



## CLAPHAM PARK CREATIVE CO-OP: OFFLINE & 'HYBRID' APPROACHES TO WORKING WITH NEIGHBOURS



**COUNTERPOINTS.**

REFUGEE WEEK/PLATFORMA NETWORK NOVEMBER 5, 2020  
MARCIA CHANDRA, CREATIVE PRODUCER

## PROJECTS

The collection of creative stories about Clapham Park produced by artists and residents.



### MY NEIGHBOUR'S KEYS

An art installation featuring residents' stories on the good and bad of living alongside neighbours.



### 'MEMORIES OF CLAPHAM PARK'

A poem of some of the joyful moments residents have experienced living here.



### PEOPLE OF CLAPHAM PARK

Get to know the people that live, work and play in Clapham Park.



### ORAL HISTORIES

Stories about regeneration and community change from long-time residents.



### PHOTOGRAPHY CLUB

Visual observational notes of the Clapham Park environment by participants in the Photographic Storytelling Workshop.

## ABOUT CLAPHAM PARK CREATIVE CO-OP

— **Creative storytelling project** exploring the past, present and future of the Clapham Park Estate and neighbourhood (London), since 2018

— **Artists + residents** work together: art, photography, oral history, craft, events

— Funded by Metropolitan Thames Valley Housing **based on previous collab** 'Everyday in Canalside', Hoxton

— The objective is to creatively engage on how we understand and respond to **community change** as a neighbourhood



## FIRST LOCKDOWN=NEW CHALLENGES

— Mostly worked in **partnership** with local groups or **encounters** in community spaces

— Local community **partners on furlough** or occupied with delivering service

— Hiatus for 8 months due to funding, about to launch new program, needed to **rebuild audience**

— **Not much social media**/digital presence, previously not critical for outreach

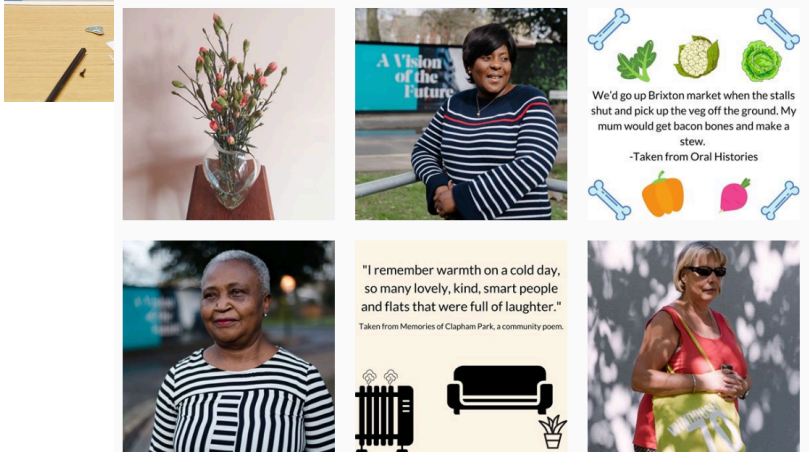
— The planned program was **not easily adapted** to online

— **Internal focus** to reprogramming Refugee Week first, came back to project in summer



## ACTION PLAN SINCE SUMMER

- **Connect with those not online:** over 1/3 of our participants, mostly older, many feeling vulnerable
- Same person from team connects on phone - needs time to build trust
- Ran 3 x f2f workshops in centre since summer, to rebuild this non-online audience



- **Develop social media space within neighbourhood:** reaching out to local partners & residents to help connect with neighbours (slow)

- **Find ways to connect the two** online & offline audiences – disconnect was a key source of anxiety particularly for Over 50s group

- **Activities that can adapt** to on-going 'lockdown yo-yo' – physical encounters still important



**Who has been your lockdown hero?**

**What's on your lockdown music playlist?**

**What place did you miss the most?  
What place kept you feeling good?**

**What is the number one thing you wouldn't go another lockdown without?**

**What lockdown advice do you have for your neighbours?**

**Tell us something new you learned about your neighbourhood this year?**

## PROJECTS

### **The Lockdown Survey**

— Posters going up all around Estate, quick encounters while walking

— Easy to respond (email, whatsapp, phone call)

— Contributes to digital archives – e.g. map, Spotify, photo archive — share via social media, printed booklets, neighbourhood newsletter



## PROJECTS

### Photo-embroidery Art Kits – “These Buildings Have Lives”

- Easy, all ages, engage with photographic collection from the project
- Dropped off and picked up by team – social!
- Contributes to a collective exhibition, not just a one-off
- Making meet-up by Zoom (for those that can)
- Eventually to exhibit in public spaces next year, photograph and share in newsletter

A promotional graphic for an art kit. It features a red background with a white grid pattern. On the left, the text "'TOGETHER AT HOME' ART KIT" is written in bold blue letters. Below this, in smaller white text, it says "Do-it-yourself art kits so you can join us safely from home". On the right side of the graphic, there is a small image of a completed photo-embroidery art kit showing a multi-story building with colorful windows and a small figure in front.

"I came to London in 1963. I arrived in Victoria station from Grenada more than 50 years ago. I couldn't get accommodation easy. In them days you never got houses, black people never got houses."

-Taken from an account in our collection of Clapham Park Oral Histories



"I remember when I first started dating my husband, sitting on the wall on Kings avenue waiting for him."

- Taken from Memories of Clapham Park



In the 1970's...

We used to take it in turns to wash our clothes in the launderette. Then you had to put it in the drying cupboard where there was a gas fire. We had no tumble dryers, no!



## PROJECTS

### Phone Stories – audio oral storytelling (in development)

- Will be collecting stories via recorded phonecall
- Anecdotes about Coronavirus, Black Lives Matter, regeneration, community change
- Will train local story collectors, to connect via phone with those self-isolating, etc.
- Hope to include performance, poetry, music
- To be developed into podcast/radio collection & dial-a-story (for those not online)



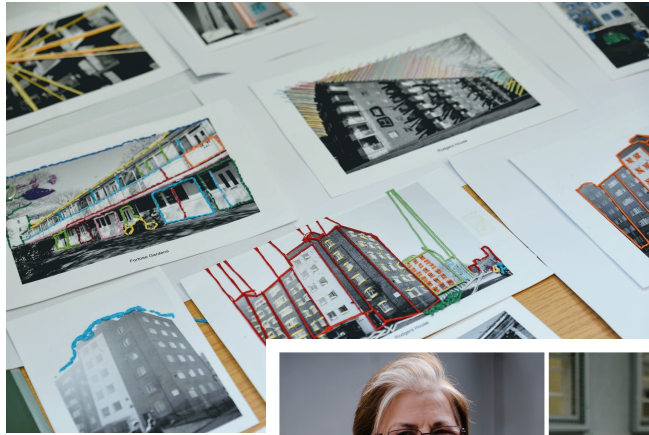
'Migrants Coat'  
project by East  
London Textile Arts  
commissioned by  
Counterpoints Arts,  
2018

## PROJECTS

### **Durational Embroidery/Textile Project**

- Creating a group of embroiders, knitters, sewers to produce a collective project over 5-6 months
- Connecting people with existing skills, potentially across borders with another estate/ community
- Organise offline (bike delivery), WhatsApp, post
- 'legacy' project with the idea it develops into a long-term community group beyond the lockdown years





## KEY LEARNING

— **Time & Resources** – organising by phone or home delivery takes a lot longer than online – building trust, following up — and people want to talk in a crisis!

— **Start with how you can reach those most isolated** – build a hybrid program from there - harder to go backwards and adapt to offline, prioritises inclusive approach

— **Make something together** – collective work has meaning, builds connection – can it be durational, exhibited in public spaces (local shops), become part of a public archive, exchanged?

— **Adaptable programme** – physical connection is a relief where – can you easily adapt all or some to face-to-face when it's safe to do so?



Projects Upcoming Journal About Contact Covid-19

STORIES + COMMUNITY + ART  
+ PEOPLE ON CLAPHAM  
PARK ESTATE

TEA & CREATE 2:  
PHOTO-EMBROIDERY

Sat 31 Oct, 11-1  
OR  
request an ART  
KIT to make it  
at home



CONNECT WITH PROJECT [WWW.CLAPHAMPARKCREATIVE.ORG](http://WWW.CLAPHAMPARKCREATIVE.ORG)  
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