

# DELIVERY REPORT 2016-17

## Promoting the Arts

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### Introduction

Poetical Word is a community organisation which is set up to promote the arts.

The vision for Poetical Word centers around our “Creative Trinity” in order to deliver specific outcomes to those who live and work in the borough of Hounslow; the details of which are as follows:

- 1) **To inspire:** To provide an open and encouraging platform for any creative to showcase their craft.
  - 2) **To educate:** To pass on information that will benefit individuals on an artistic, personal and professional level.
  - 3) **To support:** To significantly impact the creative aims and objectives of individuals through a supportive, creative process. Developing the individual towards set outcomes.
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# Delivery Report

## April 2016- March 2017

### One off events

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

April 28th	1 year celebratory event
May 2nd	National Theatre- Connections Festival 2016 at The Watermans
May 21st	The Space: Early Bloom Arts Festival, Crossrail Place Rooftop Gardens, Canary Wharf
June 28th	Poetry Masterclass in Sierra Leone
July 23rd	Poets Corner pilot #1, Our Park Presents, Inwood Park.
August 7th	The Space: Late Bloom Arts Festival, Crossrail Place Rooftop Gardens, Canary Wharf
October 2nd	Poets Corner pilot #2, Fun Palace, Hounslow High Street.
December 12th	Broken Circle Show at Don City Radio- PW interview and promotion
December 24th	Xmas Gifts 4 All, West Mid Hospital Paediatrics & Charlotte House Care home (Care UK)
December 29th	UBUNTU- End of year celebratory event
January 18th	Jawdance representation
January 30th	"Upstairs at the Ritz", Brixton representation
February 3rd	SOAS Spoken Word Society representation
February 10th	"Word" launch, Gunnersbury Park

### Regular events

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

Thursday 28th April 2016	Carpatica Restaurant, Hounslow	12 month anniversary
Thursday 26th May 2016	Lusso Gelato, Hounslow	
Thursday 30th June 2016	Lusso Gelato, Hounslow	
Thursday 28th July 2016	Lusso Gelato, Hounslow	
Thursday 25th August 2016	Lusso Gelato, Hounslow	
Thursday 29th September 2016	Lusso Gelato, Hounslow	
Thursday 27th October 2016	Lusso Gelato, Hounslow	18 month anniversary
Thursday 24th November 2016	Lusso Gelato, Hounslow	
Thursday 29th December 2016	Il Bebo's, Hounslow	
Thursday 26th January 2017	Il Bebo's, Hounslow	
Thursday 23rd February 2017	Il Bebo's, Hounslow	
Thursday 30th March 2017	Il Bebo's, Hounslow	

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# April 28th 2016

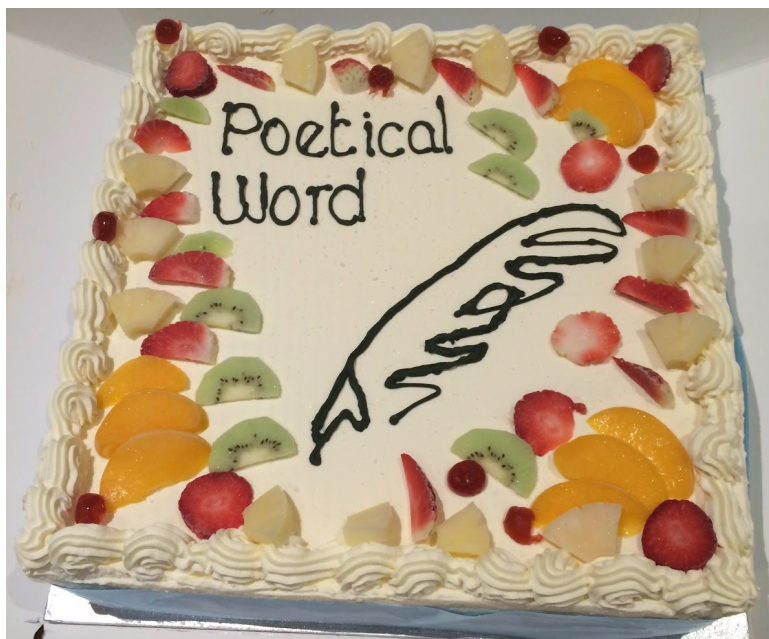
One year celebratory event!

Our one year anniversary was celebrated on this momentous evening, which also signified our last event in the historic venue of Carpatica Restaurant. We've been here for one year and seen the restaurant grow from "Meze Mangal" to the Romanian cuisine specialist it is today.

From sharing stories of how our first event went, to encouraging each other with words of support and friendship, this event was a highlight for us in so many ways.

Our founder spoke about how Poetical Word was set up and based on a unique spiritual principle of consistency. He decided to test this hypothesis out for twelve months, and along the way he realised the universal law of consistence. When we do a work that benefits others, over and over again, it starts to catch on and we begin to feel collectively motivated. This motivation is the basis for social development and boosts civic pride among those living or working in Hounslow.

As always, the celebration served as an encouraging platform for Poetical Word participants and spurred the administration to continue working towards our collective aims.



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# Connections Festival 2016

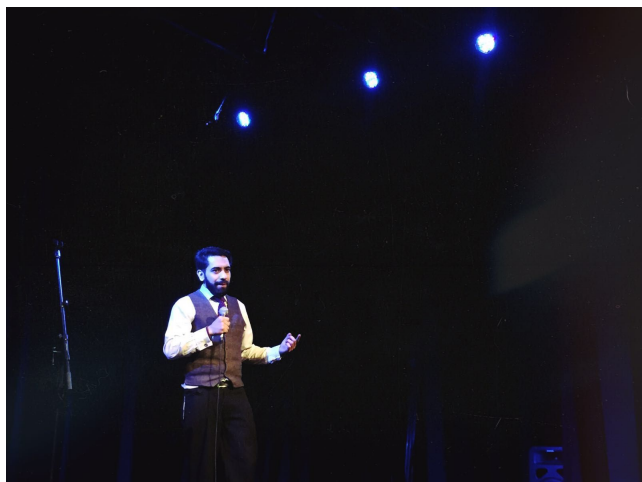
The National Theatre's Connections festival celebrates the talent and passion of young theatre-makers.

In 2016, The National Theatre marked the 21st anniversary of Connections. 500 youth theatre companies and 10,000 young people from every corner of the UK, working with 45 partner theatres, performed twelve outstanding plays drawn from the 150 plus commissioned by the NT since the festival began.

The result is an unforgettable feast of theatre made by and for young people.

Poetical Word was asked to compere at a poetry and spoken word open mic at the end of each day's theatre shows. The aim was for the participants to relax, unwind from the day's hard work and take part in something else creative.

The dates were set; Wednesday 27th, Friday 29th and Saturday 30th April 2016. Poetical Word showed up to ensure all members felt welcome and remembered their time at the Watermans Theatre for the Connections Festival 2016.





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# The Space: Early Bloom Arts Festival

Canary Wharf Rooftop Gardens



Poetical Word was scouted and requested to present our spoken word and poetry at this showcase of creativity.

We were among Bollywood dancers, etc. we performed alongside Jessica Mance, The National Youth Jazz Orchestra London, the Isle of Dogs Community Choir, IMD Legion, Steven Shawcroft, Tania Oritz and the Pollyanna Theatre.

This was our first time taking a creative collective from Hounslow out to London to showcase their talent. Among an increased organisational cohesion, it gave the creatives the opportunity to have a different audience lend them their ears. Feedback from the public and organisers, however negative or positive, serves as an effective and solid building block to an individual's artistic development.

Before we left, we were invited to come back again next year to perform at the festival. Some of the outcomes of this activity were:

1. Exposure to the public; leading to individual confidence building
2. Establishing new creative networks for future collaborative projects

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3. Enhanced collective vision
  4. Opportunities to capture unique elements of a spoken word artist for video production.











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# Poetry Masterclass in Africa

Serving Mankind in Sierra Leone

Our founder's day job is working for an international NGO, Humanity First. Within his first



month of working for them, he was flown out to Sierra Leone to kick start the country's charity efforts since the Ebola epidemic. This sounded like a perfect opportunity to engage some of our creative volunteers in creating a poetry framework for Quddous to deliver in Sierra Leone. That's exactly what we did.

Over the course of a week, we held meetings to discuss ways in which Poetical Word's Education Board can combine skills and experience to tailor make a programme to turn a group of Salonians into poets and help them overcome trauma, which affects hundreds of thousands of people in Sierra Leone.

Poetical Word also contributed to the cost of producing ten educational posters through Humanity First's Knowledge for Life programme, which were put up in Freetown, Kissy Brook and Magbureh AMJ JSS and SSS.



On the days of the poetry masterclass delivery, Quddous asked the class, "who here is a poet?", naturally, everyone was tentative and nobody said anything. After going through the lesson plans, it was asked again, "who here is a poet?" to which all unanimously replied "I am!" with raised hands. There was a photo taken outside the classroom with the first batch of poetical graduates from Poetical Word!





This activity gave the opportunity for residents of Hounslow to come up with a framework of education which has specific learning outcomes, and have it delivered in an international level. Having opportunities to have an impact halfway around the world is attractive for any creative to get on board.



**Stats:** Schools visited- 3, students taught- 165, poster sets distributed- 3

In 2018, we plan on delivering this project to parts of East and West Africa.



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# Poets Corner: Pilot 1

Our Park Presents- Inwood Park



Our Park Presents outdoor film screening and activities took place on Saturday 23rd July 2016 at Inwood Park, Hounslow. Our Park Presents is a coproduced



venture between the Friends of Inwood Park and the Hounslow Events Team from Cultural Community Solutions/ Carillion in Hounslow, and supported by Heathrow Community Fund and London Borough of Hounslow. The event celebrated Love Parks Week 2016 and the renewal of a Green Flag Award at Inwood Park, as



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well as promoting the park and encouraging local people to use parks and open spaces in the borough.



Our Park Presents is in its third year at Inwood, and is established as a firm favourite amongst the local community and wider into Hounslow borough. Over two thousand people came to the park to enjoy the activities and film and to connect with other members of the community.

Activities this year were themed around health and wellbeing, with a showing of the film Inside Out, encouraging attendees to take care of their mental and physical well being.

A project was proposed to work with Hounslow CPP in consultation with Hounslow Local Advisory group to try and engage the public in poetry through this





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event. We set up an open mic space with a view to giving as many people the opportunity for mic time.

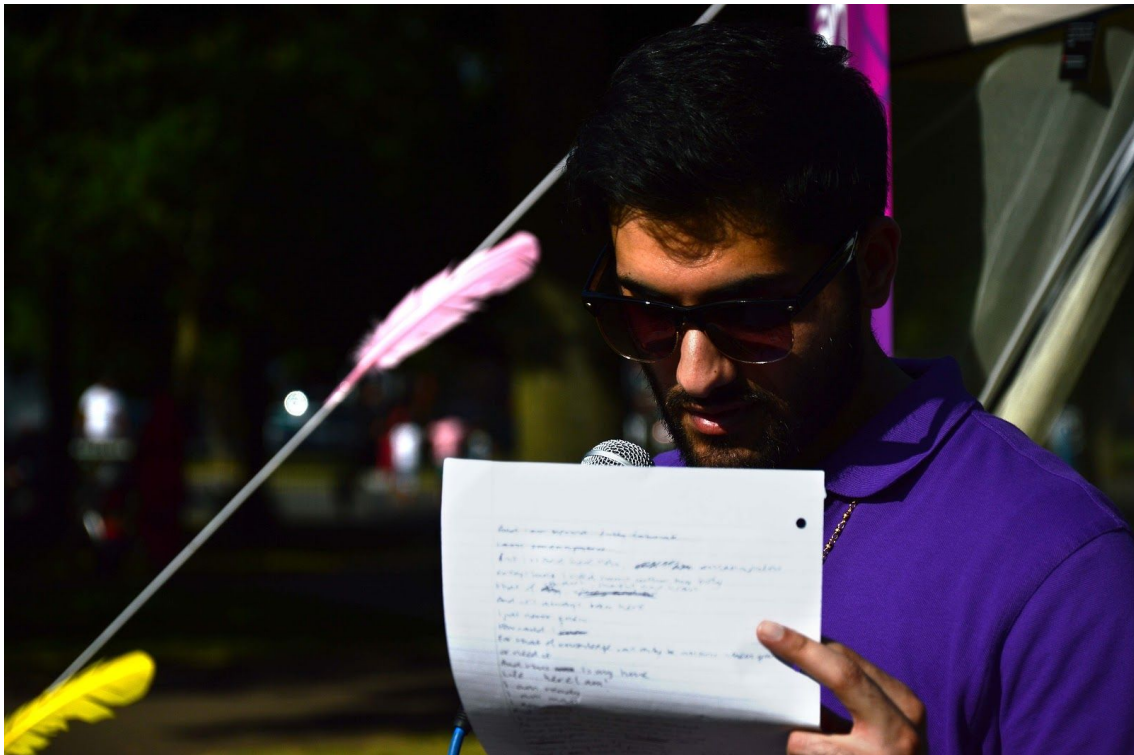


Through incentivising our space with a specially made bracelet for the occasion, we were able to attract young people as well as old. One of the highlights for this event was “The Three Word Game” where we set up an A3 pad on an easel.



We then encourage members of the public to write any three words relating to a specific topic that day. The culmination of “The Three Word Game” is then turned into a vibrant spoken word piece, performed live for those who stick around until the end of the day.





**Statistics:** Mic time- 6 adults, 9 children (under 18); people stopping by Poets Corner- 62



# The Space: Early Bloom Arts Festival

Canary Wharf Rooftop Gardens

After a successful initial showcase, we were invited back for the second instalment of the arts festival. This time alongside the likes of The Voice Energy Project; which is an acappella vocal group accompanied by various artists (tap-dancer, beatboxer...); that regularly perform at the Southbank Centre and all over London.

We were also graced with the presence of The Ideachor Performance Group who performed "Ezra Was Right;" a performance to contemporary dance music composed by Grand-brothers. Barbara specializes in social interaction, engagement, disability awareness and performance poetry.

We were also performing alongside Medeber Teatro who uses 4 industrial plumbing pipes on stage to

Poetical Word  
@PoeticalWord Following

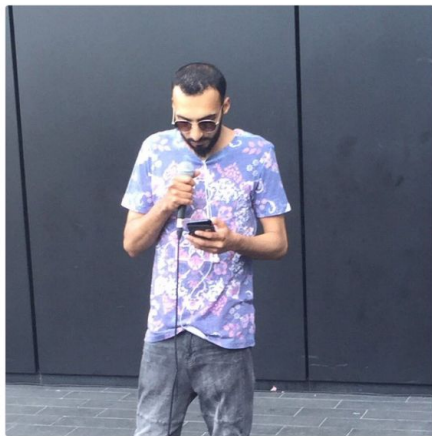
We're here at the late bloom festival @SpaceArtsCentre check us out at [poeticalword.com](http://poeticalword.com)



4:21 PM - 7 Aug 2016

Poetical Word  
@PoeticalWord Following

Next up Gully with his poem "Anxious Thoughts", live, at late bloom festival!



4:26 PM - 7 Aug 2016

create, inhabit and transform an architectural space that evokes ideas of home and boundary. Geometry and chaos are placed aside each other to experience how debris. can become opportunities for new beginnings.

Lastly, we were among the legendary Poetry House; a collective of spoken word artists performing "When Harlem Met Kenya" from London.

From Poetical Word, Quddous, Zee, Tish, Gully and Aisha all graced the stage and actively, and may we add-willingly, took part in the compere shenanigans.

We were able to represent the voice of West London through showcasing Hounslow creativity with topical performances from our collective.

Poetical Word  
@PoeticalWord

Following

Our final performer: Ayesha. She is performing: To my future children. Live at Late blooms festival...



4:27 PM - 7 Aug 2016



The festival drew to a close with contact details exchanged and an expanded network of creatives acquired.





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# Poets Corner: Pilot 2

The Fun Palace- Hounslow High Street

Poetical Word had a chance to once again pilot Poets Corner, but this time with a larger audience, increased footfall and access to the space we're looking to hold Poets Corner going forward; namely, Hounslow high street.



We delivered Poet's Corner at The Fun Palace which was themed around the outdoors while promoting Hounslow residents to explore their gardens more. Members of the public had an opportunity to build a flower box for their home, create and decorate a flowering gnome, get hands on with recycled materials and make their own bird feeder or bug palace for their garden. There was also a tea trolley where people could relax and mix up their own unique tea recipe using garden plants and herbs.



Poetical Word was equipped with the three elements which make up Poet's Corner. The first being the three word game where we invite members of the public to write any three words they associate with a certain topic; on this occasion the topic was gardening. We asked participants to write something that grows in their garden,

Secondly, we gave out our unique badges for those who would jump on the mic, and lastly a unique performance at the end of the day which culminated the three word game.

We finished the day with encouraging feedback from parents, participating children and members of the Hounslow public.

**Statistics:** Mic time- 9 adults, 18 children (under 18); people stopping by Poets Corner- 182

# Broken Circle Show

Don City Radio Station



**Quddous Ahmed** @Quddous73  
Great #radio #broadcast on @WeBreakCircles this evening promoting @PoeticalWord while jammin with @MentalMinks on @doncityradio #Inspire



10:59 PM - 12 Dec 2016  
6 Retweets 11 Likes  
Doncityradio Mon 7-9, Broken Circle Family, Poetical Word and 6 others

Two of our collaborators who go by the stage names of Mental Minks and K-Tellz run a weekly spoken word show at the hip hop community radio station Don City Radio in East London.

Towards the end of the year, Poetical Word was invited to share our creative journey so far and some poetry with the Broken Circle team. We were able to market our end of year event, UBUNTU, and charity endeavour, Xmas Gifts 4 All, in an attempt to maximise attendance as well as donations.

The experience served as a base for prospecting towards the future to possibly set up a more local and regular radio slot or podcast in the future.



**Quddous Ahmed** @Quddous73  
Great #radio #broadcast on @WeBreakCircles this evening promoting @PoeticalWord while jammin with @MentalMinks on @doncityradio #Inspire  
pic.twitter.com/Yk42sAGKtf



**Reach a bigger audience**  
Get more engagements by promoting this Tweet!

Impressions	885
Total engagements	54
Media engagements	23
Detail expands	12
Likes	11
Retweets	6
Hashtag clicks	1
Profile clicks	1



# Xmas Gifts 4 All

West Mid Hospital Paediatrics & Charlotte House Care home (Care UK)

Our annual charity endeavour for 2016 built on last year's Christmas gift donation to the paediatric ward in West Middlesex Hospital. This year we wanted to go towards the opposite age spectrum and spread the Christmas cheer to residents of Charlotte House in Isleworth.



Poetical Word  
@PoeticalWord

Following

Are you in [#Hounslow](#) today? Do you have some spare time to help us wrap Xmas presents? If so, get in touch! [#XG4All](#) [#Community](#) [#Charity](#)



11:08 AM - 23 Dec 2016

2 Retweets 2 Likes

CPP Hounslow, Hounslow Council, Visions Hounslow and 6 others



Poetical Word  
@PoeticalWord

Following

We had so much fun buying gifts for kids and the elderly today! We couldn't carry it all; and we're only half way there! [#Hounslow](#) [#XG4All](#)



8:27 PM - 22 Dec 2016

2 Retweets 6 Likes

CPP Hounslow, Hounslow Council, The Arts Project and 7 others



Research shows that 18% of older people live alone while 43% report feeling lonely on a regular basis.<sup>1</sup> Lonely seniors are more likely to decline and die faster. The aforementioned UCSF study also found that people 60-years-old and older, who reported feeling lonely, saw a 45% increase in their risk for death. Isolated elders also had a 59% greater risk of mental and physical decline than their more social counterparts.

<sup>1</sup> Study conducted by researchers from the University of California, San Francisco (UCSF). Source: AgingCare.com

With these statistics coming to fore, we realised that this part of our society currently suffers from a form of social neglect, and we need to do something about it. As one writer put it, "At youngest we're most pure. At oldest most experienced. But at both we're the softest at heart. Maybe that's why those ages get along most. It's somewhere in the middle that we lose ourselves."



Being among that middle age bracket, we decided to manifest the idea of being the softest at heart and get together as a force for community cohesion and understanding. In doing so, we were able to raise £500 to go towards this endeavour and delivered it on Christmas eve.



One of our projects throughout the year was called Project Canvas. The idea was to associate one letter from "Poetical Word" to each month of 2016. We asked our audience to paint or draw something that represented them that night so we can capture a year long



snapshot of our creative energy. In December we took the letter D on a canvas and had some of the kids at hospital draw on it as well as the parents leave messages of support.







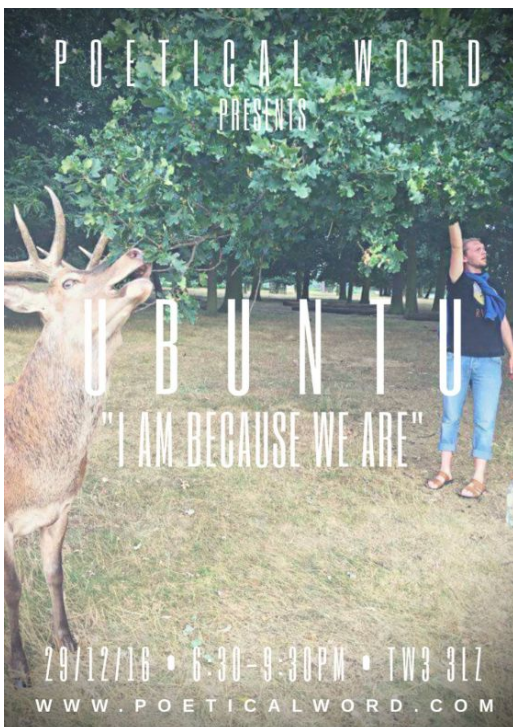






# UBUNTU

End of year celebratory event



Throughout the year, Poetical Word works with a few individuals towards set outcomes. These may be outcomes based on qualitative and or quantitative means. Where some individuals want to get their work out to a wider audience or visit more open mic's, some would prefer to work on their craft, refining their art. We think this is worth pursuing because it strengthens the creative energies associated with Poetical Word in Hounslow.

It's hard enough for a creative to be good at what they do, but to promote themselves in the current climate can seem an impossible task. This is one of

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the reasons why we theme our annual special event. It serves as an active way to motivate and bring together creatives who want to achieve something. Through sharing our vision, we are motivated by collective energies. This year, we've named our end of year celebration UBUNTU which has a very beautiful story to it.

“ An anthropologist studying the habits and customs of an African tribe found himself surrounded by children most days. So he decided to play a little game with them. He managed to get candy from the nearest town and put it all in a decorated basket at the foot of a tree.

Then he called the children and suggested they play the game. When the anthropologist said “now”, the children had to run to the tree and the first one to get there could have all the candy to him/herself.

So the children all lined up waiting for the signal. When the anthropologist said “now”, all of the children took each other by the hand ran together towards the tree. They all arrived at the same time divided up the candy, sat down and began to happily munch away.

The anthropologist went over to them and asked why they had all run together when any one of them could have had the candy all to themselves.

The children responded: “Ubuntu. How could any one of us be happy if all the others were sad?”

Ubuntu is a philosophy of African tribes with Xhosa and Zulu origins. It can be summed up as “I am what I am because of who we all are.”

Bishop Desmond Tutu gave this explanation in 2008:

“One of the sayings in our country is Ubuntu – the essence of being human. Ubuntu speaks particularly about the fact that you can’t exist as a human being in isolation. It speaks about our interconnectedness. You can’t be human all by yourself, and when you have this quality – Ubuntu – you are known for your generosity. *We think of ourselves far too frequently as just individuals, separated from one another, whereas you are connected and what you do affects the whole World. When you do well, it spreads out; it is for the whole of humanity.*”



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With this beautiful concept in mind, we set up our end of year celebration which was set at the finest Italian restaurant this side of town - Il Bebo's.



Tish, one of Poetical Word's founding members, at UBUNTU

Poetical Word  
@PoeticalWord

Following

To one of our first founding members, Tish Chhaya - we thank you 😊



8:40 PM - 29 Dec 2016

2 Retweets 1 Like



Poetical Word  
@PoeticalWord

Following

Now let's give thanks to Laurence Reid, our resident Karma Farmer, who's generosity of time & open home precipitated Poetical Word 🙏🙏🙏



8:45 PM - 29 Dec 2016

We gave out special awards to specific individuals who have played a vital part of the organisation and form the crucial support network which spurs creatives to bigger and better things.

Poetical Word  
@PoeticalWord

Following

Thank you to the beautiful soul that is Zee - your work, your love, and your support has been a crucial part of our success. #UBUNTU



8:51 PM - 29 Dec 2016

Poetical Word  
@PoeticalWord

Following

To Randeep Karwal, the originator of #XmasGifts4All - we see you, and we appreciate you 🙏




8:39 PM - 29 Dec 2016

2 Retweets 2 Likes



As our first time using this venue, we found the management and staff extremely helpful and accommodating. The relationships we have built with our venues have been all under a goodwill agreement where they give us the space in return for customers!


 **Poetical Word**  
@PoeticalWord Following

Now witnessing the true excellence of [@solomonssoul](#)



9:10 PM - 29 Dec 2016

2 Retweets 2 Likes 

 **Poetical Word**  
@PoeticalWord Following

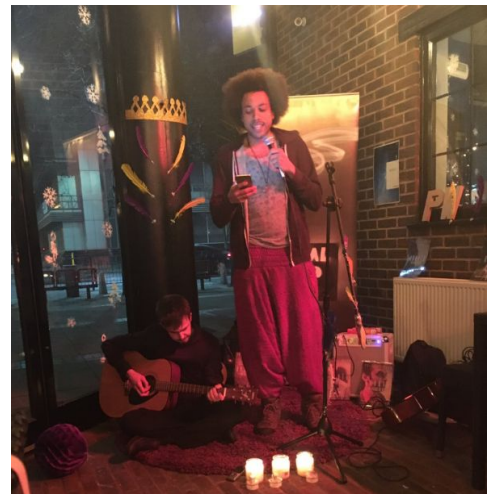
Our lovely audience tonight!



7:21 PM - 29 Dec 2016

3 Retweets 2 Likes 

To have been among such an eclectic community at the heart of Hounslow is truly inspirational. Our end of year event brings together all of our previous headliners throughout the year, to showcase their work. This culminates in a truly unique event where creative and created are appreciated to flourish. We think that's pretty good and were driven to continue to provide creative spaces like this going into the new year.





# Jawdance

Supporting creatives

Jawdance is one of London's premiere open mic nights run by Apples and Snakes who positively encourage artists and producers to push the boundaries of what poetry and

spoken word can be. A&S runs Artist Development programmes which include women's poetry collectives in the North East, a Writing Room for young writers in London and a Book a Poet service which sends poets to schools, galleries and festivals all over the country.

Poetical Word was represented at this event and enjoyed the exposure it beckoned for our creatives. We were able to introduce ourselves and hand out flyers and business cards.





# Upstairs at the Ritzy

Supporting creatives

Poetical Word  
@PoeticalWord

Following

Tonight we're upstairs at the ritzy in Brixton.  
[#Poetry](#) [#SpokenWord](#) [#CommUnity](#)



8:51 PM - 30 Jan 2017 from Lambeth, London

1 Like

Reply Retweet Like 1 Message

Yet again we were able to support our creatives through visiting Upstairs at the Ritzy in Brixton. This event was special because we were able to build on the momentum from our last trip out. Word had spread around and we were able to take twice as many creatives out to help them add to their knowledge of the poetry scene, to motivate them to get up on stage and perform and also to research ways in which we can make the quality of our own spoken word poetry event better.



# “Word”

Gunnersbury Park Museum, poetry open mic launch event

WORD is a poetry and spoken word event organised by the Gunnersbury Park Museum in association with Poetical Word to promote art and creativity. Poetical Word was approached to help launch a series of events aimed at making art more accessible to West London residents.

We were specifically asked to host the event and bring our stage set up.

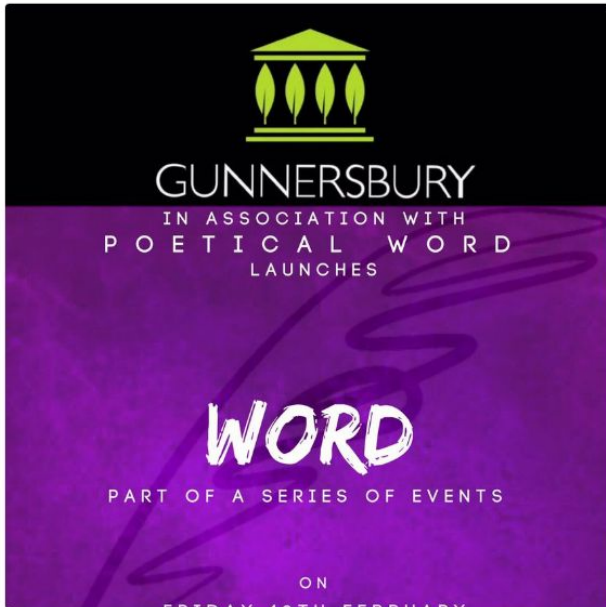
The stage was set and Poetical Word showed up to deliver an engaging and memorable evening. New friendships and poetic acquaintances were formed, some of which are still flourishing.



**James Leach**  
@jamesleachpoet

Following

Friday 10th February sees [@PoeticalWord](#) team with Gunnersbury Park Museum to create "WORD" and if you love [#poetry](#) then you can't miss this!



9:06 PM - 31 Jan 2017



**Gunnersbury**  
@Gunnersbury1

Following

[@Quddous73](#) on potholes, belief and the power of [#spokenword](#) [@PoeticalWord](#) [@Openealing](#)



7:50 PM - 10 Feb 2017

2 Retweets 6 Likes





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## Reviews/testimonials:

### Rachel Hamilton:

Helped me to face my fears of sharing my poetry aloud in front of an audience. Inspired me to keep creating through shared vision and energy.

### Asiya El Gady:

First coming to PW helped me to find a home for the poetry I was starting to write, after a long time away from the medium. Then being asked to host for PW made me feel like I was part of a community of people who saw something in me that they wanted around them more permanently, and that sense of value and welcoming is something I've tried to create and protect at our nights.

As a result of my involvement I have been fortunate enough to watch aspiring poets grow and develop, in some unexpected ways, and it has been so affirming to witness and be a part of that. As a poet myself, it has felt like I always have a base from which I can leap and on which I can establish myself at PW, and with the added support of our audience and committee I am much more confident about aiming higher and believing I can succeed at making poetry a career as well as a passion.

### Solomon Adams:

Poetical Word offered me a platform which developed my creative capacity as both a performance artist and educator. From first meeting the team back in June 2016, I was immediately enrolled as a member of the 'family'. PW has become a 'home' I can come back to when I grow weary of travelling to the other side of London to sharpen my performance skills at poetry/music nights. 15 months down the line, I am now developing my skills and abilities further as resident DJ at our monthly PW event alongside working within the education board developing and empowering wider communities through our poetry workshops and masterclasses.

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**Charlotte Graham-Spouge:**

Poetical Word hired me as a Voluntary editor. I enjoyed the position and was soon promoted to Executive Editor. This role has given me a range of useful skills and experience working with and recruiting new volunteers. This has supported my creative ambitions by providing me more experience.

In addition, the group of warm and confident individuals has directly inspired me creatively to begin writing poetry again.