

## **Identity Workshop - 08.07.2014 Creation Trust Workshop**

### Attendees:

- Nathalie Websdale - NHHG
- Lucy Smith - HTA Design
- Rosie Smith - HTA Design
- Sarah McCarthy - Creation Trust
- Simon Chambers - LB Southwark
- Daniella Roche - dany\_roe@hotmail.com - Lives just off the estate for 23 years
- Tyrell Williams - tysantana@gmail.com - Moved to Aylesbury aged 5 and has lived here for 15 years. Currently studying at Middlesex University
- Ewa Wiczowska - ewa.wiczowska@yahoo.co.uk - Member of the Creation Trust residents lived in Wendover House on Aylesbury for 2 years
- Pamela Witchet - g.witchet@sky.com - Lived just off the estate for 44 years
- Zara Lloyd - zed.lloyd@gmail.com - Has lived near East Street for 20 years
- Geoffry Castillo - Youth worker for 2Inspire and Creation Trust. Has lived on the estate for 25 years
- Akindede - lyanuleyesola@yahoo.com

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**The regeneration of the estate gives us all the opportunity to change the negative perception of the area. This could mean changing the name. It could mean keeping the Aylesbury name and doing other things to help break down the boundaries of the estate.**

## Running Order

### 1.0 Ideas Generation/Brainstorm (Questions to generate conversation) Write/Draw

- 1.1 What do you call where you live? What do you say when people ask where you live/are from and do you ever lie?
- 1.2 Define the boundaries of where you live/work/travel to
- 1.3 What's your favourite memory from living here?
- 1.4 Do you feel proud to live here? What don't you want people to know?
- 1.5 What does it feel like to live here and how do you feel about change?

### 2.0 Identify the Problem

- 2.1 Understanding the current Aylesbury brand
- 2.2 Positive and Negative perceptions
- 2.3 Looking for Potential

### 3.0 Refine ideas for future exploration Write/Draw/Create quick mockups

- 3.1 What do we think we need - a name/a logo/an image?



## 1.0 Ideas Generation/Brainstorm (Questions to generate conversation)

### Write/Draw

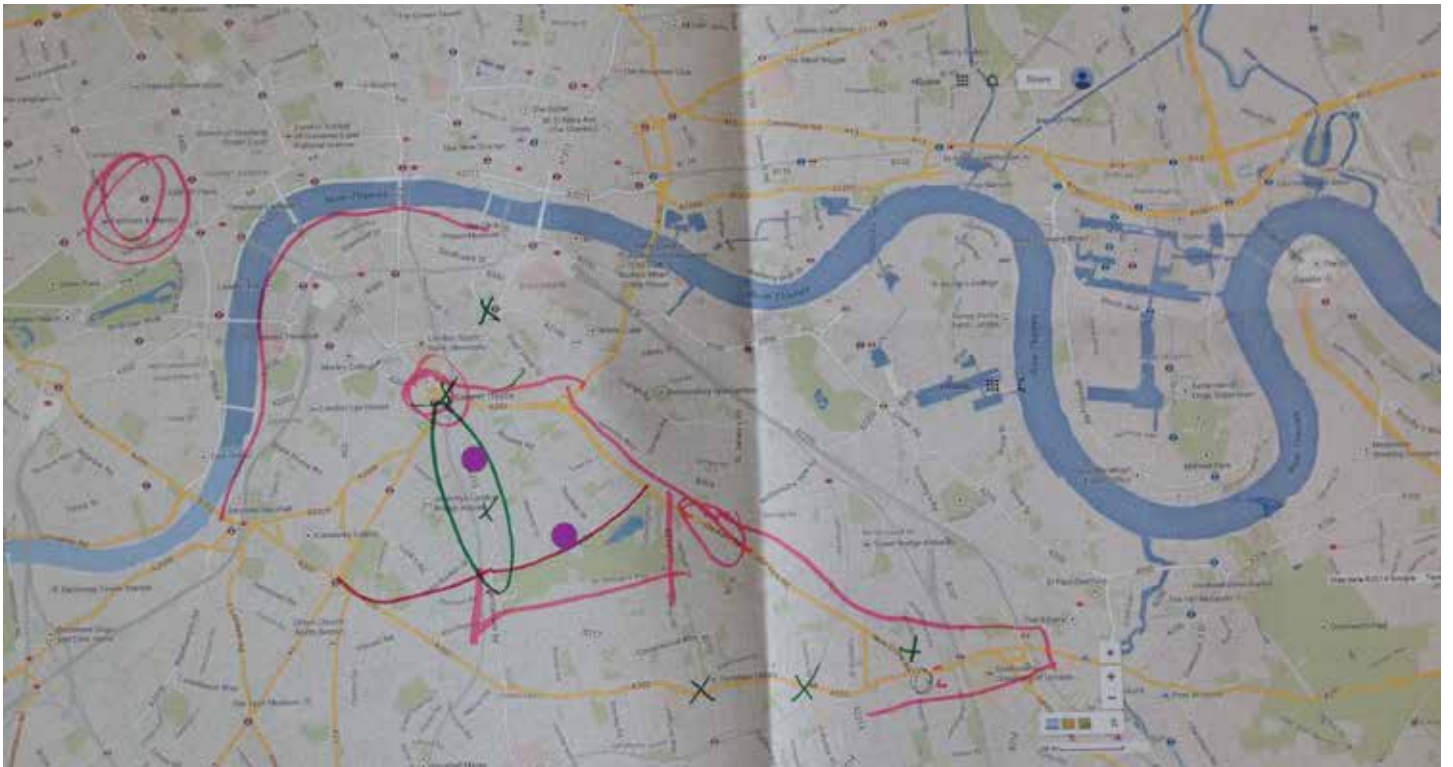
#### 1.1 What do you call where you live? What do you say when people ask where you live/are from and do you ever lie?

- A general feeling that no-one outside the area knows where Walworth is.
- Described as between Elephant and Castle and Camberwell, but extends further than just the Walworth Road.
- Proud to live in Walworth over the last few years because the sense of community and unity have strengthened.
- Old Kent Road has the associations with the cheap end of the Monopoly board.
- The estate agent perception of Walworth Village is driving up prices, but also possibly giving the wrong impression of the area.
- Hope that East Street doesn't get gentrified like Borough Market.
- Whatever you call the "new Aylesbury" residents and local will always call it "the old Aylesbury".
- I live in SE17
- There is a stereotype of people who live on the Aylesbury Estate, sometimes lie until you know the person
- People judge you as a "slacker" before they even know you because of the media perception of the estate. People think they are better than you.
- The regeneration of Burgess Park has raised the profile and awareness of the area for the better.
- It's such a big area of London but you have to use local knowledge (E&C, OKR, East Street Market) to describe where Aylesbury is.



## 1.2 Define the boundaries of where you live/work/travel to

- You don't have to come to Aylesbury for any reason
- People are shocked that Walworth has a deep and rich history which helps identify the area
- New people in the L&Q buildings want to know what they are getting involved in and the history of the area
- Armets Court is a prime example of this, named after the local/infamous Pie & Mash shop.
- Oliander House - also rich in history



### 1.3 What's your favourite memory from living here?

- London is a place where people don't let their children out anymore, remember playing in the estate as a child and feeling really safe because we were all together
- Mum used to make us our own bubbles, so Fairy Liquid reminds me of playing in Aylesbury when I was a kid.
- The ice cream lady also used to come down our street
- Art in the Park - kids dancing in wellies
- Mother and toddler groups - I've made lifelong friends from there
- Surestart - 1 o'clock club
- We take advantage of the community facilities - people don't now
- Millennium Woods - planting a tree with my daughter who was born in the millennium - then the regeneration of the park took that away, which was sad
- Football in cages with friends after school
- Now families have every minute planned of their holidays, there isn't just free time to go outside and play
- Michael Farraday school, after school finishes the kids just go straight to the park to let off steam



## 1.4 Do you feel proud to live here? What don't you want people to know?

- Point of origin is always where you come back to
- I went to school outside of the area which I hated because I struggled to make local friends and couldn't hang out with my friends who were about an hour away
- I've always lived here and I love it - I'm trying to embrace the change as it's positive - change is better
- I'm looking forward to using the new facilities (both on Aylesbury & Heygate), I don't want to move away
- I make people come to me as I'm nearer the centre of London than most of them and E&C has really good transport connections
- I'm proud to say I live in Aylesbury because people expect me to be something different
- People moan that there is nothing to do but you just have to go and find it
- Family links are important



## 1.5 What does it feel like to live here and how do you feel about change?

- People don't want to leave but are being forced to leave
- Not choice
- Travel links are great - we are close to everything
- My son used to tell his friends he lived near the Aylesbury Estate to make himself sound tough to his friends
- Change is exciting - it's happening everywhere - so here is great
- I miss having a swimming pool and cinema
- Affordability is going to be a massive problem, offplan sales and overseas sales are hard because local people can't compete with the prices
- Like having family so close, it's like the old days which multi-generational families in the same house or road
- Uncertain times and not being reassured by anyone
- Doubt of owner affordability if we want to stay on the estate



## 2.0 Identify the Problem

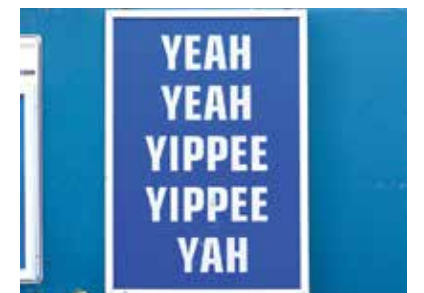
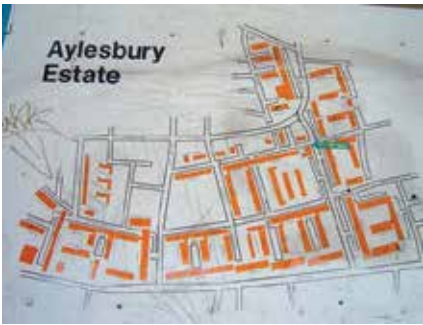
### 2.1 Understanding the current Aylesbury brand

- People go straight to the channel 4 ident which portrayed Aylesbury and estates in general as grotty and litter ridden - it was an insult
- Although the new ident is staged, Aylesbury is just like any other estate - we are all normal people
- Calvin Harris used the basketball courts behind Wendover House for a music video a few years ago which many people don't know
- Not everyone here is "useless" Tinie Temper used to live here
- Areas are used by production companies because it's easy as the sites are vacant so they haven't got to pay - it's an easy urban background or gang because of the urban portrait. This makes people think it's worse than it is
- Loretto graffiti has been really popular and got the estate some positive publicity
- Just because we live on an estate it doesn't mean we want our houses graffitied or vandalism to occur
- Don't get an artist for public artwork that costs thousands, people will grumble at the cost use a local artist and run a workshops with children so that they can be proud of the ownership
- "Nobody is not love" campaign raised spirits and the lightboxes are iconic to the area
- Michael Farraday is a massive positive to the area, even before the school was upgraded
- Parents aren't involved in the school much though

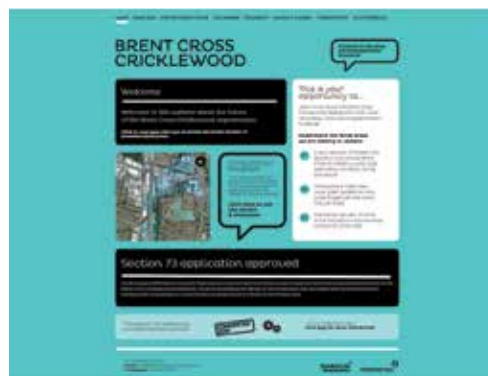




# Image prompts



# Image prompts



## 2.2 Positive and Negative perceptions

Positive: Community

Negative: Estate

- People will always call the area Aylesbury, it's similar to the Heygate which is now Elephant Park, local people will always refer to the old, so don't gentrify it, just use New Aylesbury.
- We have nothing to be assumed of by using Aylesbury
- There are only a select few and the media which make this area bad, the rest of us are hard working and supportive people
- Aylesbury Estate doesn't mean anything to the area but it does to the residence who call it home
- "Old Aylesbury/New Aylesbury"
- Using words such as Manors and Villas are just stupid as Aylesbury isn't grandeur
- We don't want to piggyback on Burgess Park regeneration because Aylesbury is also great
- Don't divide Walworth North/South/East/West



## 2.3 Looking for Potential

- Make Walworth a place like Elephant & Castle, it's large enough but no-one knows where it is
- Elephant & Castle is slowly moving south as part of the regeneration/gentrification
- Reclaim Burgess Park from Camberwell



### 3.0 Refine ideas for future exploration Write/Draw/Create quick mockups

#### 3.1 What do we think we need - a name/a logo/an image?

- Keep Aylesbury local, not Elephant & Castle
- It's more than SE17
- Capture the community feel don't make it into another marketing brand
- Aylesbury still feels like a village as everyone knows each other - every looks after everyone
- Walworth Village and the idea that the estate agents have created is a bit pretentious but also funny if you're a local
- Important to have a recognisable look and feel to the place

