

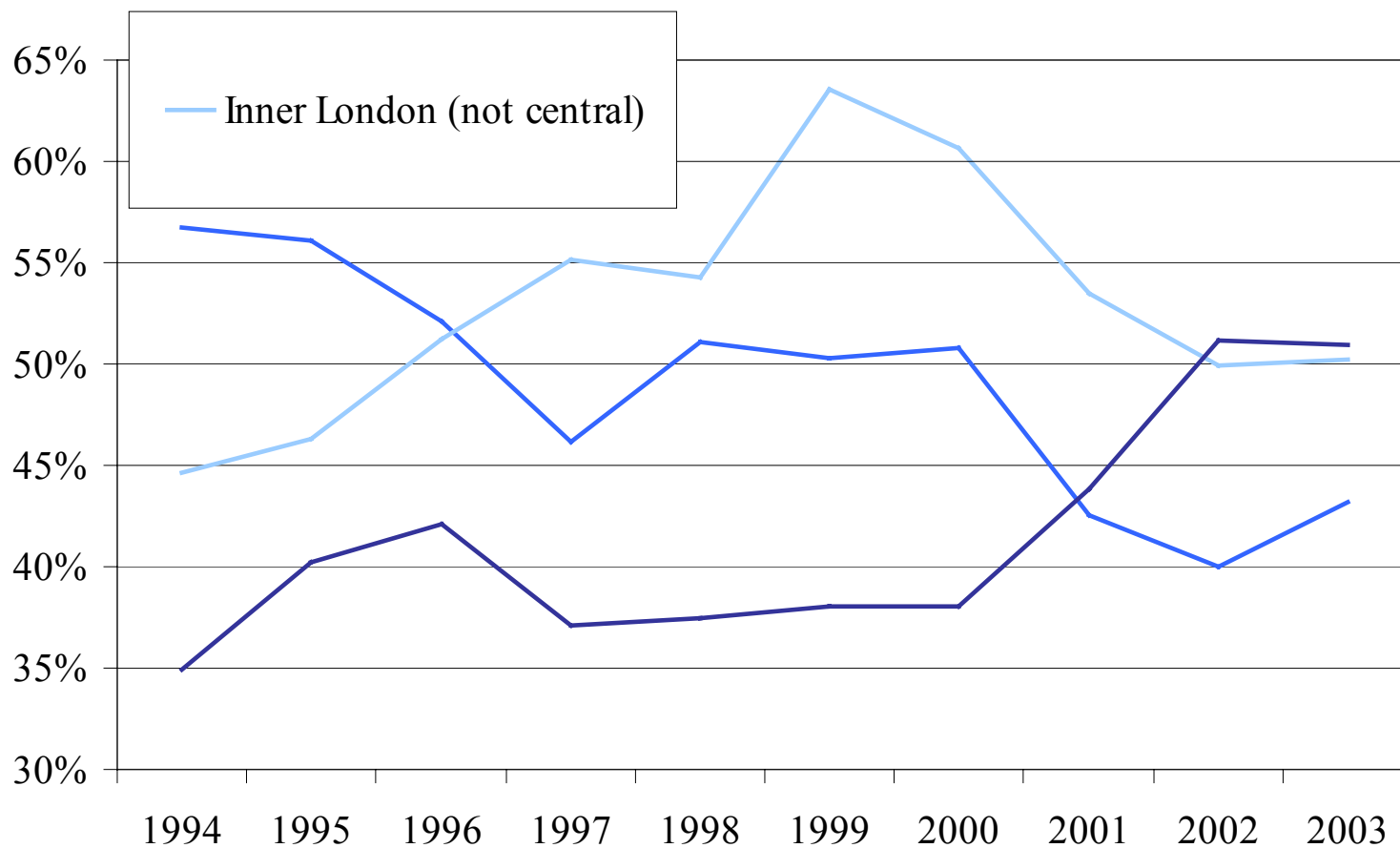
Four Greens

A strategic cross-sector network of agencies and organisations supporting the development of the arts and creative industries in North London (Barnet, Enfield, Haringey and Waltham Forest)

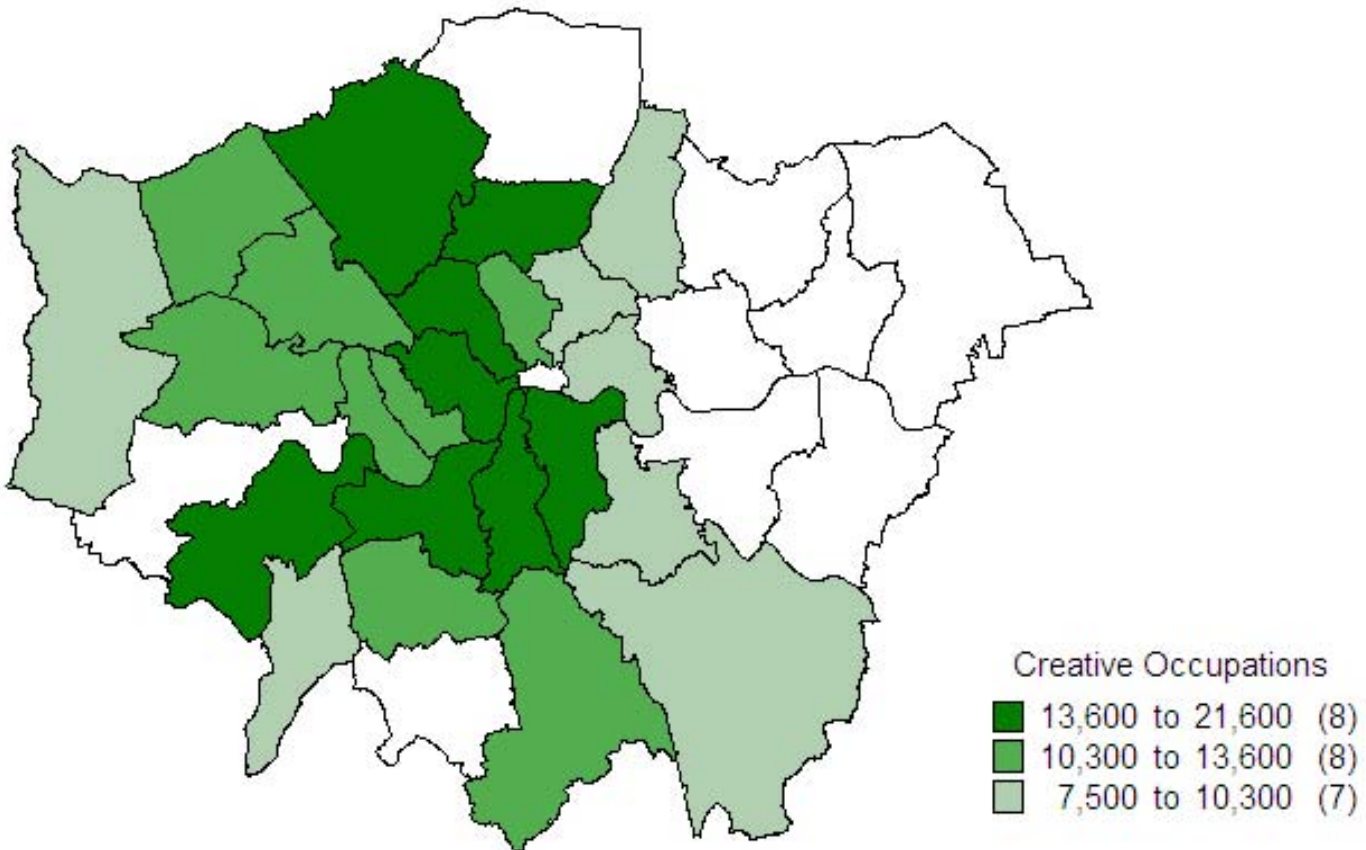
Funded by the London Development Agency

1 July 2006 (effective from 1 January 2007) to 31 March 2008

Changes in creative sector employment

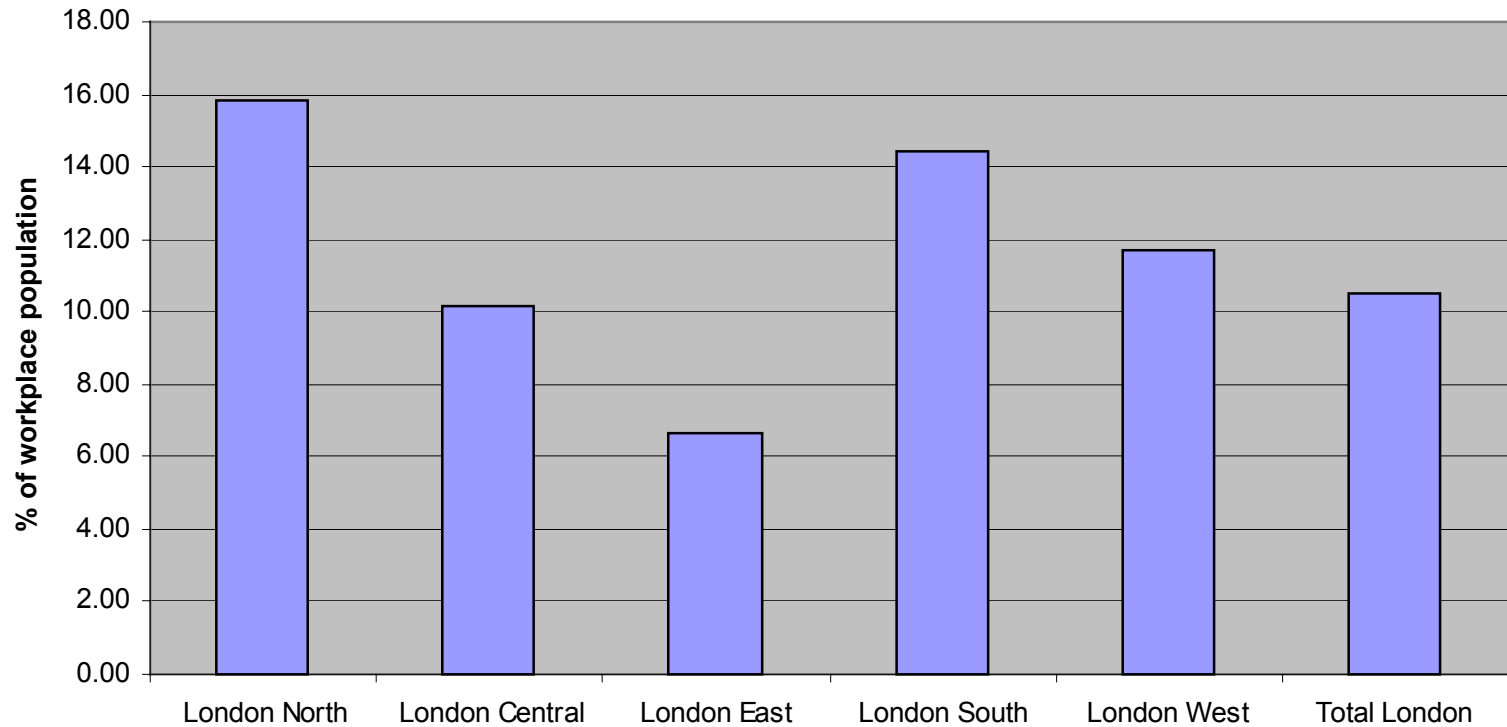


Concentration of creative occupations



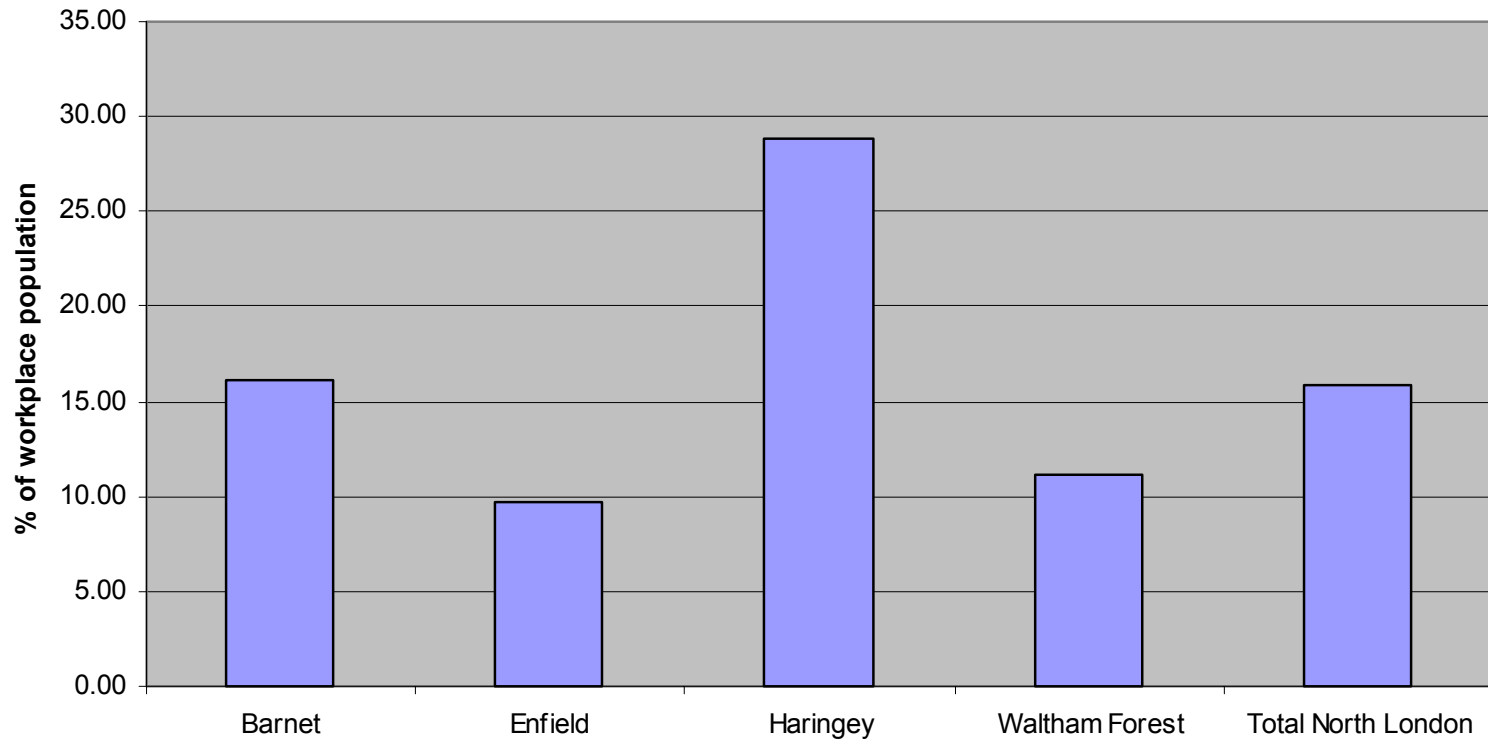
Creative sector employment (*by sub-region*)

Employment in the creative industries in London

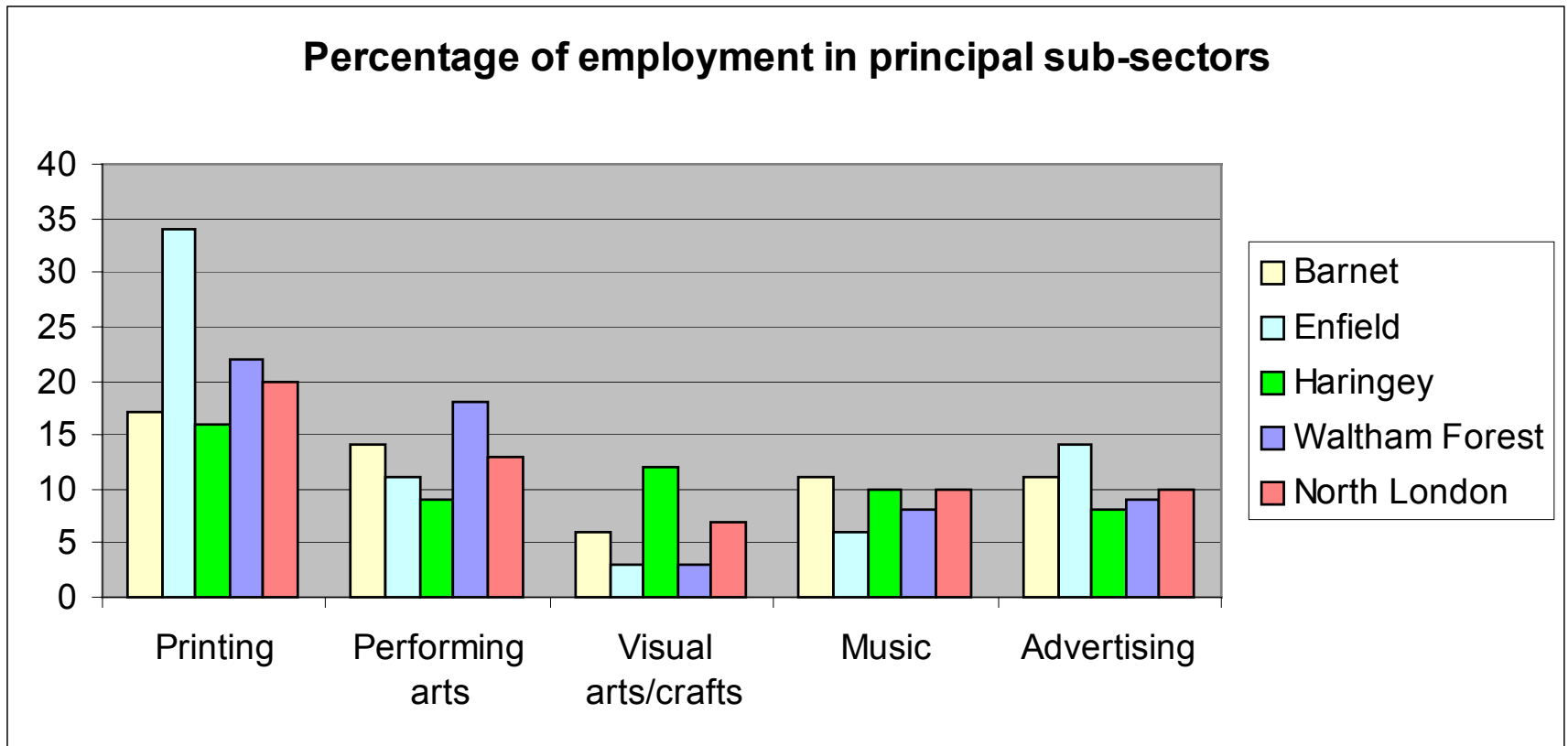


Creative sector employment (*by borough*)

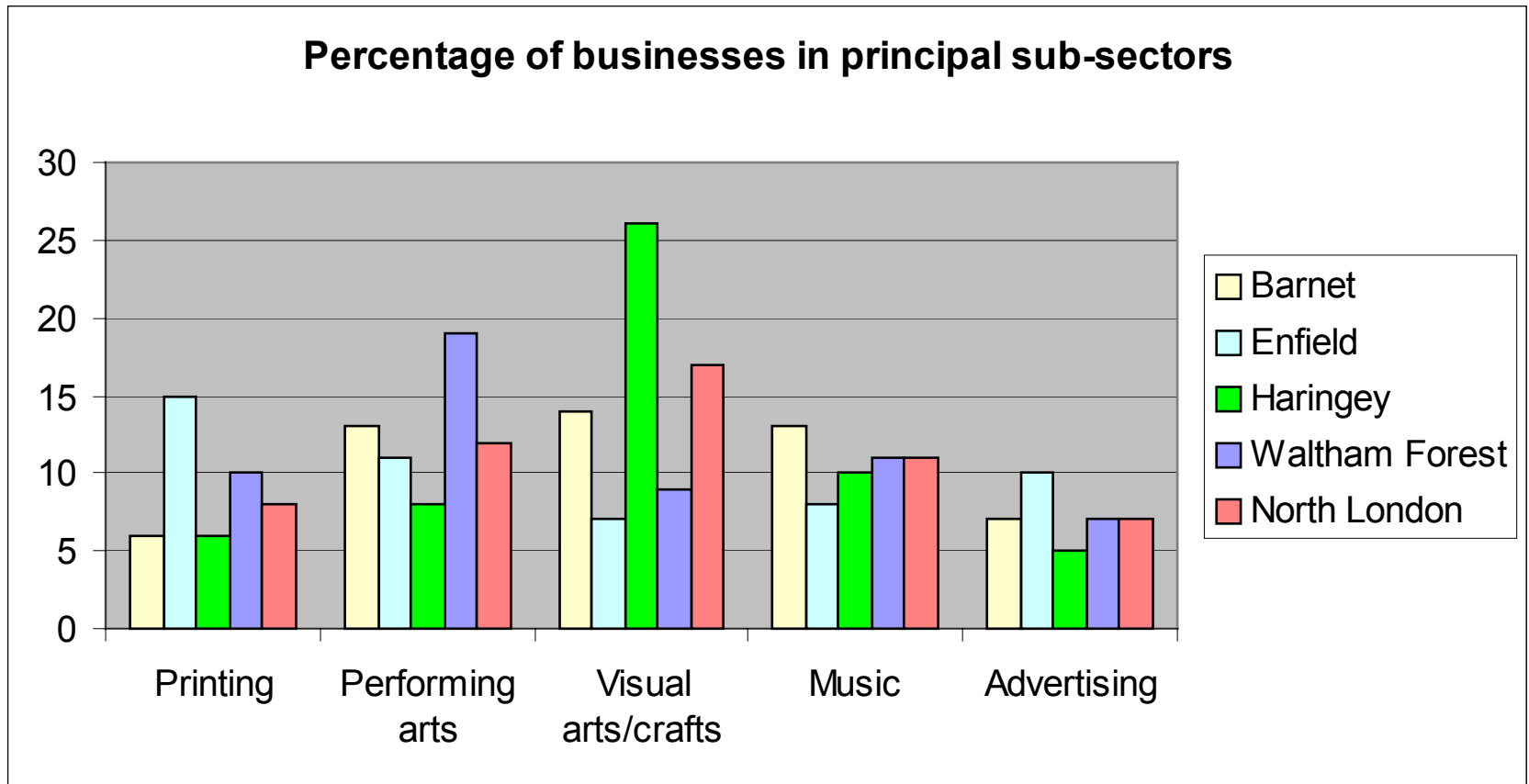
Employment in the creative industries in North London



Employment in creative sub-sectors



Businesses in creative sub-sectors



Four Greens creative business survey 2007

15% visual arts

10% performing arts

10% photography

10% film/video/TV

8% design/graphic design

75% sole traders or 2-people businesses

50% VAT registered

50% trade from residential properties

93% like being located in North London

16% chose their location for business opportunities

67% are optimistic about the future

Four Greens outcomes 2007-08

Strategic Priority 1: *Strengthen creative clusters as part of wider area strategies*

- **Conference:** Suburban Futures: Town Centres, the arts and regeneration (Sept 07), artsdepot
- **Developers breakfast:** Meetings with planners and regeneration officers (with North London Business)
- **Research:** Auditing North London Town Centre commercial property agents and developers (with the Creative Space Agency)
- **Resources:** 18%

Four Greens outcomes 2007-08

Strategic Priority 2: *Support creative businesses and encourage employment growth*

- **Meeting:** Haringey creative businesses meeting (Dec 07), Karamel Club (with the LDA)
- **LDA output:** 5 businesses collaborating with the Knowledge Base (Middlesex University and the London Apparel Resource Centre)
- **LDA output:** 30 people receiving assistance to find a job (Enfield Arts Partnership)
- **Resources:** 6%

Four Greens outcomes 2007-08

Strategic Priority 3: *Support continuing professional development and quality of learning*

- **LDA output:** 10 people receiving skills training (TOP TV Academy)
- **Website:** www.thecreativedirectory.org (supporting Enfield Arts Partnership)
- **Resources:** 4%

Four Greens outcomes 2007-08

Strategic Priority 4: *Increase access to the arts and develop audiences*

- **Conference:** North London arts conference (June 07), supporting LBWF and Waltham Forest Arts Council
- **Marketing:** North London Summer University (with Summer Uni) postponed
- **Resources:** 1%

Four Greens outcomes 2007-08

Strategic Priority 5: *Integrate the arts and creative industries into regeneration strategies*

- **Seminar:** Olympic opportunities for creative businesses (June 07), Athletics Centre
- **Conference:** Cultural Olympiad: engaging young people through arts and sport (June 08)
- **Research:** Mapping Lee Valley visitor attractions for future research project
- **Resources:** 23%

Four Greens outcomes 2007-08

Strategic Priority 6: *Promote networking and build sector infrastructure*

- **Meetings:** 7 x Steering Group, 2 x Stakeholders
- **Website:** www.northlondonarts.info
- **Database:** updating 2200 business database
- **Survey:** online business questionnaire (Dec 07)
- **Newsletters:** 7 x 1300 e4G newsletters
- **Mailings:** 1885, 889, 241, 105 postings
- **Resources:** 48%

The new North London sub-region

**Barnet, Enfield, Haringey,
Hackney, Islington, Camden and
Westminster**

37,000 creative businesses

148,000 employees (*almost 50% of all London
creative employment*)

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