

# (UN)URBAN

## INVESTIGATING GREEN SPACES IN EAST LONDON

UCL INSTITUTE FOR GLOBAL PROSPERITY IN COLLABORATION WITH  
THE UCL GLOBAL CITIZENSHIP PROGRAMME



# FOREWORD

Over half of the world's population now lives in urban areas. As the number of city dwellers continues to rise, concerns around urban wellbeing of citizens have sharpened. As urban populations – particularly in London – become increasingly divided by wealth inequalities, our future leaders face significant challenges ensuring the wellbeing of these populations, regardless of income, ethnicity, gender and age.

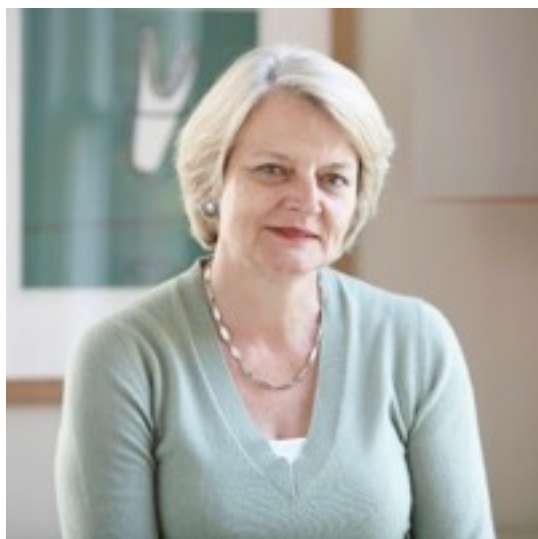
The two-week (Un)Urban programme designed and coordinated by UCL's Institute for Global Prosperity (IGP) responds directly to this grand challenge. Focusing on the Queen Elizabeth Park redevelopment as a space of opportunity for diverse communities, this programme drew together students from a broad range of academic disciplines and cultural backgrounds to explore the intersection between wellbeing and green-urban space.

Participants on the programme engaged with a real-world challenge identified by the IGP's East London partners. Students were encouraged to interrogate and understand the complexity of our partners' challenges, and were tasked with delivering a innovative and creative solution.

This (Un)Urban ebook delivers a comprehensive overview of the (Un)Urban programme, the challenges set to our students and the students' responses. We wish to thank all programme participants for their enthusiastic contributions. Not only did they examine notions of global citizenship in relation to wellbeing, and how green spaces in the urban landscape can help East London's diverse communities thrive and prosper, but as a multi-cultural cohort they developed a nuanced understanding of what global citizenship means through their own peer interaction.

The principles that drive UCL's Global Citizenship programme in helping to foster greater understanding and ties between and across social and cultural boundaries are at the core of the IGP's values and our drive to foster a new generation of global leaders.

We would like to thank our East London partners for volunteering their time, expertise, and challenges. We hope that you have found the input of the students useful and encouraging!



PROF HENRIETTA L. MOORE  
DIRECTOR OF THE UCL  
INSTITUTE FOR GLOBAL  
PROSPERITY



Image credit: Student, Group 2

*“The city is not merely a repository of pleasures. It is the stage on which we fight our battles, where we act out the drama of our own lives. It can enhance or corrode our ability to cope with everyday challenges. It can steal our autonomy or give us the freedom to thrive. It can offer a navigable environment, or it can create a series of impossible gauntlets that wear us down daily. The messages encoded in architecture and systems can foster a sense of mastery or helplessness.”*

**Charles Montgomery,  
Happy City: Transforming Our Lives Through Urban Design**



Image credit: Ana Bleahu

# INTRODUCTION

In June 2016, the UCL Institute for Global Prosperity (IGP) ran an undergraduate 'Grand Challenge Strand' as part of the UCL's Global Citizenship Programme. IGP's programme - (Un)Urban: Investigating green spaces in East London - brings students of all disciplines together to work on a task collectively and use their different abilities to their maximum potential.

# THE CONTEXT: QUEEN ELIZABETH OLYMPIC PARK AND THE OLYMPIC BOROUGHS

## The ‘post-industrial hinterland’

The 2012 Olympic site was built in the valley of the River Lea: a large industrial ‘corridor’ that serviced industry and manufacturing, linking activities in the East to the London Docks.



While the site is popularly referred to as a ‘post-industrial hinterland’, some industry remains. In Hackney Wick and Fish Island to the western edge of the Queen Elizabeth Olympic Park, where Week 2 of (Un)Urban was based, light industry and manufacturing businesses continue to operate. In a study about Hackney Wick and Fish Island commissioned by the planning authority for the area, authors advised that the remaining industry, though of ‘low economic value’, was still ‘also frequently of strategic importance in the wider economy’.

The light industry in Hackney Wick and Fish Island, including print works, contributes directly to the multiple creative industries in the area. Artists rely heavily on such industries for their practice, not only as a close-by resource, but also as equal collaborators on creative projects. Many artists are based in

repurposed warehouses, working and living in combined-use spaces that are available at relatively low rent.

## Regeneration

In 2013, London Mayor Boris Johnson backed London’s Olympic bid on the condition that it was sited in Stratford and could be used as a means of attracting new investment to East London. The legacy of the Olympics became a central part of the bid. Thus, the physical transformation of the area was accompanied by socio-economic transformation initiatives.

Communities living in four of the six Olympic boroughs – Waltham Forest, Hackney, Tower Hamlets and Newham – are still among the most deprived in the UK. The Olympic Legacy is intended to include these communities in the socio-economic transformation of the area. The organisation responsible for delivering the Olympic Legacy (the London Legacy Development Corporation) has a strategy of inclusion called ‘convergence’: ‘the process of closing the gap in performance and prospects between the wealthiest and poorest communities and in doing so bring benefits for all’.

Many organisations, including research departments in UCL, are keenly observing the Convergence Strategy. They want to know whether the strategy of inclusion is actually working for everyone. By situating (Un)Urban in East London, our students have been exposed to the hopes and fears surrounding regeneration. This is reflected, directly and indirectly, in the responses to the challenges.

Regeneration isn’t just about people. Among the planned physical transformations was the



improvement of the ‘natural’ or green environment. The work included creating new wildlife habitats for birds and insects as well as plants: today, the river and ponds of the Lower Lea Valley feature 300,000 wetland plants grown in Norfolk and Wales. There are three gardens in the Park and protected wetlands, which act as a natural flood barrier for new housing neighbourhoods.

Students were asked to see the regeneration of the area as a multifaceted transformation, where changes to the built environment would intersect with and influence change in socio-economic situations and the natural environment. As part of the Human-Centred Design training, students have developed project designs and interventions that embrace complexity and reject siloed thinking.

### **The (Un)Urban programme**

Around 60 students chose our strand, and we created a challenge for them that reflected our values and the work we do. We wanted the students to understand the complex process that goes into ensuring everyone is able to thrive in an area with a diverse social demographic, and the best place to exemplify this is right on our doorstep: East London.

Students spoke to local people to understand the issues and then worked with them to come up with solutions. In this way, they would be able to make an actual contribution to enhancing the wellbeing of people in the area.

The students spent the first week of the two-week programme learning about concepts including wellbeing, diversity, and green urbanism. There were also sessions that taught students skills in human-centred design, rapid prototyping and qualitative research tools. These are all commonly used in projects by the IGP, and would be essential for the students in their field work.

In the second week the students were based at Stour Space in Hackney Wick. Here they met with local organisations that would pose them the challenge they would spend the next week researching and solving. These groups represented the variety of ways in which sustainability and increased wellbeing is being achieved by the community.



We were impressed by the ways each student group approached their problem. The broad range of ideas was beyond anything we had expected, and the methods used to design, prototype and present their solutions made full use of the variety of skills that each student brought to the group. Being a multidisciplinary group, this was something we were particularly encouraged by.

The programme received a positive response from both the students and the local residents involved, and as such we consider it a huge success. We were pleased to see students become so passionate about work that we think is of the greatest

importance in today's world. Establishing sustainable systems that ensure the wellbeing of everyone involved, as well as providing an environment where people can thrive socially and economically is vital both today and for the future. We hope that the interdisciplinary work the students have done over the last two weeks will encourage them to use the knowledge they gain from their degrees to create new ways for people to prosper.

**Hannah Sender**  
**(Un)Urban Programme Manager**



# Panel presentations

**In Week One of the course, the students were introduced to theoretical concepts relating to social inclusion and the importance of green spaces to wellbeing in East London. Panels incorporated academic researchers, East London community project leaders and green space campaigners.**



# PANEL 1 - URBAN WELLBEING & PUBLIC HEALTH

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PRESENTERS:

**OLIVER DAWKINS**  
**NEIL McELDUFF**

UCL CENTRE FOR ADVANCED SPATIAL ANALYSIS  
LUDWIG GUTTMANN HEALTH & COMMUNITY CENTRE

SESSION CHAIR:

**PETROS I. ANDREADIS**

UCL INSTITUTE FOR GLOBAL PROSPERITY

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Urban parks and green spaces have long been recognised as beneficial to public health and wellbeing, and the recent regeneration of the Queen Elizabeth Olympic Park rests on a legacy promise that the ongoing regeneration will benefit the Parks' surrounding communities, presenting them with a vital public health asset.

While the Park has significant natural assets which may be of benefit to local communities, it is not entirely clear how these assets are being utilised, nor how communities can access and claim ownership of these public spaces that may confer significant health benefits. Furthermore, more traditional public health assets, such as local primary care facilities, have typically been built around health delivery through a traditional medical model, where it has been a challenge to identify how such institutions might account for more complex social dimensions of health and wellbeing.

In their presentations to the students, Oliver Dawkins from UCL's Centre for Advanced Spatial Analysis discussed how his research within the Park helps to leverage novel technologies and intelligent information systems that may be of significant benefit to understanding how the natural assets of the Park are accessed and utilised.

This may present the Park's managers with valuable public health information on how the facility can be better managed, allowing them to be responsive to over and under usage of the many facilities.

While such information may be beneficial to public health professionals and Park managers, it nonetheless does raise enduring ethical implications, such as the ethics of public surveillance.

Neil McElduff introduced students to what appeared at first glance to be a more traditional vision of public health by introducing the local primary care facility, the Ludwig Guttmann Health & Community Centre.

Neil discussed how his development of a novel Social Value Charter can be used by local community NHS services in a manner that leads to greater social cohesion and, as a consequence, better wellbeing.

This Social Value Charter upended traditional economic and accounting approaches to deciding how to outsource underutilised public health spaces by valuing not merely the monetary return in letting such spaces, but accounting for social value, and less tangible factors that relate strongly to public health benefit. In practice the Social Value Charter helped to reframe the business case for local community groups who wanted to secure the use of underutilised assets and resources at the Ludwig Guttmann health centre.

Both their presentations touched on key public health themes for the East London communities.

## **Oliver Dawkins**

### **UCL Centre for Advanced Spatial Analysis**

Oliver introduced students to the challenges of leveraging privately owned public spaces such as the Park for local users, and the political tensions that arise between ownership structures and public utilisation.

This was presented in the context of increasing digital connectedness, and the ethical challenges in collecting digital anonymized data to map and examine how the Park is being utilised.

Responsive data that might be generated by such systems can be vital to understanding and driving adaptable local public health initiatives, but nonetheless still come with significant ethical implications and technical challenges.

## **Neil McElduff**

### **Ludwig Guttman Health & Community Centre**

Neil introduced the students to the innovative work of the Ludwig Guttman – the local NHS community facility – and his efforts at increasing the utilisation of the facility's underused assets to improve health and wellbeing through non-clinical avenues.

This rested on the development of a novel Social Value Charter that encourages managers of healthcare facilities and assets to look beyond monetary dimension in the tendering of these spaces. Neil emphasised the need to leverage available assets to develop stronger social networks and integration, to help encourage residents to improve social ties. These in turn may well result in improved health and wellbeing dimensions that move beyond clinical boundaries. This includes utilising the Park as a health resource that could benefit wellbeing and improve mental and physical health of local communities.

## PANEL 2 - DIVERSITY IN EAST LONDON

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PRESENTERS:

**JUDY LING WONG**  
**NIKOLAY MINTCHEV**  
**TIM WATERMAN**

GREATER LONDON NATIONAL PARK CITY CAMPAIGN  
UCL INSTITUTE FOR GLOBAL PROSPERITY  
UNIVERSITY OF GREENWICH

SESSION CHAIR:

**KONRAD MICIUKIEWICZ** UCL INSTITUTE FOR GLOBAL PROSPERITY

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How can a society with a diverse population lay claim to public spaces for social benefit and wellbeing? How can we make green spaces more accessible and friendly for older people? What does it mean to lay claim to a public space, and how can we design the fabric of the built and natural environment to allow people to feel part of the space, able to navigate it freely and with confidence?

This panel explored the challenging topics of ethnicity and 'super-diversity' in East London. The presenters explored how this ethnicity and diversity relate to community cohesion and wellbeing; the philosophical principles that underpin the Greater London National Park campaign; and developments in built-environment design that emphasise the relationship between different actors in green and built urban spaces.

### **Judy Ling Wong** **Greater London National Park City campaign**

Judy Ling Wong introduced the students to some of the philosophies underlying the Greater London National Park City initiative. She encouraged students to think about how the curation and design of green spaces, and not merely their presence, influences how different people are encouraged or discouraged from using such spaces. Judy drew from case studies showing initiatives that increased access and use of green spaces for older people and different ethnic groups who had

previously felt discouraged from claiming and using these public spaces.

### **Nikolay Mintchev** **UCL Institute for Global Prosperity**

Nikolay Mintchev encouraged students to consider whether there is a relationship between living in a diverse place, and living a good life. He explained that although ethnic and racial distinctions are 'social constructs' with little support in 'biological reality', they can nevertheless have a powerful impact on people's lives. He then referred to studies from the US, Europe and Canada, which conclude that ethnic diversity is negatively correlated with social trust. This means that the more diverse a place is, the less people trust one another.

However, he also argued that this does not have to be true for all places and at all times. In fact, he pointed out, London is an exception to this pattern because within London more diverse places display higher levels of trust between people. London has become so diverse that ethnic difference is 'commonplace' and no group is large enough to threaten others. This makes people feel comfortable with their own differences and less worried about ethnic tensions. The case of London, he concluded, presents us with much needed optimism that ethnic diversity can become a foundation for a prosperous and vibrant society.

**Tim Waterman**  
**University of Greenwich**

Tim Waterman led students through a virtual 'Google Earth' tour of Oxford Street, illustrating the dramatic changes to the design of the pedestrian and street area over the last twenty years that have altered the relationship between users and commuters within the space. Tim encouraged students to consider how changes in street design could dramatically alter the way individuals claim ownership of spaces, and how design can alter our sense of obligation and recognition to other users of the space.

# PANEL 3 - GREEN URBAN INITIATIVES

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PRESENTERS:

**JOYCE VEHEARY**  
**CONNIE SMITH**

LEND & TEND

UCL INSTITUTE FOR GLOBAL PROSPERITY & CHOBHAM MANOR MOBILE GARDEN

**LAWRENCE MOHAMMED**  
**GARY GRANT**

R-URBAN WICK

INDEPENDENT CHARTED ENVIRONMENTALIST

SESSION CHAIR:

**SAFFRON WOODCRAFT**

UCL INSTITUTE FOR GLOBAL PROSPERITY

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This panel presented an overview of existing initiatives within the Park regeneration area. These initiatives introduced students to small scale, ground-up approaches improving: our accessibility to, and relationship with green spaces; biodiversity through garden and planting initiatives; and, creating innovative ways in which social and community relationships can be built and fostered.

## Joyce Veheary



Joyce's presentation introduced students to her own groundbreaking initiative, Lend & Tend. Lend & Tend is a platform for garden-sharing - linking people who want to grow plants but do not have access to green spaces, with people who have green spaces that are not fully utilised. Joyce's initial research illustrated how difficult it was to secure an allotment space in the city, with over 86,000 people on the waiting list! Students were encouraged to consider not only the ecological benefits of the sharing platform, allowing people to grow their own food, but also the social benefits and intergenerational links, and the transfer of knowledge that could emerge from the endeavour.

## Connie Smith

### UCL Institute for Global Prosperity & Chobham Manor Mobile Garden



Through Connie Smith's presentation, students were able to get a sense of how an innovative mobile garden platform has been established in existing building sites that are cited for future redevelopment. Rather than leaving such site fenced and barren until construction can begin, Chobham Manor Mobile Garden was established. Portable raised garden beds were constructed on the site, allowing local residents to engage in gardening and planting. A significant component of this initiative is an attempt at 'place-making' and the generation of communities and neighbourhoods prior to the completion of planned construction.

## **Lawrence Mohammed**

### **R-Urban Wick**



Lawrence's endeavour with R-Urban Wick demonstrated to students to how people might use vacant spaces to test new ways of living. R-Urban encourages people to live in a more integrated way, focusing on eliminating waste by moving towards a closed-loop system in which we produce what we consume, and consume what we produce. For R-Urban, this takes the form of several linked projects, including an anaerobic digester in which bio-waste, such as biomaterials produced from Chobham Manor Mobile Garden and excess foods, could be converted into biogas, and a cafe that cooks using the biogas. The initiative is now branching out to become a more embedded community resource by offering bicycle repair services, a local tool library, a curiosity shop, with a civic university also in development.

## **Gary Grant**

### **Independent chartered environmentalist**

Last to speak, Gary Grant emphasised to the students the value and importance of adopting and embedding an ecosystems approach into urban design. He made his argument through reference to his own planning and advocacy work, having pushed to get the biodiversity agenda for the Park prior to winning the Olympic bid.

Gary highlighted the importance of integrating biodiversity not just within defined 'green' spaces, but also integrating this onto and into the build landscape, such as planting trees on rooftops to aid cooling, or transforming barren walls into 'living' walls.



# Human-Centred Design

In Week One, the students were introduced to Human-Centred Design, an innovative method for collaborative problem solving. The Human-Centred Design sessions were designed and run by international innovation agency Mensch.

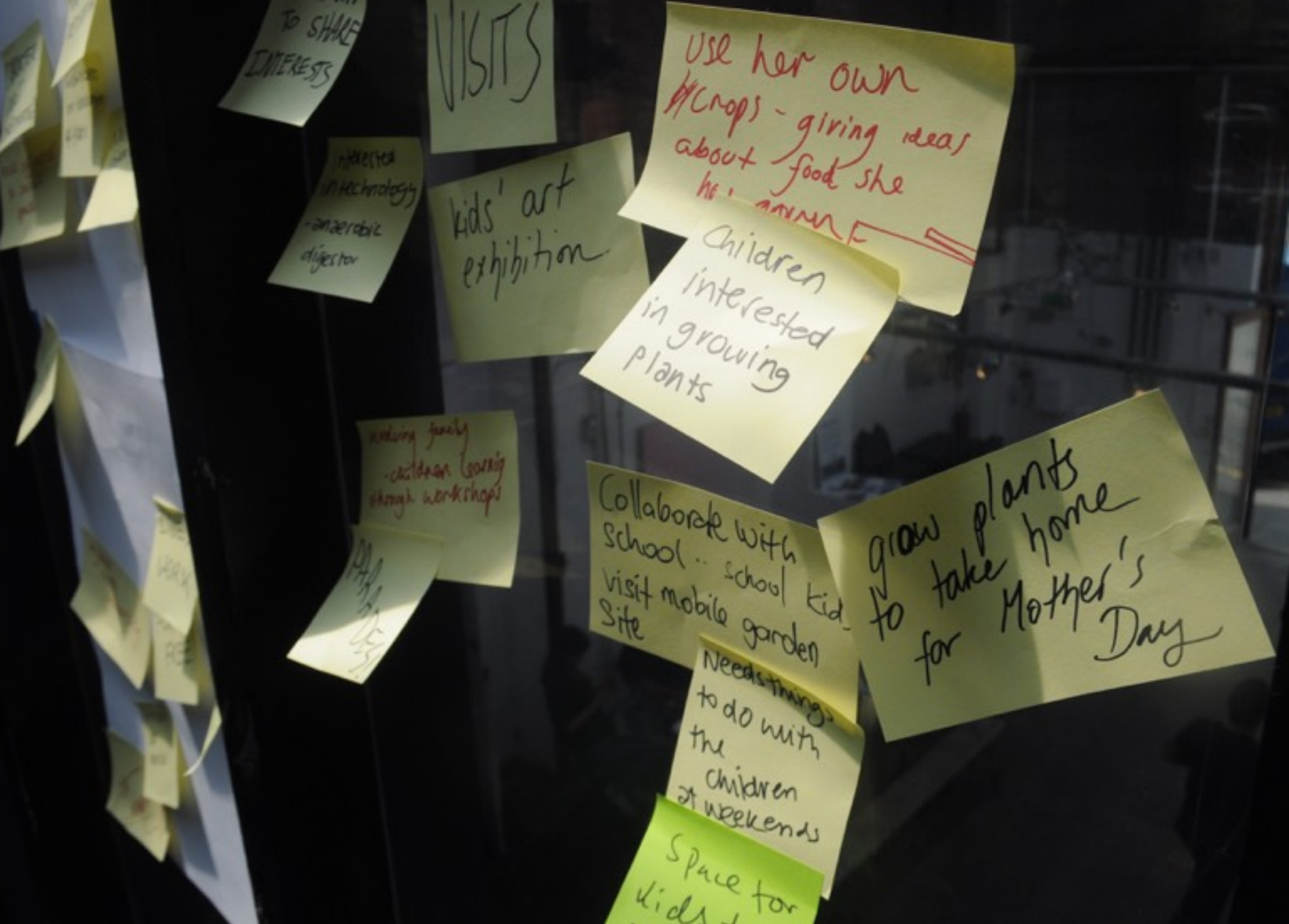


Image credit: Adam Nadzri

### **Our approach: Human-Centred Design**

*“Problems are complicated to begin with and every part of that problem should be a concern in the Discovery, Ideation and Prototyping process. Closing an ear or a view does not actually solve anything. The solution process begins by the act of coming together from different perspectives. The better or the best solutions don't come easy although we would like that to be the case.”*

**Adam Nadzri, Student Group 6**



Human-Centred Design is an approach to problem solving that has empathy at its core. While several organisations have their own definition of Human-Centred Design and their own toolkits for applying the approach, most agree that Human-Centred Design is built on the following principles:

**Anyone can be a designer**

**Designers should be empathetic**

**Designers should be optimistic**

**Designers should embrace ambiguity**

**Designers should learn from failure**

**Design is an iterative process**

**Designs should be needs-driven**

Human-Centred Design has been applied around the world, to solve problems that are local and global, on diverse challenges: from clean water access in refugee camps to mobility apps in major global cities.

IGP collaborated with international innovation agency Mensch, who has co-designed a Human-Centred Design pathway and toolkit for (Un)Urban students. The learning pathway was organised around a sample challenge:

*How can we design a better commute?*

### **Developing Creative Confidence**

Anyone can be a Human-Centred Designer, but not everyone is going to feel as though they are a designer, or identify with the term. The first step in the Human-Centred Design process, therefore, is about developing creative confidence as individuals and as part of a team.

The students' first challenge was to build spaghetti towers, which could hold a marshmallow on the top, for at least ten seconds. The tallest tower to do so would win the challenge. One would think that degrees in engineering and architecture would be of major benefit. However, TED presenter Tom Wujec points out that in a spaghetti tower building competition between primary school children and professional designers, primary school children were the winners. The lesson: creative confidence, the willingness to iterate when designs fail, is not something we learn in lecture theatres or classrooms - unless of course, you are participating in a Human-Centred Design workshop at UCL.

The task showed us that no idea is stupid, but rather every idea is crucial in order to succeed.

Most of us found the task challenging but we learnt about two important things: 1) it is vital to first understand the problems before we actually design a solution; 2) we can always improve and learn from failures.

### **Discovery + Ideation**

The first skills session of (Un)Urban was dedicated to

*A group of passionate, enthused students were handed concepts, as if wet clay between our hands, moulding and melding, poking and prodding, questioning and wondering, sitting back quietly to observe what it was we were forming from every and any angle possible.*

### **Coskun Guclu, Group 6**

two of three phases in Human-Centred Design: Discovery and Ideation. In Discovery, designers engage in 'divergent thinking', where exploration of contexts and expansion of ideas is encouraged. Students interviewed one another about their own

commutes, making sure to dig deeper to find the 'root' cause of why their partner chose a particular route, or felt a certain way about their commute.

In groups, the students went on to develop a 'persona' for whom they would be designing a better commute. The persona was given a gender, age, status, occupation, and a regular journey. The students had to define three key 'aspects' of their persona's commute (e.g. two types of transport, changeover, school run), and three 'needs' that their persona experienced before or during their commute (e.g. smooth pavements, opportunity to be productive, reliable service).

In the Ideation phase, students had to fill a huge piece of paper with post-it notes, all with a single solution to their persona's commuting needs. The rules: every idea is a good idea, withhold judgement, and quantity is more important than quality.

We filled the wall with post-it-note ideas, ranging from: abolishing 9 am starts to double decker tubes to hovercrafts. Other groups had very bizarre and rather entertaining ideas, giving us a better understanding into divergent and then convergent thinking. By putting our solutions into long and medium term groupings but also spatial groupings, it demonstrated that the design process has many different cycles as it becomes more and more defined. Who knows, the double decker tube may make an appearance one day.

## **Prototyping**

In the second skills session, the students finished their design cycle with the Prototyping phase. Prototyping is the designer's opportunity to make solutions tangible and to play out the user experience. Must-have materials include cardboard, pipe-cleaners, masking tape, string and scissors.

In order to move into the Prototyping phase, the students needed to pick a solution, or hone several

solutions, to work on. Ideas ranged from the re-design of whole tube stations, to apps for neighbourhood watch initiatives, to cycle-to-library schemes for older residents. This is the 'convergent' thinking phase of the design cycle, where designers need to consider what is delightful, innovative and what could actually work.



Image credit: Journalista

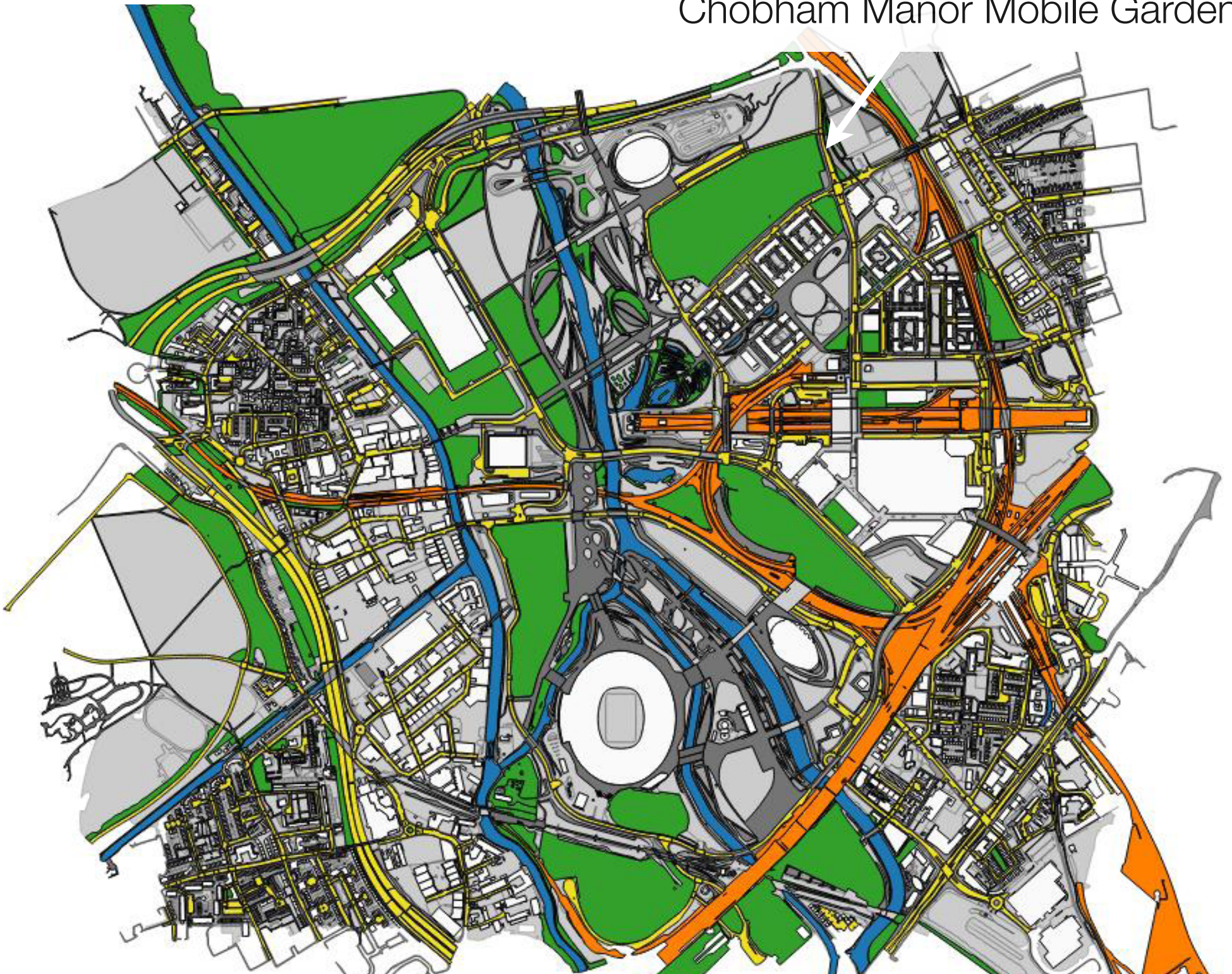
# Projects

Our partners in East London set each of our six (Un)Urban student-groups a challenge to respond to in Week Two. These challenges concerned real problems encountered by these organisations. Students applied their learnings from Week One and the Human-Centred Design approach to interrogate and provide creative recommendations to these challenges. The following chapter outlines each group's response and final poster presentation.

# IROKO

GROUP 1 - IROKO

Chobham Manor Mobile Garden



**Students:** Vanessa Goh; Tz-Ching Tai; David Bankole; Yanbin Song; Shuhan Yu; Guilia Pasquali; Milo Gooder; Emma Donovan and Esme Marshall

**Navigators:** Jessica Mamo and Anthony Palmer

## The Organisation

IROKO is a charitable organisation that uses African art forms as a vehicle for advancing the education, health and wellbeing of people of all backgrounds, ages groups and abilities so they can achieve their full potential, play an active role in their community and have an improved quality of life.

## The Challenge

How can IROKO and the LLDC work together to enhance the wellbeing of elderly people using the open spaces of Queen Elizabeth Olympic Park?



## Our Vision

Through this proposal, we hope to address the needs of older local residents, as well as to meet the aims of IROKO and the LLDC. As such, with IROKO, the LLDC and their partners working together for the betterment of older local residents, we hope to allow for the creation and strengthening of a long-term partnership.

We have developed three projects to be considered in the partnership between IROKO and LLDC, each complementing each other to benefit the health and wellbeing of the local elderly communities and encouraging a sense of ownership of the QEOP area. The intention is that IROKO proposes these projects to the LLDC for consideration, drawing on the strong potential for a beneficial partnership illustrated below.

A brief overview of these projects:

**Forgotten Folks:** an adaptation of IROKO's existing series of regular music and drumming workshops aimed addressing the isolation of elderly people, relocated inside the park to unite surrounding communities.

**Tales from the Park:** a new program, aimed at the elderly community, telling the story of the park's history using IROKO's theatrical expertise to explore ideas of heritage, history and legacy, eventually encouraging participants to share their own stories.

**African Garden:** a collaboration between the Mobile Garden City (MGC) and IROKO, dedicating a space for activities for elderly participants, such as growing African crops, attending cooking lessons and sharing traditional recipes.

## Why?

Among the objectives and goals that LLDC wishes to achieve in the park and its surrounding communities, we have identified several aspects of their existing policies that indicate the strong potential for an exciting and successful partnership between them and IROKO.

LLDC's Community Engagement Policy promotes convergence and community participation. Firstly, its task is to ensure that the future Queen Elizabeth Olympic Park connects with the existing communities and brings these together with the new communities. This will be vital to make local communities feel a sense of ownership and responsibility for the area in and around the QEOP. Secondly, these connections need to be achieved physically, socially and economically. The need for cultural connections has to support successful community initiatives and activities in order to develop strong relationships and real, lasting partnerships with key community anchors.

LLDC's Sport and Healthy Living Policy encourages opportunities for all sections of the community to develop coaching, volunteering and official skills. As far as the elderly are concerned, this policy aims to design and operate the park as a catalyst for healthy living. Consequently, older adults can gain some physical activity and health benefits, including maintenance of good physical and cognitive function.

IROKO's existing relationships with communities from the Host Boroughs and their potential ability to encourage more local residents to visit and use the park can fulfil LLDC's objectives of building cultural connections. Moreover, because IROKO is a well-established, successful community initiative and has strong connections with local communities, it has strong potential to work within LLDC's Art and Culture strategy.

IROKO also has successful experience of bringing the elderly into green spaces and their activities improve the health and wellbeing of isolated elderly communities. Therefore, the use of the park for their activities can bring several important benefits for the elderly. For example, not only fostering wellbeing and breaking monotonous routines, but also breaching the perceived divide and developing a sense of ownership. Additionally, attracting elderly communities from Olympic boroughs can create a bond within the surrounding neighbourhoods.

Furthermore, while IROKO addresses issues affecting surrounding elderly communities, LLDC engages with youth projects. Therefore, there are benefits to joining IROKO's elderly community connections with LLDC's young partners, such as Legacy Youth Voice and Legacy Youth Radio (Reprezent). In other words, it is a great opportunity to use connections with youth groups as a resource for volunteers and as a means of fostering inter-generational links.

## **How?**

We propose that IROKO and the LLDC take charge of a long-term project in cooperation, whereby varied activities may be conducted on a monthly basis (details of suggested activities may be found in the 'What?' section). We suggest that these activities be conducted in a flexible, fluid and adaptable manner, to allow for these activities to be conducted in a variety of locations and situations.



These activities would be conducted with the aim to introduce older residents of Host Boroughs into Queen Elizabeth Olympic Park, as well as to encourage and engage Host Boroughs and East Village's older residents in active use of park spaces. This would be done by the organising of activities in various locations around the Queen Elizabeth Olympic Park (details of suggested locations can be found in the 'Where?' section).

We propose that IROKO could work with the LLDC and their partners by combining efforts in the form of volunteers, funds, knowledge and resources for improving the well-being of older local residents, facilitating the achievement of IROKO's ambitions as well as the implementation of the LLDC's policies. For instance, the LLDC could assist in the transportation of older people to and from IROKO activities via the use of available buggies or golf carts.

## **What?**

### **Forgotten Folks**

The Forgotten Folks project is an existing IROKO project that took place in Newham and that we propose can be adapted and brought into the QEOP. It is centred on the ability of regular dancing and drumming workshops to address the concern of isolation among elderly people, encouraging them to be active and engage in their communities. IROKO and LLDC would be able to draw on links to youth organisations (Legacy Youth Voice) to build inter-generational connections, as well as introducing elderly communities to the park in an active way.

The aim of bringing Forgotten Folks into the park is to integrate isolated elderly people and to encourage

elderly communities from the Host Boroughs and East Village to create a collective sense of community and to use the park in an active way. This project would continue the existing pattern of arts and crafts, music, dance and drumming workshops, as well as integrating IROKO Robics sessions, which involves gentle movements particularly designed for the elderly.

We have identified the Timber Lodge Cafe as the proposed venue for these activities, given its seasonal adaptability; monthly workshops could be held indoors in the winter and outdoors in the summer, where grandparents would be encouraged to bring their families to enjoy the Tumbling Bay Playground next to Timber Lodge. While these workshops are designed specifically for the elderly, they would be free and open events, intended to attract passing visitors of all ages to the park.

In order to bring surrounding elderly communities together, IROKO would use their existing network with elderly communities, inviting current participants to the park. In addition, LLDC would assist in displaying posters around the park and distributing leaflets in local community centres to attract new participants from the surrounding area.

One of the principal benefits of a partnership between IROKO and LLDC is that it presents an opportunity to bring young volunteers into the programme, fostering long-lasting inter-generational connections. These workshops would be held in collaboration with LLDC's Legacy Youth Voice organisation, which provides opportunities for practical volunteering and planning engagement for young people. IROKO would invite Legacy Youth Radio to attend and broadcast music/drumming sessions, during which young volunteers and the elderly would exchange musical skills and stories.

### **Tales from the Park**

A new program aimed at the elderly community, providing bimonthly drop-in story telling workshops in the park, which reinterpret the history of the park using the space and IROKO's theatrical expertise to explore ideas of heritage, history and legacy. This would offer a relaxing alternative to activities that require movement, and a social forum for the elderly. Primarily though, it would make this community comfortable with the

underused space of the park, familiarising them with its different areas and reminding them that it is their space too. This would be a roving event, changing sites with each session so that the story-telling has an element of site-specificity. The park offers interesting jumping-off for such narratives, with the history trees, 2012 Gardens and Great British Garden as relevant and useful backdrops. These events will be organised in advance and advertised online (via the IROKO website and social media).



Leaflets could be distributed and flyers posted in the park to ensure attendance. A coach service like the one IROKO have previously used to bring the elderly community on trips around London could be used to bring people to the event. The event would also be drop-in, allowing passers-by in the park to get involved.

Partnerships could be forged with the ARTS AND CULTURE coordinator from LLDC, as well as the Foundation for FutureLondon who are responsible for developing new arts and culture programs in the park, perhaps through Adriana Marques, Head of Arts and Culture Programme at Foundation for FutureLondon. The LLDC publicly emphasises their interest in promoting local arts and culture in the park, so this is an opportunity they would surely leap on.

The program could run between May and October depending on the weather conditions, with storytelling for 1~2 hours, followed by a discussion between the audience and the performers. This grants opportunities for the elderly to share their own stories, tying in with theme of history and legacy and drawing

attention to the importance of remembering the area before the Queen Elizabeth Olympic Park.

### **African Garden**

The African Garden is a collaboration between the Mobile Garden City (MGC) and IROKO for the betterment of older people and local residents. A space can be set aside within the MGC for IROKO to grow African crops and host activities, e.g. picnics, cooking lessons, and sharing food with the locals.

In this project, older people can be introduced to the MGC by IROKO, and involved in the planting and growing of crops in the MGC. Crops can be harvested for picnics and the MGC kitchen can be used by the older community to conduct cooking lessons and to pass their skills to the younger generation and other visitors to the MGC. This project can be carried out in the warmer months (between April and August), on weekends when there are more visitors to the park.

We believe that there is a lot of potential for collaboration between IROKO and MGC, building strong, long term relationships within the local park community. Together, IROKO and MGC can better reach out to local residents and older people with a greater variety and quality of activities. For instance, IROKO might take the opportunity during picnic events to share traditional African stories or share African recipes with the older and local communities, while MGC would benefit from the greater participation and interest in the garden.

The older generation would also benefit from being given an opportunity to interact with young people, improving their well-being through group cooking and gardening. These activities are a way for older people to pass on their wisdom and knowledge, encouraging inter-generational bonding, and can be used to draw in local residents.

### **Conclusion**

Ultimately, the expectation of the implementation of Forgotten Folks, Tales from the Park and African Garden is to create and maintain a long-lasting partnership between LLDC and IROKO, which will enable the gradual creation of a shared sense of

community based in the Queen Elizabeth Olympic Park.

Through this collaboration, with the improvement of the health and wellbeing of local elderly people placed at the centre, we wish to address the issue of isolation and to enhance active community engagement with the park in the long-term. IROKO's established connections with elderly residents in the surrounding boroughs could be utilised to attract new elderly communities, in order to both maintain existing relationships and build new community connections.



# Final poster

## Stitching The Fringe

How can IROKO and the LLDC work together to enhance the wellbeing of elderly people using the open spaces of Queen Elizabeth Olympic Park?

The overall aim that we identified from this challenge was to build a relationship between the LLDC and IROKO. We hoped to do this by adapting IROKO's programmes through their existing networks, using the spaces within the park by creating stronger connections between the surrounding communities and the public spaces.

Collaborating to achieve LLDC's goals and objectives in "stitching the fringe" through community engagement, sports and healthy living.

**Who?**

- Target audience: IROKO's following of older people from various projects
- Aimed at elderly community but all age groups and backgrounds welcome
- Potential audience in East Village's population of older people
- To be carried out by IROKO's team of volunteers, as well as volunteers from LLDC
- Volunteers from LLDC's partners may also assist in collaborations between IROKO and LLDC

**Where?**

- Locations chosen must be accessible by buses, cars and walkways
- Seating should be present (e.g. benches)
- Places should be somewhat busy so that passers-by may easily participate if interested
- Potential locations:
  - 2012 Gardens - benches and large spaces available
  - Mandeville Place - a large space with benches and seating
  - Timber Lodge Cafe (potential indoor space for use during colder months)

**What?**

- A new outdoor program from IROKO aimed at older people with the aim of introducing and encouraging use of the Park and increasing their wellbeing
- Provides a social atmosphere and various programmes incorporating African art and culture

**Benefits to the elderly:**

- Breaking the perceived divide and developing a sense of ownership of the Park
- Fostering well-being via the use of quiet, green spaces
- Breaking monotonous routines by trying new activities
- Creating bonds and connections between the older people of Host Boroughs and East Village

Opportunity to utilise youth connections: Utilising LLDC's existing partnerships with youth groups for the betterment of older people and the youth

Opportunity to use connections with youth groups as a resource for volunteers and as a means of fostering inter-generational links

**How?**

- Long term project hosting a variety of activities conducted monthly
- Activities aim to:
  - Introduce older residents of Hackney Wick to Park
  - Encourage and engage Host Borough's and East Village's older residents in active use of the Park
- By tapping into volunteers, funds, knowledge and resources of IROKO and LLDC

**Tales from the Park**

A new program aimed at the elderly community, providing bi-monthly drop-in story telling workshops in the park, which reinterpret the history of the park using the space and IROKO's theatrical expertise to explore ideas of heritage, history and legacy. This would offer a relaxed alternative to activities that require movement, and a social forum for the elderly. Primarily though, it would make the community comfortable with the underused space of the park, familiarising them with its different spaces and reminding them that it is their space too.

Offering alternative to activities that require movement, combined with learning and learning

Great for elderly a chance to make friends and chat with other people in open green spaces

It provides a chance to go out, enjoy the park and have fun as well as knowing the local history.

Free story telling events in the park accompanied with background music. Free booklets are provided. Open drop-in sessions, held bi-monthly which are themed and site-specific, and draw on the history of the park. A reinterpretation of the space and the art at the park engaging IROKO's theatrical expertise.

**Forgotten Folks**

The Forgotten Folks project is an existing IROKO project that took place in Newham and that we propose can be adapted and brought into the Olympic Park. It is centred on the ability of regular dancing and drumming workshops to address the concern of isolation among elderly people, encouraging them to be active and engage in their communities. IROKO and LLDC would be able to draw on links to youth organisations (Legacy Youth Voice) to build inter-generational connections, as well as introducing elderly communities to the park in an active way. It is aimed at integrating isolated elderly people and encouraging elderly communities from the Host Boroughs and East Village to use the park in an active way.

In partnership with LLDC's Legacy Youth Voice organisation, inviting existing IROKO participants/communities to attend workshops in the park. Distributing notices around the park and distributing leaflets in community centres to attract new participants from the surrounding area. Designed for the elderly, although all ages are welcome. Free, open events intended to attract passing visitors to the park.

Timber Lodge Cafe (indoors in winter, outdoors in summer). Grandparents encouraged to bring their termites to Turning Bay Playground next to Timber Lodge.

Arts and crafts, dancing, music and drumming workshops (including IROKO Folks sessions)

Engaging young people in workshops in order to foster inter-generational connections. LYV provides opportunities for practical volunteering and planning engagement for young people. IROKO would invite Legacy Youth Radio to attend and broadcast music/drumming sessions, where young volunteers and the elderly can exchange skills and stories.

Monthly, throughout the year.

**African Garden**

There is a lot of potential for collaboration between IROKO and MGC, building viable, long term relationships within the local park community and reaching out to local residents. For instance, IROKO might take the opportunity during picnic events to share traditional African stories or share African recipes with the older and local communities.

The older generation are given an opportunity to interact with new people, improving their wellbeing through group cooking and gardening. These activities are a way for older people to pass on their wisdom and knowledge, encouraging inter-generational bonding, and can be used to bring in local residents.

A collaboration between the Mobile Garden City (MGC) and IROKO for the betterment of older people and local residents. A space can be set aside for IROKO to grow crops and host activities, e.g. picnics, cooking lessons, and sharing food with the locals.

Older people can be introduced to the MGC by IROKO, and can be taught and be involved in the planting and growing of crops in the MGC. Crops can be harvested for picnics and the MGC kitchen used by the older community to conduct cooking lessons, passing their skills to the younger generation.

**Events organised in advance and advertised online (IROKO website) and via leaflets**

A coach service to bring people into the park, short walk to the location

Anyone can join, passers-by in the park

In partnership with the ARTS AND CULTURE coordinator from LLDC, Foundation for FutureLondon who are responsible for developing new arts and culture programs in the park, Adriana Marques, Head of Arts and Culture Programme at Foundation for FutureLondon

Adapting IROKO's performing experience and skills to the location as a way of telling histories of the park.

In shaded areas of the park with benches, e.g. 2012 Gardens. Perhaps in the 2012 Gardens or Great British Garden

Runs between May and October depending on the weather condition. Storytelling for 1-2 hours, followed by free conversation/discussion between the public and the performers.

Suggestions for the future: Opportunities for the elderly to share their own stories, tie in with theme of history and legacy (African) Games combined with the storytelling to engage with the audience. For example, ball-passing games accompanied by music or quizzes on the stories they have heard.

**Who?** The older community, younger generations, and the local community

**Where?** An area set aside in the Mobile Garden City

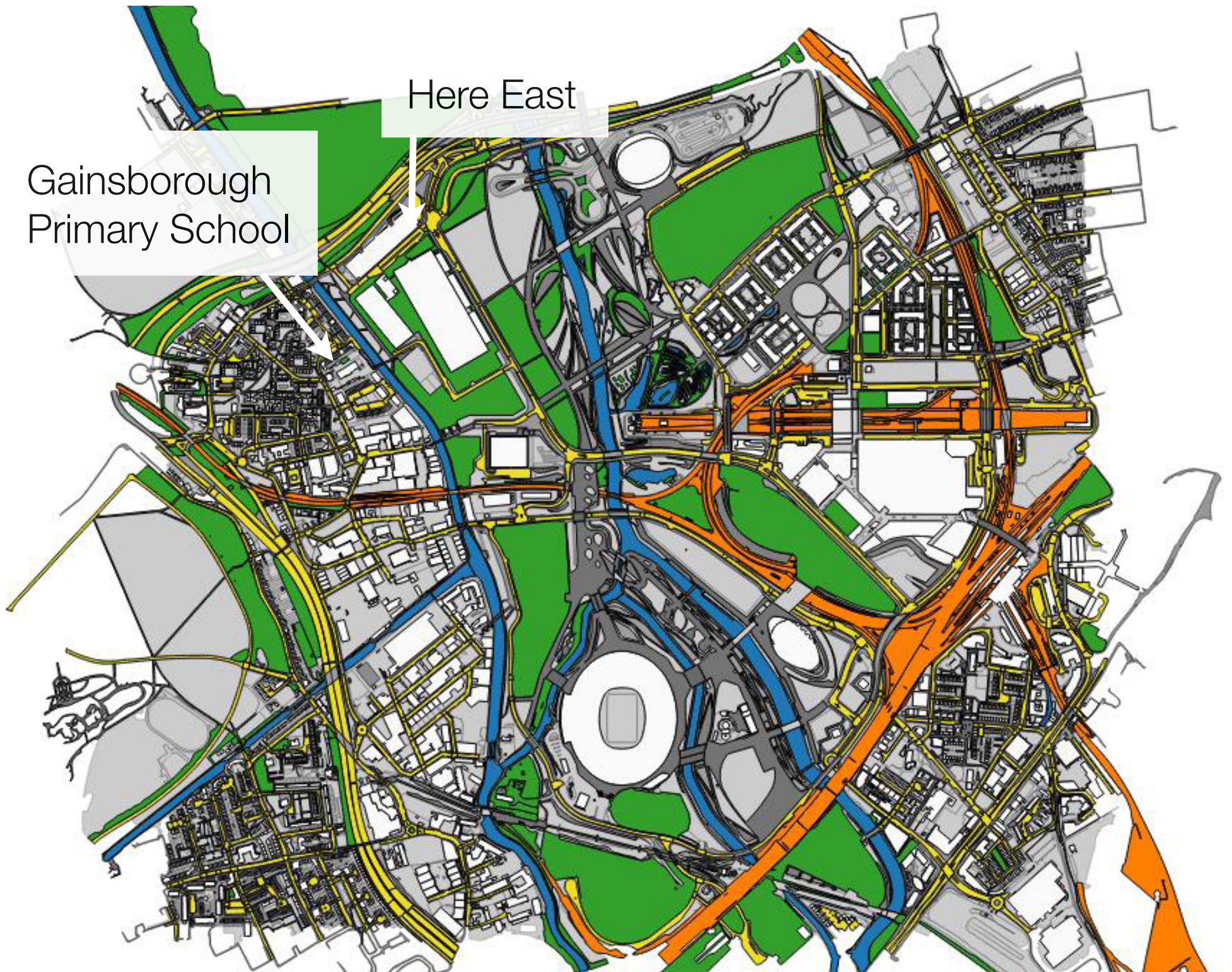
**When?** During the warmer months, between April to August, on weekends when most residents are more available

Group 1: Wessie Goh, Qi-Ching Tai, David Bankole, Yinbin Song, Shuhan Yi, Guila Pasquel, Milo Gooder, Emma Donovan, Esme Marshall

SPECIAL THANKS TO OUR NAVIGATORS: JESSICA MAMO & ANTHONY PALMER

# WICK AWARD

GROUP 2 - WICK AWARD



**Students:** Louis Heery; Claude Lynch; Dean Abele; Charlotte Collins; Harry Kalfayan; Lucia Sanz; Scott Ormston; Yinan Wang; Angelos Angelidis; Giacomo Piccoli and Zhao Yuxuan

**Navigator:** Katharina Schoffmann

## The Organisation

Wick Award Partnership Panel is a Big Local-funded neighbourhood partnership. It is responsible for organising the spending of £1m in order that:

## The Challenge

How can Wick Award facilitate positive connections between long-established communities and residents moving into Hackney Wick?

- Communities will be better able to identify local needs and take action in response to them
- People will have increased skills and confidence, so that they can continue to identify and respond to needs in the future
- The community will make a difference to the needs it prioritises
- People will feel that their area is an even better place to live

## The Problem

Hackney Wick is an unequal area with 38% child poverty, and yet new builds are rapidly springing up for new richer residents, as the area gentrifies. We need to bring the benefits of being a 'growth borough' to the deprived communities that are long established in the Wick. Children from deprived backgrounds in the Wick suffer from a chronic lack of aspiration juxtaposed with an abundance of free time, putting teenagers at risk of playing truant and joining a gang. This is amplified by low levels of social capital. We think that these groups can be engaged and enriched – and it's all made possible by the presence of the Queen Elizabeth Olympic Park. This employability scheme hopes to improve the aspirations of the young people, to reduce the tensions between the different groups and help build community connections.

We wanted to improve the wellbeing of deprived groups living in the estates further away from the new builds closer to the canal, focusing on young people who feel disenfranchised and unable to move outside their local area for fear of gang crime.

## Motivations

- Extending the reach and opportunities of young people in Hackney Wick, making them feel at home in

the expanding technology hub on the other side of the Lea.

- Bringing the advantages of the post-Olympics park to everyone.
- Aiming to increase the availability of work experience and employment opportunities from an early age.
- Providing a positive role model for students lacking a purpose and making students aware of alternative opportunities within their community.
- Seeing Here East and the QEOP as a friend to the communities of Hackney Wick rather than something beyond their reach.
- Changing attitudes towards education to reduce the number of teenagers from deprived groups entering the 'gang culture'

## Outcomes

### PRIMARY SCHOOL (YEAR 6)

- Motivating students to aspire for their future. Sparking their interest in fields they haven't been introduced to before.
- Increasing feeling of entitlement to the space through trips to Here East.
- Providing role models by introducing students to employees at Here East (e.g. artists, journalists, scientists).
- Increasing self-esteem by encouraging students to create their own projects. Also strengthening the feeling of safe environment around the Olympic Park area where the projects will take place.

### SECONDARY SCHOOL (YEARS 7 - 9)

- Increasing familiarity with the Here East space through employee walking tours. This would strengthen the feeling of area entitlement which is currently lacking in the majority of local residents.
- Using alumni speeches to provide successful role models and inspire students.
- Increase students understanding and knowledge of their preferred sector through specific departmental tours.
- Provide a broader scope of knowledge about various companies through lectures from representatives.

- Provide students with seminars to increase self-esteem, confidence and assertiveness, while teaching them useful skills in a range of fields.
- Experience real working environments which provide work experience and opportunities to implement previously learned skills.
- Fully engage students in the working environment through various projects and tasks offered by one of the three sectors.
- Improving employability through CV workshops and work experience.

## **Recommendations: The Journey**

### PRIMARY SCHOOL (YEAR 6)

#### **Term 1**

A series of four presentations over the term from four separate institutions based in Here East (BT Sport, Loughborough University, Studio Wayne McGregory and Infinity).

During assembly time, these presentations will also include a basic introduction to Here East and what it does.

#### **Term 2**

Due to the Year 6 students' SAT exams, Term 2 will only consist of a visit to the site. The students will visit the companies, meet employers and walk around the park. Gainsborough Primary School faces the building and is only a 7 minute walk away.

#### **Term 3**

After their SATs, the companies/ institutions that presented in Term 1 will set four separate projects for the 10-11 year olds to partake in. It will take place over one week where the students will be invited to make a video, dance or art piece that is applicable to one of the businesses.

### SECONDARY SCHOOL (YEARS 7 - 9)

#### **Year 7**

In year 7 (11 years old) Hackney Wick children move into secondary schools e.g. Mossbourne Academy. They will do one day in each of the three terms with

Here East. The first day could be a guided tour with one of the three major companies in Here East: BT Sport, Infinity Technology, or Studio Wayne McGregor. This could help them gain familiarity with Here East.

There will then be an insight day in the Here East theatre with all three companies in the second term. There would also be talks from retired people from poor backgrounds with successful careers. They would then do a small group challenge day with one of the companies after their exams.

#### **Year 8**

Year 8 will focus on building the skills of the children. They could have a detailed insight day with one of the organisations. Where people from the organisations can say what is great about their sector. They could then pick a film making day with BT Sport, a programming day with Infinity Technology, and a dancing day with Studio Wayne McGregor in the second and third term.

#### **Year 9**

Year 9 will focus on helping the children gain experience to enhance their employability. This should help them gain competitive internships in the future. They could have a work shadowing day with one of the organisations at the start of the year.

After their exams, they will do a facilitated work experience placement with one of the companies in Here East. There would also be an option to work for other organisations such as local cafes. There would be CV and applications advice in the second term.

## Final posters

### THE PROBLEM

Hackney Wick is an unequal area with 38% child poverty, and yet new builds are rapidly springing up for new richer residents, as the area gentrifies. We need to bring the benefits of being a 'growth borough' to the deprived communities that are long established in the Wick. Children from deprived backgrounds in the Wick suffer from a chronic lack of aspiration juxtaposed with an abundance of free time, putting teenagers at risk of playing truant and joining a gang. This is amplified by low levels of social capital. We think that these groups can be engaged and enriched – and it's all made possible by the presence of the Queen Elizabeth Olympic Park. This employability scheme hopes to improve the aspirations of the young people, to reduce the tensions between the different groups and help build community connections.



### MOTIVATIONS

We wanted to improve the wellbeing of deprived groups living in the estates further away from the new builds closer to the canal, focusing on young people who feel disenfranchised and unable to move outside their local area for fear of gang crime.

- ▶ Extending the reach and opportunities of young people in Hackney Wick, making them feel at home in the expanding technology hub on the other side of the Lea.
- ▶ Bringing the advantages of the post-Olympics park to everyone.
- ▶ Aiming to increase the availability of work experience and employment opportunities from an early age.
- ▶ Providing a positive role model for students lacking a purpose and making students aware of alternative opportunities within their community.
- ▶ Seeing Here East and the QEOP as a friend to the communities of Hackney Wick rather than something beyond their reach.
- ▶ Changing attitudes towards education to reduce the number of teenagers from deprived groups entering the 'gang culture'.

### OUTCOMES

#### PRIMARY SCHOOL (YEAR 6)

- \* Motivating students to aspire for their future. Sparking their interest in fields they haven't been introduced to before.
- \* Increasing feeling of entitlement to the space through trips to Here East.
- \* Providing role models by introducing students to employees at Here East (e.g. artists, journalists, scientists).
- \* Increasing self-esteem by encouraging students to create their own projects. Also strengthening the feeling of safe environment around the Olympic Park area where the projects will take place.

#### SECONDARY SCHOOL (Year 7 -9)

- \* Increasing familiarity with the Here East space through employee walking tours. This would strengthen the feeling of area entitlement which is currently lacking in the majority of local residents.
- \* Using alumni speeches to provide successful role models and inspire students.
- \* Increase students understanding and knowledge of their preferred sector through specific departmental tours.
- \* Provide a broader scope of knowledge about various companies through lectures from representatives.
- \* Provide students with seminars to increase self-esteem, confidence and assertiveness, while teaching them useful skills in a range of fields.
- \* Experience real working environments which provide work experience and opportunities to implement previously learned skills.
- \* Fully engage students in the working environment through various projects and tasks offered by one of the three sectors.
- \* Improving employability through CV workshops and work experience.

# JOURNEY

## PRIMARY SCHOOL - YEAR 6 THREE-TERM INTRODUCTION TO HERE EAST

### Term 1

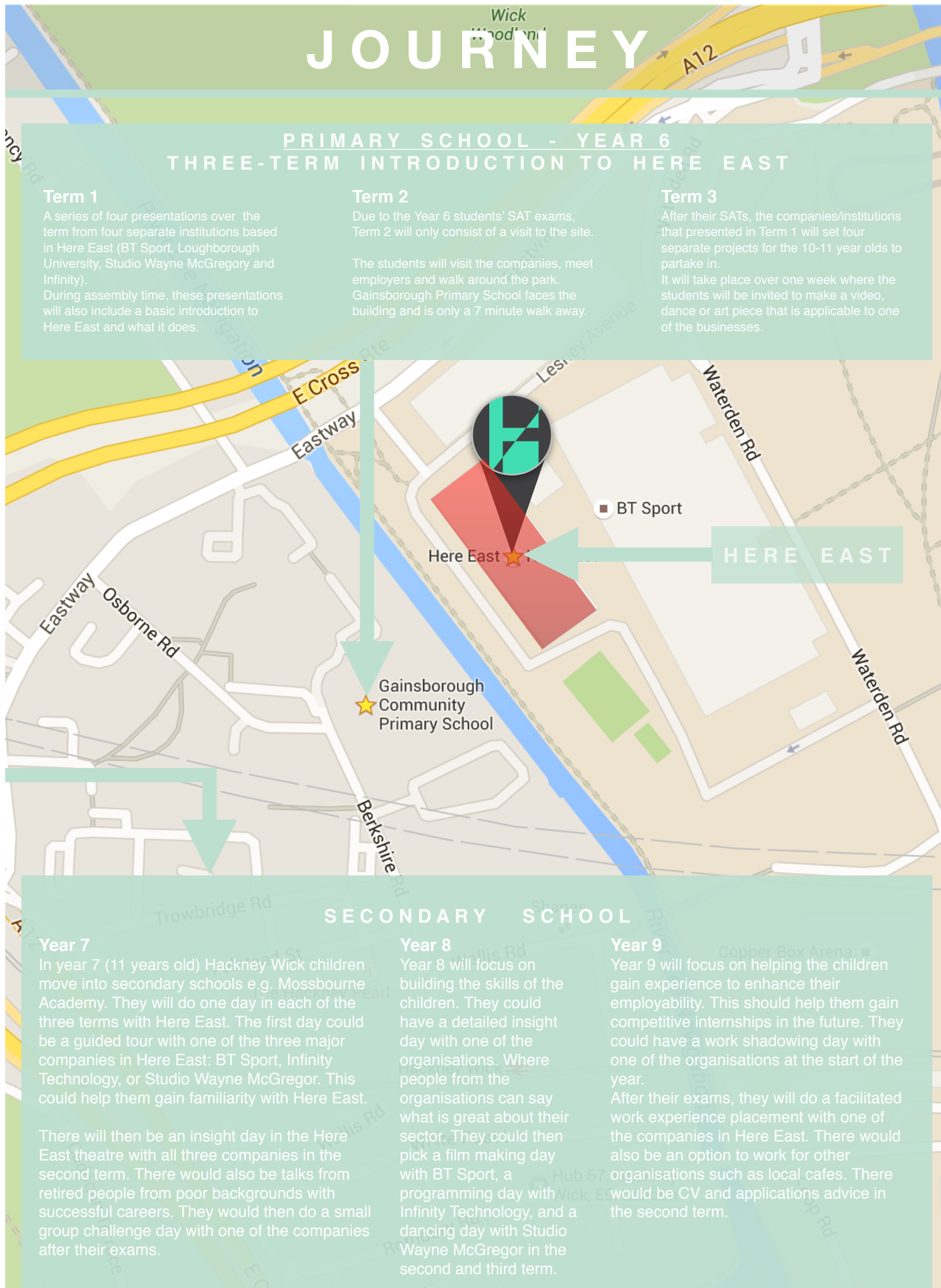
A series of four presentations over the term from four separate institutions based in Here East (BT Sport, Loughborough University, Studio Wayne McGregor and Infinity). During assembly time, these presentations will also include a basic introduction to Here East and what it does.

### Term 2

Due to the Year 6 students' SAT exams, Term 2 will only consist of a visit to the site. The students will visit the companies, meet employers and walk around the park. Gainsborough Primary School faces the building and is only a 7 minute walk away.

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## SECONDARY SCHOOL

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# R-URBAN | GROUP 3

Chobham Manor Mobile Garden



**Students:** Suseeven Sarvanantharajah; Siew Jong Chew; Helena Schob; Charlie Porter; Alex Badescu; Anne Poole and Logie MacDonald-Winship

**Navigator:** Clearhos Papanicolaou

## The Organisation

R-Urban at Mobile Garden City is a bottom-up strategy that explores the possibilities of enhancing urban resilience by facilitating and supporting a complementary network of enterprises and services within key fields of activity.

## The Challenge

How might we best engage with the immediate local community alongside a wider global collective working in similar fields?

### Local organisations that R-URBAN might network with:





## Outreach considerations and recommendations



### GLOBAL

- Twinning system
- Live feed of shared events
- Cultural exchanges
- Seed sharing

### SOCIAL MEDIA/MARKETING

- Public Facebook page
- Use Page for event organisation
- Twitter/Instagram
- Posters in local businesses, e.g. café

### OTHER ACTIVITIES/INTERVENTIONS

- Vote to grow
- Graffiti wall
- Redecoration/collaboration with artists
- Workshops

### RE-DESIGN

#### Additional Challenges:

- Exclusive space
- Incomplete environment
- Hidden from sight

## Our Intervention

Our intervention aims to generate interest in the R-Urban garden by redesigning it into a more inclusive and welcoming environment. This involves opening up a malleable public space for the local community to use and shape for their own purposes. A range of recycled materials will be transformed into readily available multi-purpose furniture, rendering R-Urban a



visibly creative space by providing a new social hub that fits the needs of individual users.

# Final Poster

## PEOPLE'S POP-UP GARDEN

A response to R-Urban's challenge: engaging the local community alongside a wider global collective

### OUTREACH

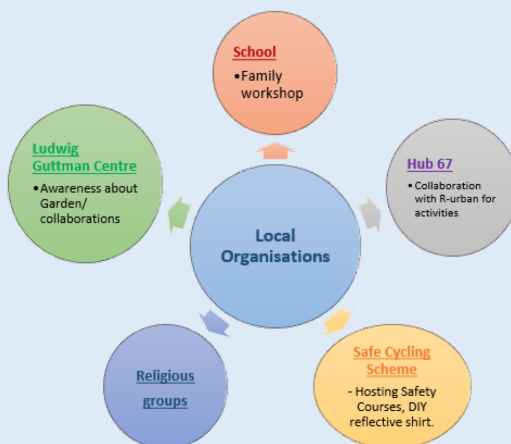
#### GLOBAL

- Twinning system
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#### SOCIAL MEDIA/MARKETING

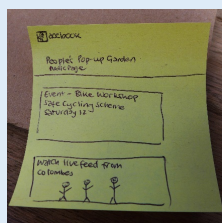
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#### LOCAL ORGANISATIONS



#### OTHER ACTIVITIES/INTERVENTIONS

- Vote to grow
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### RE-DESIGN

#### Additional Challenges:

- Exclusive space
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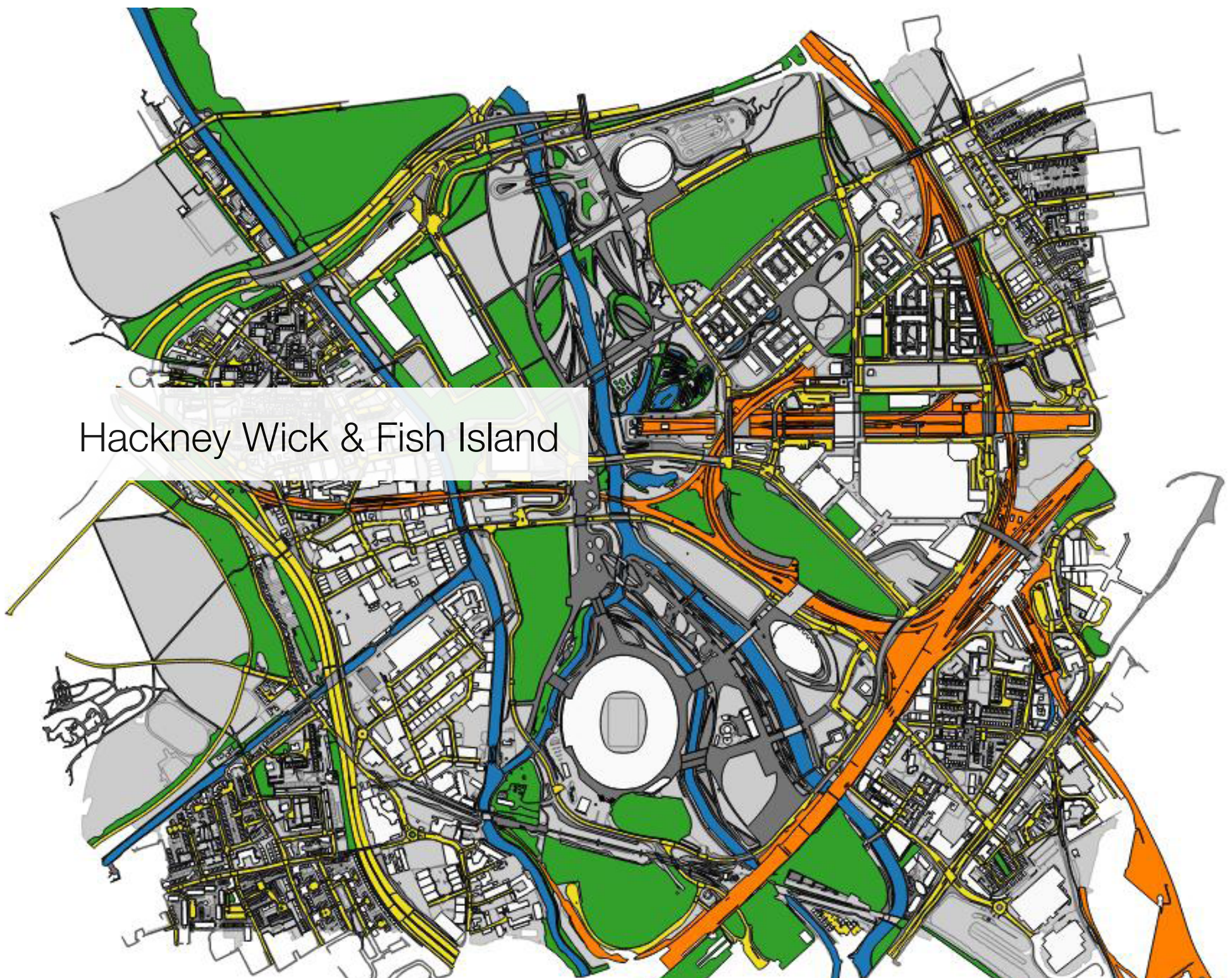
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**Group 3** - Suseeven Sarvanantharajah, Siew Jong Chew, Helena Schob, Charlie Porter, Alex Badescu, Anne Poole, Logie MacDonald-Winship, Clearhos Papanicolaou

# CREATIVE WICK | GROUP 4



Hackney Wick & Fish Island

**Students:** Alyssa Cheong; Gloria Guldstrand; KY Loh; Umar Islam; Thomas Grabner; Helen Quah; Yasmin Malik and Anirudh Pillai

**Navigator:** Ines Tercio

## The Organisation

Creative Wick is a Creative Regeneration Agency. It seeks to facilitate a permanent, sustainable, creative community for local residents, businesses and institutions with an interest in the long-term viability and continued authenticity of the arts, culture and creativity in Hackney Wick, Fish Island and the wider East London area.

## The Challenge

How can Creative Wick mobilise its networks to improve the well being of Hackney Wick & Fish Island?

OUR IDEA Hackney Wick & Fish Island Networks the purpose of our projects are to encourage community spirit to get to know your neighbours and foster new collaborations or skill sharing with each other.

## Our three-strand recommendation

### Online/App Networking Map

Creating a database of local artists and businesses with profiles, opportunities to buddy up and form local projects and the work of your neighbours in addition to applying for funding from LLDC for a collaborative project

### Living Map Installation

Allow the new relationships that have sprung up from the project to have a physical presence in HWFI area. Allow artists to contribute with personal stories plus objects, progresses as a living installation to be added to over time.

### Match Made in Hackney

- Speed Dating Events Chance for locals to get to know their neighbours and share their common interests taking place in Stour Space once a month. In order to encourage people to come up with local projects that will benefit the community
- Hackney Wick Marries Itself

A celebratory event that welcomes everyone from the neighbourhood as well as stakeholders/ sponsors of the funded projects. We will unveil the installation as well as up to 5 local projects that have been voted for online and physically by ballot around HWFI.



# Final poster

**CHALLENGE** How can Creative Wick mobilise its networks to improve the well being of Hackney Wick & Fish Island?

**OUR IDEA** Hackney Wick & Fish Island Networks the purpose of our projects are to encourage community spirit to get to know your neighbours and foster new collaborations or skill sharing with each other.



## Our project has 3 strands

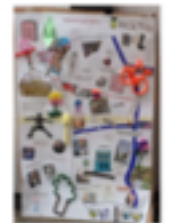
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### Living Map Installation

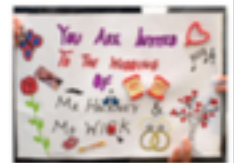
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### Match Made in Hackney

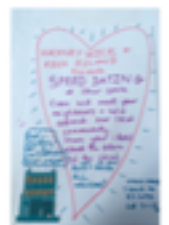
#### - Speed Dating Events

Chance for locals to get to know their neighbours and share their common interests taking place in Stour Space once a month. In order to encourage people to come up with local projects that will benefit the community



#### - Hackney Wick Marries Itself

A celebratory event that welcomes everyone from the neighbourhood as well as stakeholders/sponsors of the funded projects. We will unveil the installation as well as up to 5 local projects that have been voted for online and physically by ballot around HWFI.



# IGP | GROUP 5



**Students:** Ariana Buratto, Rattan Sehra, Sofia Gallo, Juliet Goss, Sarah O'Sullivan, Reanne, Marianna Kokoczka, Alexander Pushkin, Jon Urquidi Ferreira, Holly Campbell and Sarah Wilson

**Navigator:** Tony McKenzie

## The Organisation

Researchers at the UCL Institute for Global Prosperity aim to develop a new research tool to understand how green spaces make people feel. They have created a prototype Sensory Notation Toolkit: a simple, mainly graphic research tool to enable people to systematically record how they feel about the places they visit.

## The Challenge

How can I/we define the Sensory Notation Toolkit designed by researchers at the UCL Institute for Global Prosperity, so that it is useable and useful for different groups of people?

### Step 1 – Objective inputs

- Gather demographic data in more detail in order to be able to identify correlations more precisely i.e. marital status, parental status in addition to broader signifiers such as sex or age.
- Could be aided by connection to social media accounts (i.e. signing with Facebook).
- Source weather information directly (via the internet), use geolocation and built-in clock, as to save user time, and have accurate data.

### Step 2

- Reduce use of academic vocabulary (i.e. use 'smell' instead of 'chemical')
- Use infographics as well as words, for example, an icon of an eye in addition to the word 'visual'.
- Use icons and colours.

### Step 3

- Corroboration stage is too time-consuming for the user. It requires
- over-analysis and may produce a false representation of how the user felt.
- This step could be eliminated.

### Step 4

- Conducting a graph requires over-analysis of users experience, which may further create an unrealistic representation.

- Instead of a graph, it may be useful to ask the user to list 3-5 positive and negative elements.
- Ranking elements in order of positive/negative impact. Use of colour may be helpful here.

### Step 5

- Reduce usage of academic terms (i.e. 'discordant' or 'psycho-sensory response')
- Increase amount of descriptive options, perhaps include more colloquial terms like 'irritating'
- Include 'other' option that allows the user to type manually a descriptor that may not be present in the app
- Consider using symbols and colours
- Drop-down menu would work nicely in an app

### Step 6

- Data from the assessment stage could misinterpret the users experience.
- To aid interpretation, add overall feeling option, perhaps with general words like 'relaxed'

### Step 7

Taking photos may be integrated with the answers from step 4. For example, if you enjoyed the architecture you would be able to take a picture of it, or if you didn't like the rain you can take a picture of clouds.

It may be an idea to consult with architects, designers, planners on what information would be most useful to them when designing the app. Seeing how the data that is recorded from this app is interpreted from their point of view.

If the researchers are looking for potential app builders, the group have recommended an app builder with experience creating mapping apps.

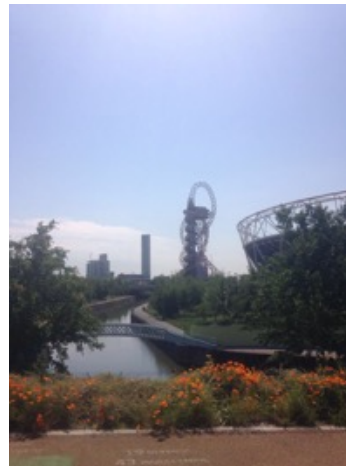
# Final poster

Group Members: Tony, Ariana, Rattan, Sofia, Juliet, Sarah O, Reanne, Marianna, Mr. Pushkin, Jon, Holly, Sarah W

## (Un)Urban Sensory Notation Challenge

Group 5

How people experience green spaces depends on a variety of factors. IGP has developed a Sensory Notation Toolkit, a simple, mainly graphic research tool to enable people to systematically record how they feel about the places they visit. We tested the toolkit to help refine and launch an innovative new research tool which records and assesses how urban green spaces make people feel, leading to understanding the relationships between dynamic environmental social and psychological circumstances.



### Experience

- Creative freedom during prototyping was liberating
- Time spent outdoors was refreshing
- Working together on a cross disciplinary and kinesthetic project.
- Broadening the conscious appreciation.
- Enjoyable research exercise differing greatly to what we are used to.
- Tuning in to different sensory experiences led to developing an understanding of how we enjoy different spaces and what we value in them.
- Made us aware of the smell after the rain.

### Feedback and Suggestions

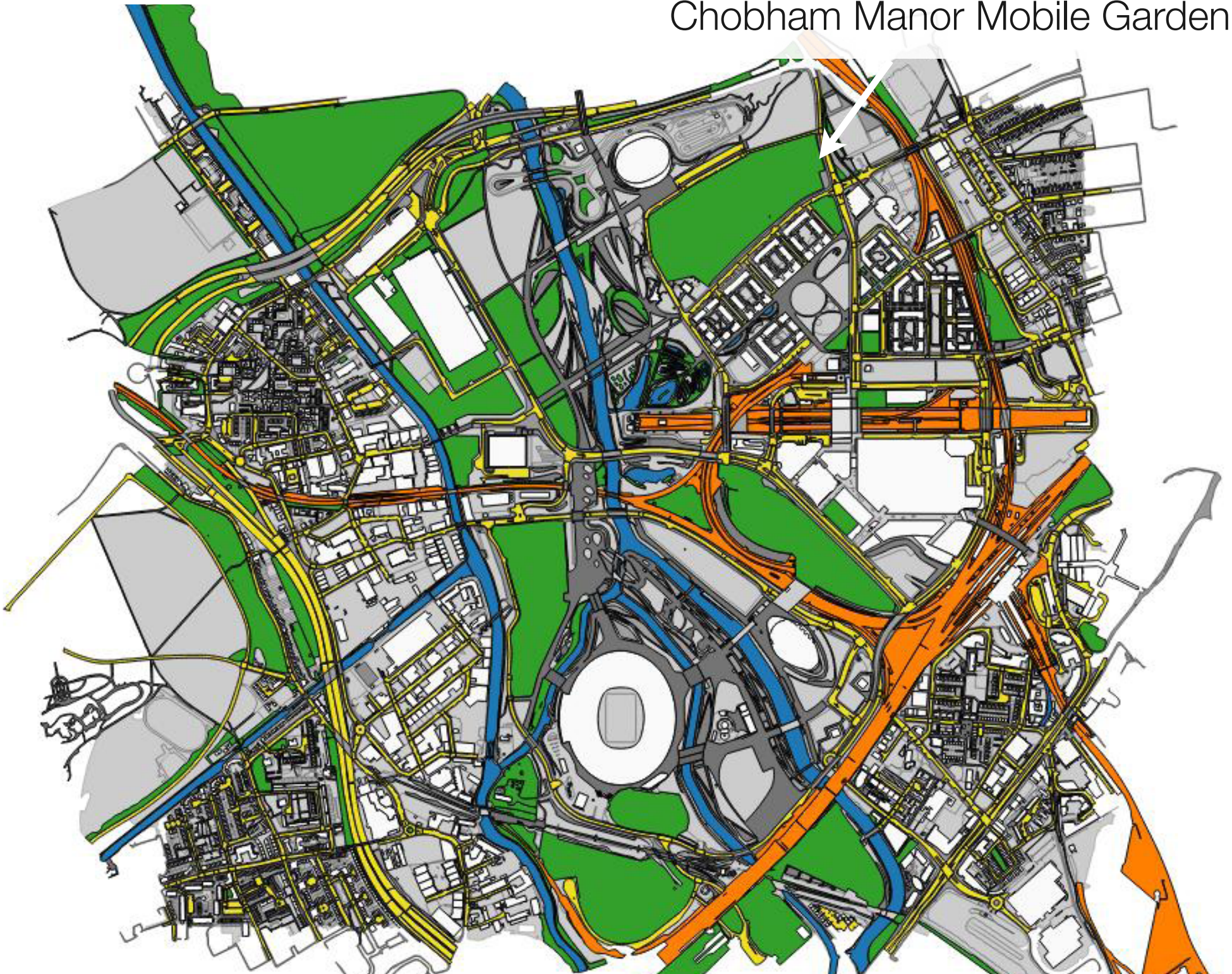
App	Toolkit
<ul style="list-style-type: none"> <li>- Increase visual element, makes the survey feel less dry and more enjoyable. Link to social media to improve background information and profile.</li> <li>- Geolocation</li> <li>- Weather information</li> <li>- Two Stages; Following app survey, add face to face interview or secondary questionnaire</li> <li>- Develop as an app first and then "tweak" later</li> </ul>	<ul style="list-style-type: none"> <li>- Produce various toolkits to target different audiences as targeting everyone is a challenge.</li> <li>- Add Demographics</li> <li>- Add personal information and preferences</li> <li>- Make language more accessible, e.g. discordant etc as well as change tactile to touch...</li> <li>- Integrate some steps                             <ul style="list-style-type: none"> <li>- Also linking the narrative to step 5</li> </ul> </li> <li>- Add a step rating the 3 best and 3 worst features</li> <li>- Add a general rating option to Step 6</li> <li>- Develop more specific focus; sensory factors are too broad</li> </ul>



# R-URBAN

GROUP 6 - R-URBAN

Chobham Manor Mobile Garden



**Students:** Sona Yakhsshimuradova; Lillian Babayan; Ilana Goodkin  
Albert Zunran Guo; Mengyang Wu; Adam Nadzri; Coşkun Güçlü and  
Chi Le

**Navigator:** Will Churchill

## **The Organisation**

R-Urban at Mobile Garden City is a bottom-up strategy that explores the possibilities of enhancing urban resilience by facilitating and supporting a complementary network of enterprises and services within key fields of activity.

## **The Challenge**

What strategies and techniques can we employ, and what data should we collect and measure so we may best understand local community needs?

## **Introduction**

At the beginning of this project, R-Urban posed the following question to our team:

‘What strategies and techniques can we employ, and what data should we collect and measure so we may best understand local community needs?’

We have subsequently tackled this question from a variety of different standpoints in order to fully appreciate and understand all of the possible facets and elements in understanding community needs, while maximising the effectivity of R-Urban’s community outreach and use of data collection resources.

## **Meet the team:**

A dynamic group of 8 UCL students have considered different aspects of this challenge in order to provide a useful and applicable strategy for R-Urban to better understand the needs of their community. Comprising this team have been:

- Sona Yakhshimuradova, Lillian Babayan and Ilana Goodkin, who focused on the preferences of the community for methods of data collection.
- Albert Zunran Guo and Mengyang Wu, who have focused on strategies, techniques and relevant data analysis of the project
- Adam Nadzri, who has concentrated on online data mining through Google Analytics and Facebook Insights
- Coşkun Güçlü and Chi Le, who assessed the use of online surveys for data collection

Over the course of this strategy outline, we hope to advise and inform R-Urban on some of the strategies

and techniques to take under consideration when moving forward with reaching out into the local and relevant community, taking their needs into consideration and boosting the effectivity and access of the project at large.

In addition to this, we hope to outline some of the challenges that may be expected when moving forward.

## **Data Collection Preferences**

In order to find out what strategies and techniques could be employed by R-Urban to better collect and measure local community needs, we decided to conduct interviews. These were designed to be asked to locals and local businesses alike. Questions for the locals included aspects of their preferred social media, their preferred ways of data being collected from them, and how they kept up to date with their interests online. We also asked businesses whether they had conducted any initial research in the area prior to setting up, as well as what ways they obtained feedback from their customers about their needs.

We interviewed a sample of 18 people in the East Village area, in the Olympic Park, and near the Mobile Garden City. We tried to get a range of demographics in order for the results to be as representative as possible.

From the results we obtained, we saw some general trends in people's preferred platforms of data collection and their preferred social media. We found that:

- 1) People prefer to be kept up to date with their interests online primarily by Facebook, followed by mailing lists and then Instagram.
- 2) Their preferred social media to use was Facebook, followed by Twitter and then Instagram.
- 3) The data collection methods people were most likely to respond to were the in-person data collection methods, including interviews and questionnaires, followed by social media polls.
- 4) It also emerged that people were not necessarily more likely to take part in data collection methods if they were reimbursed- they were indifferent.

There were a number of interesting points that emerged that were unanticipated, such as:

1) The different conceptions of local - when asked if the interviewees were local or not, most of the time they responded saying they were not local from the East Village, but from Stratford, Hackney Wick, Leyton...

2) When speaking to local businesses, it emerged that a few of them were encouraged by developers to open a business in East Village. These business owners already had businesses elsewhere in East London.

Data Collection Strategy for the furthering of understanding of community needs

### **Survey Monkey**

One method for the collection of data concerning the immediate needs of your target community could be through the medium of an online survey. SurveyMonkey is an example of an accessible survey generating platform that will allow you to conveniently formulate and send out surveys via your mailing list service, your Yonder Forum page or other social media outlets.

To outline how this method of data collection would be applied, SurveyMonkey has been used as an example template, with the generation and provision of a generic survey to give examples and inspiration for the types of questions that would be useful for collecting the information you are interested in acquiring.

### **General considerations:**

Question types may follow a broad outlook, focusing on wide data brackets such as age, specifics such as gender and other points of interest, such as race/ethnicity and average household income.

By understanding these points of information, R-Urban may be able to better grasp which sectors of the community seek access to their services or benefit from their facilities. This may indicate or suggest needs for the consideration of new projects to include in their programme, or new methods for reaching out to other sectors of the community that may not currently access R-Urban's facilities in the same capacity

### **Increasing specificity:**

When constructing surveys, it is important to consider questions that are more specific to the interests and activities of the organisation. The places that

volunteers or visitors are residing in may help to inform R-Urban of which communities or sub-communities feel a greater sense of ownership or access to green spaces and, specifically, to the Mobile Garden City site.

Understanding the involvement of those that have visited may also provide invaluable insights, as this will allow R-Urban to assess the proportions of visitors experiencing the site and facilities in different ways, from the committed volunteer to the individual completely unaware of any of R-Urban's activities.

As is made clear from the sample questions pictured left, R-Urban may even assess which facilities are most popular, which will indirectly outline which community needs are of greater significance, by inferring their popularity is correlated with need.

By including 'other' options in the answer sections, with accompanying comments boxes, it is possible to gain helpful suggestions from the community, increasing the egalitarian outlook of the programme and allowing for further community ownership and participation to be exercised.

These additional sample questions may further advise R-Urban in ways in which they may approach extracting information from the community regarding their needs and interests.

The flexibility of this technique of collecting data from the community allows for adaptation of survey angles relative to the interests of R-Urban, and this in turn will allow for greater applicability of data collected to further understand the needs of the community.

However, while it may promise to be an invaluable resource for data collection, it should be integrated into a diverse balance of different strategies, which will be subsequently emphasised in the following sections.

### **Google Analytics**

#### **WHY GOOGLE ANALYTICS?**

Google Analytics allows the owner of a website to analyse the information of the user of the site in order to determine the behaviour and reaction towards the site. APIs that are embedded in the site would allow Google Analytics to mine information from the amount of time spent in a page, point of entries and exits, and most popular page, demographics and even location.

The reason for using Google Analytics is that the information can be tracked in an intuitive manner at the dashboard for free. Another reason for using Google Analytics is due to the fact that it hosts a multitude of API's in which the owner can tailor which information to obtain from a specific website.



### Facebook Insights

#### WHY FACEBOOK INSIGHTS?

Facebook has been a platform to connect better virtually. From functions such as setting up

pages, events, groups, marketplace and media libraries, the fact that Facebook has millions of users should further cement that organisations that rely on virtual engagement should take in Facebook as a platform to

complementing their website if not as their main platform.

#### FACEBOOK INSIGHTS ALLOWS:

Page Insights is one of the functions available for owners to understand how people are engaging with their Page. With Page Insights, they can view metrics about the page's performance and learn which posts have the most engagement. Insights also allows owners to measure impressions which essentially measures the number of times a post from their Page is displayed, whether the post is clicked or not. It can also measure reach which is the number of people



who received impressions of a Page post. Reach essentially tells the owner on the amount of unique visitors are seeing post from their page.

Like Google Analytics, Facebook Insights allows the owner to see

data about when the audience is on Facebook. It provides information such as the percentage of people who like the Page by age and gender, based on the information people enter on their personal profiles; the countries and cities of the people who like the Page, based on their IP address when they use Facebook; the language of the people who like the Page, based on their default language setting

Facebook insights allows the owners to look at each of the posts and see which ones have the most

reactions, comments and shares and the least negative feedback.



These information allows the organisations to tailor the posting materials accordingly to attract more users to interact with the organisations. They can also learn about when their

audience is on Facebook and publish posts at times that maximises their reach.

### Strategies, Techniques, and Data Analysis

#### GREEN SPACE DISTRIBUTION

We are going to measure potential available green space to be utilised in the same way as Mobile City Garden is currently and the proximity to nearby neighbourhoods within the community. As the physical space for developing Mobile City Garden, the green space within the community provides wonderful places to promote sustainability and to build simple units used in gardening, cooking and residence. The more space there is, there more units will be utilised to involve more people in the project.

#### POPULATION OF INTEREST

We choose to identify the population number/density/distribution of the 4 boroughs that consists of the community. Possible data visualisation can be obtained from various sources. (eg. data.gov.uk).



The reason for this choice is that the data of population determines the scale of the project. For example, pure number shows the total demand of the units to be built; destiny and distribution give reference on the locations where to develop the project.



#### AGE BREAKDOWN

Our third data choice is the age range of the population of interest, as well as the distribution of

kids, teenagers, adults and older people within the community.

We decide to use this metric because different age groups may have different time availability for the community needs and different concentrations among the all the units in the project. Children will enjoy the facility for much more fun while old people may prefer more relaxing components.



### GENDER BREAKDOWN

Similarly, gender breakdown is another metric in our consideration. Gender ratio may be a critical factor of the level of engagement of the activities within the community. For instance, male residences may prefer bike workshop while female will benefit from household knowledge.

### OCCUPATION BREAKDOWN

Different occupations may also have different time availability for the community needs. The knowledge of the residents also plays a key role in the community engagement. Like the difference in gender, groups of



different jobs have various preference in the activities in the community. For example, the volunteers with engineering background may have more interest in sustainable projects like

building bio-fuel tank, while teachers might pay more attention to the opportunity to teach their students gardening knowledge.

### MEDIA COVERAGE

To enhance the awareness of sustainability, we plan to leverage media broadcast of the activities within the community. Participation rate as well as trend tracking can also be conducted through google and Facebook's email and page analytics. With users preference, the data can also be used to balance components of the project. If there are more likes under one activities post on facebook, we can

increase the occurrence of such activity in the future plan.

### DATA ANALYTICS AND BUSINESS SPONSORSHIP

With all the data related to the community, including occupation, age, gender, education, income, location, crime rates etc, we are able to better understand and track the development of the community. Data mining and machine learning techniques could also be applied to help us better understand the relationship of different factors. In addition, with certain number of community engagement and media coverage, we should also consider introducing potential business sponsorship wherever applicable. Just as how open source projects are often done, opening the data we collected to the world would be great inspiration for future development of the community.

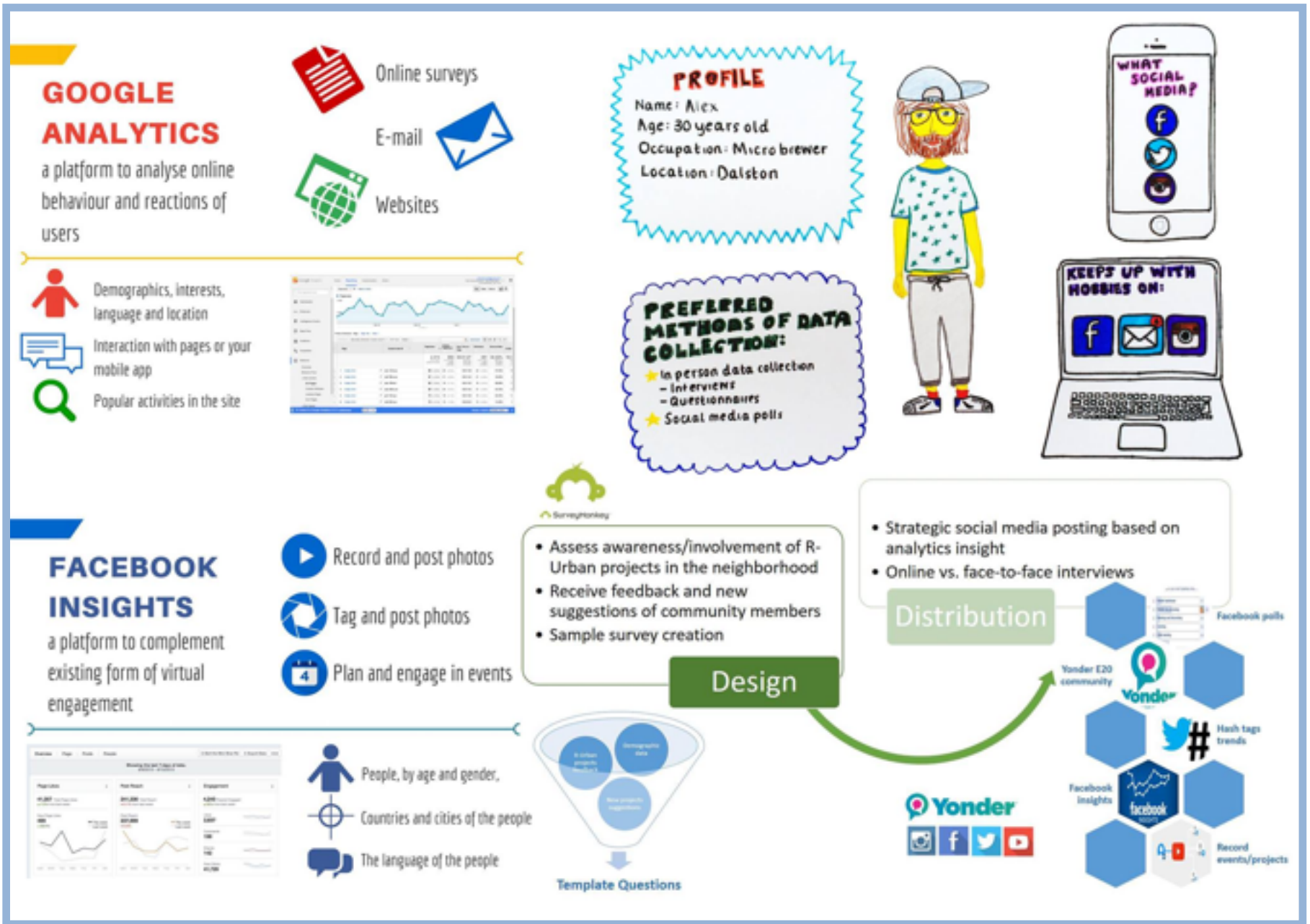
### Recommendations

All of these results suggest that:

- 1) R-Urban should use social media, Facebook in particular, to better understand the needs of the local community, but also to attract new customers.
- 2) R-Urban should also take into account that people prefer to be contacted and questioned in the form of face-to-face, in-person data collection methods, closely followed by social media polls for their own convenience.
- 3) Instead of informing people of the events by solely via mailing lists, Facebook should also be utilised for this purpose.
- 4) R-Urban should take differing conceptions of 'local' into account when trying to address the needs of their target community.
- 5) Making links with organisations will improve ability to compete with other businesses who are already linked to and involved with developers.
- 6) R-Urban can also engage virtually through the use of Google Analytics and Facebook Insights to strategically post and reach to a larger audience.
- 7) R-Urban can also use the Analytics and Insights to access demographics information and level of activity online to speak to a wider audience.

We believe that with these changes, R-Urban will be able to better understand local community needs.

# Final Poster



# THANK YOU

(Un)Urban students never stopped impressing us with their enthusiasm for new approaches, confidence to immerse themselves in an unfamiliar place, and passion for being in the great outdoors.

(Un)Urban would not have been as exciting or as meaningful without the involvement of our East London partners: Creative Wick, Wick Award, IROKO, and R-Urban. Thank you also to the research team from IGP for providing a great research brief for the students.

It would not have been as picturesque without the hospitality of Stour Space, to whom we are immensely grateful for their patience and flexibility.

Finally, the programme would not have happened at all without the patience and guidance of IGP staff and particularly our Navigators, on whom the success of (Un)Urban rested.