

Brixton Creative Enterprise Zone

Action Plan, submission to the GLA
August 2018



Contents

Vision and Strategy	4
Executive Summary	6
Acknowledgements	10
Defining Brixton's Creative Enterprise Zone	14
Creative Production Space	18
Creative clusters and networks	26
Creative Business Development	34
Employment, enterprise & skills	40
Policy	48
Community links and socially inclusive places	54
Marketing and PR	62
Project timetable	66
Risk register	70
Leveraged and match funding	74

Imagine an environment where creativity is the glue that binds, and helps us understand our disparate lives; that provides work and opportunity; delivers a framework for intergenerational joy.

That place is Brixton.

Brixton is a place where people are proud to say they are creative. A community where creativity is visibly, volubly with us at all times. Welcoming, growing, truly accessible and fun; challenging, emotionally rewarding and inspirational.

We want Brixton to be at the forefront of London's creative economy. A place recognised internationally for its innovation — in creative production and by pioneering a truly integrated approach to industry partnerships, workspace, skills, culture and lifestyle to secure inclusive growth through the creative economy.

Lambeth and CEZ consortium partners will collaborate to drive delivery of our key objectives:

Space — we will protect and grow spaces for creative production, creating a step change in the volume of workspace in the CEZ

Jobs — a major upwards trajectory of well-paid employment for Brixton and its local people

Networks and support — a world class business support ecosystem for creative enterprise

Place — outstanding cultural placemaking initiatives, inspired by the ideas and creativity of local people, showcasing Brixton's creative past, present and future

Talent — supporting those underrepresented to realise their dreams and creative potential regardless of their background

Business friendly — service areas across the council will join together to support inclusive growth through Brixton's creative economy

The economic growth achieved through the Brixton CEZ will help to underpin Lambeth's role in the central London economy. We anticipate the investment made by the Mayor of London, Lambeth Council and our CEZ partners will help to build a compelling case for greater funding devolution to London and local authority level.

Brixton is not homogenous. It's a vibrant, creative place that wears its heart on its sleeve. Local people and businesses care passionately about its future.

There is a strong ethos of partnership working and collaboration between the council, local business and community groups. Together, we want to keep Brixton creative and put creative industry growth at the heart of our inclusive growth agenda.

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 and specialist in supporting young creative talent create above bustling market stalls and restaurants of Brixton Village. Beneath Coldharbour Lane, Jellyfish Pictures work on the next Star Wars movie. Reprezent 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.

Some of Brixton’s most recognisable cultural organisations — The Brixton Academy, Club 414, Ritzy were founded by local entrepreneurs with grant funding support from the council in the early 1980s. This collaboration continues today. We have recently published the results of an economic impact assessment of Pop Brixton which delivers affordable space to 47 independent businesses (including creatives), 200 jobs, 5,800 volunteering hours and £9m per annum for the local economy.

But despite our strengths, Brixton faces serious economic and social challenges, which are constraining growth and threaten our ability to grow and establish London’s next big, globally significant, creative cluster:

- 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 displaced 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



Why CEZ resources and status matter

Lambeth has ambitious plans, prioritising creative industries growth within our Borough Plan. We’ve undertaken a significant amount of research — Lambeth CDI Study; Brixton Economic Action Plan; Brixton Masterplan and much more. This provides a very strong baseline of evidence to inform and underpin the Brixton CEZ action plan we present here.

Locally, several initiatives are underway that align closely with the Mayor’s ambitions. This includes a range of major workspace projects, the evolution of our policy framework, and the efforts of key business groups like the Brixton BID and Brixton Design Trail. But around half of the 58 actions contained within this document would rely on CEZ status and funding.

Gaining CEZ status for Brixton will help to super-charge existing efforts. Crucially, it will ensure growth is accelerated, joined-up, and deliver more opportunities for local people of all backgrounds.

CEZ investment would sit alongside major public, private sector and BID investment. CEZ status and finance would also support further fundraising, new partnerships and investment to safeguard and grow Brixton’s creative future. Combining resources, adding value, expanding and refining the local work programme will enable significant change to be made against the 6 wide ranging CEZ criteria.

A Brixton CEZ will harness and benefit from deeply held local pride and a strong tradition of community action to create a fantastic new CEZ for London.



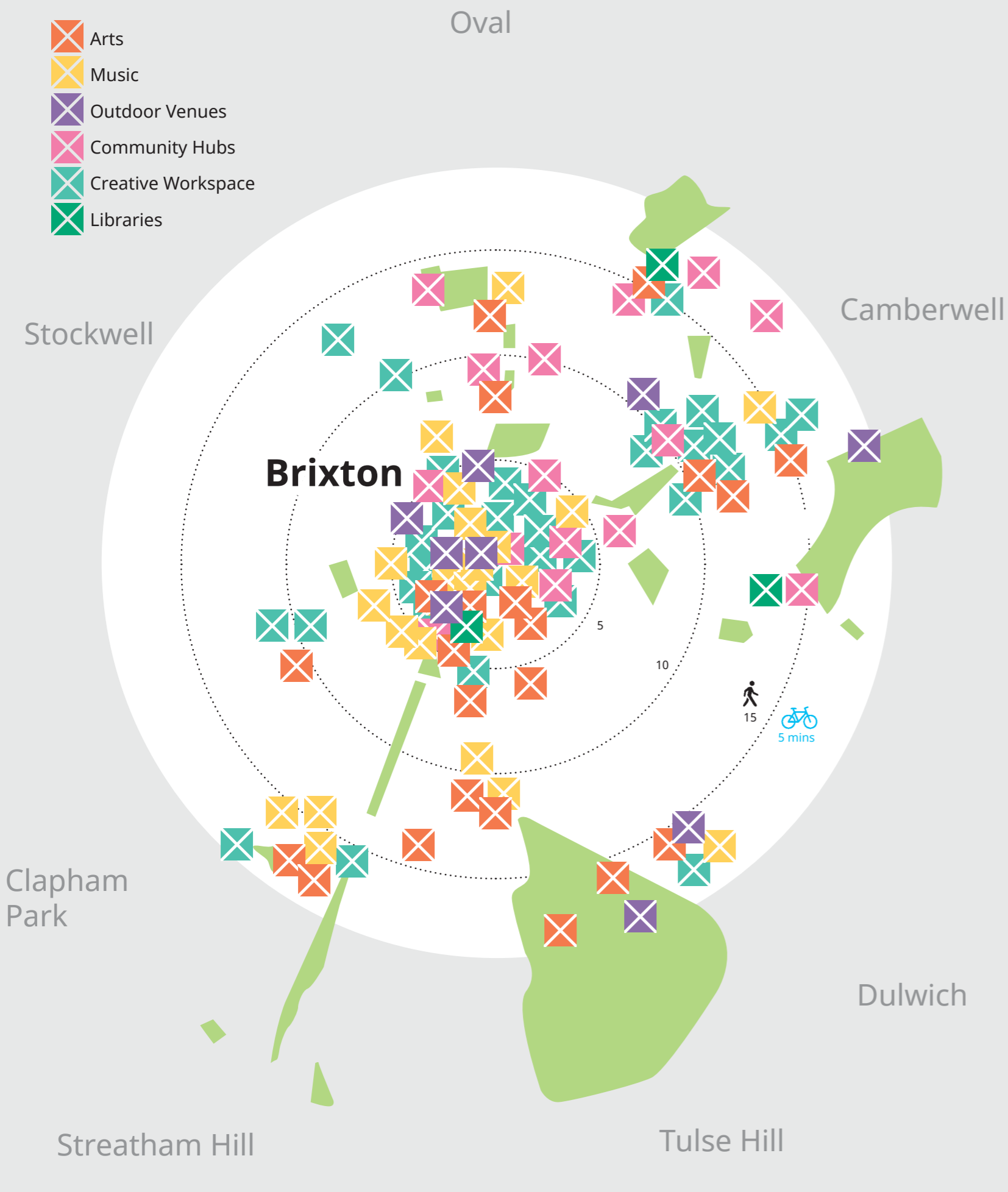
1.

Defining Brixton's Creative Enterprise Zone

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 engagement to date 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. The boundary essentially covers an area where local creative people and organisations self-identify as Brixton creatives.

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.



- 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
- 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

2.

Creative Production Space



**CREATIVE PRODUCTION
SPACE DEVELOPED,
IMPROVED OR BROUGHT
BACK INTO USE**

Outcomes

- Existing creative production space retained in CEZ
- Increase of affordable workspace in perpetuity
- A step change in growth of creative production space
- High occupancy of creative production spaces
- Provision for live-work space for creatives in line with draft Housing Strategy¹

Outputs and indicators

- 4 creative production spaces being developed and launched
- 8,215 sq m creative production space developed, improved or brought back into use (3,465 sq m) in perpetuity
- 5 workspace projects supported through business rates initiatives
- 30 private sector investors engaged

¹ The council will need to undertake further work to establish the feasibility of providing new live-work space for creatives in line with the Mayor's draft Housing Strategy

Rationale and need

We will meet the needs of creatives at different stages of their enterprise — from start-ups to well established creative businesses.

Working with the GLA, developers, property owners and workspace providers, we protect and bring forward a range of workspace typologies to support creative and digital businesses of different stages and sizes — from business incubators, coworking, artist and maker spaces, to larger scale offices.

Brixton's CEZ will make use of underutilised spaces, transform public assets, encourage private sector investment and partner with specialist workspace operators to provide a dense and growing workspace cluster. Lambeth will take a stronger advocacy role for workspace in new development. Meanwhile, standard tenure length and in perpetuity spaces will create a rich and dynamic workspace ecology at market and below market rents where there is a clear market failure - for example to support charitable creative organisations at risk of displacement.

To safeguard and grow Brixton's creative cluster we need to:

- Tackle 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



Image credit: Carver Haggard



Key statistics highlighting need include:

- 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 and the Government's business rate increases have displaced long-standing creative practitioners from the area and put other existing artists and creative businesses at risk
- 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'
- Permitted Development Rights resulted in an unplanned, uncontrolled and substantial conversions of office to residential. At the time of implementation, Brixton was facing a net loss of 24,304 sq ft of office space². At an average employment density ratio of 120 sq ft per worker, this represented a potential loss of over 200 jobs
- There is no single definition of affordable for creative enterprise in Brixton. Currently, for many businesses operating within the arts and charitable creative enterprise, rents of between £10–20 per sq ft are considered affordable. 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. Some well established micro and small creative enterprises would consider an affordable price point to be somewhere between either end of this affordability spectrum

² Lambeth Commercial Development Pipeline Report 2016/17

Action Plan Activities

ACTION 1

We will develop a **CEZ Matching Fund** to provide capital grants to support creative workspaces, organisations and landowners to bring forward more affordable creative production space within the CEZ. We will establish a competitive process to award funding, and potential projects include; The Platform at Loughborough Junction; The Factory at 198 Contemporary Arts and Learning; supporting creative businesses in the CEZ to create workspace in underutilised premises and increase intensification.

ACTION 2

We will open **Tripod**, in partnership with Meanwhile Space, a new a 465 sq.m affordable creative workspace in Lambeth Town Hall.

ACTION 3

We will open **International House** in partnership with 3Space. International House is set to become one of London's largest affordable workspaces (4,750 sq. m.) dedicated to supporting creative and digital innovation — with labs, artist studios, maker-space, co-working and office spaces.

ACTION 4

We will complete negotiations to transform an underutilised space (1,100 sq. m.) in the **Brixton Rec** into a new creative production workspace in the heart of the town centre, with a creative education space at street level.

ACTION 5

We will open **LJ Works**, in partnership with Meanwhile Space — a new 1,900 sq m creative production space combining studios, makerspace, co-working and workshops.

ACTION 6

We will support **198 Contemporary Arts and Learning** with their fundraising drive to redevelop their site — tripling their space to 625 sq. m. Across three floors, the new building will provide dedicated exhibition and community space, a dedicated floor to creative skills, education and enterprise supporting young creatives under 'The Factory' banner and new studio space for creative industry start-ups and freelancers.

ACTION 7

We will work with **local landowners** to encourage and promote long-term and meanwhile creative uses for vacant properties.

ACTION 8

We will host CEZ tours for **prospective investors** in Brixton's creative economy, showcasing the quality and depth of the existing cluster and new opportunities to grow workspace for the sector.

ACTION 9

We will undertake feasibility work to scope out the potential for **live-work provision** for creatives following the adoption of the Mayor's Housing Strategy.



3.

Creative clusters and networks

Outcomes

- Strong CEZ consortium, involving key stakeholders and with clear governance
- Consortium reflect diversity of London population
- Local creative industries playing an active role in governance
- Raised visibility of Creative Industries and Creative Enterprise Zones
- Cultural infrastructure map produced
- More creative businesses attending networking/showcasing events

Outputs and indicators

- 10 members on constituted CEZ Consortium board (50% BAME; 50% Female; 2 with disability or long-term health condition working in creative industries)
- 85 members CEZ Consortium Network (ensuring representation of creative sectors)
- Quarterly Consortium Board meetings
- Match funding secured: 1,930,000
- 13 events: (8 CEZ Consortium Network events held in creative workspaces; 4 major creative showcase events; launch of Make it in Brixton brand; 1 Developer and Investor event)
- 1 Cultural Infrastructure Map produced and presented online (updated every 6 months)

Rationale and need

A strong consortium with clear governance, a sense of shared responsibility and reflective of Brixton's diversity will be key to delivering a successful CEZ. The Brixton CEZ Consortium Board that will have overall responsibility for setting and monitoring the CEZ programme of work and monitoring of KPIs. Responsibilities required of the Board include:

- Upholding the vision and values of the Brixton CEZ
- Agreeing the work programme and any key changes to the CEZ Action Plan
- Monitoring delivery of the CEZ Action Plan
- Supporting budget setting and fundraising strategy
- Advising on communications and community engagement
- Helping to maximize the benefits of the CEZ for local businesses and residents
- Provide confidence and connectivity to investors and the creative and community sectors

There is also the need to build on and evolve existing networks such as the Brixton CEZ Consortium Network. Open to any creative businesses and relevant stakeholders (e.g. workspace providers; local educators) it 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

There is also a need for a distinct identity for the Brixton CEZ to communicate the initiative as a movement for positive change; to champion Brixton's creativity to those within the area and those outside.

Evolving the Brixton Design Trail (BDT) will be a key component of the Creative Clusters and Networks work programme. 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.

Action Plan Activities

ACTION 1

The **Brixton CEZ Consortium Board** will be formally constituted with Terms of Reference agreed by the Brixton CEZ Consortium Network; ensuring that it reflects Brixton's diversity and ensure that at least 50% of Consortium members are from BAME backgrounds, 50% are female and 2 are those with disability or long-term health condition working in creative industries. A skills matrix will guide the final makeup of the Board to ensure representation of skills and disciplines.

ACTION 2

We will grow the **Brixton CEZ Consortium Network**. Building the current network involved in shaping the CEZ development, the CEZ will be formally launched with an open invitation for participation. By targeting representatives from the range of creative disciplines present in the CEZ, we will ensure representation across sectors.

ACTION 3

We will scope the remit of a **Young Creatives Board** with 198 Contemporary Arts and Learning, Raw Material Music and Media and Photofusion. We will look to establish the board of young creatives from disadvantaged background to steer the CEZ programme and develop new skills.

ACTION 4

We will evolve the current draft **Brixton CEZ brand identity** ('Make It In Brixton', please see appendix 1) following consultation with the CEZ Consortium Board and Network. The final brand will be used as a visual language to position, promote and champion the Brixton CEZ, in Brixton, across London and internationally, and to create new wayfinding initiatives in the town centre itself.

ACTION 5

The current **Cultural Infrastructure Map** will be hosted online (and in open map data format) to provide a platform for identifying creative production facilities and monitoring facilities at risk and future supply. The map will be updated every 6 months.

ACTION 6

We will **develop a strategic plan for the BDT**. The plan will be commissioned, drafted, consulted on and agreed in order to increase the sustainability and impact of the network.

ACTION 7

Following a year of strategic planning, **BDT 2020** will return on a larger scale to deliver the week-long creative takeover of Brixton; showcasing the creative talent of over 70 local creatives.

ACTION 8

We will produce a **manual to guide creative activation** for initiatives such as the BDT and Brixton eXtraordinary. The manual will draw on the Brixton Public Realm Study and Brixton Urban Spaces Manual, to provide strategic direction on where and how creative installations and public realm interventions within the CEZ can be enabled.

ACTION 9

We will **showcase international creativity** in the Brixton CEZ. With the aim to extending an invitation to identified towns, areas and districts across the country, Europe and beyond to exhibit their weird and wonderful in Brixton we will scope a **Brixton Biennale**; The Brixton eXtra-ordinary.



ACTION 10

BDT will host a **Digital Detox** that will reignite and reboot creativity with a day that encourages us all to switch off, return to play and live connections. Supported by a programme of activity such as performance, workshops and play streets.

ACTION 11

In partnership with Brixton BID and EventLambeth, we will scope a **creative events programme** to investigate how spaces such as Windrush Square, Electric Circle and Canterbury Square can be further animated with creative events.

ACTION 12

In conjunction with the launch of the Lambeth Creative and Digital Industries Strategy, we will launch a **dedicated section of the Lambeth Now website to promote the creative industries**. By shining a light on the key voices within Brixton's creative community and better showcasing the workspaces available, the platform will seek to give confidence to developers to provide creative production space in new schemes and attract inward investing creative businesses.

ACTION 13

We will host a **CEZ tour for developers and investors** to further showcase and communicate the strengths of Brixton's creative economy.

WINDRUSH STORIES

10-25 SEPT

FREE ENTRY

WINDRUSH
STORIES
10-25 SEPT
FREE ENTRY

4.

Creative Business Development

Outcomes

- Jobs are retained within CEZ
- Creative enterprises supported by CEZ experience an uplift in jobs
- Creative enterprises supported by the CEZ increase their turnover
- Creative enterprises are attracted to relocate into Creative Enterprise Zones

Outputs and indicators

- 400 jobs created in supported creative enterprises in CEZ
- 100 supported creative enterprises report increase in turnover
- 50 creative businesses relocating into CEZ
- 100 creative SMEs receiving general business support; support for finance; skills and training / 2+ hours received
- 10 creative SMEs receiving grassroots entrepreneurship support / 12 hours received
- 30 creative SMEs receiving innovation and knowledge support / 2+ hours received
- 10 creative SMEs receiving export and trade support / 2+ hours received

Rationale and need

As well as a focus on creating new creative production space, we will work to help existing and new creative businesses to grow and collaborate, strengthening our cluster and ensuring it is more than the sum of its parts.

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 Lambeth CDI Study was developed in order to further understand the needs of the sector. Our creative businesses told us that:

- 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%

We know that key to supporting high growth creative clusters is access to support workspaces; accelerator and incubator spaces; more convening and networking spaces; and a combination of core business support and more specialist and sector specific advice.

Brixton CEZ will support people looking to start a creative business. Providing holistic and specialist support, it will aim to allow people to start sustainable and impactful businesses.

The creative economy is driven by new knowledge and innovation, and together with local education bodies we will develop and promote collaborative partnerships which are key to creative business development.

Action Plan Activities

ACTION 1

400 new jobs will be created within creative businesses supported by the CEZ.

ACTION 2

We will work with business support experts (such as Capital Enterprise) to join up with existing programmes to deliver **CDI specific workshops and training** on topics such as skills and training; access to finance; innovation and knowledge; and export and trade.

ACTION 3

We will commission a **Grassroots CDI project** targeted at residents facing significant barriers to starting a CDI business. The programme will offer:

- Practical advice about starting your own business, as well as the opportunity to develop ideas and business concepts
- Specialist knowledge through CDI topic workshops, 1–1 coaching and dedicated mentoring
- Core business skills such as marketing, project management and financial literacy
- Access to professional support networks that build social capital

ACTION 4

Bringing together **FE and HE** representatives, we will hold an away day to scope opportunities and interventions for the Brixton CEZ. This will explore further how creative business can collaborate with the local knowledge base.

ACTION 5

We will promote opportunities for **Higher Education innovation and knowledge exchange** programmes to CEZ creative businesses.

ACTION 6

Engaging with UKTI and other industry trade bodies, we will establish **export support opportunities** that can be promoted within the CEZ.

ACTION 7

We will support creative businesses in the CEZ to **increase business turnover** through increased business connections and networks, workspace projects and a programme of CDI specific business support

ACTION 8

We will establish a new monitoring system with CEZ workspace providers to **track the growth of turnover and assess economic impact** of affordable creative workspaces within the CEZ. This will enable both Lambeth and the GLA Workspace Providers Group to grow the evidence base in this area.

ACTION 9

We will do targeted inward investment marketing at **accelerators and incubators** to encourage and support them to locate within the CEZ. International House will be the first space to bring forward a range of targeted spaces (e.g. Female Founders space, Youth Entrepreneurship Hub)

ACTION 10

Through increased visibility of Brixton's creative economy, more availability of creative workspaces and targeted marketing, **new creative businesses will be attracted to locate** in the CEZ.



5.

Employment, enterprise & skills

Outcomes

- More local and young people employed in the creative industries in the CEZ borough(s)
- Increased diversity of employment within the CEZ
- More employment contracts within the Creative Enterprise Zone comply with London Living Wage and Mayor's Good Work Standards
- Local people and young people are more aware of career opportunities in the creative sector
- Clear mechanisms for sustained collaboration and communication between schools/FE/HE/ informal training providers and sector

Outputs and indicators

- 10% increase in local and young people working in creative industries
- 40 creative enterprises in CEZ accredited by Living Wage Foundation
- 500 young people living in Brixton CEZ supported by Next Generation initiative
- 150 (local) participants (50% male/female; 40% BAME; age between 4-25; 30 with disability; 10 NEET) learn about the breadth of roles, pathways and progression routes in and through CDI
- 3 collaborative projects with schools in Brixton CEZ

Rationale and need

Brixton has a growing resident population that performs well in several labour market characteristics. However, major challenges persist locally. Areas in and around Brixton are ranked as being amongst the most 10% deprived areas nationally, with higher rates of JSA claimants compared to the London average. GCSE and A-level attainment is significantly below London and Lambeth average. Coldharbour ward also has one of the highest rates of residents with no qualifications in the borough at 18%.

We know that the creative industries can provide opportunities for those who are disadvantaged, however the Lambeth CDI Study identifies a lack of diversity in the sector:

- Only 11.4% of creative job roles held by BAME employees
- Women are underrepresented in both the uptake of digital qualifications and in digital roles. Just 17% of people who work in the tech sector and only 9.5% of students taking computer science A level courses are female¹
- Disabled people and those from lower-income backgrounds are underrepresented overall, and less likely to be in senior roles
- People from more advantaged socio-economic groups account for 92% of the workforce in the Creative Economy, compared to 66% in the wider UK economy

Our Next Generation work has also highlighted the need for the development of partnership infrastructure between schools, FE sector and creative companies.

- 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

1 UK Digital Strategy (2017)

- 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

There are currently only 2 CDI businesses within the CEZ that are Living Wage Foundation accredited. With 21% of people across the UK not being paid the Living Wage, we want the Brixton CEZ to lead the way in supporting local creative companies to adopt fairer pay and comply with the Mayor’s Good Work Standards.



Action Plan Activities

ACTION 1

We will work closely with the GLA to develop an ESF specification, ensuring it is complementarity with Careers Clusters (Lambeth ESF funded project) and other actions listed below — most of which would not be suitable for ESF finance.

ACTION 2

We will submit a funding application to A New Direction seeking to establish a **Cultural Education Officer** at the council to ensure that there are clear mechanisms for sustainable collaboration between schools and the creative industries. This may evolve into the creation of a Local Cultural Education Partnership.

ACTION 3

Lambeth’s **Next Generation programme** will support 500 young people living the the CEZ by raising the visibility of cultural and creative careers and education pathways; providing opportunities for work experience, employment and leadership development; support employers to adapt recruitment practises and more.

ACTION 4

Working with Lambeth Schools Partnership, we will develop **creative economy careers and skills offers** (e.g. after-school clubs; work experience) to local primary and secondary schools; co-designed with our network of local practitioners experienced in tackling barriers to the creative sectors e.g. Makerversity; Livity; Reprezent; Morley College.

ACTION 5

We will partner with local schools within the Brixton CEZ to develop **Place-based Creative Community Projects** of local children and celebrate high quality partnerships with the cultural sector.

ACTION 6

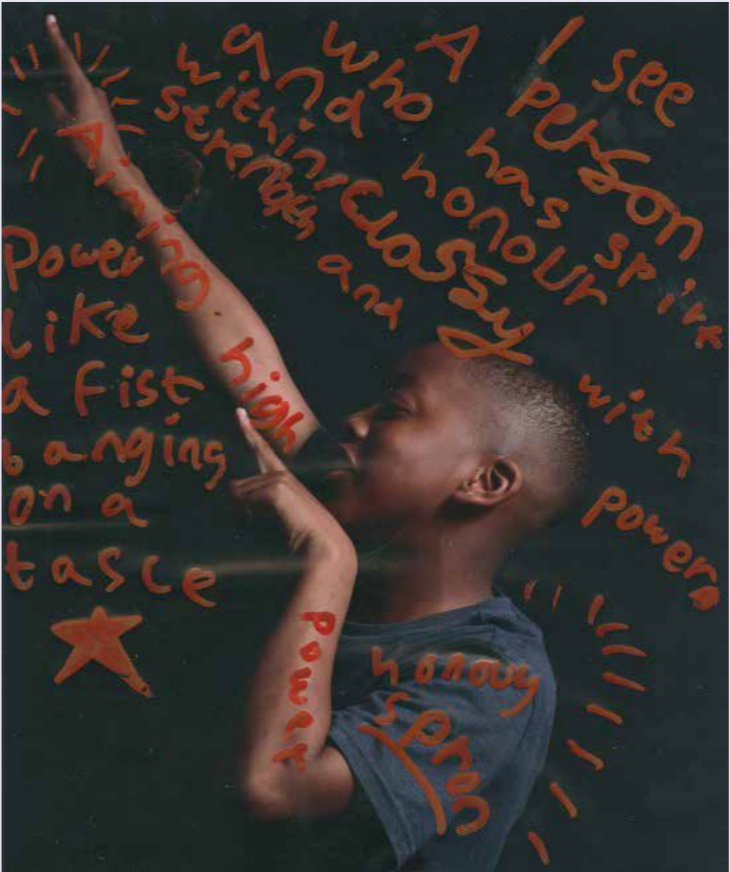
We will develop a **WOW Girls Club Brixton**. Led by girls, supported by women (and supportive men), the club will determine actions, develop Manifestos for Change and programmes for self-education, involving speakers and skills based training.

ACTION 7

We will ensure that all new workspace projects include requirements for businesses employing staff to become **accredited London Living Wage** employers.

ACTION 8

In partnership with the Living Wage Foundation, we will hold a number a events during **Living Wage Week** and develop a campaign to radically scale the number of creative businesses in the CEZ paying London Living Wage.



CAREERS
IN MEDIA

MAKE
IT

IN BRISTOL

6.

Policy

Outcomes

- Local authority business rates policy reviewed and adjusted to support the retention and growth of creative industries in CEZ
- New CDI-friendly policies and strengthened existing policies for Brixton CEZ through the Local Plan revision process, including an affordable creative workspace policy and greater protection for pubs and venues
- Policy provision for ultra-fast broadband in Creative Enterprise Zones in line with the Mayor's draft Smarter London Plan
- Developments incorporate principles of Good Growth by Design
- Culture included in regeneration policies and/or master plans
- Increased take up of the Government's Gigabit Broadband Voucher Scheme to meet the costs of connection for small CDI businesses
- Communication around existing policies e.g. local business rates relief

Outputs and indicators

- 1 draft Targeted and Affordable Workspace Policy consultation
- 1 Targeted and Affordable Workspace Policy adopted
- 1 Brixton CEZ Business Rates Relief Policy adopted
- 1 Brixton Night Time Economy Vision produced
- Lambeth Local Plan Local Plan Review enhances role of creative industries

Rationale and need

Future Lambeth: Our Borough Plan’, is the council’s and partners’ vision and priorities up to 2021. As one of a small number of priority sectors targeted for growth, Future Lambeth includes a key commitment to supporting the growth of CDI in the borough. The Lambeth CDI Strategy ‘A Creative Way to Grow’ was developed to provide a clear strategy and detailed set of actions to achieve this growth.

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 full Cabinet, includes commitments to developing a supportive policy environment for the creative sectors, and the creation of a Brixton CEZ. So our Brixton CEZ application already has cross-council support — a strong basis from which to advance new and revised policy measures.

The Brixton CEZ programme now offers the opportunity for the council to focus in on a smaller area and build on work underway - such as the Article 4 Direction introduced for Brixton. We anticipate that policy interventions made as part of the CEZ programme will usefully inform future policy interventions elsewhere in the borough and perhaps elsewhere in London.

The issues concerning Brixton requiring new policy work are already covered elsewhere in this Action Plan and the accompanying Research Study. For ease of reference we repeat some of the key findings that highlight the need for policy intervention:

- Major net losses of workspace overall (see Creative Production Space section) have been experienced in the Brixton CEZ.
- Rising rent and business rate rises (in Brixton revaluation average increase 54% and 130% for CDI businesses) make affordability a key issue
- 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%.
- At 13.2Mbps, average download speeds are significantly lower than the national average of 17Mbps.
- Pubs and venues play both an indirect and direct role in our creative economy — they help create a vibrant place attractive to creative businesses, and many provide spaces for artists and musicians to perform. A 7% loss of pubs has been experienced in the past year in Lambeth. Whilst Brixton has avoided major losses some venues are under threat.

Action Plan Activities

ACTION 1

The **Local Plan review** will bring forward greater protection for commercial space overall.

ACTION 2

We will consider viability analysis on draft affordable workspace policy approaches and implement a **Brixton CEZ affordable workspace policy** through our Local Plan review. Connected to this we will also consider participation in the new Workspace Accreditation pilot being promoted by Capital Enterprise.

ACTION 3

We will finalise and launch **3 business rate incentive schemes** to support:

(a) 25 incoming businesses to the CEZ (receiving 100% rate relief);

(b) charitable creative organisations in the CEZ who are signed up to London Living Wage (LLW) accreditation (receiving 100% relief);

(c) shared/open creative workspaces who can demonstrate benefit to local residents and LLW sign-up (receiving 80% relief).¹

ACTION 4

We will implement new **London Plan policy** (and the Smrter London Together aspiration) requiring full fibre in new development schemes. With Brixton BID and pre-approved providers of the DCMS Gigabit Broadband Voucher Scheme, we will initiate a promotion campaign encouraging businesses in the Brixton CEZ to take advantage of the £3,000 Government grants available for SMEs to cover installation costs of a gigabit capable connection.

1 Subject to formal sign-off in the event being awarded CEZ status and funding

ACTION 5

A ‘Culture at Risk Register’ will be developed for the Brixton CEZ.

ACTION 6

Greater **policy protection for pubs and venues** will be provided through our Local Plan review.

ACTION 7

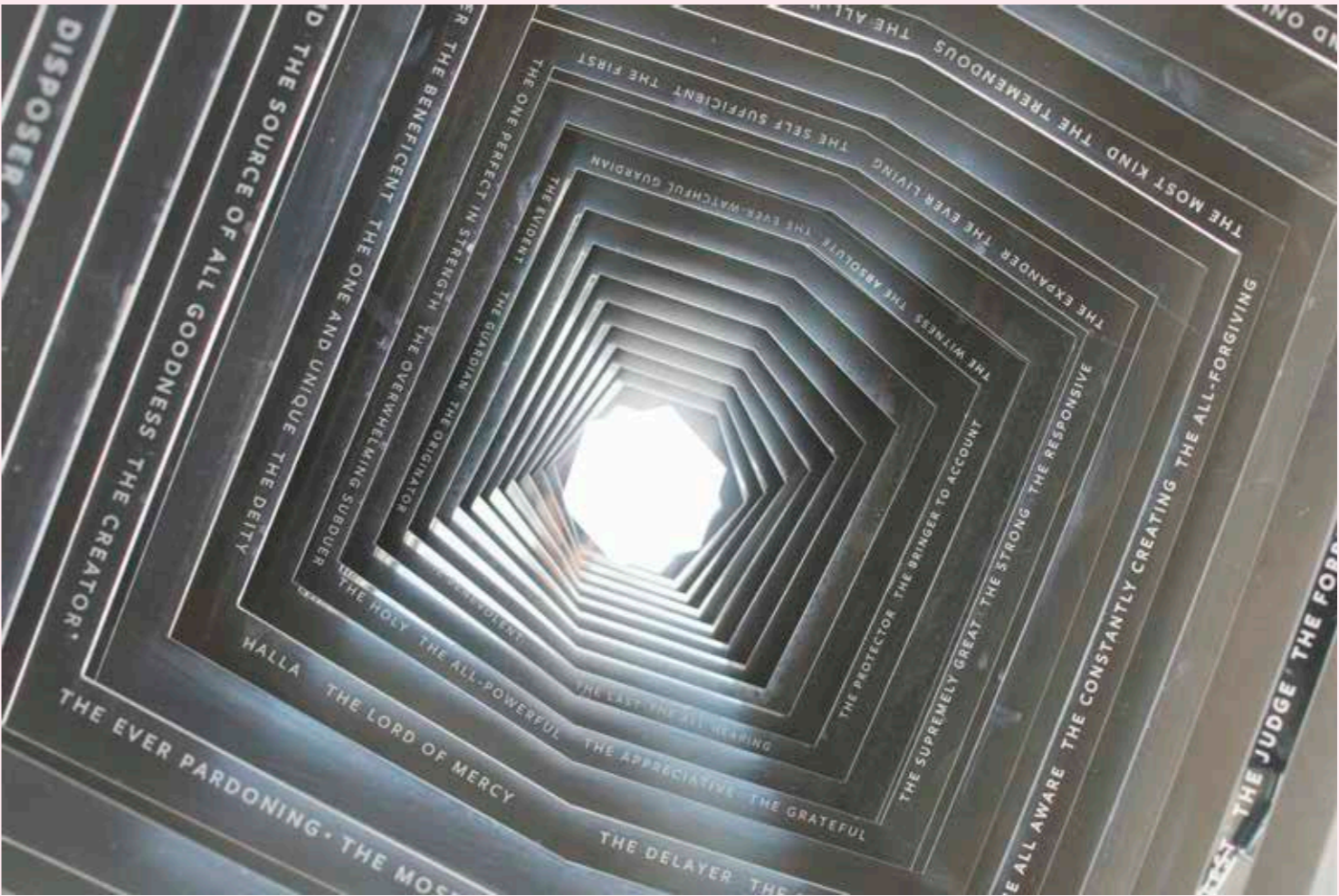
We will finalise the **Brixton Night Time Economy Vision** project which will consider our licensing policy approach to supporting the evening cultural economy.

ACTION 8

Supplementary to our Local Plan which is broadly aligned with the draft new London Plan and Good Growth by Design, we will bring forward our own urban design/small sites guidance following the anticipated Mayor’s new small sites design guidance.

ACTION 9

We will provide **training for officers** on new policies and what they mean in practise, to ensure effective day-to-day rollout and implementation of new policy.



7.

Community links and socially inclusive places

Outcomes

- More workspaces in CEZ with affordable rents linked to social return
- Shared and open community spaces in CEZ enable local talent to be showcased
- More local residents taking up creative workspaces
- Local community engaged with CEZ through events and participation in the creation of new artistic projects
- Workspaces have a higher proportion of business owners from underrepresented groups including BAME and female entrepreneurs
- Growth of affordable housing provision in line with the London Plan

Outputs and indicators

- 4 additional affordable creative workspaces linked to social return
- 50 local creative enterprises/artists showcased
- 4 new collaboration agreements between workspace providers and network / advocacy organisations supporting business owners from underrepresented groups

Rationale and need

We believe creative practices and experiences can be highly effective in tackling inequality.

Brixton's CEZ contains a strong cluster of mission-driven creative enterprise. Whilst welcoming new organisations, our CEZ will recognise the need to invest and build on our strong foundations.

Brixton is built on community collaboration. Brixton's CEZ will search for ways in which our creative economy can work with community groups and local people to make a lasting positive contribution, building resilience and a more equal society.

We will enable more opportunities for disadvantaged residents to express their creativity and fulfil their potential, and advance projects that provide targeted support to deprived areas and those with limited facilities.

Key statistics highlighting need include:

- The inequality gap within Brixton's community is widening, with 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.
- Coldharbour ward also has the 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.
- Lambeth has exceeded its affordable housing targets set by the Mayor over the past year. Yet there are 23,000 people on Lambeth's waiting list for social housing, and nearly 2,000 homeless families are in temporary accommodation.

The findings of the Lambeth Equalities Commission are also highly relevant to Brixton and our CEZ programme:

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

Action plan activities

ACTION	ACTION 2	ACTION 3	ACTION 4
CEZ volunteer ambassadors will be recruited to provide links into communities experiencing high levels of inequality prioritised within the Lambeth Equalities Commission report.	Workspace operators at Tripod, International House, Brixton Rec and LJ Works will all sign Service Level Agreements containing the commitment to social inclusion programmes informed by Pop Brixton's Community Investment Scheme. Creative enterprise benefiting from affordable rents will be required to participate in various activities from work experience and internships.	Collaboration agreements will be brokered between CEZ workspace providers and agencies campaigning to support entrepreneurs from groups currently underrepresented in the creative economy (e.g. disabled; BAME; female founders)	We will produce a feasibility study for Home Ground ; a project born from our Radical Hearts Open Minds London Borough of Culture bid. We will investigate creating a bespoke pavilion that will provide a storytelling space, venue and hub for residents to come together, engage in the CEZ programme and support arts organisations to create new creative content.

ACTION 5

We will support **The Factory project** — a partnership between 198 Contemporary Arts and Learning, Raw Material Music and Media, Photofusion and Hatch Enterprises to provide increased support for local young people with multiple and complex needs.

ACTION 6

We will **continue to negotiate hard on affordable housing** to help provide affordable accommodation for local creative workers and local residents — seeking 40% affordable housing, or 50% with public subsidy (subject to viability) whilst accepting the Mayor's threshold approach whereby viability would not be scrutinised if an applicant provides 35% affordable housing on site on private sector land with a policy compliant tenure split.

ACTION 7

A **new purpose built home for Ovalhouse Theatre** (a commissioning organisation specialist at engaging young people and disadvantaged communities) will be provided as part the Somerleyton Road development in the heart of Brixton.

ACTION 8

We will **create more opportunities to showcase creative talent** — through creative production spaces, community spaces and the public realm. Supporting BDT, we will increase the number of creative community projects able to be delivered.

ACTION 9

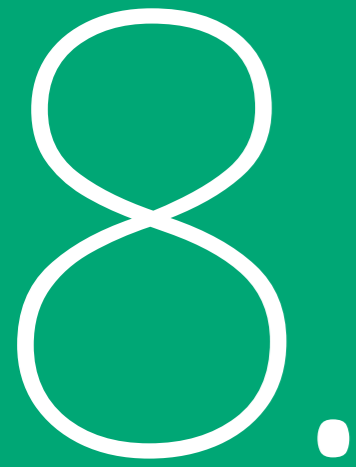
We will **host and support events that engage the local community** — we will target those in the community who are underrepresented in the creative industries, and identified in the Lambeth Equality Commission, to raise awareness of the sector and opportunities

ACTION 10

Lambeth Libraries, in partnership with the British Library and IP Centre, will deliver **start-up business support from Brixton Library**.







Marketing and PR

Make It In Brixton

The Brixton CEZ requires a visual language to position, promote and champion it. It must be accessible to all demographics, engage with creative practitioners and consumers alike, and communicate the opportunity for active participation at all levels. A successful visual language will help us demonstrate our intention for creativity to positively impact everyone in Brixton.

Through the CEZ development process we have worked with the Brixton Design Trail (BDT) and This Ain't Rock'n'Roll (award-winning local designers and the creative agency behind the Brixton Pound) to develop a draft brand identity for the CEZ: **Make It In Brixton**

Please see appendix 1 for the creative document.

Make It In Brixton reflects the creative potential at the heart of our community. Whether child or maker, business or individual, elder or craftsperson we can all contribute to, learn from — earn from — or enjoy creativity.

It is designed to simply communicate on multiple levels.

Make It refers both to the delivery of creative outputs, and to successful realisation of career aspirations. It's a positive, future-facing statement.

In Brixton talks both of the built environment (the provision of workspace, supply-chains, lifelong learning etc) and the community (we make our careers here, without having to leave). Its attendant design programme, based around impactful use of colour and the 'placeholder X,' will also effectively signpost Brixton's creative infrastructure, providing the community with opportunity to actively participate in creative events.

Make It In Brixton reflects the deeply embedded nature of creativity in the town, and seeks to minimise the distance between 'maker' and 'consumer' — encouraging greater participation in and enjoyment of creativity.

Creativity benefits a community in multifaceted ways, and **Make It In Brixton** is designed to recognise, communicate, celebrate and enable this fact, and to do so for the long-term, ensuring that the CEZ can be effectively launched, quickly understood and supported and sustainably promoted.

Following confirmation of CEZ status and funding, we will publicly present the draft brand to Brixton's creative community — both practitioners and consumers.

We will workshop the creative to get further feedback and steer which will inform a final brand; officially launching soon afterwards. This workshopping will inform the development and production of detailed branding and communication guidelines that will ensure external communications and messaging remain consistently compelling and clear.

The **Make It In Brixton** brand will:

Effectively signpost and promote

It will be used to create a pragmatic system of wayfinding that will ensure the built environment and events can be similarly identified. It will be displayed throughout the CEZ area: on lamppost banners, in windows and stencilled onto pavements; it will inform iLink advertising, maps, an app and website.

Engage businesses and individuals alike

A CEZ toolkit will enable businesses to leverage the collective power of the CEZ. It will become a kitemark for creative excellence across the town. Email signatures, badges, window-stickers and other co-partnership assets will allow professionals to display their part in the CEZ. T-shirts will make CEZ Creative Placemakers a visible part of our community. By utilising the visual language across all communications will bring schools and professionals together, minimising the distance between school child and role model. It will also aid community understanding (and enjoyment) of the wide creative provision within Brixton.

Communication Channels

Dedicated social media channels will be used to further increase engagement with the local community. In addition to council communication channels, we will work with other local media channels, for example the Brixton Bugle (local, independent newspaper) to run features and promote our work. A Brixton CEZ website will be built that will:

- Clearly communicate the vision and goals of the CEZ; further raising awareness of the CEZ initiative
- Host the action plan, which will be regularly updated so anyone can track progress
- Host the Cultural Infrastructure Map and promote creative production space in the CEZ
- Promote CEZ and partner events
- Signpost to creative business development opportunities
- Feature news and updates from the CEZ Team, Board, Network, GLA and other stakeholders

Events & Creative Placemakers

The Brixton CEZ programme includes a number of events. Small sector-support workshops will bring together businesses all seeking to increase exporting or innovation. Large creative takeovers will bring thousands of visitors to Brixton. All will be clearly and consistently promoted and branded as CEZ initiatives.

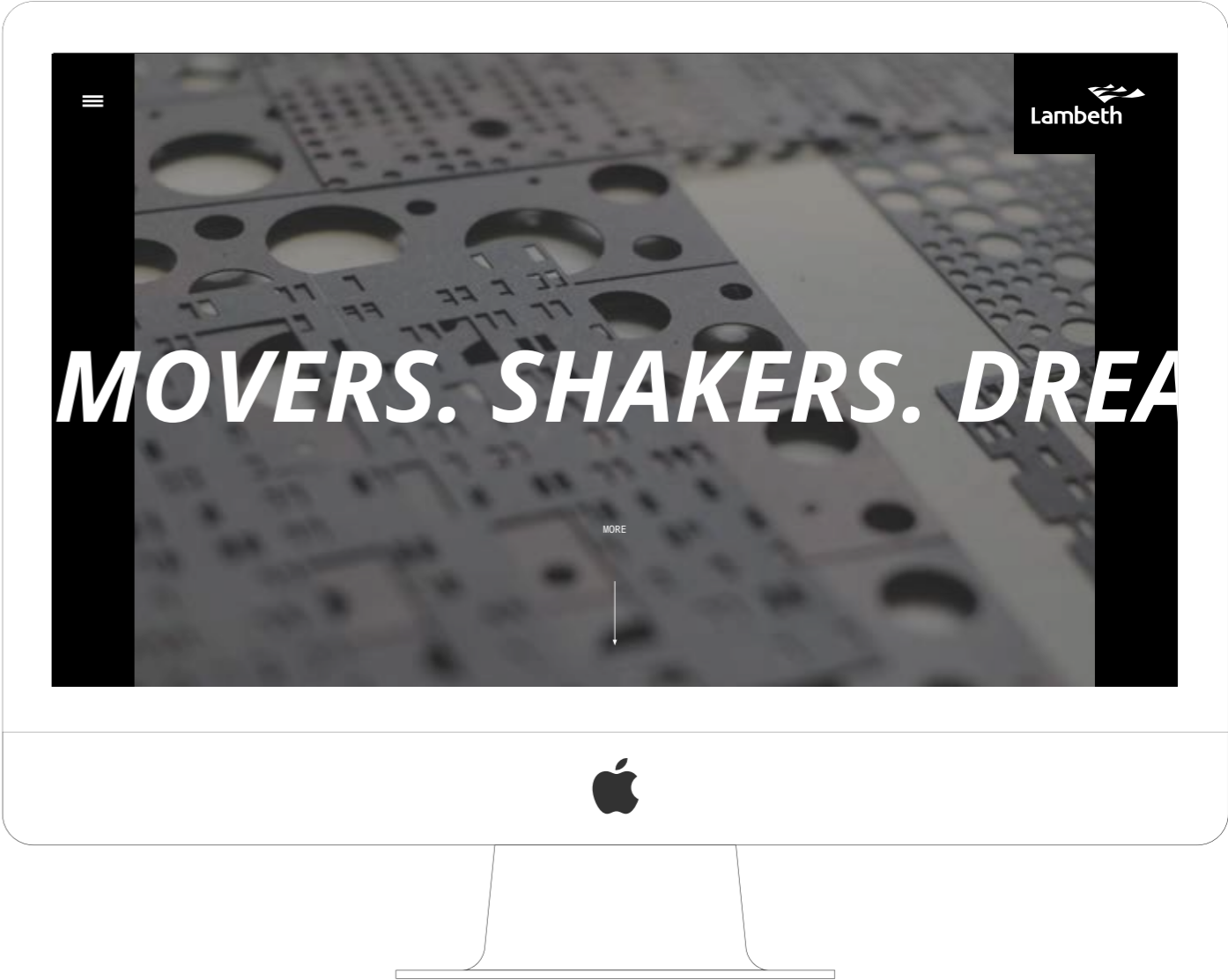
Volunteer CEZ Creative Placemakers will be recruited. Prioritising communities experiencing high levels of inequality, the Creative Placemakers programme will work with CEZ partner organisations to develop a programme of training and support to enable participants to gain new skills, confidence and champion the CEZ.



Lambeth Now

The council's inward investment brand identity and website, Lambeth Now, will be used to further communicate the strengths of the creative industries both in the borough and specifically the CEZ. In conjunction with the launch of Lambeth's CDI Strategy, we will launch a new section of the Lambeth Now website that specifically showcases creative talent across the borough, including Brixton CEZ.

By shining a light on the key voices within Brixton's creative community and better showcasing the workspaces available, the platform will seek to give confidence to developers to provide creative production space in new schemes and attract inward investing creative businesses.



9.

Project timetable

	2018/19		2019/20				2020/21			
Project	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Consortium / Governance										
CEZ Consortium Board Constituted										
CEZ Consortium Network event										
CEZ Consortium Board meeting										
Lambeth CEZ Project Board meeting										
Comm' engagement strategy developed										
Evaluation agency procured										
Longitudinal evaluation										
Annual Performance review										
Staffing and resourcing										
CEZ Programme Manager recruitment										
CEZ Programme Administrator recruitment										
Creative Clusters and Networks										
CEZ Branding — Consultation										
CEZ Branding — Launch										
Lambeth Now — CDI Pages										
Scope Brixton eXtra-ordinary (Biennale)										
Cultural Infrastructure Map — online build										
Cultural Infrastructure Map — launch										
Cultural Infrastructure Map — review										
Scope Young Creatives Board w/partners										
BDT Strategic Plan commissioned										
BDT Strategic Plan draft 1										
BDT Strategic Plan finalised										
BDT 2020										

	2018/19		2019/20				2020/21			
Project	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Creative Production Space										
Scoping CEZ Workspace Matching Fund										
CEZ Workspace Matching Fund capital grants										
Tripod Launch										
International House — Fit Out										
International House — 1st P occupation										
International House — 2nd P occupation										
Brixton Rec — Business case and lease										
Brixton Rec — Planning and listed consent										
Brixton Rec — construction and 1st P occ'										
Brixton Rec — public realm design										
Brixton Rec — public realm construction										
LJ Works — P1 construction										
LJ Works — P1 occupation										
198 CAL — Fundraising										
198 CAL — Construction										
198 CAL — Launch										
Live-work feasibility study										
Creative Business Development										
Business dev partnerships est' w/CEZ										
Business dev events and opps delivery										
Commission Grassroots CDI project										
Grassroots CDI project delivery										
Works' monitoring system established										
Monitoring of CEZ workspaces										

	2018/19		2019/20				2020/21			
Project	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Employment, Enterprise and Skills										
ESF specification development with GLA										
AND Funding sought										
Next Generation campaign delivery										
Schools partnerships dev										
Place-based Creative Community Projects										
WOW Girls Brixton development										
WOW Girls Brixton										
LLW Conference / campaign										
Community Links & Socially Inc Places										
Tripod social inclusion programme launch										
IH social inclusion programme launch										
B Rec social inclusion programme launch										
LJ Works social inclusion programme launch										
Collab agreements ws / advocacy groups										
Home Ground feasibility										
Policy										
Brixton NTE Vision published										
CEZ Business Rates Relief sign-off										
CEZ Business Rates Relief delivery										
Afford' WS Policy evidence base completed										
LPlan Review consult' - inc Affordable WS Pol'										
LPlan Review - publication of proposed version										
LPlan Review - Examination										
LPlan Review - adoption										

10.

Risk register

Risk	Prob (1-5)	Impact (1-5)	Mitigation
Difficulty in ensuring CEZ Consortium Board is representative of creative sectors, diversity and skills	2	4	Individuals across a range of sectors, characteristics and skills have been engaged in the CEZ development and keen to continue involvement. A skills matrix for the board will be established and members sought through an invitation and application process.
Loss of CEZ creative industry support resulting in a lack of engagement	2	4	Formal launch of the CEZ to include publishing the action plan online to clearly communicate benefits and track progress. Ensure continuous creative industry and partner engagement, building on the development work.
Lack of staff resource to mobilise the CEZ and instigate the programme	1	4	Multi-disciplinary team who have led the bid development process, will be engaged to continue the work in the result of being awarded status and funding. Budget and plan includes specific CEZ staffing resource.
Loss of key staff results in the loss of local knowledge	1	2	Ensure skills and information sharing across the process.
Large amount of creative workspace is lost due to factors outside control of the CEZ or council	2	4	CEZ will clearly communicate and advocate for more creative production space. Article 4 direction in place across Brixton to to further protect office space and ensure that any application goes through the full planning process
Difficulty engaging with groups underrepresented in the creative industries and those identified in the Lambeth Equality Commission	3	4	We will partner with the local network of practitioners experienced in tackling barriers to the creative sectors (e.g. Makerversity; Livity; Reprezent; Morley College. We will also target specific groups through existing networks (e.g. Brixton Inclusive; Block 336; People First Lambeth)
Lack of clarity of objectives	2	4	Regular rigorous review of how each element of the programme meets overall objectives set out in the action plan. Ensure commissioning process adheres to robust briefs that clearly set the parameters and expectations of delivery partners.
Projects not identified as being part of Brixton CEZ	1	3	Strong branding is developed; insist that all associated with the CEZ give credit on every possible occasion through written agreements and funding conditions.
Insufficient brand/programme marketing	2	4	Draft CEZ branding already developed and will be consulted on and launched. CEZ organisations to be encouraged to display branding and convey they are part of the CEZ.
Poor external communications result in lack of engagement with the project.	2	2	Brand identity to be developed with detailed guidance and communications plan. This will inform external communications and ensure messaging is clear.
Escalating costs lead to increased budget or reduced programme	2	3	Management accounts produced regularly and scrutinized by budget holders and Board; ensure that approved financial control mechanisms and contingency funds are in place.

BRIXTON STATION

THE
FAMILY
TREE
STOPS
HERE
DARLING

DON'T
FORGET
TO
REMEMBER

GIRLFRIEND,
OUR LIFE
IS ONE
OF
LIGHTS
AND
SHADOWS

11.

Leveraged and match funding

London Borough of Lambeth — Business Rates Incentives

As outlined in the Policy section of this action plan, we have developed 3 business rate incentive schemes to support:

- (a) 25 incoming businesses to the CEZ (receiving 100% rate relief);
- (b) charitable creative organisations in the CEZ who are signed up to London Living Wage (LLW) accreditation (receiving 100% relief);
- (c) shared/open creative workspaces who can demonstrate benefit to local residents and LLW sign-up (receiving 80% relief).

These proposals are based on in-depth analysis and modeling of business rates data for the Brixton CEZ and have been considered and agreed in principle by the Cabinet Member for Finance.

These schemes are subject to further analysis and formal sign-off in the event of being awarded CEZ status and funding. This represents a £165,000 matching funding figure from the council.

3Space Capital Investment in International House

Following a invitation for proposals, the council has appointed 3Space as the workspace operator for International House (48,000 sq ft office building in the heart of Brixton).

3Space 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.

In order to repair, refurbish, fit-out and activate the building for use, 3Space have committed to spending £800,000 on the project and are due to start work in Q3 2018/19.

Brixton BID

The Brixton BID is committed to delivering positive and effective benefits for all. Currently due for BID renewal ballot in October 2018, their recently launched business plan includes key commitments to continue investing in Brixton's rich creative community and celebrate it's famous cultural diversity through:

- Support the Brixton CEZ
- Continued support for the Brixton Design Trail
- Campaigns and initiatives to protect venues
- Increased business networking opportunities
- Improved wayfinding; with the potential to incorporate the Brixton CEZ branding
- Enhanced creative lighting
- Proactive promotion of Brixton as a visitor and business location

Subject to BID renewal in October 2018, the BID is committed to supporting the Brixton CEZ. Confirmation of funding will follow after announcement of the renewal ballot.

A New Direction

In October 2018, the council will submit an application to the Challenge London fund. Led by A New Direction, with funding from Arts Council England, Challenge London is about ensuring all children and young people in London can develop their creativity, and play an active part in the culture and heritage of the city.

Our application will seek to secure 50% of salary costs for a Cultural Education Officer to ensure that there are clear mechanisms for sustainable collaboration between schools and the creative industries.

Our Fundraising and Partnerships Consultant (engaged to support the Brixton CEZ and Next Generation campaign) has already begun drafting this application and we are confident of success.

Confirmation of funding is expected November 2019.

The following supporting information was included in the Action Plan document submitted to the Mayor of London:

- Governance
- Management and Delivery
- State Aid considerations
- Monitoring and Evaluation
- Creative Enterprise Zones Budget

Trusts and Foundations

Whilst not identified in the Brixton CEZ budget, we will further engaged with Trusts and Foundations to secure additional funding to support the programme.

The Lambeth Funders Forum brings together major public, trust and foundation funders with an interest in Lambeth (e.g. Walcott Foundation; Battersea Power Station Foundation; Guy's and St Thomas' Charity; Metropolitan Housing) and following confirmation of status and funding for the CEZ would present the programme to the Forum and develop further applications.

Sponsorship

We will develop a sponsorship a tiered sponsorship package for the Brixton CEZ to raise private sector investment. This will include opportunities to partner on large scale artistic events, merchandise, the website and more. We will target organisations who fit with the ethos of the Brixton CEZ.

The budget includes a modest income for sponsorship which we are confident, from experience of other programmes, will be exceed.

Strategic Investment Pot

Lambeth has led and submitted an £11.3m funding application to the Corporation of London who are administering a 'Strategic Investment Pot' funding programme using retained business rates income as part of a London-wide business rate retention pilot.

Our funding submission for a 'South London Innovation Corridor' was developed and submitted in partnership with Lewisham, Southwark and Wandsworth councils, with support from Capital Enterprise, Goldsmiths, London South Bank University, and Royal College of Art. Lambeth would act as Accountable Body. This application is focussed entirely on measures to grow the Creative and Digital Economy across this four borough geography and would provide resources for workspace, business support and employment and skills projects.

We are expecting a decision on this application in October 2018. If successful this would provide significant match funding for the Brixton CEZ programme.

For enquiries please contact:

Matthew Blades

Head of Business,
Culture & Investment
MBlades@lambeth.gov.uk
07786 372 720

Nathan Vasey

Senior Business and
Inward Investment Officer
NVasey@lambeth.gov.uk
07577 419 807