**Spread the Word Survey 2022**

**Introduction**

As London's literature development agency, Spread the Word's work is about opening up creative writing and reading opportunities for people to develop their craft and career as writers and creatives working with words and stories.

If you're already a writer or creative, or thinking about starting writing or want to participate in literature events, we would love to hear your thoughts on how we could develop our work going forward.

The Survey asks some key questions from what support people may like to see, to how we may deliver our work (online/ in person), to future ambitions and working with local communities in our home borough of Lewisham.

Through providing your feedback we will be able to start to build a data and evidence base for our work going forward.

The survey will run until: **5pm, Wednesday 23 February 2022**and we estimate that it will take about 15-20 minutes to complete.

At the end of the Survey, you can enter a draw to win a prize draw for one of three £50 book tokens. We'll randomly draw three names from respondees who enter the draw and let the lucky winner know sometime during the week beginning 7 March.

Your personal data will not be shared and any findings used will be anonymous.

If you have any questions about the survey, please contact: hello@spreadtheword.org.uk

**About you as a writer/ interest in writing/ aspirations**

1. Pick the one that is the best fit for your aspirations as a writer/ interest in writing:

Do you write because you want to get an agent and be published?

Do you want to use writing and words to earn a living?

Are you interested in writing for pleasure?

Are you interested in writing as means of self-care/ looking after your mental health?

Are you interested in author events and discussing work from (new) writers?

Other (please say):

**Our work with writers, readers and communities**

1. Have you participated in any of our workshops and/ or projects over the past year?

Yes/ No/ Not sure

1. If yes, what did you value about it or thought could have been improved?

(free text)

1. Would you like to take part in writing courses which develop your skills as a writer (for e.g.: voice, character, plot, world building)?

Yes/ No/ Not sure

1. Would you like to take part in informal writing / poetry group sessions?

Yes/ No/ Not sure

1. Would you like to take part in a reading group discussing new writing by diverse London authors/ poets?

Yes/ No/ Not sure

1. Would you like to take part in events featuring diverse London authors and poets?

Yes/ No/ Not sure

1. Would you like to take part in writing for wellbeing workshops/ events?

Yes/ No/ Not sure

1. Are you interested in writing and reading opportunities with writers/ creatives who share similar characteristics to you?

Yes/ No/ Not sure

1. If you said ‘Yes, please tick up to three characteristics that are most relevant to you:

Black, Asian and Global Majority

Care experienced

Caring responsibilities

D/deaf and disabled

Neurodiverse

Lived experience of mental health issues

Financial hardship

LGBTQI

Women

Working class

Something else (please say more)

**Developing as a professional writer/ creative working with words**

1. Would you be interested in taking part in a volunteer mentoring programme?

As a mentor (sharing your experience)

As a mentee (receiving support)

This is not for me

Not sure

1. Would you be interested in being part of a volunteer critical feedback group of peer writers?

Yes/ No/ Not sure

1. Would you like to take part in courses which help develop your career as a writer (for e.g.: pitching/ podcasting/ criticism/ substack)

Yes/ No/ Not sure

1. Would you like to take part in courses which help develop your career as a creative working with words (for e.g.: producer/ festival promoter/working with community groups/ writing as therapy)

Yes/ No/ Not sure

1. Would you like to take part in courses that help develop your business as a writer / creative working with words (for e.g.: setting yourself up as freelancer/ fundraising/ marketing/ brand)?

Yes/ No/ Not sure

1. Would you like to take part in networking events with (tick up to 3):

Agents

Publishers

People working in education

Festival/ event producers

Commissioners (for e.g.: radio/ tv/ film/ media)

People working in local communities

People working in health and wellbeing

Other (please say)

1. Would you like to take part in longer-term craft and career development programmes for writers/ creatives who share similar characteristics to you?

Yes/ No/ Not sure

1. If you said ‘Yes’, please tick up to three characteristics that are most relevant to you:

Black, Asian and Global Majority

Care experienced

Caring responsibilities

D/deaf and disabled

Neurodiverse

Lived experience of mental health issues

Financial hardship

LGBTQI

Women

Working class

Something else (please say more)

**Participation and access**

1. Please tell us how you prefer to take part in workshops, courses and events. Tick up to 3:

Online (live)

Online (recorded)

In person (Lewisham)

In person (elsewhere in London)

Hybrid (both in-person and online)

Email (to do in own time)

Tutorials to download from website

Online platform (for e.g.: Slack)

Podcast (to listen to in own time)

Video (to watch in your own time)

Social media live

Other (please say)

We know that various barriers can impact on a writer achieving their ambitions. Please indicate below which of the following, if any, are or have been barriers to you.

Lack of accessible writer development opportunities

Lack of time to attend or participate in writer development opportunities

Lack of Space

Lack of time to write

Financial cost of attending or participating in writer development opportunities

Financial cost of being a writer (i.e. buying a laptop, the cost to attend events, travel costs etc)

Lack of awareness of/ contacts with networks (producers, publishers, writers, agents)

1. What are the main barriers to accessing literature events, workshops and opportunities to develop your creative work? Tick as many as are appropriate

Financial/ cost

Caring responsibilities

Family commitments

Work commitments

Events/ workshops taking place in inaccessible spaces (online and/ or in person)

Not giving information in multiple formats

Lack of accessible transport (to venue)

Inaccessible application/ sign up/ booking processes

Lack of BSL interpreters

Lack of prayer spaces

Other (please say)

1. What is your preferred time of day to attend workshops and/ or events. Please tick your top two:

Weekday morning

Weekday afternoon

Weekday evening

Weekend morning

Weekend afternoon

Weekend evening

1. We have a commitment to paying writers and providing accessible and inclusive spaces. We also need to consider how we make our work sustainable financially. For e.g.: a two hour online workshop with a professional writer and BSL interpreters costs £700 to run and manage for 20 people which equals £35 per person.

Please tell us what you would be able/ willing to pay for each of the following.

 £0 £5-£10 £15-£20 £30-£40 £50-£60 £70-£80 £90-£100 £100+

An event

Two hour workshop

Whole day workshop

Six week course

One to one professional feedback

Intensive weekend

Monthly writing group

Downloadable/ email course

1. Please tell us what your preferred way of paying would be. Please tick one.

Pay for each event/ workshop individually

Pay what you can for each event/ workshop

Make a donation for each event/ workshop

I would need a bursary to take part

Monthly fee giving access to workshops/ events

Other (please say)

**Over to you**

We would love to hear your views on what you think we should be doing for underrepresented writers, young people and communities looking forward five years and also what we can be doing now.

What should we change? What should drop? What should we add? What would you like to see us doing on climate justice, Black Lives Matter and mental health and wellbeing? Would you like to see a dedicated writers centre in Lewisham? What would it provide? Be as ambitious as you would like.

1. What would you like to see us achieving in 5 years time?

(free text)

1. What sort of things would you like to see us doing to achieve this?

(free text)

1. If you were in charge of Spread the Word now, what would you do?

(free text)

**Our work in our local community - Lewisham**

Covid has made us all think differently about our local communities. For us, this is Lewisham where we have been based for 10 years. During Covid, we worked with Lewisham partners to work with the borough’s most vulnerable young people, ran projects with local schools, helped secure funding for independent publishers and fundraised for the Trussell Trust food banks.

We would like to do more Lewisham-based work in the future and are interested in your views on what we are considering even if you do not live in Lewisham.

1. Lewisham Libraries: we'd like to explore running a series of workshops and events for people interested in developing a writing career, writing for pleasure, writing for wellbeing and/or reading new work from diverse London writers. Please pick one.

I would be interested in leading sessions

I would come to these workshops/ events

I think this is a good idea

Not for me

Not sure

1. Local communities: Running an annual Deptford Literature Festival where we showcase the work we have produced with local writers, creatives, communities and partners and run literature and writing events across a weekend. Please pick one.

I would be interested in leading sessions

I would come to the Festival

I think this is a good idea

Not for me

Not sure

1. Young people: Working with local young people’s groups over the course of a year to co-create creative work about the issues they care about and share their work and the changes they want to see. Please pick one.

I would be interested in leading sessions

I would come to the public performances

I work for an organisation that would like to explore a potential partnership

I think this is a good idea

Not for me

Not sure

1. Schools: Running projects with local primary and secondary schools to give pupils the chance to develop creative writing skills, share/perform their work and get insight into creative careers.

I would be interested in leading sessions

I would come to the public performances

I work for an organisation that would like to explore a potential partnership

I think this is a good idea

Not for me

Not sure

**About you**

So that we have some context for your answers, please tell us a little more about yourself.

1. Our charitable remit is to support underrepresented writers who live in London; however, we know that some people access our work online. Please say whether you live in:

Lewisham

Southwark, Greenwich, Bromley or Tower Hamlets

Other London borough

Outside of London (UK & Ireland)

Not in the UK

1. If you ticked ‘Other London borough’, please tell us from this dropdown menu which one you live in.

(dropdown of London borough names)

1. What type of writing are you interested in? Please tick up to 3

Literary fiction

Short stories

Children’s – picture books

Children’s – fiction

Young adult fiction

Creative non-fiction

Life writing

Nature writing

Cookery writing

Travel writing

Journaling

Romance

Crime/ thriller

Horror

Historical fiction

Science fiction/ fantasy

Poetry

Spoken word

Journalism

Criticism (e.g.: of books, films, theatre, games etc)

Writing for theatre

Writing for radio/ TV/ screen

Writing for games

Other (please say)

1. Have you previously, or do you now, access any professional writing development opportunities (e.g., workshops, events, networking)?

Yes/ No

1. If you answered 'Yes', please select which of the organisations you have used. (Please tick all that apply)

The Literary Consultancy

Faber Academy

Jericho Writers

Daniel Goldsmith Associates

Rewrite

Regional Writing Development Organisation (New Writing South, National Centre for Writing etc)

Writers' HQ

Out on the Page

London Lit Lab

Write Like a Grrrl

Curtis Brown Creative

Pen to Print

London Writers' Salon

Arvon

CityLit

None of the above

Other (please specify)

1. Are you: (please tick one)

Male

Female

Non-binary

Gender fluid

Gender queer

Intersex

Unsure

Prefer not to say

Prefer to self-describe (please fill in the free text box below)

1. Do you identify as working class?

Yes

No

Prefer not to say

1. Which of these age groups are you from? (please tick one)

18-24

25-34

35-44

45-54

55-64

65-74

75+

1. What is your ethnic group? (please tick one)

Arab

Asian or Asian British – Indian

Asian or Asian British – Pakistani

Asian or Asian British – Bangladeshi

Asian or Asian British – Chinese

Asian or Asian British – other

Black or Black British – African

Black or Black British – Caribbean

Black or Black British – other

LatinX

Mixed – Asian and White

Mixed – Black African and White

Mixed – Black Caribbean and White

Mixed – other mixed/ multiple ethnic background

White – British

White – Irish

White – Gypsy or Irish Traveller

White – other

Prefer not to say

Prefer to self identify (please fill in free text box below)

1. Are you a deaf or disabled person, or do you have a long-term health condition?

Yes

No

Prefer not to say

1. Thank you for completing this survey. Please indicate if you would like to:

Be entered into the draw to win a £100 book token yes/ no

Receive a copy of the survey headlines yes/ no

Be contacted about your survey response, be part of future surveys yes/ no

Be kept informed if we run a focus group yes/ no

Sign up to our newsletter yes/ no

1. If you said ‘Yes’, to any of the above, please enter your name and email address here:

Name

Email address