

CSM PUBLIC: Local Encounters

Creative Choices

Using creative thinking
to support vulnerable women in Kings Cross

by Cath Caldwell, Sarah Gresty and Emily Wood

Who are Women at the Well?

This refuge provides a safe space for vulnerable street women with complex needs who are involved in or at risk of prostitution to support them with access to housing, physical and mental health services, access to legal support, access to drug and alcohol services and any other support. w@tw also offer food, shower and laundry facilities, health and wellbeing services and daily activities through the drop in whilst supporting women to gain access to mainstream services.



CSM and w@tw

This project is a scoping exercise between the w@tw centre team and CSM's graphics and fashion academics, investigating how creative practices can enhance and extend the reach of this drop-in refuge. The w@tw values intend to empower women to 'make positive choices in their lives' and uses creativity as part of this safe rehabilitation environment. CSM also aims to empower students through creative choices but in an extremely different teaching and learning environment.

Volunteer Roisin meets Sarah and Emily Wodd, simple artwork made by clients and coconut cake made by Virginia, chef



Immersion

- VISIT ONE to w@tw: Cath and Sarah initial visit
- VISIT TWO to CSM: 23rd November tour of graphics and fashion studios
- VISIT THREE to w@tw: 30th November 9:30am to 11:00am, tour of 45-55 Birkenhead Street
- VISIT FOUR to CSM: Dec 7th White Show Thursday, First Year BA Fashion show



Amazing!

Stark exterior cloaking
a warm heart

Freedom!
Friendly interaction

Collaborating:
Tolerating
difference

w@tw
thoughts
on CSM

Inspiring

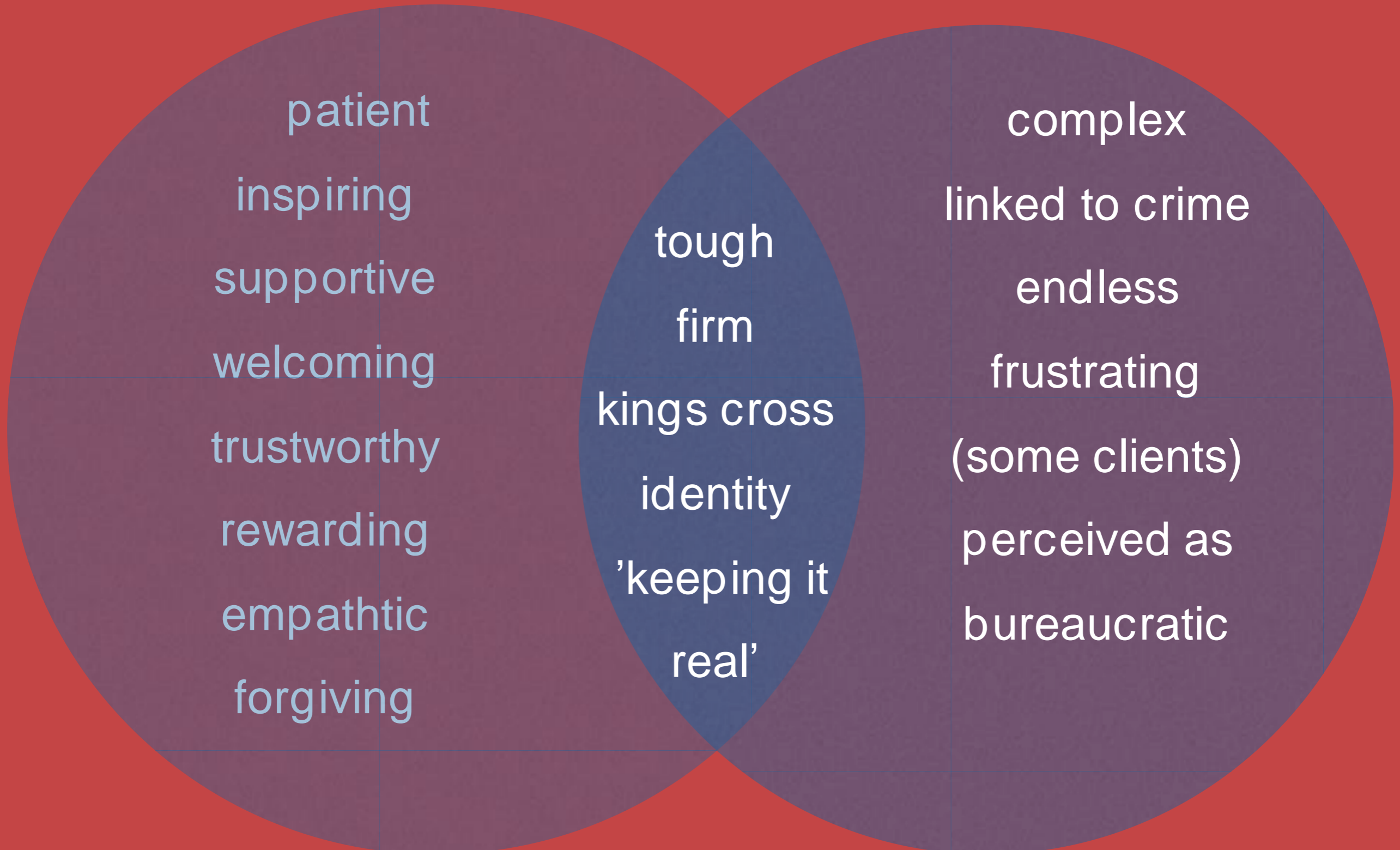
No pressure to
conform

Successful:
Good reputation
Positive comments
from students

Creative

Space to think

Our thoughts on w@tw



patient
inspiring
supportive
welcoming
trustworthy
rewarding
empathetic
forgiving

tough
firm
kings cross
identity
'keeping it
real'

complex
linked to crime
endless
frustrating
(some clients)
perceived as
bureaucratic

Communication

1 MARCH 2017

Phase two: Creative Solutions

A mapping workshop hosted at CSM where design thinking methods were used to create connections for communicating our shared links showing potential workshops and collaborations.



Connection



Phase three:
Creative Loop Workshop:

W@tw

Camden Arts and Tourism
Islington Creative Alliance
Kings Cross Knowledge Quarter



Outputs

- Transcript from our workshop
- User journey systems diagram
- Workshop alliances with Knowledge Quarter, British Library, Google.
- Short report

“To work in partnership and build alliances to develop a more cohesive approach to meeting the needs of vulnerable women”

“To engage with the wider community and develop opportunities for involvement”

–Strategic objectives w@tw

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end

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