

WHAT IS ARTS & CULTURE TO YOUNG PEOPLE (AGED 13–19)?

“The term ‘arts & culture’ doesn’t alienate me personally but I think for a lot of teenagers in London it would and it’s not really seen as a cool thing to do.” (18yrs)



The strongest spontaneous associations with

‘ARTS’

Visual arts
(Painting and drawing)
Performing arts
(Dance and music)

The strongest spontaneous associations with

‘CULTURE’

Food & drink (28%)
Religious events (21%)
Music (15%)
Fashion (14%)

**CAN WE COMMUNICATE
ARTS & CULTURE MORE
EFFECTIVELY?**

Can we ensure young people are better able to influence what arts and cultural organisations do?

Can we build cultural provision that children and young people want?