In May 2016, we set out a vision to launch Creative Enterprise Zones in London. My administration believed that they could play a key role in protecting our world-leading cultural and creative industries. For too long, creative Londoners who helped to revitalise an area were later being priced out by its subsequent success. This programme has proved a real success – boosting not only London’s creative businesses and freelancers but, most importantly, helping them to put down roots and find a permanent home.

The zones are the innovation labs of our city. They are unique in bringing together approaches to creating new affordable workspace, supporting culture at risk, offering business development and testing new approaches to policy, as well as leading the way in engaging communities in the zones’ work.

We have also launched the most pro-culture London Plan to date, which includes a new Creative Enterprise Zone policy that allows boroughs to work with City Hall to designate a zone within their Local Plans.

Across the first six zones, we have already committed £2.15m in skills funding to improve the career prospects of hundreds of Londoners. At least half of those who are set to benefit will be from Black, Asian and Minority Ethnic backgrounds, half will be women and almost a quarter will be disabled people or have a health condition.

In addition, the zones have helped young people by providing a door into a career in the creative industries. Already, more than 1,000 new training opportunities have been created, giving local people the skills they need to get a job in these industries.

Culture is part of our city’s DNA, playing a hugely positive role in the lives of so many Londoners. Our world-famous theatres, music venues and galleries are all crucially important, but so too are the cultural production spaces that support them and enable creatives to produce work and rehearse. Just as important again is the provision of skills and training to support businesses and local people, and to open up creative careers to everyone. London’s creative industries must be supported through recovery and a big part of that is making sure that the next generation of Londoners have the tools and experiences they need to succeed.

London’s Creative Enterprise Zones are a success we now want to build on. They will play a vital role in supporting our cultural and creative industries – and everyone who works in them – as we emerge from the pandemic. They support the vision set out by the London Recovery Board – promoting local high streets and near-home working, as well as protecting existing community and cultural spaces. And they help Londoners into work through skills programmes, business support and pathways to employment for young people, freelancers and businesses.

So, I now look forward to working with boroughs to create and accredit these new Creative Enterprise Zones, which will be fundamental not only to helping London’s communities, creative sector and economy recover but to breathing new life into our city in the years to come.

Sadiq Khan
Mayor of London
CREATIVE ENTERPRISE ZONE ACCREDITATION

DEPUTY MAYOR’S FOREWORD

Creative Enterprise Zones began as a bold experiment, to see if London could at last solve the long-standing challenge of giving our creative community stability. Could we break the cycle of artists and creatives having to move from space to space as London grows and finally put down roots in areas they have helped to develop? Could we go further and support local talent to move into jobs in the burgeoning creative industries? Yes is the answer.

Just three years ago, we launched six Creative Enterprise Zones, a first for London. Since then, the boroughs of Croydon, Haringey, Hounslow, Lambeth, Lewisham and – working together as a single zone – Hackney and Tower Hamlets have put the creative industries well and truly on their respective maps.

From delivering the city’s largest affordable workspace in Brixton, to the creative energy unleashed by fashion and music in Croydon, these six trailblazers have become vibrant cultural hubs where artists and creative businesses have found a home in an environment that is supportive and nurturing. Creative Enterprise Zones have proven themselves and are on track to deliver 40,000 square metres of affordable creative workspace and 1,000 training opportunities.

This success sits against a backdrop of profound challenges facing London’s creative communities. Before COVID-19, the creative industries were the fastest-growing part of the UK economy, creating jobs at three times the rate of the wider economy, despite endemic low pay, escalating rents and rising business rates. We know the pandemic has magnified these challenges. Greater London Authority research showed that COVID-19 could cost London’s creative economy as much as £16.5bn and put 154,000 jobs at risk. This is further exacerbated by the post-Brexit EU and UK Trade Deal, which will – according to GLA research – cost London’s economy £9.5bn a year.

Access to affordable workspace and diminishing availability remain a challenge. Demand for studios is still very strong with 95 per cent of spaces occupied and nearly 14,000 names on waiting lists for 27 site providers. Nonetheless current Mayoral programmes such as the Creative Enterprise Zones, a new Creative Land Trust, the first Cultural Infrastructure Plan, the Good Growth Fund, the London Plan 2021 and a rapid-response Culture at Risk team at City Hall are all having an impact. GLA research indicates that the number of artists’ workspaces at risk of closing between 2018 and 2023 has fallen from 28 per cent to 17 per cent.

London’s Creative Enterprise Zones have played an important role in supporting creative businesses during the pandemic. More than ever artists and creative businesses need supporting, so that they can play a proactive role in London’s recovery. For this reason, we are now launching the opportunity for more areas of London to become Creative Enterprise Zones.

DEPUTY MAYOR’S FOREWORD

In this next phase, the Creative Enterprise Zone programme is reshaped to be locally planned, led, resourced and delivered, with support from City Hall, giving more autonomy to local communities, consortia and businesses. This will allow more new zones to be accredited at a faster pace, enabling boroughs to take advantage of opportunities to embed them in local policies and initiatives and address challenges facing cultural and creative industries.

The expansion will deliver up to three new Creative Enterprise Zones in 2021 and a further three new zones in 2022 – as well as continuing to support existing zones. At this exciting point in the programme, I am delighted to invite boroughs and creative consortia to express an interest in working with our team towards accreditation.

Justine Simons OBE
Deputy Mayor for Culture and the Creative Industries
Creative industries are key to London’s success. In 2018, they were bringing £58.4bn to our economy each year; one in every six jobs in the capital was a creative one; and four out of five visitors to London came because of culture. Nesta research shows that highly creative jobs are 87 per cent less likely to be automated – illustrating that creative jobs are the jobs of the future. Yet it is difficult to be a creative worker in London.

One in every six jobs in the capital was a creative one; and four out of five visitors to London came because of culture.

The creative economy is based on small businesses, often micro-enterprises, and a large part of the workforce is made up of sole traders and freelancers. The pandemic has exposed the fragility of the sector and its workforce more clearly. A report commissioned by the Centre for London highlighted that creative freelancers faced a lack of security at work, unequal access to work and lack a basic safety net. The research also found that 55 per cent of self-employed Londoners saw their income negatively affected by COVID-19, compared to 44 per cent of employees.

The pandemic has also highlighted the breadth of the creative sector and its wide supply chain, with creative production and events businesses particularly hit by a downturn in activity. It was clear that in the depths of the pandemic there were gaps in both the awareness of central government and gaps in the levels of support from government initiatives.

But the pandemic has also highlighted the opportunity inherent in Creative Enterprise Zones. Throughout the crisis, the six existing Creative Enterprise Zones – in Croydon, Haringey, Hounslow, Lambeth and Lewisham, plus a single zone spanning both Hackney and Tower Hamlets – have demonstrated the pivotal role they can play in London’s recovery by tapping into their already-established hyper-local networks.
In total, zones have been able to leverage an additional £2.3m, support nearly 1,000 jobs, and help to sustain 300 creative businesses so far. Support was deployed quickly by targeting rent relief and business rates grants within zones, and through dedicated funding programmes to support freelancers and creative businesses with new contracts and guidance on how to adapt business models.

Creative Enterprise Zones are a route to London’s recovery.

Working with boroughs to designate more Creative Enterprise Zones at a faster pace increases the window of opportunity to support London’s recovery.

Creative Enterprise Zones create innovation and leadership in areas where London faces challenges. Based on the principle of clustering, they can bring benefits to businesses – from improved links to supply chains, support structures and the wider business ecosystem, to greater innovation, faster growth and more efficient use of resources and cross-fertilisation.

They support the Mayor’s recovery missions, particularly High Streets for All, by promoting local employment and near-home working, as well as protecting existing community and cultural spaces. In providing skills programmes, business support and pathways to employment for young people, freelancers and businesses in the culture and creative industries. They also support the Helping Londoners into Good Work mission.

Creative Enterprise Zones have been successful at tackling one of the ingrained issues faced by creative workers in London – that of affordable space. High land values and central government’s relaxation of planning regulations mean that space remains a key issue for zones to address. Although there have been signs of improvement over recent years, the risk of closure for artists’ workspace remains high, with GLA research finding that 24 per cent of sites providing artists’ workspace were at risk of closure between 2018 and 2023. This is because so few organisations own the freehold to sites (around 13 per cent). Collectively, London’s six Creative Enterprise Zones are on track to deliver 40,000 square metres of affordable creative workspace – and in many instances, have developed, or are developing new planning policy specific to their zone which will support new workspace development in the long term.

Existing zones are also addressing the lack of diversity across race, gender, disability, sexuality, age and socioeconomic backgrounds within creative industries employment. Through training, skills and procurement processes that reflect the local population, and by piloting innovative approaches to improve diversity and inclusion, each zone is contributing positively to addressing this lack of representation.

The Mayor is committed to tackling the climate and ecological emergencies, and aims for London to become a zero-carbon city by 2030. Zones can play a leadership role in London’s green recovery by supporting environmentally sustainable businesses and buildings, as well as green skills and jobs.

As the creative economy faces global competition, and the after-effects of COVID-19 are felt, supporting and growing London’s artists and creative businesses has become an urgent matter. By securing workspace; encouraging new jobs and growth; new skills and innovation; providing routes to employment; and nurturing new talent and social integration, Creative Enterprise Zones will be international beacons for generations to come.

“We received a recovery grant through the Croydon zone and used the money to develop our online shop. It has successfully increased sales – 60 per cent of that going to artists whose work we have sold.”

Matthew Noel-Tod, Conditions Studio, Cultural Relief grant recipient

“Having a Creative Enterprise Zone provided us with a strong evidence base to inform our emergency support for those most in need during the pandemic. The CEZ work helped evidence where targeted support was needed and enabled us to safeguard hundreds of creative jobs within the zone.”

Cllr Matthew Bennett, Deputy Leader of Lambeth Council
Creative Enterprise Zone accreditation is a unique opportunity for an existing or developing creative production cluster to be recognised and supported by the Mayor. It provides a focus for development and creates a platform for innovation. Accredited zones will be co-developed with the GLA, and will deliver a three-year action plan focusing on the four core delivery areas: development and retention of space; provision of skills and business support; development and implementation of policy; and community engagement.

“We chose to apply for accreditation as we wanted to recognise and protect the cluster of incredible creative activity in Blackhorse Lane, ensure that our local community was benefitting from this, and work with the GLA to cement its longevity.”

Councillor Simon Miller,
Cabinet Member for Economic Growth and High Streets,
London Borough of Waltham Forest

**WHAT IS ACCREDITATION?**

**Access to resources:** As a Creative Enterprise Zone, zones will collectively have access to £2.7m of resources. This includes dedicated support from the Creative Enterprise Zone GLA team, and access to and co-development of research and marketing. You will be able to apply for a revenue grant, as part of the accreditation, of up to £70,000. In future years there will be further dedicated Creative Enterprise Zone funding opportunities.

**Mayoral endorsement:** Accredited status brings recognition of the importance of the identified zone in delivering a coherent and actionable plan. This will support artists and creative businesses to put down roots, and enable creative activity to be nurtured and grown.

**Funded support to identify baseline data, collect data and provide an impact analysis:** Zones will have access to consultants to develop and benchmark baseline data. Ongoing support for the period of the action plan will be provided to collect data. This will ensure that the impact of the programme is consistently monitored and evaluated without placing a burden on borough resources.

**Leverage for funding opportunities:** Accredited status alongside a clear action plan will make it easier to attract public sector funding, including from Mayoral programmes, where the activities of the Creative Enterprise Zone align with the priorities of other funding streams. It is also likely to attract inward investment.

**Planning policy opportunity:** Having an accredited Creative Enterprise Zone allows the development of planning policy to support the zone within the borough’s Local Plan.

**Access to support and advice from the GLA:** Accredited Creative Enterprise Zones will have access to support and advice from the GLA’s specialist teams.

**Access to Creative Enterprise Zone networks and events:** Regular knowledge exchange and networking events will be held to support accredited Creative Enterprise Zones.

**Opportunities to partner with the GLA on other creative, cultural and economic development programmes:** Accredited areas may be prioritised or supported with special assistance and coordination from other GLA programmes.

**WHY APPLY TO BECOME AN ACCREDITED ZONE?**

Member of William Morris Big Local, at Creative Works, photograph Jenna Selby
HOW TO APPLY

There is a two-stage process to apply to become an accredited Creative Enterprise Zone.

STAGE 1: Self-assessment and submitting an expression-of-interest

This asks the borough to complete a simple form that asks for indicative responses to the following prompts:

- What the Creative Enterprise Zone proposition is and where it will be located.
- What the rationale for the proposed Creative Enterprise Zone is.
- How the Creative Enterprise Zone aligns with strategic priorities.
- What resources will be invested into the zone.
- If internal and external stakeholders buy into the current proposition.
- How will stakeholders be involved in delivering, governing and shaping the Creative Enterprise Zone, once accredited.

There is also a self-scoring draft action plan based upon the four pillars outlined on p.18 which replicates the final full application. At this stage a full and final action plan is not required, and you will not be expected to meet a minimum scoring threshold; it is simply a way to establish the direction of travel and to consider if an application should be submitted. If the borough believes that their draft action plan has scored well, it can be submitted to the Accreditation Panel.

The expression-of-interest stage is an opportunity to work with teams across the GLA to test out early ideas for the proposed Creative Enterprise Zone in a supportive environment.

The panel will work with applicants and make recommendations to progress the application to stage two, or will recommend further development.

STAGE 2: Full application

Once approved for stage two, boroughs will produce a more detailed action plan. It is expected that this would be in partnership with local stakeholders.

The full application builds upon the self-assessment and enables grant funding to be requested. It asks applicants to provide the following:

- Greater context and baseline evidence, as well as a rationale for interventions.
- More detail about important implementation areas such as funding, resources, engagement and monitoring.
- A more detailed and fully developed three-year action plan building on the self-assessment.
- A proposal for grant funding and how it will support delivery of the Creative Enterprise Zone.

The Accreditation Panel will then assess the application and determine whether a proposal achieves zone status.
STAGE 1: Self-Assessment Submission

STAGE 2: Full Application Submission

FINAL STAGE: Accredited Creative Enterprise Zone

PART 1: DELIVERY, MONITORING AND REPORTING PLAN

PART 2: ACTION PLAN DELIVERY

PART 3: PERFORMANCE MONITORING

GLA ANNUAL REVIEW

PART 4: FINAL EVALUATION

UPDATE AND RESUBMIT ACTION PLAN TO CONTINUE ACCREDITATION

KEY DATES

August and September
Introductory workshops for London boroughs. Dates available on our website together with recordings

30 September
Deadline for expressions of interest

Week beginning 1 October
Feedback meetings with boroughs

30 November
Full application deadline

December
Feedback and announcement of new Creative Enterprise Zones

Music production in Hackney Wick ©Hackney Council
KEY CHARACTERISTICS OF CREATIVE ENTERPRISE ZONES

The Creative Enterprise Zone programme uses incentives, policies and tools to enable creative communities to settle, grow and plan ahead. Although all zones are different, they share core characteristics, working to the four pillars of the programme. This could include the following:

**POLICY:**
- planning – embedding Creative Enterprise Zone policies in Local Plans and Supplementary Planning Documents
- regeneration – land assembly policies, priority growth areas
- housing – affordable, tethered live-work options for creatives
- approved workspace provider lists
- business rates relief
- digital infrastructure – super-fast broadband
- environment – support London’s zero-carbon circular economy, and green businesses, skills and jobs

**COMMUNITY ENGAGEMENT AND SOCIALLY INCLUSIVE PLACES:**
- reflecting the diversity of communities and adopting inclusive practices
- connecting with community and civic organisations
- engaging the community in governance, planning and delivery of the zone
- way-finding and accessible identity for zones
- affordable rents linked to social return on investment
- finding and engaging with local talent
- procurement approaches
- events that showcase zone activity to the local community

**SPACE:**
- no net loss of cultural infrastructure, including workspace
- increasing affordable artists’ and creative workspace
- shared equipment spaces
- use of underutilised council assets
- supporting cultural businesses and organisations to access space in the zone
- supporting existing or new cultural venues
- improve the environmental performance of new and existing buildings in design and use
- prioritising zero-carbon, circular economy, air quality, green infrastructure and climate resilience in the development and use of new and existing buildings

**SKILLS AND BUSINESS SUPPORT:**
- careers advice that provides pathways to employment in creative businesses
- developing talent pipelines through training and apprenticeships
- links to higher education and further education
- working with libraries and other existing local skills and support programmes
- offering business support for start-ups and established businesses
- support businesses to deliver positive environmental, social and economic returns

The Creative Enterprise Zone programme uses incentives, policies and tools to enable creative communities to settle, grow and plan ahead. Although all zones are different, they share core characteristics, working to the four pillars of the programme. This could include the following:
### Creative Enterprise Zones are:

- Small geographical areas with emerging or existing clusters of creative industries
- Located in strategic and local areas for regeneration, where they will help the local economy and give creative people and businesses workspace and facilities
- A key part of local plans with full proposals on how to develop, enhance, protect and manage new and existing creative workspace
- Addressing the cost and suitability of space for artists and creative businesses, by providing permanent affordable housing, live-work spaces, studios and workspace
- Linked to public transport, digital and other infrastructure and service provision
- Areas with ancillary facilities for artists and creatives, where they can meet clients, network, share knowledge and showcase their work
- Able to co-locate with other planning uses which derive mutual benefits from, but do not compromise, the creative industries and cultural facilities
- Able to play a pro-active localised Culture at Risk role, assessing and understanding local challenges and intervening where necessary
- Supporting enterprise and growth and developing skills; supporting communities, representing and strengthening local identity
- Setting the standard for creative careers and routes into the creative industries, working with education providers and job agencies, giving local people opportunities
- Delivering on other strategic policies across regeneration, planning, environment, diversity and inclusion, economic and community development
- Able to unlock partnerships with the private sector and others
- Locally led and resourced, with access to funding opportunities, networking, specialist skills and guidance from the GLA
- Able to catalyse and secure funding which supports the activities with the Action Plan
- Supportive of the entire ecosystem required for creative businesses including essential support services such as law, accounting, recruitment and marketing

### Creative Enterprise Zones are not:

- Areas with just one creative workspace building, existing or planned
- Areas where there is no identified demand or need
- Able to be designated where there is only a general reference to ‘workspace’, or where no workspace planning policies are in place or in the process of developing
- Added in at the end of a development without consideration of workspace and housing needs
- In areas where there is no consideration to making sure that digital and transport infrastructure meets the needs of artists and creative businesses
- A source of funding for creative programmes or festivals
- Areas where change of use and new uses have a negative impact on the creative industries
- There to price out existing businesses by protecting creative businesses over other local businesses, providing no return to local communities
- About providing only artists and creative businesses with careers advice
- Isolated from wider strategic policy areas
- Solely funded by City Hall – our funding is meant to catalyse and secure financial commitment from the borough and other sources
- About artists and creative businesses in isolation
To receive the self-assessment form and guidance as well as book on to a workshop please email CEZ@london.gov.uk.

You can also view the website for case studies, resources and inspiration to support your application development.

Culture & Creative Industries Unit
Greater London Authority
City Hall, The Queens Walk,
London SE1 2AA
@LDN_Culture

For a large print, Braille, disc, sign language video or audiotape version of this document, please contact us at the address below:

Public Liaison Unit
Greater London Authority
City Hall, The Queens Walk,
London SE1 2AA
london.gov.uk
Telephone 020 7983 4100
Minicom 020 7983 4458

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