

Once Upon A Time In Millfields..



T here Was A Marsh And A

Community...



In This Community There Was...

We wanted to find out...

**So we decided to.. By going there
and... Although it turned out
that....**

**And On The Marsh... Guess Who Was
There? And Guess Who Wasn't?**

But what about the Olympics?

So Whose Marsh Is It Anyway?

And We Concluded That...

For Everyone To Live Happily

Even After

There Was A Marsh and a Community...



In This Community There Was...

	Super Output Area	Hackney Borough
White: British	41.40%	
White: Other White	8.20%	
Black or Black British: Caribbean	18.30%	
Black or Black British: African	12.10%	
Aged under 1 year to under 18 years	25.60%	
Aged 55 years and above	30.60%	
Rented from: Council (local authority)	63.15%	30.66%
People aged 16-74: Economically inactive: Retired	14.91%	7.54%
People with a limiting long-term illness	27.10%	18.07%
General health: Not good	16.12%	10.65%

We wanted to find out...

- Who is currently using the Marsh and for what purposes?
- Who is not using the Marsh and why? Is this a case of Environmental Injustice?
- What is the value of the Marsh in terms of social inclusion?
- What role can the Olympic Legacy play in making the Marsh accessible to the whole community?

So We Decided To...

- Engage community members who might not otherwise be consulted on the developments taking place in their neighbourhood with respect to the use of public spaces, particularly the Marsh.
- Generate information and data (maps, set of metrics, etc.) which the community can use to promote their vision for development in their negotiations with decision-makers.

By going there and...

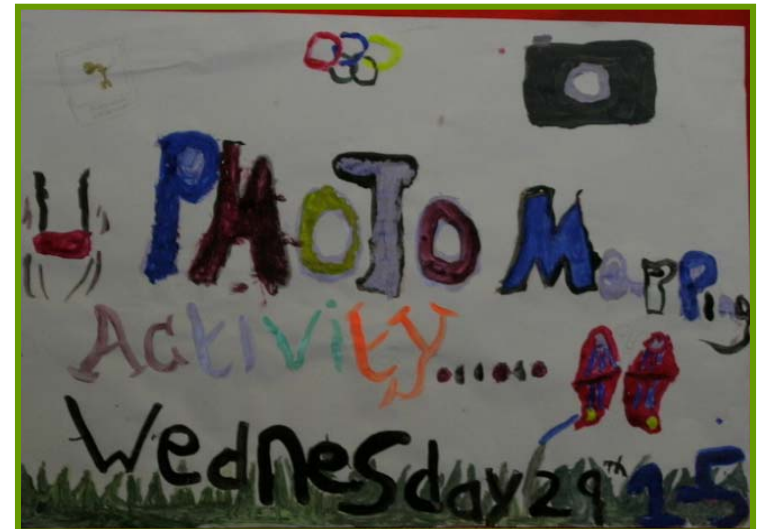
Identifying target groups:

- Children from the Estates
- Pensioners from the Estates
- Non-organized Marsh users

Developing appropriate means to communicate with them:

- Photomapping
- Attending church activities
- Rapid Appraisal on the Marsh

Supported by interviews with key informants





Locations of rapid appraisals and interviews

ES photo mapping route

● Community Health Day
(15 interviews)

Although it turned out that...

- Census of data: the latest data available is from 2001.
- Time limitations: limited visits during the day time, short timeframe for project and seasonality.
- Difficulties in accessing key stakeholders (eg. Pensioners)
- Outsider perspective - group was made up of non-residents (many foreigners)
- Relying on qualitative data, limited sample size and direct observation

And on the Marsh...



...Guess Who Was There?

Mainly white British

Middle class

Not residents of the Estates

User profile did not reflect census data

...And Guess What Wasn't?

- Many were surprisingly satisfied with Marsh amenities
- Some suggested improvements were:
 - Benches
 - Playground
 - Park Wardens
- Most wanted the Nature Reserve left unchanged

...And Guess Who Wasn't?

Elderly Caribbean Women, **and they said...**

- They expected some organized activities.
- They expected it to be safe.
- They needed benches to sit and rest.
- They needed toilet facilities.

Mothers with young children, **and they said...**

- They needed toilet facilities.
- They expected it to be safe.

...And Guess Who Wasn't?

Children from the Estates (other than footballers), **and they said...**

- They expected there to be playgrounds because they don't associate nature as a playground in itself; they needed the actual infrastructure to play.
- They needed it to be more inviting. The barbed wires and graffiti make them feel unwelcome.



...And Guess Who Wasn't?

In general **they said...**

- They needed easier physical access.
- They perceive that the Marsh is only for playing football.
- They perceive the Marsh as an unsafe place due to recent press reports of muggings and violence.
- The name “Marsh” sounds uninviting.
- They need to know what activities are taking place in the Marsh.

But what about the Olympics?

- Knowledge of the 'Legacy' was low.
- Peoples opinions varied but were mostly based on emotion over information.
- Often aware of changes in the community but did not connect them to the Olympics.



But Whose Marsh Is It Anyway?

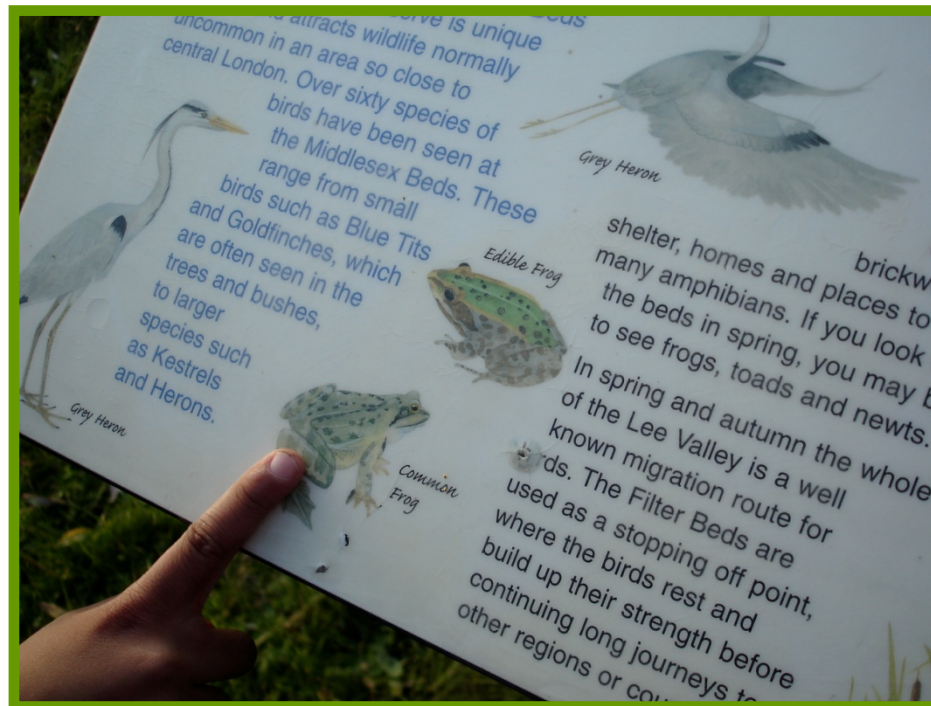
Lack of appropriation leads to misuse and neglect

Non-users missing out on unique benefits



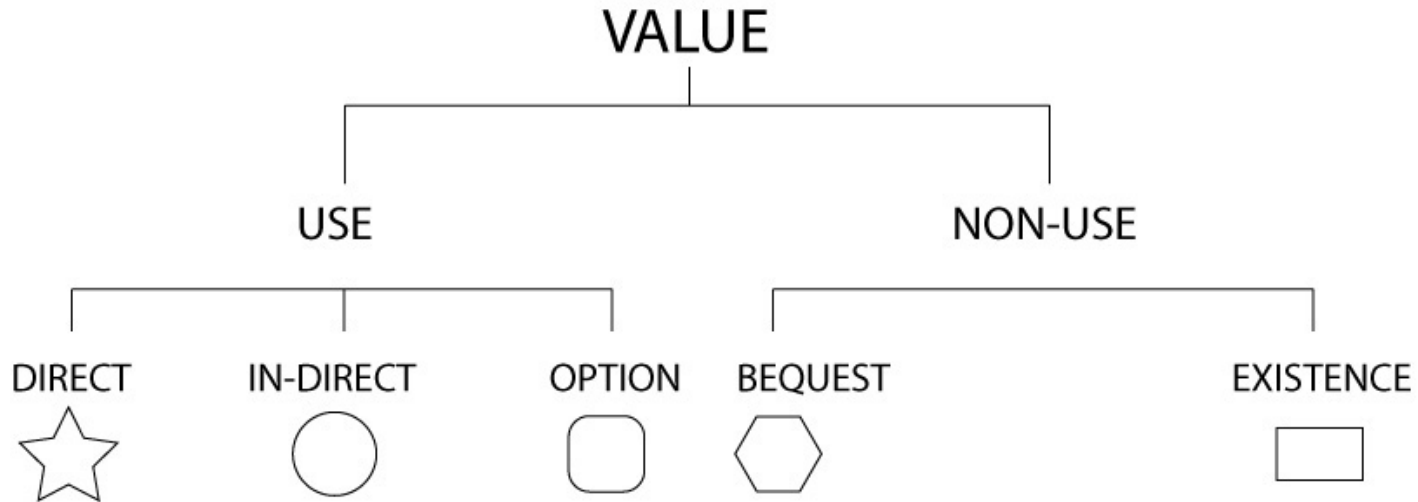
But Whose Marsh Is It Anyway?

Complex layers of value



Individual and collective value

But Whose Marsh Is It Anyway?



VALUE RELATED TO CHILDREN



VALUE RELATED TO THE ELDERLY



e.g. direct use value for children

But Whose Marsh Is It Anyway?



But Whose Marsh Is It Anyway?

Factors affecting perception of Marsh:

Amount of free time

Health and mobility

Age

Social and cultural background

So We Concluded That..

- Use of the Marsh does not reflect the entire community as a result of Environmental Injustice
- Information about the Marsh and on-going Olympic developments is not reaching the entire community
- Marsh provides unique benefits and social interaction that are not available from other community spaces

And For Everyone To Live Happily Ever After?

- Olympics could be an opportunity to enhance Environmental Justice and social inclusion if information can reach all residents.
- Break culture of non-use by encouraging use of the Marsh as a community building space, particularly by underserved residents.
- Find a balance between designing for cultural diversity to welcome users to the space and leaving the environment unstructured to preserve complex layers of value.

