

Philip Elliot

Principal Planning Officer

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Department: Culture & Creative Industries

Our reference: Omega Works

Date: 08 June 2023

Dear Philip,

I am writing in my role as Senior Programme Manager of the Mayor's Creative Enterprise Zone programme. A bold vision and a UK first, the Creative Enterprise Zones are areas of London where artists and creative businesses can find permanent affordable space to work; are supported to start-up and grow; and where local people are helped to learn creative sector skills and access pathways to employment.

The London Plan sets out policies for Creative Enterprise Zones as part of Policy E8, which supports 'Sector growth opportunities and clusters', and Policy HC5 'Supporting London's Cultural and Creative Industries. The policies set out what Local Plans should consider when establishing a Creative Enterprise Zone including: 'develop, enhance, protect and manage new and existing workspace', 'support existing and the development of new cultural venues', 'help deliver spaces that are suitable, attractive and affordable for the creative industries'; 'encourage the temporary use of vacant buildings'; 'integrate public transport, digital and other infrastructure and service provision'; and 'support a mix of uses'.

The South Tottenham area secured Creative Enterprise Zones status in 2017. Known as 'Made by Tottenham' it is not only one of the first Creative Enterprise Zones but has also acted as the programmes' pathfinder zone. The zone received reaccreditation status in 2021 with a refreshed action plan.

To date, the mayor has invested nearly £1m in the zone to support new creative workspace including innovative models of live/work for artists, creative skills development programme for local young people with Fashion Enter and Collage Arts, wayfinding and artistic commissions to bring a shared identity to the area and building a strong network of local creative practitioners and businesses through the Made by Tottenham platform.

Omega Works, named in HGY/2023/0570 & HGY/2022/4310 sits within the Tottenham Creative Enterprise Zone. As such, I recommend that an acceptable proposal would work to support the objectives of the Creative Enterprise Zone framework (see appendix) where relevant as well as reference the Made by Tottenham Action Plan to ensure alignment with the wider vision for the area.

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Furthermore, the aspiration of the proposal to ensure the area retains its artist community is to be commended. However, we would encourage the following:

- A review of the design principles proposed to enable a variety of creative uses to take place on the site.
- Ensuring that the replacement of all artist workspace meets the needs of the existing community and is specific to this need.
- The light industrial creative use should be secured so that it cannot be changed to other commercial E class uses, which should be directed to town centres and High Streets in line with London Plan policies SD7 Town Centres and High Streets and E1 Offices.
- That this community is widely, consistently and intensively consulted with as part of these developments.

Yours,



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APPENDIX - Creative Enterprise Zone Framework

Pillars	Outcomes
Space 	• Retain existing creative production space • Increase affordable workspace in perpetuity • Curate a more diverse workspace offering • Improve the environmental performance of workspace and assets
Skills & Support 	• Increase turnover of creative enterprises • Retain or increase the number of creative sector jobs • More local and young people employed in the creative industries • Increase diversity of local people employed in the creative sector • More employment contracts that comply with London Living Wage and Mayor's Good Work Standards • More businesses delivering positive environmental, social and economic returns
Policy 	• New affordable workspace policy in Local Plan or other planning documents • Provision of guidance for workspace providers and developers delivering space • Diverse and inclusive participation in developing proposals for the future • Improved broadband infrastructure connections • Introduction of supportive business rates relief policies
Community 	• Create a strong network and cluster of mutually beneficial businesses • Develop a strong consortium of stakeholders and community members • More workspaces with affordable rents linked to social return • Open new community spaces to enable platform for local creative community • Raised presence of creative industries in local area