

THE BIRTH OF COOL

A digital media project, preserving the rich heritage of culture and style along the Kings Road and the surrounding area.

OCTAVIA FOUNDATION

ABOUT OCTAVIA FOUNDATION

At Octavia Foundation, we connect people affected by unemployment, ill health, social isolation or low incomes in central and west London with opportunities for positive personal change. Our vision is to build stronger, happier and healthier communities to help create an enriched life where we live.

Our unique activities are built around the diverse and changing needs of individuals with much of our work taking place in Westminster, Kensington and Chelsea and Hammersmith and Fulham. We work with people who are living in some of the most affluent boroughs in the country, yet are affected by unemployment, ill health, social isolation or low incomes.

We aim to help 5000 people each year by delivering services in five key areas:

- care and support for older and vulnerable people
- work with young people
- help with training and employment
- help with money and debt
- involving the community

Octavia Foundation

Emily House,
202-206 Kensal Road,
London,
W10 5BN

T: 020 8354 5500

E: digital@octaviafoundation.org.uk

Registered Charity Number: 1065817

Register Company

Number:03436993



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FOREWORD

For the past 2 years, the Octavia Foundation has been exploring the rich cultural heritage of style, identity and fashion along the Kings Road and its surrounding areas. From the 1950s to the 1980s, the King's Road, Kensington Market, Portobello Road and the places that surrounded became recognised globally as a melting pot of music, fashion, protest and culture, fusing a range of cultural influences and pushing boundaries.

We have identified that this vibrant period of trailblazing creative expression, full of youth counter-culture movements that challenged the social norm and brought about cultural change was at risk of being lost and forgotten for future generations and there was a need to preserve the history through creative digital outcomes.

The Birth of Cool, supported by the Heritage Lottery Fund and the Arts Council, worked with over 135 young people, over 20 volunteers, 5 partner organisations, 13 industry trainers; producing a range of digital media outcomes including 2 Broadcast Standard Documentaries, 22 Oral Histories, an Immersive performance, a digital fashion brand and series of Live Events.

It has been a captivating project, full of creativity, thoughtful debate and new unique insights; supporting the development of young people in our community as they preserved the history of their local area in collaboration with amazing partners and volunteers.

Tommy Edwards, Digital Media Project Manager



ACKNOWLEDGEMENTS

Special thanks to those who supported and enhanced this research from the Base youth-work team. Additionally to all volunteers, young and old, who participated in the range of digital outcomes throughout this project, producing diverse creative recordings of the heritage of the Kings Road

We would like to thank our valued partners: RBKC Library, V&A, Chelsea Physic Garden and Tate for providing invaluable expertise and activities that supported the young people to preserve the history of fashion and style in the local area.

We would also like to thank the following for their vital contributions to help facilitate the young people to produce their digital outcomes: our partners at SPID Theatre; Film-makers Bani Mendy and Ros Fraser; Designer and Fashion Historian Suzie Zabrowska; Animation Studio Woven Ink Ltd; Photographer Nina Manandhar.



INTRODUCTION

The Octavia Foundation has a great history in exploring local Heritage through Digital Projects that are led by young people. From Grove Roots in 2008, a look at 50 years of history since the Notting Hill Race riots, to The Story of QPR in 2014 and then most recently, Waking the Dead, an exploration of Kensal Cemetery, Octavia have always prided themselves on unearthing forgotten history in innovative ways, engaging young people in the heritage of their local community.

The Birth of Cool's aim was to push that innovation even further, producing a greater range of creative and digital outcomes, capturing the dynamic cultural and style evolution between 50's and 80's along the Kings Road through a contemporary gaze. It looked at key moments like the post-war economic boom and how the framing of the teenager was born where young people could now break away from the conventional transition from child to adult and were given the opportunity to spend money on themselves and explore their identities through what they wore and what they did. The Kings Road became the epicenter for this new found consumerism; where fashion became a statement and trailblazers like Mary Quant was challenging the norm with the introduction of the mini-skirt. The evolution would continue, with counter-culture movements such as the Punks, Mods and New Romantic populating this now world-renowned area in the 70's and 80's, characterizing West London as a cultural hub. However, the area also provided an insight into social and economic divide, with the Worlds End Housing Estate, a brutalist piece of architecture standing at the end of the Kings road, in stark aesthetic and social contrast to the trendy area it bordered. Furthermore, the presence of the Windrush and the growing racial tensions of the 50's, 60's and 70's in the local area cast a different glow on what it meant to be young and live in the fashionable West London

The young participants were able to learn about these cultural revolutions through the support of a range of partners, industry professionals and volunteers. This included bespoke lectures about the history of fashion along the King Road provided by esteemed fashion historian Amber Butchart, digital design sessions from the V&A's Mary Quant Learning Rep Suzie Zabrowska and local history research sessions from historian Dave Walker at the RBKC Library. Furthermore, to support the creative capturing of this rich heritage, the young people were trained by industry professionals in a range of digital media skills, learning professional approaches to film-making, photography, performance and design.

The programme of activities culminated in the production of two documentaries; the award winning Punk Road that was selected for 5 festivals world wide and The Birth of the Teenager, a film that will be launched solely online. Furthermore, there was a live immersive performance at the Chelsea Youth Club, a digital fashion brand created using digital strategies and a young person curated exhibit at one of the Octavia Charity Shops. All of these digital outcomes along with the 22 oral histories were exhibited at a Live Event at the 508 gallery and can be accessed via the Birth of Cool website.

SUMMARY

Monitoring and evaluation is a vital component to facilitate continued progress and improvement of the programmes the Octavia Foundation offer, helping support them sustain the best possible service to the young participants who access their provision. Throughout this project, the Octavia staff team including the Digital Media Project manager, Youth programme manager, creative facilitators and youth workers have been continuously gathering data for this evaluation. The following points summarise the findings.

- The Birth of Cool project succeeded in preserving the rich heritage of style, culture and fashion along the Kings Road with a contemporary twist. In this project, the young team produced 2 documentaries, 22 oral histories, an immersive site specific performance and a series of photos and fashion designs inspired by the area, all presented in an various public events,
- The project successfully engaged a core group of 39, reaching a wider group of 135, supporting them to feel more connected to their local heritage; garnering a sense of belonging, with 89% saying they have a greater interest in their local community
- The Birth of Cool was an effective project is developing young people's skills. This development was reported when 95% agreed to this in a survey about their progress.
- The project was effective in connecting 38 older volunteers with the core group of young people, providing them with the opportunity to share their skills and experience in helping the young team preserve the heritage of the Kings Road.
- The Birth of Cool has brought visibility of the counter culture movements and the evolution of style and fashion along the Kings Road to a wider audience through a range of events and the online presence of their digital outcomes. The live events reached a footfall of over 300 people. Both documentaries are anticipated to have 5k view per year, distributed both on streaming platforms and via the website.
- Due to the COVID 19 crisis, the outlined outcomes weren't met as intended. However, the project team effectively adapted, devising remote alternatives and were able to continue to produce the digital outcomes through in depth and collaborative research.
- Digital and creative media project based learning is an excellent method to engage young people in their local community. Heritage professionals spoke of the challenges often faced with connecting the younger generation with local heritage and commented that projects like this help draw them in.
- Young people had a positive experience taking part in this project, with 100% of the core young people saying they enjoyed participating.
- The project was effective in adapting its delivery to reach a diverse range of young people. With 24 nationalities from the 39 core group, the facilitators and youth workers were able to make the source materials relatable and engaging by drawing effective comparisons to the current cultural climate. Furthermore, innovative adaptations were made by the team to engage young people with SEND, creating bespoke programmes that were well differentiated and helped the young participants access the source material and relate to the heritage of fashion and culture along the Kings Road.

PLANNED OUTCOMES

The following outcomes were agreed with the National Lottery Heritage Fund

- Participants will have developed new skills
- Participants of all ages will have learnt about the unique heritage on their doorstep and be exposed to new opportunities
- Participants and the wider community will have changed their perceptions and attitudes as a result of their enhanced understanding of the significance of their local cultural heritage
- Participants will have had an enjoyable experience and made many new friends and connections across the generations
- People will have volunteered time and talents, supporting young people in their learning and in accessing source material
- A diverse cross-section of the local community will have engaged with and explored the unique heritage of the King's Road and its ongoing impact, diversifying the Octavia Foundation's audience further still
- New aspects of the areas heritage that were previously hidden, will now be uncovered and recorded for the first time
- The heritage and social history of the King's Road during the defined period will be comprehensively researched, curated, celebrated and recorded with a contemporary twist , ensuring it is better interpreted and explained than before, benefiting people both now and in the future
- Through a range of media including film, photography, fashion design and drama, participants will create a compelling interpretation of the social history of their local community over a unique period of transformation which is of international relevance

DATA GATHERED

This report provides an analyse of collated information to evaluate how effectively the Octavia Foundation met the above outcomes and the initial aims and objectives of the project, in line with HLF needs. It draws on the following data collected by the Octavia Foundation youth team.

- End-of-project surveys for the 4 phases of the project from 31 young participants
- Project feedback interviews with selected young participants
- Survey feedback from participating volunteers
- Observational data gathered of young person progress from staff team
- 22 Oral Histories
- 2 Heritage Documentaries
- Video footage of Immersive Performance
- Attendance and Punctuality Records for Activities and Events.
- Interview with SPID Theatre's Head of Youth Programmes, Nnena Samson
- Interview RBKC Library Resources Officer Nina Risoli
- Interview with Sue Snell, project volunteer
- Interview with Youth Programme Manager Conor Lynch and Youth Engagement Officer Harry Wills
- Survey Feedback from Live Event

THE ACTIVITY SCHEDULE

Phase 1 – Documentary 1 - April 2019 to October 2019

Activities included:

A series of Professional film-making and editing workshops, intergenerational sharing sessions, library research at RBKC central Library and a trip to Late at the Tate as well as a Collaborative Crit with their Producers. These workshops culminated in the production of a broadcast standard documentary mentored by industry professionals.

Phase 2 – Immersive Performance with SPID Theatre – September 2019 – December 2019

Activities included:

Workshops in performance, architecture, oral history recording and curation. These workshops culminated in the production of an Immersive performance inside the Chelsea Youth Club, which sits within the Worlds End Estate

Phase 3 – Digital Style Culture – November 2019 – February 2020

Activities included:

Workshops in Digital Fashion Design, sustainable fashion, photography and creative blogging as well as trips to the Chelsea Physic Garden, the Brand Museum and the Chelsea Library where the young people were given access to the rich fashion archives. These workshops culminated in the production of a Digital Design brand and a series of photograph and blogs, all displayed in a young person curated exhibit at the Brompton Road Octavia Foundation Charity store.

Phase 4 – Documentary 2 – February 2020 – October 2020

Activities included:

A series of professional film-making and editing workshops in person and via zoom, remote visits to the V&A archive, the Museum of Youth Culture, the National Army Museum and Late at the Tate, a bespoke research resource recorded from the RBKC Library for young people to access at any time and a history lecture from esteemed fashion historian Amber Butchart. These workshops culminated in the production of a broadcast standard documentary mentored by industry professionals.

NB: This phase was estimated to end in July 2020 and the original agreed trips were intended to be in person. However, due to the COVID 19 crisis, the project timeline had to be adapted and compromises made on accessing the trips. This change of delivery was agreed with the National Lottery Heritage Fund.

Phase 5 – Event – November 2020 – January 2021

Activities included:

A series of digital branding and visuals art workshops, an arts award moderation and a Live Event celebrating the work created throughout the project at the 508 Gallery along the Kings Road

NB: The planning for this event was completed between this period, however due to the unforeseen lockdown in January, the final event was delayed until the July/August 2021.

PARTNERS

Digital and creative media training throughout this programme was provided by the following industry professional

PHASE 1 and 4

Bani Mendy – Film-maker
Ros Fraser – Producer

PHASE 2

SPID Theatre – Immersive Theatre
Timothy Cape – Creative Director
Rana Fadavi – Set Designer
Jack Hurst – Sound Designer

PHASE 3

Chelsea Physic Garden – Sustainable Fashion
Suzie Zabrowska – Digital Designer
Jayne Robinson – Creative Blogger
Nina Mahandhar – Photographer

PHASE 5

Nonny Orakwue – Digital Branding Specialist
Kirsty Reynolds – Visual Artist

Workshop and event space was provided by



EPIC CIC
RBKC Central Library Lecture Hall
Octavia Foundation Shops
508 Gallery
Everyman Cinema

Research support, including bespoke lectures, archive training and trips were provided by the following partners and industry professionals



RBKC Library
Tate Producers
Chelsea Physic Garden
V&A Museum
Rib Davis – Oral Historian
Museum of Youth Culture

Brand Museum
National Army Museum
Rib Davis – Oral Historian
Amber Butchart – Fashion Historian
Gurmeet Sian – Architect

The Octavia Foundation worked with the following detached partners, providing digital media and heritage workshops to widen the impact within the community.



Clement James Centre
Action on Disability
Tri-Borough Alternative Provision
Cambridge Heath School
CAMHS Hammersmith

THE OUTPUTS

Objective	Delivery
Training for young people in media production (filming, editing and sound design), archival research, photography, creative writing and oral history recording	135 young people, with a core group of 39, have accessed training from a range of industry professionals in media production (filming, editing and sound design), archival research, photography, creative writing and oral history recording. This has included a consistent termly programme at the Reed Centre or on Zoom every Thursday, intensive holiday programmes and detached training for local youth provisions and schools.
12 young people attending Late at Tate fashion event	14 Young people attended, across 3 Late at the Tate events, accessing them both in person and online
Creating a project website	A website is going live, demonstrating the range of work created throughout this project, preserving all digital and creative outcomes in one place.
Young people undertaking 3 research sessions at Kensington and Chelsea Library and Archives	17 young people attended 2 face to face sessions with RBKC Libraries, one at the Central Library and one in Chelsea. The 3 rd session was an online remote session, in which a bespoke resource was created for the 39 core group young people to access at their own leisure.
Young people creating 2 documentary films, to include oral histories from older volunteers	17 young people were actively involved in the production of the Punk Road Documentary and 11 actively involved in the production of the Birth of the Teenager Documentary. Across these two documentaries, there were 18 oral histories recorded from older volunteers
Skills sharing talk from Tate Collective on Curation for young people	7 of the young team from the Octavia Foundation attended a Tate Producers meeting, sharing skills around curation and devising a treatment.

Objective	Delivery
Young people visiting: V&A Archives; Design Museum; Museum of Brands; and National Army Museum to see army fashion statements and how the army inspired the anti-establishment	12 young people attended the Museum of brands, 9 young people attended the V&A, exploring the Mary Quant Exhibit, 7 young people attended the Museum of Fashion for the swinging 60's exhibit. Due to the COVID 19 Crisis, young people accessed the NAM, and V&A archives remotely, exploring their online exhibitions. Instead of the Design Museums remote exhibit, the young people visited the Museum of Youth Culture
Young people producing a drama performance with SPID Theatre	A group of 11 young people produced an immersive drama performance at Chelsea Youth Club with SPID Theatre
Sharing Stories sessions for older people to share memories/photographs at The Reed and Chelsea Physic Garden	5 older people and 15 young people attended sessions at the Reed centre to share memories and photographs. The planned Chelsea Physic Garden intergenerational sessions were cancelled and moved online, with 9 older people attending and 13 young people attending across a series of zoom sessions.
Young people working with local designers to create a digital fashion range, inspired by the local area	13 young people attended sessions to create a Digital Fashion Range led by V&A Mary Quant Learning Rep, Suzie Zabrowska
Young people learning about sustainable fashion with Chelsea Physic Garden	16 young people attended a sustainable fashion session at Chelsea Physic Garden led by their practitioner Zoe Burt
An exhibition, including film screenings and oral histories	103 people attended the interactive exhibit of the work made across the whole project, all on displayed at the 508 Gallery. 76 attended the screening at the Everyman Cinema Chelsea to watch the films created as part of the project.

OUTCOME 1 - Participants will have developed new skills

135 young people throughout this project have been involved in a creative learning activity that offered training in new skills and supported their personal development. These activities include the core offer for the 4 project based phases and detached workshops with community organisations, offering bespoke heritage sessions through creative learning.

39 of the 135 young people were part of the core group. They are defined as young people who had an active involvement in at least one of the 1st 4 phases. Of those 39 young people, **60%** at a baseline said they had no experience in the creative skills that they would be trained in as part of that phase.

*In the post project surveys with the core young participants (31 young people) **95%** agreed or strongly agreed that they developed new skills through the creative activities*

***84%** of the young people said they strongly agreed that they have seen progress in their personal development, with **100%** at least agreeing they have.*

***86%** of the young people said they will use these new skills in the future.*

10 young people have completed an Arts Award qualification

The young participants have demonstrated their skills through the following creative outcomes

- 2 Broadcast standard documentaries
- 5 Digitally Designed t-shirts inspired by the local area
- A fashion concept video
- A series of Street Style Photography
- An Immersive Performance
- 22 Oral Histories
- 10 t-shirts designed and inspired by 60's London

'If you pick out any of the young people (core group) you can see clear progression. They have grown in confidence, communication, taking leadership. I think one of the strongest aspects of this project was the skills development'

Conor Lynch, Youth Programme Manager

Phase 1

Young people were trained by experienced film-maker Bani Mendy, providing practical training on how to use the industry standard film equipment that they would be using to make their film.



'I had no experience from the start, well a little but it wasn't the same as I didn't learn much then. But on this, I learnt about film technique, working with locations, how to use the camera, the different roles, stuff about documentary. All the stuff with film really'

Young Person

Professional approaches to editing sessions were delivered by Digital Media Project manager Tommy Edwards.

'I had no experience before with editing, so I have learnt that. I was able to edit something on my own which was really good and a great experience for my development'

Young Person



This culminated in the production of the short film 'Punk Road'. This was selected for 5 film festivals world wide, most notably coming Runner Up for Best Documentary at London Rocks Film Festival. It was also screened at RBKC Central Library Lecture Hall and screened as part of the final project event.

'We started this as amateurs and I had never really done anything to do with film. But going through this experience and getting this opportunity to have it screened here, it has been a life changing experience and something I want to continue'

Young Person



Phase 2

SPID Theatre led a project where they trained the young people in performance, creative curation, architecture and oral histories.

These activities culminated in the production of 'A place for people', an immersive performance performed at Chelsea Youth Club, having 3 shows to capacity audiences.

'I've gotten to be able to become more confident in talking to new people... I feel like I can say what I want and not be judged'

Young Person

'What I liked most about this project was Directing and watching the set come together along with working with the (new) facilitators in this project...I also loved the performance and being around great people and sharing how it is important to include everyone in society'

Young Person



Phase 3

Designer and Fashion Historian Suzie Zabrowska trained the young people in Digital Designing, providing workshops in the accessible application procreate and industry tools Adobe Photoshop and illustrator.

'I can't believe I didn't know about things like procreate. I am going to go home and download and work on other stuff now. It will help me so much with other work and the design stuff I want to do'

Young Person



Highly regarded photographer Nina Manandhar trained the young people in photography, providing valuable sessions on composition, portraiture and camera technique.

'When we took these photos I had to ask members of the public for permission. It was definitely an experience, I was so nervous, but when it came to my turn to ask people it was fun. I had so many people say "yes!", it made me happy....My photos tell a story, whatever you perceive that to be'

Young Person

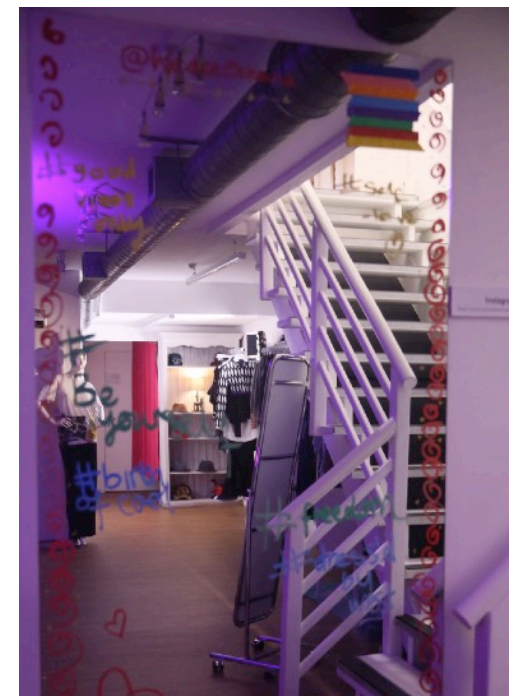




Creative Blogger Jayne Robinson trained the young people in creating writing, providing them with valuable sessions in copywriting, blogging and social media

This series of workshops culminated in the young person curated exhibit, 'Dress by West', installed in an Octavia Foundation Charity shop, seeing a footfall of over 100 people across the 2 days.

'I got to curate the exhibit which was a great opportunity. I am proud of what we have achieved'
Young Person



Phase 4

Creative Producer and Sound Designer Ros Fraser provided virtual training for the young people, delivering workshops in documentary development, sound scoring and virtual content creation.

These workshops culminated in the production on 'The Birth of the Teenager, a documentary created remotely. This film is to be launched online and was screened as part of the Final event

'I learned a lot about the different forms of documentary and now feel more confident to try different things. I know I got to do my studies but I am thinking about the next Documentary I am going to make'

Young Person

'I just never believed we could do it on Zoom. It is so good and I am so proud and want to keep creating'

Young Person



OUTCOME 2 - Participants of all ages will have learnt about the unique heritage on their doorstep and be exposed to new opportunities

The **135** young people engaged throughout this project were aged from **8 to 25**.

80% of young people either agreed or strongly agreed (31 young people) that they have learnt something new about their local heritage

89% of young people either agreed or strongly agreed that the project has helped them have a greater interest in local heritage

'I went straight home to talk to my dad about Punks. I never knew what they are about before. It's really interesting and something I didn't know was related to us now and so much about the politics'

Young Person

The core group of young people visited the RBKC Central Library and were given a tour of the archival artifacts available for them to explore, including the history of street maps, a range of books and physical photo collections capturing RBKC through the years. They were also given an in depth presentation by local historian Dave Walker about the heritage of the Kings Road

'The younger people are often not connected to their local heritage... in this particular area, it is so rich with materials that goes back centuries. You are sitting on a gold mine... projects like this (The Birth of Cool) bring visibility to libraries as a resource'

Nina Risoli, Library's Collection Officer



The young participants visited the Library in the Chelsea Town Hall on the Kings Road. They were exposed to the range of free online tools accessible to registered members including the Berg Fashion Library, Bloomsbury Fashion Central and their accessible ebooks/comic and ecores library. They were also taken through the comprehensive range of fashion artifacts, including books, magazines and physical material pieces.

64% of young participants who attended the Library visits are now registered members of the RBKC Library.

'With everything online, things now are more accessible and can be more dangerous and more biased... we tried to dispel things like google and Wikipedia and encourage research beyond the screen... we want to get people to think about the value of quality information'
Nina Risoli, Library's Collection Officer



Whilst participating in the range of activities offered through the Birth of Cool programme, several of the core group have been exposed to new opportunities and have been able to develop their portfolio that has helped them progress in either education or work.

'This project is really good for my CV and I have met some really good people and good contacts. I used the research and community element too as part of something I had to prepare for an interview at the Museum of London, talking about how we got to know people from Kensington and Chelsea'

Young Person

'Since doing the project about the Worlds End Estate, I have continued to do stuff with SPID Theatre. They have given me opportunities to work with new writers and connected me with a poet whose advice helped me get a scholarship to go to the Rose Bruford Drama School'

Young Person

'Working with Suzie on the design project, she gave me some great advice and contacts and where to apply for Uni. She helped me fine tune my personal statement and she gave me a reference for the work I have done on this project to support me getting in. This is so important because this course would be 1st creative experience so I needed that backing. I am now doing a foundation degree and Ravensbourne in fashion and design'

Young Person

'Doing this project has helped me develop and it has encouraged me towards a direction I want to go. I never get to do this stuff at school so didn't know it was possible. Now I believe it is and am applying for places like the Brits and London Film Academy'

Young Person

The **38** volunteers who provided additional creative training, heritage support and oral histories, were aged from **23 to 74**

Many of the volunteers who gave their time to connect with the younger generation, provided their skills to support them to understand their local heritage.

'I was lucky with my opportunities in life and wanted to help others.... I feel I could add something as I have info from the past that can support the present'

Older Volunteer

Furthermore, this project gave the volunteers opportunities to develop themselves and build on their experience that would help them further in their career.

4 volunteers who supported the core sessions every Thursday have gone on to finding paid work within the childcare and youth work sector.

One volunteer who regularly attended the core sessions and recommended the project to her niece, has since gone on to work as core member of staff for Octavia Housing after a long period out of work.

The **14** older people who attended the intergenerational sharing were aged from **50 to 91**

Several of these older people attended sessions via Zoom and were able to connect with younger people in their local area and share their stories despite the lockdown restrictions brought on by the COVID 19 crisis.

The interactive zoom sessions helped our residents who have been isolated from their families and loved ones due to Covid form new friendships and bonds with young people, who they could actually see, hear and interact with on screen and even write to, just as they would 'write letters' in the 'good ol days'

Pooja Gosavi, Activity and Volunteer Manager – Octavia Care and Support

OUTCOME 3 - Participants and the wider community will have changed their perceptions and attitudes as a result of their enhanced understanding of the significance of their local cultural heritage

Young participants produced a series of digital outcomes, where they explored and researched their local heritage and created work that would reach a wider audience. Both in the process of creation and the sharing of the outcomes for the wider community, there is evidence of perceptions and attitudes changing as a result. Below are two Case Studies from two of the projects that demonstrate this outcome.

A Place for People

'I just thought the Kings Road was a rich person's place' - Young Person

SPID Theatre (Social Political Innovative Direct) uses immersive youth arts to achieve outcomes that include developing a new form of high quality theatre that engages audiences within the space that it inhabits and creating shows that empower neighbourhoods by fostering a sense of community. They partnered on the Birth of Cool to produce an immersive piece of drama that preserves a part of the heritage of the Kings Road. They identified the Worlds End Estate as the stimulus as it gave a *'different take on the trendy Kings Road'*.

With the activities based right in the centre of the estate inside the Chelsea Youth Club, the young participants were able to have an enhanced understanding of the significance of the Worlds End on the cultural heritage of the local area.



Architect 'Gurmeet Sian' provided an interactive architectural session. The young participants discovered information about the cultural and social context in which Worlds Ends Estate was being built. This information was translated in the final performance through spoken word and an art installation.



'I was just stunned by how many people lived on this estate. I really didn't know that and it was really striking to learn why that was and the history behind these decisions. I was talking with my daughter about it all the way home'

Audience Feedback

The young participants had the opportunity to interview residents of the Worlds End estate, visiting their homes and asking them questions about their time living on the estate.

'I learnt how it is important to include everybody in our society'

Young Person

'I learnt about struggles people have everyday that I didn't know about and how the government doesn't do anything about it'

Young Person

These oral histories and interviews were included in the sound design of the performance as well as inspiring some of the scenes, with some of the words used as verbatim.

'Really beautiful and profound moving ideas explored through movement, music, theatre and multi-media'
Audience Feedback



When asked after the completion, **100%** of young people agreed they had discovered some new.

'It's funny. I look at the King Road differently now' – Young Person

Punk Road

'Punks... they are always in Camden right. Just by the Canal. They all have crazy hair and stuff and don't seem to do anything'

Young person

Following their film training the young participants were given 5 titles to choose from for their first documentary and provided with research tasks to explore each title. When the young people voted for their chosen title, they selected unanimously for 'Punk'.

'When I looked into it, I realised it is something I could relate to' – Young person

The young participants researched extensively the Punk era during their weekly Thursday session, devising a treatment for their documentary, identifying what part of the Punk movement they wanted to document. The logline they created originally was:

'Learning about the root of the punk movement through the various subcultures of punk that exist today, chronicling the history of punk with their stories'

The young participants independently explored potential contributors. Through this process they refined their logline one step further, instead looking at

'the cultural impact of the Punk movement from the 70's and where the parallels lay today'

They said the sub cultures of Punk that lived under the moniker of Punk were *'less political and more performative'* and said the parallel's of Punk was found in different places

'I realised, even though I don't look it, I am a Punk' – Young Person

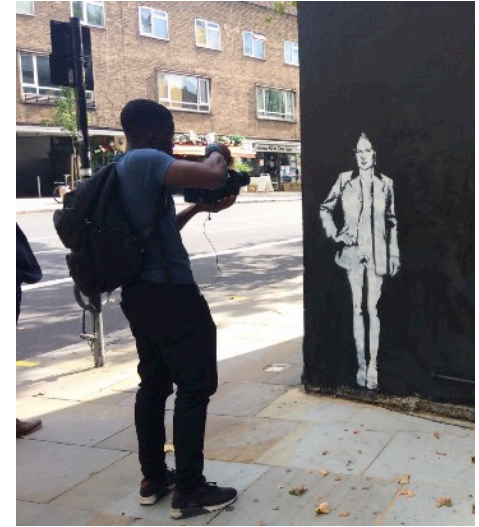
They went on to secure 10 contributors who they interviewed for the documentary, gaining a range of perspectives of what it means to be a Punk and it's relationship to their local heritage.

'Talking to him (Terry Jones) I just saw things in a different way. It made me really think about doing it yourself'

Young Person

'I never knew about Vivienne Westwood. But now, every time I go past her shop (Worlds End) on the way school, I always tell my friends and tell them about her and the Punks'

Young Person



The Punk documentary has since been screened at 5 film festivals world wide, The Everyman Cinema Chelsea and was screened to the local community at the RBKC Central Library.

'It was great to come to screening and just see people from all ages and backgrounds. With Punks at the front and the younger ones in the centre, you could see the importance of what this project does in bringing the community together'

Audience Feedback

'Things like this, it engenders a feeling of belonging that wasn't there'

Audience Feedback



OUTCOME 4 - Participants will have had an enjoyable experience and made many new friends and connections across the generations

*In the post project surveys with the core young participants (31 young people) **100%** strongly agreed that they have had an enjoyable experience.*

'We saw bonds established very quickly. It was a solid group where the young people over time saw that they had other people that they shared interests and passions with. They became a support network for each other. It is unusual to have such a long term group, from a diverse range of ages and backgrounds stick together for so long and have so few disagreements. The environment this project created really helped foster this feeling of togetherness and created a team environment where everyone mattered'

Conor Lynch, Youth Programme Manager

***60%** of young people who attended the launch of the project in April 2019, have continued to be actively involved and attend sessions when available throughout the whole **20 months** of the project.*

***18 of the 39** core group attended at least **2 phases** of the project*

'I felt encouraged to be with people my age that were like minded people. It made me happy and feel like I wasn't alone in what I am passionate about'

Young Person

'One my favourite things about this project is the people. It is the people that made this project'

Young Person

'I saw the young people establish really meaningful relationships. Most of them didn't know each other before but they quickly formed quality relationships. They were all in whatsapp and instagram groups together and they all got on so well regardless of age'

Harry Wills, Youth Engagement Officer



The core **39** young people on this project were connected with

- **10** Creative Trainers who are professionals in their industry
- **11** Research and heritage specialists
- **6** Creative Youth workers
- **38** Volunteers
- **14** older people

The young people have spoken about these connections being as important as their peers

'It was nice talking to people from other generations. It was nice knowing their history and about people's jobs and what not. I could see the difference and the similarities for me now. It helped me a lot. I feel more confident working with people from different ages'

Young Person

'The values of the connections I have made is unfathomable. It really has been life changing. I feel confident to be myself more, Seeing the arts through a broader scope and seeing the other things available to me'

Young Person

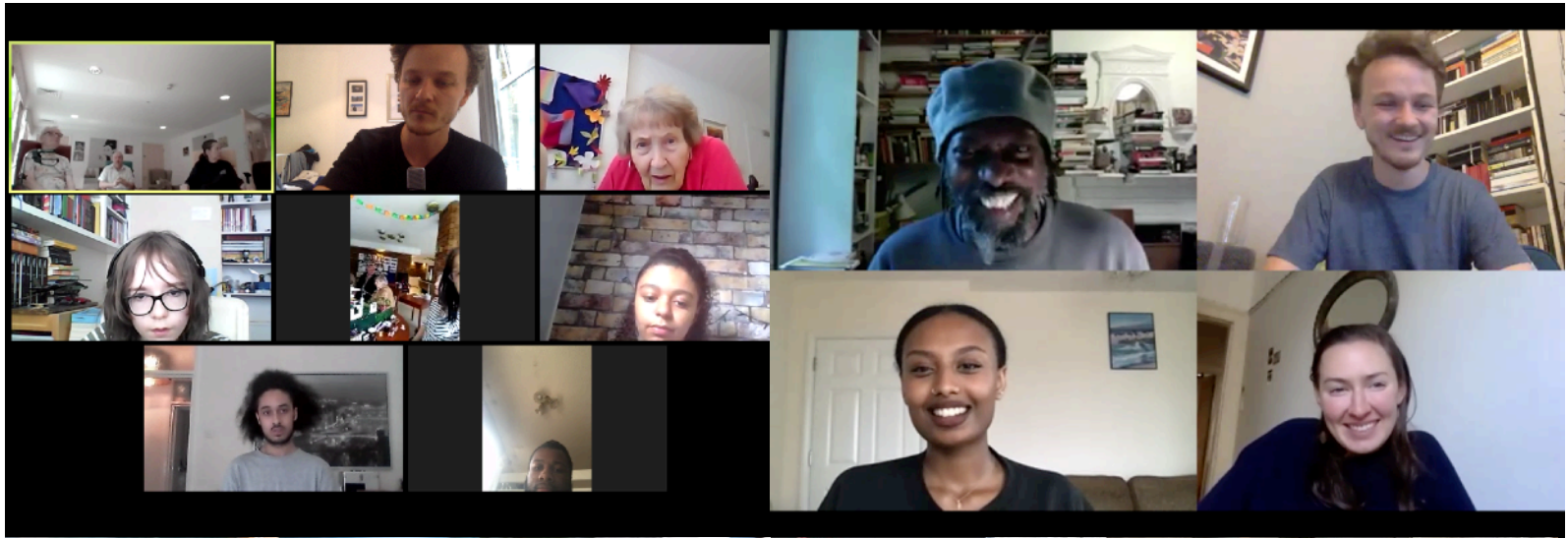
These interactions were also valuable to the older people who connected with the young generation.

'The meetings were invaluable. It was a very informative and emotional interaction where they exchanged stories about their lives and their likes and dislikes and even found a common ground in loves for story, creativity and travelling'

Pooja Gosavi, Activity and Volunteer Manager – Octavia Care and Support

'It's been wonderful to be here at the beginning and to see it through...meeting all the young people has been so lovely and seeing them progress with it all. It has been a very special project and want to see where they go. I just think they are all fabulous.'

Older Volunteer



OUTCOME 5 - People will have volunteered time and talents, supporting young people in their learning and in accessing source material

38 volunteers have provided a total of **265 hours** of their time across **88 individual engagements**, supporting young people to learn and access the source materials.

'Volunteers have been at the centre of making this project a success. The range of people involved have given the young people such a diverse perspective on their local heritage and really has given a tangible quality to the source material, providing primary research that has helped inspire creative ideas'

Conor Lynch, Youth Programme Manager

18 of the 38 volunteers still currently live in the Royal Borough of Kensington and Chelsea

The volunteers talents include

- 4x** Fashion
- 9x** Youth Work
- 4x** Film and Media
- 5x** Art and Design
- 3x** Music
- 1x** Sociology
- 3x** Writers
- 6x** Local Cultural History
- 1x** Historian

'I learnt a lot about the older generations and I saw that we are all Londoners and that we have things that we can relate to because we have come from the same place even if our challenges might have been different, I could see common ground and things I could learn from'

Young Person

'The creative talents of the volunteers has been invaluable, providing industry standard expertise in a range of creative skills, elevating the quality of the programme we could offer to the young people'

Conor Lynch, Youth Programme Manager

'I am a photographer now but I was involved in fashion and costume for film from the 60's onwards. I think volunteering is very important to give back. This project was a great platform to share, a free space to engage with young people and look to the future. Education [in school] can be restrictive I think but things like this, these young people can be free spirits and it's about it finding. But it is a two way traffic when you volunteer in the Arts. I enjoy the feedback that comes back to me as a creative person as well'

Older Volunteer

'Furthermore, the volunteers have been important in supporting the personal development of our young people, creating an inclusive learning space, which empowers them to feel like they have a voice and can actively participate in sessions. Quality youth work is so vital to garner effective engagement in learning activities, so having that extra support and greater ratios has really enriched the experience for our young participants'

Conor Lynch, Youth Programme Manager



OUTCOME 6 - A diverse cross-section of the local community will have engaged with and explored the unique heritage of the King's Road and its ongoing impact, diversifying the Octavia Foundation's audience further still

Across the **39 young participants** from the core group who explored the unique heritage of the Kings Road, there were **24 nationalities** represented.

Group Demographics

Black/African	28%
White/European	18%
Mixed	15%
White 1	10%
Black/Caribbean	9%

'A lot of the participants in this project would be the 1st or 2nd generation from their family in this country and may not know about the history of the area they live. These young people have been given exposure to the heritage of their local area and this is so important because it makes them feel part of the community and really cultivates a feeling of belonging'

Conor Lynch, Youth Programme Manager

As well as the core delivery, activities were delivered to a range of partner organisations and schools who work with specific groups, broadening the engagement in the local community and diversifying the Octavia Foundation's audience.

Tri Borough Alternative Provisions

School for young people at risk of exclusion

Activities provided were a series of film-making and design workshops, looking at local heritage

'The film was so impressive. They shared it at our end of term of assembly for parents, staff and people in the Local Authorities. They were so proud, it made such a difference'

Deputy Head Teacher of TBAP Bridge School



CAMHS Youth Forum

Young people referred with mental health concerns

Activities provided were a series of digital design workshops, taking inspiration from the swinging 60's, culminating in the production of a self-help booklet.

'Everyone is just so impressed but what they have managed to produce. The sessions really helped them get to that point'

CAMHS Clinical Team Manager



Clement James Centre

Community welfare provider for people at risk of isolation

Activities provided were a series of film-making workshops around the theme of culture and identity, taking inspiration from the counter culture movements along the Kings Road

'Looking at what we were shown, we felt like we could be free and show our personalities'

Young Person



North West London Independent School

Alternative provision school for young people with mixed needs

Activities provided were a series of animation and film-making workshops around culture and identity, taking inspiration from the counter culture movements along the Kings Road

'They were like different children. It was great because they were so hands on'

Teaching Mentor from NWLIS

Cambridge Heath School

Young people with mild to moderate learning disabilities.

Activities provided were a series of design and animations workshops, reliving the past along the Kings Road. These activities were never finished due to the COVID 19 Crisis.

'All the students kept asking, are we doing the project again today. It had real impact'

LSA from Cambridge Heath School

Action on Disability

A youth provision working with young people with disabilities

Activities provided were a series of film and music workshops, responding to the music and culture trends of the 70's and 80's

'They just love it so much. They don't get to do things like this so to see them be able to express themselves and be creative, it is just amazing'

Youth Progrssion and Project Co-ordinator



OUTCOME 7 - New aspects of the areas heritage that were previously hidden, will now be uncovered and recorded for the first time

Across the breadth of this project, **22 people** have provided oral histories. These **22 people** are **aged between 26 to 74** and have a range of experiences that provide a diverse recording of the heritage of the Kings Road and it's surrounding area.

15 or the 22 people who provided oral histories, lived in Kensington and Chelsea, with 12 still living here.

Osman and Suraya who gave an oral history are a 1st generation Somali family, now living near to the Chelsea Worlds end estate. They spoke of their experience with the local authority and the challenges with social housing:

'it isn't easy as you expect, as they should give you what you need and it isn't how it is meant to be, especially when it comes to authority'

Osman

Eshan, a Sri Lankan man who has lived in the Worlds End estate since 1975 having moved there when he was 12, speaks about being one of the first families to live on the estate and seeing the evolving community of the area and being a person of colour growing up in the 70's

'It was incredible to be with people from all walks of life'

Eshan

But he would also go on to say

'London was very racist place in the 70's. It was very difficult being of colour. We walk down the road, the Kings Road and get called names. It was quite a scene with Mod, Punks and the rockers but it was difficult. It wasn't so much on the estate. But in the 80's it stopped, it became unfashionable to be racist'

Eshan

Piers Thompson, a local DJ and Musician who grew up in the Worlds End and now lives in Notting Hill, spoke of his lived experience as a teenager when the Punk movement started in 1975 and 1976

'Class didn't really come in to it, it was about youth... it was generational.... In the 1970's there was nothing for kids, if you're 16 or 17 years old, you had nothing to look forward to. Punk changed the whole thing, it changed the conversation'

Piers



Robert Pereno, a former promoter, performer and now gardener who spent much of his teenager years along the Kings Road spoke of those years and the Punk movement from the perspective of some one from a wealthy background and his diverse experiences spending time there.

'Posh boy, trousers to eye, curly hair, don't wanna get beat up by the casuals, misfit, so I used to go there (The Kings Road) where I started noticing there are people like me. I fitted in. So the Kings Road, there was suddenly colour on the Kings Road like India. I wanted to be part of it. I doubt you meet some one that would they says 'I was a Punk'. You're labeled by other people'

Robert



Activist and Poet Isis Amlak, who has lived in Kensington for nearly 30 years, spoke about her teenager experiences of the Kings Road as well as her experiences integrating here when her mother migrated to the UK from Trinidad.

'I remember when I was 11 and driving done the Kings Road for the first time and saw a Punk with literally a safety pin through his ear and I was like wow, you were never see anything like that in Trinidad'

Isis



Sue Snell, Costume Designer and Photographer who grew up in West London in the 50's and 60's and spent much of time along the Kings Road spoke about her teenager years and the opportunities given to her during the economic boom after the war.

'So I did some jobs, typing and things and the first 3 I was sacked on the first day but one didn't care because one would get another job'

Sue



Colin Prescod, sociologist and film-maker who came over during the Windrush and lives in Kensington and Chelsea has a different experience of the Kings Road and gives a rather contrasting take on growing up in North of the Borough during the swinging 60's as a black youth.

'I didn't go there a lot. It was a popular spot. If I were white maybe I would have gone or if I lived in Fulham around there. When I went down there I was almost going there as a tourist'

Colin



OUTCOME 8 - The heritage and social history of the King's Road during the defined period will be comprehensively researched, curated, celebrated and recorded with a contemporary twist, ensuring it is better interpreted and explained than before, benefiting people both now and in the future

Young people participated in a range of research activities throughout this project, working with various specialists who helped support them to creatively interpret the heritage and social history of the Kings Road.

Phase 1

Pre-documentary research activities

Fashion and Textile Museum - Swinging London: A Lifestyle Revolution.

RBKC Central Library archive session

Intergenerational Session with locals in the area

Guided walks of the site along the Kings Road

Access to V and A online archive

Following these activities and their own independent research, they decided on looking at Punk. During the process of pre-production the young people spent 10 weeks researching how they would observe the Punk movement and who they wanted to speak to. Through their investigation, they identified Punk as not just a style but an attitude and looked for parallels today in movements that carried a similar ethos.

'We were looking for like modern Punk bands but no one really felt that they were interesting or were doing much. So we thought why do we look for Punk in other places'

Young Person

The young people identified rap and grime as a parallel and explored how the heritage of Punk has influenced the present, looking for local rappers and directing their questioning towards this subject as well as the history of Punk when talking with the contributors.

Questions asked to contributors who lived through the birth of punk in the 70's

'Where do you see Punk today?'

'Is there a movement today that carries the 70's Punk attitude?'

This recording of history through film gives a contemporary take on the past, making it relatable and digestible for people in the future. It will exist both on the Birth of Cool website, as well as youtube and Vimeo for people to access now and in the future.



Phase 2

To devise the immersive performance, the young people participated in a range of activities to provide source material that would inspire an innovative recording of life living on the Worlds Ends Estate.

Research activities

- Architecture session looking at the History of the building with Gurmeet Sian
- Oral History Training with Rib Davis
- Oral History interviews with residents
- Photography session around the estate
- Curating History session with artist Timothy Cape

'The young people were challenged to learn about the Worlds end estate and know the context of what it means to live on in social housing. They had to get an understanding the history of the building and see the challenges that people faced living there both socially and economically and how that then effects their perception of the Kings Road'

**Nnenna Samson, Head of Youth Programmes
SPID Theatre**

The young people led by curator Timonthy Cape, devised an immersive performance that was a response to these sessions, looking at the theme of community, social isolation and identity.. The show included:

- TV News Report offering a creative response to the architectural design of the building that set the scene for the show
- A spoken word poem that was a response to images captured around the estate
- Devised drama and movement scenes that were responses to the oral histories
- Sound scores that included parts of the oral histories
- A Live visual art installation that responded to the architecture session, presenting the theme of economic divide.

'The show had so many twists. Just from even looking at the building in a different way. We looked at it from a Birds eye view and there was so much stimulus from that shape. The idea of it being cuffs brought up ideas of oppression. The young people were free to be creative and really took that, incorporating current things in their response to history'

Nnenna Samson, Head of Youth Programmes SPID Theatre



The show was performed 3 times at the Chelsea Youth Club on the Worlds End Estate, with a capacity audience of 20 people attending each show. It was also recorded and edited to be a film that lives beyond the show.

'doing the show in youth centre was a real twist. It brought a new audience to theatre and made it a community thing'

Nnenna Samson, Head of Youth Programmes SPID Theatre

Phase 3

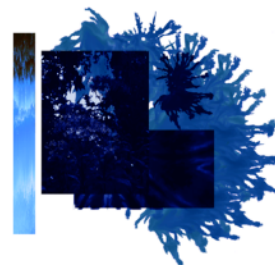
As part of the 'Digital Style Culture', the young people did the following research activities to help stimulate their ideas to create a unique take on the heritage of the Kings Road

Research activities

- Sustainable Fashion Session at Chelsea Physic Garden, looking at the impact the natural world has on design, looking acutely at Mary Quant and her famous flower logo
- A visit to the Mary Quant Exhibit at the V&A
- Research training at the Chelsea Library
- Digital Design training provided by the Mary Quant Learning Rep
- Street Style photography session with an attention to the history of style and what your clothes say

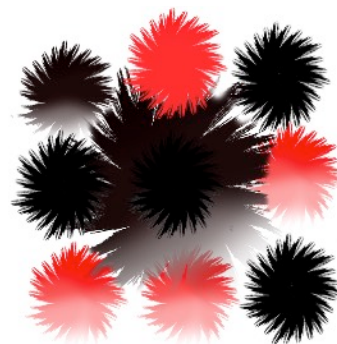
These activities provided the young people information about the local heritage and provided stimulus for their t-shirts designs which were inspired by the local area.

'Inspired by a trip to Chelsea Physic Garden, this work was inspired by replicating nature's likeness and collaborating it with photography, dyed in various shades of blue to pay homage to the colours of the Royal Borough of Chelsea and Kensington'
Young Person



'The inspiration behind the repeated pattern of the spire circular shape was drawn from the dramatic changes that took place along the kings road from the rough edge look of the punk era to a more streamlined modern look'

Young Person



All the creative responses produced during this phase was curated by the young people in an immersive exhibit at the Octavia Foundation shop, reaching a large footfall of shoppers who wouldn't otherwise go to an exhibit, reaching a wider and new audience.



'You don't get things like this where I come from. Never seen a charity shop like this before'

Young Person

The exhibit was recorded and it will be displayed on the Birth of Cool website, along with photos and descriptions of the project so people in the future can access the material.

Phase 4

When identifying the core subject of the 2nd documentary, the young participants took part in the following research activities

Research activities

- Bespoke talk from BBC Fashion Historian Amber Butchart, looking at the history of fashion along the Kings from the 50's to now.
- Online Late at the Tate event that explore the work of LGBTIQ+ artists and visual activists with talks, workshops, film, music and meditation
- A bespoke online research tool provided by RBKC Library
- Online guidance through the V&A online archive
- Online intergenerational Zoom sessions, bringing together old and young.

'The research stuff really opened my eyes. I enjoyed it a lot and it gave me a chance to really go deep into things'
Young Person

Following on from these activities, the young people identified the concept of the teenager which was born out of the economic boom following the 2nd world war, as the subject they would like to record and capture. The young participants through remote strategies participated in the following activities to research the subject further

- Online guidance through the Museum of Youth Culture Archive
- Online intergenerational Zoom sessions, bringing together old and young.
- Online guidance through the National Army Museum

'This was something I wasn't ever aware of and found it really interesting. I never thought of the idea of being a teenager as a concept or a framing of a group'
Young Person



The young people then discussed how they would like to interpret the subject with a contemporary twist, responding to the current social and cultural climate. They devised the following brief

'An exploration of how West London and the Kings Road helped birth political consciousness of it's teenagers over generations, talking to young people and older people- looking through the lens of technology, privilege and protest'

The film will be hosted on the website, youtube and vimeo, available to a wide audience both now and in the future.

Phase 5

To celebrate the carefully researched work by the young people, it was curated in a pop up exhibition at the 508 Gallery on the Kings Road between the 29th of July 2021 to the 2nd August 2021.

On display

- Oral histories that were available to listened in a space that aimed to transport you to the 60's, with a 60's radio, photo album and chair
- The Birth of the Teenager was playing on 50's style monitor in space created with the aim to transport you back to the late 50's and 60's, with on the time wall paper and photo frames with picture that chronicle the project
- Punk Road, playing inside a booth that is aimed to transport you to Punk squat, akin to the aesthetic of the late 70's
- T-shirts inspired by West London heritage, carefully dressed on mannequins with other items that were popular between the 50's and 80's
- Street Style photography inspired by the peacocking moment.
- Blogs about the fashion movement of the 60's and 70's and a range of creative profiles from the young artists, explaining how they define their own style.
- Photos and a blog about the 'A Place for People' project, that explored living on the Worlds End Estate.

103 people attended the pop up exhibit at the 508 Gallery. From the 25 that completed evaluations, **92%** said they had a learnt something new about the Kings Road. **96%** of those people either said is very good or excellent when reflecting on the quality of the exhibit.

'I felt like I was transported when I listened to the oral histories'

Visitor

'I discovered about the gentrification of the punk movement and the concept of peacocking'

Visitor

'I loved seeing the area it in a different way. It was like the shorditch vibe but on the kings road and I guess that is what the Kings Road was back in the day. It was today's shoreditch and it was great to escape into that'

Visitor



'It was fun to watch the screens and touch stuff. I felt like I had escaped and was seeing history in a different way
Visitor



In addition to the pop-up exhibition, there was a celebration event on August 4th, screening the heritage films at the Everyman Cinema Chelsea.

57 People attended to watch all the video content throughout the project, with all of the participants receiving a special award.

100% of those that attend the screen said it was 'Excellent' and **100%** would say, 'they would recommend to a friend'



'It was really something special, seeing all those young people so inspired and so together'

Visitor

'It was just fantastic. The work these young people have put in and the voice they have found, it will keep these stories alive'

Visitor

OUTCOME 9 - Through a range of media including film, photography, fashion design and drama, participants will create a compelling interpretation of the social history of their local community over a unique period of transformation which is of international relevance

Throughout this project, the following media has been created

Punk Road - 22 minute documentary about the Punk Movement

'I hope the young people use some of the aesthetics, the history and some of the methods of Punk to kick the system to pieces because honestly, it has to be'

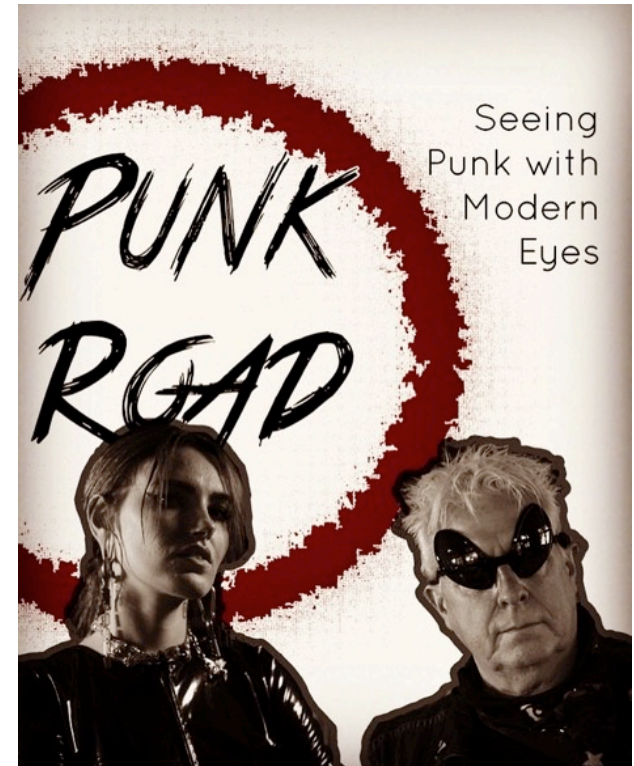
Suzie Zabrowska - Designer and Fashion Historian

This documentary speaks to 10 people who were researched and directly approached by the young participants, identifying who would best provide an insight into the Punk movement and the parallels that can be drawn today and give a compelling interpretation on this defining movement.

It deals with themes such as counter-culture, gentrification and creative agitation and focuses on the Punk movement born out from the Kings Road and it's broader impact on society.

'I wanted to do something I cared about and could relate to so when we found out about Punk it was the thing. I wanted to see how the past mattered now'

Young Person



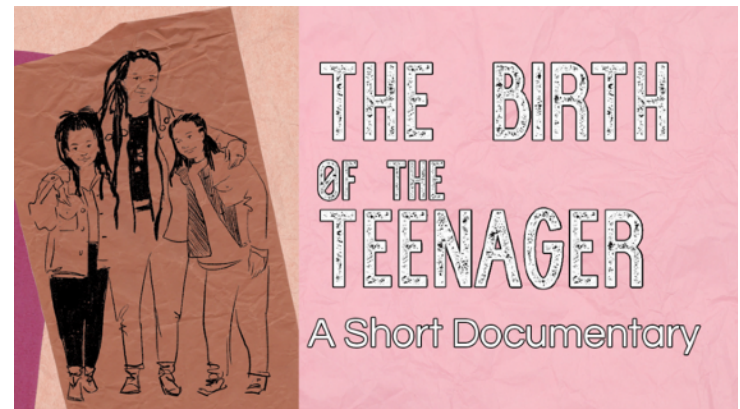
The Birth of the Teenager – 22 minute documentary about the concept of the Teenager

'What is it to say I am a teenager, because the framing of a teenager came at a particular time. It was the making of a group'

Colin Prescod - Sociologist and Film-maker

The young participants spoke to 8 adult contributors and also spoke to each other on the subject of Being a Teenager and what it meant. The contributors were carefully selected to give a diverse perspective on the subject, creating a greater depth to the interpretation of the social history.

The documentary considers themes such as race, consumerism and identity, providing an in depth take on what being a teenager means, looking at the cultural heritage of the concept and how that effects the present.



'This film was really interesting and a unique take on history. It was evidence of how the present effects the way we look at history as things like the Black Live Matter movement impacted the lense that the young people looked at the stimulus, drawing out a thoughtful and subversive take on take what being a teenager means'

Conor Lynch – Youth Programme Manager



A Place for people – a 40 minutes immersive multi-media performance

‘Keep it going. The cold gloomy way home. Remember the people who walked before you. Remember the marks they made. Imprinted in the ground we are bred’

The show included live performance, a video of a news report created by the young people, recorded spoken word and songs created and inspired by the content. These were all responses to 5 oral histories recorded from people who live local to the Worlds End Estate, a series of historical sessions about the building and being on site at the estate, taking pictures and observing the place in action.

This performance considered themes such displacement, social housing and community, exploring what it means to live on the estate from an array of different perspectives and how it felt living at the end of the trendy Kings Road.



Dress by West – a curated exhibit about fashion and style in west london

'Inspired by the fashion and heritage of West London, Octavia is proud to present Dress by West; an exhibition celebrating the cultural contribution of West London and the young people continuing its revolution'

Intro written by Young Person

This exhibition including street style photography, a series of t-shirts inspired by the local area and blogs written by the young participants about their personal style and fashion. The young people curated the space, devising a playlist and lighting the space in the hope of *'transporting visitors back to a swinging 60's Boutique'*

All of the work on display was a response to the heritage of style and fashion and the socio-economic change in the area, providing a contemporary gaze that made it relevant for others. From the inspiration of the t-shirts:

'The inspiration for this t-shirt came from the idea of a wide disparity of lived experience within Kensington and Chelsea. Here I used a design based on a home security system and a quote from a borough street sign to adorn the t-shirt and provoke contemplation'

Young Person

To the contemporary blogs, created with a young audience in mind

'Mixing and matching grandad's vintage shirts with fresh Nike's excites me - I love to see the history in an #ootd, though what's more important is the colours and how you use them. The colour wheel wasn't made for nothing, you know'

Young Person



Immerse yourself in a modern look through an exhibition designed by young artists aged 13 - 25 that will showcase the fashion and style history of West London



Thursday 20 and
Friday 21 February
Open 10am until 4pm

Downstairs at the
Octavia Shop
211 Brompton Road,
SW3 2EJ

RECOMMENDATIONS

Lesson Learned to implement in future digital media heritage projects

- 1) Greater opportunities for the young participants to explore their new digital media skills through smaller projects, with easy targets where they are able to make mistakes; facilitating greater learning and growth. A large number of the participants had little to no experience and some commented they felt they would have liked more time using the equipment. These smaller projects would have led to more efficient production and a greater feeling of confidence in the young people when creating their work.
- 2) A shorter distance and easier accessibility between the area of heritage and the project delivery centre. A lot of young people commented on the issues with the distance and challenges travelling between places. Having a closer proximity will improve punctuality, retention and in-session engagement.
- 3) Two sessions a week or an offer of more intensive weekend sessions. With the young people having to take on a range of new skills, a more intensive approach with regular contact would help the young team develop skills more efficiently.
- 4) Implement more regular contact between young people and the old people to help garner stronger relationships and provide even more thorough recording of history through these valuable connections.
- 5) Use more creative facilitators and delivery partners. Whilst there was a good range of people that provided workshops for the young participants, the time travelled was just under 2 years therefore the Digital Media Project Manager led a large number of these workshops off and on-site. The young people would have benefitted from having of greater range of facilitators to break it up and bring different expertise on a more consistent basis.

6) Make the Arts Award accreditation more of a selling point to the young participants. The value of the qualification can be an excellent tool to attract new participants and retain the ones you have

7) Asking your contributors to support with marketing, using their networks to publicise the work. A lot of the people involved in some of the projects have large followings so could have been an asset in getting the work seen therefore raising it's value.

8) Continue to use the current cultural context when responding to local heritage. It has been very successful in allowing young people to access the source material and feel a greater belonging to their local community.

9) Offer detached workshops to some of the mainstream schools and youth providers that are more local to the source material area therefore increasing the number of local young people to the source material who are engaged in the project.

10) Obtain more regular data, asking young people to complete surveys more often to bring easier visibility of progress and to allow you to continuously monitor and look at where you can improve and grow

11) A more consistent formalised approach when gather audience feedback. The type of data is varied from show to show, with a lot of it not curated feedback with the quotes gathered from conversations.