



# My Holmewood Photography Project



**'My Holmewood'** Photography Project  
at TFD Centre, Holmewood 18th-20th Dec 2017.

Devised and Coordinated by Katie Chetwood (NCOP Outreach Officer, University of Bradford)  
Co-coordinated with Helen Desai-Turner (TFD Youth Worker)



**'My Holmewood'**

Photography

Project



# The NCOP Programme

NCOP stands for the National Collaborative Outreach Programme and is HEFCE funded.

Go Higher West Yorkshire is a partnership of 12 universities and colleges in West Yorkshire. The programme is designed to help young people reach their full potential and find out more about what universities and colleges can offer you to enable progression into Higher Education, degree apprenticeships and other Higher Education options.

Under NCOP, we work with young people in school and communities years 9 -13 who live in specific geographical areas across West Yorkshire. These geographical areas have been identified at ward level and are selected as they show:

- Low levels of participation in Higher Education overall.
- A 'gap' in Higher Education participation – i.e. participation in Higher Education is lower than would be expected given GCSE attainment levels.

In order to support the Government's goals to increase participation in Higher Education by young people from these particular areas, we are working closely with schools, colleges, community groups, local councils and other stakeholders to deliver inspirational and informative activities and events.



# The 'My Holmewood' Project

The My Holmewood photography project was created by myself (in my capacity of NCOP Outreach Officer within the Go Higher West Yorkshire consortia), to get a group of Young People and their Parents or Carers together to explore what Holmewood represents to them, using a visual medium.

The photographers were free to choose subjects of their choice that expressed their ideas about what they felt positively represented Holmewood and their community to the viewer.

The project was broken down into practical workshops, guest talks from professional and student photographers, and a lecturer from the University of Bradford coming to discuss career options and his personal journey into photography. This was mixed with going out into the community and taking representative photos of their choice that fulfilled the brief.

The idea of working with photography as a medium was explored after working within the community for six months and getting a lot of verbal feedback on barriers that there are in Holmewood regarding accessing Further and Higher Education, which range from finances, low aspiration levels in the area and negative social perceptions.

The concept of 'My Holmewood' was to create a project that was of long-term benefit and enjoyment to the learners and community who took part when out taking the photos. By doing it in this way, it started a more natural and seemingly less threatening conversations between



the group, community members, the aims of the project, and what it could do for the area and the future aspirations for the young people and adults residing there. In taking higher education into the community, it became a part of everyday life for the period of the project.

As part of the evaluation for the project, we looked at the initial thoughts of the group (about Holmewood) and weren't surprised to find that they had absorbed a lot of the negative perceptions that the wider community of Bradford have about Holmewood. On the completion of My Holmewood, the feeling had changed with the group seeing Holmewood in a much more positive way after looking at it through the lens of a camera.

The partnership will continue between the Build a Girl group and Go Higher West Yorkshire, and the individual work that we have printed in this book will be framed, becoming a permanent exhibition in the TFD Centre to showcase the group's success in Holmewood. Its objective is to inspire the wider community to potentially access higher education in the future.

Well done ladies!

**Katie Chetwood**

(NCOP Outreach Officer at the University of Bradford and My Holmewood Project Deviser)



# The Group

The group are girls aged 10-19 years of age and a respective parent. They all reside in the Holmewood area and attend the Build a Girl group that runs from the TFD centre in Holmewood.

The project was run in collaboration with Helen Turner-Desai (TFD Youth Worker) and assisted by Fiona Broadfoot (CEO of Build a Girl Project.)

A massive well done to the group who produced all of the photographs for this book, and thank you to Helen and Fiona for helping me to make the project such a success!



# Tracey Daynes

## **Picture 1: 'The Tree'**

I chose to take a picture of a tree in Holmewood that has character, and looked good with no leaves on it. I also chose this particular tree as it has Holmewood in the background.

I liked the fact that the sky looked nice and clear on the picture. I loved the tree and looking closely as you can see in the background the houses at the bottom of Holmewood.

## **Picture 2: 'Window View'**

This image was a curiosity picture as I wanted to trial my initial composition and lighting.

I ended up really liking this image and what it portrayed, as you could see the view up Broadstone Way from a completely different angle. I liked how the sun was shining at the time, and to me, it portrayed a really positive image of what could be perceived as a non-interesting area of Holmewood.

## **Picture 3: 'TFD from the hill'**

This is a picture of the community café, TFD Youth Hub and the library.

I took this picture from the top of the hill over the road from the community base. I chose to take this picture to show people that there is a place to go in the Holmewood area for teens and adults. It's a place for people to meet new people, and for the young adults of Holmewood to have a safe place to make new friends.









# Chloe Townend

## **Picture 1: 'Out of Window'**

I wanted to show that even a gloomy day can be a beautiful day.

I've shown this through the lighting, and in the reflection of the window as you can see the sun shining, in reality, it's actually a gloomy day. I wanted people to look at this picture and see the natural grass and the trees. I wanted them to see how beautiful Holmewood actually is. I wanted to portray Holmewood in a good light without using bright lights, and have used a tilted angle to show the reflection in the window because I wanted to silhouette of the buildings to highlight the sky and colours.

## **Picture 2: 'The Green Bench Friends'**

I wanted to show Holmewood in the picture, but I wanted it to be blurry because my photo is representing the idea of 'where a person is from, doesn't define what sort of person that they are.' This is a picture of five friends and it reflects the types of relationships built within Holmewood.

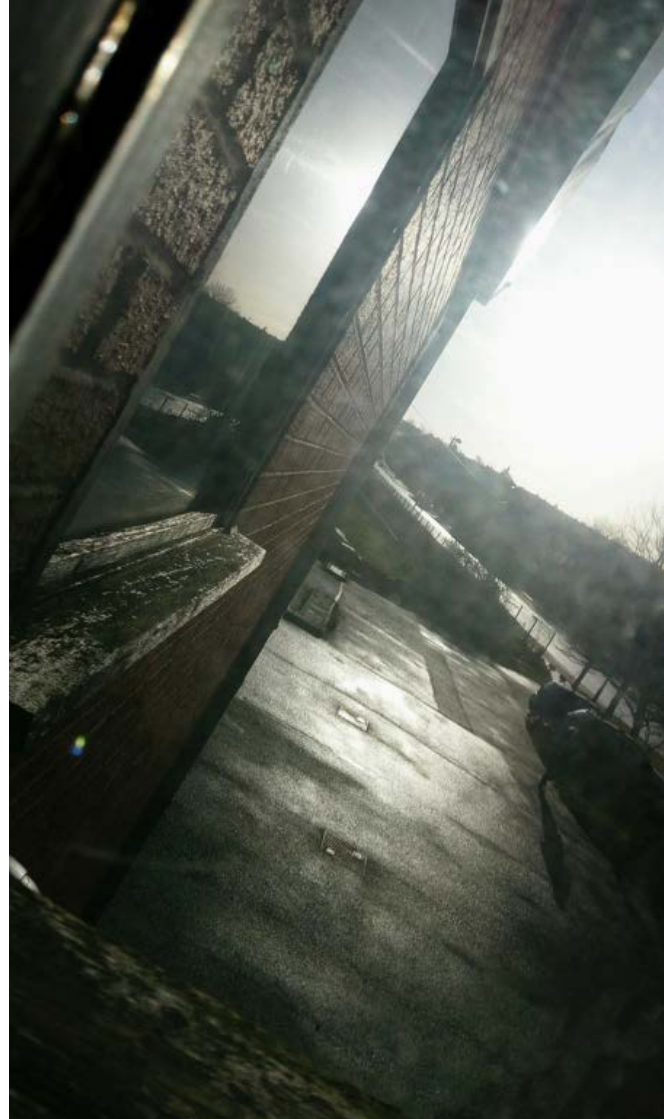
## **Picture 3: 'Rooted in Holmewood'**

I thought that this tree was amazing and the light showed its beauty.

It made me think of the positive roots that we all have living within Holmewood and it became a metaphor for our lives and connections in this community.

In the picture my house is seen and so are the girls in the picture, as I wanted it to reflect where they all live.











# Amy Denning

## **Picture 1: 'Shadows on the Roundabout'**

In my image I wanted to portray both the people of Holmewood and the beauty on the roundabout on the estate, so taking photos of the shadows of us as we took photos seemed like a good idea.

The roundabout is a massive part of the estate, so it seemed wrong to leave it out.

## **Picture 2: 'The Parade'**

The parade is a run-down area of Holmewood but has a lot of positives as it is a very community focused place where a lot of people in the community interact.

I therefore wanted to portray it in a really positive light.

## **Picture 3: 'White House'**

In my image, I wanted to show that despite the number of houses in Holmewood, there is a fair amount of green space. It was important to me to show how we treat nature respectfully, so I showed this via the light and brightness of the White House in the background standing out in the image.









# Megan Doherty

## **Picture 1: 'SLOW'**

I was really drawn to this road marking as it portrayed to me, slowing down and taking a better look at our community as it has a lot to offer that you don't appreciate otherwise. I felt this image was symbolic.

I took this image crouched down and from the side to get a different effect.

## **Picture 2: 'Grass Leaf'**

I loved taking this image as I was fascinated with how the leaf and grass looked together.

I wanted to portray that there is adventure and life in Holmewood. I particularly liked how large the leaf was and how the rain water formed on the grass in large drops. The slug on the leaf (if you look closely) also added another dimension to the image.

## **Picture 3: 'Road River'**

I was saying in my picture that Holmewood is a quiet place.

I like the way that the road looks like a river. The road runs through the heart of Holmewood; I am portraying that it's an adventurous place and that the road looks like the heart of the river moving.

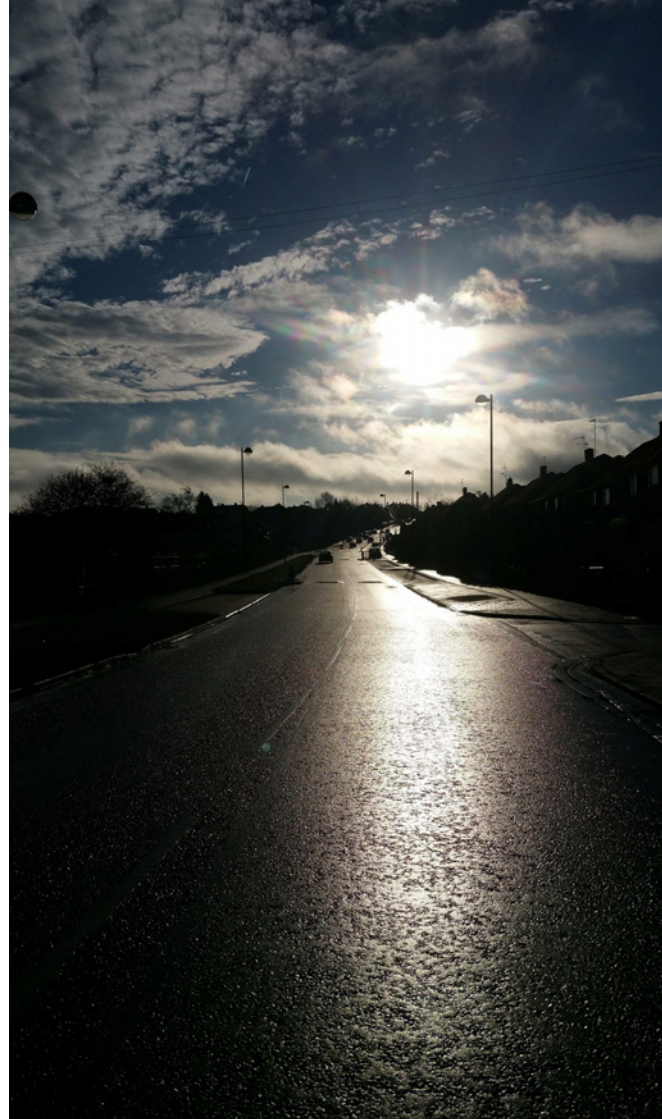












# Kelsey Townend

## **Picture 1: 'Green Tree'**

This was my favourite picture of them all. I love the beautiful green grass in front of the tree, and I was drawn to the amazing sky due to the shapes of the clouds.

It makes Holmewood look really beautiful and shows it off really well.

## **Picture 2: 'I Love Cats'**

I love cats and have looked after forty-two all together in my life in Holmewood.

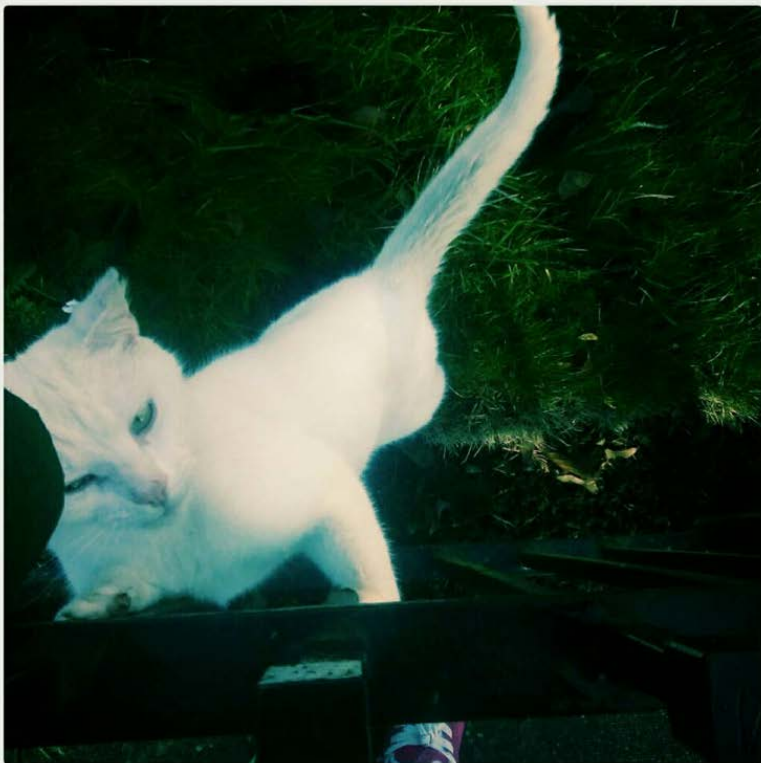
This particular cat followed me back to TFD Youth Hub as I was taking photos, and I felt that she wanted to be a part of the photography project by her choosing.

## **Picture 3: 'Rubbish Art'**

Holmewood is perceived as a place where people don't put rubbish in the bin and drink everywhere.

In contrast I wanted to show that, although like all places we have rubbish, the community do litter picks here to stop this. If you look at it in a different way it can still be beautiful and make positive artwork.







# Amunet Nehneh

## **Picture 1: 'Holmewood's Connection'**

I took this photo in the first session. I really liked the perspective as it looked down into the valley showing the houses and how they fit into the natural environment.

I was drawn to the subject as I wanted to show how Holmewood extends into a wider part of Bradford by linking to Bradford on the horizon. I liked the variety that the tree and the sky added to the image as it changed the shape of the composition.

## **Picture 2: 'Out of Holmewood Earth'**

This picture was taken in Carr Woods, a place that I have grown up walking in with friends. There is a wonderful atmosphere in Holmewood- we are mostly happy.

I was particularly fascinated with the way that the roots had developed out of the soil within this wood in Holmewood. This made me think about the Young People in Holmewood and their futures. I saw it as a natural example of moving away from Holmewood in the future, but yet still having a part of their heart there as it's home.

## **Picture 3: 'Alternative Holmewood'**

I love this image as it's taken in a place in Holmewood where everything's different- Carr Woods.

I am trying with the image to get the viewer to see all of the different sides of Holmewood. It shows how the residents really look after the woods. It looks to me really unpolluted with the blue sky, especially as the view is so pretty with the sky and the grassy areas in the background.











# Katie Parkin

## **Picture 1: 'Map of Holmewood'**

I took this picture of a tree as I felt it looked like a map and I was particularly drawn to this tree as it looks so wild. I thought this as the branches are all over the image and almost take over the screen.

Holmewood can be wild at times, but I like it for this reason.

## **Picture 2: 'Adorable'**

I wanted to take this photo initially as the horse is so adorable and I really like them. I see a lot of horses in Holmewood and am always really drawn to them. Seeing horses is everyday life here, and part of the Holmewood area's history.

## **Picture 3: 'Not Just'**

I took this image as I really liked the words and was particularly drawn to them.

I think that this image says to the viewer that there's a lot more to Holmewood than a council estate if you choose to look.









**HOLME WOOD CONNECT**



**NOT JUST FOR BOOKS**

# Tiyah Lloyd

## **Picture 1: 'Unexpected Beauty'**

In this image, I am trying to say that the inner beauty of Holmewood can show in the most unexpected of places. The most perfect picture is just around the corner if you look hard enough.

## **Picture 2: 'Palm Trees in Holmewood'**

This image was taken from inside the local furniture shop during a community coffee morning. To me this image shows the inner beauty of our community.

In this image, I considered the contrast of lighting and tried to portray Holmewood differently by using a different angle. I like the transition from the physical geography of Holmewood to somewhere different for the viewer (in their eyes.)

## **Picture 3: 'Butterfly in the soil'**

I took this photograph as I hadn't noticed what this mosaic was initially until I looked closer. I wanted to explore the aspect of nature in Holmewood by photographing a creative means of expression and making my image different.

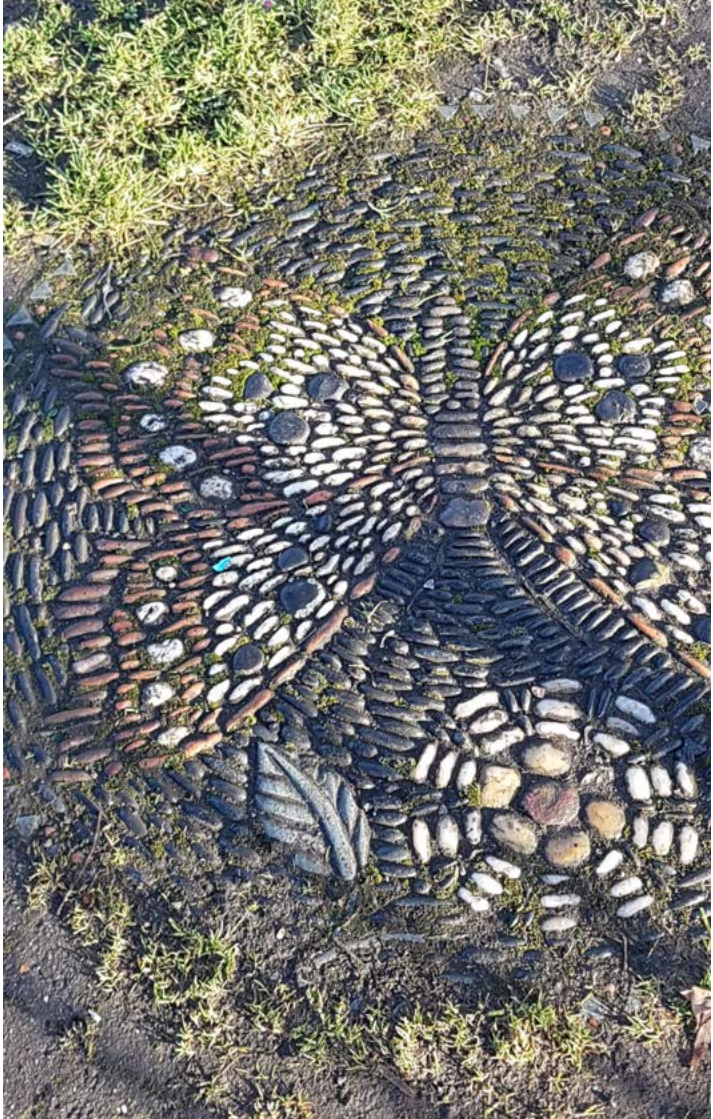
The way that the light fell on the butterfly really drew my attention, and showed it off really well as an image.











STAFF PHOTOS

Katie Chetwood









STAFF PHOTOS

# Helen Turner-Desai









National Collaborative  
Outreach Programme

With thanks to everybody involved in the success  
of the 'My Holmewood' Photography Project





**University Centre**  
Bradford College



*University of*  
**HUDDERSFIELD**



**universitycentre**  
at **wakefield**college