

The Thames Estuary Production Corridor

Case for Investment

South East LEP Board

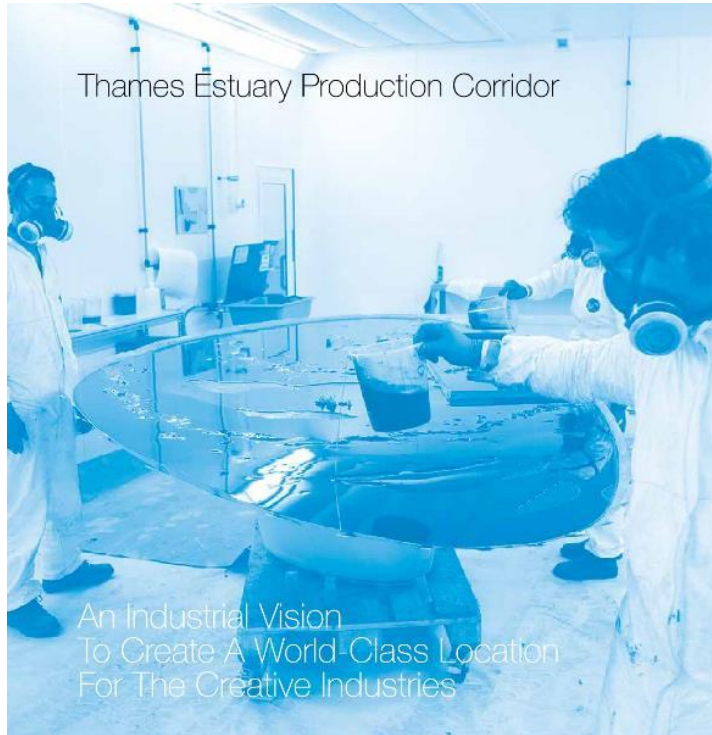
Project Update
26th March 2019

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Director, Hatch Regeneris

Our Commission: A Reminder

- Detailed evidence base underpinning the case for a focus upon **Creative and Cultural Production**
- New sector level analysis
- Focussed ‘look in’ ground level research
- Extensive sector, political and investor consultation
- UK and International comparator analysis
- Development of the case and summary
- Film to accompany the launch

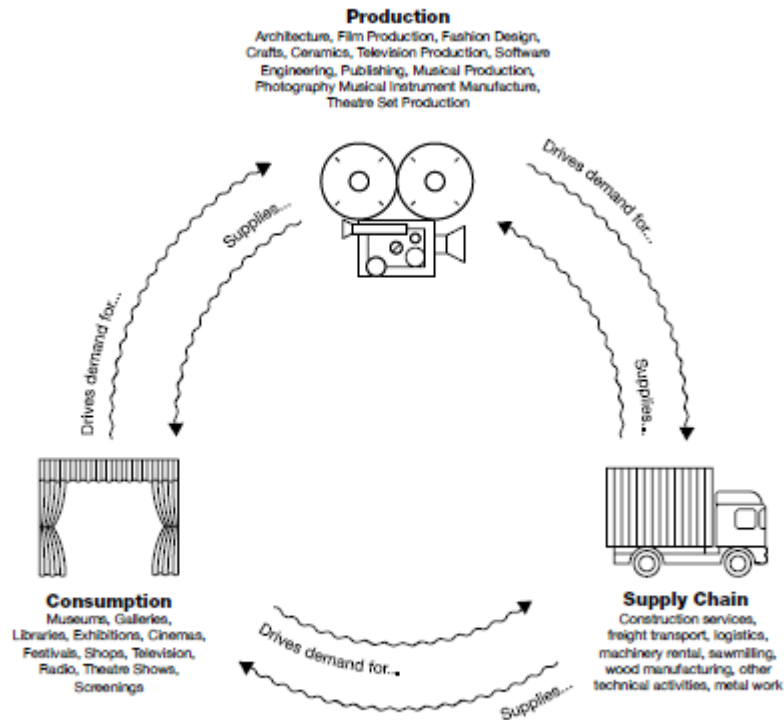
Thames Estuary Production Corridor Vision



“A world class centre for production – leading global innovation, developing talent and cultivating world changing ideas”

Why the Thames Estuary?

- Unique opportunity created by consumption activities across London and the south-east
- Availability of space and opportunity sites
- Regeneration and employment need across the Estuary
- Already working across boundaries to accommodate growth
- Existing momentum and growth.



Anchors, Assets, Momentum



Local clusters - Example



5. Medway - Activity



Delga Press – print & packing suppliers to the entertainment industry



PlayNetwork – marketing, content creation and consumer engagement



Creative Glass – stained glass design and materials supplier



Cyclone Music Productions – CD, vinyl and DVD production services



Rave Creative – agency providing digital & graphic design services



Rochester Studios – photography and film studios for hire



Kalikas Armour – fashion atelier offering design & production services



Bennett Gynn – modelmakers for architects, developers & designers



All Gen Gaming – gaming centre offering retro and contemporary games collection



MedFab – structural and architectural metalworks and fabrications services

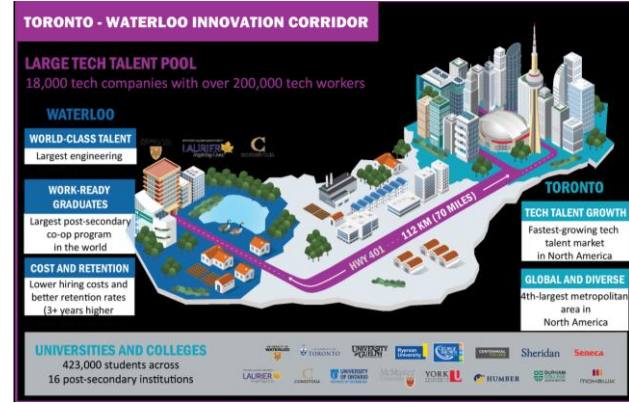


Brew Tech – metal fabrication and welding services



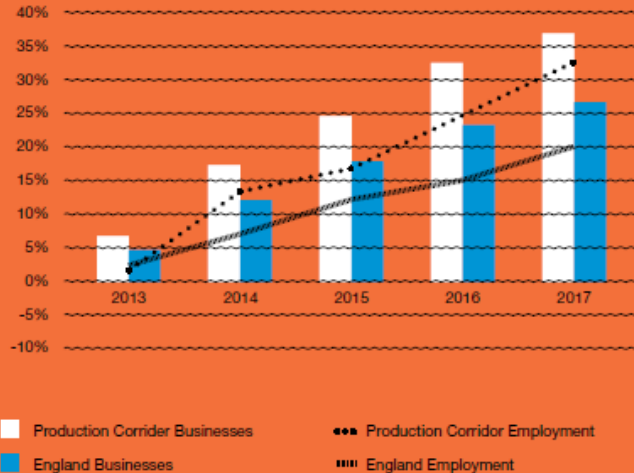
Andrew Wells – architectural planning and design services for residential developers

Comparators and Competitors



Scale, Impact and Potential

Figure 5: Production employment and business growth



Platform for Growth

The Thames Estuary is already home to a vibrant creative and cultural sector:

16,300

Creative and cultural production businesses across the Estuary

+37%

Increase in number of production businesses over past 5 years

£200m

Investment in large scale production facilities across the Estuary over the past decade

65

Number of HE and FE institutions; many of these specialise in creative industries

Sector Opportunity

The Production Corridor is a bespoke response to demand being generated within the UK's creative and cultural economy:

2 million

Creative jobs across the UK; the country's fastest growing sector and at the heart of the UK Industrial Strategy for growth

£128m

Estimated supply chain spend per annum of London's cultural institutions of which a third of which is spent locally

100,000

Number of creative workers living in the Estuary, providing a significant labour market resource

150+

Number of creative and cultural focused projects currently planned or underway across the Estuary

Production Corridor Potential

The Production Corridor will secure new investment, create jobs and create opportunities for economic and cultural participation across the Estuary:

+50,000
Jobs

Creating the UK's densest concentration of production activity

+£3.7bn
GVA

Supporting UK economic competitiveness, and generating prosperity for local communities

Figure 2. Existing Major Creative, Cultural and Production Infrastructure Across the Estuary

The Estuary is already home to a diverse network of production facilities, assets and infrastructure, boosted by significant investment over the past decade. These underpin the case for the Production Corridor by providing critical mass, driving innovation and knowledge, and developing talent.

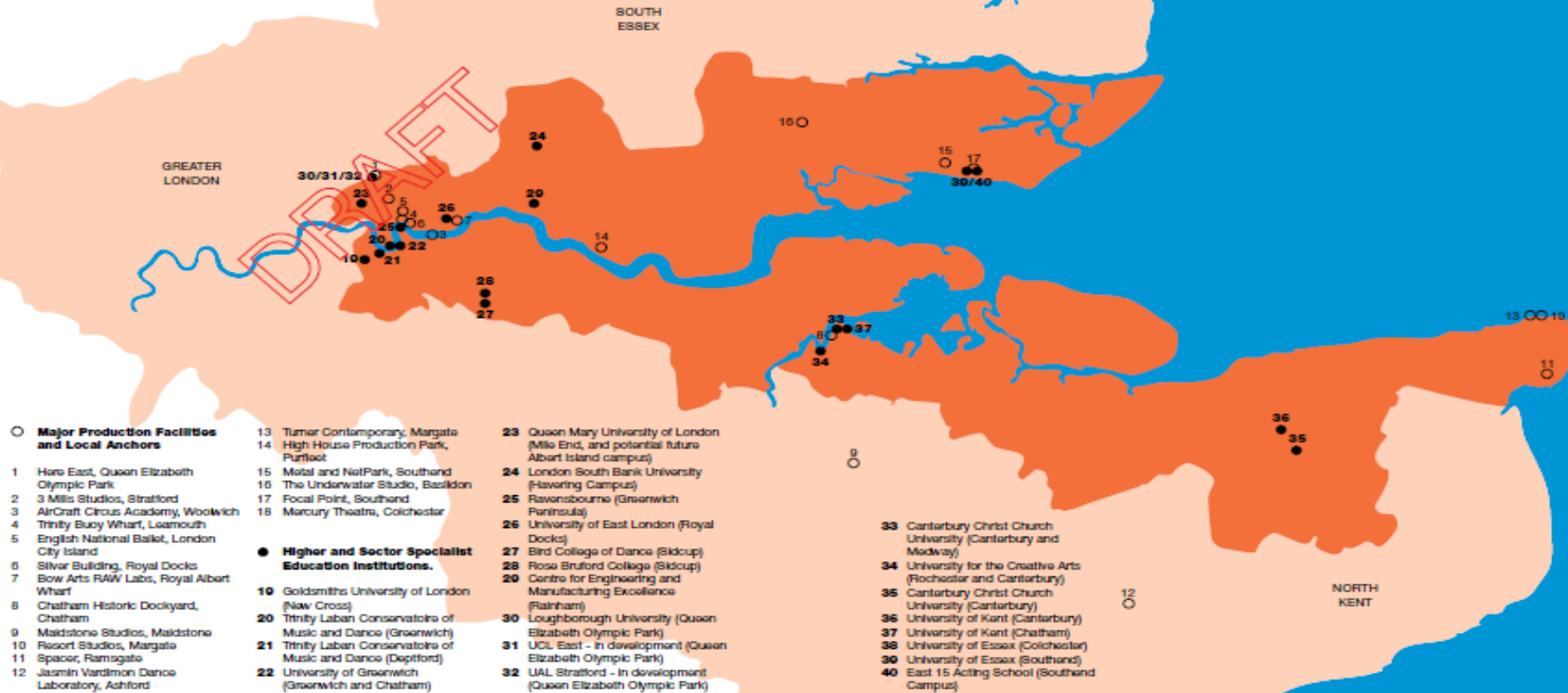


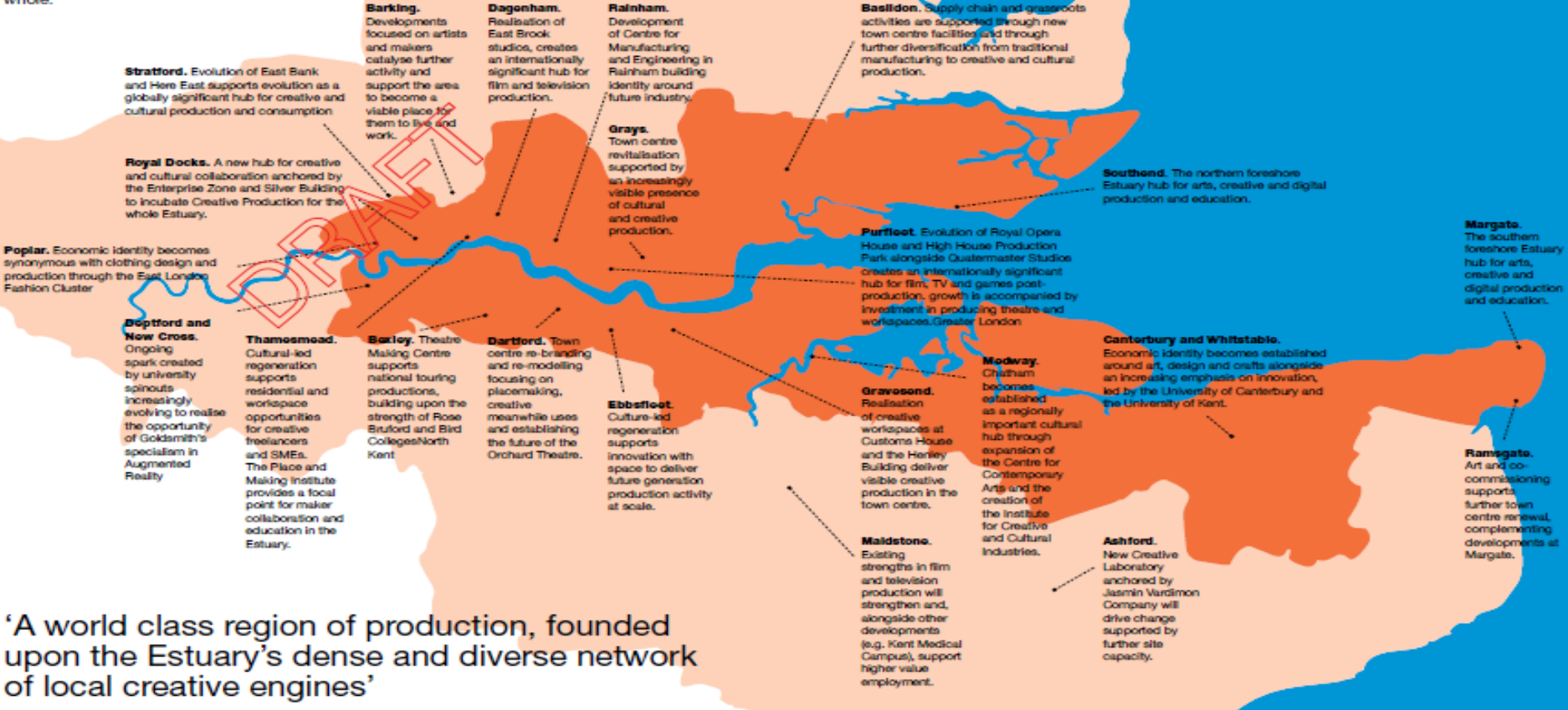
Figure 3. Creative and Cultural Projects in Development Across the Estuary

A large number of creative and cultural projects are in development across the Estuary. A selection of these are mapped below, while consultation with partners has identified many more early stage ideas and proposals besides. The scale and breadth of this activity and momentum underpins the case for and ambition of the Production Corridor.



Figure 4. Production Corridor Vision

The bold vision for the Production Corridor is founded upon the Estuary's diverse networks of places, assets, specialisms and potential. The Production Corridor will help to strengthen local identity and distinctiveness, while building networks, connections and competitiveness across the Estuary as a whole.



'A world class region of production, founded upon the Estuary's dense and diverse network of local creative engines'

'Asks' of Investors

- **More than just money:**
Clear need for partners to unite behind the concept
- International promotion linked to local value
- Links to 2050 vision and LIS – The case for infrastructure
- Promoting an understanding of scale

From Government we need:

- Active participation in governance and advocacy, positioning the Production Corridor as a national success story and an asset capable of driving the next generation of creative growth
- Support for the promotion of the Production Corridor to international inward investor markets: a new exemplar of our creative capital
- Investment in new digital infrastructure to support creative and cultural production, ensuring we have the speed to set the pace
- Commitment to enhanced transport which links key sites of production
- Investment in town centres to facilitate an enhanced role for creative production on the high street as a way of reimagining and rejuvenating town centres.

From Developers and Investors we need:

- Your support as champions of the Thames Estuary: as a unique region made up of distinctive places which are becoming hives of cultural production
- Your openness to test new ideas and ways of working, including the integration of specialist cultural production facilities to the heart of new developments and to the core of regeneration schemes.
- Your critical perspectives to ensure we pursue high quality, value-adding and sustainable activities
- Your overarching expertise on the change which can be enabled through the Production Corridor
- Your support in the delivery of new facilities to support and enable creative production
- Your connections and expertise, to ensure we deliver a world class, globally significant offer.

Early Stage Delivery

- IDENTITY & PERCEPTION
- SPACE & PLACES
- TALENT & INNOVATION

Cultural Development Fund

1	Supporting our Creative and Cultural Production Anchors to grow, diversify and extend their reach into the regional, national and global creative economy. This includes increasing the scale of anchors, developing specialist facilities, and improving the quality and diversity of the talent pipeline.
2	Championing place-based hubs, clusters and catalyst activities through investment in local projects. These will give the sector visibility and voice, enhance collaborative practice, infuse a shared identity, build confidence and energise new types of innovative practice – from work in virtual and augmented reality to creative applications in advanced manufacturing.
3	<p>Leading delivery through enabling projects, initially led by public sector partners to set the foundation for long-term investment, engagement and transformation. These aim to build recognition and capacity within the Production Corridor, paying specific attention to addressing the barriers to growth and engagement within the report. These include:</p> <ul style="list-style-type: none">• Promoting the whole Thames Estuary Production Corridor as a global creative cluster. Promotion, networking, showcasing and amplification activities which help promote the region with a shared identity based on creative and cultural production• Innovation through collaboration: Programmes of co-commissioning and collaboration to support new pan-estuary projects focussing upon scaling grassroots activity and embracing new technology• A talent pipeline and R&D platform: A shared Higher Education and Further Education prospectus for learning and knowledge exchange, including a new interface with businesses and organisations across the regional, national and global creative economy.• Creative production hubs, spaces and places: a focus on uplift and placemaking innovation in the diverse range of places which make up the Production Corridor. Including, delivery of new production spaces in under used-building, giving production more prominence on high streets and enhance Planning activities to support delivery of major facilities.

+ Thank You
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For more information,
please visit www.hatch.com