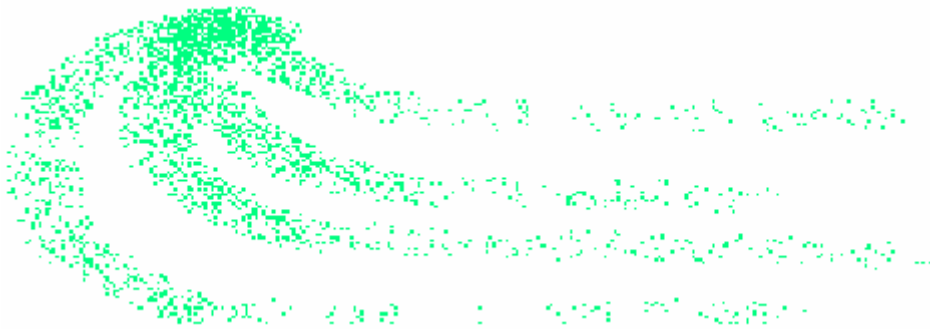


The Arts and Creative Industries in North London

Strategy and Action Plan

2006-2012

Executive Summary



Four Greens
November 2005

In 2003, Four Greens (known at the time as Three Greens) agreed to commission an audit of the arts and creative businesses in North London, and develop a *Strategy and Action Plan* for their support.

The Tom Fleming Creative Consultancy undertook the mapping fieldwork and compiled a database, which was subsequently updated a year or so later. Peter Sinclair and Del Goddard (respectively Chair and Vice-Chair of Four Greens) took on the task of consulting with stakeholders and arts practitioners in the sub-region, interviewing key management staff, holding focus sessions, and organising consultation meetings to discuss early drafts of the strategy.

The result of the fieldwork is a database of 3007 arts and creative businesses in North London. Although the businesses are widely distributed across the sub-region, there is evidence of areas where there are cultural spaces, higher densities of business location, workspace clusters and some correlation with Town Centres. A 'creativity' map has been produced from this information to provide a picture of the sector in North London, although it must be emphasised that with more accurate data it will doubtless change.

What has become clear is that the Chocolate Factory cluster of creative workspaces in the Cultural Quarter in Wood Green is by far the most significant cluster in North London. However, this does not take into account the large number of arts and creative businesses in the surrounding area (in this case N4, N8, N10 and N22), and the disproportionately high level of arts and creative employment of Haringey residents (23%).

Other areas include Tottenham (N15, N17), Edmonton (N9) and Walthamstow (E17) where smaller clusters are emerging in or nearby Town Centres. In Barnet, most of the businesses are distributed more evenly across the south and east of the borough. Each sub-sector maps differently across the sub-region – printing employment, for example, is more concentrated along the Lee Valley, advertising businesses seem to be closely associated with traditional commercial centres along main arterial routes, and visual arts and crafts are more concentrated in Haringey.

From our consultations with regional and sub-regional stakeholders we were able to take into account their strategic objectives, particularly those relating to cultural development, regeneration, business support, skills, spatial planning and tourism. Although the strategic context has been changing as a result of the Mayor's strategies for London, their objectives informed our analysis and the formulation of six strategic directions for sector support:

Strengthen creative clusters as part of wider area strategies

Resource clusters of creative businesses and surrounding areas of cultural activity linked to Town Centre developments to raise the profile and impact of the arts and creative sector

Support creative businesses and encourage employment growth

Align business support, employment and skills programmes to provide more effective pathways into jobs and improved business growth across the whole of North London

Support continuing professional development and quality of learning

Improve the range and quality of continuing professional development and facilitate clear pathways through education and training in the arts

Increase access to the arts and develop audiences

Enhance arts provision to engage with our many diverse communities and promote inclusion

Integrate the arts and creative industries into regeneration strategies

Integrate arts and creativity in all regeneration programmes to increase impact on economic inactivity and social development

Promote networking and build sector infrastructure

Strengthen and make sustainable the Four Greens network to support and promote arts and creative industry development in North London

The process of research and consultation that led to the *Strategy and Action Plan* served to engage the stakeholders in a wider debate about the arts and creative sector. This has resulted in strategic directions that we consider are both appropriate and achievable in the specific circumstances of North London.

The action plan recommends a series of actions and suggests the next steps that should to be undertaken by members of the Four Greens network. Most of these will be taking place during the period leading up to the start of the Olympics cultural programme in 2008.

An important role for Four Greens will be to continue to gather information and monitor the progress of the action plan, as well as review and revise the strategy as circumstances, opportunities and our understanding of the profile of the sector change.

New research, ongoing discussions, and the impact of the Olympics on North London will certainly require that the strategy is revised, and this is what we would prefer – a living document that meets the needs of the arts and creative sector, rather than one that ends up on a shelf, unread.

<!--Creative Commons License-->

This work is licensed under a

Creative Commons Attribution-NonCommercial-NoDerivs 2.0 England & Wales License

.

<!--/Creative Commons License-->

<!--

<rdf:RDF

xmlns="http://web.resource.org/cc/"xmlns:dc="http://purl.org/dc/elements/1.1/"

xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">

<Work rdf:about="">

<license rdf:resource="http://creativecommons.org/licenses/by-nc-nd/2.0/uk/" />

</Work>

<License rdf:about="http://creativecommons.org/licenses/by-nc-nd/2.0/uk/">

<permits rdf:resource="http://web.resource.org/cc/Reproduction"/>

<permits rdf:resource="http://web.resource.org/cc/Distribution"/>

<requires rdf:resource="http://web.resource.org/cc/Notice"/>

<requires rdf:resource="http://web.resource.org/cc/Attribution"/>

<prohibits rdf:resource="http://web.resource.org/cc/CommercialUse"/>

</License></rdf:RDF>

-->
