

Appendix B: Workshop output 11 July 2017

The workshop output that follows has been transcribed in exactly the form they were written and captured from the workshops.

Agenda

Review Chair: Margaret Casely-Hayford
Co-Chair: Nick Poole, CILIP CEO
Facilitator: John Vincent

Attendees include: the CKG Working Party; the awards partners, sponsors and funders; publishers; authors and illustrators; literacy organisations; and librarians.

Location: Charter East, CILIP, 7 Ridgmount St, London, WC1E 7AE (T: 020 7255 0500)
Nearest tubes: Goodge Street or Tottenham Court Road

LUNCH and networking

Introductions.

Context. Open discussion.

Overview of the Awards (process and award criteria).

Outcomes/Mission statement – devising an impact statement of the main purpose of the awards and what they set out to achieve.

BREAK

What do we mean when we talk about diversity and inclusion? To be considered widely and in the context of the Awards.

Design criteria for diversity review process: outcomes and expectations – an interactive exercise in groups to consider how we achieve a successful review and what that looks like.

Feedback to entire group from previous exercise.

What next? Summary of workshop and outline of the next steps with an opportunity for final questions and thoughts.

END

The desired outcome of this workshop is for all involved to share their experiences and perspectives on diversity and inclusion; to achieve a common understanding of the Awards and their purpose and to come away with a shared idea of the difference that the Awards can make and the shared opportunity to do better.

Session 1: Understanding the 'Mission' & Strategy of the Carnegie Greenaway Awards

1. What are the wider impact/outcomes of the Carnegie Greenaway Awards?

Every child is a reader.
Reading is for everyone.

Get new children to feel that reading is for them.
 Raise the profile of children's books and reading.
 Break down elitism.
 Inspires young readers.
 Raises the profile of reading for pleasure in society maybe more than school.
 Raises the profile of children's authors and illustrators.
 Not such a 'quick fix' impact as other awards but a benchmark of quality.
 Does it have elitist overtones?
 It can push boundaries – gets important subjects talked about in the media.
 BRAVE – controversial issues are faced, schools are challenged.
 Profile-raising for librarians.
 Has a strong history – embedding culture of 'quality' children's literature.
 Engages kids with quality fiction they might not have come across otherwise, highlight excellent in literature and illustration.
 Fostering a love of books.
 Showcasing librarians' skills.
 More people reading more widely.
 More people buying books.
 Quality of books increases.
 Legacy of quality books.
 Standard of excellence.
 Direct to library readers.
 Ability to change young lives.
 Children/shadowing process.
 Gold standard and high quality.
 More children experiencing great books.
 Seeing different perspectives and new experiences.

2. What objective should drive the development of the Awards?

Redefining the criteria.
 A more flexible approach and broader mix of nominations.
 Question what 'quality' means – redefine literary excellence.
 Look at group judging – evolve group involved.
 Quality? Meeting values of the Awards.
 Being clear, open about processes/selection/transparency. Issues: publishing, small publishers, book supply, library suppliers, engaging new authors in promotion.
 Better understanding of judging and nominations.
 Broadening nomination base – not just CILIP members.
 To redefine literary excellence in a more inclusive way.
 Who is judging the Awards? Should it reflect wider society? Widen the net?
 Empowering people to read pictures and discuss pictures.
 Higher level of diversity training for judges at point of judging.
 Raise profile of Greenaway – diverse stories in pictures.
 Mainstream retailer.
 Authentic voice as point of excellence = a new criteria.

3. What is unique about the Awards?

Very positive that no one can influence it.
Librarian power and expertise championed and respected.
Shadowing of a unique scale – but this could be leveraged more.
Librarians – skilled / at the front line.
Heritage.
Standard of excellence.
Experts judge it / independent.
People-led-relationship between people and books.

Session 2: Consider what diversity and inclusion mean in the context of the Awards

Introduction of an audit system for submissions to start to track both the background of the authors/illustrators and the subject matter of the books.
Redefine criteria to ensure breadth of perspective.
Redefine concept of 'excellence'.
Every child sees other faces in the backlist.
More choice/more genres and formats (but not a tick box).
Criteria are open to/promote inclusion (open to different voices).
Honour list rather than a shortlist.
Brand/strapline which promotes inclusion and puts children at the heart.
Loved is as important as literary.
Open the process to children / give shadowing groups a vote.
Keep the value of librarians navigating world of publishers.
More children to find themselves in books – characters and authors.
Expand definition of outstanding to include authenticity.
Encourage empathy – children to find themselves in others.
Find a compelling voice in Award – include that in the idea of 'outstanding'. Redefine style to voice.
Judges empowered to appreciate other voices – enhanced diversity training for judges.
Re-look at judges? More inclusive judges.
Do we give a voice to the shadowing groups of children – Eurovision model?
EMPOWER THE CHILDREN/SHADOWING GROUPS.
INVOLVE CHILDREN!!
A stronger gateway to other works, ideas, talent.
More young people seeing themselves in the Awards.
Greater transparency in the power structure and how people can get involved.
Youth and professional advisory board to work with judges to overcome bias and champion diversity.
Better championing of children's voices and perspectives.
Awards to become a 12 month activity and children's choices and tastes.
More diverse range of books available and accessible to libraries.
Diversity for the future of the Awards. What is the definition of 'quality literature'?
Breadth of nominations – new voices in the field. What are the criteria? Should they change? Workshop about the criteria? Criteria around technique.
Introduction of quotas?
Librarian training – everyone believes in diversity but 'pay lip service to it'.
Library selection.

Diversity discussion has moved on from children being able to see themselves to choice of authors.
Process should be explicit and opaque.
Make sure small publishers are included.
Address book supply change – how do librarians get to nominations.
Shadowing schemes – resources to supply exploration of equality and diversity / space for themes and issues.
Funding needed to engage more 'hard to reach' communities. Audio books etc.
Build partnerships – promote shadowing / communications to all schools.
More shadowing visits to all schools.
How do we broaden the nominations without overloading them?

Session 3: What will a successful Diversity Review look like?

Greater consumer awareness.
More good PR for children's books and for CILIP. (B2B)
Retailers more involved.
Shadowing groups to have a vote.
A long-list which is representative of society.
Transparency about the process.
More emphasis on the LISTS!! Not just about the winner!
Double the reach.
More energy around the Awards.
Primary school children involved in the Awards. Primary and Secondary categories.
Broader selection (genres, formats, etc.).
Increased number of nominations. More people using their votes.
Re-launching fresh criteria and share this with industry.
Evidence of need and turn out for today shows how strong feeling is to support change whilst valuing CLG Awards.
Small valuable wins:

- Targeting harder to engage schools, explore book availability (costs)
- Marketing and communications: transparent whilst retaining USPs
- Diversity of the lists: themes aren't for example, overtly BAME, but themes of inclusion radiate.
- Extend scrutiny of the process of review including independent shadowing of the judges.
- Create links to Empathy Lab, Inclusive Minds, Muslim Hands.

Challenges: book supply models, and reduction of children's library specialists.
Models to inspire the next generation of writers and artists and the library and publishing trade.
Process.
People.
Network.
No tokenism. If a winner/long-list is diverse you can be criticised.
More open, collaborative approach.
Focus on how to work with the publishing industry to increase awareness of diverse works. Work with independent publishers – what is their access to the Awards?
Children and young people's voices will be part of the Awards and power structure.
A broader/more representative pool of submissions.
A defined idea of excellence – to fit the prize now.

A clear picture (through an audit) of the percentage/background of librarians that submit and the provenance of the books (and their subjects).

Publishers acquire more diverse books/voices/authors/illustrators to reflect new CKG guidelines.

No tokenism.

Recognition of diverse/unique voice in judging criteria.

Kids reflected in characters/illustrators/authors that are long-listed/shortlisted.