

# Creative Enterprise Zones

## New Mayoral initiative to:

*' bring together artists, local businesses and landowners to develop and create new jobs, establish and secure new spaces for creative production and open up opportunities for talented young people who are considering careers in the creative industries.'*



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# Why Brixton

Brixton and the wider area is renowned for its extraordinary character, rich diversity and cultural heritage.

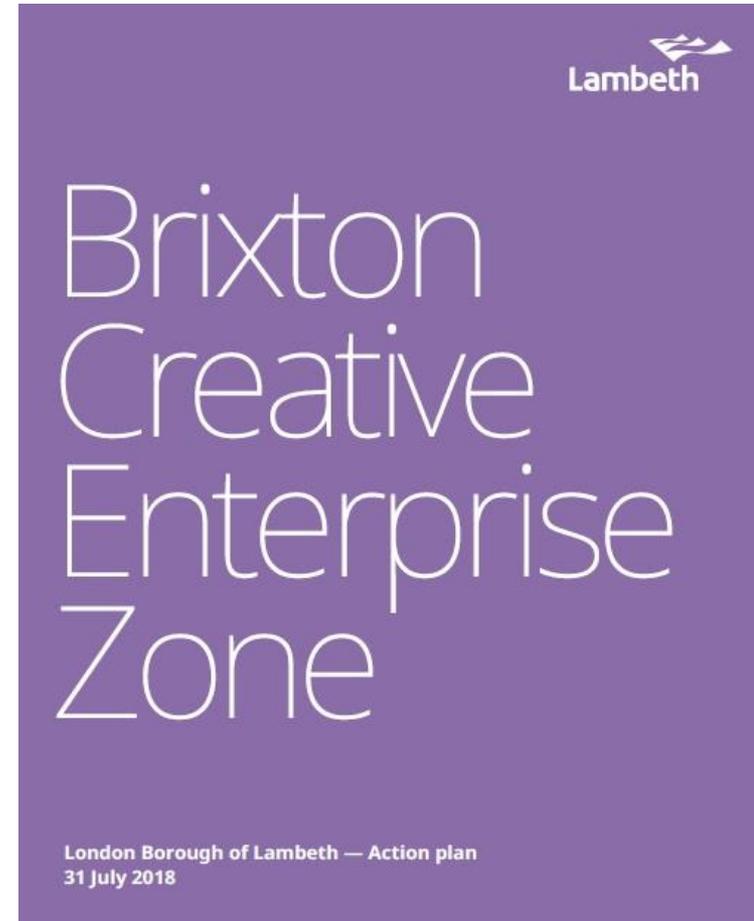
It has significant potential for creative industry growth.

But it has challenges:

- Undersupply of workspace and losses of space
- Rising prices put existing artists and creative organisations at risk
- A need to support the daytime economy
- High levels of deprivation and low levels of cultural participation

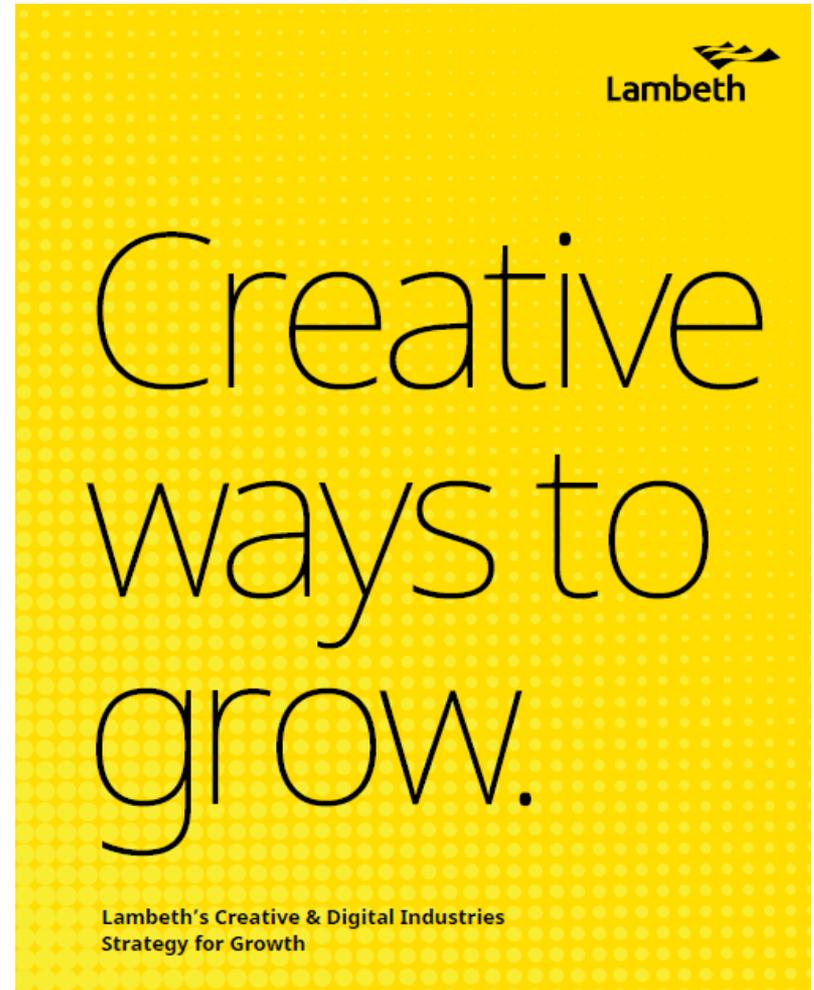


# Application process



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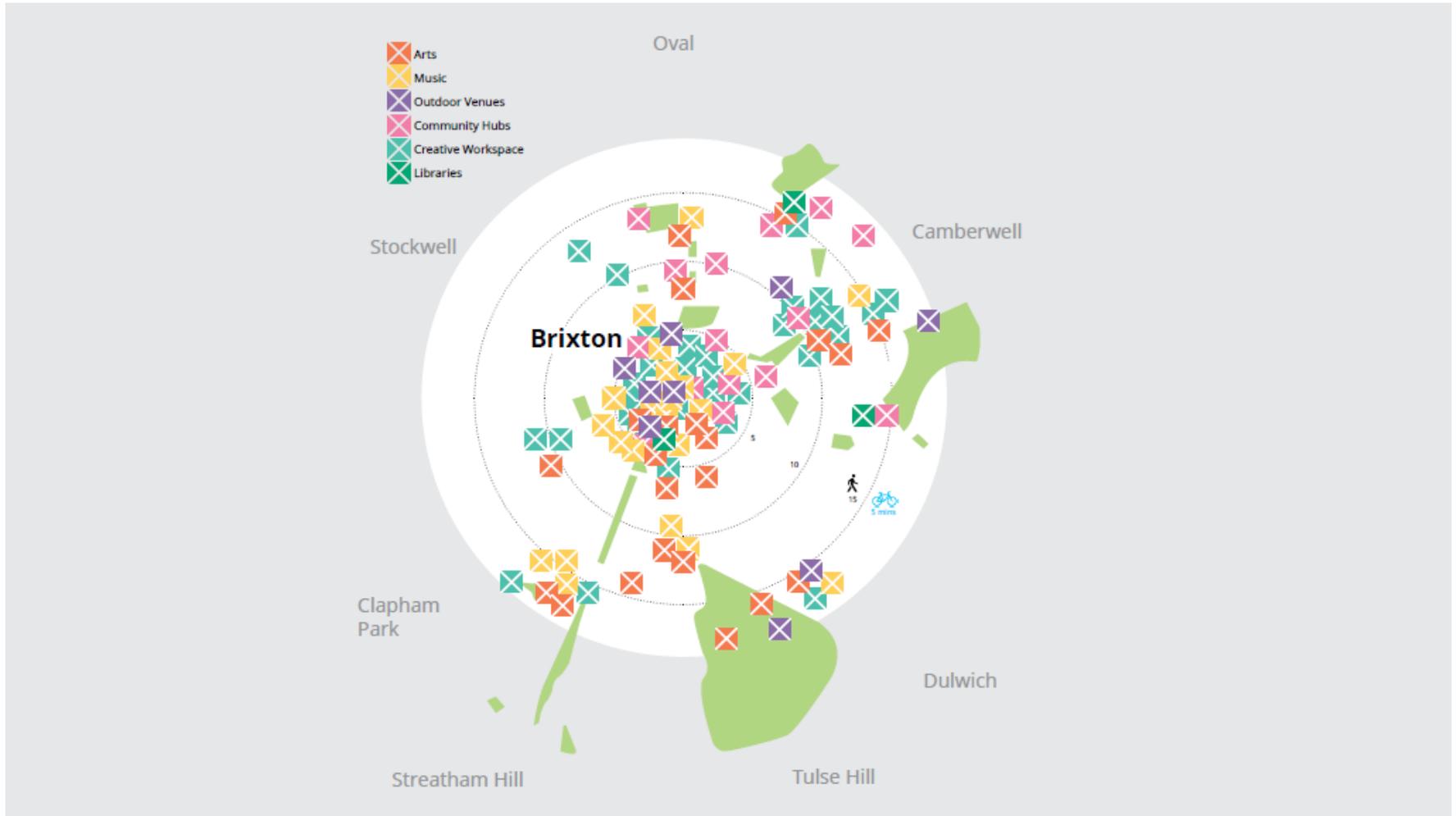
- Brixton Economic Action Plan
- Radical Hearts Open Minds, London Borough of Culture bid
- Lambeth Creative and Digital Industries Strategy for Growth



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# Defining the Creative Enterprise Zone area



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# Creative production space

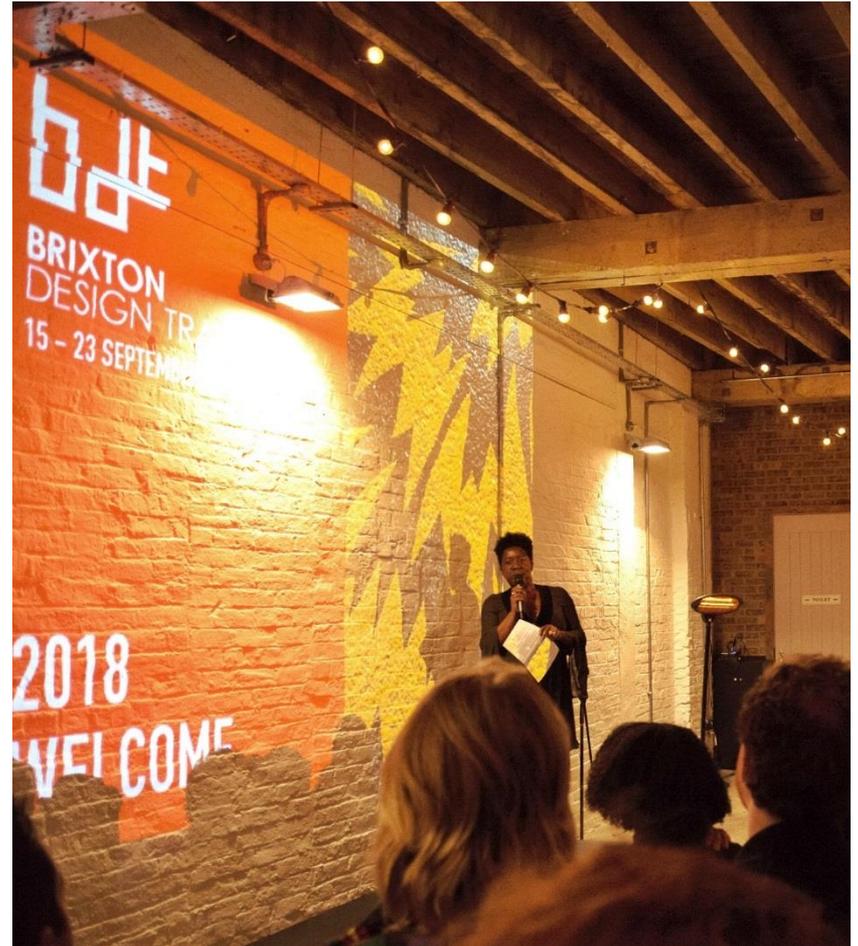
- Lack of workspace is holding back creative industry growth
- Only 7% of floorspace is office use – significantly lower than comparable areas (e.g. Angel 19%; Whitechapel 17%)
- New creative workspace projects to include:
  - Tripod
  - International House
  - LJ Works
  - Ovalhouse Theatre
  - Brixton Rec storage space
  - 198 CAL



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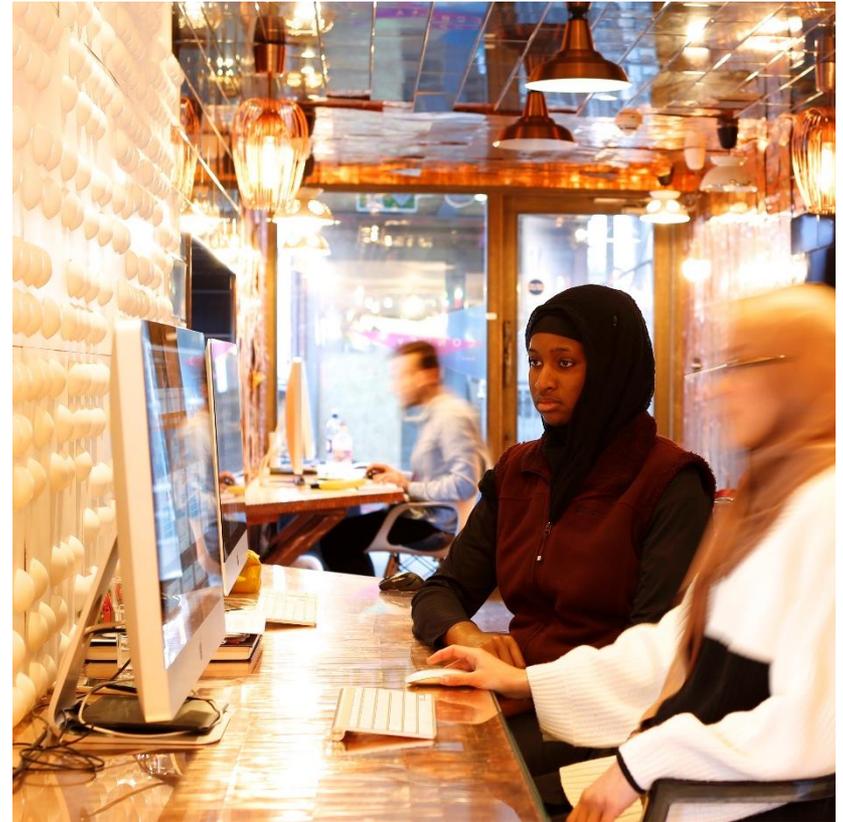
# New Creative Clusters and Networks

- A strong consortium with clear governance, a sense of shared responsibility and reflective of Brixton's diversity will be key
- Brixton CEZ Consortium Network will build on existing BDT work to increase opportunities for networking, collaboration, knowledge exchange
- Young Creatives Board to steer the programme
- Major events to showcase local creativity



# Creative business development

- Work with industry leading support organisations to deliver CDI specific workshops and training
- Creative business development embedded in all new workspaces
- Develop and commission a Grassroots CDI project, supporting residents facing significant barriers to start a CDI business.
- Through targeted investment marketing we will work to attract and support accelerators, incubators and CDI organisations to locate within the CEZ



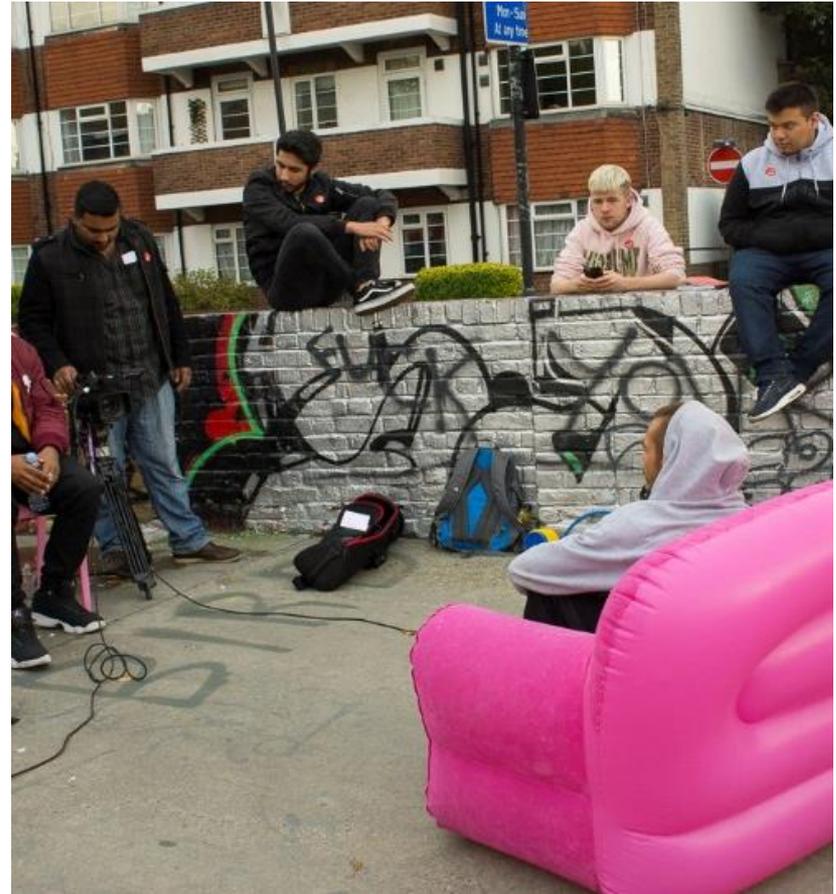
# Employment, enterprise and skills

- 42% of Lambeth's population are from BAME groups – but only 11% of CDI workforce is
- Women, people with disabilities and those from lower-income backgrounds are under-represented in senior roles
- Work with the GLA to take advantage of the £3.5m CEZ European Social Fund allocation (access training and opportunities or progress in work)
- Building on Next Generation to increase diversity and employment opportunities within CEZ – supporting 500 young people



# Community links and socially inclusive places

- Affordable workspace linked to social return – building on community give-back at Pop Brixton
- Shared and open spaces within the CEZ that enable local talent to be showcased – i.e. LJ Works and Ovalhouse Theatre
- Local artist commissions and community arts



# Policy

- Lambeth's Local Plan review – bringing forward greater protection for commercial space
- A CEZ specific affordable workspace policy will be developed through the Local Plan review – securing new affordable workspace in new commercial and mixed use development
- Business rate relief for open workspaces and CDI charitable organisations in the Zone



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# CEZ award

- Announced in December 2018
- £400,000 revenue grant
- £150,000 capital grant
- £2.5m skills funding across CEZ areas
- Prestigious status with the GLA



# Next steps

- Enter into contract with the Mayor of London
- Workshops and engagement activity to further shape the programme and communications – with creative individuals and organisations, workspaces, residents and other stakeholders
- Governance and programme set-up



## Contact:

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