



POETICAL WORD C.I.C.

PROMOTING THE ARTS

ANNUAL DELIVERY REPORT
2017-18

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Introduction

Poetical Word is a Hounslow based Community Interest Company which is set up to promote the Arts. Our work centers around those who live and work in the London borough of Hounslow by supporting the creative aims and objectives of individuals.

Our goal as an organisation is to support community activities to the performing arts. More specifically, the running of a monthly poetry and music open mic. We feel that it is of utmost importance to provide a free and accessible route into the arts, especially for the current demographic.

Naturally, we've sought to capture the magic that happens at Poetical Word. This has led us to set up a Multimedia Production studio. We have an eye for creating positive and uplifting videos, so we've incorporated it into our organisation.

Although the world seems to be moving towards the digital age, a creative has to get physical copies of their work out there in the world. As such, our work also pertains to book publishing. We've been developing a bespoke in-house publishing suite and aim to offer a range of customizable, hand crafted and binded books to any budding author.

We have a brand new website which you can use to get in touch or find out more at www.poeticalword.org.

Foreword



his year has brought Poetical Word leaps and bounds when it comes to community impact. By putting on our free community open mic events, we have significantly benefited the lives of people across West London.

Our annual report for 2017-18 is something we're proud of at Poetical Word. The team that has worked behind the scenes to enable everything to come together has been phenomenal. Throughout the year, we've subsequently built relationships with organisations like Autism Hounslow, We Are One, Care UK, Hounslow Holy Trinity Church, Gunnersbury Park Museum, Grenfell Tower Relief Project, S.W.A.T (the Sikh Welfare and Awareness Team), Hounslow Arts Centre and Hounslow Youth Centre as well as individuals from the local council including Mayor of Hounslow Cllr Sue Sampson, Deputy Mayor of Hounslow Cllr Mukesh Malhotra.

Over the last three years we've worked towards our annual Christmas endeavour-Xmas Gifts 4 All; which proved to have such a defining impact, it spurred us to launch Hounslow Soup Kitchen- which supports the homeless back into society. This was a massive milestone for us.

Towards the end of the year, we were able to apply for C.I.C status and were incorporated on 19th March 2018.

Our spirits are high and we're rearing to go into another creative year to promote the arts across West London!

Quddous Ahmed
Co-Founder & Director

Report overview

April 2017- March 2018

One off events

Poetical Word supported it's collective of poets, spoken word artists and performers on:

April 24th + 30th	PW two year anniversary
August 3rd	Neurodiversity Shindig
August 21st	Decadence: The EP Launch and Art Exhibition
August 28th	Poetical Word Carnival Edition
October 30th	Poetical Word Halloween Edition
November 29th	Gunnersbury Park Museum Visit
December 7th	Word II at The Orchard Cafe
December 17th-25th	Xmas Gifts 4 All 2017
December 29th	MERAKI
February 1st	Exploring Objects and Nature
February 11th	Poetry & Chill with Apathy Threads
February 12th	Neurodiversity Shindig
February 18th	The Brew Crew
March 20th	World Poetry Day with Care UK

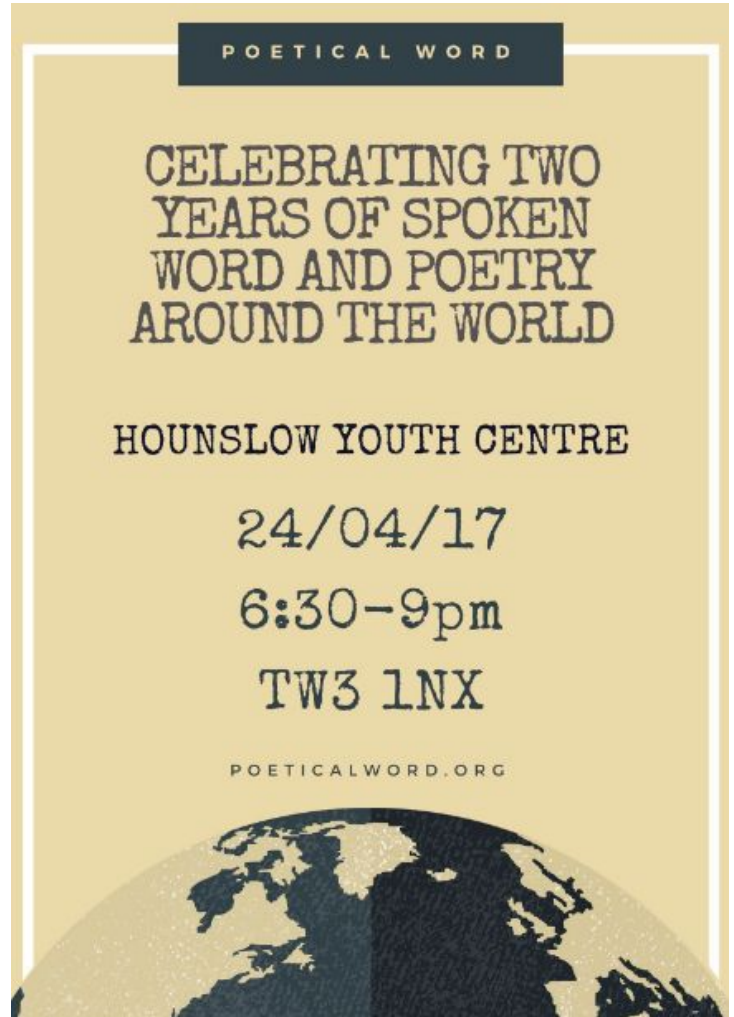
Regular events

Poetical Word continued to provide a free monthly open mic platform for the public on:

Monday 24th April 2017	Hounslow Youth Centre	2 year anniversary
Sunday 30th April 2017	Hounslow Community Centre	2 year anniversary
Monday 29th May	Hounslow Youth Centre	
Monday 26th June 2017	Hounslow Youth Centre	
Monday 31st July 2017	Hounslow Youth Centre	
Monday 28th August 2017	Hounslow Youth Centre	Carnival Edition
Monday 25th September	Hounslow Youth Centre	
Monday 30th October	Hounslow Youth Centre	Halloween Edition
Monday 27th November	Hounslow Youth Centre	
Monday 29th December 2017	Hounslow Youth Centre	MERAKI
Monday 29th January 2018	Hounslow Youth Centre	
Monday 26th February 2018	Hounslow Youth Centre	
Monday 26th March 2018	Hounslow Youth Centre	

Two year celebratory event

April 24th + 30th 2017



Our two year anniversary was celebrated twice this year due to the poetic nature of hall bookings!

Towards the beginning of the year, we were planning to move to a venue where the needs of our poetry collective could be suitably

catered for. From starting off holding our events at Meze Mangal to Lusso Gelato then

moving again to Il Bebo's and now at the Hounslow Youth Centre, we feel like we've been welcomed with open arms.

Not only does Hounslow Youth Centre cater for our poetry events, it's also home to a number of community organisations that are dependent on it to function. We're eternally grateful to Lorna and Steve for their continual support.

Our first event was at the Youth Centre, and our second at Hounslow Community Centre.



When we do something that benefits others, over and over again, an accumulated energy is generated which starts to snowball and we begin to feel collectively motivated. We think this motivation is the basis for our development and boosts civic pride in those it's cultivated among.

As always, the event was an encouraging platform for our participants and spurred the administration to continue working towards our collective aims.



Neurodiversity Shindig

Promoting acceptance, awareness and inclusion with Autism Hounslow- 03/08/17

Autism Hounslow is a Community Group that works to improve life for autistic people - their families, friends and carers in Hounslow. They are run for and by autistic people and their families and friends.

On the 3rd of August, we launched the Neurodiversity Shindig in partnership with Autism Hounslow to promote acceptance, awareness and inclusion through a series of



performances and talks. The event launch was hosted at the Watermans Arts Centre, Brentford, where the group meet once a month for an evening drop in session.

The Neurodiversity Shindig was a chance for people on the autistic spectrum to come together for some food, conversations and light entertainment. Poetical Word was instrumental in providing a compere to emcee the event, as well as infrastructural event support for Autism Hounslow.

The gathering had over 50 people in attendance. That, coupled with the many new friendships formed made the Neurodiversity Shindig a huge success. We're thrilled to be working alongside such a noteworthy cause and look forward to future projects together.





Poetical Word @PoeticalWord · 10 Aug 2017
Magical moments working with @AdultSpectrumTW at @WatermansArts promoting
Neurodiversity on Aug 3rd. What an amazing evening! #Poetry #Art
CPP Hounslow, Solomon Adams, Roseann Connolly and 7 others

DECADENCE: The EP Launch and Art Exhibition

The Bunker Theatre

AZON is a Singer/Songwriter and Producer who dreams in fashion but lives in spirit, made his EP debut with Decadence on 21st August at the prestigious Bunker Theatre.

Two members of Poetical Word assisted in performing alongside him as supporting

dancers as well as assisting in the publication and distribution of marketing materials for the event.

AZON is no stranger to us at Poetical Word, having first joined the team in 2015, he would later go on to become an integral part of the organisation and grow from his accountancy roots into an artist in his own right.

DECADENCE, the EP, explored the depths of self-indulgence and the battle of the ego. The journey was cleverly intertwined with dance and performance and lead to an interpretive art exhibition which allowed spectators to be immersed in the mind of AZON.

Since he first graced our stage, AZON

has been the source of inspiration for much of our work in the community. He aims to explore art through music to create innovative, thought-provoking content, and we look forward to marvel at him as he goes through his creative epic. Feel free to marvel with us- you can listen to his work on SoundCloud (soundcloud.com/soundsofazon) and his website (azon.world).



Poetical Word

Carnival Edition



Keleigh Wolf is a dissenting American poet and Socialist journalist who lives in London. Her work is an act of cannibalism and catharsis, using witchy wordplay, gravity-defying gravitas, and absurdity – housed in the lithe frame of her alternate universe.

Her work has appeared in anthologies and publications worldwide. She regularly performs with Poetry Brothel London in the



West End, is a founding member of The Little Versed Poetry Collective and also the subject of the short documentary, "Keleigh Wolf: Glowing in the Aftermath."

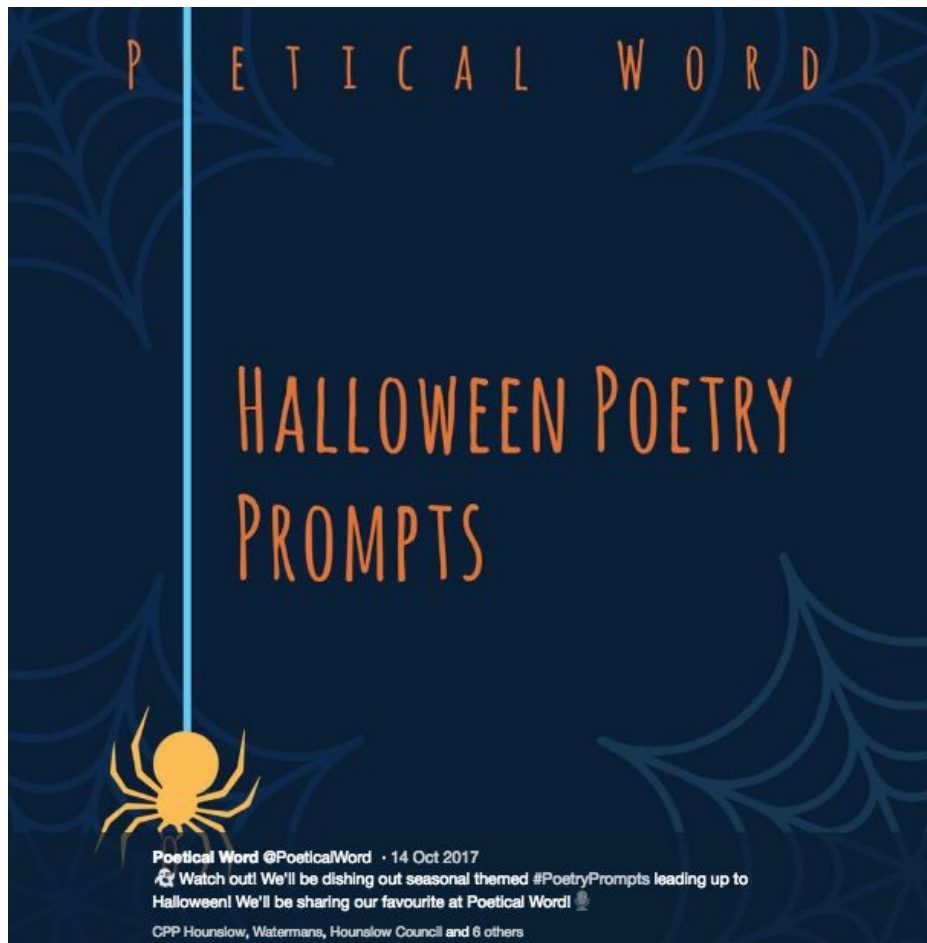


Poetical Word

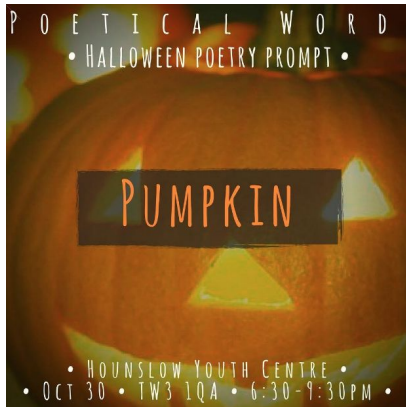
Halloween Edition

On the 30th October, Poetical Word hosted a halloween themed open mic down at the Youth Centre.

To promote this event, and our headliner, we used our social media platforms to post halloween prompts in which our viewers would be given a halloween themed word to seek creative inspiration from.



POETICAL WORD
• HALLOWEEN POETRY PROMPT •



PUMPKIN

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

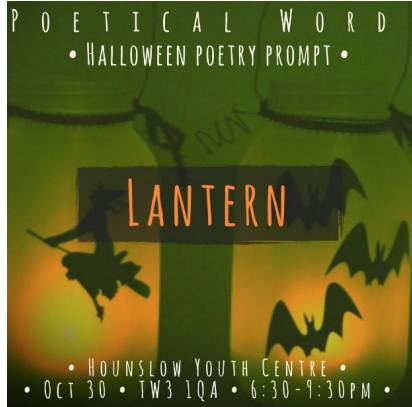
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



WITCHES & WICKENS

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

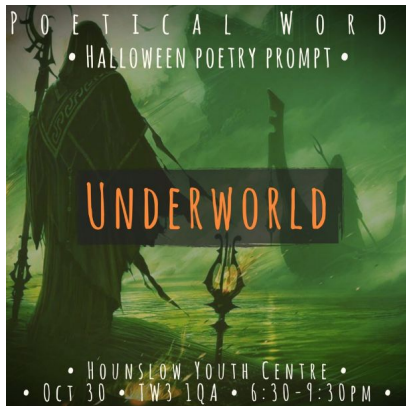
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



LANTERN

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

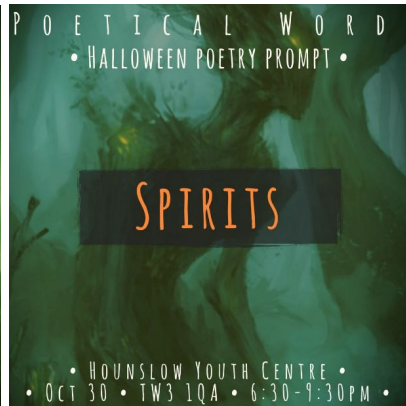
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



UNDERWORLD

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

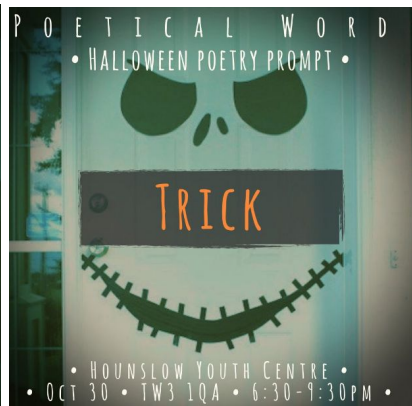
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• HALLOWEEN POETRY PROMPT •



SPIRITS

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

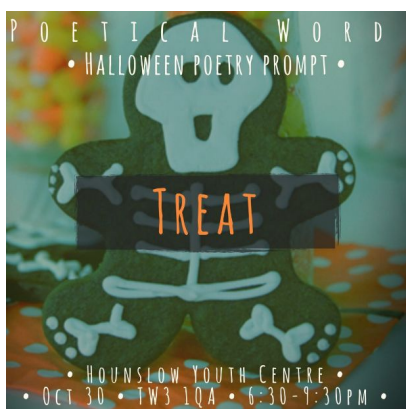
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



TRICK

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

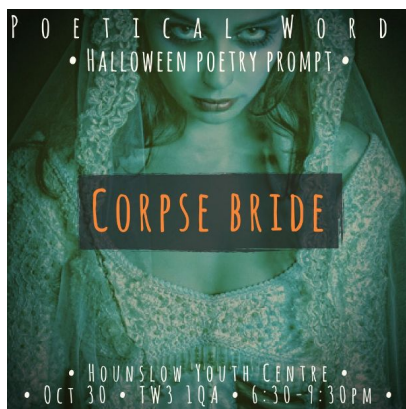
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



TREAT

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

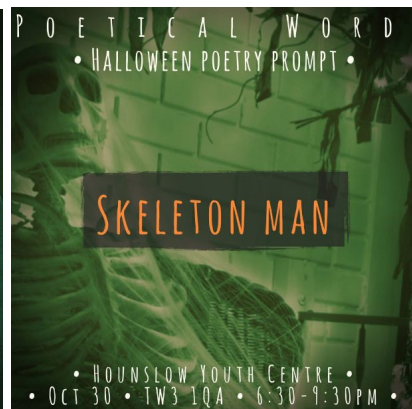
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



CORPSE BRIDE

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

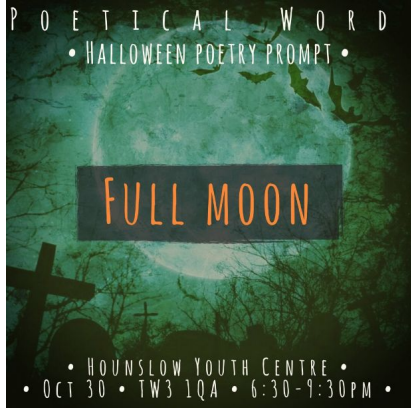
POETICAL WORD
• HALLOWEEN POETRY PROMPT •



SKELETON MAN

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

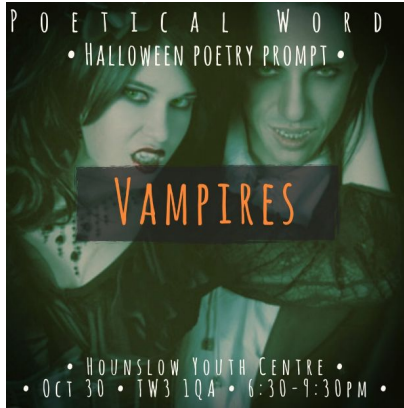
P O E T I C A L W O R D
• HALLOWEEN POETRY PROMPT •



FULL MOON

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

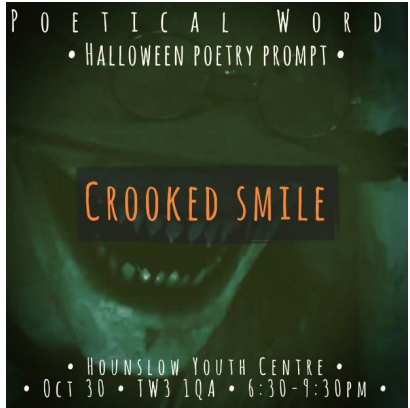
P O E T I C A L W O R D
• HALLOWEEN POETRY PROMPT •



VAMPIRES

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

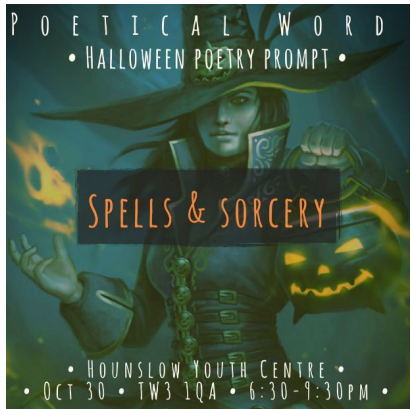
P O E T I C A L W O R D
• HALLOWEEN POETRY PROMPT •



CROOKED SMILE

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

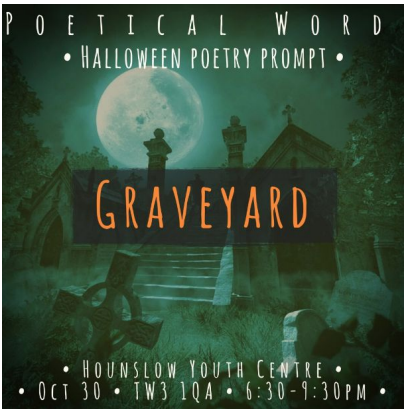
P O E T I C A L W O R D
• HALLOWEEN POETRY PROMPT •



SPELLS & SORCERY

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

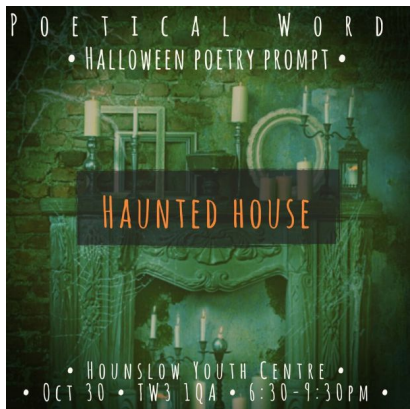
P O E T I C A L W O R D
• HALLOWEEN POETRY PROMPT •



GRAVEYARD

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •

P O E T I C A L W O R D
• HALLOWEEN POETRY PROMPT •



HAUNTED HOUSE

• HOUNSLOW YOUTH CENTRE •
• OCT 30 • TW3 1QA • 6:30-9:30PM •



Headlining the night, we were delighted with yet another memorable performance by the amazingly talented Abe Gibson. Cake and refreshments were also heartily enjoyed.

Gunnersbury Park Museum

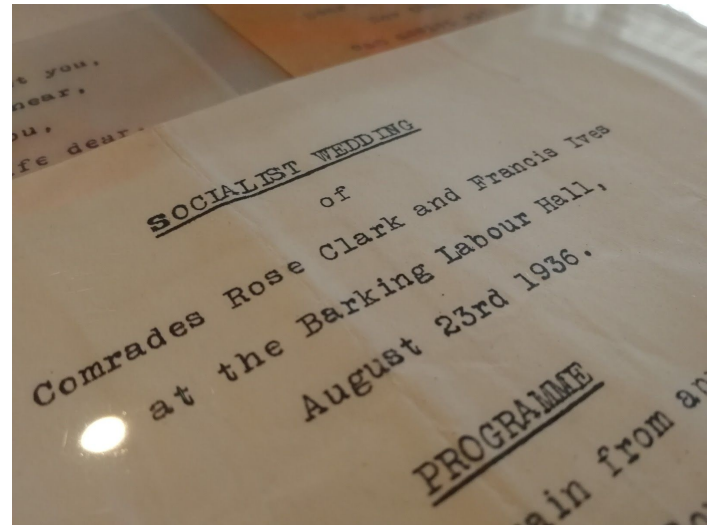
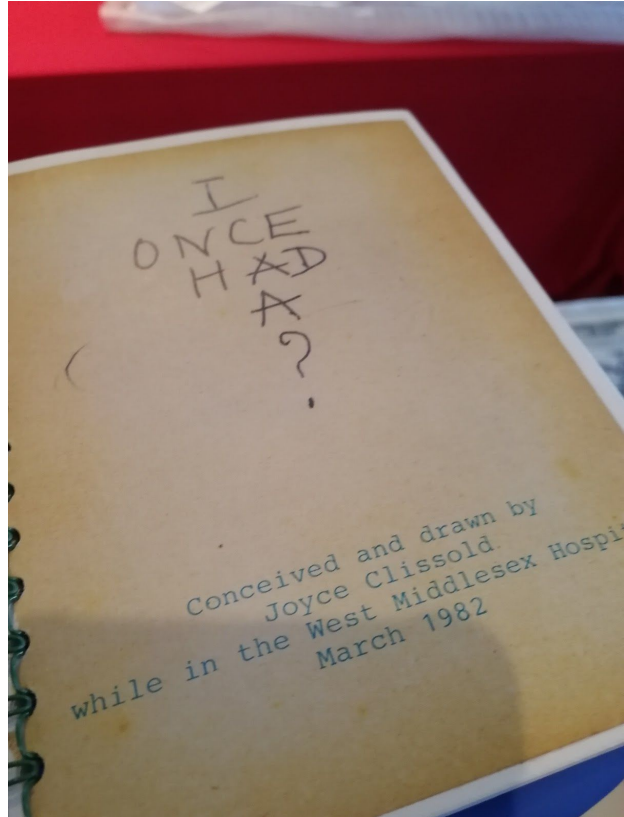
“Objects and Collections”



Gunnersbury Park collections are rich and diverse and provide a fascinating insight into the history of Ealing, Hounslow and the surrounding areas.

From the famous Lucozade sign, formerly visible to motorists driving along the M4, to beautiful collages by textile designer Joyce Clissold, many of the items in Gunnersbury Park collections tell local stories. Poetical Word visited some of these collections to create a real connection with the lives of local people in the past.





The collections included materials that trace the history and development of the Gunnersbury estate, its landscape, and the people who lived and worked there. From paintings to maps, plans and inventories to architectural items and the stunning collection of carriages owned by the Rothschild family, the collections we saw provided a fascinating glimpse into Gunnersbury across the ages.

We were able to see some of the archaeology collections, including Palaeolithic flint tools, Bronze Age swords and Iron Age spearheads. We also saw local entertainment collections,



including many items relating to the golden age of Ealing Studios, local industry collections that trace the growth of manufacturing in the area and personal collections of local people.

The aim for this immersion was to create a spoken word piece which was to be presented to the public at a poetry event in December.



Word II:

The Orchard Cafe, Ealing- 07/12/17

GUNNERSBURY
IN ASSOCIATION WITH
POETICAL WORD

WORD II

AN EVENING OF POETIC
STORIES FROM OUR LOCAL CREATIVE
COMMUNITY.
INSPIRED BY
'OBJECTS AND COLLECTIONS'

ON
THURSDAY 7TH DECEMBER ~ 7:30-10:30PM
AT
THE ORCHARD CAFE ~ SINGAPORE ROAD
WEST EALING ~ W13 0EP

TICKETS £8 AVAILABLE IN ADVANCE VIA:
WWW.VISITGUNNERSBURY.ORG OR CALL 020 8993 8809
FOR FURTHER INFO EMAIL GUNNERSBURYLEARNING@EALING.GOV.UK

London Borough of Hounslow OPEN Ealing quinn

WWW.VISITGUNNERSBURY.ORG

On 7th December 2017, we were honoured to join our friends in the Orchard Cafe for “Word II: A night of poetic stories of objects and collections from our local creative community.”

This was a ‘pop-up event’ in collaboration with Open Ealing and Gunnersbury Park Museum. It was a beautiful spectrum of both amateur and professional poets performing at a surprisingly artistic venue surrounded by amazing art.

This was an great opportunity for Poetical Word to network with wider communities outside of Hounslow and extend our reach to Ealing.





Following this magical event, through networking and reaching out to the audience, we've had regular attendance by individuals who attend events we've held since.

Working with Gunnersbury Park, namely, Sharon Walters, has been extremely easy and very well planned. We are eagerly looking forward to more collaborative events and creative projects in the future.

UK Unsigned Hype

Camden Town- 14/12/17



On the 14th December, we got together a group of poets and spoken word artists and headed out to Camden, where the UK Unsigned Hype team were putting on a creative open mic.

We feel it's important to go out as a collective to represent our community across London.

There seems to be a lot of opportunities for groups like Poetical Word to establish themselves in the poetry and spoken word scene in London. After this event, we were able to meet new people and network to

potential partners. The UK Unsigned Hype team deserves credit for having been established for over a decade, providing a high quality event experience. They can be found across all Social Media platforms.



Xmas Gifts 4 All 2017

Annual Charity Endeavour

Our annual charity endeavour was in its third and final year in 2017. This year marked the culmination of three years of service and community spirit and this is how we done it.

POETICAL WORD
PRESENTS

XMAS GIFTS 4 ALL
AN ANNUAL CHARITY ENDEAVOUR

Help us raise £1000 for

- CHILDREN IN HOSPITAL
- THE ELDERLY IN CARE HOMES, &
- THE HOMELESS ON THE STREETS



Donate at [justgiving.com/crowdfunding/xg4all2017](https://www.justgiving.com/crowdfunding/xg4all2017)
Get involved at [poeticalword.org](https://www.poeticalword.org)

During the 2015 Christmas period, Poetical Word delivered £700 worth of gifts to children in West Middlesex Hospital with aims to serve the community and those who would be spending Christmas away from home. The following year, we were able to do the same in addition to visiting an older people's care home and putting on a poetry show.

In 2017, through some effective marketing campaigns, and the help of local community groups, we were able to raise £1300. In addition to the above, we were able to deliver 110 essential packs to the homeless in central London.





These essential packs has items in them which we felt a homeless person cannot do without. As our founder has experienced homelessness himself, he has first hand knowledge of the project needs. As such, we had items like toothpaste, toothbrushes, female sanitary pads, socks, gloves, a woolly hat, a brand new woolly zipped hoodie, a reusable bottle of water, hand wipes, toilet accessories, deodorant, razor blades and some dried fruit or granola bars.

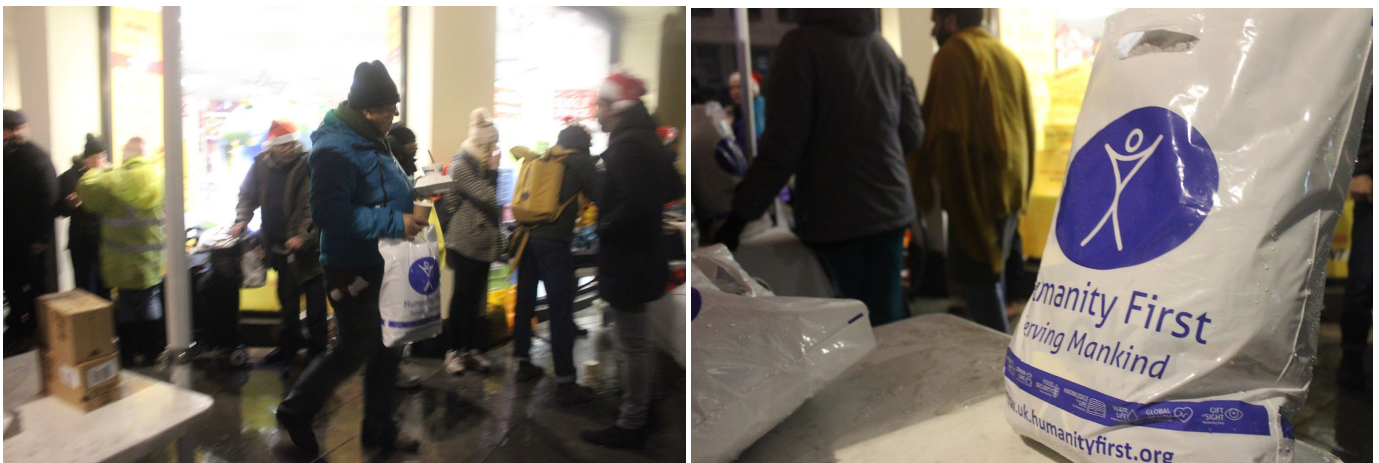


We worked with a host of organisations including, Humanity First, Grenfell Tower Relief Project, Autism Hounslow, SWAT (the Sikh Welfare and Awareness Team), Hounslow Holy Trinity Church and many other individuals across West London to raise money and prepare for the project. One of the ways in which we raised money

was through mentioning it at our events, collaborations and also holding a movie night. Without the support of the local community, this project could never have gone ahead.

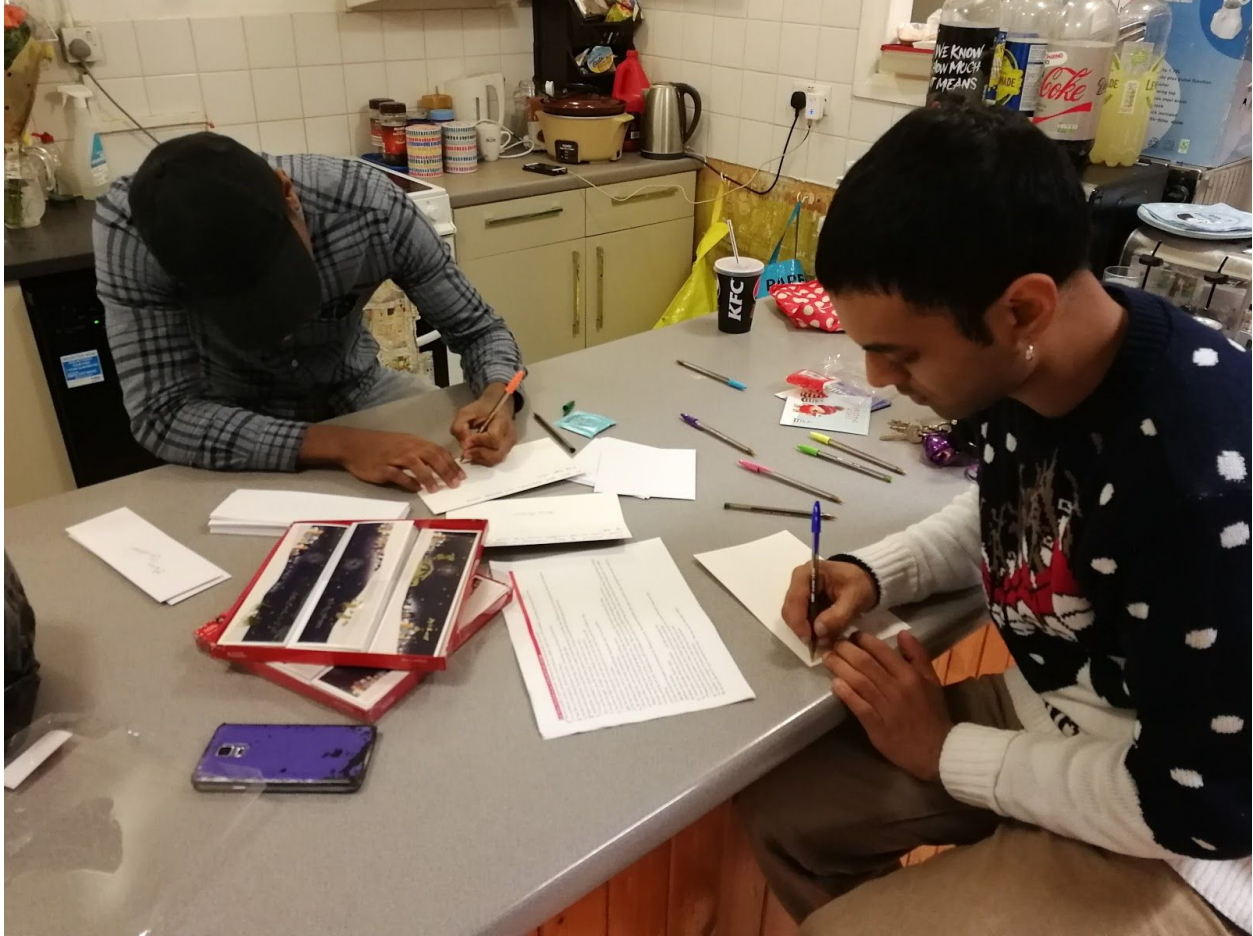


In total, we handed out 110 homeless essential packs as well as an additional 132 throughout the festive period.



One of the other objectives of the XG4All project was to spread cheer to the children at the West Middlesex Hospital Paediatrics ward. We got together a small team that worked tirelessly to ensure everything was ready for Christmas Eve. The team was lead by Mindy Sidhu who was instrumental in bringing the project together. Our initiator, Dr. Randeep Karwal was also instrumental in providing guidance when needed.





Delivering this project allowed us to be there for those people who couldn't spend Christmas at home with their own family. Where many people spend this period in festives, there are also many people who feel extremely left out, lonely and isolated, so we decided to sacrifice our Christmas for the sake of theirs; and the effect it it continues to have is lasting.

We created a video which documented the project, which can be seen on our YouTube channel or our website.

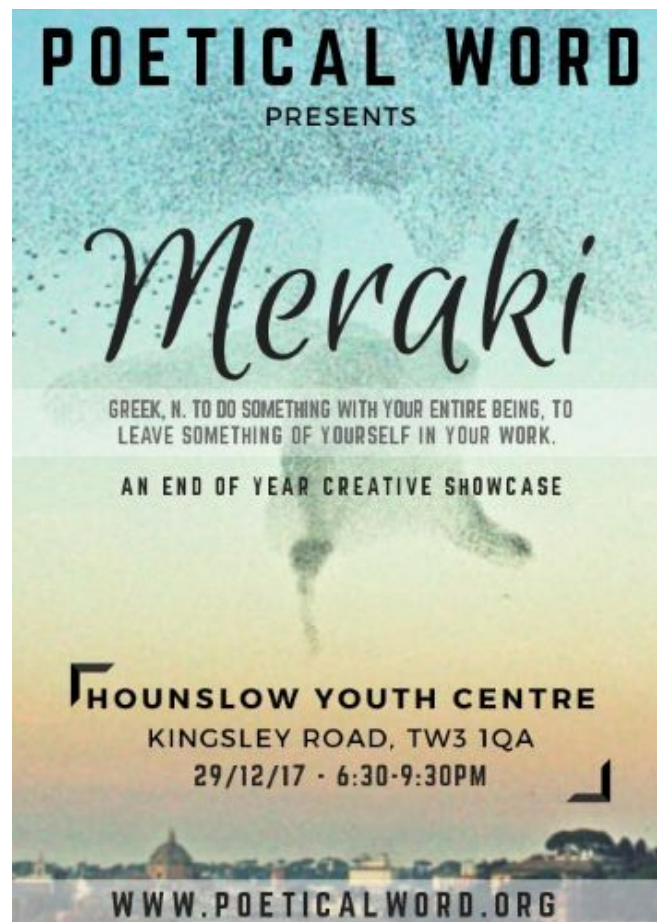
One of the highlights of this project for us was helping Hounslow Youth Centre put on a dinner for those alone at Christmas. The event saw around 150 older people enjoy a hearty Christmas meal in the company of Hounslow Mayor Cllr Sue Sampson.



MERAKI

29/12/17

MERAKI is a Greek word which means “to do something with soul, creativity or love; to put something of yourself into your work.” We strongly feel that this concept resonates with us and we wanted to celebrate our journey so far by gathering artistic momentum for the beginning of 2018.



We had the phenomenal Usaama Minhas headline for us, who also went on to win the Hammer and Tongue Grand Slam final a couple of weeks later. We also had a pop-up shop by Apathy Threads and there was a henna stall where anyone could get some artistic, temporary tattoos done for free.

Our line up was a collection of previous headliners including, Abe Gibson, Math Jones and Nick Eisen. We were graced with the presence of deputy Mayor of Hounslow, Cllr Mukesh Malhotra, who handed out recognitory certificates to a select individuals who have significantly contributed to the growth of the organisation throughout the year.



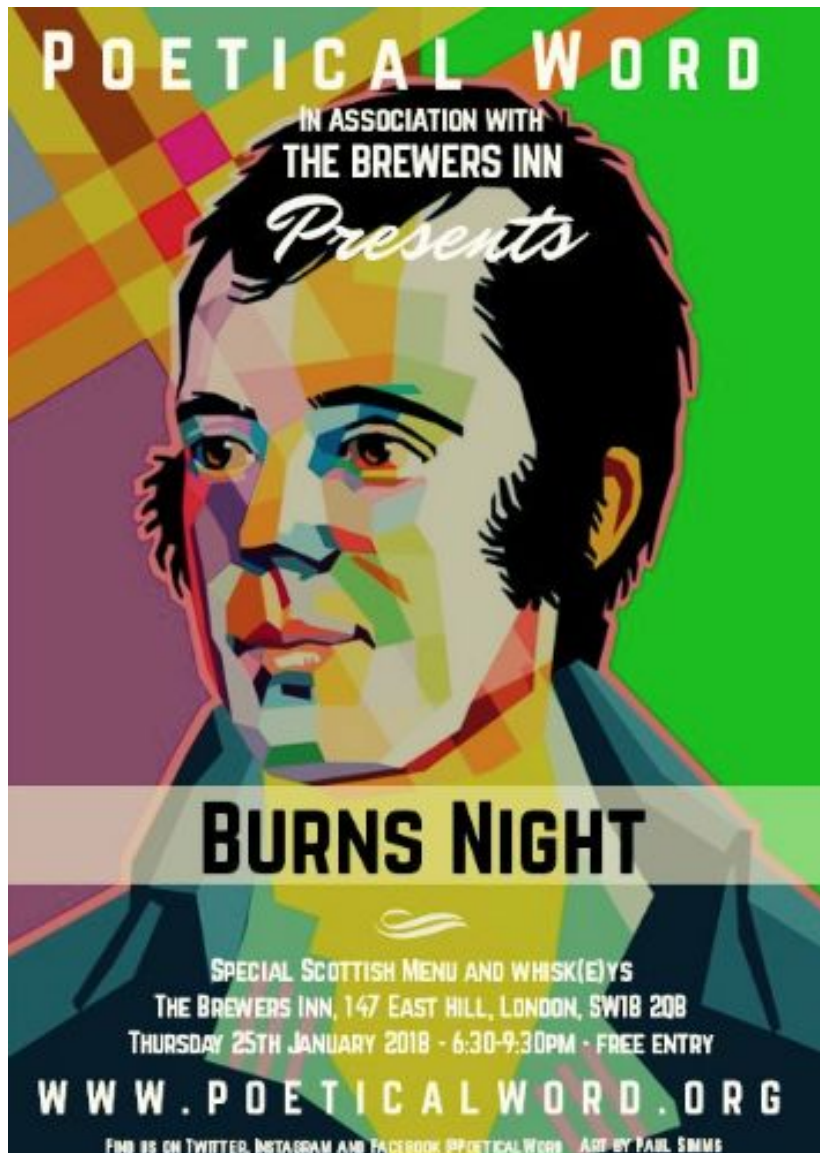


Solomon Adams (above) and Manjinder Chijarh (below) receiving their awards at MERAKEI



Burns Night

Brewers Inn - 26/01/18



We kicked off 2018 with celebrating Burns Night at the Brewers Inn, in Wandsworth. We had a huge turnout and the acts were a spectacle to behold in themselves! We arrived, set up the performance area and ushered in a hearty 2018 in true Scottish tradition, albeit with our own poetic twist.



Due to overwhelming favour in support, we decided to substitute an original haggis with our sweeter, more appetising, haggis cake- for the evening.

With our host Laurence ushering on acts like Soulsh, Tristen, Brett, Anna and the immaculate Paul Point, the evening hosted a mixture of music, Scottish themed poetry, recitation of Burns' poetry, spoken word and an actual Scott who sang with the crowd, his rendition of Auld Langs Syne.

With an energetic crowd, it was a truly bonnie ol' night and a perfect New Year debut for Poetical Word.





Exploring objects and nature

Autism Hounslow - 01/02/18

On Thursday 1st February, Poetical Word was invited to Osterley Park House via Autism Hounslow, to take part in a creative workshop exploring objects. We were each told to bring in something that has a special place in our lives, as we would be going deeper into exploring the relationship we have with it.



We started off by describing its place in our life and how it got there. It's a very interesting exercise that brought the participants together right from the offset. After that, we talked briefly about humanity's relationship with nature.

We were then able to visit an audio exhibition in the park house museum before creating our own soundscape through the natural environment; like the rustling of leaves underneath

our feet or the sound of gravel inside of a glass jar or even the sound of a heavy stone being thrown in a well.



Looking forwards, we decided to cement our new found friendship with Autism Hounslow by creating an art piece of the things we saw and discussed.

We used different techniques and objects to inspire us to come up with a creative manifestation of the energies of the day.

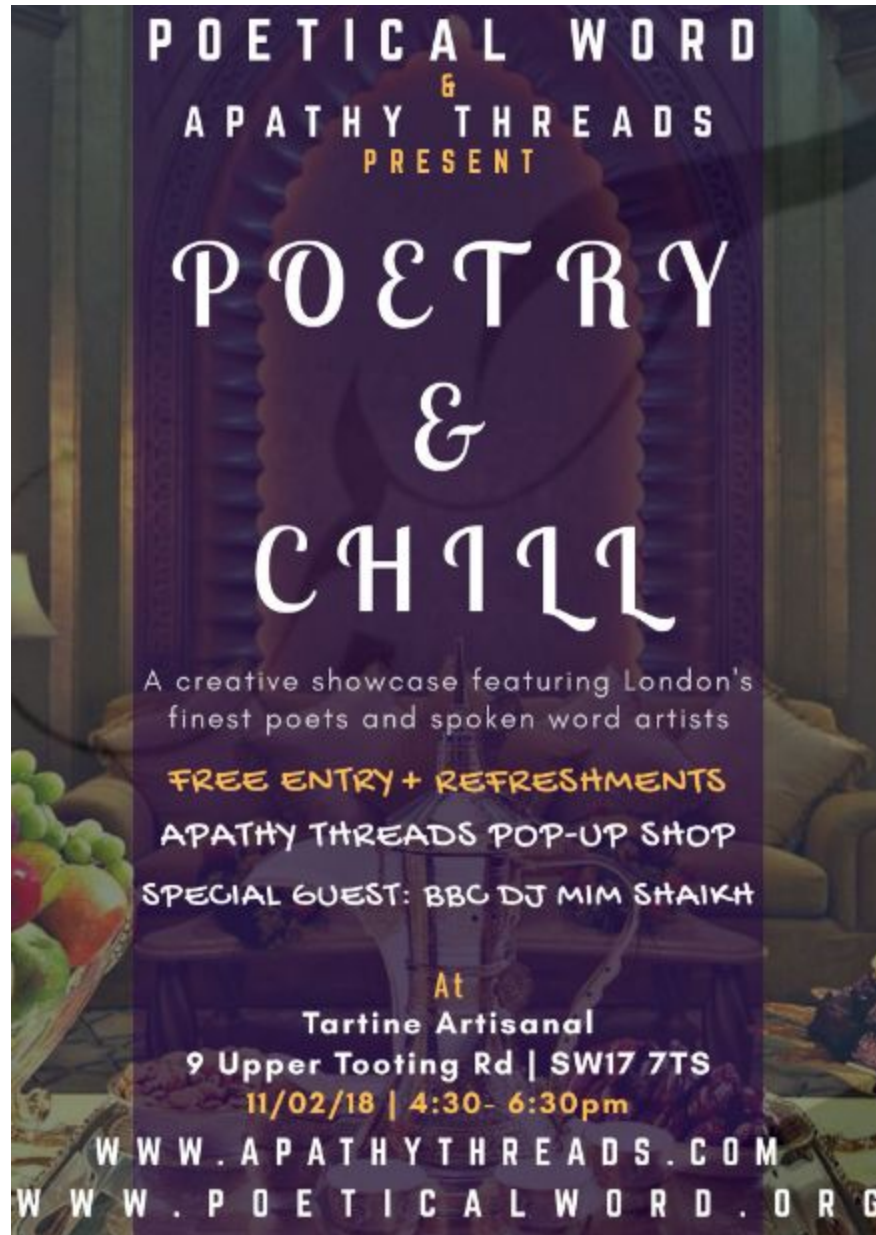


With each experience and event with Autism Hounslow, we are constantly inspired by the encouraging and transformative effect art and creativity continues to play in our lives.



Poetry & Chill:

Tartine Artisanal, Apathy Threads - 11/2/18



This was a sublime poetry evening co-hosted by Apathy Threads on the 11th of February at Tartine Artisanal in Tooting, and bore witness to raw spoken word, poetry, rap and readings. Tartine Artisanal is a cafe which boasts its French-Moroccan roots inside its food and decor. It proved the perfect place to have cake, some tea and a healthy dose of Poetry.

Headlining the night, was the amazing Bella Cox who wowed us away with her poetry. We were also in the presence of BBC Radio 1Xtra dj and presenter Mim Shaikh, who shared an intimate piece of poetry talking about his father who he's never met, and his struggle to find him.



At its core, the event brought together artists and creatives across London and the venue management was a pleasure to work with.

Neurodiversity Shindig

Autism Hounslow- 12/02/18



creatively to add to our growing art piece and we even had a poet who read us a poem she had completed after 15 years!

A regular occurrence now at Hounslow Youth Centre happening every 3 months.

We have been working with Autism Hounslow to bring a range of events to celebrate Neurodiversity in the arts. Each one of the participants are amazing human beings for just coming along.

We ate dinner, danced, recited poetry and had a variety of different spoken word pieces performed. We worked



The Brew Crew:

Project Launch- 18/2/18

THE BREW CREW
WRITERS' MEETUP

POETICAL WORD

POEVERSE

FEBRUARY 22ND | MARCH 22ND
APRIL 26TH | MAY 24TH | JUNE 21ST
JULY 26TH | AUGUST 23RD
SEPTEMBER 20TH | OCTOBER 25TH
NOVEMBER 22ND

STARBUCKS HOUNSLOW
6.30-7:30PM

FIND OUT MORE AT
POETICALWORD.ORG 

This year was the year when we launched: The Brew Crew. A monthly break away from society and its troubles. The Brew Crew serves as a place of inspiration where writers can recluse to tap their creative juices. Currently based in Starbucks on the High Street in Hounslow, every month we gather to write, read and create through the poetic spirit.

We are working with an amazing poet who goes by the pen name, Lady Poe to bring you this creative space. Participants can choose whether to be guided through a prepared class, or to sit aside and work on their own thing in the company of creatives.

With the rush of modern day scheduling, it seems as though we need to find time to allow ourselves to feel; and to express that through the written word. We hope to channel the activities of the group towards producing an annual journal.

Hounslow Soup Kitchen

Supporting the homeless

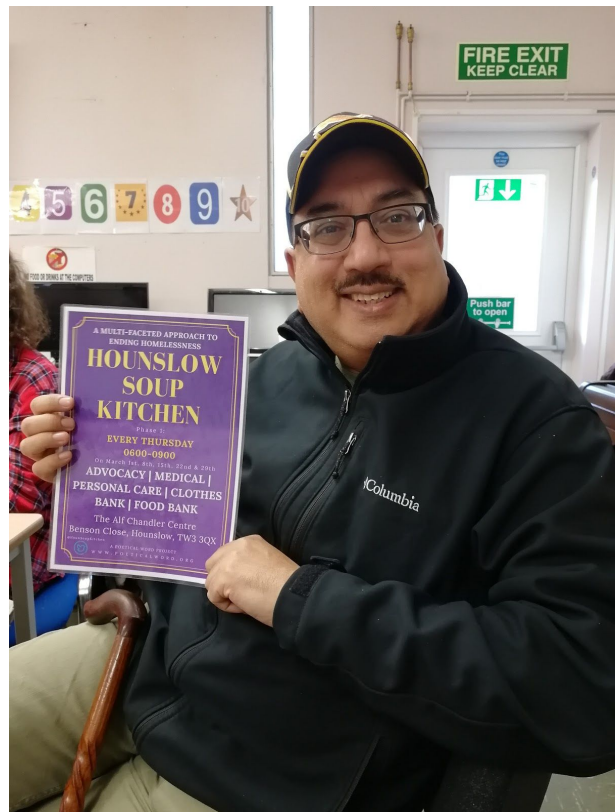
The goal of Hounslow Soup Kitchen is to enable individuals to strengthen their individual capacities by being an active member of the society they live in. We plan to do this under the following umbrella of services:

- 1) Advocacy: Liaison with benefit services, local authorities and job opportunities/ recruitment services to define a clear route into long term housing and benefits.
- 2) Medical: Access to medical care as well as health and wellness sessions.
- 3) Personal Care: Haircuts, threading, essential items, toiletries and a mobile shower facility.
- 4) Clothes Bank: A space to wash dirty clothes and stock up on new ones, sock/underwear bank.
- 5) Food Bank: A service that provides health conscious hot/cold meals as well as warm drinks.





This is an ambitious task, however, we need to start somewhere if we're going to achieve something big. So we started by setting up a soup kitchen at a local community centre on Benson Estate, Hounslow. The team at We Are One allowed us to use the premises for two weeks after which we served food at a local squat for the rest of the month.





We've realised a few salient things during this project:

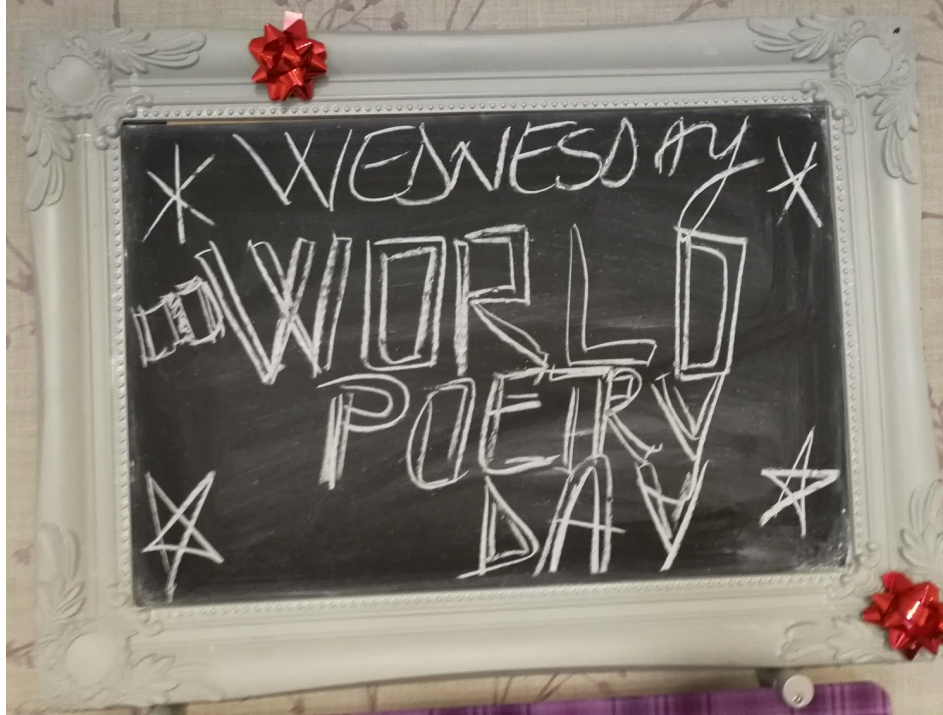
- 1) There are a wealth of homeless services already providing food, access routes into housing, benefits and alcohol and drug rehabilitation services in the borough.
- 2) The homeless in Hounslow are generally getting the help they need, however there are many who are addicted to hard drugs.
- 3) There are a few homeless individuals who are highly visible and give homeless people a bad name. Some aren't even homeless, but suffer from mental health issues.
- 4) Our resources are beginning to stretch and are better utilised working with already established services, or to revamp the project towards a new model.

After we took some time to think about the next steps, we decided on the following:

- 1) To provide seasonal practical help. For example, when a cold snap hits, ensuring the homeless are all indoors somewhere and are warm throughout the day.
- 2) To create a pamphlet of homeless services that has all the information a homeless person could possibly need- on what day to access which service in what location of the borough.
- 3) To provide some hope and support for the homeless by a "Beggars to Buskers" project.

World Poetry Day:

Charlotte House, Care UK - 20/03/18



We celebrated World Poetry Day in the best way Poetical Word knows how: spreading creativity and poetry as far and wide as we can.



We were invited by CARE UK to put on a poetry show for the elderly and engage them in all that is poetical. We shared poetry with them, played music for them, sang with them and ultimately had a great time.

Furthermore, we led the group through a Creative Workshop and facilitated a session where we asked them to write down

some of their favourite words and we transformed them into one big poem, eccentrically performed!



To conclude the event, we couldn't help but continue our tradition with a photo of everyone together.



Other things

Cool stuff thats happened behind the scenes

Launch of PW Publications board

On the 20th of January, Poetical Word released its first publication, "Basking in the Light" by Sufi Sage. We hope to develop this element of our organisation so that it can sustain our operations. We hope to offer a free publishing service to creatives, to further promote and support their artistic objectives.



Poetical Word goes to see Tale Be Told in Camden

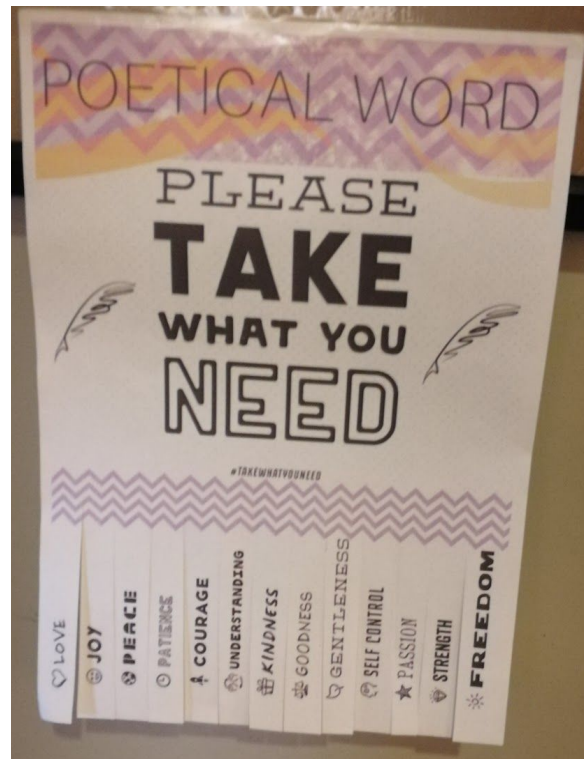
We pride ourselves on bringing people together and promoting the Arts. As such, we decided to go and see our first fringe theatre show. We brought together a collective of poets alongside Sarah Linney, a journalist for The Loop Journalism, to watch and review the play, the introduction of which, goes a little something like this:



“You keep on hammering away, forcing the fit... Because that’s what you’ve got to do, right? The way it’s always been. And you’re exhausted. But the effort...well, that’s not the problem. Just look at the damage you’ve done to all those pegs.”

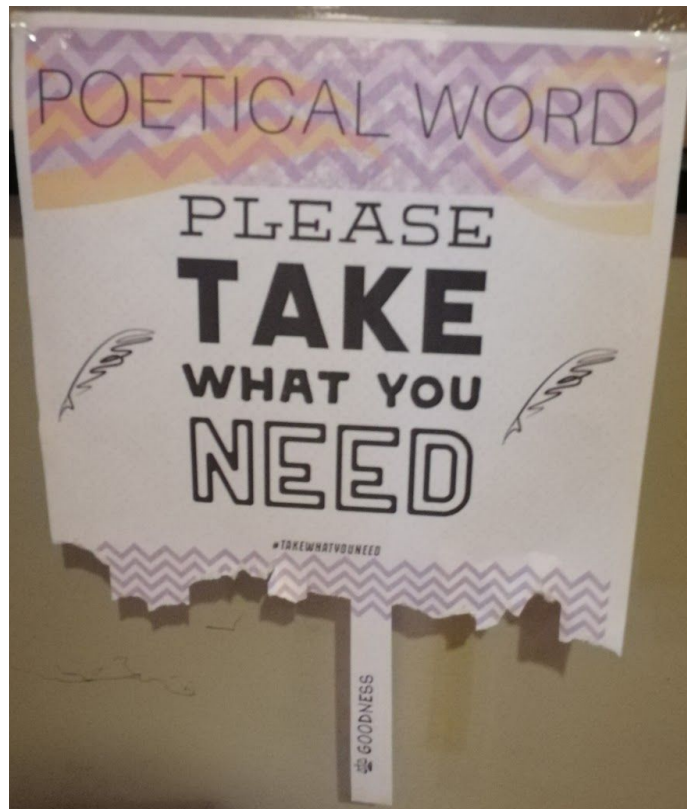
A surreal, dark comedy that takes a look at a world where square pegs must be forced to fit into round holes... and the chaos that ensues when one person begins to look at a square peg differently, refusing to conform.

Project: Good Vibes



On the 11th of February 2018, we launched a series of posters that said 'take what you need' and offered everything from 'Love' to 'Freedom' to 'Strength'. By physically taking off a strip off the paper, you are making that conscious decision to evoke that which you have taken.

We began with placing a sheet on the community notice board in Starbucks, Hounslow. We then went around Hounslow Town Centre and put them up in other shops and restaurants. At the end of the day, we revisited Starbucks only to find that the sheet needed replacing. It was humbling to see the locals take faith in what was essentially a small idea to give back hope and ignite some creative inspiration. This project utilised the power of words to produce a positive impact in the lives of people.



We have since had the opportunity to spread this project to various locations across West London, The Orchard Cafe in Ealing, being one of them.

Poetical Word goes to Parliament



2017-2018 saw the year that we continued to make an impact in the borough of Hounslow.

We were invited to celebrate the first year anniversary of Cllr Seema Malhotra's Hounslow's Promise initiative. This seeks to uplift the youth in Hounslow with opportunities and training that can develop their personal and social competencies.





We felt that our work at Poetical Word can tie in to the amazing work this initiative has brought in Hounslow. We were able to network with a range of individuals and leaders in the community which made this event a potent addition to the year's activities.

The event and reception was to be held in the Houses of Parliament on 22nd February. We were able to meet with Hounslow Friends of Faith chair Charanjit Ajit Singh, as well as Cllr Seema Malhotra.

We look forward to working with the team going forward.



Incorporation

On the 19th of March 2018, we were officially incorporated at Companies House as a Community Interest Company. We're looking forward to achieving so much more due to this milestone.

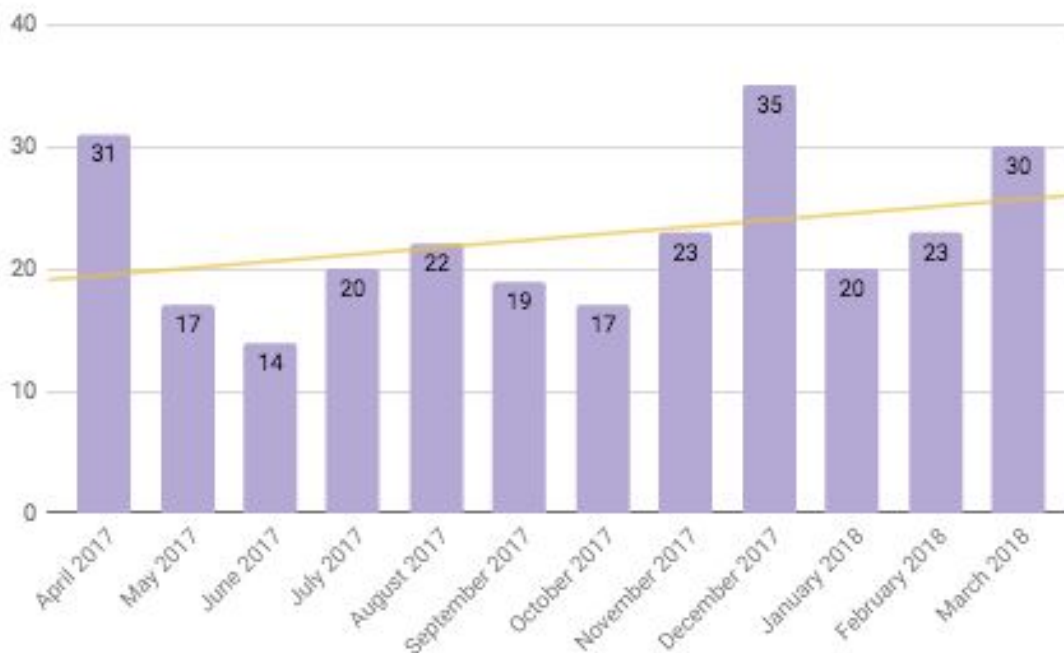
We'd like to thank our initial funders: Hounslow Creative People and Places for the stellar job they've done in guiding us along the last two years of service to the community. As such, we are planning on developing our relationship with The Watermans Arts Centre and the people who live around it in the up and coming year and beyond.

Poetry continues to be a source of wonder and inspiration to everyone who takes part in it and we're humbled to be at the forefront of promoting this in Hounslow.

Statistics

Over the course of the year, we've been able to track the number of attendees at our regular monthly open mic event.

This is shown below, alongside a trend line. Our average attendance at our events is 23.



Testimonials

What people think about us:

“Poetical Word is West London’s liveliest and most community invested poetry group. We couldn’t do it without them.

Poetical Word has added a very special dimension to the work of Autism Hounslow. Encouraging NeuroDiverse Hounslow residents to express themselves using the Spoken Word. It’s a truly collaborative relationship - thanks to everyone at PW. ”

- Roseann Connolly, founder, Autism Hounslow

“Apathy Threads worked with Poetical Word on multiple events. Their creative and youth centred focus has inspired us. They have made some great community changes and we look forward to seeing them more.”

- Dr. Talha Sami, founder, Apathy Threads

“Being involved with Poetical Word has inspired me to do better and has reminded me how fortunate I really am. I was involved with the recent Christmas campaign which involved providing gifts to the elderly at a local care home as well as young children who were in hospital at the time. Being involved in such a great cause was very emotional and rewarding. It felt great being able to put a smile on peoples faces and really put into perspective how lucky I am. There was an occasion where I performed a piece of poetry at the care home, I found this very daunting and was nervous to say the least. I had never done anything like that before, however after some reassurance and encouragement from my peers I managed to do this which built my confidence and felt so rewarding. I can honestly say being involved with Poetical Word has opened my eyes to how rewarding poetry can be. It has given me the confidence to perform and along the way I have met some genuinely positive people.”

- Deepak Dev , Xmas Gifts 4 All volunteer

“What strikes me about this amazing group of creative artists - Poetical Word - is their unique sense of camaraderie, joy, vibrancy ... all flowing like a dynamic river. Energetic and harmonious, they flow as one, thus enhancing the spirit of the group.

They are versatile, diligent, team - spirited; very self-giving in their approach to each other and the public at large. They have even treated their audience to free food!

I applaud this Spirit of Love, accompanied by some sublime poetry and excellent hosting.

Long live Poetical Word.”

- Lantern Carrier, poet

“Poetical word is an excellent platform for creatives of any background to come together as one; learn, respect, nourish, explore and open opportunities for themselves. It's a place poets give sound to their poems, thinkers give inspiration to thoughts and eventually taking a journey that leads on to inspiring themselves and others; as thinkers and poets are favourites of mine. ”

- Masha Amal, aka Lady Poe

“As you walk in you're embraced with warm welcomes from the crew of Poetical Word.

While they set up they ensure that everyone around them has what they need. Your spot is chosen, and you can have full creative freedom to communicate your vision in their space.

The energy of the space creates a spark in you that you didn't know you had, sharing and listening to perceptions and views of experiences and wisdoms gained. Absolute pleasure to work with, and the layout is professional. Everything has been considered for the space to be open and welcoming.”

- Shaf, Henna artist at MERAKI

“Poetical Word has helped to raise some social issues by the use of poetry. Highlighting via the Word has been used by Man throughout his timeline of existence.”

- Ex Deputy Mayor of Hounslow, Cllr Mukesh Malhotra

"PW continues to inspire me. The way it brings people together, the way it nurtures creativity, the way it seeks to help the community, it's all worthy of awe. I deeply value the support provided by PW to each individual, it shows in the way of empowerment which is great to witness and experience. Thank you PW, keep going till you reach the stars!"

- Zee, aka AZON

"Community is an abstract concept; or, it was to me anyway, until I saw what that concept could manifest itself into. At first I only attended to accompany friends, then I only attended to perform. Now, I only attend because my month would feel like it's missing something crucial. It's more than the poetry, or music, or even socialising; it's family."

- Adam El-Nagar, musician

"We have collaborated with Poetical Word on a couple of projects and we have enjoyed working with them. They are an inspiring group of creatives who support and welcome others. I look forward to working with Poetical Word on many more future projects."

- Sharon Walters, Public Programmes Officer, Gunnersbury Park and Museum

"Poetical word has changed my life for the better. When I first went to my first ever event after reading about it on Facebook, I instantly knew this place was going to help me grow. Not only was I extremely scared of public speaking but I always felt this void. This lost voice which Poetical Word has helped me find. I have overcome my fear of public speaking and now know how to express my feelings through creative art- through poetry. I am ever so grateful for all the opportunities Poetical Word has given me."

- Mindy Sidhu, poet, XG4All 2017 Project Manager

“Poetical Word continuously inspires me in the team’s unwavering focus on building community through creativity. They work hard to make spaces for creative growth financially accessible and welcome all members of the public with open arms.”

- Bella Cox , spoken word artist

“Poetical Word has always been such an inviting space for me. I love the diversity of the people all unified by their love of poetry and spoken word. I’ve always left feeling inspired and fortunate to have such a community on my doorstep.”

- Vean Ima, poet and spoken word artist

“Poetical Word combines warm and welcoming support for writers, musicians and performers with practical ground-level community work. I’ve drawn inspiration and energy from the PW team and audiences and value PW invitations - a wonderful example of creative and social enterprise.”

-Nick Eisen, spoken word artist

“Poetical Word has provided me with a welcoming platform to share and enjoy truly uplifting art and creativity. The opportunity to perform my spoken word poetry is always a rewarding experience and great fun. The buzz of being on stage and seeing the audience cheer and clap you on keeps me coming back for more! Poetical Word events usually take place in West London and through this I continue to gain new insights and appreciate our community. For example events such as Xmas gifts 4 all allowed us to promote solidarity through art.”

-Dr. Randeep Karwal, spoken word poet and XG4ALL 2015 Project Manager

end.