

For General Release

REPORT TO:	CABINET 21 January 2019
SUBJECT:	Croydon Creative Enterprise Zone
LEAD OFFICER:	Shifa Mustafa - Executive Director, Place Paula Murray - Creative Director, Place
CABINET MEMBER:	Cllr Oliver Lewis Cabinet Member for Culture, Leisure & Sport
WARDS:	All
CORPORATE PRIORITY/POLICY CONTEXT: The proposals included in this report contribute to achieving the key outcome: We value the arts, culture, sports and activities from Croydon's Corporate Plan. The proposals contained in this report also support the delivery of: Croydon's Community Strategy 2013-18 and the aim to create 'a stronger, fairer borough where no community is held back' from Croydon's Opportunity & Fairness Plan (2016-2020)	
FINANCIAL IMPACT The total financial investment in Croydon for Creative Enterprise Zones is circa £1m. This investment is made up of two elements :- £0.5m has been directly awarded to Croydon for the Creative Enterprise Zone Programme, to enable growth of arts in the Borough. A further £0.5m will be directly invested in Croydon by the GLA to procure training and development opportunities for new creative business.	
KEY DECISION REFERENCE NO. This is not a Key Decision	
The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below 1. RECOMMENDATIONS The Cabinet is recommended to: 1.1 Note the contents of this report	

2. EXECUTIVE SUMMARY

- 2.1 Croydon has been successful in becoming one of the first Creative Enterprise Zones named by the GLA in a recent bidding round. The funding and the designation will enable a programme of support for the creative and cultural industries in the heart of Croydon's area of regeneration.

3 DETAIL

- 3.1 Croydon has been successful in its bid submitted earlier this year to the Greater London Authority (GLA) for Creative Enterprise Zone status. Having got through the first round alongside 10 other boroughs out of 25, a full bid was submitted in the summer. The announcement was made in early December and 6 zones were created in the final round, these were:
- Croydon
 - Haringey
 - Hounslow
 - Lambeth
 - Lewisham
 - Tower Hamlets (who bid jointly with Hackney)

The GLA Creative Enterprise Zone programme has been designed to put measures in place to support cultural and creative organisations, particularly in terms of production, in a designated area.

- 3.2 Croydon's Creative Enterprise Zone (CEZ) sits mainly in the centre of Croydon, an area which is at the very heart of the large scale and transformational change the borough is undergoing over the next few years. The plans for our CEZ put a framework and set of actions in place that will support keeping creative production and cultural activity as a central part of that change.

The central Croydon area will see the largest increase in population proportionately in the borough over the next 5-10 years with 40% of the predicted increase concentrated in this area. It is also probably the best known part of our borough, in terms of urban design, architectural heritage and street art. The National Trust ran a very successful programme with the council in 2016 called Edge City highlighting the 1960s heritage in particular and the centre is much filmed and photographed. It is where most visitors to Croydon come and as such a crucial area for our identity, our profile and wider reputation. The positive impact of a strong and visible presence of creative and cultural industries in this key area cannot be underestimated.

The geography of the proposed cluster is also driven very much by responding to both existing and future opportunities. Audit work undertaken in the preparation of the bid has demonstrated a clear cluster and shoots of creative enterprise in this area. This is coming not only from the council, but from individual local entrepreneurs such as those behind Nexus and The Front Room and cultural organisations such as Artist Studio Company and Conditions who are moving into the area to benefit from the growing cultural infrastructure and network as well as cheaper property prices. The CEZ plans build on this groundswell and help to maximise other existing investment, energy and resources.

- 3.3 Looking beyond the central area, the plans also create a blueprint for how we might extend CEZ impact in the future with a further development of a hub and spokes model. In this first phase, South Norwood is included as the first potential 'spoke' area. The future potential of further localised hubs across the borough is also an exciting prospect. The development of policy and practice in the initial CEZ area will develop proven ways of working and demonstrable outputs that can translate to other areas where there are nascent clusters of activity.
- 3.4 Partnership is a fundamental part of the success of the bid and the plans. The council cannot deliver this vision by itself and the CEZ creates a focus and vehicle to bring together key creative partners and developers with the council. Working in parallel with the formal planning process, it will build relationships with 5 developer partners for example, towards a future Croydon that retains and develops a strong and individual cultural and creative personality in this key area. We have a core group of creative delivery partners on board as well and the CEZ provides the structure and governance for those to come together productively.
- 3.5 The CEZ is not just about the look and feel of Croydon, it is very much about jobs and improved circumstances for our residents and young people. Croydon Works will develop a social inclusion framework for CEZ partners to sign up to as well as managing the extensive internship and traineeship programmes. All our partners have a commitment to Croydon and many such as Turf and Rise Gallery for example, have a long history of in depth work in the area. The community engagement strategy as part of the programme will be resourced to target activity and opportunities where they are most needed ensuring that the benefits are shared.

The bid programme prioritises young people, as the borough with the highest population of under 25s and includes an extensive offer for young people. There is a CEZ wide scheme subsidising studio spaces for under 25s, training schemes including a focus on social media and marketing, paid internship programme paying the London living wage, careers roadshow from the BRIT School and representation from young people in the governance arrangements.

- 3.6 As well as a focus on young people and on production space, the development of the music city model in Croydon over the next 5-10 years is a priority that has emerged from the initial CEZ research work. Croydon will develop its music industry, bringing the expertise and knowledge of associate partner Sound Diplomacy together with the talented individuals, promoters, emerging venues such as The Front Room and re-emerging venues like Fairfield Halls. The fulfilment of Croydon's potential in all aspects of music production, education and promotion has its beginnings in the CEZ process and structure and defined area. The full potential of music as an economic driver for Croydon and vehicle for social and educational change is likely to develop beyond these boundaries, but the CEZ creates a firm basis on which to begin. Croydon has the heritage in music, it has the artists and increasingly the venues and places for production and just needs to build on this in a supported and coherent way.
- 3.7 The value of the award will be around £1million, half of which includes business support and training which will be procured direct by the GLA. However, the GLA have confirmed they will be prioritising CEZ areas for future capital funding over the next couple of years to support those gaps.

- 3.8 The timing of establishing a CEZ for Croydon with the built in ability to expand into a hub and spokes model, with a strong focus on the area of greatest change in the borough and on young people is key. It is now in Croydon that the physical transformations are taking place. If we miss the opportunity here to influence and work with those, Croydon could lose many of the things that make it special and vibrant and different. More broadly, this is an opportunity to embed practice and policy that will safeguard Croydon's cultural growth as a vital part of its development for years to come.

4. CONSULTATION

- 4.1 The Creative Enterprise Zone bid built on the consultation and engagement that was undertaken for the London Borough of Culture. The CEZ consortium itself consists of 28 members who met several times over the period of the bid development. Further consultation was undertaken with the Croydon Culture Network which meets quarterly.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1 The total financial investment in Croydon for Creative Enterprise Zones is circa £1m.

This investment is made up of two elements :-

- £0.5m has been directly awarded to Croydon for the Creative Enterprise Zone Programme, to enable growth of arts in the Borough.
- A further £0.5m will be directly invested in Croydon by the GLA to procure training and development opportunities for new creative business.

Approved by: Lisa Taylor, Director of Finance, Investment and Risk and Deputy S151 Officer

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 6.1 The Solicitor to the Council comments that there are no direct legal implications arising from the recommendations within this report.

Approved by: Sandra Herbert Head of Litigation and corporate Law for and on behalf of Jacqueline Harris-Baker Director of Law and governance and Monitoring Officer.

7. HUMAN RESOURCES IMPACT

- 7.1 The recruitment of staff will be managed under the Council's recruitment policy and any HR issues will be managed under the Council's policies and procedures as and when they arise.

Approved by: Jannifer Sankar, Head of HR Place on behalf of Sue Moorman, HR Director

8. EQUALITIES IMPACT

- 8.1 As part of the bid programme, Croydon Works will develop a Social Charter for creative businesses to sign up to as a condition of participation which will include targets on BAME and LGBT+ representation.

Approved by Yvonne Okiyo, Equalities Manager

9. ENVIRONMENTAL IMPACT

- 9.1 No specific adverse environmental impacts have been identified resulting from the proposals contained in this report.

10. CRIME AND DISORDER REDUCTION IMPACT

- 10.1 The CEZ area is the 26th most deprived area nationally, anti-social behaviour is much higher than across the rest of the borough and it has a mixed demographic with some areas of high need. The CEZ plans do respond in part to these challenges with the community engagement strategy, with the emphasis on the visible aspects of delivery in creating mixed footfall with events and activity and engendering civic pride with curatorial and campaigning programmes.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 11.1 The decision to bid for CEZ status was made on the basis that the policy direction of this fund matched the authority's Corporate Plan and Community Strategy aims, that Croydon had a strong basis for a bid and a good cross section of partners to work with.

12. OPTIONS CONSIDERED AND REJECTED

- 12.1 Not bidding for the CEZ was considered and rejected; the resource needed to make the initial expression of interest was available within existing budgets and work undertaken in preparation for the London Borough of Culture bid was also available to build on. The second stage of the bidding process was funded by GLA.

CONTACT OFFICER: Paula Murray – Creative Director 07436 039215

APPENDICES TO THIS REPORT: None

BACKGROUND PAPERS: None