



“Culture and creativity are vital to the success of our city, making the capital a place where people want to live, do business in and visit. But it can be difficult for artists and creative businesses to stay in an area as it develops, and that’s why it’s so important we give the industry the support it needs. This initiative will ensure that artists and entrepreneurs, regardless of background, will be given the support they need and become our creative leaders of the future.”

-The Mayor of London, Sadiq Khan

Launch of London’s Creative Enterprise Zones, 2018

What are Creative Enterprise Zones?

- The Creative Enterprise Zone initiative was set up with the intention of **protecting, empowering** and **growing** creative spaces and businesses in London.
- Creative Enterprise Zones are a Mayoral initiative to formally designate areas of London where artists and creative businesses can find **permanent, affordable space** to work; are **supported to start-up and grow**; and where **local people are helped to learn** creative sector **skills** and **find new jobs**.
- Creative Enterprise Zones aim to **help the capital remain a creative and forward-looking city** by retaining and securing affordable workspace, supporting areas to become or remain creative hubs, and providing job and training opportunities to ensure that the local communities benefits from creative sector growth.

Why do we need Creative Enterprise Zones?

Unfortunately, even in one of the world's most vibrant cities, the Creative Economy continually finds itself under threat. Even before the pandemic:

- London had seen the collapse of cultural spaces for both production and consumption in the last 10 years:
- Loss of approx. 35% of grassroots music venues
- Closure of 61% of LGBT+ venues
- Anticipated loss of 24% artists' workspaces in the next 5 years due to development in the capital
- 14,000 artists still on waiting lists for studios.
- Film and Music Studios are at capacity

Where are London's Creative Enterprise Zones?



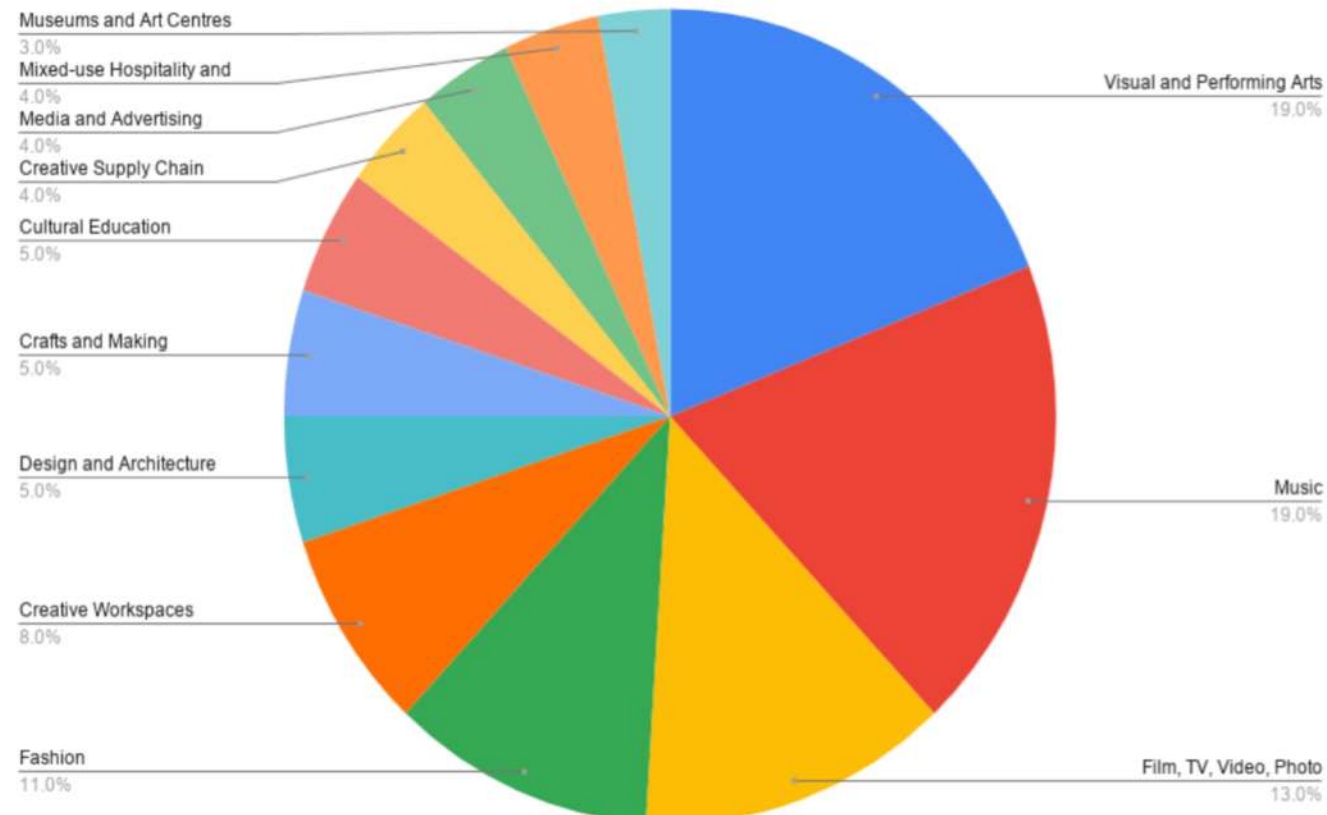


Welcome to Creative Tottenham

- Tottenham is located in inner North London and is the first ever Creative Enterprise Zone for London, where ideas were tested and the **Creative Tottenham Action Plan** was written.
- Tottenham is an area with immense assets: a rich history, a cohesive community, north London's best transport links, a successful Premier League club, 200 different languages spoken, huge talent and a growing network of new creative businesses taking root in the area. .
- Truly harnessing the potential of the creative sector would make Tottenham a more prosperous and resilient place by contributing to local identity, providing higher wages, inward investment, and a range of employment and upskilling opportunities.
- Together with our partners, LB Haringey are committed to growing, celebrating and strengthening Tottenham's creative businesses in tandem with providing tangible opportunities for local people to access and benefit from the creative sector

Creative Tottenham in Numbers

- Tottenham's creative sector (both core and supporting activities) employs around **4,400 people within 660 businesses**.
- Nearly a **fifth of employment in Tottenham (17%)** is in sectors which relate to creative activity.
- Prior to the pandemic **Tottenham's creative economy had grown by an average of 17% per annum (measured over the 5 preceding years)**
- If these growth rates continued, it is estimated that **300 new creative jobs** could be created each year, generating **additional GVA of £26m p.a.** (based on London's average productivity in the creative sector).
- A broad range of industries and practices represented including fashion manufacturing; music and design.



How do we harness the opportunities of a Creative Enterprise Zone locally?

Objective 1 - Creating an Integrated and Cohesive Community

Building upon and strengthening existing creative networks and facilitating access and participation with the local community. **You cannot be what you cannot see.**

Objective 2 – Developing Skills and Opportunities for the local Community

Ensuring that Tottenham's creative labour market is robust, with local people able to access the range of opportunities offered across the sector.

Objective 3 – Securing Spaces for Creative Activity

Supporting availability, affordability, suitability and certainty of work space for creative businesses located - and looking to locate - in Tottenham.

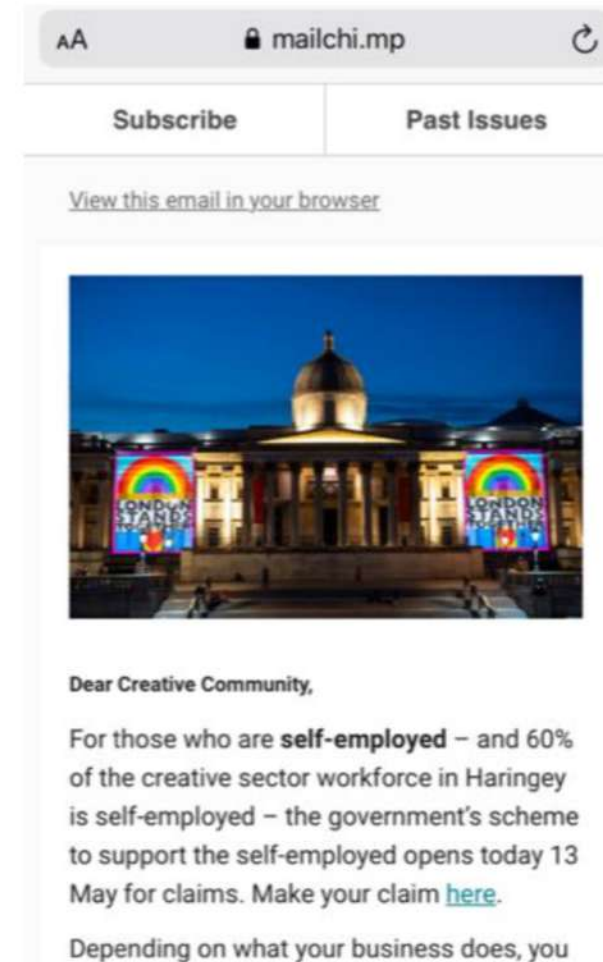
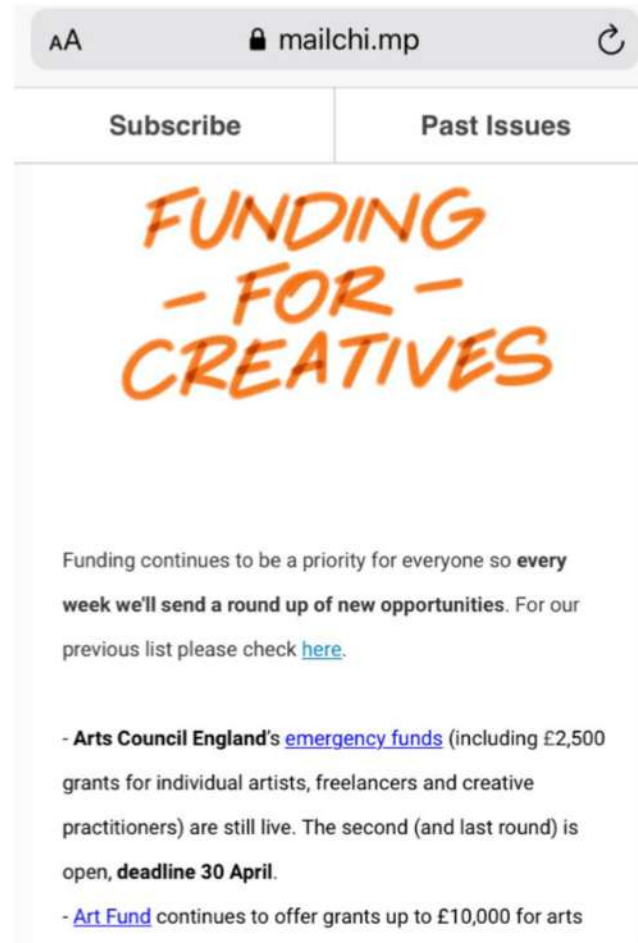
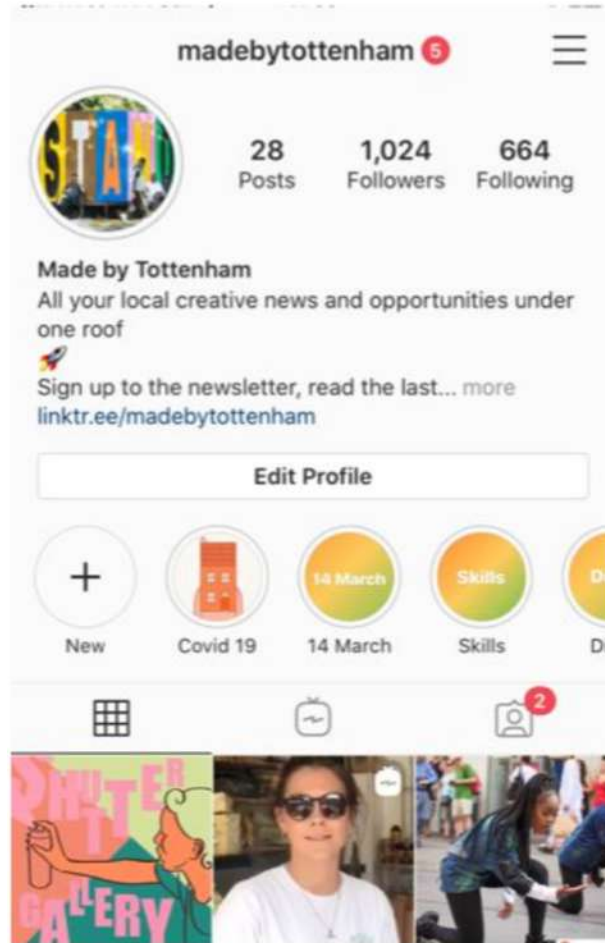
Objective 4 - Strengthening Emerging Growth Sectors/Businesses

Further strengthening Tottenham's creative specialisms (fashion, music, IT and small-scale manufacturing), by supporting businesses to scale, showcase and grow.

MadeByTottenham.com



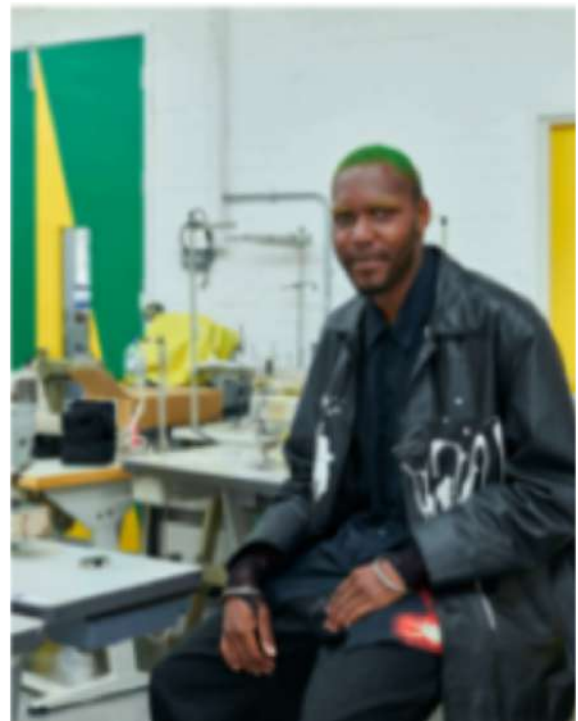
- Directory
- Showcase platform
- News and events
- Opportunities
- Networking



Being able to reach out quickly and directly to share information with our creatives on funding opportunities, support programmes, opportunities (and during the pandemic, government guidance) remains one of our most valuable tools.



Workspace



Ironically the pandemic may have helped build better relationships across sectors.

Many creatives, historically self sufficient, reached out for the first time requiring support and signposting.

Community initiatives flourished

Role of 'enabler' (through direct commissioning) to ensure creatives could access paid work.



LMF@globalstreetart.com featuring @dreph

We Stand Together, Lakwena



Tottenham Art Trail

Enabling



Shutter Gallery transformed high street shopfronts into vibrant, open air art galleries.

Individual artists were paired with businesses to design and deliver new and exciting artworks on shopfront shutters.

Funded through the Haringey High Street Recovery Programme, it has brought profile and paid work to artists, supported businesses and improved our high streets and town centres.

Thank you

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**Identifying and articulating the space
for culture and creativity in areas of
urban renewal**



CREATIVITY
WILL NEVER BE
CANCELLED.

@creativeladycollective