

How to engage a teenage audience

Reading Museum

In November 2014, Reading Museum welcomed five young people to be Abbey Quarter Consultants for the day.

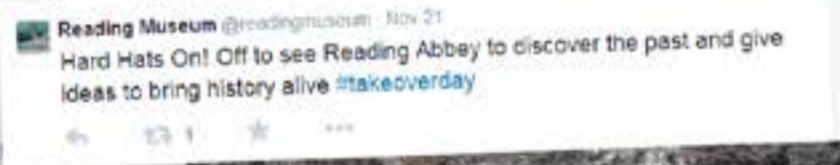
Two sixteen year olds from Reading College and three twelve year olds from Dedworth School, Windsor, produced some interesting and exciting feedback and ideas helping the Reading Museum team think about how to engage a teenage audience in the Abbey Quarter.

The day started with a facilitated session exploring their experiences and current attitudes towards outside heritage and cultural sites. They also discussed their interests and what they liked to do in their spare time.

They went on an exclusive tour of the Abbey Ruins (currently closed to the public) to give a history and basic understanding of the site. They then reflected on and recorded initial ideas for what the site could be used for and what activities and events would attract a teenage audience.

They decided to explore one option further and spent time drawing, designing and discussing 'The Big Sleepover' – their idea to hold different activities as part of one major event where teenagers could gather together inside the Abbey Quarter. Ideas included a silent disco, films and images projected on to the walls of the Abbey, spooky stories, marshmallows and fire pits and the chance to bring tents, sleeping bags and to stay the night...

The group also posted their Takeover Day experiences on Twitter and Facebook, with their experience forming part of their Arts Award, a national qualification, with the team at the Museum trained to deliver Arts Award in the future.



The Brief - The Abbey Quarter:

Reading Borough Council is developing an exciting plan to transform the Reading Abbey Ruins into a unique historical and cultural destination.

Your Job:

Help us develop ideas for activities and events that will encourage people to visit this historical site. These activities/events do not have to be formal education activities so think creatively how this site could be used by the public.



"We wanted to make sure the day was meaningful and worthwhile for both the young people involved and ourselves, which it absolutely was."

-Reading Museum

Takeover Day is a national event led by the Children's Commissioner for England. It offers children and young people the chance to get involved in decision-making within their local community. It also provides opportunities for young people to work with adults to help break down barriers between generations.

