



2023 END OF ACTIVITY REPORT

Facilitated by Rural Media, BookFlicks is a youth-led project helping young people make & share creative content about the books they love and upskilling and inspiring libraries and festivals to use social media as an innovative way to engage with younger audiences nationally.

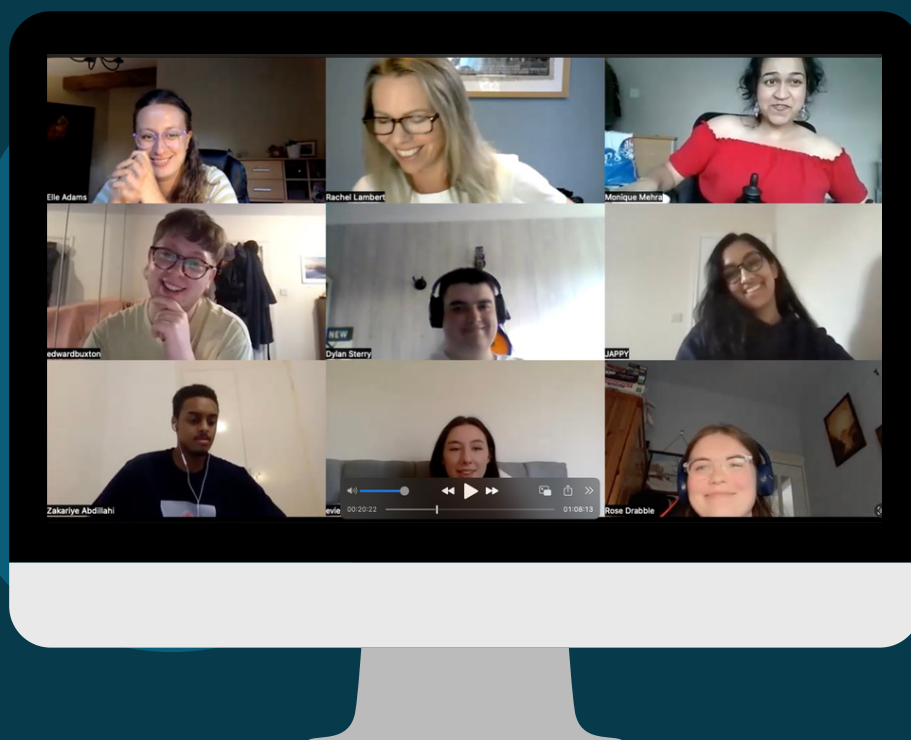


www.ruralmedia.co.uk/bookflicks

ACTIVITY PLANNING

Our User-Centric approach

Putting young people at the heart of our arts projects is key to our approach. In August 2022 we created a focus group made up of a diverse range of young creatives, who we met with regularly online, to help us to shape our content creation 'Bookflicks workshops'. Through this inspirational group we found out what they love (and don't love) about literature and libraries, what sort of content they like to make, share and watch and their favourite platforms to engage with. It became clear that TikTok was the most appropriate platform for playful, thoughtful and inspiring creative content, using the popular '#booktok' for wide reach and meaningful engagement.



"The focus group was really friendly and welcoming. It made such a difference. I felt 'Yes, I would love to work with these people!'"
- Rose Drabble, focus group attendee

We developed partnerships with **Libraries Connected** and the **British Library** and through creative development sessions we dug deep in to understanding what libraries nationally needed to better engage with currently underrepresented groups – specifically young people. These organisations connected us with three library services in Herefordshire, Coventry and Lincolnshire with whom we ran a series of pilot workshops with groups of underserved young people and librarians to develop a ‘Bookflicks workshop and engagement tool kit’ for use by libraries, literary festivals, schools and organisations nationally.

Library Staff Feedback

*"BookFlicks encourages a currently under-represented library demographic greater access to the library and highlights it as a space that is open to them as well. It will make the library space more inclusive and less 'them and us' and daunting! It's not about quiet spaces anymore or just somewhere your gran goes or that you used to go to to do your homework." - **Lincoln Library***

*"I didn't even know this was a thing but I believe it's super popular so you have given us a brilliant opportunity we wouldn't otherwise have had. Thank you!" - **Ledbury and Colwall Library***

*"I think a library booktok shelf would be such an easy win and links in with much of what we do anyway regarding promotion, book displays and quick picks. I also really like the idea of a booktok corner and think it works well with the overall mission statement of libraries, which is to provide access to materials (in this case lights, tripods etc) so everyone has an opportunity to access them." - **Herefordshire Libraries***

We also worked closely with **Hay Festival** to understand how Bookflicks could best support their programme. Working with the festival and their young, diverse 'Debut Discoveries' authors we established a short programme of 'literature to screen' work and workshops that could help them to inspire and stimulate new audiences.



"These [films] are amazing! What a fantastic addition for the writers and their events!" – **Heather Salisbury, Hay Festival Programme Manager.**

"Working with Rural Media and their BookFlicks project this year opened up an exciting new strand of audience engagement around our Debut Discoveries series, showcasing the work of emerging writers live in person and online. The films earned universal praise from the writers behind the original novels, Liv Little, Alice Winn and Jon Ransom. Each piece represented a creative adaptation of their work that offered new audiences a route into the challenging themes being confronted, including essential questions around identity, belonging and social justice. When shown during our live author events, the films added a stimulating new facet to the live event experience, while also providing effective promotional content on social media." – **Chris Bone, Publicity Director, Hay Festival**

We also connected with **Ledbury Poetry Festival, Bradford Literary Festival** and **Cheltenham Literary Festival**. These festivals all run outside the time frame of project however, we were able to work with them in the development of our toolkit and also provide them with the training and materials they need to run their own BookFlicks Workshops.

THE READ

Our partnership with **BBC Arts**, following the success of **New Creatives** and subsequent work with the **Booker Prize Foundation**, continued and received critical acclaim and an RTS Midlands awards nomination. We supported four outstanding Directors who were alumni from the New Creatives national programme to develop their creatives practise in to long form arts broadcast and recruited a further 50 young creatives to form diverse crew teams and further develop their careers. Episode 2 'On the Black Hill' was also chosen as a standalone event at **Hay Festival**, attended by **347 people** which featured a screening and live Interview and Q&A with director, Luke Collins and actor Callum Scott Howells in conversation with Owen Sheers about the art of taking 'text from page to screen'.

"It was amazing to see my work on broadcast television in a prime time slot and to work with such lovely group of people, but, it was just as thrilling to talk about my practise to a live audience receive such lovely feedback from them – it's such a beloved book it felt quite a responsibility!, huge thanks to Rural Media for creating this opportunity" -

Luke J Collins, Director



BOOKFLICKS

Social Media Films

Working with our focus group we refined plans for a series of stimulating ‘inspiration workshops’ in order to further support and develop the skills and talent of our existing young creatives’ networks.

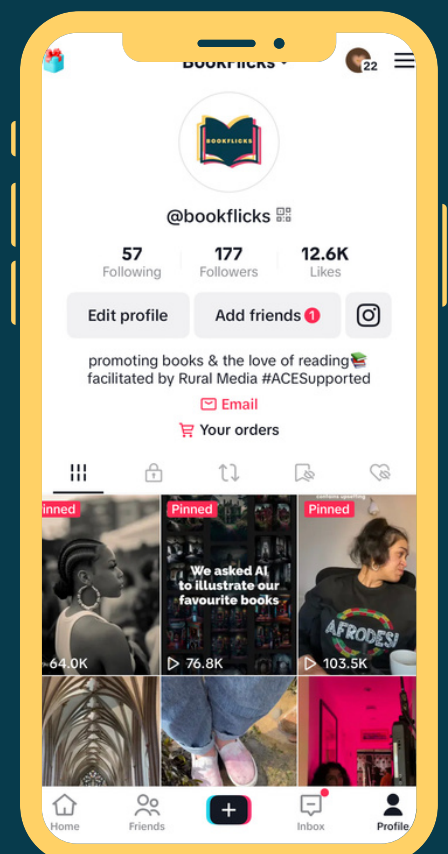
More than **500 young artists** and filmmakers were given the opportunity to take part and received information, coaching and support to apply for a range of small commissions to make exciting and innovative social media content for the Bookflicks TikTok platform.

We **commissioned 11 young artists** and mentored them to create 40 original pieces of work about the books they love and encourage their peers to explore new literature. These fantastic films **reached audiences of over half a million** to date on TikTok.

It is also important to highlight that there were **208 saves** which shows 208 people saved the content to refer to later. A strong indicator that the films worked as a recommendation tool.

Total likes were: **12,600**

To watch all the BookFlicks content visit www.tiktok.com/@bookflicks



COMMISSION TESTIMONIALS

"I always really enjoy quite a "lo-fi" and "DIY" creative process in my own personal projects, and I find it's hard to find opportunities to put that sensibility to use in a lot of freelance projects like this. I really liked thinking about how to interpret the books creatively and within these limitations, and ultimately it was a great opportunity to set the books' atmosphere to screen in a really unique way." - Chris Cosentino

"This project has made me want to think bigger [...] Sometimes I can get tired by things but this has given me energy and makes me want to just carry on the process and make the most of the opportunity. It's also made me realise my skills in writing which I want to pursue. I never used to be believe in myself, but as I've got older I'm now starting to see it with my own eyes!" - Monique Mehra

"I absolutely see value in [the BookFlicks Scheme]. Social media has seeped into every hobby and aspect of life. Amazing books can be discovered on social media and so many ideas can stem from reading, whether that's videos or writing ideas." - Rachel Baker

"In a technical sense, I've gained experience in shooting (and editing) for the vertical aspect ratio and in considering questions like how text placement is affected by a platform like TikTok. And as well as that, thinking about how to pace a video over such a short time frame." - James Cresswell

BOOKFLICKS

Debut Discoveries

Each year **Hay Festival** work closely with 10 young, underrepresented 'Debut Novelists' and host events for them to reach new audiences and talk about their work. This year our partnership allowed us to commission **three young artist filmmakers** to work with those authors to create **3 X 2min** creative screen interpretations of the new novels.

These films were used across Hay Festival's social media platforms to champion the authors and the films were also screened as part of each sold out event. As a legacy to the project the artist filmmakers will be able to use the films to grown their own social media channels, promote their artistic practice and widen their audiences. These films reached online audiences of **12,751 people to date** and **live audiences of 150 people**.

Debut Discovery Author Feedback

*"I love it!! How utterly thrilling. Thank you so much!! I look forward to meeting Emily as well!" – **Alice Winn, Author of In Memoriam***

*"This has warmed my heart. The actor is amazing, so charismatic and charming. What a beautiful interpretation, I love how they shot it - please tell them I said thank you! So beautiful to see the book through someone else's eyes! Thank you SO much!" – **Liv Little, Author of Rosewater***

*I'm absolutely blown-away with your short film Anna. Mesmerising. The light is very beautiful. The lad cast as Joe, just perfect. The transition between the interior and exterior is so compelling. And Joe's narration sounds like being inside my head. Somehow your film feels like part of a larger work—which is terribly clever. I'm hugely grateful and excited for your film—what a talent!— **Jon Ransom, Author of The Whale Tattoo***

Publishers

"This is so beautiful and moving - huge thanks and congrats to Emily and the team for creating this!" –
Chloe Davies, Penguin

"I LOVE IT!" – Millie Seaward,
Dialogue Books



Commissioned Artists

"A really fun and condensed creative challenge! Lovely to work on such a collaborative project. "
- Anna Campbell, Commissioned Artist

"The process allowed me to work alongside talented and knowledgeable creatives. I gained invaluable experience in an industry that creatively inspires me, one which I wish to work in."
- Emily Garratt, Commissioned Artist

"It was a great opportunity for my professional development and hugely new creative challenge. But in taking this challenge I felt supported by the team and happy to have the understanding that this role needed to be balanced around my other creative work. "
- Daljinder Johal, Commissioned Artist

WORKSHOPS & TOOLKIT

A main aim of the project was to work with our library partners to create a toolkit that could be used to better engage young people, especially those from underserved backgrounds.

Through a series of action research workshops and close consultation with library services and librarians, we developed a toolkit designed specifically to be scalable and accessible to allow libraries to work with groups of different sizes, access needs, literacy skills, backgrounds and interests. It was important that the toolkit allowed libraries to embrace and create a space for digital culture within their own contexts and settings meaningfully but within the resources they have available. The toolkit also contains tips for engagement and accessibility and has also been adapted for literary festivals.

The toolkit was launched via the Libraries Connected network through an online training workshop. More than **280 library staff** attended. The downloadable toolkit and accompanying film can be found on the BookFlicks website here: www.ruralmedia.co.uk/BookFlicks

"The pack looks great, not too overwhelming but with lots of inspiration."
- **Steve Jones, Herefordshire Libraries**

BookFlicks has shown how passionate young people are about digital creativity and reading and revealed the amazing things that can happen when they are enabled to lead, create, and design content. Public libraries are the perfect place to support young people to develop the skills and have access to the resources they need to make magic happen.' - **Sarah Mears, Programme Manager, Libraries Connected**

"Going to create a #bookshelf as soon as we've left the workshop! What a fab idea" - **Amy Callow, Bournemouth Library**



A huge thanks must go to our partner organisations, steering and focus groups and our fabulous young participants. We have been thrilled to work with a brilliant range of experts and delighted to see such imaginative creative work reach such large audiences.



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