



Lambeth

Brixton Creative Enterprise Zone

London Borough of Lambeth | Research study
31 July 2018



Contents

	Executive summary	4
Section one	Methodology	10
Section two	Creative Production Space	14
Section three	New Creative Clusters and Networks	24
Section four	Creative business development	38
Section five	Employment, enterprise and skills	46
Section six	Policy	54
Section seven	Community links & socially inclusive places	60



CHANCE TO SHAPE POLICY

Lack of workspace
Rising prices

Brixton
BEING
Toned DOWN!

OPEN

More colour
Less concrete

People
Music
(BASS)

Well Oiled
STEAM PUNK
MACHINE

INVESTING IN WHAT



READY EXISTS

is of what is already
going on in London

connections
not necessarily
physical

pedestrianise

ACTIVATION

DANCING
in the
STREETS

FREE UP
RESTRAINTS

CLUSTERS + NETWORKS
CREATIVE PRODUCTION SPACE
CREATIVE BUSINESS DEVELOPMENT
EMPLOYMENT, ENTERPRISE + SKILLS

TY LINKS + SOCIALLY INCLUSIVE PLACES

Brixton
ROOF
workspace
for
creative
business

Use
existing
spaces
for
creative
business

Use
buildings
space
to
provide
workspace

Use
the
space
for
creative
business

Use
existing
spaces
for
creative
business

Use
the
space
for
creative
business

Use
existing
spaces
for
creative
business

Use
the
space
for
creative
business

WAYFINDING

SUPPORT
AND
SKILLS

Developing
key
public
spaces
takes
time

ACTIVATION

Executive summary

Brixton is world renowned for its extraordinary character, rich diversity and cultural heritage.

Brixton's economic centre is small, tightly-knit, and well connected. Its creative cluster is found in the town centre and the side streets, archways, and industrial pockets of space around its core.

Brixton's creative cluster is responsible for world class creative production, entertainment, and social impact driven practice. Dalton Maag craft typography for the BBC. Livity have become one of the UK's most respected agencies with local young people central to their growth. Photofusion — London's largest independent photography resource centre — is specialist in supporting young creative talent and is located above bustling market stalls and restaurants of Brixton Village. Beneath Coldharbour Lane, Jellyfish Pictures work on the next Star Wars movie. Reprerent Radio broadcast cutting edge UK music from Pop Brixton. Bureau of Silly Ideas inject art and surprise into everyday places. And Squire & Partners design buildings for clients across the world.

But despite our strengths, Brixton faces serious economic and social challenges:

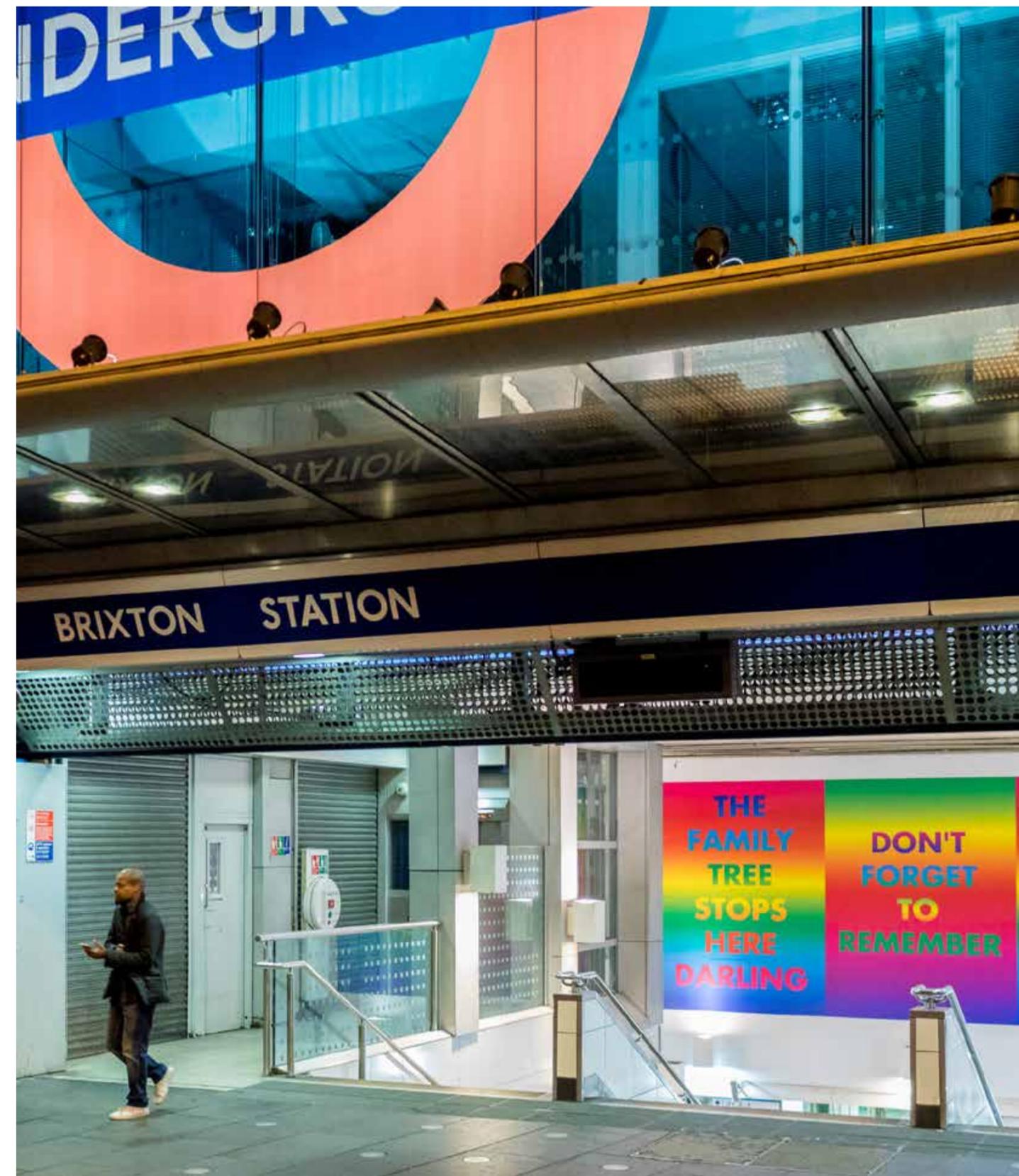
- An undersupply of workspace and losses of commercial space constraints growth, in the context of rising demand from creative businesses. Only 7% of floorspace in Brixton is office use — significantly lower than comparable areas (e.g. Angel 19%; Whitechapel 17%)
- Rising property prices have replaced some long-standing creative practitioners from the area and put other existing artists and creative businesses at risk
- Sterile, low quality streetscape, anti-social behaviour, and declining footfall on key streets including Brixton Station Road (down 100,000 last year)
- A vulnerable day-time economy, with a concentration of low-value industries
- Residents feeling excluded from the borough's growth and change in Brixton
- Coldharbour ward (Brixton) is within the 10% most deprived wards in England
- Comparatively low levels of cultural participation — 10% lower than our highest ward

This research study presents the baseline picture and uncovers the challenges we face to safeguard and grow a more inclusive creative economy. It highlights the momentum gained in supporting Brixton's creativity and provides the context for our CEZ Action Plan and Stage 2 application.

Outcome	2018/19 Indicators	2019/20 Indicators	2020/21 Indicators
Strong consortium, key stakeholders represented and clear governance	Stage 1 Consortium of CEZ supporters assisting study and action plan development, transitioning to formal Consortium Board (with TORs and reporting arrangements) following recruitment process.	Formally constituted Consortium Board with regularised meeting and reporting structures; with a balanced and diverse make-up reflective of the local context Brixton CEZ Young Creatives Board structure agreed and recruitment underway	Formally constituted Consortium Board with regularised meeting and reporting structures; with a balanced and diverse make-up reflective of the local context Brixton CEZ Young Creatives Board formally constituted with regularised meeting and reporting structures; with a balanced and diverse make-up reflective of the local context
Local creative industries playing an active role in governance	10 CEZ Consortium Board Members 35 Brixton CEZ Creative Network Members	10 CEZ Consortium Board Member 65 Brixton CEZ Creative Network Members	10 CEZ Consortium Board Member 85 Brixton CEZ Creative Network Members
Consortium reflects diversity of London population	Consortium Board At least 50% femal At least 50% BAM 2 members with a disability or long-term health condition working in the creative industries	Consortium Board At least 50% femal At least 50% BAM 2 members with a disability or long-term health condition working in the creative industries	Consortium Board At least 50% femal At least 50% BAM 2 members with a disability or long-term health condition working in the creative industries
Raised visibility of Creative Industries and Creative Enterprise Zones	Brixton CEZ interim brand identity developed; tested; refined and launche 50 creative showcase projects enabled by BDT 2018	CEZ brand identity used to create wayfinding and visibly displayed throughout CEZ Businesses actively communicating that they are part of the CEZ CEZ website and communication channels established and updated Volunteer CEZ Creative Placemakers recruited, trained and champion CEZ Lambeth Now CDI pages further promote the CEZ to developers and investors Large scale creative showcasing events; BDT and Brixton Biennale	CEZ brand identity used to create wayfinding and visibly displayed throughout CEZ Businesses actively communicating that they are part of the CEZ CEZ website and communication channels established and updated Volunteer CEZ Creative Placemakers recruited, trained and champion CEZ Lambeth Now CDI pages further promote the CEZ to developers and investors Large scale creative showcasing events; BDT and Brixton Biennale
Cultural Infrastructure map produced	2018/19 Map produced	Map updated and used to inform policy and project development	Map updated and used to inform policy and project development
Existing creative production space retained in CEZ	31 creative production spaces	33 creative production spaces	35 creative production spaces
Number of affordable creative workspaces in perpetuity	6 (3,592 sq m)	7 (4,057 sq m)	8 (5,960 sq m)
Provision for live-work space for creatives in line with draft Housing Strategy (Policy 4.1)	6 live-work units for creatives (ACME)	Feasibility undertaken to scope the potential for live-work provision in line with the adoption of the Mayor's Housing Strategy	TBC pending feasibility work.

Outcome	2018/19 Indicators	2019/20 Indicators	2020/21 Indicators
Jobs are retained (including self-employed) Creative enterprises supported by CEZ experience an uplift in jobs	900 CDI jobs	1100 CDI jobs	1300 CDI jobs
Creative enterprises supported by the CEZ increase their turnover (net sales)	0 (Systems established in 2018/19 to monitor turnover data)	50	100
More local and young people in the CEZ borough(s) employed in the creative industries	Census data available does not provide detailed industry classification employment data to enable baseline figur N.B. We will seek to capture through the evaluation set-up an implementation phase	TBC	TBC
Increased diversity of employment within the CEZ	As above	TBC	TBC
More employment contracts within the Creative Enterprise Zone comply with London Living Wage and Mayor's Good Work Standards	2 (number of LLW accredited CDI employers in Brixton)	20 (number of LLW accredited CDI employers in Brixton)	40 (number of LLW accredited CDI employers in Brixton)
Business rates policy reviewed and adjusted to support the retention and growth of the creative industries in the Creative Enterprise Zone	Policy reviewed and draft policy proposals produced	New policies implemented and supporting: 25 new businesses; 10 mission driven creative organisations; 5 creative workspaces	New policies implemented and supporting: 25 businesses; 10 mission driven creative organisations; 5 creative workspace providers
Policy provision for ultra-fast broadband in Creative Enterprise Zones in line with the Mayor's draft Smarter London Plan	No current CEZ policy in place	Local Plan policy revision to align with new London Plan position on new development and broadband DCMS voucher take up baseline position established; Promotion campaign initiated	Number of new development schemes meeting new Local Plan policy tes Number of vouchers awarded by DCMS (target TBC subject to baseline data)
Affordable creative workspace policy for Creative Enterprise Zone in Local Plans and other planning documents	The existing local plan does not contain an affordable workspace policy.	Adoption of a new CEZ affordable creative workspace policy within a revised Local Plan.	Implementation of a new CEZ affordable creative workspace policy for new development schemes.
Developments incorporate principles of Good Growth by Design	Local Plan broadly aligned with the draft new London Plan and Good Growth by Design	CEZ urban design/small spaces guidance developed and promoted	CEZ urban design/small sites guidance implemented
More workspaces in CEZ with affordable rents linked to social return	1	3	5
Shared and open community spaces in CEZ enable local talent to be showcased	49	51	53

Outcome	2018/19 Indicators	2019/20 Indicators	2020/21 Indicators
More organisations in Brixton CEZ with National Portfolio Organisation status	5	6	7
Number of young people living in Brixton CEZ supported by Next Generation initiative	0	250	500
High occupancy of creative production spaces	88% occupancy (average)	90% occupancy (average)	90% occupancy (average)
More creative businesses attending CEZ networking/showcasing events	0	50	100
Creative enterprises are attracted to relocate into Creative Enterprise Zones	0	25	25
Local people and young people are more aware of career opportunities in the creative sector through the Next Generation campaign	0	250	250
Clear mechanisms for sustained collaboration and communication between schools/FE/HE/informal training providers and sector	Identified need for the development of partnership infrastructure between schools, FE sector and creative companies	Cultural Education Officer	Cultural Education Officer
More local residents taking up creative workspaces	Systems established in 2018/19 to monitor resident take up of creative workspaces	Increase from baseline	Increase from baseline
Workspaces have a higher proportion of business owners from underrepresented groups including BAME and female entrepreneurs	Systems established in 2018/19 to monitor business owners from underrepresented groups in creative workspaces	Increase from baseline	Increase from baseline
Local community engaged with CEZ through events and participation in the creation of new artistic projects	0	6 CEZ events	6 CEZ events



Section one

Methodology

An evidence based approach

The Brixton CEZ Study has drawn on a significant amount of prior work and research undertaken within Lambeth. In addition, new research and analysis that has taken place since being awarded the Stage 1 development grant. Both quantitative and qualitative research methods have been used.

In summary, the following research and analysis projects have informed this Brixton CEZ Study:

Lambeth Creative & Digital Industries (CDI) Study — During 2017 we commissioned the Lambeth CDI Study (BOP Consulting, GVA, Original Futures Ltd). This research was focussed primarily on Lambeth's growth areas including Brixton. Findings specific to Brixton have been used to inform this study and the Brixton CEZ Action Plan. The methodology involved:

- Literature review of existing research
- Surveying 180 respondents
- In-depth interviews with 40 stakeholders
- Workshops — with businesses, sector-focused support bodies, developers, education providers
- Property market analysis
- Analysis of planning policy framework
- Consideration of issues relating to diversity within the creative sectors

Radical Hearts Open Minds — our London Borough of Culture bid involved significant research and ideation with different council departments and external stakeholders, including many organisations within the proposed Brixton CEZ area. In total over 200 organisations were engaged; several workshops were held (e.g. finding distinctiveness; dreams; community leaders; young people in care) and over 50 face to face meetings with grassroots organisations and major cultural institutions took place. An open 'Call for Ideas' also helped to generate new project ideas for the bid.

As part of the legacy of this project, a number of ideas and commitments have been integrated into the council's CDI Strategy and the Brixton CEZ initiative.

Review of Affordable Workspace s106 best practise — the council and Original Futures Ltd co-produced an in-depth review of affordable workspace s106 agreements. This research report identified strengths and weaknesses of existing agreements providing a fine grained analysis to help inform the development of a proposed new Targeted, Supportive and Affordable Workspace policy as part of the council's Local Plan revision.

Workspace policy viability testing — BNP Paribas have been commissioned to undertake development viability impact assessment of a range of potential affordable workspace policies, analysing different levels of market discount (e.g. 50%; 80%) and durations (e.g. 10 years; 25 years; 125 years). This work is being undertaken in the context of a series of potential policy changes that could be made through the revision of the council's Local Plan. We are awaiting the outcome of this work at the time of submitting the CEZ application.

Commercial Development Pipeline Report

The council's Planning team have recently analysed the commercial development pipeline in the borough, providing new figures for 2018/18 which detail the level of net growth or loss of commercial space across all wards in the borough. These statistics help to provide the baseline picture for commercial space types in wards covered by the Brixton CEZ geography.

Brixton Business Rates Analysis — the council commissioned Original Futures to:

- Provide a baseline analysis of Business Rates within the CEZ area: looking at the profile and number of CDI rate-payers in the CEZ area; the use of existing relief mechanisms and policies etc.
- Work with the council on the initial stage of designing and modelling proposed new CEZ Business Rate relief policies.

Brixton CEZ Visioning and Ideation Research — in partnership with Brixton BID the council commissioned Brixton Design Trail and This Ain't Rock'n'Roll to: (a) Produce the first iteration of a Cultural Infrastructure Map for the Brixton CEZ area; (b) Convene local creatives to support research, visioning and ideation; and development of governance arrangements. Workshop activities explored key themes around space and location; place-making; business support; employment and skills and more. Two local artists were commissioned to record and illustrate the ideas and feedback from the workshop on a vision board. (c) telephone interviews with 11 key stakeholders and (d) Develop a draft brand identity for the Brixton CEZ.



Brixton Economic Action Plan — produced in 2017, the report is based on in-depth research, analysis and consultation. It sets out the evidence and projects which will help ensure the next stage of Brixton's economic evolution is as inclusive and impactful as possible. The report includes a number of ideas and actions which have informed and been included in the CEZ action plan.

Brixton Central Masterplan — Brixton Central is a major area for growth and investment in the heart of the town centre. Following a Masterplan production in 2017, a refresh is currently underway to update proposals on how the town centre can be extended, new commercial space provided and 250 new homes provided, along with major traffic and pedestrian improvements. This work has identified areas of focus and projects to inform the Brixton CEZ action plan.

Central Brixton Public Realm Design Study — this study examines the ways in which public space across Brixton could better serve residents and businesses in the coming decades. It provides options and proposals for how 10 sites across the town centre could be improved and the opportunities for design to be responsive to the heart and style of Brixton. Central Brixton Public Realm Design Study — this study examines the ways in which public space across Brixton could better serve residents and businesses in the coming decades. It provides options and proposals for how 10 sites across the town centre could be improved and the opportunities for design to be responsive to the heart and style of Brixton. It helps to guide CEZ interventions and identifies that designs for this area need to:

- celebrate Brixton's cultural heritage and diversity
- enhance the markets and independent retail area
- think about play and sociability as well as retail
- offer opportunities for Brixton to express itself through art and other cultural events
- offer space for start-ups and small vendors, especially along blank facades

Brixton Urban Spaces Manual — produced by the Brixton BID, the manual explores a series of smaller-scale public realm proposals to enhance the town centre and surrounding areas. It encourages stakeholders, creative businesses and local groups to take an active role in the co-creation of design propositions. A number of proposals have already been implemented, and others have informed the CEZ development work.

Section two

Creative Production Space

Major undersupply of space for creatives

Brixton's creative cluster suffers from an undersupply of workspace. This puts existing businesses at risk and constraints growth.

Work undertaken in 2017 as part of the Brixton Economic Action Plan (BEAP) highlighted that only 7% of all floorspace in Brixton is in B1 (office, studio & light industry) use. This is significantly lower than comparable town centres (e.g. Angel 19%; Whitechapel 17%). This not only constraints Brixton's creative economy, it limits the overall number of workers in Brixton and therefore undermines the resilience of the wider local economy in the day and night (shops, bars, restaurants, venues).

Recent research has specifically highlighted that only a small proportion (less than 10%) of creative workspaces within the CEZ area could be classified as 'in perpetuity'.

CoStar data (June 2018) outlines that the availability of B1 space is at only 4.4% (11,000 sq ft). This amount of availability is lower than in all other comparator town centres (e.g. Angel 36,000 sq ft, Whitechapel 25,000 sq ft). The availability of a range of different types of B1 space is seen as a critical factor in a successfully functioning commercial market for the creative economy — allowing for churn in the occupier base and giving incoming businesses choice when it comes to making investments.

In recent years, additional pressure has been placed on Brixton's B1 stock through office to residential conversions — changes of use under Permitted Development Rights. Permitted Development Rights resulted in an unplanned and uncontrolled conversions of office to residential. At the time of implementation, Brixton was facing a net loss of 24,304 sq ft of office space¹. At an average employment density ratio of 120 sq ft per worker, this represented a potential loss of over 200 jobs.

In 2017, in order to further protect office space and ensure that any application goes through the full planning process, Lambeth successfully implemented an Article 4 Direction across Brixton Town Centre. Whilst it is too early to see the results of this crucial policy change, we do anticipate this to impact positively on the Brixton CEZ.

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1 Lambeth Commercial Development Pipeline Report 2016/17

Affordability

We know that affordable and supportive workspaces (artist studios, business incubator and accelerator spaces) are an integral part of London's strong ecosystem for creative production and innovation.

Our mapping of creative infrastructure has identified that there are 31 creative production spaces within the proposed CEZ area, of which 19 are affordable and 6 (3,592 sq m) are in perpetuity. Appendix 2 provides details of the spaces available (where information has been possible to record), their size, number of tenants and occupancy levels.

Our research indicates that what constitutes 'affordable' varies significantly between different parts of the creative industries spectrum. For many businesses operating within the arts and charitable creative enterprise, rents of between £10–20 per sq ft are considered affordable. However, larger scale creative enterprises and some high growth potential creative start-ups consider average market rents (e.g. £35–45 per sq ft) within the area to be affordable and attractive in comparison with other larger, more expensive creative clusters e.g. Soho; Shoreditch. Some well established micro and small creative enterprises would consider an affordable price point to be somewhere between either end of this affordability spectrum.

Current market rents in Brixton:

Space	Rent Per Sq Ft	Vacancy Rate	Available Rate
Office	£35	2.5%	4.4%
Ind / Light Ind	£23	1.7%	3.9%

Data: CoStar 2018

Business rates have also risen significantly in Brixton. Some creative businesses, pubs and venues in the area have seen rates rises in excess of 100% in the Government's last revaluation. The average rise in business rates through the revaluation was 11% across London. Lambeth saw the 5th highest rate of increase in rateable values of all London boroughs.

Last year, Lambeth, working with Brixton BID and other business groups lobbied Government against the rate rises, mobilising the voices of our businesses to campaign against the Government:

Scott Leonard, Founder & Creative Director at The Champion Agency in Brixton, said: ["SMEs face the most uncertainty they've ever faced — we're in a very uncertain period within the country — to then levy them with a tax of up to 30% higher than what they're currently paying is not acceptable."](#)



Creative workspace typologies

Brixton's creative economy is varied. The types of spaces needed by Brixton's creatives equally so. From large office space for architectural practises, to co-working space for creative start-ups, to venues, studios and rehearsal spaces for musicians, artist workspace, darkrooms, outdoor arts workshops, the existing and future space needs of Brixton's creative economy are highly diverse.

Over half of CDIs sampled through our CDI Study 2017 are based in an office space (51%), with the rest operating from a managed workspace (26%), home (21%), an industrial unit (5%), or a setup other than those identified. The staff of CDI businesses primarily work onsite (61%) or a combination on and off site (36%). Most respondents see their space as suitable for their current needs (72%), but fewer see it as suitable for their future needs (50%).

There is clear demand and need for more large scale creative organisations in Brixton. Only 9 CDI organisations in the CEZ occupy premises with a rateable value over £100,000. Of these, 8 are night time economy businesses (large music venues, pubs with live music, and a cinema). Attracting larger creative businesses could have a transformational impact on the strength of the cluster — providing more scope for local creative CSR initiatives, and significantly more local supply chain opportunities.

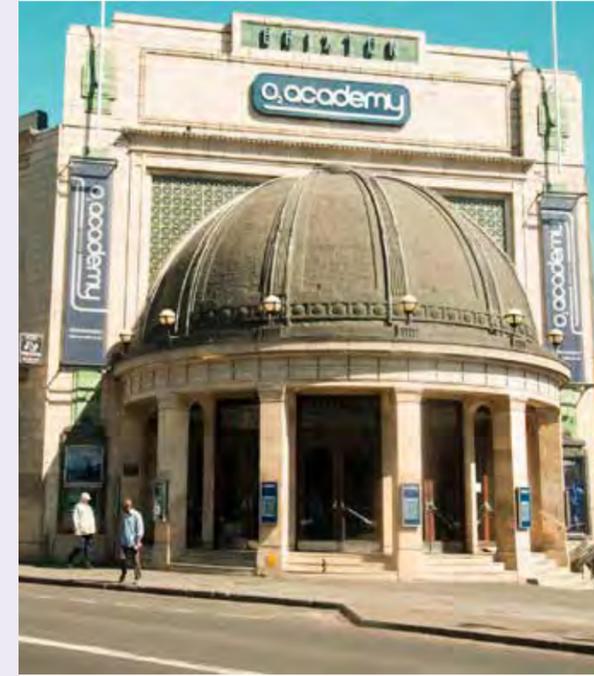
Jellyfish Pictures, a BAFTA and EMMY award-winning VFX and animation company, are just one example of a businesses actively seeking to expand and consolidate offices in Brixton. However, the lack of large scale office space within Brixton hinders our potential to attract and retain larger creative SMEs.

Increasing demand from large scale creative businesses to locate in Brixton

The Department Store, Squire & Partners Squire and Partners architectural practice recently moved their 250-strong team to Brixton from Kings Cross, marking the first large professional services organisation to relocate to the town centre. Purchasing a dilapidated Edwardian department store, they have entirely reimagined the space allowing the existing fabric and layers of history to inform the new design for their head office.

The development also involved creating a new ground floor restaurant, Canova Hall, a refurbishment of the former Fire Station and Stables, providing a new location for Brixton Post Office and three units for small businesses. One of the small units has provided space for an independent Brixton record shop to relocate and expand. The Department Store provides new events and meetings spaces in the heart of Brixton, addressing a gap in network spaces for Lambeth's creative economy.

Squire and Partners are part of a growing trend of creative organisations large and small who are looking to locate in the borough.



Space to perform and produce are a major aspect of Brixton's creative strength

Brixton's rich and vibrant music history has shaped the area today. An array of music venues cater to diverse audiences; Brixton Academy hosts leading rock acts; Upstairs at the Ritz provides space for grassroots artists; and Club 414 is a world-renowned venue for house and trance.

All three examples were born following the Brixton uprisings of 1981 and a council grant programme sought to bring disused buildings back into use. Recently, Club 414 was designated as an 'asset of community value', in order to try and protect the future of the iconic club.

Brixton is also home to a high density of recording studios, usually available in small clusters in one building. We know that spatially, those in the music industry require specific studio conditions and tend to display stronger clustering tendencies than some other creative sectors. Brixton Jamm is just one example of clustering, with a music venue, recording studio, and a number of music-related businesses housed in the same building. The close proximity of music-related activities across Brixton makes it an attractive location for SMEs in the industry.

Pubs are also an important part of Brixton's music scene with many hosting regular live music. Annual figures recently released by the GLA, as part of the Cultural Infrastructure Plan, highlight a 7% loss of pubs in Lambeth in the past year — a very concerning trend. The council's Local Plan Review is considering how greater protection for pubs can be written into Lambeth's new Local Plan.

Brixton has a relatively high density of artist studios and production facilities, with many studios occupying secondary spaces; such as storage above retail and food businesses in Brixton Village, and in railway arches off Coldharbour Lane. These spaces provide home for arts, culture and mission-driven creatives and define and underpin the character of Brixton.

The majority of artistic spaces are of a small-scale, with only a small number of large production facilities, for example Bureau of Silly Ideas. A number of studio spaces are linked to exhibition spaces or galleries, as with Coldharbour Studios. A number of creative businesses also offer facilities to hire for artistic production; with studio space and hardware available at Photofusion; and printing equipment at Artichoke Printmaking.

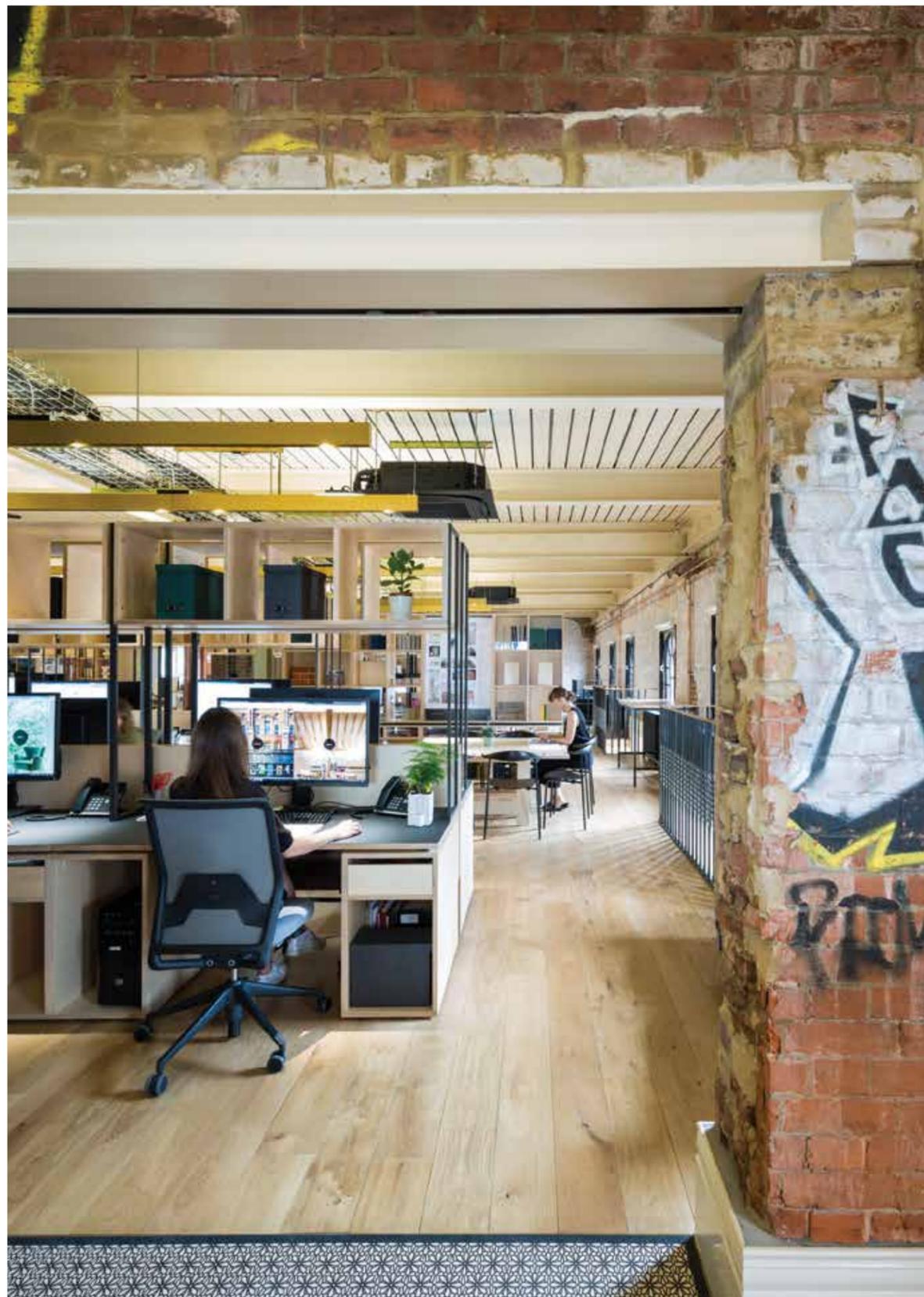
But these spaces are under pressure. Photofusion, one of Lambeth's youth-orientated National Portfolio Organisations, has a long history of supporting disadvantaged local residents to develop their talent and creative careers. But they are increasingly worried about the security of tenure.

The majority of artists studios in the Brixton CEZ area are managed by Artist Studio Company (ASC); with locations in both Brixton Village and on Stockwell Street. Together these spaces cover 25,000 sq ft and provide around 83 studios. ASC accommodate over 100 artists in Brixton, with tenancies ranging from 1 month to 5 years, and an average rental price of £15 sq ft (affordable, as indicated in the GLA's 2017 Artists Workspace Study). However, their long term ability to stay within the area is under pressure due to recent and prospective rent rises.

Whilst the town centre must seek to retain its existing artistic and mission driven creative uses, the Lambeth CDI Study 2017 identifies the potential for areas beyond the town centre, in railway arches and local Key Industrial Business Areas to provide space for more uses of this kind. This is highlighted in more detail within the Lambeth CDI Study 2007:

“A number of the Key Industrial Areas currently have no role in accommodating CDI activity however lie close to some of the strongest clusters in the borough and could, in the future, provide an opportunity to retain and grow more production based elements of the sector. The Coldharbour Lane KIBA in Loughborough Junction forms part of the LJ Works area and is planned to accommodate new workspace and food businesses. At present the Ellerslie Road Industrial Estate and Milkwood Road KIBAs are dominated by a range of storage, distribution and trade counter activities but have the potential to link to growing clusters of activity in and around Brixton. The challenge for all the KIBAs in increasing their role in the CDI sector will be their ability to continue to adapt and accommodate the range of activities that may be demanded by the sector.”

An example of this being achieved is at at Rathgar Road, where Meanwhile Space CIC (with support from the council and Network Rail) have brought into use a number of vacant arches which accommodate a range of creative activities — particularly in production based sectors. The stock of arches within the borough (particularly those outside the major town centres) offer the potential to provide a significant contribution to accommodating CDI activity. In particular there are opportunities to provide (relatively) more affordable spaces that are orientated towards the industrial end of the CDI spectrum. This will require a proactive partnership with Network Rail and any new owner of their commercial stock to bring arches forward and positively manage letting processes in a way that supports the CEZ agenda.



Spaces for the creative industries — what's needed?

To safeguard and grow Brixton's creative cluster, the Lambeth CDI Study 2017 identified the need to:

- Arrest the decline of workspace overall and proactively encourage growth and investment in new spaces
- Protect and grow the artistic / cultural, making and mission driven creative uses that already exist within the proposed CEZ area
- Grow the volume of more office orientated CDI spaces within the town centre, including both space for start-ups, accelerators and larger spaces for well established CDIs employing substantial numbers of people

These conclusions were also closely aligned to the consensus of Brixton CEZ development workshop conversations held recently at Lambeth Town Hall.

A dynamic picture — the future of creative production space in Brixton

A concerted, integrated effort is underway to protect and grow varied spaces for creativity within Brixton.

The council's Business, Culture and Investment team and Area Regeneration colleagues are working with several existing mission driven and charitable cultural organisations at risk to identify alternative affordable property and regeneration funding opportunities to help secure their long term future. For example, the council is working with City of London Sinfonia, Photofusion, and others to try and find space solutions within the CEZ area.

The council's Planning team are making proposed revisions to the councils' Local Plan seeking to introduce a Brixton specific affordable workspace policy; increased protection for cultural uses; and supporting text to our Key Industrial Business Area policies to encourage more creative activity where opportunities for intensification exist. These interventions seek to protect the character of Brixton's CEZ and the organisations that have helped to define Brixton today.

A varied pipeline of new CDI spaces for the Brixton CEZ are being progressed, many driven by the council working in partnership with London's dynamic workspace operator ecosystem. The pipeline includes:

Tripod: The council and Meanwhile Space CIC are preparing to launch (Summer 2018) a new permanent 5,000 sq ft affordable workspace project in the refurbished town hall building in Brixton. The tenant selection process favours creative start-ups and more established creative organisations delivering social impact but at risk of displacement.

Makerversity Brixton: Separately co-financed by the GLA, the council is advancing the opportunity to repurpose 10,000 sq. ft. storage space within Brixton Rec to provide a major new makerspace. This would also serve to animate and enliven Beehive Place and Brixton Station Road, putting local creativity on display.

International House: International House (IH) is a council-owned 48,000 sq ft building the council has recently vacated, creating a unique opportunity for a major new creative workspace. In partnership with 3Space, the building will bring forward a fantastic range of workspace typologies and tenants — from lab spaces, to youth enterprise, maker and artistic production, female focussed co-working, community events spaces and offices for high growth potential CDI start-ups.

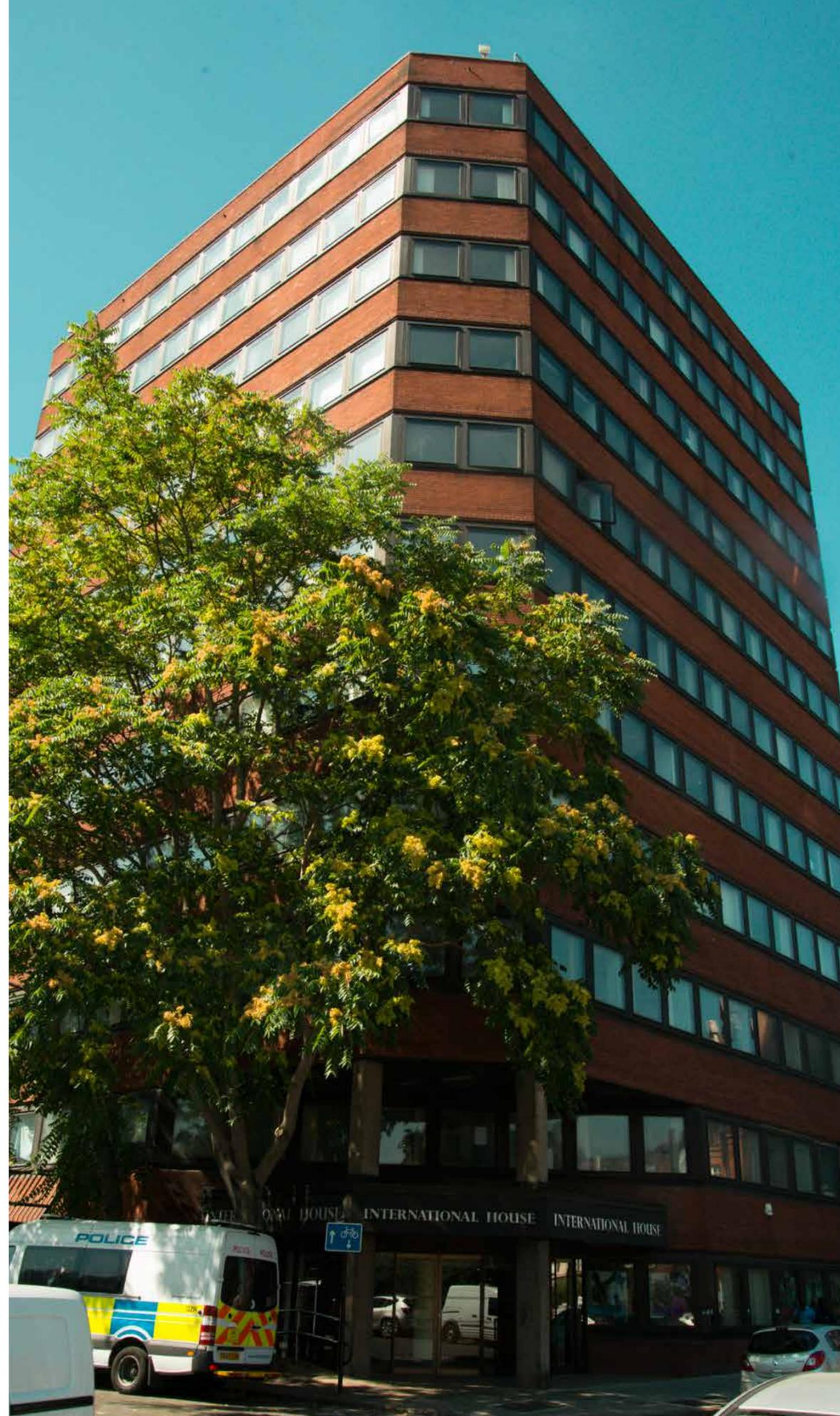
LJ Works : LJ Works is a pioneering project for a range of activities (including a number in the CDI sector) to occupy a vacant plot of land in Loughborough Junction, walking distance from Brixton tube station.

The Factory: A partnership between 198 Contemporary Arts and Learning, Raw Material Music and Media, Photofusion and Hatch Enterprises will redevelop the 198 centre to increase and improve space for the creation of visual arts, industry skills training and provide a new community resource. The project is being part-funded through the GLA Good Growth programme.

Brixton Central: In autumn 2018 the Council intends to launch a procurement for a development partner to deliver the Brixton Central Masterplan, which will include a requirement for between 70,000 and 80,000 sq ft of new purpose built workspace in the heart of the town centre. A CEZ would help shape the future use of the space.

Ovalhouse Theatre at Somerleyton Road: In 2020, Ovalhouse will move to its new home in Brixton as part of the Somerleyton Road development; an exciting community partnership that will see new homes, community and health facilities, social enterprises and a new, fully accessible modern theatre in the heart of Brixton. A key part of the theatre site will be more than 10,000 sq ft creative businesses managed by Ovalhouse.

The Department Store Phase 2, Ferndale Road: Following the Squire and Partners redevelopment of the Department Store in Brixton town centre, they are now working with the council to explore options and proposals for phase 2. Initially intended for residential development, the adjacent site is now being proposed for creative workspace following further confidence of demand.



Increasing developers' confidence in providing creative workspace

In early 2017, Lambeth Council launched the Lambeth Now brand and website; the communication channels behind the council's inward investment service. Lambeth Now acts as a conduit between those looking for space in Lambeth and short and long term opportunities across the borough.

The platform currently provides potential occupier and developer investors with information about the key growth areas in Lambeth; including Brixton. A dedicated page on the site seeks to alert developers to the strength of Lambeth's creative economy, give confidence that it is a significant growth market and communicate the council's encouragement of developments which support the sector. In parallel, the website promotes Brixton as a location of choice for creative businesses looking for space and allows for property enquiries to be made directly to the Business, Culture and Investment team.

In March 2017, Lambeth Council attended MIPIM (the international property conference) and hosted a breakfast event titled 'Designing Exceptional Workspace'. The facilitated discussion between the council and developers sought to raise further awareness of the space and location requirements of the creative industries, highlight current development opportunities and hear from others who had successfully created appropriate space. The discussion included a focus on Brixton as a growth location, and anecdotal feedback showed the session was successful in raising awareness and potential for future developments to support the creative economy.

Development work on the Lambeth Now site has been taking place in recent months. This includes a new CDI focussed area of the website which the council plans to launch in September–October, providing enhanced content promoting creative workspaces and creative businesses across Lambeth including many within the proposed Brixton CEZ area.

Section three

New Creative Clusters and Networks

Brixton CEZ Consortium and Governance

The council recognises that a strong consortium with clear governance and a sense of shared responsibility will be key to delivering a successful CEZ. The CEZ consortium should reflect Brixton's diversity.

Within Brixton, there is a strong ethos of partnership working and collaboration between the council, local business and community groups. At application stage, the CEZ project has been met with enthusiasm by local stakeholders. Post-submission, there is a clear appetite for organisations to become involved as formal members of a CEZ Consortium Board and a wider CEZ Business Network.



Brixton CEZ Consortium — Application Stage

At the outset, key networks and groups were identified as being key to the Brixton CEZ research study and action plan development process:

- **Brixton Design Trail (BDT) Network** — with over 300 members, the BDT has been key to convening local creatives to support research, visioning and ideation; and development of governance arrangements in anticipation of a successful CEZ bid.
- **Lambeth CDI Advisory Group** — established in 2016, the group has been instrumental in guiding the development and production of the Lambeth CDI Study and Strategy. At a borough level, members of the Advisory Group include: Business Improvement Districts; GLA; Educators; local creative organisations; and sector support bodies. Members were carefully selected and invited to ensure representation based on geography, creative discipline, diversity and organisational size. Brixton was strongly represented on the Advisory Group, with 5 members either representing or based in the area — these members were engaged in the application development process.
- **Brixton BID** — representing 700 businesses across Brixton, the BID has delivered a number of initiatives to support the creative economy and has committed to further projects and support. Brixton BID has provided £10,000 towards the costs of the stage 2 CEZ application process.

To inform the production of the CEZ research study and action plan, a two-tiered approach has been taken:

- **Brixton CEZ Application Stage Consortium** — the application stage Consortium includes: creative and cultural organisations based in the CEZ area who are volunteering their time (Ovalhouse, Squire and Partners); educators (Morley College); local networks (Brixton BID); sector support bodies (Capital Enterprise); local landowners; and workspace providers. Additionally BDT have been contracted to provide Consortium support. The current mix has been selected to be broadly representative of the local creative industry sectors. Where possible we have considered ethnicity, gender, disability and age.
- **Brixton CEZ Consortium Network** — a wider group of Brixton's creative representatives have been involved to guide the CEZ development. We have drawn on the BDT, Brixton BID and Lambeth CDI networks to share information for this study and facilitate discussion and knowledge exchange with more than 30 creative organisations in the proposed CEZ area. This has helped to plug gaps in our knowledge base and guide ideas for the Action Plan.



**making up the
Brixton Design
Trail Network**



**represented by
Brixton BID**

Brixton CEZ Consortium and Governance — Implementation Stage

At implementation stage, there is enthusiasm to formally constitute:

- (a) Brixton CEZ Consortium Board
- (b) Brixton CEZ Consortium Network

The following purpose and remit for these two groups has been drafted:

Brixton CEZ Consortium Board: Co-chaired by a Cabinet Member and respected creative industry practitioner, this Consortium Board would have overall responsibility for setting and monitoring the CEZ programme of work and monitoring of KPIs. Meeting quarterly, it would be administered by the council's Business, Culture and Investment team. The terms of reference for the Consortium Board would reflect its purpose and responsibilities, including the need to:

- Uphold the vision and values of the Brixton CEZ
- Agree the work programme and any key changes to the CEZ Action Plan
- Monitor delivery of the CEZ Action Plan
- Act as a sounding board and CEZ bid champions for officers and contractors working on day to day implementation of the CEZ
- Support budget setting and fundraising strategy
- Advise on communications and community engagement
- Help maximize the benefits of the CEZ for local businesses and residents; cultivating and retaining local talent; supporting social mobility; ensuring there are no barriers to participation
- Advise and build a wider group of CEZ ambassadors and the Brixton CEZ Creative Network
- Provide confidence and connectivity to investors and the creative and community sectors

An invitation, application and selection process would be initiated in order to fill places on the CEZ Consortium Board. The make-up of the Board would need to comprise individuals across the public, private, charitable and creative sectors. The Board would comprise at least 50% female representation and 50% BAME representation. A skills matrix would also guide the final make-up of the group, bringing stakeholders together with strong track records in: leadership; education (schools, FE, HE); cultural programming; business support; heritage; marketing and communications; fundraising; community engagement; property and workspace; and policy.

Brixton CEZ Consortium Network: Meeting quarterly, the Brixton CEZ Consortium Network would be facilitated by the council's Business, Culture and Investment team and BDT. Any creative business and other relevant stakeholders (e.g. workspace providers; local educators) would be free to join the network. The Brixton CEZ Consortium Network would facilitate:

- Increased opportunities for networking
- Awareness of business support and collaboration opportunities
- Knowledge exchange between the council and local creative businesses on issues relating to the CEZ
- Input and challenge from the wider creative community to support review and evolution of the CEZ Action Plan

Mapping Cultural Infrastructure and defining the Brixton Creative Enterprise Zone Boundary

Key to understanding the needs of our cultural and creative economy is a continued understanding of the resources available. We have mapped the existing creative infrastructure across Brixton in order to create a picture of current provision and help define the CEZ area. To develop the map, Consortium partners have conducted desk-based research, consulted with the creative community and drawn on the following existing research:

- Lambeth CDI Growth Study
- Brixton Economic Action Plan
- Lambeth London Borough of Culture assets mapping
- London Growth Hub Open Workspaces Map
- GLA Artists' Workspace Data
- GLA Music Facilities Map

The map shows the full spectrum of workspaces, convening spaces, outdoor performance space, performing arts venues and music spaces. It shows the areas of strength, and those of opportunity and growth. Highlights:

- Brixton has a limited number of convening spaces for the creative economy
- There are strong clusters of creative workspace in the town centre and areas a short walk from the centre, however we know that these are operating at or close to 100% occupancy — many with substantial waiting lists
- There is a defined cluster of music venues in the town centre, with further business rates analysis showing that 9 out of the top 10 CDI rate payers are music venues (including pubs that host live music).

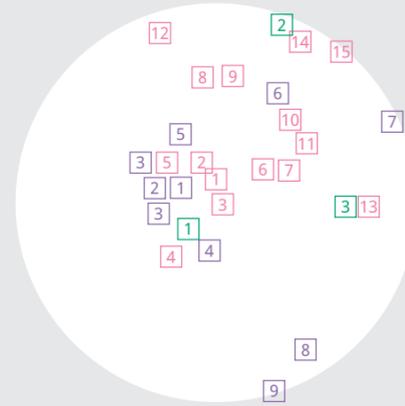
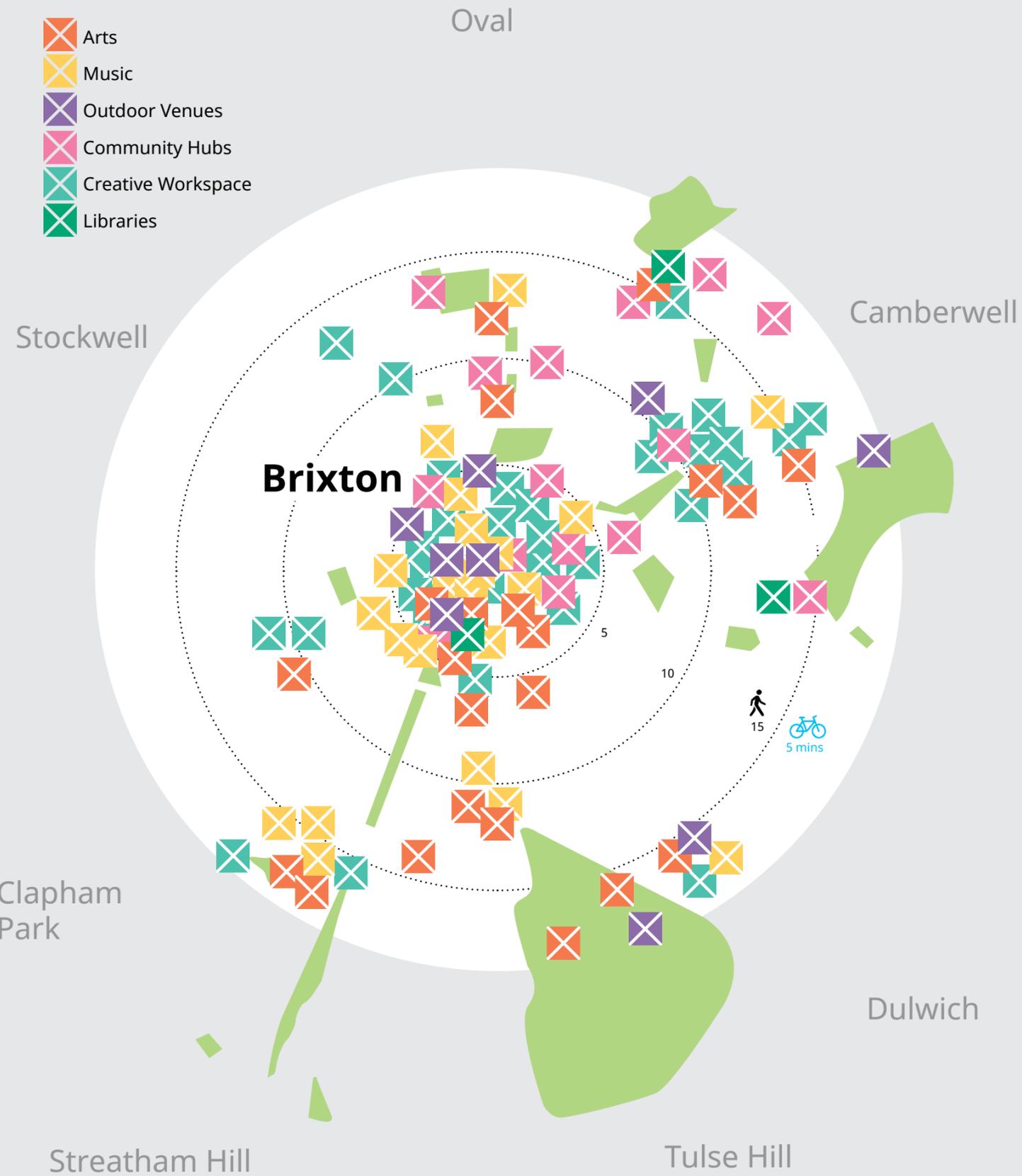
Whilst the general public perception of Brixton's creativity centres on the tightly knit 'town centre' and its most obvious cultural landmarks (e.g. the Tunstall Square Bowie Mural; the Electric; Windrush Square; the Ritzy and Black Cultural Archives, Brixton Academy), important parts of the creative community have formed within spaces and along routes into and out of Brixton — Coldharbour Lane, Brixton Hill, Acre Lane. And surrounding the densely creative and commercial heart of Brixton are largely residential areas, including major housing estates where our creative communities of all ages live.

Our consultations and creative infrastructure mapping has confirmed that the CEZ area needs to include the densely creative heart of Brixton as well as the important creative places of work, production and talent broadly within a 10–15 minute walk or a 5 minute cycle to Brixton tube station. With this 'beyond the town centre' boundary, we include areas where people self-identify as Brixton creatives — for example Brixton's newest workspace Canvas, Brixton Jamm, a hub for music production and performance, and 198 Contemporary Arts and Learning.

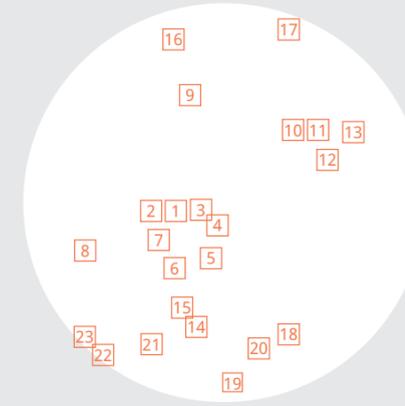
A fully interactive version of the map will be produced and published following submission of the CEZ application.

The proposed CEZ boundary highlighted in this study is approximate and will be accurately and formally defined through the Local Plan Review process.

-  Arts
-  Music
-  Outdoor Venues
-  Community Hubs
-  Creative Workspace
-  Libraries



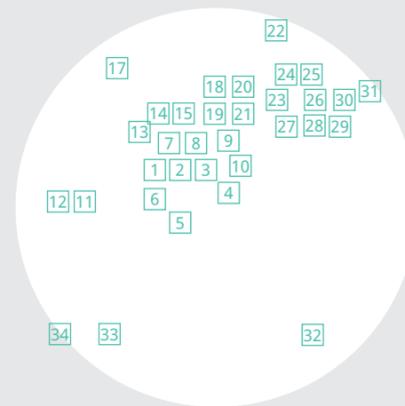
- Community Hubs**
1. Brixton Village and Market Row
 2. Pop Brixton
 3. Brixton Pound Café
 4. The Brix at St Matthews
 5. Upstairs at The Department Store
 6. Southwyck House
 7. Brixton Domino and Social Club
 8. We Are 336 (Lambeth Accord)
 9. Angell Town (Maplink)
 10. Loughborough Farm
 11. Grove Adventure Playground/ Loughborough Park
 12. Carnegie Hub Group: Carnegie Library
 13. Slade Gardens Adventure Playground
 14. Point 18
 15. The Remakery



- Arts Organisations**
1. Photofusion
 2. Ritzy Cinema
 3. Knight Webb Gallery
 4. Courtesan
 5. Brixton Community Base
 6. Small World Centre
 7. Black Cultural Archives
 8. Front Room
 9. Block 336
 10. Arch 468 Theatre
 11. Sunshine International Arts Café
 12. Whirled Cinema
 13. Coldharbour London Gallery
 14. Hootananny
 15. Effra Social
 16. Raw Material Music and Media
 17. Longfield Hall
 18. 198 Contemporary Arts and Learning
 19. The Walled Garden
 20. Whippersnappers
 21. Josephine Avenue / Urban Art Fair
 22. Independence: Studio b
 23. Windmill Brixton

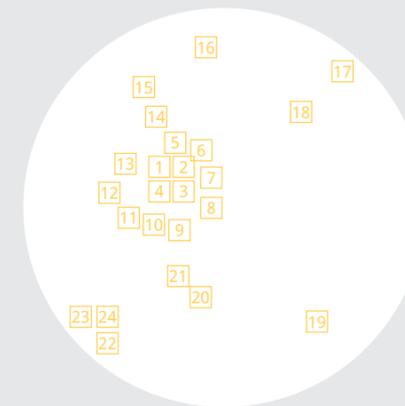
- Libraries**
1. Brixton Library
 2. Minet Library / Lambeth Archives
 3. Carnegie Library

- Outdoor Venues**
1. Electric Circle
 2. Brixton Tube Station entrance
 3. Tunstall Square
 4. Windrush Square
 5. Brixton Police Square
 6. Loughborough Road
 7. Ruskin Park bandstand
 8. Herne Hill Market Square
 9. Brockwell Park



- Creative Workspaces**
1. Piano House
 2. 465 Brixton
 3. Photofusion
 4. Brixton Pound Café
 5. Eurolink Business Centre
 6. Tripod Brixton
 7. Tibor Jones
 8. Brixton Village Studios
 9. Bureau of Silly Ideas
 10. CAYA Club
 11. 2MZ
 12. Front Room
 13. Bon Marche Centre

14. Canova Hall at The Department Store
15. Stockwell Road Studios (ASC)
16. The Stableyard
17. ACME - Glassyard
18. International House
19. Brixton Recreation Centre
20. Impact Hub Brixton
21. Pop Brixton
22. Lilford Business Centre
23. Ridgway Road Arches
24. LJ: Works
25. Rathgar Rd Arches
26. Arch 468
27. Warrior Studios
28. Shakespeare Business Centre
29. Arch 258
30. Coldharbour London Studios
31. Clockwork Studios
32. 198 Contemporary Arts & Learning
33. Studio b.
34. Canvas co-working



- Music**
1. The Prince of Wales
 2. Club 414
 3. Market House
 4. Upstairs at The Ritzy
 5. The Craft Beer Co
 6. Pop Brixton
 7. Brixton Village and Market Row
 8. Dogstar
 9. The Effra Hall Tavern
 10. Gremio de Brixton
 11. Electric Brixton
 12. The Blues Kitchen
 13. The Dairy Studios
 14. Phonox
 15. The O2 Academy Brixton
 16. Brixton Jamm
 17. The Junction
 18. OneCat Studio
 19. Off The Cuff
 20. Hootananny
 21. Effra Social
 22. Ruach City Church Brixton
 23. Windmill Brixton
 24. Brixton Hill Studio

Visibility and Showcasing Creativity in the Brixton CEZ

Whilst there is significant scope for more visibility and showcasing of creativity within Brixton, we start from a strong baseline position. This is driven primarily through the activities of the Brixton Design Trail (BDT) which has been sponsored for several years by Brixton BID and the council.

An innovative model for creative showcasing and collaboration

BDT is a unique creative initiative that brings art, design and performance into the heart of Brixton's community. Since 2014, BDT has showcased the best creative work south of the river in a week-long annual creative takeover of central Brixton during the London Design Festival (LDF).

Using the built environment and its relationship with the business community to place creativity into the everyday, BDT brings people and place together in an inspirational annual urban celebration. Local surroundings (e.g. public spaces; bridges, railway arches) are used as a canvas for installations and celebrations of local identity that inspire fresh creative thinking around powerful themes. In a strong collaboration with the business community, designers take up residence in shops, bars, restaurants for a series of pop-up exhibitions throughout the indoor markets and in neighbouring streets.

BDT formed on the principle that people's lives are improved by involvement in and exposure to the arts, and that anyone — everyone — has a right (and the ability) to creative expression. It is Brixton's creative community, on a mission to put a smile on the face and a spring in the step of our town. BDT supports authentic grassroots cultural enrichment. In an area where conventional creative and cultural participation is low compared to the borough average, barriers are removed to access, and shared opportunities are offered to a community to reflect pride, build esteem and develop a strong sense of place. It is an active agent in the process of positive change.

BDT events and projects are run by a small, committed and volunteer-led team of local creative activators. The network has grown from fewer than 20 individuals and businesses in 2014 to around 300 in 2018. It includes the widest spectrum of large, SME and micro-businesses, residents, start-ups, not-for-profits, charities and community organisations.

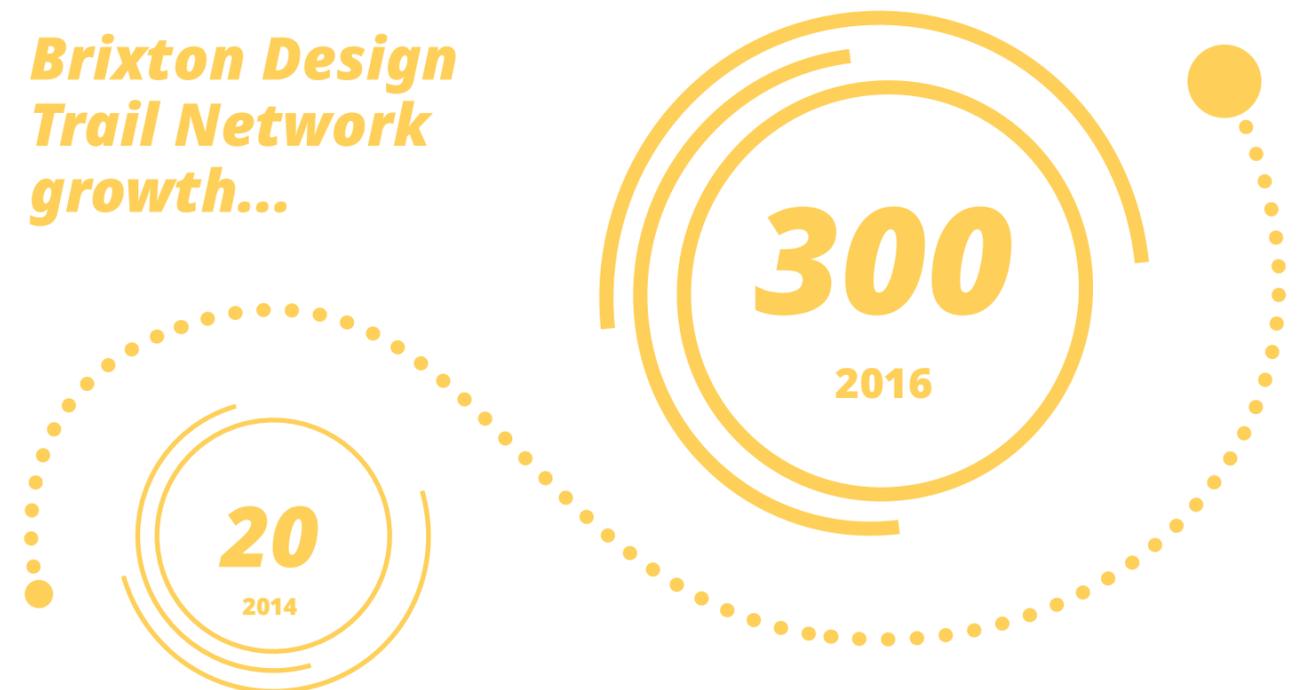


Supported by Lambeth Council and Brixton BID, BDT has been able to offer 33 free partnership entries for LDF, free inclusion for 102 creative community projects on the BDT website; alongside event management; networking events and mentoring sessions.

Participants are attracted by the power of belonging to a recognised network, and an organisation that provides access to exciting live briefs and opportunities to showcase in a collaborative environment. With no barrier to being involved, it appeals to the local collective consciousness; with aforementioned yearly theme that serves as a catalyst to creative expression.

Over the past 2 years BDT enabled project highlights include the Southwyck House estate ('Barrier Block') and Loughborough Park, delivering legacy projects such as the world-renowned Flash Crossings, Windrush Seats and the Lambeth Registry Office wallpaper.

Brixton Design Trail Network growth...



CASE STUDY

Breaking down barriers

With its unique position, Southwyck House, aka the 'Barrier Block', represents a part of Brixton history that is often forgotten. With its instantly recognisable exterior, Southwyck House has often been seen as a 'classic, crime ridden, run down, inner city council estate', and the open expanse of paving on its Coldharbour Lane entrance had long been identified by the Met police as an area known for anti-social behaviour.

However, during LDF/BDT 2016, this expanse of paving became the focus and witness of a low key, but really powerful change, which broke down barriers of all kinds.

The Edible Bus Stop, supported by Brixton BID, Vestre and BDT, redesigned the space, introducing fruit trees, edible plants and new street furniture reflecting Southwyck House's iconic 'zig-zag' design. The process was highly inclusive and actively engaged locals in the transformation of the area, empowering them to participate positively in reappropriating it.

The general public's enthusiasm and consensus was unanimous, giving the local community further sense of ownership and pride over their built environment, and breaking down the Met police's initial resistance to the project.



For 2018, BDT is inspiring participants to think creatively about local challenges with global relevance, under a theme of 'We Belong'. With over 50 events all over town, and with 6 headline projects, local, domestic and international visitors can expect to find installations, exhibitions, parties and talks in a diverse range of welcoming and accessible locations.

BDT's partnership with the London Design Festival has showcased Brixton to a wide audience, increasing the visibility of Brixton's creative economy, and attracting inward investment. International media coverage has helped to further convey Brixton's creativity identity and strengths.

Brixton is also home to 'makers' networks, in the form of markets and organisations like Makerhood which include over 100 makers from the Lambeth area. While not occupying a physical space, Makerhood provides a directory of many makers operating out of residential spaces and provides a network of business support and development. The network also makes use of the existing spaces in Brixton to host monthly makers' meetings.

Identifying priorities and opportunities for creative activation in the public realm

The 'Central Brixton Public Realm Study', commissioned by Lambeth Council, examines the ways in which public space across Brixton could better serve residents and businesses. It provides options and proposals for how 10 sites across the town centre could be improved and the opportunities for design to be responsive to the heart and style of Brixton. It notes the opportunities to recognise the area's multicultural identity, and celebrate and strengthen the unique offer of the town centre. In recent years, a number of the proposals outlined in the study have been delivered, including:

- **Electric Avenue regeneration** — as part of major street and market improvement works, a new illuminated sign was installed to celebrate the history of the street as the first to be lit by electricity. The works provided a new events space in the middle of street, Electric Circle, now managed and activated by the Brixton BID.
- **Canterbury Square** — completed in summer 2016, the square provides a new public space outside Brixton Police Station for people to relax and socialise. The public space celebrates a large mature London Plane tree and includes decluttered and widened pavements, seating, cycle parking and litter bins, and small climbing boulders and timber balancing posts to encourage children's play.

Supplementary to the 'Central Brixton Public Realm Study', the Brixton BID commissioned the 'Brixton Urban Spaces Manual' in 2017 to explore a series of smaller-scale proposals to enhance the town centre and surrounding areas. The manual encourages stakeholders, creative businesses and local groups to take an active role in the co-creation of design propositions. Again, a number of proposals interventions have been delivered, including:

- **Colourful Crossings** — building on the existing colourful crossings installed as part of BDT 2016, additional crossings were created around the town centre with 5 now in place.
- **Southwyck House** — redesigning the Coldharbour Lane entrance to introducing fruit trees, edible plants and new street furniture reflecting Southwyck House's iconic 'zig-zag' design
- **Brixton Orchard** — transforming an area of Rush Common into a community green space with fruiting orchard trees and flowering plants



In 2017, Lambeth Council and BDT collectively ran a design competition to develop detailed proposals for signage and a gateway feature at the Brixton Road Rail Bridge. The £10,000 fixed-fee competition saw 40 submissions presented from a range of creative practices, with the winning designers now working with key stakeholders to create a new highly visible, welcoming and creative feature on both sides of the gateway bridge.

Developing our approach to showcasing creativity

Whilst the BDT has grown significantly over the past 4 years, this has been largely organic and informal. There is no long-term strategic plan for the network and this presents a threat in regards to sustainability and could limit the potential to grow impact.

Our research work has highlighted the need for the production of a strategic plan for BDT, closely aligned with the wider strategic objectives of the council, the Brixton CEZ and Brixton BID. This would strengthen BDT's ability to continue to serve Brixton's creative community; setting a clear direction of travel, identifying future sources of finance and priority creative interventions.

Future creative showcasing interventions within the Brixton CEZ can be guided by the Central Brixton Public Realm Study and Brixton Urban Spaces Manual — with a focus on priority spaces not yet delivered / addressed.

Continuing the drive for more visibility of creative practise and creative activation of the public realm was a key desire emerging from our CEZ workshops with creative practitioners. Future themes (e.g. dancing; water; wayfinding) began to emerge and could be explored going forward through the proposed Brixton CEZ Creative Network. Providing a platform for more international contributions to the evolution of Brixton's approach to cultural showcasing was widely encouraged.

Section four

Creative business development

Creative enterprise and jobs in the Brixton CEZ

Despite strong growth in both businesses and jobs, Brixton's creative economy is significantly underrepresented in terms of employment activity compared to the London average. The CDI makeup 345 (24%) of businesses within the CEZ, and 900 (7%) of jobs, the sector is formed of:

- **ICT & Digital Media** — accounting for 9% (130) of business units and 3% (300) of jobs. The sector has seen a sharp growth in businesses (63%) and jobs (74%) over recent years.
- **Media & Broadcasting** — Brixton has almost double the concentration of the London average at 7% (95) of businesses. Whilst the sector accounts for only 3% (300) of jobs, this has grown by 84% over the last 5 years.
- **Other creative activities** — including creative services such as architecture and publishing, it is a small but growing sector in Brixton and accounts for 8% (120) of businesses and 2% (200) of jobs. Despite recent growth, the concentration of jobs is close to half that of the London average.

Other key statistics highlighted by the Brixton Economic Action Plan include:

- A large part of the Brixton business base comprises of micro businesses (0-9 employees), representing 86% of all businesses in the area. The proportion of micro businesses in Brixton is smaller than that across Lambeth (90%) and equivalent to the make-up across London (86%).
- 85% of employment growth in Brixton is driven by micro businesses.
- 25% of businesses had seen an increase in the number of employees at their premises over the last 12 months. This compares to 20% of businesses Lambeth wide. 27% of businesses in Brixton claimed their turnover to have increased in the last 12 months.
- Around half of the businesses surveyed reported the changes in Brixton as having a positive effect on their business.
- Two-thirds of businesses anticipate that investment and regeneration of Brixton Town Centre will have a positive effect on Brixton business performance in the future.
- Brixton has a lower start-up rate than the London average, and lower than a number of the comparator town centres, including Dalston, Shoreditch and Camden.
- Sole traders: ONS business count data suggests there are around 180 sole traders (proprietors) in Brixton, making up 6% of the total business base. This slightly exceeds the proportion across Lambeth (5%). As with micro businesses, the

actual number is likely to be much higher, as many sole trader businesses will fall below reporting thresholds.

- Self-employment: Self-employment levels also provide an indication of entrepreneurial tendencies of the local population, although it should be noted that those in self-employment may not actually work in the area in which they live. In total there are around 2,100 self-employed people living in Brixton, representing around 13% of all residents in employment. The self-employment rate in Brixton is lower than that across Lambeth (17%) and London (18%).
- Homeworking: Levels of homeworking provide a further indication of enterprising activity, although it should be noted that homeworkers may not necessarily be self-employed or engaging in enterprise. At the time of the 2011 Census, there were around 1,200 homeworkers living in Brixton. This represents around 8% of all local residents in employment — a figure which is below the Lambeth and London average.

Understanding the support needs of the sector

180 businesses and organisations responded to an online survey conducted for the Lambeth CDI Study. 18% of respondents were from the Brixton area. They told us:

- 81% identified affordable rent was important
- 74% identified requiring 'training and skills development' for a wide range of issues including management/leadership; digital marketing; finance and accounting; and fundraising
- 68% of respondents identified as requiring 'business start-up/ growth advice or mentoring' for future sustainability and growth
- Broadband speeds are a key issue for 86% of businesses surveyed

The CDI Study 2017 survey also highlighted the important factors when businesses are choosing a location, with the top three factors being:

- Good Public Transport (87%)
- Local Cultural Life (61%)
- Proximity to Clients (52%).



Brixton benefits from excellent public transport connections and local cultural life. In terms of proximity to clients, the survey further suggested that the majority of local CDI businesses do not have a predominantly local supply chain in terms of clients or collaborators. 48% of respondents reported that only 20% of their clients/ customers come from the local area, and only 12% of respondents reported that 100% of their clients/customers come from the local area. Consultees saw themselves as part of larger supply chains, rather than local or Lambeth ones. Whilst this identifies a clear trend of being part of a wider network, it presents an opportunity to further develop local supply chains.

To support a high growth creative cluster, wider research through in-depth interviews and focus groups also indicated that high density of supportive workspaces, a combination of core business skills training (e.g. Finance; HR) more specialist support (e.g. Intellectual Property; Exporting), and more convening and networking spaces are required to develop a highly supportive ecosystem. Working to address these needs will be key to supporting business development and greater creative cluster growth in the Brixton CEZ.

At a grassroots level, we are aware that start-up statistics indicate that most entrepreneurs will fail within 3 years without dedicated, holistic support, particularly for entrepreneurs that don't come from affluent families and who don't have a support network available to them. Many local people consider becoming self-employed or starting their own CDI business. Our research highlights that more work is needed to give people the support and advice they need to explore and develop their business ideas and turn them into reality. A grassroots CDI project targeted at residents facing significant barriers to starting a CDI business should include:

- Practical advice about starting your own business, as well as the opportunity to develop ideas and business concepts.
- Specialist knowledge through CDI topic workshops, 1-to-1 coaching and dedicated mentoring
- Core business skills such as marketing, project management and financial literacy
- Free or very low cost spaces within workspaces supported by the programme
- Access to professional support networks that build social capital

Existing support for business development

There is a considerable amount of activity underway to protect and grow creative workspace in Brixton as detailed in section 4. Brixton also has some good programmes supporting the needs of the sector:

- **Tree Shepherd**, with funding support from Lambeth's Adult Education Service and other partners provide grassroots business support for residents from low income background and / or unemployed. A large proportion of their client base seek to develop creative enterprises. Tree Shepherd recently launched a very low-cost co-working space, 'GLOWS', where local people can develop and expand their business, whether they need a makerspace, a desk, a private office or access to meeting rooms. The space is a joint project started by Tree Shepherd and Tulse Hill Estate Tenants & Residents Association.
- **The Factory** is a creative space for arts and enterprise in Brixton. It's mission is to provide young people aged 16–25 with the keys to self-sufficiency through paid employment or business start-up in art, design, music and media. The project is led by 198 CAL in partnership with Hatch Enterprises and Photofusion. 198 CAL are currently fundraising for a dedicated facility for The Factory which will also provide self-sufficiency through an extension to their current space within the proposed Brixton CEZ area.
- **Enterprise for London** run their government backed Start, Scale and Grow programme from Brixton Library — providing long-term business mentoring and support to access Start-Up Loans.
- **Brixton Design Trail** provides business mentoring, creates connections between creatives and supports showcasing as detailed in the Creative Cluster and Network section of this Study.

CASE STUDY

Uplift and profile for Brixton creatives

Brixton Design Trail (BDT) provides a platform for collaboration and showcasing creative talent. This can generate profile and business development opportunities

BDT committee members, Eley Kishimoto & dolman-bowles first collaborated on the 'Flash Crossings' in 2014 when they sprayed a temporary "Flash Rug" outside Brixton Tube to announce Brixton Design Trail as a new London Design Festival district.

In 2016, they created permanent "Flash Crossings" on the junction at the heart of Brixton, Coldharbour Lane & Atlantic Road, at the centre of Brixton's history of trade, transport, riot and its resurgence as a cultural hotspot, and in 2017, were commissioned by the Brixton BID to do the the prominent crossing between the Ritzy Cinema and Prince of Wales/KFC. These crossings are now part of the fabric of Brixton's physical environment, and are a recognisable visual attractor and identifier for Brixton.

Following the success of the project in Brixton, the Eley Kishimoto & dolman-bowles team were invited by Coventry City Council to design a Flash Crossing to provide a highly visible pedestrian link between Coventry station and the recently landscaped Friargate boulevard beyond as part of a refurbishment of the areas. Flash was installed in sky blue to reflect Coventry colours. The popularity of the project continues to generate opportunities for new commissions.



Whilst the area contains some good business support activity, the scale and range of support programmes is relatively limited and must expand to drive high-growth enterprise and support residents facing greater barriers to starting and growing a business. Councils can make an important contribution, but evolving a stronger business support ecosystem will require business communities, higher education and enterprise support bodies to play a lead role. Councils can make an important contribution, but evolving a stronger business support ecosystem will require business communities, higher education and enterprise support bodies to play a lead role.

Working with existing providers to expand their offer and engaging with specialist providers to seek their input on business development interventions would be an important component of our Brixton CEZ programme.

Our research identifies that beyond the Brixton CEZ area, elsewhere within Lambeth and London, much of the high quality, specialist and targeted business support (e.g. exporting missions; tailored business support) is provided by a range of representative trade bodies for the creative sectors operating with a London or UK remit — for example, the BPI, Film London, British Fashion Council, UKIE, UK Screen Alliance and others.

Capital Enterprise and higher education institutions also have a key role to play in creative business development. The council recently secured the commitment of several universities to work with Lambeth and neighbouring boroughs on the 'South London Innovation Corridor' project which seeks to build the HE-led business support offer within Brixton and neighbouring creative clusters across a four borough geography. These universities (London South Bank University; Goldsmiths; Royal College of Art) all have significant expertise and access to funding streams which could potentially support the Brixton CEZ.

Section five

Employment, enterprise and skills

Brixton socio-economic profile

Brixton's resident population has grown significantly in recent years (+20%), exceeding that of both Lambeth and London (+14%), and performs well in several labour market characteristics. 81% of local residents are of working age, and of these 78% are economically active. Strong levels of economic activity are also reflected in local employment levels with 68% of working age residents in employment (compared with 62% London average).

But despite strong headline characteristics, major challenges persist locally. The Index of Multiple Deprivation demonstrates that areas in and around Brixton are ranked as being amongst the most 10% deprived areas nationally. Coldharbour and Tulse Hill wards have high rates of JSA claimants compared to the London average (4.2% Coldharbour, 3.5% Tulse Hill, 2.5% London average). Coldharbour ward also has one of the highest rates of residents with no qualifications in the borough at 18%. These challenges are reflected in overall levels of prosperity in Brixton. The average household income is £47,357; noticeably lower than the London average of £51,770.

Challenges are also faced in terms of local education attainment:

Average GCSE attainment:

- London average: 324
- Lambeth average: 316
- Coldharbour ward: 306
- Tulse Hill ward: 292

Average A-level attainment:

- London average: 690
- Lambeth average: 661
- Coldharbour ward: 618
- Tulse Hill ward: 634

Data from the Department for Education (2016) shows a decline in the number of pupils taking Arts subjects (-1%) at GCSE across Lambeth; a worrying trend that will impact the workforce supply line.

CASE STUDY

Improving space for the creation of visual arts, industry skills training and the community

198 Contemporary Arts and Learning (198 CAL) is a centre for visual arts, education and creative enterprise. Their mission is to nurture and support the career of emerging, under-represented artists and to advance public interest in the visual arts. Working in partnership with Raw Material Music and Media, Photofusion and Hatch Enterprises, 198

CAL have successfully raised £475,000 from the Mayor of London's Good Growth Fund, towards their £1.2m target to redevelop their current site, tripling the current space available.

Across three floors, the new building will provide dedicated exhibition and community space, a dedicated floor to creative skills, education and enterprise under the 'Factory' banner and new studio space for creative industry start-ups and freelancers.

198 CAL's work is framed by local communities and the history of the Brixton uprisings. They were recently granted National Portfolio Organisation status by Arts Council England which guarantees the core artist programme for at least the next four years, and are a key partner on the Brixton CEZ and Next Generation initiatives.



Image credit: Carver Haggard

Education providers

There are a number of primary and secondary schools within the Brixton CEZ area. These include Sudbourne Primary, Corpus Christi Primary, St John's Angell Town Primary and Evelyn Grace Academy.

South Bank Engineering UTC focuses on allowing students to apply their own creativity, imagination and ideas in an engineering context. London School of Communication Arts is a social enterprise, supported by over 100 advertising agencies, providing world-class advertising training; with a third of students benefiting from industry funded scholarships.

We know that primary, secondary and FE and HE institutions are already involved in work relating to creativity, helping to train and inspire the next generation of creative industry professionals. London South Bank University and Morley College have confirmed their interest in working alongside the council and others on the Brixton CEZ. The Lambeth Schools Partnership has been engaged in development of the CDI Strategy and are keen to be involved in delivering on the final recommendations.

However there are currently clear gaps in our knowledge of what each school is delivering and where there are significant gaps and capacity building requirements. Work is ongoing through the Next Generation initiative to provide a more granular baseline picture to inform the Brixton CEZ programme.

Supporting creative talent — work underway

Following Lambeth's London Borough of Culture bid — Radical Hearts Open Minds — Lambeth was awarded a Cultural Impact Award from the Mayor of London to deliver the **Next Generation** initiative. Following recent engagement with many local partners, the campaign goals have been expanded and now include:

- Visibility of cultural careers and education pathways amongst young people, educators, and parents.
- The number of young creatives and future leaders from underrepresented groups accessing work experience, employment opportunities and leadership development.
- The ability of diverse creative talent to realise and showcase their work.
- Changing employer practices, required for a more diverse cultural workforce.
- Capacity building of Lambeth's mission driven and charitable CDI focussed organisations, including several smaller scale National Portfolio Organisations in the borough

- The need for more focus on in-work progression and resilience, providing complementary support to projects that break down barriers to entering creative employment for people from disadvantaged groups
- Increased partnership opportunities between major creative institutions and grassroots community focussed organisations

Our Next Generation work has also highlighted the need for the development of partnership infrastructure. A key aspiration is to secure funding for a new Cultural Education Officer role to be established. This will ensure that there are clear mechanisms for sustainable collaboration between schools and the creative industries, addressing the current gaps in provision by:

- Providing expert support to schools and cultural organisations to ensure all children and young people can have access to the rich cultural assets
- Ensuring a clear and coordinated approach internally at the council between the Business, Culture and Investment team and School Improvement Service
- Seeking to expand opportunities for schools, cultural organisations and creative industries to collaborate that offer experiences to pupils to develop their skills and talents to progress into further education and training e.g apprenticeships
- Championing for a creative place-based curriculum within all Lambeth schools; in line with the Mayor's aspirations for a London Curriculum
- Exploring and developing pathways and progression routes that promote and celebrate diversity
- With the School Improvement Service, identification and development of a package of CPDL programmes for teachers and school leaders that reinvigorate their capacity and freedom to deliver a creative curriculum

A fundraising strategy is being developed for this work and several strands of activity that will seek to address the goals of the Next Generation project. In the event of a successful Brixton CEZ bid, the council would seek to pilot several projects within the CEZ geography before scaling up to other areas of the borough.

Lambeth is also leading the 'Careers Cluster' project which has recently been awarded follow-on ESF funding from the GLA. The Careers Cluster project is changing attitudes to work experience. It is working to increase the number of high quality work experience placements alongside schools, and supports parents to coach and advise their children on careers. To date, schools have mainly sought out STEM and technical work experience sectors. During the development of Lambeth's CDI Strategy and CEZ application we have established a joint aspiration with the Careers Cluster project team to bring forward a strand of the project driving greater interest in creative industry placements and greater



participation in the project from local creative businesses. One of Brixton's largest CDI employers, Jellyfish Pictures (a VFX and Animation business) has recently signed up to the project.

Consideration will need to be given to how the ESF Careers Cluster programme can complement additional ESF funded activity commissioned by the GLA through the CEZ programme.

London Living Wage

Lambeth Council is proud to be a London Living Wage (LLW) employer and is working to influence other organisations and extend the London LW to more people working in the borough. Businesses paying the LLW are already prioritised in regard to receiving business rates reliefs and we are establishing new initiatives to raise awareness of the benefits and promote accreditation.

Currently, only 2 creative organisations based within the Brixton CEZ area are accredited London Living Wage employers. Whilst we are aware that more organisations will be paying LLW and above, we currently do not have accurate data.

As part of the council's drive to increase the number of businesses in the borough who are LLW employers, we are ensuring that all new workspace projects include requirements for businesses employing staff to be LLW employers and become accredited. This is being trialled within Brixton. Within the Brixton CEZ, both Tripod and International House workspaces will support tenants to become accredited within 12 months of benefitting from space. All council-enabled workspaces within the CEZ will require and support tenants to be LLW employers. Through this work we are encouraging businesses to adopt the Mayor's new 'Good Work Standard', which includes paying the LLW.

Section six

Policy

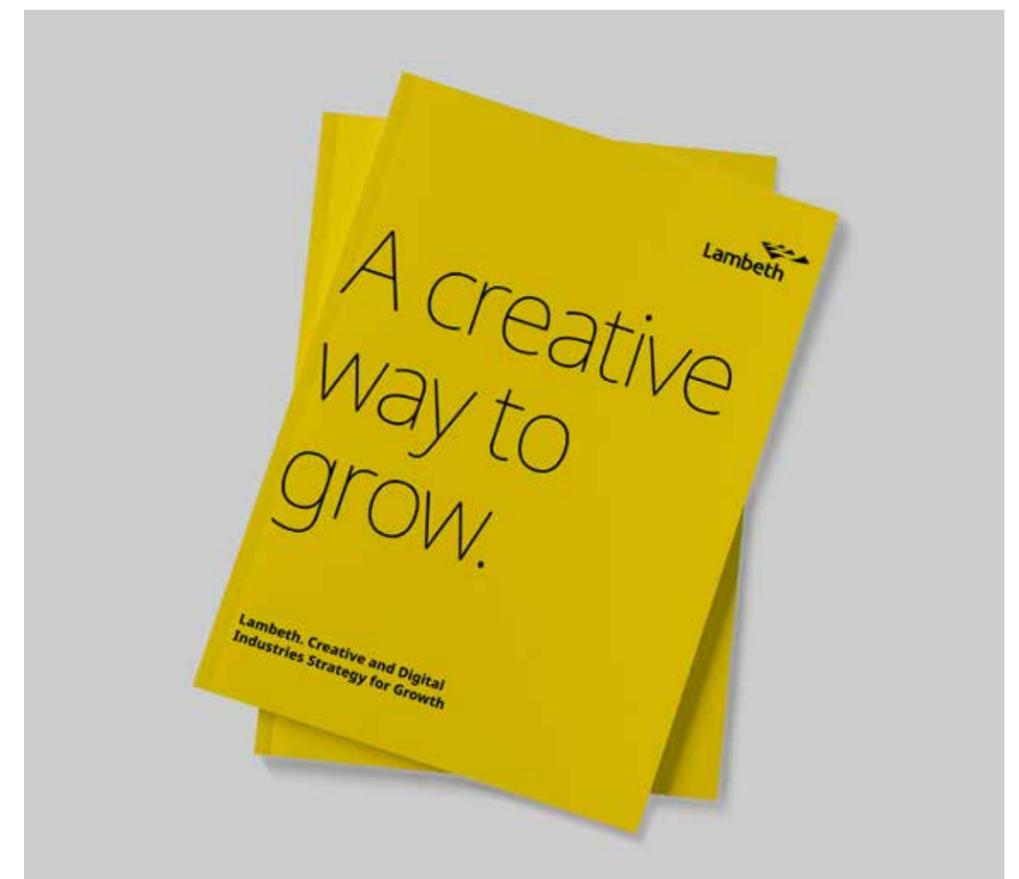
Our commitment to the creative industries

'Future Lambeth: Our Borough Plan', is the council's and partners' vision and priorities up to 2021. It includes a key commitment to supporting the growth of CDI in the borough.

Lambeth's CDI Strategy sets out the opportunities and threats, the benefits of growth for our residents and places, and how we can encourage and support this dynamic sector. This Strategy, recently adopted by Cabinet, makes further commitments to developing a supportive policy environment and the creation of a Brixton CEZ.

Creativity and culture is already at the centre of regeneration programmes within the Brixton CEZ. Somerleyton Road will see a new purpose built home for Ovalhouse. Our recent Good Growth Fund bid for Regenerating Brixton's Rec Quarter seeks to deliver a range of interventions to improve the local area and deliver creative workspace.

Our [Radical Hearts Open Minds](#) London Borough of Culture bid is also set to form the basis of a new Cultural Strategy for the borough which we aim to advance later this year, building on Culture 2020; Lambeth's current cultural plan.



Business Rates

In order to provide a baseline picture on business rates specific to the creative industries in the Brixton CEZ, we commissioned Original Futures Ltd to provide expert economic development consultancy. Business rates data held by the council does not include any details of business sector, therefore each business within the CEZ boundary was researched on Companies House in order to accurately classify. Whilst some rate-payers within the CEZ boundary remain unclassified in regards to sector (due to industry classification information not being available for all businesses), this has provided the most comprehensive analysis available. A thorough review of the data available was then conducted to provide the following baseline:

Parameter	Lambeth (£)	Brixton (£)	Brixton CDI (£)
Rateable value (2010)	303,347,000	26,282,000	1,815,000
Rateable value (current)	424,340,000	40,514,000	4,178,000
Rates pre-discounts	200,462,000	17,675,000	1,774,000
Discounts			
· 80% Charitable Relief	20,409,000	1,028,000	127,000
· Small Business Relief	7,561,000	1,680,000	78,000
· Empty Property Relief	3,307,000	600,000	16,000
· Hardship Relief	1,881,000	183,000	14,000
· Discretionary Relief	255,000	3,000	3,000
Total Discounts	33,413,000	3,494,000	238,000
Rates collected	167,049,000	14,181,000	1,536,000
Retained by council (64%)	106,911,000	9,076,000	983,000

Business Rates Revenue & Discounts (indicative figures, subject to further analysis, rounded to nearest £,000)

Parameter	Lambeth	Brixton	Brixton CDIs
Number of rateable units	8,948	1,644	136
Increase in rateable value since 2010	40%	54%	130%
Rates collected	£167,049,000	£14,181,000	£1,536,000
Rates collected from Brixton CDIs	1%	11%	100%
Average rates discounts / unit	£3,734	£2,125	£1,750
Average rates collected / unit	£18,667	£8,626	£11,294
Comparison of other factors between Brixton CDIs, Brixton and Lambeth			

Headline findings include:

- Around 1 in 10 units in Brixton are occupied by a CDI business
- Brixton CDIs generate £1,536,000 of business rates; with £983,000 currently being retained by the council
- Whilst Brixton CDIs have a higher than average occurrence of gaining Small Business Relief, the average unit occupied by a CDI in Brixton generates 30% higher rates revenue to the council than the local average

The analysis also shows us that 2017 Business Rates revaluation saw average rateable value increases of 40% across the borough. In Brixton, the average increase was 54%. For the creative industries in Brixton, this increase was 130%.

Lambeth was one of the first local authorities to launch a [Business Rates Hardship Fund](#) following the 2017 Revaluation. Independent retailers, cultural and creative enterprises, and those paying London Living Wage are prioritised for support. However this relief, provided by grant from central government, is diminishing. £2,900,000 was available to support those most affected in 2017/18, £1,400,000 in 2018/19, £586,000 in 2019/20 and only £84,000 in 2020/21.

This presents a clear need for additional support to be provided to ensure that the creative economy can continue to be supported in the Brixton CEZ. New draft business rate relief policies have been developed and initial financial modelling undertaken. Formal approval of creative industry-friendly business rate measures in line with the GLA's CEZ objectives are being progressed.

Connectivity

We know that increased broadband connectivity brings economic benefits. In the digital creative sector, it creates a competitive advantage that enables businesses to explore new services. Nesta recommend that increased fibre-to-the-premises can make a positive difference to creative and tech clusters

Broadband speed is a critical issue for many businesses. Those engaged through our CDI Study stated that broadband connectivity was the number 1 factor influencing their choice of premises.

At a borough-level:

- Compared to other London boroughs, Lambeth ranks among the lowest for broadband speeds, just above Southwark and Westminster.
- At 13.2Mbps, Lambeth's average download speeds are significantly lower than the national average of 17Mbps.

The council has recently submitted a stage 2 application to DCMS to invest in fibre broadband infrastructure in public buildings where we are developing affordable workspace schemes. Improved access to fast broadband in workspace projects will support the digital sector and help attract more technology start-ups and SMEs to the area.

The Gigabit Broadband Voucher Scheme, launched by DCMS in April 2018, provides up to £3,000 for SMEs contribute to the installation cost of a gigabit capable connection. We plan to work DCMS registered provider and local business networks such as BDT and Brixton BID to raise awareness of the vouchers within the creative industries in the Brixton CEZ area.

Planning Policy and Affordable Workspace

Within the new draft London Plan, Brixton has 'Strategic Area for Regeneration'; NT2 Night Time Economy classification (area of regional or sub-regional significance); and Office guidelines 'C' classification — where small office capacity should be protected due to demand.

Lambeth has already successfully introduced an Article 4 Direction for Brixton town centre — an important step in ensuring there are no future net losses of commercial space.

Our Local Plan Issues and Options consultation (December 2017), included affordable workspace, the night-time and cultural economy as key topics. In line with the new London Plan (Policy E3), we are currently finalising an affordable workspace policy, informed by a development viability impact.

Lambeth's Targeted and Affordable Workspace Policy will seek to secure in perpetuity workspace across the borough, but with specific requirements for space provision within the Brixton CEZ. The Policy recognises that a diverse range of spaces are required, including co-working spaces, serviced offices, accelerators and incubators, creative production studios and light industrial units. Within the Brixton CEZ, workspace will be sought based on the needs identified through the CEZ development work.

The Policy is targeted to support the following typologies of businesses:

- **Start-ups and early stage businesses** across the CDI sectors requiring specialist support and / or equipment to develop and grow their enterprise (typically requiring time limited support).
- **Businesses focussed on creative production** (e.g. artists; designer makers; musicians; fashion) requiring larger than average ratio of sq. ft. of workspace to employees (typically requiring below market rents for long periods or in perpetuity in higher value areas) and / or making a special contribution to the character and cultural identity of local areas.



- **Not for profit and / or charitable organisations** supporting Lambeth's CDI economy and providing significant social value. This includes education providers and organisations who primary purpose is to support disadvantaged groups and tackling economic inequality through CDI related activity (typically requiring below market rents for long periods or in perpetuity in higher value areas). Lambeth has many world-renowned cultural institutions and a large number of Arts Council funded charitable organisations with 'National Portfolio Organisation' status who typically and increasingly require below market space.

The council will develop an 'Approved Suppliers' list and hold 'meet the provider' sessions; bringing together landowners, developers and workspace providers with a creative and technology specialism.

The council's Local Plan which is already broadly aligned with the draft new London Plan and Good Growth by Design.

The council is also drafting new policies and revised policy wording to provide greater protection and encouragement for cultural facilities, pubs and venues.

Licensing

The night time economy is an integral part of Brixton's cultural identity. As part of the CEZ Action Plan development process, we are working closely with Brixton BID and the council's Licensing and Planning teams, to produce a Brixton Night Time Economy Vision.

MAKE Associates have been appointed to produce the vision, and are currently undertaking interviews with local businesses, residents and visitors to inform the work. The report will be available in September 2018 and will make a number of recommendations on how the evening and night time economy can be supported, and how growth can be tailored to ensure all stakeholders have a positive experience of the town centre at night.

Section seven

Community links & socially inclusive places

Brixton is built on community collaboration. The Tate Library in Brixton was one of the first free libraries in London. The Brixton Pound, established in 2009, is the local currency that encourages local spend. And the Lambeth CDI Study identified that 52% of businesses already contribute to local community initiatives.

But the inequality gap within Brixton's community is widening, which is seeing an increasingly skilled and economically active population living alongside a significant group of economically excluded residents. Coldharbour ward is within the 10% of most deprived wards in England, and experiencing the lowest employment rate in the borough. The ward also has one of the lowest rates of cultural participation, between 2-5% lower than London and around 10% lower than our highest in Lambeth. Our resident survey tells us that many residents in Brixton are feeling disengaged from the borough's growth.

The Lambeth Equality Commission (2017) told us some uncomfortable truths which have informed our approach to the CEZ development:

- **Inequality** — Black residents are four times more likely to be unemployed
- **Child poverty** — A third of children in the borough are born into poverty
- **Integration** — Half of all primary aged children do not speak English as a first language
- **Inclusive growth** — One in five employees earning below the London Living Wage
- **Crime** — Black boys are three times more likely to be arrested
- **Wellbeing** — High rates of social isolation, mental health, and multiple long term conditions

The council is actively ensuring that new investment in the area is inclusive, and is ensuring that workspace projects are delivering social return to the local community. One example is Pop Brixton, which has a clear aim to deliver social and community benefits through commercial activity. This is delivered by achieving buy-in from businesses to the Pop ethos and community investment scheme. This ethos has ensured that 73% of businesses are owned by local residents and 75% of employees are local residents.

Pop Brixton's Community Investment Scheme provides a formal mechanism which commits all tenants to contributing at least one hour per week to community causes. Delivered in partnership with Brixton Pound, tenants of the workspace commit volunteer time spread across five broad areas of activity linked to the original objectives of Pop:

- **Employment and training** — Employment related events, programmes and activities designed to support the development of professional skills and employability. Includes mentorship, apprenticeships, work experience & training.
- **Skillshare and entrepreneurship** — Skill-related workshops, events and activities spanning fun or vocational skills, as well as academic or business-related skills. Drawing on the expertise of Pop traders to support the development of a wide range of skills in the local community, including those related to starting and running an independent business.
- **Support for the arts** — Fostering and supporting the arts in Brixton and Lambeth.
- **Urban Growing, Food & Sustainability** — Supporting local sustainability and sustainability education initiatives.
- **Pop Out** — External events, activities and away days for traders and Pop staff to volunteer at local organisations or lend their manpower for community activities.

Through the scheme, 5,800 hours of volunteering delivered by traders. This is equivalent to between £108,750 — 255,200 of in-kind investment (based on HLF guidance for semi-skilled and skilled volunteering).

While the scheme is now starting to deliver strong outputs, challenges were originally faced in finding an effective and efficient delivery model. These challenges, and lessons learnt, are informing the development of similar programmes across all council-enabled workspaces.

As outlined in the Employment, Enterprise and Skills section we are also ensuring that all new workspace projects within Brixton include requirements for businesses employing staff to be LLW employers and become accredited.

Pop Brixton also provides space for local creativity to be showcased. The Service Level Agreement between the council and operator includes key requirements to curate a programme of activity led by makers in residence and provide studio space for artists, musicians, photographers and designers. Recently, the Windmill Cluster (partnership involving 10 local schools) used the large event space at Pop to host an art exhibition. Building on a previous poetry event, this provided the opportunity for children to showcase their creative representation on the theme 'the future is ours'. Following the exhibition, artwork was framed and presented in other locations across the site. Elsewhere in the Brixton CEZ area, Photofusion are committed to making photography



accessible to everyone, whatever their experience. Delivering a programme of outreach and community engagement, they employ experienced photographers and arts practitioners to work with community groups, local schools and individuals to inspire, support and showcase.

198 Contemporary Arts and Learning work with local young people with multiple and complex needs through their Creative Learning training and outreach programmes. A programme of skills development, one-to-one support, advice and mentoring provides young people with opportunities to have a voice, reconnect with learning and work towards careers in the creative and cultural industries. A major opportunity exists for 198 CAL to undertake a two storey extension within the Brixton CEZ — The Factory project (see above) which would provide a self-sustaining platform to support young creatives from BAME and disadvantaged backgrounds.

Tripod, Brixton's newest creative affordable workspace (due to open in Summer 2018), is adopting similar principles to Pop Brixton to ensure that the project has local impact, including a requirement that 75% of businesses are operated by local residents. Tenants will also be selected based on their ability to contribute to a Social Value Programme that will:

- Widen employment opportunities within the creative industries to the local community
- Inspire and inform residents of opportunities in the creative industries
- Ensure the project and space is accessible to the local community

Still being put together, the programme is likely to include partnerships with local stakeholders including community groups, schools and training providers.

Tripod will also provide a new creative event space in Brixton. A partnership with UK Black Tech will promote Tripod Brixton to BAME entrepreneurs working across the tech and creative industries. They will host social and tech events in Tripod, with 650 tech professionals part of their network.

Brixton's most inclusive space

The Tate Library in Brixton welcomed 319,407 people in 2017/18. A survey of library users in 2016 found that of those visiting Brixton Library, 47% were from BAME backgrounds.

Lambeth Libraries have recently partnered with the British Library Business and IP Centre to deliver Start-up in London Libraries (SiLL). SiLL takes a 'hub and spoke' approach to expanding the British Library business start-up support across London. It combines the welcoming, non-threatening, accessible environment and reputation of the library with a trusted and expert member of staff. It will target long-term residents, who increasingly feel they are not benefiting from growth, to support them to set-up businesses. In Lambeth, the partnership will fund a full-time member of staff to deliver start-up support from Brixton Library.

The SiLL project is still in development, and there is an opportunity to ensure this is a key offer of the CEZ initiative. In the recruitment of the dedicated post, skills related to supporting the creative industries specifically should be sought.



