

**CREATIVE
CITIZENS**

SEEING THINGS DIFFERENTLY



SEEING THINGS DIFFERENTLY: 4 episodes of creative citizenship in Goldsmiths Community Centre

This booklet and accompanying tools tell the story of a community-academic collaboration involving researchers from The Open University and Royal College of Art, advisors from The Glass-House Community Led Design and various groups and individuals active in Goldsmiths Community Centre and surrounding area in Lewisham, South London.

Goldsmiths Community Centre was the focus of one of the projects supported by the **Creative Citizens** research programme, funded by the AHRC and EPSRC under the **Connected Communities** and Digital Economy schemes. The work is part of the strand of research looking at community-led design initiatives and how different media can be better used to support creative community engagement in local projects. This includes use of online media, photography, video, printed materials and other artefacts, as well as face-to-face communication (for example through workshops and other events).

The booklet aims to present and celebrate the events and outputs that were co-designed and co-produced with local stakeholders. We hope it can provide a resource from which other communities can learn and be inspired to design and develop their own projects.





1 Bringing assets to light: ASSET MAPPING WORKSHOP

Gathering in the Goldsmiths Community Centre a group of local people worked together to **identify and share** what they consider to be the **valuable assets** of the Centre. These included the Centre itself, its big rooms, its garden and green spaces around it, but also the groups and individuals active in it, the staff, the volunteers and the wider community.

The centre's **website** and associated **social media** were also found to be valuable assets for connecting people with the centre and with each other. The **asset mapping workshop** brought to light concerns with the maintenance and use of the space, but also exciting opportunities for using the centre's assets in order to engage people of all ages in activities around **health and wellbeing**.

Create your own asset map using the tools on pages 6-8.



2 Connecting people and places: COMMUNITY WALK

What better way to **promote health and wellbeing** than going for a walk? A **summer community walk** was organised to expand the search for local assets, beyond Goldsmiths Community Centre, to the buildings and open spaces in the surrounding area. Starting in the **gardens** of the Ringway Centre, the participants made their way through Cox's Wood to the Grove Park Nature Reserve and crossing the railway line headed towards the residential areas in Downham.

The group found many **unused spaces**, small areas of **grass**, triangles, strips and more substantial **open spaces** where children can **play**. The walk revealed **hidden assets**, natural and built **spaces** with pockets of **activities** around them, as well as a hidden sense of beauty in the area's everyday life.

Get tips for exploring your local assets on page 9.

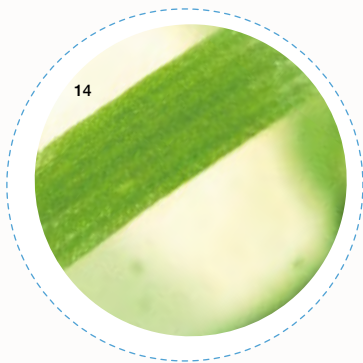




3 Creating stories: TRIP TO THE OTHER SIDE OF THE WORLD

Armed with cameras, iPads, microscopic lenses and a field book, a little girl set out to find where the **meridian line** lies dividing the area outside Goldsmiths Community Centre in two and to **create a story** about the tiny and the big spaces as well as animals that she encountered in her journey.

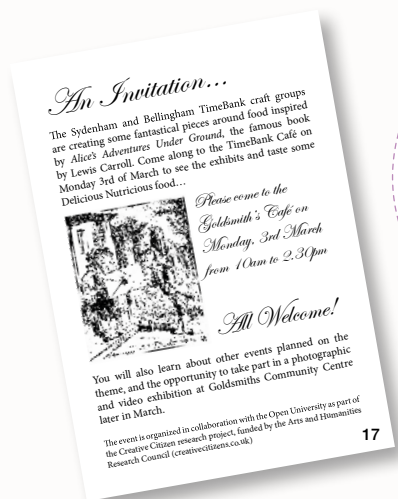
The event helped explore how Goldsmiths Community Centre can act as a hub that not only **connects individuals** to their place, but also to one another through **creating and sharing stories**. It also exposed the important impact of **individuals** (e.g. young people, parents or key stakeholders) who are able to act as 'champions' of creative activities, tools and processes.



4 Challenging perceptions: MAD HATTER'S TEA PARTY

Building on the theme of **health and wellbeing** and seeing things through different lenses, a **tea party** was held inside Goldsmiths Community Centre Food Place in association with the local Timebank hubs. It involved **fantastical food creations**, aiming to **challenge people's perception** of food and **healthy eating** and to **stimulate interest** in the centre's activities. The event has inspired local groups to run their own activities around the same theme.

Plan your own activity using the tools on pages 10-11.

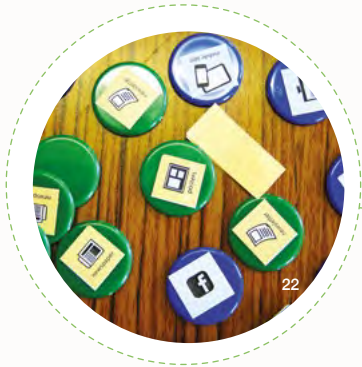




“ Creatively engaging with the wider community is at the heart of all great initiatives to transform and improve our places. The involvement of Goldsmiths Community Centre in this project has shown the value of using different creative media approaches for groups to explore their places, engage local people and celebrate the things that are unique and special about their neighbourhoods. ”

Louise Dredge

Outreach and Impact Manager at The Glass-House Community Led Design



“ You don't know what you are capable of, if you don't dream big enough. ”

Ruth Webber

Community Development Nutritionist

“ I welcomed the opportunity to be involved with Creative Citizens as I believed local people and organisations in Downham would benefit from working with academic institutions and contributing our shared experiences to a prestigious national project.

My work over the previous few years had been based on sharing information and local stories through digital media, equipping local organisations with the means to spread the word about their work in the community - and acting as an introduction agency for new groups to old. I believe participants in the project events took the initiative themselves to think creatively and apply creativity to what they do.

There is great and untapped potential in the community to create environments they want to live in and stay in, that will impact on their own health and wellbeing and those of their families, friends and neighbours. If you aren't aware of your surroundings and what shapes them, how can you be inspired to change them? ”

Jane Hearn

Community Development Professional





Seeing things differently: AFTERWORD

The four stories presented in this booklet are but four short episodes of creative citizenship. Creative citizenship lies in the application of creative ideas and actions within and for the benefit of communities. Through this process, creative skills and visions of individuals are put into action, and further developed and shared; and perceptions of ownership and power are negotiated and challenged. In Goldsmiths Community Centre the value of creative citizenship was not the creation of a single output, a website, a film or a space, but the creation of the conditions for seeing (and doing) things differently. And so the journey continues for as long as there are people joining.

Thanks and acknowledgements

Jane Hearn was instrumental in helping the academic team connect to different stakeholders and groups in the area and provided a fantastic source of inspiration and creativity. We wish to thank all those individuals and groups who participated and helped organise the activities, particularly Goldsmiths Community Association, Downham Nutrition Partnership, Downham & Whitefoot Interagency, Delicious most Nutricious, Downham and Rushley Green Timebank Local Hubs, Pre-school Learning Alliance, Ageing Well in Lewisham, Ringway Centre, Friends of Woodland Walk and Quaggy Waterways Action Group.

Credits

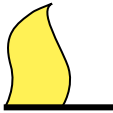



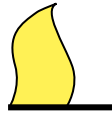


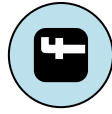
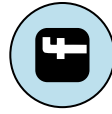







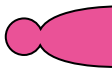
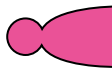


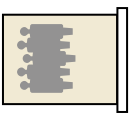
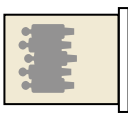
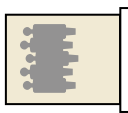
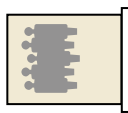

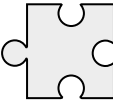
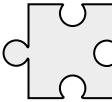
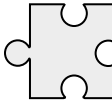
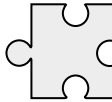






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STORY TOOLS

1 Bringing assets to light: ASSET MAPPING WORKSHOP

 OTHER:		 OTHER:	 OTHER:	 OTHER:
 MEDIA - ONLINE:	 MEDIA - ONLINE:	 MEDIA - ONLINE:	 MEDIA - ONLINE:	 MEDIA - ONLINE:
 MEDIA - OFFLINE:		 MEDIA - OFFLINE:	 MEDIA - OFFLINE:	 MEDIA - OFFLINE:
 PEOPLE:	 PEOPLE:	 PEOPLE:		 PEOPLE:
 GROUPS & BUSINESSES:	 GROUPS & BUSINESSES:	 GROUPS & BUSINESSES:	 GROUPS & BUSINESSES:	 GROUPS & BUSINESSES:
 INFRASTRUCTURE:	 INFRASTRUCTURE:	 INFRASTRUCTURE:	 INFRASTRUCTURE:	 INFRASTRUCTURE:
 SPACE:	 SPACE:		 SPACE:	 SPACE:

Cut out the cards above to use on the **Asset Map** on page 8, following the instructions on page 7.

Asset Mapping

WHAT IS ASSET MAPPING?

A way for communities to visualise the assets that they have, uncover more assets, and discuss how these assets could be better mobilised and used.

You may use this sheet to capture assets that you consider valuable for your project. You can use it in a group setting to capture collective assets, or you can use it individually to capture personal assets and relationships.

Think about different types of assets, using the examples below.

HOW IT WORKS

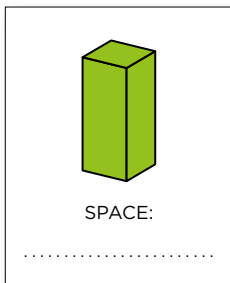
Imagine that at the centre of the map is your project. The concentric circles help you prioritise different assets according to how central/important they are to the project, or how easily they can be mobilised. The more central an asset is the closer to the centre you place it. Assets that are more peripheral can be seen as potential assets.

If you work in a group make sure you take turns so that everyone has the chance to contribute assets they consider to be important. When each person places an asset on the map it is good practice to discuss why they consider it to be an asset and why they choose to place it at a particular location in relation to the centre. This will help the group create a shared understanding of the projects' assets.

When you place assets on a map, consider their relation to other assets.

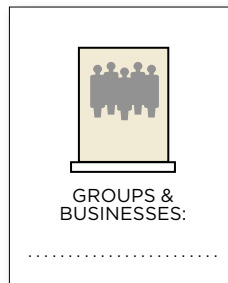
You may choose to do this exercise as an individual, thinking about assets that are more relevant or accessible to you. Bringing individual maps together may be another way in which a collective map can be created.

If you use asset mapping as part of collaborative design, it is possible that new ideas about assets (or how they can be used) emerge in the process. These can be recorded as potential assets on the map on the next page.



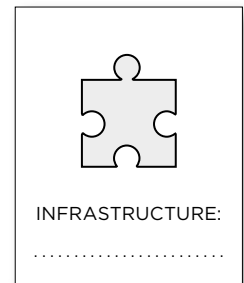
SPACES

Spaces that you use, including open spaces.



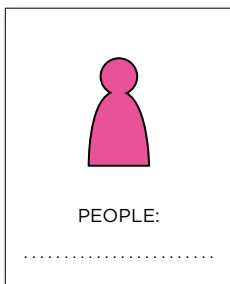
GROUPS & BUSINESSES

Businesses, charities, organisations, clubs; that you work with or receive services from.



INFRASTRUCTURE

E.g. buses, tube, wifi or access to various resources.



PEOPLE

Someone key to the project or someone with a particular skill.



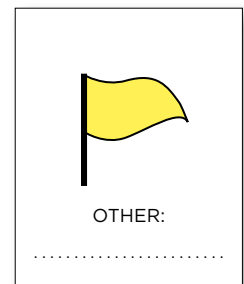
MEDIA: OFFLINE

Media you use to tell people about things, or media that you used to find out things from.



MEDIA: ONLINE

Media you use to tell people about things, or media that you used to find out things from.



OTHER

Anything that doesn't fit into the other categories.

weaker relationship / less central / less contribution

stronger relationship / more central / greater contribution

STORY TOOLS (continued)

2 Connecting people and places: COMMUNITY WALK

Community workshop

Tips for exploring local assets

Map out buildings, open spaces and services available in the area.

- What is their story?
- Are there any un-used spaces?
- What are the individual characteristics of your area?
- What do you feel proud about?

Explore Form, Function and Feelings

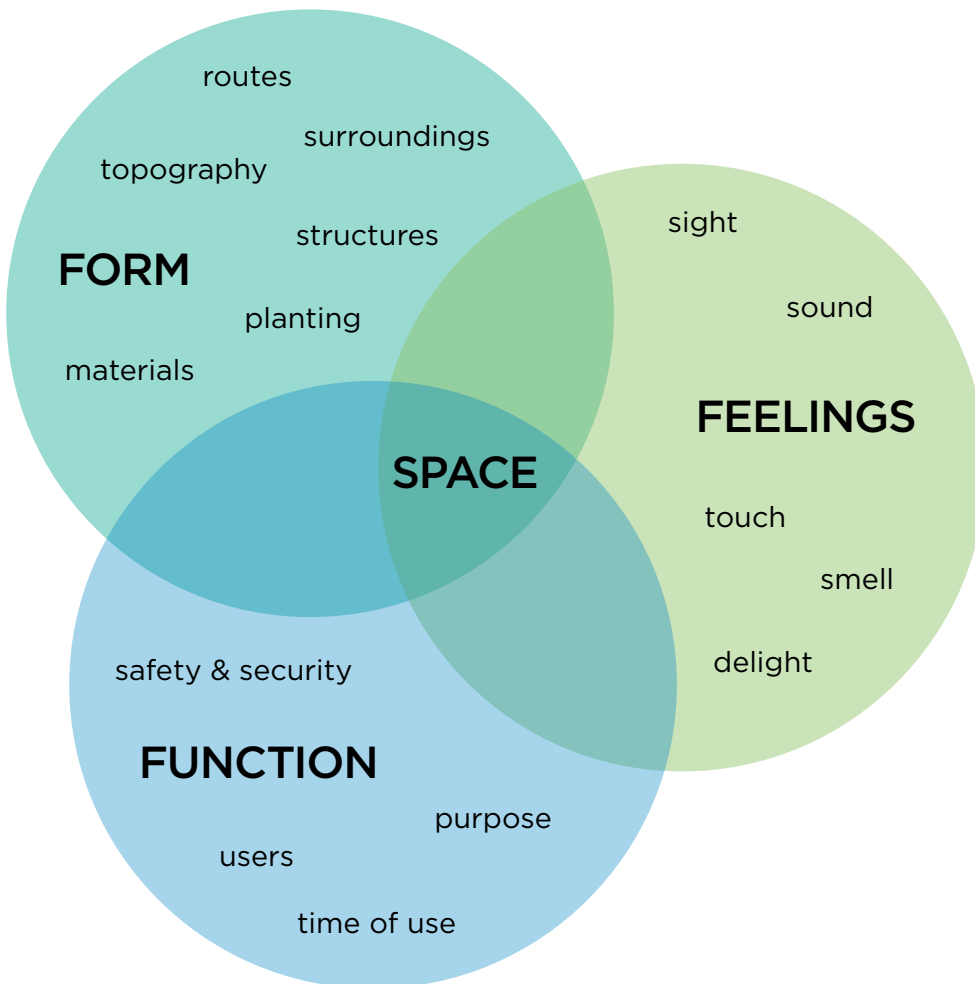


Illustration adapted from *Form, Function and Feelings* by The Glass-House Community Led Design.

STORY TOOLS (continued)

4 Challenging perceptions: MAD HATTER'S TEA PARTY

Event recipe

The recipe card on the next page is created to help you with the design and organisation of your community event. Thinking of the design of an event as being like **cooking a meal** may help you to see some things differently and to come up with new ideas. Creating the recipe is a tool for you, and it can be of value to others who are looking at ways to put some spice into their own activities.

TIPS FOR FILLING IN THE CARD:

Event name: Is there a specific theme for the event? Is it part of a series of events?

Ingredients: Who is taking part? What skills are needed to run the event? What materials or tools are required? Do you intend to use any media? Can you add something unusual in your list?

Serves: What is the ideal number of participants?

Preparation: Note down things that you need to do before the day of the event (e.g. send invites, find a venue, agree on actions, create materials). Write down any preparation tips.

Method: How will the event be run? Will participants work individually, in a group, or be separated into smaller groups? Does the setting allow time for sharing, networking and learning? What is the time needed for each activity? How can you make the event memorable and enjoyable?

Serving suggestions: Do you have any other ideas relating to the set-up of the event? The decoration? The menus/agendas?

Feedback from guests: Remember to ask your participants for some feedback. What worked well and what can be improved in the future?





Name of event:

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Ingredients:

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Serves:

Preparation time:

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Method:

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Serving suggestions:

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...CAN HELP..

1. Now pick a new media:

The Fence

Local Newspapers

2. Now pick a new media:

Local Newspapers

...could be of further help by...

WRITE YOUR IDEA HERE!

CONTACT local paper
once bill boards /
has been develop

Groups & Associations Others

Newsletter - Leaflet



LOCAL your community

32

Cross
10am to 1pm
Health Centre,
Wale SE14 6LD

WILD STRAWBERRY
Fragaria vesca
Family ROSACEAE

Wherever there are shady banks and woodland clearings, this charming little plant is sure to be met with.

It has a perennial, woody rootstock clothed in silky hairs, from which rise three or four trefoil leaves, and a runner or two starting off to produce young plants.

The hairy leaflets are oblong with edges cut into coarse teeth, and showing strongly marked lines on the surface.

The white flowers are borne on the radical, erect flower-stem, and are about three-quarters of an inch across, the lobes of the calyx showing between the five petals. There is an epicalyx of five bracteoles, which are slightly smaller than the calyx lobes. There are ten stamens and numerous pistils.

After fertilization, the receptacle gradually enlarges to such a size that the achenes, formerly packed close together, become widely separated.

The so-called berry becomes red as it ripens and its tissues are filled with sweet juices.

Flowering nearly the whole summer.

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