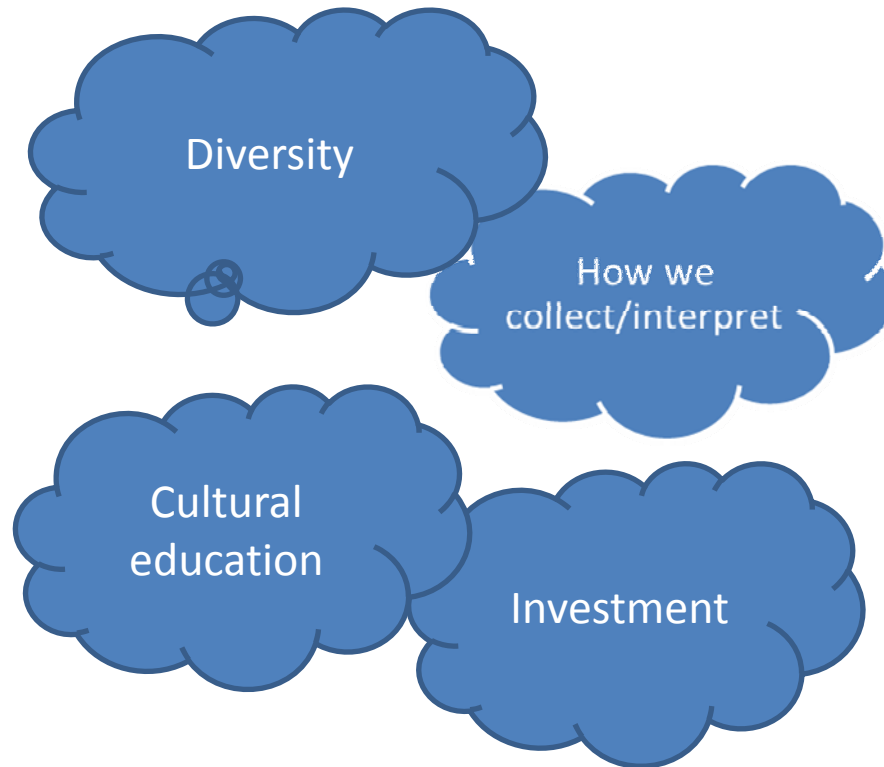
# Culture shock (2)?

- ADP development
- Embed audience development
- Power of collections





# Sector challenges?



“We face a situation in which the voices, experiences and talents of the UK’s population as a whole are not being expressed, represented or developed within the Cultural and Creative industries” *Warwick Commission*