

# North Kent Community Church

An evaluation of the community outreach programme at Springhead Park 2010/2011



**Future Creative c/c**

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Future Creative

Future Creative CIC is a dynamic social enterprise company developing and delivering creative learning, community engagement, cultural development, educational training and consultancy. We collaborate with partners from the education, community, creative, cultural, public and business sectors. We generate transformative creative learning and professional development programmes that improve the life chances of children and young people through the development of their creative life skills alongside those of their employers, mentors, teachers, parents and guardians. Our programmes develop imaginations, aspirations and skills for life by inspiring, challenging and empowering all involved to optimise their potential and contribute to their changing worlds.

By acting as a strategic leader in the creative, community, cultural and education sectors, acting as a catalyst and incubator for new ideas and innovative work with and for young people Future Creative is able to build capacity and sustainability through creative and professional development programmes. Our innovative approach and proven track record has enabled us to work extensively within the private sector as well with Local Authorities across the UK.



### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Executive Summary

Future Creative worked in partnership with North Kent Community Church (NKCC), FutureCity, Countryside Properties and Land Securities to create a community engagement programme at Springhead Park. The project was funded by Arts and Business. The project allowed young people and adults in the communities surrounding the Springhead site, and those already living there, to engage with the development of the NKCC community space, its outside space, and other areas around the site such as the pathway to Mark Wallinger's proposed White Horse. The project aimed to encourage a sense of ownership and pride amongst the community of the new building and its uses. Five Creative Practitioners worked on the project between Autumn 2010 and Spring 2011. Their work included engaging residents in creative walks at the site, engaging with NKCC members to capture their thoughts around a sense of community, and supporting local schools to understand the local developments and the impact these will have on the future of local young people and families.



### Future Creative c/o

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)



## The Objectives

For the purpose of this evaluation report we have measured the impact and the outcomes of the project against the five objectives agreed with NKCC as detailed below:

- To allow young people and adults in the communities surrounding the Springhead site to engage with the development of the NKCC community space, its outside space, and other areas around the site such as the intended pathway to the White Horse (primary objective)
- To enable the community to understand the architectural vision for the building as well as the community aspirations that NKCC hopes the building will have
- To encourage a sense of ownership and pride amongst the community of the new building and its uses
- To use the White Horse and as a starting point for the project, looking at the landscape, lives and hopes of the existing and incoming community
- To ensure expectations are managed and met in terms of empowering community members to input into the plans for the building and its external features

### Future Creative CIC

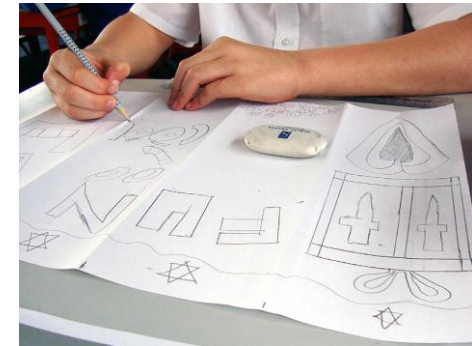
The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Evaluation Methodology

This evaluation was carried out by Julie Larner and Rob Dembrey from Future Creative, and used the following methods:

- The evaluators attended project planning sessions relating to project collecting qualitative data from the participants.
- Quantitative and qualitative data collected from participating Creative Practitioners and all relevant stakeholders.
- The evaluators and stakeholders observed the Creative Practitioners in their activities gathering qualitative data.
- Qualitative data was also collected from the adults, children and young people taking part in the project.
- Photographic and audio evidence provides not only an historical record of the project but also serves an evaluative purpose.
- Start point and end point evaluations to measure the outcomes and impacts.
- Session data sheets including demographic information.



We have chosen to represent the evidence collected in a variety of formats. For the quantitative data collected we have chosen to illustrate the results in a series of charts. The qualitative data collected provides valuable insights into all aspects of the project and its impact. We have also illustrated the report with photographic images.

### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)



## The Historical Context

Following the legacy of the successful Landmark Link community engagement project carried out around the bid for the Ebbsfleet landmark, the need arose to ensure that effective community consultation takes place in relation to the development and building of the North Kent Community Church space at Springhead Park. The need was to support both existing and new communities in and close to Springhead to understand the importance and use for the community space and to encourage their use of the building from 2012. This phase of consultation aimed to support communities to acknowledge the cultural and social offer that Springhead Park brings by hosting the NKCC space, the Linear Park and by being the main geographical link between the International Station and the proposed White Horse.

NKCC's dedicated community outreach worker had been working with the local Springhead community for over a year to introduce the prospect of the new community centre, however there had been no formal documented community consultation carried out by Land Securities for 2 years as represented by the Land Securities website. Schools were aware of the White Horse development but to a lesser extent of the NKCC development and the geographical link between the two.

The project addressed community cohesion both on site and with the existing community around the site with a focus on the new Community Centre being created by NKCC on the Springhead site. This Community Centre will also create a link to the Linear Park and Mark Wallinger's White Horse. Both the Community Centre and the White Horse will have a huge potential impact on the local community in its existing state and as it continues to develop. The residential development project in the Ebbsfleet Valley is currently the largest in Western Europe. The current residents are not representative of who will occupy the whole development when completed as 25% will be set aside for social housing and these are being filled first. It is important to extend the consultation and engagement of this new development and what makes a good community to the widest possible audience in order to address potential residents and those neighbouring residences that will be impacted by Springhead and the White Horse in the future. If the only input is from current residents then later residents are excluded from sharing ideas for the community.

### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Primary Objective and Practitioner Projects

In relation to this background the primary objective of the project was to allow young people and adults in the communities surrounding the Springhead site to engage with the development of the NKCC community space, its outside space, and other areas around the site such as the Linear park and the pathway to the White Horse. To this end the project aimed to get to a place where the local community felt that they have had the opportunity to share their thoughts about the use of the NKCC space, and the wider community are aware of the new development at Springhead.

Outlined below are the proposals from the five Creative Practitioners and how they related to the primary objective.

### Neil Kelly-Sharing Stories, Creating Histories

Neil aimed to share stories and create histories and develop community cohesion through public art. Neil proposed setting up a shed or tent in the communal garden of Springhead housing estate for a 5 day fixed period during the February half term. This installation was to act as a piece of public art that required the intervention of the existing and new community from Springhead housing estate. Neil proposed that members of the community would be able to visit Neil in his shelter at any given time over the 5-day period and he actively sought to engage with the community and record their oral histories and stories of how they came to live in the springhead estate.

Neil aimed to collect stories from all ages and members of the community as a way of gaining the oral histories of the community in the here and now. The purpose was to create a start point of the history of the Springhead community, as those there now are the first dwellers in what is going to be a 15-year build, in addition the stories will provide an interesting benchmark and legacy document for reference in the future. All of the oral histories recorded by Neil will be made available all year around in the form of a communal listening post.



#### Future Creative c/c

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Rob Turner and Andy Evans-Springhead Touch Stone Markers

Rob Turner and Andy Evans proposed working independently on the design process of making a series of wooden markers constructed on the theme of community values and then work in tandem on the construction and installation tasks at the Springhead site. They aimed to produce drawn motifs generated by looking at 10 core values identified by NKCC highlighting shared community values. These values are; The Bible, wholeheartedness, fun, informality, flexibility, friendship and family, participation, challenge, generosity, leadership and respect. These were then to be drawn onto card and taped together to form maquettes for the final artworks. Participants were able to develop their designs, working alongside the artists, to produce 21 inch high wooden carved markers or 'touchstones', which were then to be located along the hoarding in the park, adjacent to the proposed community centre site. On completion of the centre, there is the opportunity for the wooden 'touch stones' to then find new locations, possibly within the community centre's proposed healing/sensory garden, or around the Springhead Estate. The project was designed to create maximum impact on the estate and to raise awareness of NKCC's community values.



### Future Creative c/c

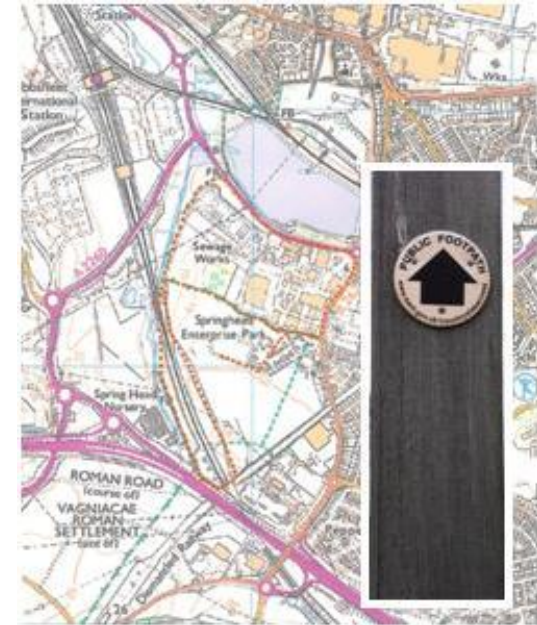
The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Dee Honeybun- A Community Walk in Springhead Park

Dee proposed two walks in and around the Springhead Park site; a Community Walk and a walk with a Year 6 group from Painters Ash Primary School. The aim of this project was to explore the changing landscape of Springhead Park, considering the past, the present and the future. Dee planned to capture the walk and responses using film, photography and sound, which will be edited by the young people of NKCC youth club leading to a short film. The idea behind the film was to capture the walk and to communicate a journey and the notion of travelling and process. The theme of journeys was central in that there is the physicality of walking and the personal journey we take through looking, listening as a response to the walk and the walk was a journey through an area that is in a process of change, a journey from past, to present, to the future. The walks were also linked to the proposed White Horse in that it will encourage others to make a journey to the area.

Dee also proposed that the community and year 6 pupils create a series of Waymarkers using materials representative of local history and industry. These were to be temporarily installed along the route for the duration of both walks. The Waymarkers were to be placed at points of interest, or to mark historical areas, and at times randomly placed. The Waymarkers were to take different forms; to be representative of local influences.

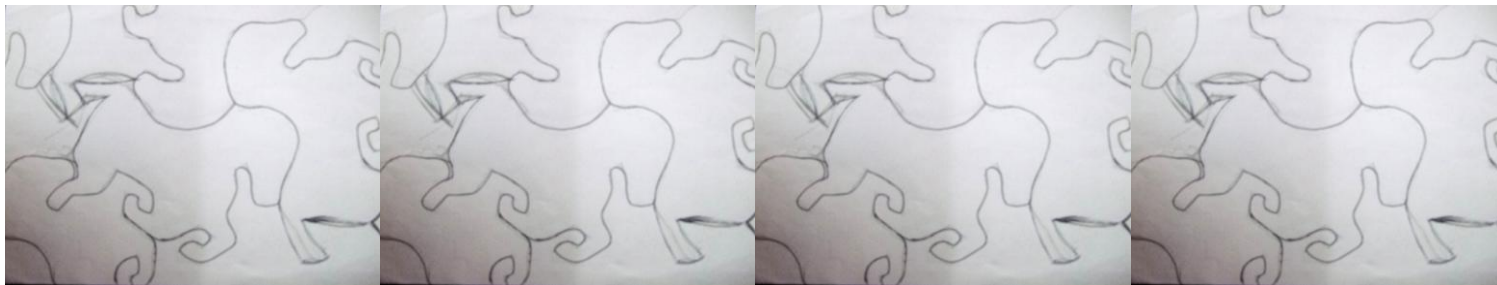


## Tracey Falcon-Tessellating White Horses

Tracey proposed working with pupils at Gravesend Boys Grammar to design a tessellating horse shape. She planned to launch a local challenge whereby local schools and businesses would be sent the horse shapes on which they could design or record their responses to a question about community. Tracey proposed that the question be along the lines of 'what makes a good community' or 'what is essential to ensure a great community', she determined that the question would be decided between the Church Art Group, the school and herself. As a result, the final community question that was agreed upon was:

WHEN A COMMUNITY CHANGES AND GROWS HOW CAN WE MAKE SURE IT'S STILL A GREAT COMMUNITY?

Tracey planned to extend the challenge further by spending a day at Bluewater, inviting shoppers to enter. Existing residents were also to be invited to enter. It was proposed that once all the entries had been received, the Church Art Group and Gravesend Boys Grammar pupils would work with Tracey to judge the entries and to design a 2D or 3D piece of work from the horses. This design was to be photographed and possibly presented as a poster to share with the wider community – on buses, at the Church, at Sainsburys, and at the International Station. The finished art work could also form the design for a maquette for a larger more permanent piece of work which could be situated at the Church site when completed.



**Future Creative** c/c

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)



## From the Horse's Mouth-Practitioner Feedback: Neil Kelly

Neil felt that the design and implementation of his work had been 'satisfactory' and that he had been effective in recording some stories. He reflected that "...the number of participants involved was compromised by the changing face of the project before the commencement date." Most participants were very happy to contribute; however, Neil felt as though his intentions were limited by fact that he was unable to set up a residence in the Springhead Estate and actually stay on site 24/7. Neil commented that; "...other projects have used this technique such as the 'Shed Man' and they have proved particularly effective. The community generally gather around and support the Artist in this kind of environment. People also become more generous with their offerings, whether this is people providing food, a cup of tea or simply coming to share a story or check on your well being."

Neil reflected that; "...this project really challenged me as a practitioner as I felt disappointed after my week on the estate and felt that I hadn't fully achieved what I had set out to do."

Neil's comments and reflections are echoed by Christine Hudson, Community Outreach worker for the Springhead project at the North Kent Community Church.

"Neil's original plan was somewhat curtailed unfortunately by the decision not to allow him to camp somewhere on the Springhead site. From listening to the recordings Neil made, it is clear that he was not able to engage with all the "audiences" he anticipated."

Christine highlighted "...the comments varied from positive appreciation of the Park, its play equipment and the safe and clean environment for children, to sadly learning from the guy who worked on the water feature that this is due to be decommissioned! There is some interesting stuff from the historical group and a number of contributions from our own Church members." However, given the objectives of Neil's piece of work Christine concluded that; "...overall the number of recorded contributions is disappointing in view of the time span of 5 days and the results are therefore of limited use to NKCC."

### Future Creative c/c

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Andy Evans and Rob Turner

Andy Evans highlighted the importance of the initial consultation regarding the objectives of the overall project and the role of their contribution in this wider framework. Andy commented that; “...both myself and fellow artist Rob Turner made a point of designing our project input through consultation meetings with NKCC members, their architect and the Countryside Properties Community Officer.” In this way Andy felt as though the “...resulting brief homed in on creating permanent sculptural features for public areas on the estate themed on both the core values of NKCC and also of the local community.

The resulting artwork for the posts was therefore “...developed from local peoples’ own designs, based on workshops held the on the Springhead Estate where the posts would eventually be sited, with NKCC’s Young People’s Group and with surrounding community settings and schools.” Andy and Rob commented that the “...informal conversations with participants during workshops and the workshop publicity created awareness of NKCC’s proposed worship and Community Centre, alongside the physical production of the sculptural posts.”

Andy highlighted the fact that the local people were drawn into their project through its very public nature; “...the sculptural posts were carved in public view on the estate, again raising awareness of NKCC’s presence, and also giving ownership to local people as they saw their artwork transform into permanent sculptural features for their estate.”

Andy and Rob evaluated their overall work on the project as ‘good’ and their positive summary of their achievements was echoed by Christine at NKCC. She concluded that Andy and Rob “...were a pleasure to work with, receptive to ideas at the planning meeting and we feel that they understood the values of the Church.” This underlines Andy and Rob’s reflections on the importance of this early dialogue.



### Future Creative c/c

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

Christine also felt as though; “...they engaged well with the children at the Schools and on site.” She also highlighted the success of the installation, claiming that the “...resulting “Markers” are inspiring. The Rout Off days were fun and the installation of the markers around the Park demonstrate our desire to have all the community involved in the new building and its environs.” Land Securities have also agreed for the markers to be located semi-permanently at Penn Green Gardens on the Springhead site until the community centre is built.

Beyond the installation of the markers, Andy and Rob provided NKCC with a PowerPoint presentation as a record of the work on its completion of the project. Christine claimed that this “...is an excellent record and was well received when shown to the congregation at a recent morning service.



In conclusion on Andy and Rob’s project Christine commented that; “...the Church are particularly pleased to have our values firmly “planted” already on site in advance of the commencement of the building project...the designs are fresh, some almost primitive. Christine felt that this piece of work had the potential to; “...transfer into a number of arenas as work progresses. We can visualise the designs painted on hoardings around the building site and expressed in some form, perhaps inside the building itself. More permanent versions in stone could feature around the landscaping of the building, along footpaths, or in the planned garden area.”

## Dee Honeybun

Dee felt as though her project took a long term view of the development by looking at the history, the present day, and the future of Springhead Park. She worked directly with a number of groups, Northfleet History Group, NKCC, Painters Ash Primary School and local residents. Dee felt as though in the build up to the community walk, the workshops and conversations with the different groups; “...brought an awareness of the new housing and NKCC development at Springhead.”

It was hoped that the pupils from Painters Ash Primary School, through making their own walk, would be able to explore the land around this development and although circumstances didn't allow this, “...the awareness of pupils and staff increased through looking at photographs of the areas and exploring their own grounds in a similar way.” Community cohesion and dialogue was important to Dee's project and this was achieved through the walk; “the Northfleet History Group met members of the NKCC during the walk and knowledge was shared about the history of the area and the role the history group plays in Northfleet and the potential of the new community space.”



The character and diversity of the local environment emerged as an important aspect of the walks, Dee highlighted the fact that by asking those on the walk to record their personal responses, she was able to gather; “...material that highlighted the importance of the natural environment; flowers, the river, reeds and also the diverse character of this area with industry and nature sitting side by side. The personal stories from the history group; “...brought the landscape to life and led to a film that hopefully captures a landscape before it changes dramatically.” Dee concluded that prior to the walks there had been; “... limited interest and knowledge of the local history” and therefore, “...it was interesting to show how the past ties in with what it happening now, to keep the history alive.”

**Future Creative c/c**

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

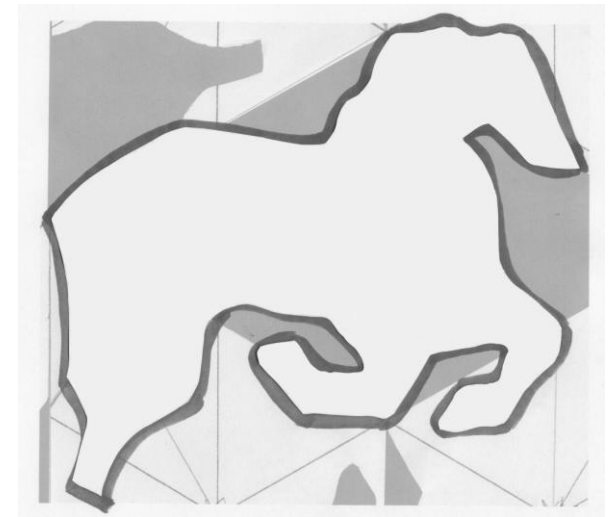
T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

Looking to the future and with the area due to undergo so much change, Dee felt as though there is the potential to; “...explore the social implications of this and to look at and document the area as it changes, building on the interest in historical photographs and stories from the history group and opening it out to the wider community.”

Christine from NKCC commented that; “Dee appears to have done a large amount of research and gained valuable input from members of the local Historical Society. The walk on 20<sup>th</sup> March was a success – about 25-30 folk attended – the largest contingent were from the Church but 8 members of the Historical Society came and conversations were interesting and enjoyable. In addition; “...there was much to learn from Dee’s research of the area and the resulting film taken by her, merged with “stills” from several others on the day. We believe the film will be of interest both to current and future residents of Springhead and we hope to be able to use it, or extracts from it, in our own presentations.”

## Tracey Falcon

Tracey felt that because the image of the horse was central to the project; “...it was easy for people to make the link between their community and plans for the future. She believed that the nature of the activity was as inclusive as possible and; “...was open to everyone from all walks of life.” In addition to the schools, which are inevitably the easiest to get involved in such projects; Tracey had intended; “...to extend this to the wider community and businesses.” However she reflected; “...this wasn’t as successful as I would have liked due to the very short project timeframe.” However, the day at Bluewater; “...encouraged and indeed elicited responses and contributions from shop workers and shoppers.” Tracey felt that; “...with a longer time frame a more detailed community engagement might have been possible and coverage in the press could have enhanced this.”



### Future Creative c/c

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

Christine at NKCC commented that Tracey's tessellating horse design, created with the help of pupils from Gravesend Grammar School for Boys; "...was an innovative response to the brief." She acknowledged that the design was "brilliant, although we have to admit it took us a little while to work out how the shapes fitted together!" Looking forward Christine hoped that; "...the design might feature somewhere in the building in the future."

Christine felt as though; "...there was a good response to the project overall, with what appeared to be certainly more than two hundred horses ending up joined together and on display at the finale in April" and resulting colourful "pathways" created were; "...inspiring and spoke of the journey we are all making together in building this new community."

Towards the end of the project, the programme manager at Future Creative reflected on the White Horse element of the project with partners at FutureCity. Initially the White Horse was seen as an integral part of the project due to its intended location in the Ebbsfleet Valley at the Springhead site, and the site of the North Kent Community Church is going to sit directly between the horse and the international train station. Therefore the NKCC community centre was proposed as a possible 'visitor centre' for the horse, or at the very least a communal place close by where visitors could have a coffee and interact with the local community. Upon the conclusion of the community outreach programme however FutureCity informed us that the White Horse build is not likely to take place in the near future due to a lack of funds. This caused us to question how the project would have looked had we have known this before and taken the white horse element out of the picture, leaving creative practitioners to focus solely on the community centre build. Nevertheless, Tracey's outreach activities allowed members of the community to use the horse as a template for thinking about their ideal community, and for helping them to put the new community centre 'on the map' in terms of their knowledge of the geography of Springhead.



*'I've used different textures on my horse to represent the different cultures that make Gravesend a brilliant community'.*

- Kyle Osborne, Year 6.

#### **Future Creative c/c**

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)



## North Kent Community Church Perspective

Christine Hudson from NKCC states that the original consultation document contained; "...a number of broad and ambitious aims and the stated NKCC priorities amounted to a comprehensive and daunting list!" Given the scope of the project objectives, Christine was; "...not surprised that not everything has been able to be achieved." Christine acknowledges that there are many reasons for this, "...not least that the Church itself and its leadership team did not fully appreciate all that would be required from it in terms of voluntary input, staff time, involvement of various groups."

Christine highlights that; "...this was the first time NKCC have been involved in a project of this nature and we may not have been as pro-active as the practitioners may have wished." Commenting on the residents' participation, Christine states that; "...the residents on the Springhead Estate were offered a number of opportunities during March to engage with the various activities, but regrettably there was only a minimal response." Christine highlights a number of contributory factors; "...not least the busy lifestyles of families today; the short notice given to residents about some of the events may also have been a contributory factor. Communication and involvement would clearly have been better if Neil had been allowed to camp on site as proposed – just his presence there would have attracted interest and awareness of all that was going on."

### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## And Our Survey Says?

Christine acknowledges that the results of the surveys are; “...encouraging for us all.” While the awareness of the White Horse Landmark project is good, as is awareness of the proposals for the Church and Community Centre, Christine adds that; “...it is clear we need to have a higher profile with the estate residents themselves.”

Christine acknowledges that the answers to the question on why the Church is being built; “...show a good understanding of what our values are and the activities we propose in the building.” She states that a close study of all the responses will; “...inform us as we take our plans forward.”

Christine acknowledges that audience participation is not the easiest variable to contend with; “...we have recently undertaken our own community survey on the Estate and the surrounding roads in the Ward, but here again the response to date has been poor; less than 20 forms returned from 1,000 delivered. There would appear to be some reluctance amongst local residents to participate in this aspect of the consultation procedure and we do propose to engage in a more direct way via local forums in the future.” Despite these difficulties; “...overall we do feel that the Future Creative project has raised the profile of the Church in the local community and helped them to understand what our plans are.”

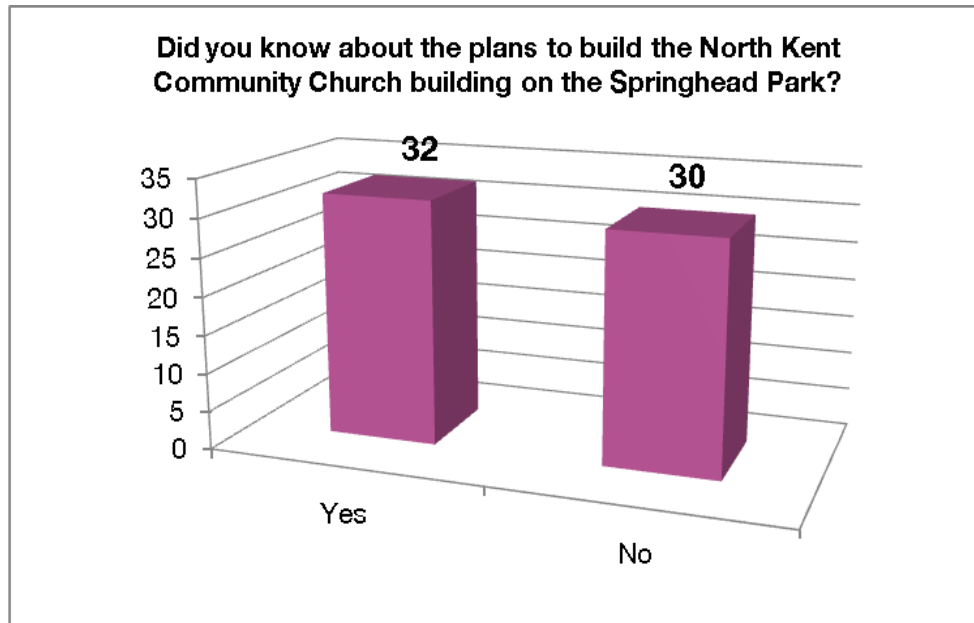


### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## The Data

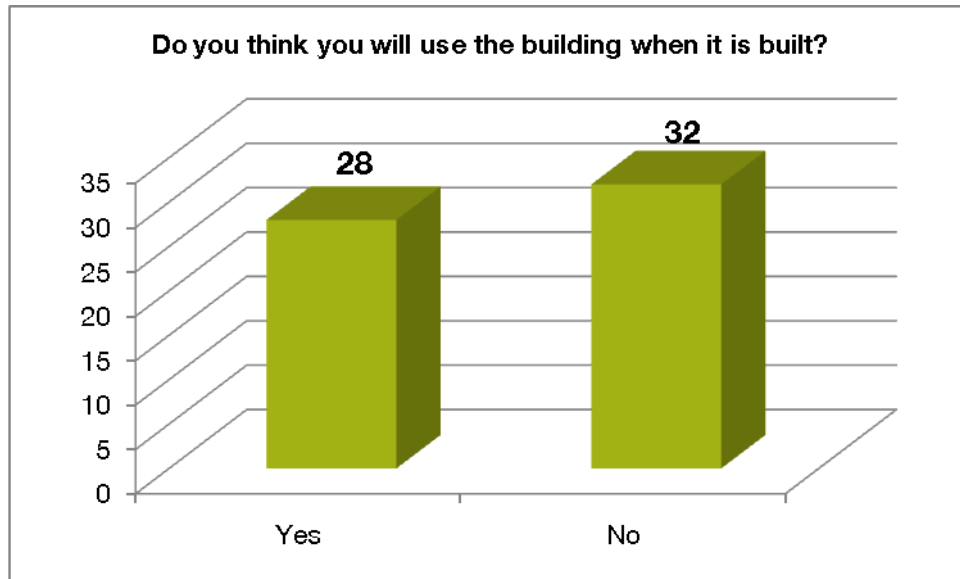


The overall collated results of the surveys carried out at Sheers Green Infants, Bluewater, North Kent Community Church, on Dee's Walk and among the estate residents are represented below in a series of bar graphs.

Although there is only a narrow margin between the participant responses who knew about the development, this data is heavily influenced by the fact that the 'no' responses include 16 from Sheers Green Infant School.

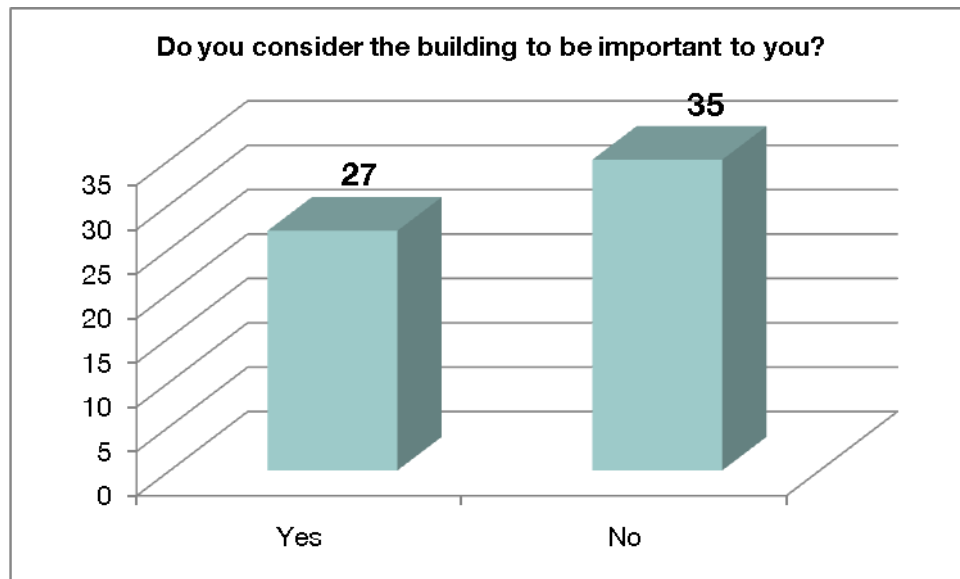
As can be seen from the earlier practitioner feedback there is now a growing awareness around the development across all the parties involved in some way in the project.

Of interest are the responses from the estate residents themselves with 10 people surveyed being aware of the NKCC development and 9 people not knowing about the project.



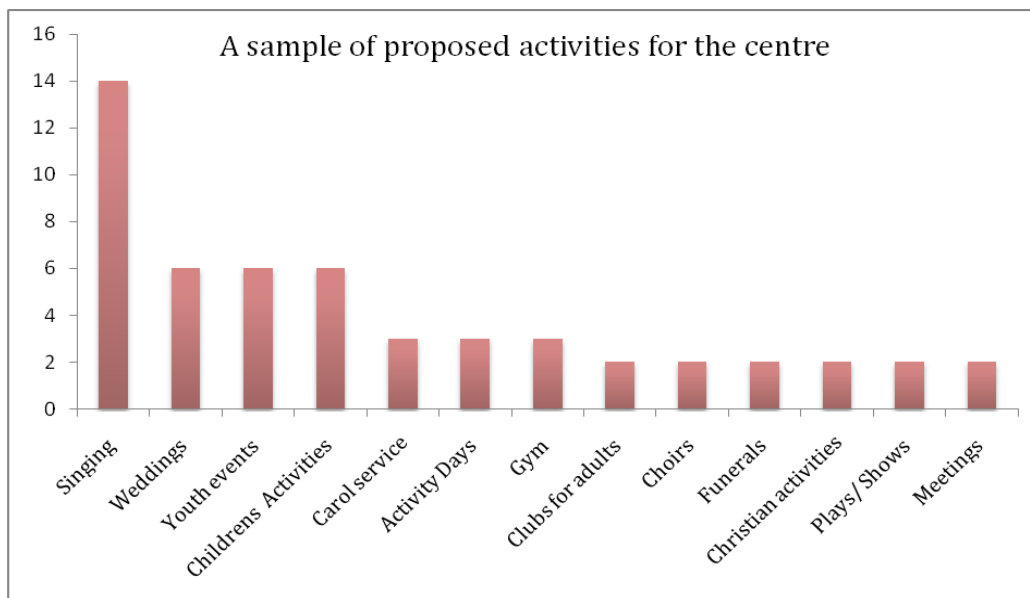
The majority of estate residents and all the NKCC responses are positive in their intentions to make regular use of the building in the future.

When asked what sort of activities and or events should take place in the building most of the people surveyed; despite the variety of responses, suggested some kind of children's activity. Sporting and community activities also featured frequently in the responses.



This bar graph represents the responses to the question as to whether or not the building was considered to be of importance to those people being surveyed.

Twice the number of estate residents surveyed considered the building as being important compared to those who did not. Again the data from the Shears Green Infant children impacts on the overall representativeness of the data. Looking at this data without those figures included shows 24 people considering the building to be important with only 17 saying the opposite.



**How could the community centre be promoted?**

**Put up signs and displays** x14

**Use the web** x 4

**Posters** x 2

**Fairs** x 2

**Make it look modern/exciting** x 2

**Send them a letter** x 2

**Bingo** x 2

**Have a well run cafe**

**Host art & crafts**

**Something welcoming from the road**

**Listen to the needs of the community**

**Build a park outside**

**Invite children and youth**

**Add statues and art**

**Conferences**

## The Stakeholders

- North Kent Community Church, FutureCity, Arts and Business, Future Creative

## The Participants

- Springhead residents, NKCC members, Painters Ash Primary School, Gravesend Boys Grammar School, Ifield SEN School, Shears Green Junior School, NKCC Youth Group, NKCC Art Group, Northfleet History Group, Bluewater shoppers and shop keepers, wider community groups in North Kent (those responding to the White Horse challenge)

## Others

- Land Securities, Countryside Properties

## The Road Ahead; Recommendations Going Forward

- Carved touchstones to reside semi-permanently in Penn Green Gardens until community centre build is complete. Their move could then be negotiated to the centre's sensory garden.
- Other designs and logos from touchstone maquettes could be considered for incorporation into the wider designs for the finishing of the building (paving stones, wall features, furnishings).
- Potential listening post installed on Springhead estate or within the community centre grounds to play out the series of oral histories collected, or a low budget option audio facility in community centre cafe.



### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)



- 2D White horse tessellation, printed display in community centre (the participants at Gravesend Boys Grammar School were asked how the designs could be used, here are some of their answers: Roof tiles, cobble stones, stained glass, windows, fencing, wall hanging, a blanket for the actual horse! Other ideas are that the tessellation could be used for signage, fencing, sculpture, flooring, interior and exterior decoration, textile design for seat covers and other furnishings, advocacy for community through Gravesend Council and church, for example on back of a bus! As a logo or flag for other community events.
- 'One Day in March' film could be made available for viewing in communal area of community centre
- Evaluation to be shared with all stakeholders

## Project outputs

- Collection of oral histories in MP3 format and on CD
- Maquettes of all touchstones designs on card
- 21 carved wooden touchstones situated in Penn Green Gardens
- Community 'rout off' day involvement springhead residents and stakeholders in the carving of the touchstones
- Permanent signage in Penn Green Gardens promoting the touchstones with a map encouraging visitors to find them all
- Over 200 tessellated horses depicting and describing what makes a great community
- 'One Day in March', final edited film documenting the community walk
- Celebration event held on Palm Sunday in the Springhead Park marketing suite, showcasing all of the work that took place
- Photographs of all aspects of the project

### Future Creative CIC

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

## Appendices

- Pre event evaluation statistics
- Post event evaluation statistics (collated from individual workshops)
- Springhead touchstone signage
- Fliers promoting aspects of the project
- Invite to final showcase event
- Press Release



**Tracy Falcon at celebration/showcase event**



**Neil's Story Shack, Penn Green Gardens in February half-term**

**Future Creative c/c**

The Exchange, 25 Stanhope Road, Deal, Kent, CT14 6AD

T: 0845 2004628 F: 01304 371186 e: [info@future-creative.org](mailto:info@future-creative.org) W: [www.future-creative.org](http://www.future-creative.org)

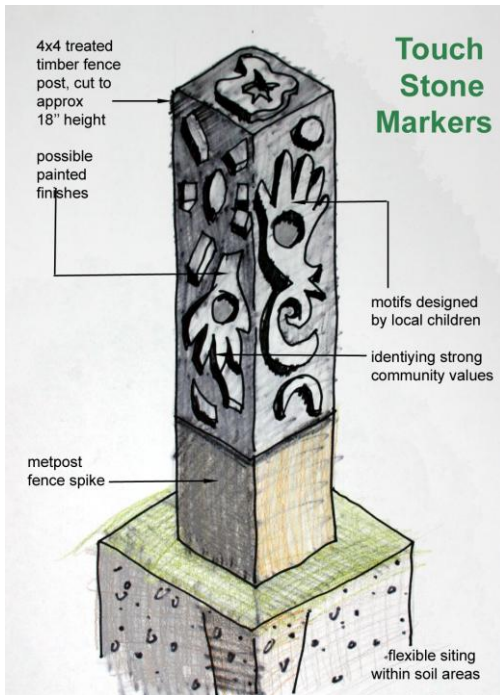
what if?



Above: A Touchstone with Dee's way markers



Springhead Park Community Liaison Officer Bryan at the rout off



Left: Proposed Touchstone design plan  
Below: Church architectural plans





**Above: The 'Design a Horse and Touchstone' session at Bluewater  
Left: Painters Ash school, exploring the environment with Dee**



**Detail of a way marker on communal walk.  
Design influenced by the discovery that watercress  
used to be grown along the riverside.**



**Creative practitioner Andy Evans enlists the help of  
some young Bluewater shoppers in designing the  
Touchstone motifs**