

**LIVINGMAPS NETWORK**  
**The Building Exploratory**



**SPEAKING OUT OF PLACE**  
**END OF PROJECT REPORT**

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## **Foreword and Acknowledgements**

This report details a series of projects which were carried out between September 2014 and July 2015 with groups of residents and young people in East 20. These projects, under the general rubric 'Speaking out of Place' were funded by a consortium of local agencies, including the London Legacy Development Corporation, Share East and Triathlon Homes.

Nicole Crockett and Phil Cohen have co-authored the report on the Young Person's Map and Guide to Queen Elizabeth Olympic Park. Phil Cohen has written the account of the youth video project Debbie Humphry wrote the report of the community photography project, and Phil Cohen and Debbie Humphry jointly wrote the fieldwork report.

We would like to thank all those, too numerous to mention, who participated in the fieldwork by giving their time to be interviewed. Also Yvonne Kumi of Share East who funded this work. Thanks to the students of Chobham Academy who took part in the 'This is East 20' project and whose contributions helped to make the map and guide such a richly imaginative piece of work. Thanks also to Aura Productions, Melissa Butcher, Piero Corcillo, and all the young people involved in the video project for sharing their ideas and perspectives with us.

Special thanks to Fiona MacDonald, Annie McTighe; Lee Murrell; John Wallett; Paul Watt; Neil McElduff and staff at the Sir Ludwig Guttman Health and Wellbeing Centre; Bernadette O'Shea of Triathlon Homes.

Our greatest debt is to Layla Conway of the London Legacy Development Corporation for her active involvement and constant encouragement throughout these projects. Thanks too to Paul Brickell and Emma Frost at the LLDC, without whose support these projects would never have happened.

Nicole Crockett, The Building Exploratory

Phil Cohen and Debbie Humphry, Living maps Network

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## Introduction: Making Sense of the Territory

At present East 20 presents something of a paradox. Already internationally famous as an Olympic heritage site, what this new piece of city will come to mean to east Londoners has still to be realised. Although heavily populated with public expectations, the area awaits the imprint of the lives and stories of its residents, the first already *in situ* many more yet to arrive.



*Figure 1: Model of E20 with E20 in background. Courtesy: Debbie Humphry*

The series of projects reported on here set out to document and capture one moment in the development of East 20: the point at which new residents move in to what was the Athletes Village, and the long promised Olympic housing legacy for East London begins to take shape on the ground. The overall aim of these projects was to document how the new communities that form in and around East 20 can be actively involved in this transformation. The focus was on the experience of young people who are studying and living in the area and the new residents of East Village.





Figure 2: East Village flats. Courtesy: Debbie Humphry

*Speaking out of Place* is part of a larger longitudinal project to track the impact of Olympic-led regeneration on the lifestyles, livelihoods and life stories of the people of East London. This project which began in 2007<sup>1</sup> and is scheduled to end in 2020, represents a sustained attempt to document in depth the impact of an Olympic games on its host community, using participatory methods of ethnographic research within an interdisciplinary framework that combines social cartography with cultural geography, urban and environmental studies. In addition to conventional fieldwork and narrative interviews, we worked with Year 8 students from Chobham Academy to produce a Young Persons Guide to Queen Elizabeth Olympic Park based on their own mappings of the territory; we ran a community photography project with local residents in which they produced a collective portrait of the area; and we involved local teenagers in making a film which explored the post Olympic Legacy from their point of view.

This report contains a description and evaluation of each project, draws out some of the wider implications and makes some recommendations for future community development.

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<sup>1</sup> 2007 See Phil Cohen *On the Wrong Side of the Track: East London and the Post Olympics* (Lawrence and Wishart 2013) for a report on this work from 2007 - 12

## **Our East 20: A Young People’s Guide to Queen Elizabeth Olympic Park**

Our East 20 transformed fifty twelve year-old students at Chobham Academy into cartographers, charged with re-mapping the Queen Elizabeth Olympic Park. The project took place during the academic year 2014/2015 and was delivered by the Building Exploratory in partnership with Living Maps. It was generously funded by the London Legacy Development Corporation. The students were all in Year 8 at Chobham Academy, a new academy school in East Village, which was used by the Olympic Organising Committee during the London 2012 Games. The students participated in a programme of eight workshops with the Building Exploratory during which they worked with a range of professionals to develop content for an online guide. The completed guide is designed to share what the Olympic Park has to offer young people and their hopes for its future. It can be viewed at [www.oureast20.london](http://www.oureast20.london)



*Figure 3: Year 8 Chobham Academy students mapping. Courtesy: The Building Exploratory*

At the outset, a two-day summer programme provided an opportunity to pilot the project. This involved working with 50 students who were attending the Year 7 induction event and who would be joining the school in September 2014. It became clear that many of the students

were unfamiliar with the Park; in fact the majority had never been into it. This was partly because the students lived further afield; the Park had only been open for six months and East Village at this time was largely unpopulated. It became a priority for the project team therefore to ensure that students and staff got to know the Park and developed a relationship with it, seeing it as a place for *them*.



*Figure 4: RUN, Chobham Academy students exploring Queen Elizabeth Park. Courtesy: The Building Exploratory*

From September 2014 we started working with the 50 Year 8 pupils, those in the second year of their secondary education. The intention was to deliver six bi-weekly sessions with the students, though in reality logistic and timetabling issues led to the period between sessions becoming much more protracted. Nevertheless all intended sessions were delivered. The content of which was as follows:

1. **Introduction and memory maps** – This session aimed to assess how well the students knew the Park and to understand their everyday routes to and from school. They produced their own maps showing places of significance for them; food, fashion and friends featured highly! (*Figure 3*)
2. **Exploring the Park** – This session brought together people who worked in the Park, from the LLDC's head of design, to the community and volunteer managers and artist in residence. The session also provided the first opportunity for the students to get out into the Park (*Figure 4*). They set off on a journey to uncover what it had to offer teenagers.



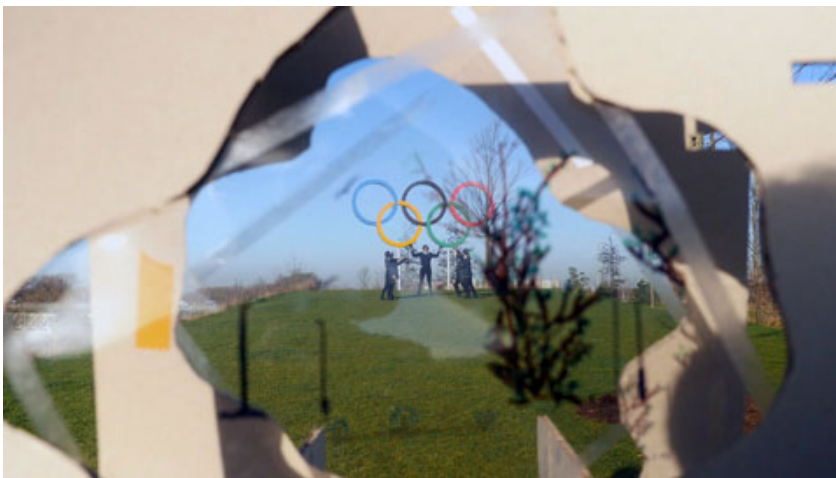
This was a crucial session for the early mapping of places of interest and it was notable how much more they engaged with the learning during this session.

3. **'Our view of the Park'** – The third session provided students with an opportunity to create their own views of the Park. They used large cardboard viewfinders, prepared by Mobile Studio, to articulate their 'take on the park'. They drew and presented both real world and fictitious activities that could happen there, from climbing walls, to dinosaurs and mermaids!
4. **A view on the Park** – In the fourth session the students took their viewfinders out into the park and lined them up with particular views to show their proposed activities taking place in situ (*Figures 5 and 6*). They also acted out some of their activities and these were captured in photographs and film.
5. **Mapping the Hotspots** – In this session, students focussed on mapping the 'hot spots' in the Park that they wanted to see included in their online guide.
6. **Creating the graphics** – Students worked with graphic designer John Wallett to consider the design of maps and the symbols and signs typically used in them. Their input informed the look and feel of the online map through which their insights into the park can be accessed.



*Figure 5: Constructing viewfinders. Courtesy: The Building Exploratory*

The project produced some exciting visuals: students' drawings, the viewfinders, photographs and films – and observant and interesting audio from interviews with the students, and recordings of their thoughts while out and about in the Park. These have been combined onto short film vignettes which link to 'hot spots' or 'hot areas' on the map to illustrate what can take place there. The activities are sometimes somewhat quirky: rolling down hills or climbing on flagpoles; or fantastical: proposing mermaids and dinosaurs in the park, but we think this reflects the audience the guide is aimed at, and that this is what makes it something truly unique, current and exciting.



*Figure 6a and 6b: Testing viewfinders in the Park. Courtesy: The Building Exploratory*

Each session with the students was filmed by the production company Aura Films and a selection of students was interviewed by Phil Cohen of Living Maps. The output from each session was collected and edited and forms a key part of the online map and guide for young people. The website through which the map and guide can be accessed has been created by David Dorrington and students in the department of Arts and Digital industries at the University of East London. It consists of a graphic map upon which the hotspots are marked.



Each of these links to a photograph of the place, images and films of students' viewfinders, and ideas for what young people can do there.

This is a map of Queen Elizabeth Olympic Park, quite unlike any you will have seen before. It has been created for young people, by young people – in particular by a group of fifty Year 8 students at Chobham Academy the first school to open in Queen Elizabeth Olympic Park.

[www.OurEast20.london](http://www.OurEast20.london)



Figure 7: Online Map

The map (Figure 7) contains a series of “hot spots” grouped into eight categories:

- **Activities**, places we have discovered where you can have some fun.
- **Art**, the Park is home to 26 permanent pieces of art and many other temporary ones – sculpture, painting and poetry. We have picked out those we like the most.
- **Viewpoints**, being a high point in east London, the Park has fantastic views across London. See what you can spot.
- **History**, stories about the area before the London 2012 Olympic and Paralympic Games.
- **Fantasy**, imaginary activities we think the Park could be perfect for.
- **Olympic and Paralympic venues**, our views on the best-known parts of the Park, and ways to experience them differently
- **Nature**, at 560 acres of open space, the Park is home to fantastic ecosystems.
- **Connections**, the Park links to many existing neighbourhoods in east London. We show you the easiest way to get into the Park from your home.

## Evaluation and Lessons Learned

In some ways this was a frustrating, though still rewarding project. We were able to demonstrate the relevance of our approach to young people in developing their geographical imaginations and locally situated knowledge, but we were unable to get the school staff and the senior management team to recognise its value in enhancing the curriculum.

Communication with the school became one of our greatest difficulties. The main contact did not engage with the project. Communication was scarce despite the Building Exploratory's best efforts, and it reached the point that we were struggling to secure the final two sessions dates. These delays had an impact on the project timetable, and it ran considerably behind schedule. The choice of website developer, whose main focus was on teaching, added to delays with the development of the online guide.

Perhaps the cross-curricular dimension of the project helps to explain the school's reluctance to sufficiently engage. The project involved graphic, visual and construction arts, as well as elements of cultural geography, urban and environmental studies and critical cartography. The result was that the support we received was intermittent and we often had to postpone or rearrange sessions at short notice. This resulted in some loss of momentum although the young people participated enthusiastically enough. The teachers' role was primarily

disciplinary, and although they helped facilitate some of the activities, they showed little interest in either the approach or the issues we were working with.

The classroom based activities consisted of a number of different types of input from our team, including PowerPoint presentations on the various issues and themes, followed by discussion and then a series of practical demonstrations and exercises in various kinds of mapping and 3D modelling. In one session we invited a panel of professional experts who had had a hand in planning and managing the Queen Elizabeth Olympic Park to present their take on the park and the Olympic legacy, and these different perspectives added a valuable comparative frame to the work.

The students worked in small groups, two single sex groups and two mixed groups. A representative sample of students were interviewed towards the end of each session, in the course of which we asked them to summarise the activities and what they had learnt from them. In their replies to this question the majority were able to demonstrate that they had a clear understanding of the key aims and objectives of the project, and had grasped the concepts and issues we were addressing in the session.

The outdoor activities were centred on a series of site visits to East Village and Queen Elizabeth Olympic Park in which the students engaged in a number of observational exercises designed to sensitise them to issues of environmental perception, landscape design and urban planning. It was noticeable that both students and staff became much more relaxed and creatively engaged once they were freed from the tight disciplinary protocols of the classroom.

These were young people on the cusp of adolescence, who were both curious about their environment and concerned to negotiate their place and identity within it. Many of them had little prior knowledge or direct experience of the Park, but this also served to make it a tabula rasa on which they could project their imaginations about what kind of space they would like the Park to become as an attraction for teenagers. The viewfinders offered a 3D platform through which the students constructed a narrative landscape for the Park, which featured a largely mythological population of mermaids, dinosaurs, and cyborgs. The need of young people for niches in the urban fabric which are both free from adult supervision and control, yet also safe spaces in which they can explore, adventure and take calculable risks was illustrated in both their mental maps and, not least, in their preferment of Westfield Shopping Centre over Queen Elizabeth Olympic Park as a place to hang out and meet friends.

## Youth Video Project

The aim of the project was to work with a group of young East Villagers to produce a film exploring what this new neighbourhood was coming to mean to them, and in the process give them an opportunity to gain hands-on experience of film making including: script writing, sound recording, interviewing, and cinematography. The project was delivered by LivingMaps in collaboration with Aura Films and with input from a number of specialists. The project was funded by Triathlon Homes.



*Figure 8: Behind the scenes*

Four half-day sessions were held at the Guttman Health Centre Community space in East Village, three over the Easter Holidays 2015 and a final workshop in the May half term holiday. The workshops were widely advertised through leaflets, locally based social media, via the East Village community engagement officers and during visits to Chobham Academy and the Soccer Academy. Altogether 12 teenagers attended, with a core group of six who came to all of them and made a substantial contribution. The numbers were lower than anticipated, although this reflects the generally low level of youth activity in East Village. It did mean however that the core group received more intensive skills development opportunities and support than would have been possible with a larger group. The four sessions delivered are outlined below.

1. In the initial session participants were introduced to ways of mixing up mapping, video and other narratives, explored map avatars or guides and notions of personal or group spaces and territories, and did some quick group graphics to develop ideas of how located stories, comments and video material might be mashed up together. This was followed by an exercise in mental mapping, focusing on East Village and the Queen Elizabeth Olympic Park, and it produced some interesting results, with a discussion of the usage which different groups made of the facilities.
2. The second session introduced participants to video interviewing and scripting techniques followed by a walkabout around East Village, and Westfield, interviewing visitors, passers-by, local residents and shopkeepers. The group watched a film by the 'Creating Hackney as Home' team which gave a youth perspective on processes of gentrification in Hackney Wick, which sparked off a discussion about whether similar processes were occurring in East 20.
3. The third session focused on practical production, how to use the camera, microphones and tripod followed by a walkabout around the Olympic Park where the group interviewed maintenance staff and visitors.
4. The final session began by reviewing the footage shot to date and discussing the shape of the final film.

It was noticeable during the final session that the youth group took a much more proactive role, in choosing locations, scripting the interviews, and framing set ups, a sign of their greater facility with the equipment and increased confidence in expressing their viewpoints.

At the post-production stage we incorporated material from Our East 20, which was running concurrently. The final film is composed of five short segments, each examining a different aspect of the Olympic Legacy. The aim was to sample a range of local voices and opinions, and to raise wider issues about mega-event regeneration, in terms of sustainable employment, affordable housing, community development, public amenity, policing and youth participation.





*Figure 9: Filming on location*

A key aim of the 2012 Olympic games was to ‘Inspire a Generation’ and the film is very much addressed to those who have responsibility for young people’s development and wellbeing. The young people we interviewed for the film, who either lived or attended school in East Village, were critical of the lack of local youth provision. While the Sunday Soccer Academy was much appreciated and well supported, as were the facilities provided at Drapers Field, the Olympic Park itself was felt to be lacking in recreational possibilities. The ban on skateboarding was keenly felt by some, and the concerts staged were seen as either too expensive or not showcasing their preferred musical idioms, like rap. There was a general consensus that the Park was not a ‘cool’ place to hang out with friends and contrasted unfavourably with Westfield, from this point of view. The strong presence of security staff and police on the East Village estate met with an ambivalent response. Some young people felt that they were unfairly targeted as a potential source of ‘trouble’ whilst others insisted that it made the area safe and gang free.

Since completion the film has been screened at a number of conferences, seminars and public events. It is available on YouTube: <https://youtu.be/TfdUuj09BqE>

## The East Village Fieldwork Study

The East Village Fieldwork Study focused on the processes through which incoming residents construct a sense of place, identity and belonging, the factors which shape their mode of attachment to the area, and their patterns of interaction with the built environment and each other. A small number of people living in neighbourhoods abutting on to East Village were also interviewed. The aim was to add depth to the Olympic Park legacy story and contribute to the creation of a local interpretive community around East 20.



*Figure 10: Resident Lisa with her daughter Layla in Victory Park. Courtesy: Debbie Humphry*

Our study can be regarded in part as a follow up to the study carried out by the Smith Institute ‘New Urban Living for London: the making of East Village in 2012’, but it also addresses a number of additional issues not raised by that report concerning the conditions of wellbeing – or alienation - associated with different strategies of inhabitation.

A total of 40 interviews were carried out by Phil Cohen and Debbie Humphry between April and December 2015. These comprised 24 interviews with East Village residents, 8 interviews with people who had some official community role and 8 interviews with residents living in areas adjacent to East Village. Of the 24 East Villagers interviewed there were six in each of four tenure categories: private tenants, social tenants, intermediate and shared ownership.



*Figure 11: Mothers at the Carers and Toddler Group. Courtesy: Trudi Barnes*

The East Village interview was designed to elicit the following information:

- Experiences of the mixed community neighbourhood
- Experiences of the East Village housing provision and new homes
- Respondents backgrounds and previous housing histories
- Expectations of East Village in terms of homes, amenities and neighbours
- Patterns of neighbouring developing within East Village
- The extent to which neighbourhood relationships, notions of place and belonging were influenced by informants' backgrounds, current housing tenures and the physical design and layout of East Village
- How perceptions of place and community compared to representations put forward by local development agencies
- The immediate barriers to the sense of community and shared belonging
- Perceptions and Engagement with the Share East initiative
- The kinds of relationships might develop between incomers and established residents who live nearby in Stratford and Hackney Wick, and with visitors to the Queen Elizabeth Park



The interviews with community officials focused on

- Their background and professional formation
- Their role in community development in east 20
- Perceptions of local issues and problems
- Their view of the Olympic Legacy

## Main Findings

This was a small-scale qualitative study that nevertheless indicates some of the key experiences and issues arising for the new residents of East Village.



*Figure 12: Community Engagement Officer. Courtesy: Debbie Humphry*

A sense of community solidarity is building in East Village. The housing providers and East Village management have put on social activities and events in the village, aided by institutional community players such as the community engagement officers and the Pioneer Minister for the Olympic Park (*Figure 12*). Additionally groups of residents have been active in building social networks, for example via the tenants association, a knitting group, meet-ups, professional and creative groups, a children's bookclub and a Saturday football club for young people (*Figure 13*).



*Figure 13: Ibrahim and Jordon at the Saturday E20 Football Academy set up by East Village residents. Courtesy: Debbie Humphry*

A positive is that these groups have included a diversity of residents, both higher-income professional and lower-income residents, who come from the diversity of tenure types. Social media sites set up by residents, in the form of Facebook sites for the whole village and individual housing blocks and the Yonder site, have contributed to the sense of social networking and solidarity. Several residents also occupy some of the independent retail units, which adds to the sense of community (Figure14).



*Figure 14: Residents Roberto and Rebecca in their East Village café/bakery, Signorelli, with staff Jasmine, Sonia and Hugo. Courtesy: Debbie Humphry*



However, many residents noted the lack of a community centre, which they felt was important to embed the community activities and networks, and to make information and activities accessible. There are several rooms that were allocated from the outset for community use in the Sir Ludwig Guttman Health and Wellbeing Centre, but the terms of the lease is still being negotiated with the East Village Trust who would run the community spaces, and has not yet been agreed after nearly two years.

There is evidence of positive social mixing, for example via the resident-led activities discussed above. This has emerged in the context of pioneer residents who have often been open to meeting new people, including crossing age, class and ethnic boundaries (*Figure 15*).



*Figure 15: Neighbours socialising. Courtesy: Debbie Humphry*

However, there are exclusions, particularly for low-income residents who feel unable to afford the commercial facilities and services offered in East Village.

There have been tensions associated with noise in the central courtyards. The acoustics integral to the design exacerbates the noise. Some residents complained about children being noisy when they play out, whilst others complained about young professionals having parties and being noisy late at night. This conflict is not explicitly between social tenants and private renters/shared owners, but because parents with younger children who play in the courtyards are largely social tenants, and because the students and young professionals who have late noisy parties are largely private renters, these conflicts play out in tenure/class ways.

There is evidence that the housing and neighbourhood provision offered in East Village has benefited some disadvantaged East Londoners. Most significantly some East Londoners from the six Olympic host boroughs who were previously living in unsuitable and inadequate housing were able to access the social rented sector. For some residents this was life-changing as they moved out of situations such as living in overcrowded accommodation, accommodation unsuitable for their disabilities, homelessness and domestic violence. This indicates the importance of the social housing provision.

However, the research indicated that most people living in East Village were not from East London, and therefore the degree to which the social legacy promise to benefit existing East Londoners had been met is limited.

Intermediate rental tenants did not consider their apartments to be cheap or easily affordable. In the intermediate scheme rents are charged up to 80% of the market rate. Due to very high house prices in London, including East London, and the high value of the East Village properties, it is not surprising that the rents were regarded as high. Some intermediate tenants complained of high rent rises following their first year, and others of inflexibility, inconsistency regarding the terms of the tenancies. For example some tenants had month-to-month contracts, whilst others had to sign up for a year, without flexibility to shift from one set of tenure conditions to another. Moreover, if a tenant became ill and unable to work they were barred by the tenancy conditions from claiming any benefits, which, combined with the inflexibility of the tenure conditions, resulted in at least one tenant being evicted from their property.

The enhanced policing provided by East Village Management and LLDC is appreciated by residents (*Figure 16*). The feelings of safety it provided were viewed by some residents as a positive contrast to other parts of East London where there is not such extra security. However, there were some complaints about the high securitization of East Village, with residents sometimes feeling over-observed and controlled by East Village management.



Figure 16: Police outside East Village Sainsbury's. Courtesy: Debbie Humphry

Many residents rarely went to Stratford Town E15, which was commonly referred to as 'the dark side'. Although one resident said they were uncomfortable with this term due to the negative and judgmental connotations implied. Many residents felt that East Village and Westfield largely provided the amenities and services they required, and often said that living in East Village was 'not like living in London' due to the open and green spaces, and like living in a 'bubble'. However, people on lower incomes were much more likely to go to Stratford Town to seek out the cheaper shops.



Figure 17: Heather on bridge from East Village to Queen Elizabeth Olympic Park. Courtesy: Debbie Humphry

Several wheelchair-users were interviewed and their reports on the provision of suitable accommodation and infrastructure were mixed. The public spaces were considered to be excellent for wheelchair users, facilitated by features such as dropped and wide pavements (*Figure 17*). Regarding the East Village flats (both GLL and Triathlon), the bathrooms were well designed with suitable aids, but the kitchen cupboards were inappropriate as they were built at the usual head height, making them too high for wheelchair users to reach. In most flats there were no or few lower-level cupboards, and the housing providers were not prepared to address this problem by providing them. Two disabled residents had doors they were unable to open effectively, thus restricting their access in and out of the flat. Whilst the housing providers refused to address this issue, one resident who was unable to open her flat door was assisted by a charity, which installed a remote operating system for opening and closing her door. Another disabled woman who uses a motorised scooter had problems with one of the communal doors shared with the other residents. Whilst she could leave the block of flats through this door, she was unable to open it on her return (*Figure 18*). Therefore every time she returned to her block she had to wait for another resident to come and open the door for her, which could amount to a considerable length of time and a great deal of frustration and distress. The housing provider, Triathlon, has so far refused to address this problem. External charities are also barred from redressing this situation as they are disallowed from changing the existing infrastructure.



*Figure 18: Resident unable to open door to get back into her flat. Courtesy: Debbie Humphry*



Several residents felt strongly that East Village needed a community centre. Whilst there are many activities and events, some ongoing, such as E20 Football Academy and the Parent/Carer and Toddler group (Figure 19), there is no consistent place where residents can congregate and build relationships, and also a dearth of provision for teenagers. The legacy plan was that the East Village Trust would provide this in the community rooms let by the NHS Property Services at the Sir Ludwig Guttman Health and Wellbeing Centre, but after nearly two years the two parties have been unable to reach an agreement over the lease, with the East Village Trust unable to meet the financial demands of NHS Property Services.



Figure 19: Parent and Toddler group. Courtesy: Trudi Barnes

## The Next Steps

The interview material is currently being used selectively in a series of publications, including two chapters in a forthcoming book edited by Phil Cohen and Paul Watt: *London 2012 and the Post Olympic City: A Hollow Legacy?* to be published by Palgrave Macmillan later this year. Presentations were also given to the *London's Turning* conference organised by Living Maps in October (see Appendix 2). A number of walking seminars in and around East 20 have been conducted for staff and students from universities in the UK, Germany and the USA, and we are planning a report back event to East Villagers on the fieldwork following the circulation of

this report. We are hoping to create an archive for an ongoing longitudinal study of East Village to be carried out by a small group of East Villagers (*see Appendix 3*).



## MyPlaceYourPlaceE20: Photographic Research and Community Project

There were two photographic strands to *Speaking out of Place*. Together they were entitled *MyPlaceYourPlaceE20* and contributed to the East Village Fieldwork study. For one strand Debbie Humphry took ethnographic photographs of East Village, its residents and the wider E20 Olympic Park locality over one year October 2014 – September 2015. Secondly, Humphry worked with a group of local residents during 2015, running a series of workshops in which she facilitated them to take their own photographs representing their experiences of moving and settling into East Village (*Figure 20*). The group also made some short films as part of this work. Humphry and the residents then collaborated to produce a photographic exhibition.



*Figure 20: East Village photographers from photography workshop. Courtesy: Anna Banka*

Humphry's ethnographic photographs are, loosely speaking, environmental portraits that mix close-up intimate portraits of residents with anonymous distant shots, and incorporate a diversity of actors and perspectives (*Figures 21 -25*). Overall the images are thought-provoking, not only adding rich visual data to the research, but also raising critical questions such as who stands to benefit from the legacy, what is its purpose, who is included/excluded

(Figure 26), and what are the dominant representations<sup>2</sup>. Whilst alluding to hegemonic images of the legacy.



*Clockwise from left to right:  
Figure 21: Chantal and Olivia. Courtesy: Debbie Humphry; Figure 22: Andy in new East Village apartment. Courtesy: Debbie Humphry; Figure 23: Workers by Viewtube near Pudding Mill planned neighbourhood development site. Courtesy Debbie Humphry; Figure 24: Three girls walking in Victory Park East Village. Courtesy: Debbie Humphry; Figure 25: East Village family in their penthouse flat. Courtesy Debbie Humphry; Figure 26: Residents in depopulated space of East Village wetlands. Courtesy Debbie Humphry*

<sup>2</sup> For further analysis of the images see Humphry, D (2016 in press). 'The Best New Place to Live? Representing the Olympic Legacy in East Village E20, in *London 2012 and the Post Olympic City: A Hollow Legacy?* Palgrave.



*MyPlaceYourPlaceE20* presents an alternative more grounded and complex set of representations. The residents' own images contribute to this alternative visual narrative, as they took images on the themes of home, everyday life, personal geographies and environmental portraits, which vividly and often movingly add in the human and emotional textures of the everyday experience of this new place and community (*Figures 27 - 29*).



*Clockwise from left to right:*  
*Figure 27: New life. Courtesy: Naciye Simsek; Figure 28: Home. Courtesy: Salma Patel; Figure 29: Grandmother and grandchild bonding. Courtesy: Clara Marquez*



The photographic elements together contributed rich visual data to the research from the varied perspectives of ‘outsider’ Humphry and the ‘insider’ residents, who were drawn from all the tenure-types and were of diverse gender, age, dis/ability, socio-economic class and ethnicity (*Figures 30 and 31*).



*Figure 30: Sisters with their children in Victory Park. Courtesy: Debbie Humphry*

Additionally the photographic elements of the research enhanced the collection of fieldwork data as they enabled Humphry greater access to observing, interviewing and understanding East Village residents and understanding their experiences of this first Olympic legacy neighbourhood development. Overall *MyPlaceYourPlaceE20* both contributed to the research and worked as a community project that drew residents together and enhanced their skills and self-confidence.



*Figure 31: Trudi and Dave in The Portlands, outside their East Village flat. Courtesy: Debbie Humphry*



The exhibition opened in the landmark legacy building The Sir Ludwig Guttman Health and Wellbeing Centre, East Village, and ran from November 2015 – February 2016. It then moved across the bridge to the ‘old’ Stratford town centre at Stratford Library, E15 March-May 2016. The exhibition was designed to reach a wide audience of local people in Newham, both in the new E20 legacy development area, and the existing E15 residents whom the Olympic legacy promised to benefit. By holding the exhibition in existing public spaces with high footfall, rather than in dedicated exhibition spaces, the work became accessible to people who would not necessarily have visited a gallery.

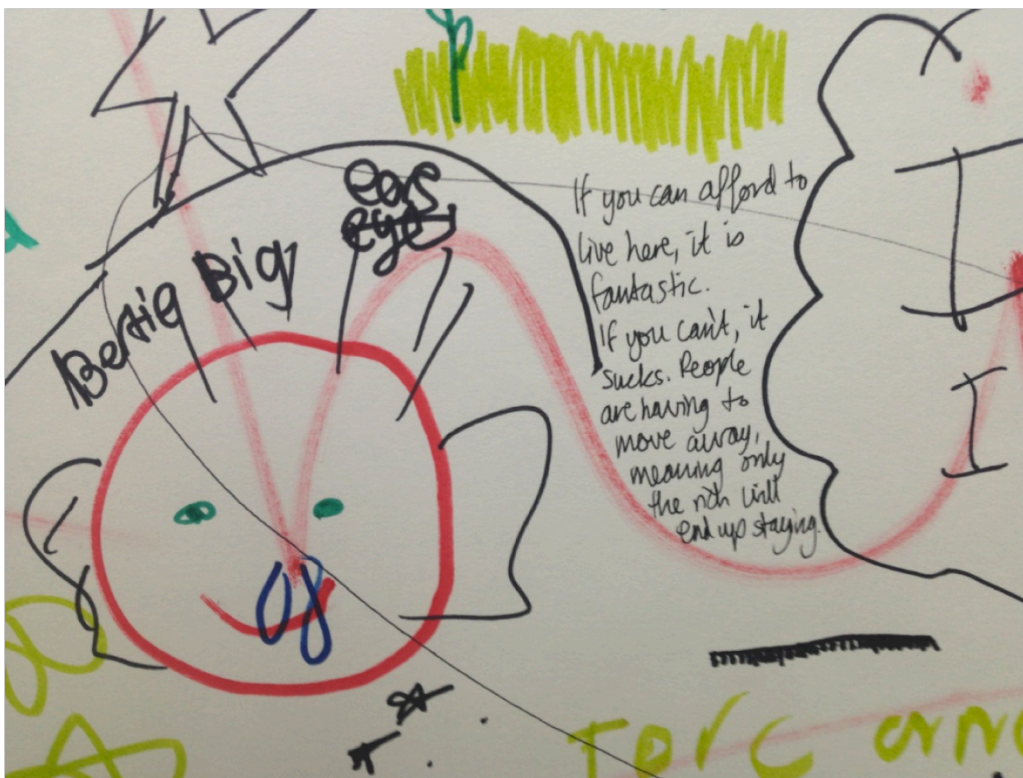


Figure 32: *If you can afford to live here it is fantastic, if you can't it sucks.* Courtesy: Debbie Humphry

The exhibition was also designed to further include the perspectives of local people on the Olympic legacy. It had interactive elements aimed at encouraging the public to participate and contribute their own perspectives on the legacy, including a ‘graffiti wall’ on which they were invited to write their comments (Figure 32), a studio-in-the-exhibition where they could be photographed, and an affiliated social media Instagram site where anyone could contribute their images and opinions.

## Summary of Policy Recommendations

- For future neighbourhood developments to provide at minimum the same proportion (24%) of social rented housing as with East Village.
- To have flats and associated communal spaces inhabited by disabled residents made accessible.
- To have kitchen cupboards of a height accessible for people using wheelchairs in flats inhabited by disabled people.
- To lift ban on people in intermediate rented housing claiming benefits.
- To increase flexibility and support for intermediate tenants, especially in situations of ill health and unemployment.
- To plant more trees in the court yards to dampen the noise amplification
- To organise a community arts programme involving both children and adults over the summer holidays to create an installation/sculpture for each courtyard as a means of creating a sense of shared ownership of these spaces.
- To investigate the possibility of establishing a youth club at Chobham Academy, after school.
- To organise a summer scheme for local teenagers working with architects and graphic designers to construct a pop up skateboard site in the environs of East Village.
- To have appropriate structures, including funding, in place to establish a youth and community centre in new neighbourhood developments.

## **APPENDIX 1: Delivery Agencies**

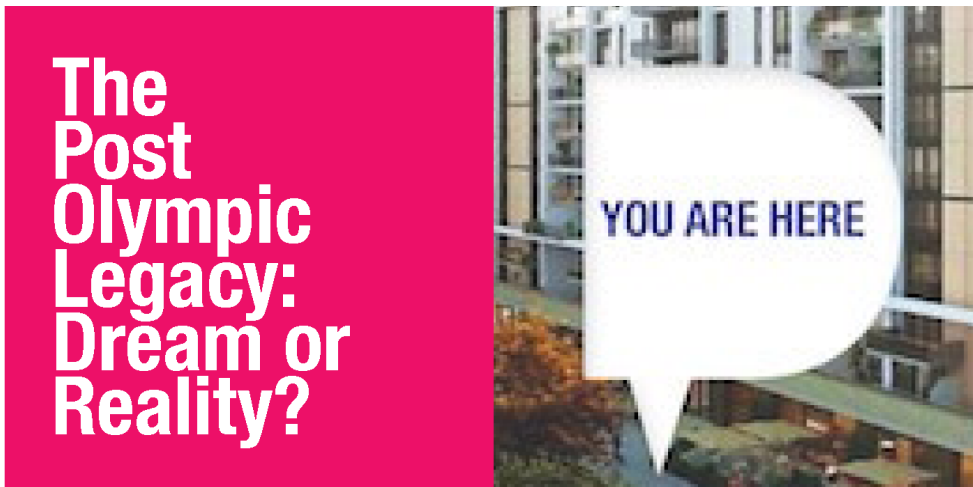
### **The Building Exploratory**

Launched in 1998, the Building Exploratory is one of the UK's most unique education resources. Activities consist of learning opportunities for a wide cross section of Londoners; schools programmes for primary and secondary pupils, opportunities for adults, a successful programme for older people and community engagement projects engage stakeholders, celebrate local heritage and inform local regeneration and development.

Widely recognised as a key contributor to heritage education and engagement agendas across the UK the Building Exploratory has developed a wide range of high profile partnership projects, funded from a number of sources. These include Newington Green 'treasures', 'Religion & Place in Tower Hamlets' and more recently Panorama East. These innovative projects have wide reaching impact on the local community and have been recognised nationally and internationally. Website: <http://www.buildingexploratory.org.uk/>

**LIVINGMAPS** is a not-for-profit company which comprises a network of geographers, environmentalists, oral historians, urban ethnographers, visual artists, designers and educationalists, working on a range of community mapping projects in London. Projects in development include a Citizens Atlas of London and an audio heritage trail for Queen Elisabeth Olympic Park. LivingMaps runs a lively events programme including public lectures, conferences, seminars, walks, workshops and screenings. An online journal, *LivingMaps Review* has just been launched and will be published twice a year in Spring and Autumn. Websites: <http://livingmapsnetwork.org.uk> [www.livingmaps.review](http://www.livingmaps.review)





# LONDON'S TURNING...

A day conference organised by the LIVINGMAPS Network in association with the Centre for East London Studies UEL and Birkbeck College, examining the impact of change on East London's communities since 2012 and bringing together researchers and policy makers, writers, artists, and representatives of local communities to discuss key issues of regeneration and legacy.

## MORNING SESSIONS

### PLENARY 10:00-11:15

Speaking Out of Place: Voices and Visions from East 20:

Phil Cohen and Debbie Humphry present LIVINGMAPS research and community projects in East Village. Introduced by Paul Brickell (London Legacy Development Corporation).

### TEA AND COFFEE 11:15-11:45

### WORKSHOPS 11:45-12:45

Explore some of the issues raised by the plenary:

**HOUSING:** Katya Nasim and Paul Watt (Rm 2.12)

**PLACE BASED LEARNING IN SCHOOLS:** Nicole Crockett & Fiona MacDonald (Rm 2.31)

**HEALTH & WELL BEING:** Zoe Flynn and Bo Taylor (Rm 2.32)

**YOUNG PEOPLE & REGENERATION:** Melissa Butcher and Nick Edwards (Rm 2.38)

## LUNCH 12.45-2:00PM

( LUNCHTIME FILM PROGRAMME IN MAIN SPACE 1:15-2:00PM )

## AFTERNOON SESSIONS

### DOES REGENERATION HAVE TO MEAN GENTRIFICATION?

### WORKSHOPS 2:00-3:00PM

**BALFRON TOWER:** Alberto Duman (Rm 2.12)

**CARPENTERS ESTATE:** Emer Morris, Focus E15 (Rm 2.31)

**THE BOLEYN GROUND:** Frankie-Rose Taylor and Paulyne Galliard (Rm 2.32)

**ROYAL DOCKS:** Sharon O'Callaghan (Rm 2.38)

### TEA AND COFFEE 3:00-3.30PM

### CLOSING PLENARY 3.30-5:00 PM:

The Post Olympic Legacy in East London with Gavin Poynter (UEL), Ralph Ward (Olympic Planning Consultant), Martha Mingay (GLA), Paul Regan (TELCO) and Paul Watt (Birkbeck).

## MORNING WORKSHOP TOPICS

### ALL WORKSHOPS TAKE PLACE ON THE SECOND FLOOR STARTING AT 11:45 AM.

#### **HOUSING:** Katya Nasim and Paul Watt (Room 2.12)

Paul will look at the impact of the Olympics on the housing market in East London, including changing patterns of renting and home ownership, homelessness and social housing. Katya will look at how East London communities have responded to these changes, including recent campaigns against gentrification and 'social cleansing'.

#### **OUR EAST 20: PLACE BASED LEARNING IN SCHOOLS:**

Nicole Crockett and Fiona MacDonald (Room 2.31)

Nicole and Fiona will present the work they did with students from year 8 at Chobham Academy in making a Young Persons Map and Guide to The Queen Elizabeth Olympic park. The park presents a high quality open space thoughtfully designed as offering something for everyone. Yet few of the young people we worked with had been there when we first met them. What did they think of this highly designed and invested-in place? What could they do in it? Would they even bother to use its resources? How would they describe and present its characteristics to other young people? The Workshop will take you on our journey over this year long project. What worked, what didn't and the lessons we learnt about working with young people. In the second part of the workshop will aim to explore some of the challenges of working with schools and to test methods of engaging young people with our workshop audience.

#### **HEALTH AND WELLBEING:** Zoe Flynn and Bo Chapman (Room 2.32)

Zoe and Bo will show a recent examples of their work that illustrate how stop frame animation and digital arts can be a therapeutic communication tool promoting health and wellbeing. Participants will create a 'Personal Landscape' using a drawing app on an iPad which may provide an insight into their own health and wellbeing. iPads provided but if you have one bring it. Places limited to 12, so first come first served.

#### **YOUNG PEOPLE AND REGENERATION:** Melissa Butcher & Nick Edwards (Room 2.38)

Melissa will draw on her recent experiences of working with young people in a participatory research project in which they made short videos to explore their personal feelings about gentrification in Dalston.

Nick will discuss the highs and lows of a 12+ year passion to provide meaningful fora to engage the local community and particularly young people in the new post Olympic city that is rapidly emerging in East London. .



## LUNCHTIME SCREENINGS

### **1 LIGHTS ON FOR THE TERRITORY:** Aura Films (2014) Dur: 12 mins

This short video by Aura Productions weaves together the development of a pocket-sized map of East End landmarks for Phil Cohen's book on the post-Olympics, before heading off to explore other uncertain social territories.

### **2 SPEAKING OUT OF PLACE:** (extract from work in progress)

Aura Films (2015) Dur: 5 mins

This short extract combines views and comments from local residents, year nine schoolchildren at Chobham Academy, community leaders like vicar Annie McTighe and local estate management and community policing teams. Whilst East Village is a safe, attractive and well designed environment there are still significant obstacles to proper integration of activities. Children and young people cannot easily play or meet around residential areas, frustrating the true integration of living, working and leisure which the original park-dwelling model so persuasively promoted.

### **3 ARCHITECTURE CREW PROMO FILM:** Eelyn Lee Productions/ Fundamental Architectural Inclusion (2007) Dur:12 mins

The film focuses on The Architecture Crew, a group of local young people actively engaged with the Olympics but somewhat shocked by the pace of change in Newham who felt that young people and the community were not being properly consulted on the Olympic and Stratford City developments

### **4 CREATING HACKNEY AS HOME:** Melissa Butcher (2013-15) Dur: appx 10 mins

'Creating Hackney As Home' is a research project led by geographers Dr Melissa Butcher (Principal Investigator) and Dr Luke Dickens, this ESRC funded project uses participatory video production to explore how young people experience a sense of home and belonging in the London Borough of Hackney. A core component of this research has been the use of critical reflection, including video diaries to capture perspectives and build up a picture of everyday contexts in which feeling 'at home/ not at home' is expressed, articulated through an unfolding narrative of changes and continuities. Screened: Tyrell's story.

### **5 PEOPLES HOUSING PROJEC:** Melissa Rees-Herman and Bo (2014) Dur: 5 mins

This video showcases the experiences and views of people of all ages in Tower Hamlets using film and animation to create a web resource to inform learning and debate.

### **6 'A KILLEY':** Mitch Panayis (2012) Dur: 10 mins

Mick is an East End bus conductor, and he's also a marked man. That is if his unlovely pursuers can find which of the few remaining locals he might still be drinking in. Shot around Hackney Wick in graphite-like colour against the backdrop of the ever-encroaching 2012 Olympic landscape this short sharp thriller tells a lot about the social landscape of the East End in transition, and ends with a curiously heroic finish reminiscent of a viking funeral.

## AFTERNOON WORKSHOP TOPICS

**ALL WORKSHOPS TAKE PLACE ON THE SECOND FLOOR STARTING AT 2:00 PM.**

**BALFRON TOWER:** Alberto Duman (Room 2.12)

Alberto will be in discussion with testimonies from current and ex-residents of this East London estate which has become a battleground between the critics of brutalist architecture and the defenders of progressive modernism.

**CARPENTER'S ESTATE:** Emer Morris (Room 2.31)

Emer will discuss the development of Focus E 15 and the campaign to save Carpenter's Estate in Stratford from demolition and draw out some of the implications for other struggles to defend and extend social housing and working class communities against gentrification and social cleansing.

**THE BOLEYN GROUND:** Frankie-Rose Taylor and Paulyne Gaillard (Room 2.32)

The Boleyn Dev 100 campaign was formed to prevent Galliard homes developing the West Ham Football Ground into expensive apartment buildings that the people of Newham just can't afford. In light of the housing crisis in the borough and the many people being removed from their social housing in the Newham, we demand 100% social housing on the site. This workshop will outline the motives and actions of the campaign, and why we think it is so important to stop the post-Olympic gentrification in Newham.

**THE ROYAL DOCKS:** Sharon O'Callaghan (Room 2.38)

Sharon will tell the story of Royal Docks regeneration from the Peoples Plan of the 1980's through to the proposed Chinese investment and ask the question: What lessons have been learnt? From trickle down to convergence theory, is regeneration in East London the same meat or just different gravy?

## CONTRIBUTORS

**AURA PRODUCTIONS** are **STEVE DORRINGTON** and **TRISTAN SYRETT** who are also Directors of the Colchester Film Festival. They worked with young people in documenting 'Speaking out of Place'.

<http://aurafilms.co.uk/>

**PAUL BRICKELL** was CEO of Bromley-by-Bow Health Centre and Leaside Regeneration and is now Director of Regeneration and Community Partnerships at the London Legacy Development Corporation.

<http://queenelizabetholympicpark.co.uk/>

**MELISSA BUTCHER** is Reader in Geography at Birkbeck and recently directed the ESRC 'Hackney as Home' research project: a participatory study of young people and gentrification.

<http://www.hackneyashome.co.uk/about>

**PHIL COHEN** is Research Director of the LIVINGMAPS Network and author of 'On the Wrong Side of the Track? East London and the Post Olympics' (Lawrence and Wishart 2013)

<http://philcohenworks.com/>

**NICOLE CROCKETT** is Director of The Building Exploratory. She managed 'Speaking Out of Place' and as part of this worked on 'This is Our East 20'.

<http://www.buildingexploratory.org.uk/>

**ALBERTO DUMAN** is a photographer, urbanist and cultural activist who has been involved in numerous forms of creative resistance against the financialisation of East London.

<http://www.albertoduman.me.uk/>

**NICK EDWARDS** is an architectural educator with 20 years experience creating innovative community engagement and participation opportunities. He is Director of Fundamental Architectural Inclusion and co-ordinated the Youth Legacy Team in the run up to 2012.

<http://startingpointtours.tumblr.com/>

## CONTRIBUTORS

**EMMANUEL GOTORA** is a lead organiser of TELCO and has worked on many community campaigns in East London.

<http://bit.ly/1H4HkiW>

**DEBBIE HUMPHRY** is a photographer, educator and researcher who has worked with a wide range of communities over the past twenty years, including vulnerable and marginalised groups. She is the author of 'Photography' (Directions in Art Series, Heinemann 2003) and has exhibited in the National Portrait Gallery and the Royal Festival Hall. She is a Director of the Livingmaps Network.

<http://www.debbiehumphry.com/>

**FIONA MCDONALD** is a social architect and has worked on the 'This is Our East 20' project. She is currently Learning Manager at the RIBA where she has been setting up a new nationwide architecture in schools programme to raise awareness of the built environment and to empower young people to feel more involved.

<https://www.linkedin.com/pub/fiona-macdonald/50/baa/753>

**MARTHA MINGAY** works as a Researcher for the GLA Labour group with a special interest in Olympic Legacy issues. She is also a London editor for Failedarchitecture.

<http://www.failedarchitecture.com/author/martha-mingay/>

**EMER MORRIS** Emer Mary Morris is an artist who uses performance in social and community environments. She is particularly interested in issues effecting women, the combination of performance and activism in public space, and challenging the oppressive elements of urban life. She is a member of Focus E15.

<http://www.emermarymorris.com/about.html>

## CONTRIBUTORS

**KATYA NASIM** is a housing activist, part of the Radical Housing Network and involved in supporting housing campaigns including Sweets Way Resists and Focus E15. She has just started a PhD at UEL, part of which will include mapping of London's housing movement: Housing in East London at UEL.

<http://radicalhousingnetwork.org/>

**SHARON O'CALLAGHAN** is a community researcher and activist, born and bred in East London and has worked for over 25 years in the field of regeneration, including the Royal Docks and the Olympic Development site. She was the Chairperson of Clays Lane Housing Co-Op.

**MITCHELL PANAYIS** is a film maker who has just completed a PhD researching into the experience of working class communities in West Ham and the Royal Docks.

<https://www.youtube.com/watch?v=4vSEfluxPK4>

**GAVIN POYNTER** is Professor Emeritus at UEL and has written widely on 2012 legacy issues. He recently co-edited *The London Olympics and Urban Development* (Routledge 2015)

[http://www.researchgate.net/profile/Gavin\\_Poynter](http://www.researchgate.net/profile/Gavin_Poynter)

**PAUL REGAN** is a retired Methodist Minister and Chair of the ELCLT credited Relish, the first urban community land trust in the UK.

<http://www.livingwage.org.uk/paul-regan>

**MELISSA REES HERMAN** a community filmmaker working alongside Bunny Schendler with people of all ages in schools & community groups using documentary & animation. They have made films about social issues including overcrowding, child poverty and living as an asylum-seeking child in the UK.

<https://vimeo.com/channels/schendlerherman/videos>

## CONTRIBUTORS

**SALMAGUNDI FILMS** is **ZOE FLYNN** and **BO CHAPMAN**. They use digital arts, film and animation as a platform for creative expression and have a long-standing relationship with East London.

<http://salmagundifilms.co.uk/>

**FRANKIE-ROSE TAYLOR** is a leading member of the campaign about the future of the Boleyn Ground in West Ham. She is co-presenting the Boleyn Ground workshop with Paulyne Gaillard.

[https://twitter.com/frankierose\\_](https://twitter.com/frankierose_)

**JOHN WALLETT** is Design Director of the LIVINGMAPS Network and has worked on community arts projects in East London for many years. He is also a founder member of Common Knowledge and a Trustee of the pop-up community cinema project Moving Image.

<http://www.livingmaps.org.uk>

**RALPH WARD** is a planning consultant and was government advisor for the Olympic Legacy.

<http://londonurbanvisits.co.uk/author/ralph/>

**PAUL WATT** is reader in Urban Studies at Birkbeck and has written widely on regeneration issues in East London including co-editing 'East London and The Post-Olympics City: A Hollow Legacy?' (Palgrave Macmillan, 2016)

<http://www.bbk.ac.uk/geds/our-staff/full-time-academic-staff/watt>



**VENUES:**

The two plenaries take place in the large lecture theatre on the ground floor. The lunchtime screenings also take place there. The workshops all take place on the second floor. Just follow the signs!

**CATERING**

Tea and coffee will be served on the concourse. There is no charge. For lunch we suggest you visit 'Our Kitchen' at the Stratford Circus Arts Centre which is three minutes away (turn right outside the campus entrance). They have an excellent range of main meals and light lunches at very reasonable prices. Immediately opposite the campus is the O2 Bar and Grill. The Theatre Royal also has a bar which serves lunches. If you just want to grab a sandwich there is a Subway just round the corner from the theatre.

**ACKNOWLEDGEMENTS**

We would like to thank John Coleman and Penny Bernstock of The Centre for East London Studies for facilitating the event and Birkbeck College for a small grant towards the expenses. We would also like to thank Emma Frost and Layla Conway of the London Legacy Development Corporation, Yvonne Kumi of Share East and Bernadette O'Shea of Triathlon for supporting the work reported in the opening plenary. Also all the residents of East Village, the teachers and students of Chobham Academy and all those who were interviewed in the course of our fieldwork. Speaking Out of Place was delivered in collaboration with and managed by the Building Exploratory and a special word of thanks is due to its Director, Nicole Crockett, for her input and support.

**LIVINGMAPS NETWORK****The Building Exploratory**

### **APPENDIX 3: E20 Pioneers – Citizens Longitudinal Proposal**

The proposal is for longitudinal research of pioneer resident' experiences of the first two Olympic legacy neighbourhoods - East Village and Chobham Manor, Olympic Park, London E20.

Building on the extensive participative ethnographic research done with residents of East Village 2014 – 2016, via the five strands of photography, video, mapping, in-depth interviews and observation, this proposal aims to develop and deepen this work via a longitudinal participative citizens' research project over the next four years up to 2020.

The aim of the research is to understand the impact of the Olympic Legacy on residents living in the first two E20 neighbourhood developments in terms of social, cultural and demographic change.

A Citizen Social Science Group will be drawn from residents of East Village and Chobham Manor<sup>3</sup> and within a structure or training, guidance and regular feedback with the LivingMaps research leader, they will produce interview, observational, mapping and photographic data on the changes experienced by the pioneer residents of two geographically adjacent Olympic legacy neighbourhood developments (East Village and Chobham Manor).

The data will be analysed and written up into an on-going report annually with the lead researcher. It will disseminate the research widely to appropriate audiences, and archive the material for posterity at the Museum of Docklands. It will foster civic engagement by developing an active citizenship group, producing rich information on the ongoing development of two legacy neighbourhoods that will be presented to relevant organisations such as LLDC and the housing providers.

The proposal has the following outstanding original features:

- a longitudinal study *using close-up qualitative data*
- developing an ongoing active citizenship interpretative community (CIC) in the first two E20 legacy neighbourhoods

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<sup>3</sup> Due to move in July 2016.