

Architectural Digital Activism In Margate and Cliftonville

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Final Report

Executive Summary

The Architectural Digital Activism project has concluded with the generation of the originally planned output to understand the processes behind community-led regeneration and activism in a digital world, with the focus on the coastal town of Margate in Kent. The authors worked closely with community members and activists to explore the role of digital culture in a series of self-organised actions undertaken to safeguard the architectural heritage, sense of belonging and listed sites of the town. The investigation generated a body of data about projects from 2007 to 2015, where digital tools played a crucial role for community engagement and dissemination. The collection of data for a series of different projects and initiatives reveal limitations, lessons learned and the legacy of each project, as well as how digital culture may contribute to a successful outcome. The rich and multi-faceted set of findings can steer future projects seeking to use digital tools to support community-led urban regeneration actions and public engagement processes. Indeed, the completion of this project has provided a basis for a strategic document which outlines relevant contributions in the form of research that can serve for the regeneration of a significant part of Margate & Cliftonville seafront and what the authors are naming as “Margate Coastal Park”, including a string of C19th and early C20th shelters and their parkland setting, acknowledging their importance in the architectural heritage of the town. In this context, an Arts Council Fund was awarded for the continuation of this project and the implementation of the findings into strategic actions, where digital tools will play a central role to community engagement and architectural regeneration.

Acknowledgements

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Aims and Objectives

The study aims to evaluate the interaction between self-organised urban projects and processes used by community members to preserve the historical identity of Margate and celebrate

architectural sites and community activities that form the heritage of the town. The main research question was to understand how digital tools might contribute to a success of a community-led project and how they can shape the different stages of its development. In the case of Margate and Cliftonville, there were numerous self-organised projects in place, which, when put together, can create the canvas of a community vision for the future of the town. These initiatives, many started by artists, architects and activists, are linked to the development of local small businesses, the protection of cultural heritage, the regeneration of abandoned areas of architectural interest and the sustainability of a community vision for the town. A common denominator in these actions has been the use of digital tools, including free-access online platforms, social media and online technology. This report presents the key findings of the study, including projects of architectural digital activism that took shape during the last 10 years in Margate and analyses the strategies involved, in order to understand the impact of digital culture and the role of digital activism in engaging communities in the regeneration and urban transformation of their town.

The project team consists of the following members:

Sam Causer – architect, vice-chair of the Margate Conservation Area Advisory Group and a founder Steering-Group member of the Margate Neighbourhood Plan Forum. The work of his practice in the East Kent region focuses on interventions into the historic environment, ranging from individual buildings to the urban scale.

Carlos Maria Romero - live-artist, choreographer and founder member of Vividero Colectivo, an open group of multidisciplinary artists and architects interested in revealing narratives in which historically marginalized bodies and social practices can be claimed as cultural heritage.

Dr. Carolina Vasilikou - architect and AHRC Cultural Engagement Fellow (University of Kent), with research experience in the dynamics of urban transformation and community engagement processes.

Prof. Marialena Nikolopoulou - Director of the Centre for Architecture and Sustainable Environment at the University of Kent.

Key findings

The investigation was based on semi-structured interview of key community members that have initiated and supported an action focusing on the preservation of the heritage and history of Margate and Cliftonville. The interviews took place from December 2015 to February 2016, either at the offices of Sam Causer + Carlos Maria in Margate or at their own premises. Interviews were recorded following prior written consent given by the interviewees by email. All projects refer to the case study of Margate and explore the interaction of community groups that were self-organised in order to find routes of communication with the District Council and enhance transparency in urban planning decision-making. Interviewees included people that have a direct connection with the town of Margate and have been residents for approximately 5 to 10 years. They come from a diverse background that includes the arts, community organisation and activism. Their involvement with the self-organised projects was based on their

capacity as inhabitants and community members of their respective neighbourhood and area of activities.

Key findings of the study include the significant contribution of digital culture in the dissemination and maintenance of an architectural activism strategy. Based on 23 projects that aimed to engage the town community in the decision-making of the town, it was shown that participatory processes follow a model of two stages. The initial stage involves the formation of the core community group that organises the project, often following initial online actions started by individuals. This is usually formed by a group of 10-20 people that have been brought together through traditional meetings and that grows afterwards. The second stage involves the use of digital culture to shape the main aspects of a project, ask for support and open the discussion to the wider community using democratic processes. The use of social networking platforms, such as Facebook, Twitter, Instagram and Flickr as well as social media blogs, public Freedom of Information requests and online petitions requests are instrumental in a) maintaining people networks and communication for a project, b) increasing the outreach numbers, c) informing the community about urban planning processes, d) bringing together the community with stakeholders and e) providing transparency in the communication and dissemination of decisions.

Key issues

This study examines 23 self-organised projects in relation to the urban space of Margate and Cliftonville which were initiated between 2007 and 2015. Table 1 presents the main objectives of each project as well as the processes and digital tools used to engage the wider community. The digital tools were used to support the dissemination of petition writing, increasing the awareness of the community about the decision-making process of urban planning and informing individuals how they can act to safeguard sites of rich community symbolism, such as the Walpole Bay Tidal Pool and Lift and the Hartsdown Skate Park.

The decline of tourism in Margate and Cliftonville from the 1970s until recently contributed to large increases in unemployment and created an image and sense of deprivation and decay for the town. The Turner Contemporary gallery, opened in 2011 is one of the latest initiatives to bring back investment and showcase the artistic scene of the town, while increasing year round sustainable tourism. The gallery has undoubtedly been successful, with 850,000 visitors in the first two years; a success that may be complemented by a newly reopened Dreamland, a historic amusement park which closed in 2005. However some in Margate seem disillusioned by the idea that restoring Margate as a tourist attraction will halt its decline. Could a 'Margate Utopia' involve re-inventing the cultural identity of the town, by promoting its architectural heritage and engaging its community to active participation in the transformation of the town? How could digital culture contribute to connecting diverse groups of the community and creating a common vision for regeneration?

Project Outputs

- A.** Understanding of the role of digital tools and culture in self-organised community projects in relation to urban planning and design.
- B.** Outline of requirements for the creation of a 'manual' for the development of self-organised projects that empowers networking and discussion, maintains the group relations, provides an information platform for development and ultimately creates an archive of actions, petitions, requests and the legacy of a community project.
- C.** Compilation of an 'archive' of architectural activism initiated by the local community of Margate.
- D.** Dissemination plan for implementation of findings through summer exhibitions, presentations and publications.
- E.** This research fed into an Arts Council funding application that was successful and has ensured the continuation of the project to a second phase that includes working towards establishing a sustainable digital/online strategy capable of adding resilience to the future of "Margate Coastal Park" (MCP) as a public space in times where neoliberal, conservative and austerity-driven policy furthers to bloom.

Next Steps and Implementation of Findings

The successful results brought by the use of some digital tools in the campaigns and processes researched in this study have been taken in consideration and integrated in the first draft of what a viable, context-appropriated, innovative and sustainable Digital/Online Strategy could be for what we are calling "Margate Coastal Park" –focus of the second consultation commissioned by KSA in which we produced the initial research documents that can serve as milestones for a long term process towards the establishment of a (post-capitalistic) public space that could foster community cohesion, cultural pride, well-being and the rehabilitation of a large heritage site that is under threat of rapid decay. The project will have a follow up of actions that includes:

- 1) Incorporation of the research outputs in the development of the first draft of the Margate Coastal Park (MCP) Digital/Online Strategy by On Point Studio (OPS). OPS is a creative marketing and communication consultancy founded by Louise Oldfield, based in Margate. Oldfield is the key instigator of most of the campaigns researched in the consultation, she has a deep knowledge of the area through an active and extensive involvement in several conservation and community-led organizations and associations such as Margate Neighbourhood Plan Forum and the Conservation Area Advisory Group, she has extensive experience in the use of digital culture and online tools, as well as the development of projects related to Margate's historic assets. OPS studio specialises in cultural projects that involve place changing, heritage regeneration (particularly coastal), cultural tourism, and brand development.
- 2) The first phase of MCP Digital/Online Strategy includes also the immediate initiation of online actions (in online social platforms) related to create "love for, pride of or positive awareness of" Margate Coastal Park, the shelters and the clifftop.

3) These initial actions build up into a next phase of the research carried out so far to support an awareness of the historic emergence of Margate Coastal Park. This next phase will be about building Margate Coastal Park Promotion Group with community members, allies in the form of institutions, organizations and other community groups, and interaction with different governing bodies. An online presence for MCP will be built up to support this next phase while keeping the “love for” campaign actions. These online actions will be tied to a second phase of the MCP as an awareness promoting project and will include a consultation forum supported by:

- the commissioning of creative interventions in the coastline shelters of Margate;
- the re-staging of Blushing Pavilion, an artistic intervention and exhibition at the Palm Bay Shelter, with additional content and broader outreach;
- the dissemination of the findings of the first and second consultation by KSA during all public forums and activities;
- a weekend-long clifftop festival in the summer to support the awareness and love for the clifftop as a unity, and;
- other related community activities

4) Commissioning a final brief for implementation. A third phase of the MCP Digital/Online Strategy could take form as the analysis and integrations of the findings of the forum and the learning of digital skills carried out during the second phase into a more extensive Digital/Online Strategy to create a possible final brief to be commissioned for implementation in a future stage.

Impact on Community

The study of architectural digital activism has fostered conversations with members of the artistic community in Margate, working relations with key people in community organisations and invitations to present the findings in academic conferences.

Progressions of the Blushing Pavilion project on Margate coastline: As part of the wider HOME in Cliftonville initiative, Colombian artists Vividero Colectivo in collaboration with Margate-based architects Studio Sam Causer researched the evolving role of the landscape and architecture of the English seaside in the expression and repression of the body, gender and sexuality, with an emphasis on LGBTQ+ subjects. As a result of their research, they conceived Blushing Pavilion - a series of events including a temporary intervention at a seafront shelter in Palm Bay, Cliftonville during February 2015. The installation hosted an exhibition inspired by Margate and Cliftonville’s vibrant contributions to this aspect of the UK’s culture, featuring historic material from Thanet District Council’s museum collections and other archive sources, contemporary artworks, audio recorded testimonies and a night-time light display. In addition to the exhibition, a talk and film screening highlighted the relevance of this topic to Cliftonville’s newly developing and diverse communities.

This project takes to the forefront the experience and legacy of the Blushing Pavillion, by exploring 10 years of campaigning and self-organised initiatives and building on creative inceptions, production and learning outcomes, such as:

- Engaging community members with previously unexplored archival content, queer/underground/marginalized narratives and subjects,
- How the researched cultural practices were exposed without risking their further development or overexposing their liminality,
- How to unite both individuals and communities across boundaries through innovative arts and heritage projects, resulting in longer term impacts and further research.

The creation of a Margate Coastal Park Digital/Online Strategy: The plan of a Margate Coastal Park (MCP) Digital/Online Strategy conceptualizes the contents and stages of an appropriate digital strategy. The strategy creates a dynamic relation between content, engagement and communication aspects with an emphasis on online presence, circulation and interaction. The first draft/vision of the Digital/Online Strategy is part of the research document *“Margate Coastal Park: Analysis of the Emergence of a Public Space and its Resilience in a Digital Age”* which includes an estimation of the resources needed to implement and maintain it.

The first draft/vision of the MCP Digital/Online Strategy was completed in anticipation of a deeper involvement of society with digital culture in the next 10 years. In the process of realization of the draft/vision it appears clear how important it would be the implementation of free internet in the radius of the seaside shelters as a way for visitors, tourists and a younger generation of users to engage directly with the online platform it proposes. It also acknowledges the possibilities and opportunities that mobile devices support for interaction, content, engagement, communication, live update of information in different languages, etc.

So far, we identified that MCP could benefit from a digital ecosystem of different online platforms (including social platforms) in which content could circulate multi-directionally having MCP Online Platform as articulator, pumping heart and catalyser for the production of more content, more engagement and more communication. This project has identified the initial streams of content that a future MCP Online Platform could and should support:

- Heritage (images, text, sound, video): content in relation to its cultural material (geological, archeological, architecture and others) and immaterial heritage (social practices, histories, etc)
- Biodiversity
- Social fabric (including organizations that provide services of public interest, community organizations, initiatives and information about its surrounded inhabitants)
- Arts/cultural activities (including site specific arts commissions to activate the park and the program of all institutions located in the site)
- Sports, Leisure, Wellbeing activities (including walking information and others related to gardens, allotments and others)
- Geographical (maps, distance between different points, connection to national coastal activities)
- Facilities, transportation, and others practical logistical information (including shops and connections to other facilities close by)
- Social engines

- Self-expression and creativity
- Minorities or groups in historical disadvantage
- Civic (the capacity of reporting damage, litter, and problems to solve; community activities and relevant information).

Dissemination Plan

The findings of this research will be disseminated through:

- 1) Presentation and panel during “Without Borders” – Archives, Libraries, Museums and Special Collections (ALMS), June 22-24 2016, an International LGBTQ+ Conference hosted by the City of London through London Metropolitan Archives in partnership with Bishopsgate Institute, where some of the findings and documents of the consultations commissioned by KSA and the Margate Coastal Park project will be included.
- 2) Journal paper publication that presents the findings of the project in relation to the political atmosphere of the last 10 years in Margate, how it constituted in terms of activism, community and civic campaigns and work, and how successful they were in some cases due to the use of digital tools and, finally, how they could navigate through challenges in communication between town stakeholders.
- 3) Publication of a free-access ‘digital activism manual’: It is important to celebrate the particularity of this history and the people involved, recognising their work and building capacity on community projects and lessons learnt. A publication about models of community organisation (major part of which forms part of the findings of this study), and links with past projects could provide a significant basis for future actions and inspiration to the community, with a focus on the use of digital tools.
- 4) Online actions (in online social platforms) related to community historic assets to create "love for, pride of or positive awareness of" Margate Coastal Park, with an emphasis on the shelters and surrounding clifftop landscape.
- 5) Talk and presentation of findings to an audience below 10 y/o during an activity in June 11 2016 organized by Turner Contemporary in the frame of their project Art Inspiring Change, in which young arts leaders of a large number of schools in the area are supported and provided with skills to inspire adults to contribute to the regeneration of the town.
- 6) Presentation and panel by Studio Sam Causer and Vividero Colectivo during the launch of the Architecture Foundation’s book “New Architects 3” at The Venice Architecture Biennale, May 27th 2016, where some of the findings and documents of the consultations commissioned by KSA and the Margate Coastal Park project will be included.

Funding

Funding for the next steps will be provided by an Arts Council England grant, a Kent County Council Investment Fund Grant, a possible Lottery Fund (in process), and other funds possibly coming from the programs above and Heritage Lottery Fund, Big Lottery Fund, Kent Community Foundation other local, regional and international grants and programs.

Date	Name of Campaign, Site or Constituted Structure	Issue of Campaign	Digital tools or strategies used	Key Lessons learned	Number of People Involved	Outreach Scale	Links / website
2007	Blog 12-15 Cliff Terrace	Save a derelict building.	Use of Blogging, Freedom of Information, Listing Application, Local Press coverage	The campaign run for 18 months.	Social media use: N/A Citation and shared content: ++ (over 10) Newspaper coverage: N/A Petition signatures: N/A	Town scale	http://margatearchitecture.blogspot.co.uk/2007/09/building-at-risk-12-15-cliff-terrace.html
2007	Grey's Days	Addressing the community of pet owners in Margate.	Use of Blogging writing Use of Facebook page	for dog owners that use public space.	Social media use: 221 (flickr views) Citation and shared content:N/A Newspaper coverage:N/A Petition signatures: N/A	Community scale	http://greys-days.blogspot.co.uk/
2008	Margate CAAG / statutory group	Protect a conservation area	Use of Blogging Use of emails Use of own press releases in newspapers and online Thanet website Use of official English Heritage publication, Use of Statutory Consultee role	Online presence as an Archive	Social Media use: 33 (fcb likes) Citation and shared content: ++ Newspaper coverage: Thanet Star Petition signatures: N/A	Town scale	https://margatecaag.wordpress.com/ https://www.facebook.com/Margate-Conservation-Area-Advisory-Group-232613193519117/
2008	19 Hawley Square	Derelict state of Grade II Listed Georgian Building, managed by a housing association Part of the Live Margate scheme towards the creation of decent housing in Cliftonville	Use of Blogging	Bid moved forward for the Theatre Royal to extend to 19 Hawley Square	Social media use: (indirect: 10.344 fcb likes) Citation and shared content: + Newspaper coverage: Thanet Gazette Petition signatures: N/A	Neighbourhood scale	http://margatearchitecture.blogspot.co.uk/2011/02/at-last-brighter-future-for-19-hawley.html http://democracy.thanet.gov.uk/mgIssueHistoryHome.aspx?Id=11904&Opt=0 mention in: https://www.facebook.com/MargateHistory/photos/a.240037989364766.52945.192776400757592/945113815523843/?type=3
2008	Fort Road Hotel	Action against the demolition of a historic 18th century hotel situated on the seaside, still surviving from Turner's era.	Use of Facebook Use of online Petition signing in the 38Degrees.org.uk website	Although signatures target of 2,000 was not met, the use of online blog was preferred over the local authority's petition page for publicity and information.	Social media use: 346 (fcb likes) Citation and shared content: ++ (over 10) Newspaper coverage: Thanet Gazette Petition signatures:1382	Town scale	https://you.38degrees.org.uk/petitions/save-margate-s-historic-fort-road-hotel https://www.facebook.com/savefortroadhotel
2008	Margate Futures Group	Grouping together individual street groups	No tangible online presence, only through reference by other websites Use of email mailing list Use of meetings Use of formalised structure (constitution)	Interaction between community members and council.	Members: over 1000 Social media use: N/A Citation and shared content: + Newspaper coverage: N/A Petition signatures: N/A	Town scale	https://www.thanet.gov.uk/publications/housing/selective-licensing-proposal-2016-21/chapter-6-how-to-make-comments/
2008	A Better Cliftonville	Liaising with the council.	Use of Blogging Use of Facebook Use of Twitter Use of formalised constitutional structure Use of email mailing list Use of press releases Use of press interviews with photocalls	Active today, covering a wide range of neighbourhood quality aspects.	Social media use: 566 (fcb likes) Citation and shared content: ++ Newspaper coverage: Thanet Gazette, National Television (itv) Petition signatures: N/A	Town scale	https://abettercliftonville.wordpress.com/ https://www.facebook.com/abettercliftonville/
2008	Neighbourhood Forum	National Scheme of neighbourhood planning	Use of social media (facebook and twitter) Use of blogging Use of email mailing list Use of formalised constitutional structure Use of Statutory Consultee role, Use of social meetings Use of exertion of rights under National scheme	Creating a town vision for 20 years.	Social media use: 187 (fcb likes) Citation and shared content: ++ Newspaper coverage:Local Petition signatures: N/A	Town scale	http://margateneighbourhoodplanforum.org/ https://www.facebook.com/margateneighbourhoodplanforum/

2008	Jacobs consultation PR	How should the seafront be re-developed? The Jacobs Report was a commissioned report by KCC. The report was publicised by blogs and social media. Made available to the public via the Arlington Margate blog and introduced into court by Louise Oldfield as evidence.	Use of Blogging Use of Tagging about any consultation event Use of Freedom of Information Requests Legal Action	Understanding the true nature of public consultation and clarifying how budget was spent and allocated by the council.	Social media use: Citation and shared content: +++ Newspaper coverage: Petition signatures: N/A	Town scale	http://margatearchitecture.blogspot.co.uk/2010/06/public-realm-seafront-consultation.html https://arlingtonmargate.com/2011/07/01/jacobs-margate-seafront-public-realm-improvements-repor
2009	Hawley Square Res. Assoc.	Founding of a federation of residents' Association in Hawley Square.	Use of Google group mailing list Use of Facebook Use of blogging	The creation of a community groups that is still active today.	Social media use: 74 (fcb likes) Citation and shared content: +++ Newspaper coverage: Thanet Gazette Petition signatures: N/A	Town / Neighbourhood scale	https://www.facebook.com/Hawley-Square-Residents-Association-240245792653965/ https://mrdanthompson.wordpress.com/2014/09/18/thanet-press-plans-refused/
2009	Margate Community Heritage Federation	Coordinating a group of 20 heritage sub-groups, constituted by the Civic Society.	No tangible online presence, only through reference by other websites	Provide support, promotion and preservation of the cultural heritage of the town.	Social media use: N/A (244 fcb likes - indirect) Citation and shared content: +++ Newspaper coverage: Local Petition signatures: N/A	Town scale	http://www.margatecaves.co.uk/content/newsletter-july-2011 http://www.margatecaves.co.uk/content/newsletter-july-2011 https://www.facebook.com/CliftonvillePartnership/posts/56555224014903
2009	The Countess of Huntingdon's Burial Ground	An 18th century burial ground that belonged to the church	Use of Blogging, Use of Press Release, Local Media Coverage, Use of email mailing list Use of Facebook Use of Twitter	Instigate interest in the preservation of the buria grounds.	40 (initial meeting) 100+ per meeting (following digital promotion)	Town/ Neighbourhood scale	http://margatearchitecture.blogspot.co.uk/2009/06/former-countess-of-huntingdons.html
2010	Margate Independent Traders	Representing independent traders in Margate, Cliftonville and Westbrook. Form lobby group for small businesses, tagret regeneration funding and found the winning bid team for the Portas Pilot High Street Regeneration bid	Use of Mailing list and Traditional meetings with Kent County Council development officers. Use of blogging use of Facebook Use of Twitter Use of press releases	Knowledge of how budget was spent in Margate	Members: approx. 190 Social media use: 173 (fcb likes) Citation and shared content: + Newspaper coverage: Petition signatures: N/A	Retail /commercial scale	https://www.facebook.com/MargateIndependentTraders/ https://margateindependenttradersdotcom.wordpress.com/ (not active) https://twitter.com/margatetownteam
2010	Humbug Building	Direct lobbying with politicians about misappopriated regeneration funds and the dereliction of a listed building.	Use of Freedom of Information requests, use of email, use of blogs, Use of press articles	Information Commission act - request up to 2 years	Social media use: 44 (fcb likes) Citation and shared content: ++ (over 10) Newspaper coverage: Thanet Gazette Petition signatures: N/A	Town / Neighbourhood scale	https://www.whatdotheyknow.com/request/humbug_shop_building_16_marine_d https://www.facebook.com/Margate-Humbug-356437637859570/
2010	Streets Ahead Margate Shop	Group formed to work on regeneratuon of Margate High Street	Use of Facebook and twitter Use of website Use of national newspaper	Management of a physical space for community use	Social media use: 762 (twitter) 387 (fcb likes) Citation and shared content: Newspaper coverage: National press Petition signatures: N/A	Town Scale	https://www.facebook.com/streetsaheadmargate/posts/170524056419314
2010	Glimpse Exhibition	Margate Flickr group, based on self-selected photos of Margate community.	Use of Flickr as a community platform	Creation of a community group Promotion of the arts	Visitors: 300/day	Regional Scale	https://www.flickr.com/photos/its-only-lines/3410771929
2011	Tesco Arlington campaign	Disputing the Planning application by Tesco and tryingto promote the regeneration of Arlington House	Use of Website, Facebook Page, Press Releases, Petitions, television news, Twitter account, hashtag feed	Tesco pulled out and new opportunities for viable options of regeneration were explored	Social media use: 432 (fcb likes) Citation and shared content: ++ Newspaper coverage: Thanet Gazette Public Enquiry emails	International scale	http://arlingtonmargate.com/ https://www.facebook.com/arlingtonmargate/
2012	Coastal Park Bid	Combined bid for three town high streets.	Digital tools or strategies used	Bid was used by neighbouring councils, but not by Margate, while the orinial idea of a connecting coastal park was abandoned.	Social media use: N/A Citation and shared content: N/A Newspaper coverage: N/A Petition signatures: N/A	Town scale	http://kentcoastalcommunities2150.org.uk/wp-content/uploads/2014/05/margate.pdf

2013	Skate parks (Harts Down -Little Oasis)	Re-use of 'historic' skatepark and creation of new one by local self-organised group of young people.	Use of facebook Traditional petition signing door-to-door Digital Petitions Use of Fol request	Budget almost met, but council pull out of the project at the last minute. The new Oasis park that was created by local young population was later closed down. Their facebook community is still active.	Social media use: 1220 (fcb friends) Citation and shared content: ++ Newspaper coverage: Thanet Gazette Petition signatures: 4301 (38 degrees)	Town/ Neighbourhood scale	https://www.facebook.com/BunkerDIYProject www.voteoasis.co.uk (not active) https://you.38degrees.org.uk/petitions/save-little-oasis-diy-skate-park https://www.whatdotheyknow.com/request/information_about_hartsdown_skate_park
2014	Walpole Bay Tidal Pool	Tourism resources not allocated to Cliftonville area, a historically touristic resort.	Use of Blogging Use of Freedom of Information requests Use of Storify Use of Email campaign Use of social media (facebook and twitter), National News (for the listing of an unusual structure)	Swimmers group was formed and is still active today.	Social media use: 651 (fcb likes), 712 (twitter likes) Citation and shared content: ++ Newspaper coverage: Thanet Gazette Petition signatures: N/A	Town scale	https://www.facebook.com/walpolebaytidalpoolswimmingclub/ https://historicensland.org.uk/listing/the-list/list-entry/1421296 https://www.facebook.com/walpolebaybathing https://twitter.com/walpolebayswim
2014	Walpole Bay Lift	Application for the historic lift to be listed	Use of Facebook	Promoting the involvement and engagement of the residents	Social media use: 185 (fcb invitations) Citation and shared content: +++ Newspaper coverage: Thanet Gazette Petition signatures: N/A	Town / Neighbourhood scale	http://margatearchitecture.blogspot.co.uk/2014/11/stylish-walpole-bay-cliff-lift-grade-ii.html https://www.facebook.com/events/691851567611898
2015	We love Lido Cliftonville Chimney	A campaign to save the Cliftonville chimney as a historical landmark of the neighbourhood.	Use of Facebook and twitter Use of website Use of national newspaper	Creating a photographic archives. Community group still active.	Social media use: 150 (fcb likes), 639 (fcb likes), 363 (twitter likes) Citation and shared content: ++ Newspaper coverage: Thanet Gazette Petition signatures: N/A	Town / Neighbourhood scale	https://m.facebook.com/We-love-the-Cliftonville-Lido-Chimney-1501806833455245/?hc_location=ufi https://www.facebook.com/WeLoveTheCliftonvilleLidoChimney/photos/a.1501807340121861.1073741825.1501806833455245/1501807346788527/ https://www.facebook.com/Cliftonville-Lido-Action-Group-136654829810683/ http://www.tweetbear.com/IAmCliftonville