

The background features a grid of six panels, each containing a white icon on a light gray background. The top row includes a lit candle, a camera, and a smiling theatrical mask. The bottom row includes a musical note, a vase, and a group of stylized human figures. A solid teal bar is at the top of the page.

# **Arts and Culture:**

**What does it mean to  
young people?**

# About Us

BTB Digital Ltd (BTBD) is an youth engagement agency that has unparalleled track record of executing youth and civic engagement campaigns and producing solution-focussed reports.

# Project Brief

BTBD was commissioned to organise discussions with young people (18-25 year olds) from both urban and rural areas around arts and culture. We were keen to explore:

- What arts and culture means to children and young people
- What causes them to engage or not to engage with arts and culture
- Whether they think anything is stopping them and their friends from participating in arts or cultural activities that interest them.

# Methodology

- Focus Groups: London, Mansfield, Cornwall
- Interviews: London, Outside of London
- Total Participants: 53
  - Focus Group: 32
  - Interviews: 21

# Major and minor themes

- Throughout the research we identified four key overarching themes:
  - Class
  - Perception
  - Accessibility
  - Confidence

# Question 1: How do young people define “culture”?

‘Culture is your heritage and background, which gives way to certain traditions, values and norms, and is shared between a community, society or both. These mixture of elements, in turn gives a sense of identity and can govern the behaviour of all.’

## **Question 2: What activities comes to the minds of young people when they hear “culture”?**

The themes which came up the most often were:

1. Music
2. Food
3. Cultural Events (weddings, parades)
4. Dancing
5. Theatre
6. Fashion

## **Question 3: Do young people think “culture” is important?**

*“I think culture gives people a sense of centering in terms of identity, I think culture informs identity and vice versa, identity informs culture but I think that culture as a communal thing is important especially because it gives you a sense of belonging, and idea of who you are and where you stand.” - Interviewee*



## **Question 4: What comes to the minds of young people when they hear “the arts”?**

The themes which came up the most often were:

1. Art
2. Music
3. Theatre
4. Expression
5. Dancing

## **Question 5: What do young people prefer: creating art or consuming art?**

*“I'm balanced between the two because I feel like you cannot create without consuming” - Interviewee*

## **Question 6: What do young people recommend to Arts Council England (ACE)?**

1. Change the perception of 'the arts'
2. Collaborate with existing partners
3. Work with OFQUAL to revisit guidelines
4. Financial scheme
5. Central, accessible hub
6. Youth Advisory Board



**Thank You!**