

South East LEP Board

Project Update 26th March 2019

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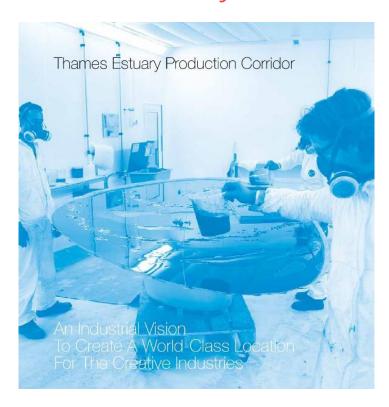


Our Commission: A Reminder

- 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

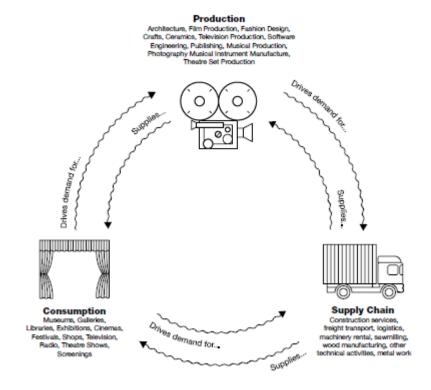


"A world class centre for production – leading global innovation, developing talent and cultivating world changing ideas"



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





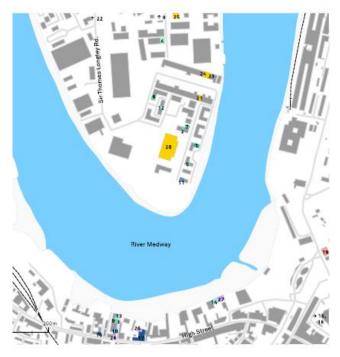








Local clusters - Example



5. Medway - Activity







Delga Press - print & packing suppliers to the entertainment industry 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 architects, developers & designers

Bennett Gynn - modelmakers for









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







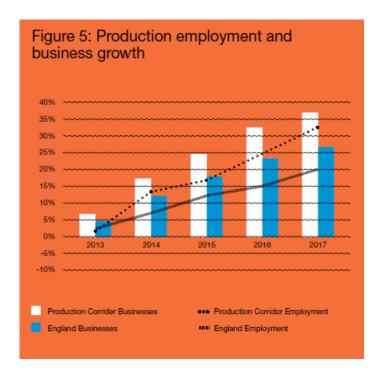








Scale, Impact and Potential



Platform for Growth

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

16,300

+37%

Creative and cultural production businesses across the Estuary

Increase in number of production businesses over past 5 years

£200m

65

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

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

100,000

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

£128m

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

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

+£3.7bn GVA

Creating the UK's densest concentration of production activity Supporting UK economic competitiveness, and generating prosperity for local communities

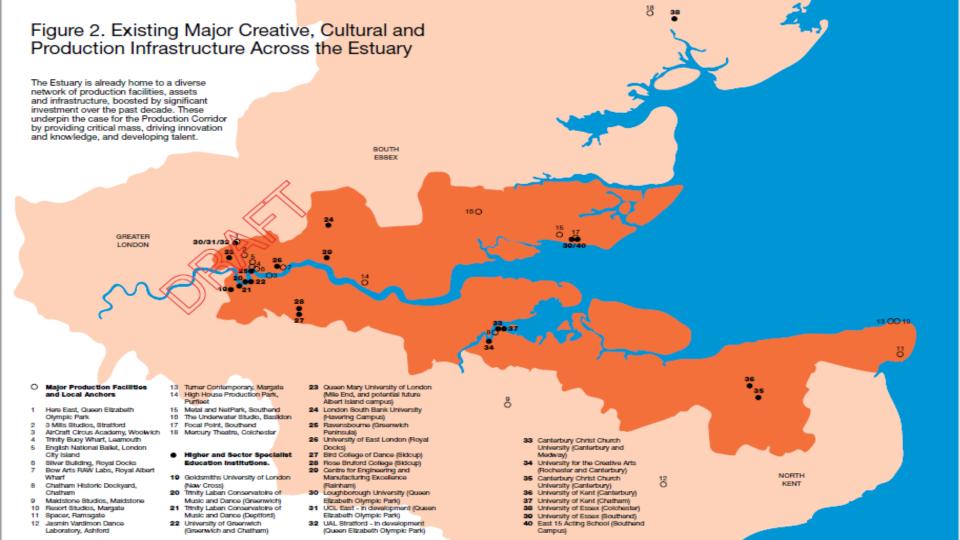


Figure 3. Creative and Cultural Projects in Development Across the Estuary

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.



Growth Engine

(Larger scale initiatives which have the potential to be transformational in supporting the development of the sector

- Theatre Production Hub, Bexley. Goldsmiths Enterprise Hub, New
- 3 Trinity Laban Conservatoire of Music and Dance and The Albany
- (axtension), Deptford. Depitlord Foundry / Second Floor
- Studios, Deptford. Silvertown Quays Creative District.
- Royal Docks. East Bank, Queen Elizabeth
- Olympic Park. East Brook Studios - Made in
- Dagenham, Dagenham.
- Woolwich Creative District,
- Greenwich Design District. Greenwich.
- 10 Fashion District, East London.
- 11 Totally Thames, East London Wide.

- 12 Estuary Festival 2020, Kent and Essex Estuary Wide.
- 13 Institute for Creative and Cultural Industries (expansion), Chatham.
- 14 Ebbsfloot Central, Ebbsfloot.
- 15 Basildon Town Centre Regeneration, Basildon,
- 16 High House Production Park (Gap. Sitias), Purfloot,
- 17 Quartermaster Studios, Purfieet. 18 Metal (ongoing development), Southend.
- Local Spark

(Smaller scale projects supporting the development of creative, cultural and production activities in the Estuary's places)

- Bow Arts Lakeside Centre
- Thamosmoad Engine House, Erith
- Lewisham Creative Enterprise Zone Programme, New Cross and • Deptford

Deptford Creek creative workspace hub. Deptford

SOUTH

ESSEX

- Horniman Museum Creative Hub, Forest Hill
- Convoys Wharf and New
- Bermondsey Masterplan, Milennium Mills Digital Hub, Royal
- East London Works, Dagenham
- - A House for Artists, Barking Creative Barking and Dagenham,
 - Barking and Dagenham Brotons Manor House Parks and
 - Clusters, Rainham Thames-Side Studios, Woolwich
 - Charlton Riverside Masterplan.
 - Plumstead Power Station, Plumstead

- Poplar Works Fashion District, Poplar
- Hackney Wick Fish Island Creative Enterprise Zone, Hackney Wick and Fish Island
- Tobacco Dock, Shadwell South London Innovation Corridor, Lewisham (in partnership with Lambeth, Soutwark and
- Place and Making Institute, Erith
- V22 Silvertown Studios, Royal Docks Greenwich and Docklands International Festival, across

Wandsworth!

- Greenwich and Tower Hamlets Artworks Creekside, Deptford
- Trampery Fish Island Village. Hackney Wick & Fish Island
- North Kent College (Miskin Centre), Dartford

- RESORT Studios, Margate Centre for Contemporary Dance (expansion), Chatham
- Dockyard 'Interface land', Chatham Orchard Theatre and shopping centre, Dartford Customs House, Gravesend
- Honley Building / Northfleet Embankment area, Gravesend
- Sheemess Dockvard Church.
- Sheemess Nuclous, Chatham
- Chatham Intra, Chatham
- Dartford Northern Gateway Development Sites, Dartford
- Chatham Waters, Gillingham
- Gravesend Canal Basin, Gravesend
- Margate Makerspace, Margate
- Hoo, Hoo (Medway) Sands Horitage, Margate

- Sheemess Docks, Sheemess Ideas Test, Sttingbourne Swanscombe peninsular,
- **Swanscombe** Innovation Warehouse, Watt Tyler/ town centre, Basildon
- Forum 2, Southend New Studios, Beecroft, Southend
- Airport Business Park, Southend Tilbury Cruise Terminal, Tilbury Old Fire Station, Hadleigh
- Purfleet Centre, Purfleet Better Queensway, Southend
- Southend High Street, Southend
- Bata Factory, East Tilbury

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

> Stratford, Evolution of East Bank and Here East supports evolution as a globally significant hub for creative and cultural production and consumption.

Royal Docks. A new hub for creative and cultural collaboration anchored by the Enterprise Zone and Silver Building to incubate Creative Production for the whole Estuary.

Poplar. Economic identity becomes synonymous with clothing design and production through the East London Fashion Cluster

> Deptford and New Cross. Ongoing spark created by university spinouts increasingly evolving to realise the opportunity of Goldsmith's

> > specialism in

Augmented

Reality

Thamosmoad. Cultural-led regeneration supports residential and workspace opportunities for creative freelancers and SMEs. The Place and Making Institute provides a focal point for maker collaboration and education in the Estuary.

Boxley. Theatre Making Centre supports national touring productions, building upon the strength of Rose Bruford and Bird CollegesNorth

Kent

Barking.

Developments

catalyse further

support the area

viable place to them to live and

and makers

activity and

to become a

work.

focused on artists

Dartford, Town centre re-branding and re-modelling focusing on placemaking, creative meanwhile uses and establishing the future of the Orchard Theatre.

Dagenham.

Realisation of

studios, creates

an internationally

significant hub for

film and television

East Brook

production.

Ebbsfloot Culture-led regeneration supports innovation with space to deliver future generation production activity at scale.

Bainham.

Development

Manufacturing

identity around

future industry.

Town centre revitalisation

supported by

of cultural

and creative production.

an increasingly

visible presence

Grays.

and Engineering in

Rainham building

of Centre for

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

Colchester. Home to University of Essex, with growing ARVR and The Games Hub. Rapid creative SME

activities are supported through new town centre facilities and through further diversification from traditional manufacturing to creative and cultural production.

fleet. Evolution of Royal Opera House and High House Production Park alongside Quatermaster Studios breates an internationally significant hub for film. TV and games postproduction, growth is accompanied by investment in producing theatre and

papes, Greater London

Gravesend. Realisation workspaces at Customs House and the Henley Building deliver visible creative production in the town centre.

> Maldstone Existing strengths in film and television production will strengthen and, alonoside other developments (e.g. Kent Medical Campus), support higher value employment.

established as a regionally important cultural hub through expansion of the Centre for Contemporary Arts and the creation of the institute for Creative and Cultural

Industries.

New Creative Laboratory anchored by Company will drive chance supported by further site capacity.

Southend. The northern foreshore Estuary hub for arts, creative and digital production and education.

Canterbury and Whitstable.

Economic identity becomes established around art, design and grafts alongside an increasing emphasis on innovation, led by the University of Canterbury and the University of Kent.

Ashford

Jasmin Vardimon

The southern foreshore Estuary hub for arts, creative and digital production and education.

Rams Art and cocommissioning

supports further town centre renewal complementing developments at Margate.

'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

- 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.
- 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.
- 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:
 - 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 panestuary 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.



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For more information, please visit www.hatch.com

