

LEWISHAM  
CREATIVE & DIGITAL  
INDUSTRIES

Spatial guidance

# INTRODUCTION

## Document content

### **Planning policy review**

Review of guidance & mechanisms used to support or deliver workspace across London boroughs as relevant to creative & digital industries.

### **Workspace typologies**

Five typologies relevant to creative and digital activity in the borough have been identified through a review of previous employment studies, data analysis, observational research and one-to-one engagement with key stakeholders in areas of clustering of creative and digital activity.

These typologies represent a mix of current workspace provision in Lewisham as well as respond to current and future demand for space:

1. Small office space
2. Large office space
  - 2.1 Managed workspace
  - 2.2 Incubator / accelerator / co-working
3. Creative studio
4. Small industrial / warehouse space
5. 'Live-work'

For each typology, the following content is provided:

- Overview of the typology
- Example of the typology as found in Lewisham
- Best practice example
- Typology diagram
- Design guidance

### **Workspace providers**

This section provides an overview of workspace providers currently managing a range of properties across London and targeting the creative and digital industries.

# Planning policy review

This section provides an overview of best practice examples within workspace provision delivery. These examples include guidance, tools & mechanisms used to support or deliver workspace across London boroughs as relevant to creative & digital industries.

## **Best practice examples:**

### Brokering development opportunities - Westminster City Council

Councils can play an instrumental role in brokering development opportunities targeted at specific sector needs in terms of workspace provision.

After identifying the need for workspace targeted at creative industries, Westminster City Council took a proactive role in ensuring the delivery of creative studios. In May 2009, it agreed funding and land arrangements to create a viable development opportunity, further brokering relationships with relevant developers and landowners. More detail on the role of Westminster City Council in enabling workspace delivery is provided in the case study on p.17.

### Employment space guidance & policy - London Development Legacy

To ensure the delivery of appropriate workspace, detailed employment space guidance setting out specific spatial and fit out considerations can be targeted to specific sectors and/or geographic areas of interest. Initially, as is the case with this document, this guidance can serve as a reference document, an 'officer manual' to provide an evidence base against which to assess development proposals.

A trajectory from guidance to policy can be sustained, and detailed employment guidance can be adopted as a Supplementary Planning Guidance document and/or incorporated into other various area-based policy documents, further ensuring that workspace delivered is in line with priorities for the borough.

An example of this is the London Legacy Development Corporation (LLDC) Employment Space Study (2015). The document provides guidance for the re-provision of B use class employment space within three geographic areas to inform Supplementary Planning Documents. It allowed the LLDC to provide greater detail around its aspirations for the delivery of employment provision. As an example of the trajectory from guidance to policy, The Hackney Wick and Fish Island SPD is informed by the LLDC Employment Space Study (2015) and provides detailed guidance on employment uses and locations in the area.

### Affordable workspace policy - LB Hackney

The development of policy around affordable workspace can help ensure that new commercial developments provide a proportion of workspace that can be accessed by 'lower threshold' businesses within the creative and digital sectors.

Hackney's DM16 affordable workspace policy states that the council will seek "10% of the new floorspace within major commercial development schemes in the Borough, and within new major mixed-use schemes in the Borough's designated employment areas, to be affordable workspace, subject to scheme viability." Developers must partner with council-approved workspace providers who will manage the shell and core to an agreed level of specification and will lease the workspaces to end users at affordable rents.<sup>1</sup>

### Approved workspace providers list - LB Hackney & LB Southwark

An approved workspace providers list which meets a set of criteria agreed by LB Lewisham can help ensure that new workspace delivered supports the borough's goals in terms of type and management model of workspace provision. It can also facilitate the development of partnerships between developers and approved workspace providers.

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<sup>1</sup> 'Creating Open Workspaces' (2015), Greater London Authority.

LB Southwark and LB Hackney are amongst London boroughs with an approved workspace providers list. In the case of Hackney, listed providers are committed to supporting businesses at different stages of development and across growing sectors of the economy. By making the list available to promoters and developers of schemes in the borough, the aim is to facilitate discussions and partnerships with workspace providers early in the planning and design process to deliver suitable workspace.

### **Policy to embed and grow the creative & digital sectors in the borough**

The London Borough of Lewisham does not currently have an overarching workspace policy, affordable workspace policy and more detailed employment space guidance on the type of workspace that should be delivered in the borough in support of the creative and digital sectors.

Currently, Lewisham's Core Strategy (2011) puts forward place-based strategies that identify the preferred type of workspace in key locations within the borough, through mainly:

- Regeneration and Growth Areas covering key localities within Lewisham, Catford, Deptford, New Cross/New Cross Gate
- District Hubs covering the District town centres of Blackheath, Forest Hill, Lee Green and Sydenham
- District Hubs covering the District town centres of Blackheath, Forest Hill, Lee Green and Sydenham
- Areas of Stability and Managed Change for the remaining areas of the borough (largely residential)

A key element of the Spatial Strategy is also a 'restructuring of the allocation of employment land to facilitate regeneration and growth by better reflecting the economic realities of the borough, the requirements of the London Plan and to ensure the most efficient use of land.'

In line with this objective, the Development Management Local Plan (2014) provides further guidance on safeguarding and supporting appropriate employment uses through ensuring that 'the proportion of B Use Classes is maintained in the Mixed Use Employment Locations (DM Policy 9); 'suitable uses and space are provided in the Local Employment Locations (DM Policy 10) and 'suitable uses are retained or replaced for the 'undefined' or other employment locations' (DM Policy 11).

These policies provide a high-level direction of travel in terms of future workspace provision (location and type), and guidance on the management of current employment locations.

To secure and grow the creative & digital sectors in the borough, Lewisham Council should seek to provide further detailed guidance ensuring the appropriateness of the workspace being delivered both in terms of the spatial characteristics and affordability levels relevant to the specific sectors it aims to support.

The following section of this document provides guidance on 5 workspace typologies relevant to the creative and digital sectors, outlining target markets, gaps in current provision and key spatial considerations of individual workspaces.

# SMALL OFFICE SPACE

## Typology overview



### Key features

- Office unit with small floorspace
- Let as individual unit, typically on conventional office lease arrangement
- No particular external workspace management requirements

### As found in Lewisham

Provision of small office space accommodating creative & digital industries is in many cases hosted within larger infrastructure for example within Goldsmiths University & The Albany.

However, relatively new provision clustered in Brockley shows small offices spaces delivered on ground floor units of residential schemes.

### Introduction

This typology covers conventional office space provision, in particular where it is provided at a small scale - both of individual unit size and quantum of units. Office space at this scale of provision is often found within existing buildings rather than being purpose built (a larger quantum of office floorspace is desirable in new build developments for viability reasons).

### Typology characteristics

- <math>500\text{m}^2</math> (5,382sq.ft)
- Lower ceiling (2.9 -4.4m)
- Provision on any floor

### Creative & digital sectors - target markets

Small office spaces typically accommodate non vulnerable creative activity, predominantly desk-based, and digital activity including:

- advertising, architecture, IT services, software, computer games, design, film & video

### Typical use class

B1

## As found in Lewisham: Dragonfly Place



### Description

Dragonfly Place is a residential and commercial development in Brockley. The development was completed in 2013 and comprises of 17 commercial units located on the ground floor and first floor.

### Creative & digital Uses

Commercial units fall under the B1 use class and currently host a mix of predominantly desk-based activity including animation, architecture, graphic design, publishing, photography & sound recording

### Size

17 units ranging from 355 sq.ft. to 1,281 sq.ft., totalling 14,100 sq.ft. (1,310 sqm).

### Prices & tenure

Rent prices ranges from £10/sq.ft./annum to £13/sq.ft./annum. Some businesses rent out additional space to local freelancers, with prices for individual deskspaces ranging from £200-£250/month.

Units on the development were initially on temporary leases at below market rates (£3/sq.ft./annum), and occupied by artists. Developers

were denied an office to residential conversion and therefore began to sell the commercial units individually, leading to a 'second generation' of commercially-focused occupiers to move onto the site. Businesses are currently a mix of freeholds and leaseholds.

### Fit out

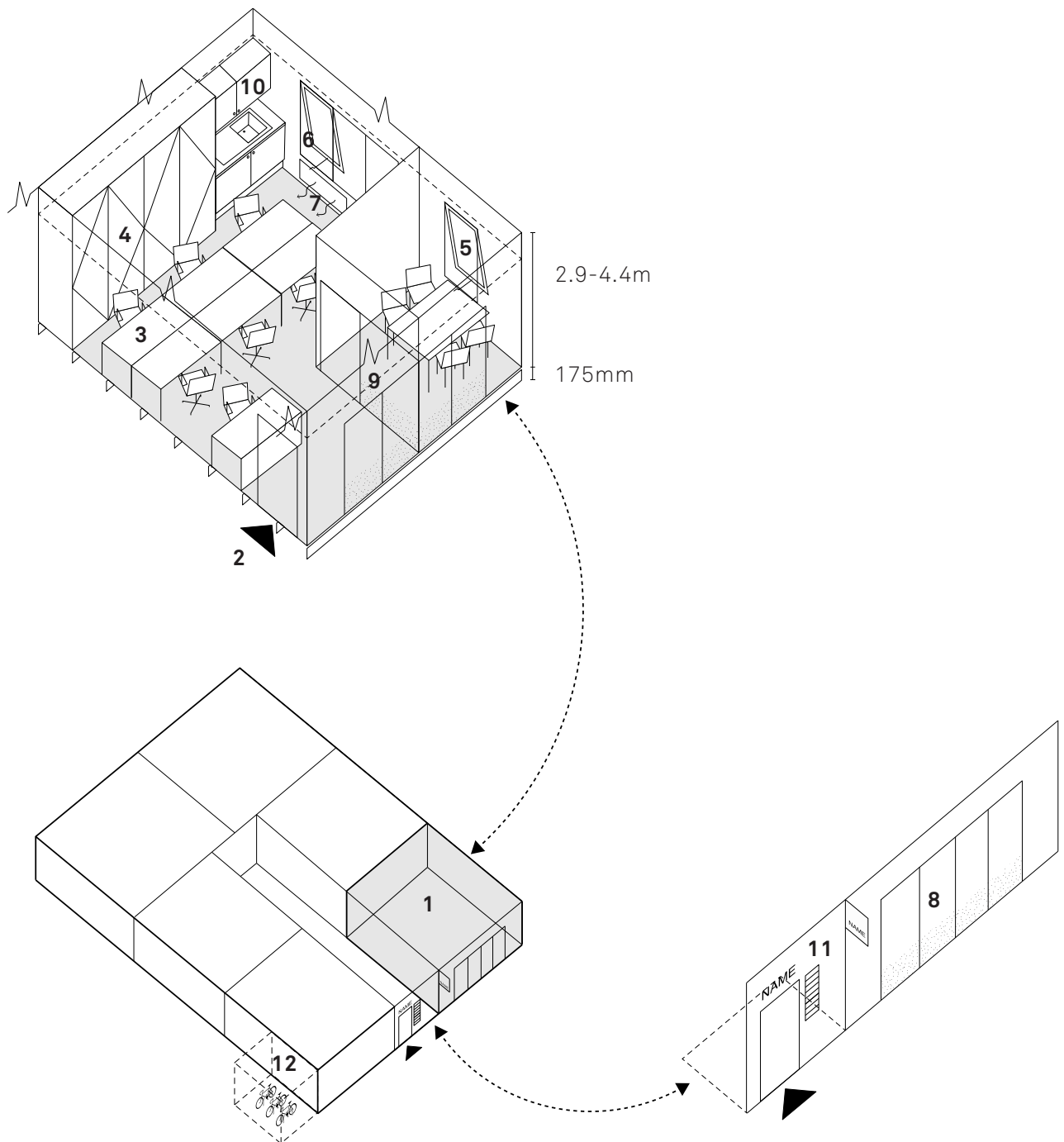
Commercial units are provided as empty shell units, with individual businesses fitting out the units according to their needs. Businesses report that the empty shell provision offered flexibility and allowed to access space at a lower rate; one business reports the cost of fit out at £15k.

Security is reported as a key concern, as businesses rely on high-value equipment and have dealt with break-in issues in the past.

### Locational ties

Businesses report moving to the area from other locations such as Shoreditch and Central London. Reasons for relocating including affordability, need for larger floorspace and desire to purchase workspace. The provision of nearby cafés and restaurants is seen as desirable, providing informal meeting spaces and lunchtime amenities.

# Small office space: design guidance



## Key:

1. Less than 500m<sup>2</sup> floor area
2. Unit-specific entrance
3. Desk-based working. Additional deskspace available to hire out
4. Storage
5. Daylighting
6. Passive ventilation where possible
7. Likely electric heating
8. Street facing fenestration and privacy screening
9. Meeting space
10. Kitchenette
11. Directory signage
12. Secure bike storage



	<b>Attribute</b>	<b>Typology Specification</b>
<b>Dimensions</b>	Range of floor area per unit	<ul style="list-style-type: none"> <li>— &lt;500m<sup>2</sup> (5,382sq.ft)</li> <li>— General rule: less than 10 employees use up to 200m<sup>2</sup> (2,153sq.ft)</li> </ul>
	Floor to ceiling heights	<ul style="list-style-type: none"> <li>— 2.9 -4.4m ceiling height</li> </ul>
	Provision possible on which floor	<ul style="list-style-type: none"> <li>— Can be provided at street-level or within building at any floor</li> <li>— Allowance for street-level business presence desirable, with signage for individual businesses, or directory signage for multiple tenants.</li> </ul>
<b>Access &amp; Servicing</b>	Entrance arrangements	<ul style="list-style-type: none"> <li>— Need for staffing / client access only (no large entrance requirements)</li> </ul>
	Servicing	<ul style="list-style-type: none"> <li>— Need for good broadband and telephonic infrastructure</li> <li>— Electrical heating is the most common for simple, dry installation and low capital costs</li> </ul>
	Vehicle access	<ul style="list-style-type: none"> <li>— Intermittent servicing with small (transit-sized) vehicles.</li> <li>— Vehicle and cycle parking provided in line with The London Plan. Additional cycle parking may be desirable.</li> </ul>
<b>Exterior &amp; Interior</b>	Open space/ yard requirements	<ul style="list-style-type: none"> <li>— External space not required but can have a benefit in terms of providing lunch and social spaces.</li> </ul>
	Quality of internal environment	<ul style="list-style-type: none"> <li>— Developer provision as 'shell and core' fit-out may deter smaller potential occupiers due to capital costs however some businesses prefer the flexibility it offers, and report that such spaces are often available at a lower rates</li> <li>— Daylighting required to work areas.</li> <li>— Meeting space desirable for internal and client meetings</li> </ul>
	Interaction with the street	<ul style="list-style-type: none"> <li>— Privacy and security is key concern as businesses rely on high-value equipment.</li> <li>— For street-facing units, consider fenestration treatments for appropriate balance of privacy/ security and street activation.</li> </ul>
<b>Other</b>	Management & tenure	<ul style="list-style-type: none"> <li>— Let as individual unit, typically on conventional office lease arrangement with some commercial units offered as freehold.</li> <li>— Businesses might lease additional deskpace within units to freelancers and sole traders as additional income generation.</li> </ul>
	Amenities	<ul style="list-style-type: none"> <li>— Local amenities such as cafes and restaurants seen as desirable as they provide social spaces as well as informal meeting spaces.</li> <li>— Recognition of the area as creative business location desirable for promotion and client interaction purposes.</li> <li>— Links into Central London desirable.</li> </ul>



## Best practice: East London Works



### About

East London Works is a business centre offering office, studio and retail space at 75 Whitechapel Road. The provision is managed by the Workspace Group.

### How it works

East London Works offers individual small office and studio units on standard commercial leasing agreements.

The range of uses on site include a mix of creative and non-creative businesses. Creative activities on site are generally desk-based, as dictated by the fit-out of the individual units. Currently available units are on offer at prices averaging £3/sq.ft./month.

As the overall provision is managed, a range of services and shared facilities are on offer on site. The business centre is accessible 24/7 to accommodate out-of-hours office working. Due to privacy and security requirements of businesses, managed access to building is provided, as well as CCTV monitoring. Additional amenities such as showers and secure bike storage are also

provided, promoting active modes of transport to work.

### Key findings

- Individual small office space and studio space within a business centre provision.
- Overall management of the business centre by the Workspace Group provides additional key services such as security.

# LARGE OFFICE SPACE

## Typology overview



### Introduction

This typology relates to predominantly desk-based activities, similarly to small office spaces. The larger floor areas and quanta in this category are associated with a range of sub-categories that are applicable to a variety of occupiers, ranging from large organisations using entire buildings or floorplates to sole traders operating in flexible co-working spaces.

### Typology characteristics

- >500m<sup>2</sup> (5,382sq.ft)
- Lower ceiling (2.9 -4.4m)
- Provision on any floor

### Creative & digital uses - target markets

Large office space tends to cater to commercially-focused and higher-value creative & digital industries. Predominantly desk-based, activity sectors include architecture, advertising, film & video, IT, computer software, games, etc. Businesses range from start-ups and early stage enterprises to corporate businesses operating internationally.

### Typical use class B1

### Sub-types

#### a) Standard large office

- Office unit with larger floorspace.
- Typically 'Grade A' fit-out, corporate office space.
- Let as individual unit, or multiples thereof, typically on conventional leased arrangement.
- Managed by specialised workspace providers.
- Providers report that typically +2,500m<sup>2</sup> (26,910sq.ft) floorspace is required for viable operation.

#### b) Managed workspace

- Office units ranging from small cellular spaces (10m<sup>2</sup>, 105sq.ft) to medium sized spaces (140m<sup>2</sup>, 1,500sq.ft).
- Let as individual unit or workspace within a unit from a workspace provider managing a number of units, common areas and shared facilities e.g. meeting rooms, cafes.
- Workspace providers generally require a critical mass of units/workspace to make management model viable.

#### c) Incubator / accelerator / co-working space

- Let as individual desk space or workspace within a unit from an IAC provider.
- Leasing agreement generally more flexible or short-term than conventional office space or managed workspace.
- Providers require adequate floorspace to sub-divide into appropriate workspace units (typically 5-50 desks).

### As found in Lewisham

There is limited provision of large office space (standard, managed & co-working). New provision of incubator space in the borough has been delivered through the deks.

Specialised incubator space for craft & making is provided through Cockpit Arts along Creekside Road.

As found in Lewisham:  
PLACE / Ladywell



### Introduction

PLACE / Ladywell is an initiative supported by Lewisham Council that provides 'low cost flexible space for start-ups and creatives'. The overall scheme provides a range of spaces, from retail units & individual workshop spaces managed by Meanwhile Space to offices and shared desk space provided through the dek, managed by the London Small Business Centre (LSBC).

### Creative & digital uses

The PLACE / Ladywell scheme hosts a range of uses varying of the types of spaces occupied. The retail and workshop units typically host more craft & making activities while the Deks support mostly desk-based activities including design & marketing.

### Size

12 hot-desks available for rent are around 3.6-3.8sqm, 8 individual units for up to 6 people, approximately 33sqm, 9 retail / workshop pods ranging from 3.4-7.5sqm in size.

### Price & tenure

Pricing is variable, with available individual desks listed at £20/hour or £140-178/month. Available individual studios are priced at £800/month and

retail/workshop units range from £199-£416/month depending on size. Prices are all inclusive.

Workspace can be accessed through a range of arrangements, from desk space accessed on an hourly basis, to monthly & yearly flexible tenancy agreements. Both Meanwhile Space and the London Small Business Centre are responsible for the management of workspace.

### Fit out

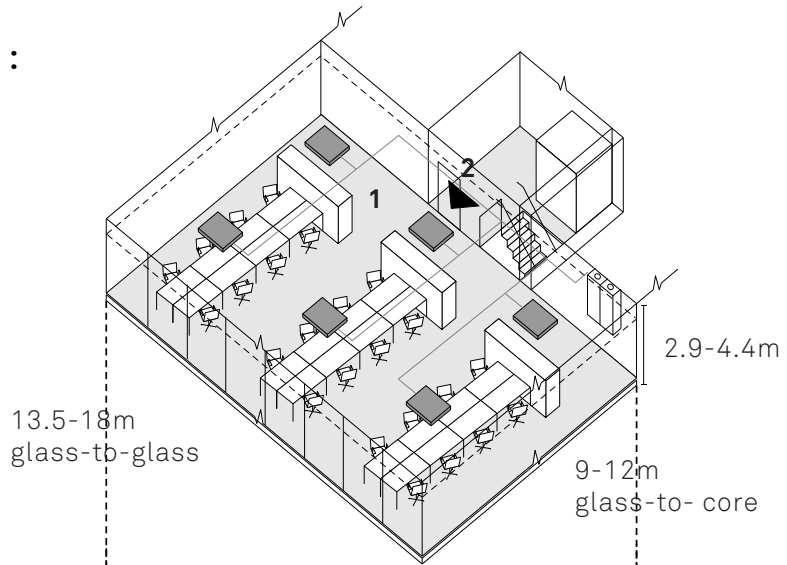
Desk spaces and individual units have a minimal amount of fit out, as affordability is key for this type of provision. Access to broadband is also key. Importantly, the provision of cafe space within the scheme allows for additional informal meeting space.

### Locational ties

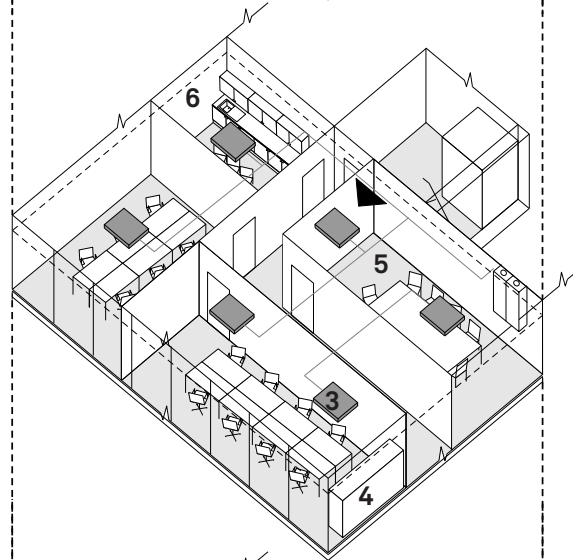
The majority of individuals/businesses operating from the PLACE/Ladywell live locally, with most taking on the retail/workshop space as a first business location. Business reports the development of an informal business network, in response to the need for more marketing initiatives. Raising awareness about business activity is seen as a top priority.

# Large office space: design guidance

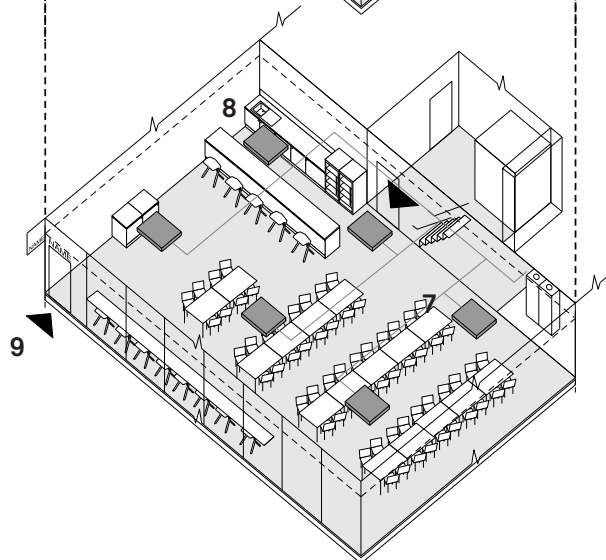
3rd floor: Large office space



2nd floor: Managed workspace



Ground floor: Incubator,  
Accelerator, Co-working space  
(including cafe space)



## Key:

1. Greater than 500m<sup>2</sup> floor area
2. Unit-specific entrance
3. Ducted ventilation system
4. Storage
5. Meeting space
6. Kitchenette
7. Shared desk-based working
8. Cafe space
9. Street facing entrance

## Sub-type components

### Managed workspace:

Individual units as per small office space typology, with a number of shared facilities.

**IAC space:** Likely open plan, with shared desk-based working and amenities.



	Attribute	Typology Specification
Dimensions	Range of floor area per unit	<ul style="list-style-type: none"> <li>— &gt;500m<sup>2</sup> (5,382sq.ft)</li> <li>— General rule: 50 employees = up to 1000m<sup>2</sup> (10,764sq.ft), 50-250 employees = 5,000m<sup>2</sup> (53,820sq.ft)</li> </ul> For managed workspaces: <ul style="list-style-type: none"> <li>— Individual units generally range from 15-200m<sup>2</sup> (162-2,153sq.ft) but some larger units can be up to 2,000m<sup>2</sup> (21,528sq.ft)</li> </ul> For IACs: <ul style="list-style-type: none"> <li>— Spaces range from 30-150m<sup>2</sup> (323-1,615sq.ft), clustered in a group of minimum 5 units.</li> </ul>
	Floor to ceiling heights	<ul style="list-style-type: none"> <li>— 2.9 -4.4m ceiling height</li> </ul>
	Provision possible on which floor	<ul style="list-style-type: none"> <li>— Can be provided at street-level or within building at any floor.</li> <li>— Allowance for street-level business presence desirable, with signage for individual businesses, or directory signage for multiple tenants.</li> </ul>
Access & Servicing	Entrance arrangements	<ul style="list-style-type: none"> <li>— Need for staffing / client access only (no large entrance requirements).</li> <li>— Shared reception is desirable for multi-tenanted buildings.</li> </ul>
	Servicing	<ul style="list-style-type: none"> <li>— Need for good broadband and telephonic infrastructure</li> <li>— Electrical heating is the most common for simple, dry installation and low capital costs</li> </ul>
	Vehicle access	<ul style="list-style-type: none"> <li>— Intermittent servicing with small (transit-sized) vehicles.</li> <li>— Vehicle and cycle parking provided in line with The London Plan. Additional cycle parking may be desirable.</li> </ul>
Exterior & Interior	Open space/ yard requirements	<ul style="list-style-type: none"> <li>— Larger workspace providers see outdoor spaces as preferable for supporting social work environment and catering for events.</li> </ul>
	Quality of internal environment	<ul style="list-style-type: none"> <li>— Managed workspace is generally high spec, institutional and high quality and provided in cellular office space.</li> <li>— IACs require 'ready to occupy' units and might need more sub-division into discrete units.</li> <li>— Co-working has an emphasis on informality &amp; laptop working</li> </ul>
	Interaction with the street	<ul style="list-style-type: none"> <li>— For managed workspaces, security and privacy are key concerns.</li> <li>— For co-working, open-access facilities benefit from ground floor location where they are visible.</li> </ul>
Other	Management & tenure	<ul style="list-style-type: none"> <li>— Large office space and managed workspace let as individual unit, typically on conventional office lease arrangement.</li> <li>— Co-working accommodation typically offers some flexibility in terms of working hours and occupancy terms (different types of memberships).</li> <li>— Leases for incubator spaces are short term and flexible (easy in/out conditions)</li> </ul>
	Amenities	<ul style="list-style-type: none"> <li>— Shared spaces might include meeting room facilities and reception area.</li> <li>— Amenities such as cafes desirable in within more flexible working spaces such as co-working and incubator spaces to provide social and informal meeting spaces.</li> <li>— Co-working spaces often allow for drop-ins, visitors and networking events.</li> </ul>

## Best practice: TechSpace, Aldgate East



### About

TechSpace currently operates co-working space at four locations in east London, having started operating in 2012.

The operator offers three products across its locations: co-working desk space in open plan spaces, private offices on co-working floors, and enterprise space for larger businesses. In Aldgate East, TechSpace offers a total of 340 desks across four floors.

### How it works

TechSpace typically offers space to tech/digital companies, working on both the product and service side. TechSpace offers larger desk space clusters or dedicated floors of enterprise space which are taken up by individual businesses. As such, TechSpace caters to businesses which are in the process of scaling up but which are still looking for the benefits of managed workspace with shared facilities and a built in network of start-ups and entrepreneurs. Start-up tenants have typically already secured one or two rounds of funding when they take up space in TechSpace locations.

Rates for space vary across locations. In Aldgate East, co-working desk spaces are offered at a rate of £410/desk/month, excluding VAT. Across provision, private offices accommodating between 10-30 people are offered from £450-£650/desk/month excluding VAT. Enterprise floors offering customisable self-contained workspaces for teams of 30-100+ is offered at £300-£685/desk/month excluding VAT.

Enterprise space for larger businesses has become a key element of TechSpace's offering in response to market demand. Enterprise space typically is self-contained (usually covering an entire floor) and customisable to the tenants' specification. Established tenants like Virgin Media have recently taken up enterprise space in the building, running an accelerator programme for tech start-ups on site.

Additionally, the provider offers access to 'growth partners' who help businesses to scale up and offer legal, accounting and HR support.

### Key findings

- The different spaces on offer across locations, from co-working space, to individual office space and larger enterprise space allow to capture businesses from a range of scales.
- TechSpace offers flexibility of space which allows to accommodate business growth.
- Established industry tenants maintain links to smaller start-up space via co-location.

# CREATIVE STUDIO

## Typology overview



### Introduction

This typology spans workspace for creative uses that may have additional spatial requirements above and beyond those of office-type work places. Despite these spatial requirements, the activities are within 'B1 B, Research and development of products or processes)' or 'B1 C, Light industry)' planning use classes.

### Typology characteristics

- Lower ceiling (2.9-4-4m), but with higher preferred minimum (3.5m)
- Provision on any floor
- Require occasional servicing / deliveries related to production materials, which may be of a large scale
- Generally minimally disruptive, low-noise level neighbours

### Creative & digital activities - target markets

Creative studios are directly targeted at creative uses. In some cases, workspaces might be restricted to specific creative practices for instance dedicated artist workspace. Overall this typology typically hosts:

- Non-commercial activities- i.e. artists,

- performing arts, craft, music.
- Creative services, film and media production, photography services, etc.
- Design; fashion & product.

Spaces are dependent on the nature of activity. Whilst artists may require lower specification/ fit out levels provided in secondhand space, production/media will seek higher quality (potentially new or refurbished spaces).

### Typical Use Class

B1b, B1c

### Sub-types

#### a) Small creative studio

- Generally small scale, cellular spaces.
- Larger scale efficient buildings allow for critical mass and keep rents/running costs as low as possible.
- Tenants are likely to be highly price sensitive.
- Can be provided by dedicated artist studio workspace management.

#### b) Large creative studio

- Large space, which accommodates a range of creative production activities.
- Larger scale efficient buildings allow for flexible uses, including desk-based work as well as spaces for production.

### As found in Lewisham

Lewisham's provision of creative studio spaces is predominantly tied to dedicated artist/creative workspace providers whose operations extend across London. These include ACME studios, Cockpit Arts, Artistic Spaces, Art Hub, Cell Studios & V22. Some provision is also tied to workspace providers that operate uniquely in Lewisham such as Art in Perpetuity Trust, Lewisham Art House & temporary contemporary.

Clustering of creative studio provision is significant along Creekside Road and along Surrey Canal Road & Childers street.



As found in Lewisham:  
temporary contemporary



### Description

Temporary contemporary is a Lewisham-based organisation managing creative workspace and exhibition space at the Old Police Station, a grade-II listed disused police station on Amersham Vale. Temporary contemporary also manage Enclave, located on the groundfloor of Resolution Studios on Resolution Way.

### Uses

The workspaces in the Old Police Station host a range of creative uses including playwriting, music, sculpture and painting. When applying for space, tenants must provide a statement of practice indicating the nature of their work. The groundfloor units are used as exhibition spaces but also available for commercial hire.

Individual units at Enclave are used mostly as exhibition space hosting specific, temporary projects.

### Size

Studio sizes in the Old Police Station range from 25sqft to 550sqft with the largest studios generally shared by up to 6 artists.

### Prices & tenure

Prices vary for each individual studio but mostly range from £97/month to £600/month depending on size and features. Tenancy agreement are flexible, with a 2-month break clause. Some of the tenants have been on site since the site opened 10 years ago.

Temporary contemporary's tenancy of the Old Police Station is faced with continued uncertainty, as many developers have attempted residential conversion of the building. As of date, all applications have been refused on the basis of the building's heritage status.

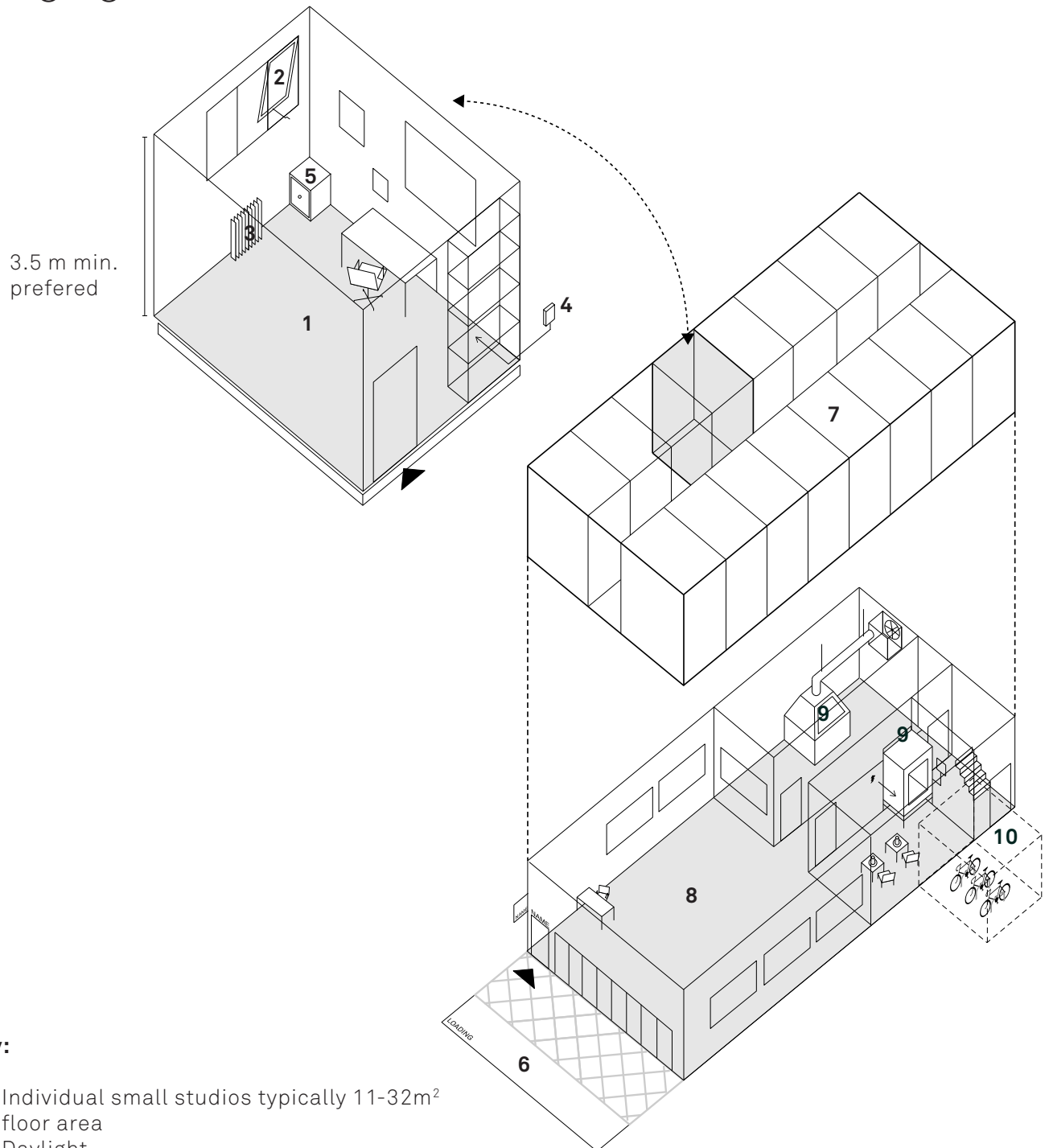
### Fit out

Units are provided as empty shells, with some features such as natural sunlight dictating the various price structures.

### Locational ties

Both temporary contemporary and some of the tenants it hosts maintain strong ties to the wider New Cross and Deptford area, participating in festivals and events such as Deptford X and Art Licks.

# Creative studio: design guidance



**Key:**

- 1. Individual small studios typically 11-32m<sup>2</sup> floor area
- 2. Daylight
- 3. Heating through wet system or space heaters
- 4. Potential for sub-metered servicing
- 5. Safe or locking door
- 6. Designed delivery bay
- 7. Generally, minimum of 15 studios is required for critical mass.

Ancillary spaces

- 8. Gallery space
- 9. Shared space with specialist equipment
- 10. Secure bike store

	Attribute	Typology Specification
<b>Dimensions</b>	Range of floor area per unit	<ul style="list-style-type: none"> <li>— Small creative studios range from 11- 32m<sup>2</sup> (118-344sq.ft). Generally a minimum of 15 studios required to create a critical mass</li> <li>— Large creative studios range from 32-500m<sup>2</sup> (344-5,382sq.ft)</li> </ul>
	Floor to ceiling heights	<ul style="list-style-type: none"> <li>— 2.9 -4.4m ceiling height.</li> <li>— Generally a minimum ceiling height of 3.5m is preferred.</li> </ul>
	Provision possible on which floor	<ul style="list-style-type: none"> <li>— Can be provided at street-level or within building at any floor. Generally off the street locations are preferred.</li> <li>— Due to loading and access requirements, large studios are better suited to ground floor provision.</li> </ul>
<b>Access &amp; Servicing</b>	Entrance arrangements	<ul style="list-style-type: none"> <li>— Occupier access should be secure, with possibility to individually lock studios or a safe within each studio.</li> <li>— Some access requirements for materials to be brought into studio spaces.</li> </ul>
	Servicing	<ul style="list-style-type: none"> <li>— Utility provision is dependent upon the scope of offering. Standard inclusion covers: small power, lighting, emergency lighting, fire and smoke detection, security systems for perimeter and studios, internet access, water, metering.</li> </ul>
	Vehicle access	<ul style="list-style-type: none"> <li>— Some operational parking required for moving of materials within studio as well as loading/unloading access.</li> <li>— Vehicle and cycle parking provided in line with The London Plan.</li> </ul>
<b>Exterior &amp; Interior</b>	Open space/ yard requirements	<ul style="list-style-type: none"> <li>— Communal/break out spaces encourage interaction and foster a creative community but have a negative impact on floorspace efficiency.</li> <li>— External yards can provide opportunities for making of over-sized works, where available.</li> </ul>
	Quality of internal environment	<ul style="list-style-type: none"> <li>— Suitable for refurbished spaces – dependent on the nature of activity-production/media businesses will seek higher quality (potentially new) space whilst artists may require lower quality secondhand space which tend to be of lower specification/fit out levels given the nature of activity.</li> <li>— Non-structural dividing walls increase adaptability for tenants.</li> <li>— Capacity to accommodate specialist equipment.</li> <li>— Activity requires natural light.</li> </ul>
	Movement of materials within spaces	<ul style="list-style-type: none"> <li>— Wide corridors are useful for moving work and objects</li> <li>— Multi-storey studios may require a goods lift for vertical material movements</li> </ul>
	Interaction with the street	<ul style="list-style-type: none"> <li>— Majority of artists prefer studios to be private and not public fronting.</li> <li>— Provision of gallery space on groundfloor can provide showcasing opportunities for tenants as well as street activation.</li> </ul>
<b>Other</b>	Management & tenure	<ul style="list-style-type: none"> <li>— The economic challenge of providing affordable studio space for artistic activity means that a degree of subsidy is typically required as part of the business model.</li> <li>— Leasing agreement generally more flexible or short-term than conventional office space or managed workspace.</li> </ul>
	Amenities	<ul style="list-style-type: none"> <li>— Some facilities provide co-working/drop-in space and shared facilities (e.g., print making) for occupants</li> </ul>

## Best practice: Great Western Studios



providing a £3m loan on commercial terms and offering conditional grant funding of £1m. The total development costs for the Studios were approximately £9m, with the remainder being privately funded.

Terms of the Council grant funding were that 2,137m<sup>2</sup> (23,000sq.ft) of the available workspace be let at 50% of market rental values for 10 years. It has thus enabled a large number of micro and early stage creative businesses to locate and grow within the facility. The WCC loan has now been paid off in full and the Studios are 100% let and profit-making, requiring no ongoing local authority support.

### Key findings

- Council brokerage role and initial funding instrumental in the implementation of the scheme.
- Affordability of workspace has enabled the growth of a number of emerging businesses.

### About

Great Western Studios is a facility providing 106 affordable studios spaces to a variety of creative enterprises, including designers, makers, artists, fashion designers and TV production companies in Notting Hill.

Built on the site of a disused former paint factory in the Westbourne ward of Westminster, having been relocated from a previous premises affected by Crossrail development. The scheme was initially supported by Westminster Council.

### How it works

Westminster City Council were instrumental in enabling Great Western Studios to develop by helping to broker the development opportunity with landowners, London Underground,



# SMALL INDUSTRIAL SPACE

## Typology overview



### Introduction

Small scale industrial units hosting creative and digital uses tend to be hosted within older and 'scruffier' building stock suitable to accommodate noisier and messier uses. These uses have greater spatial requirements than any of the previously described categories and are likely to have specific servicing requirements. Additionally, this typology is also suitable for refurbishment and refitting to a minimal level of fit out to desk-based uses.

### Typology Characteristics

- <math>500\text{m}^2</math> (5,382sq.ft)
- Higher ceiling (4.5 - 8m)
- 4m loading bay
- Purpose-built shed/unit

### Creative & Digital Sectors - Target Markets

Small industrial units typically accommodate small scale making and light industrial uses. Activity might fall beyond the DCMS definition of the creative industries, but nonetheless host activities part of the wider creative ecosystems, or activity directly supporting creative sectors.

These might include small-scale manufacturing and specialist fabrication as well as secondary/tertiary industry such as printing, textiles etc.

The relative affordability of space provided by older industrial building stock with a lower level of fit out is usually a key feature attracting creative uses.

### Typical Use Class

B2, B8

### Sub-types

#### a) Small industrial space

- Smaller-scale units for light industrial uses
- Leased as individual units to single tenants, usually on longer-term leases.

#### b) Maker space

- Leasing arrangements vary from leasing individual workshop spaces, to drop-in open access space to collective leasing of larger workshop spaces.
- Usually short-term / more flexible lease terms.
- Some maker spaces are operated by a

### As found in Lewisham

Small industrial space accommodating creative uses in Lewisham includes smaller units within wider subdivided or shared buildings as well as terraced industrial units and railway arches.

There is strong clustering of this typology around Surrey Canal Road, Edward Street and Creekside Road. The spec of these workspaces ranges from accommodating messier and noisier uses to accommodating higher-end specialised production.

As found in Lewisham:  
Happenstance studio



**Description**

Happenstance studio is a design and fabrication studio located in a groundfloor industrial unit along Creekside Road.

**Uses**

Happenstance produces anything from products for the home, to furniture, to shop fittings and specialises in experimental processes.

**Size**

Happenstance shares the 500sq.ft. unit with other designers/makers. The unit opens onto a communal yard, which accommodates servicing requirements as well as the overspill of some of the production processes.

**Fit out**

Happenstance require a workspace space with minimal fit out to accommodate a range of equipment and production processes. Older and barer industrial units provide a more affordable offer. The noisier production processes means it is incompatible with some other uses, restricting the workspaces they might be able to access.



**Price & tenure**

As the space is shared, Happenstance are on a flexible subletting arrangement which is all inclusive and amounts to £330/month.

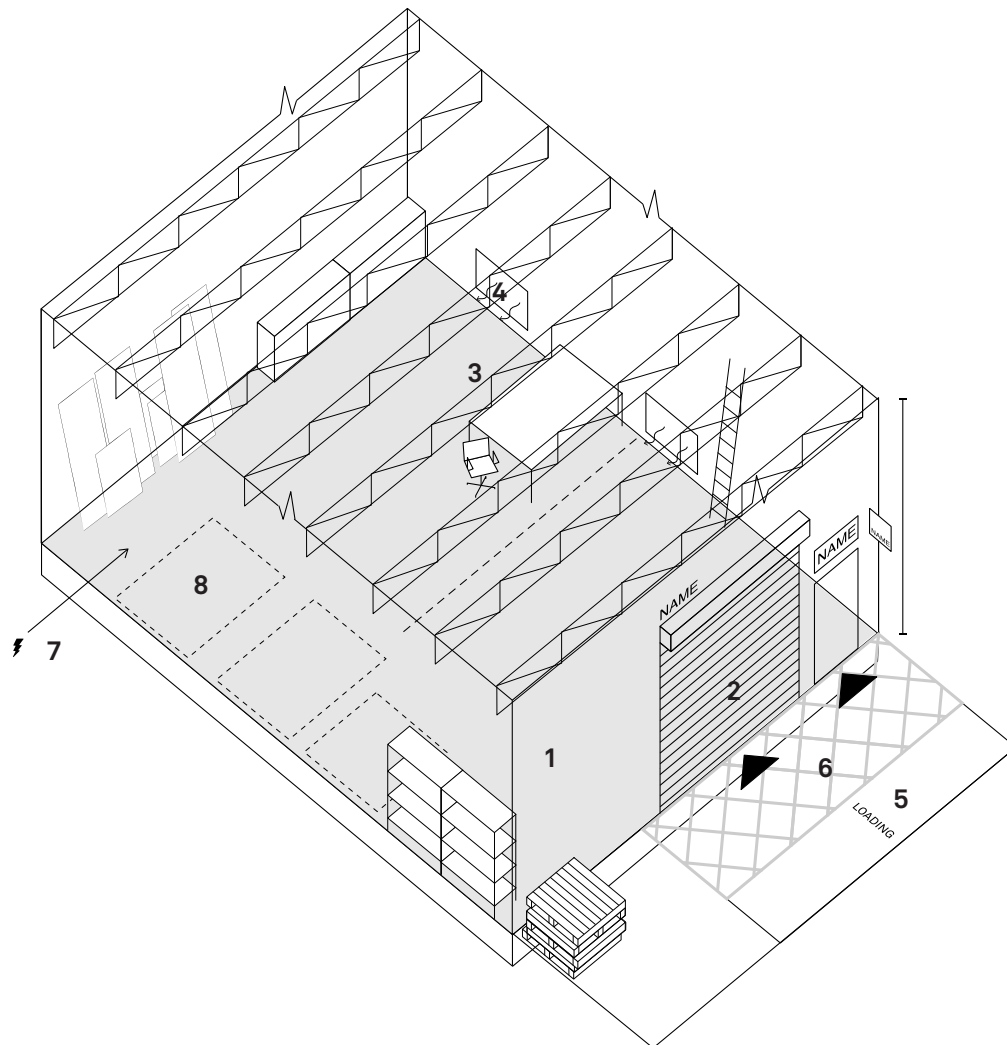
**Locational ties**

Happenstance maintains business ties both within the area but also to wider London locations. Part of Happenstance's customer base is local - having built the seating for The Albany Cafe, and having produced various shop fittings for local retailers, restaurants & bars.

Outside of the borough, Happenstance is part of Makerversity, a residency programme for makers located at Somerset House. This programme allows access to deskspace, equipment & machinery.

Happenstance has also hosted a series of workshops at the V&A, demonstrating the machinery and process involved in some of its production. The business reports the importance of these showcasing opportunities, noting that they allow to expand their customer base.

# Small industrial space: design guidance



## Key:

1. Less than 500m<sup>2</sup> floor area
2. Roller-shuttered doors for deliveries
3. Minimal fit-out level allows for flexible internal layout
4. Radiator heating
5. External loading area
6. Vehicle access
7. 3 phase power
8. Space to accommodate range of equipment and production processes



	<b>Attribute</b>	<b>Typology specification</b>
<b>Dimensions</b>	Range of floor area per unit	— Individual units <500m <sup>2</sup> (5,382sq.ft)
	Floor to ceiling heights (internal dimensions)	— Higher ceiling (4.5 - 8m), generally minimum 4m ceiling height.
	Provision possible on which floor	— Best provided at street-level to allow for ease of servicing, delivery of materials, access to outdoor production spaces. — Potential to accommodate on upper floors with goodslift.
<b>Access &amp; Servicing</b>	Entrance arrangements	— Higher ceiling (4.5 - 8m), generally minimum 4m ceiling height.
	Servicing	— At the very minimum, servicing, heating and water access is expected by tenants. — 3-phase power may be required
	Vehicle access	— For regular deliveries, unit should accommodate light / medium vehicle access.
<b>Exterior &amp; Interior</b>	Open space/ yard requirements	— Yard or loading space is usually required to allow regular servicing and deliveries, as well as some external operations for instance production of oversized work.
	Quality of internal environment	— A minimal level of fit-out can be preferred to maintain flexibility and affordability of space as well as provide a space that is customisable to specific equipment and production processes. — Generally large scale long span spaces are preferred for maximum flexibility. Some occupiers are able to break operation into smaller spaces (e.g. 4 or 5 different processes which can be in smaller spaces).
	Movement of materials within spaces	— Large spanning areas, allowing access and flexibility of operations.
	Interaction with the street	— Beyond delivery needs, industrial uses may require less street frontage, however ancillary retail/workshop elements have the potential to animate the street. — Clear signage for individual businesses and navigation of clusters.
<b>Other</b>	Management & tenure	— Let by owner usually on longer term basis. There are no particular management requirements. — For maker spaces, management arrangements are similar to small creative studios. Tenancy agreements might be flexible and include membership-based access to space, with daily and monthly prices to accommodate ad hoc uses.
	Amenities	— Small industrial space typically has limited amenity and ancillary space provision although businesses report the use of some spaces to accommodate workshops for the wider public as a mechanism to generate additional revenue as well as to showcase business activity.

## Best practice: Blackhorse Lane Ateliers



### About

Blackhorse Lane Ateliers (BLA), co-founded by Han Ates and Toby Clark, is a bespoke denim manufacturing business located in a recently refitted industrial unit on Blackhorse Lane. The focus of the brand is on community and sustainability.

### How it works

BLA is located in premises owned by Han's family. In refitting the space, initial challenges with the premises included securing a fast internet line (not possible at their location) and opening up the internal space to make room for their production facilities.

The overall space (approx. 440sqm) accommodates a range of equipment and process involved in the production of traditional denim including pattern-cutting, sewing, riveting, dyeing and leather work. The space also accommodates additional spaces such as a retail unit, commercial kitchen equipment as well as office spaces (including two spaces available for hire).

Alongside the denim production, BLA hosts a range of workshops including denim design and indigo dyeing masterclasses.

BLA grows its own plantation of Japanese indigo within a local allotment space. The allotment space is also used to grow fresh produce used in the pop-up restaurant events 'Denim & Dine' hosted within the BLA's premises by chef Pedro Passinhas.

### Key findings

- Refitting of existing industrial unit to accommodate a range of equipment and production processes as well as ancillary spaces.
- Industrial typology hosting public-facing uses such as workshops, retail space and pop-up restaurant events.

## Typology overview



### Introduction

This typology covers “accommodation that combines both living and working spaces, with the workspace forming a permanent component of the accommodation.”<sup>1</sup>

### Typology overview

- Work space should be sufficient to employ at least one other person.
- Separation of the ‘living’ and ‘working’ elements is desirable.
- Developments have been shown to be more successful at a scale of between 20 to 30 units.
- Liveability requirements may require higher levels of performance than in solely commercial use properties for instance sound proofing, insulation, ventilation, lighting, servicing and refuse storage.

### Creative & digital sectors - target markets

Some schemes also restrict access to artists, knowledge-based workers and self employed

workers, which has been seen as limiting.

Dual-use accommodation is relevant to a range of tenants & sectors, from artistic practice, crafts & making to desk-based creative & digital industries.

### Typical Use Class

B1/C3 composite

### As found in Lewisham

There is a limited provision of dedicated ‘live-work’ provision in Lewisham.

Successful provision in the borough includes Havelock Walk which has happened organically rather than through comprehensive development. Other schemes in the borough have been highly susceptible to residential conversion.

1 LLDC Work-Live Study (2014) We Made That, Robert Brown, Tibbalds

As found in Lewisham:  
Haverlock Walk



**Description**

Haverlock Walk comprises of 12 ‘live/work’ units within former industrial units along Haverlock Walk in Forest Hill. This ‘live/work’ enclave was initiated by sculptor Jeff Lowe in 1987 when he gradually bought, refurbished and sold units to a growing community of artists.

**Uses**

Workspaces along Haverlock Walk accommodates a range of activity, from artist, sculptors, illustrators and musicians to designers and architects. The area also features rehearsal and gallery spaces.

**Size**

The size of overall units varies but ranges from 2000-5000 sq.ft over 2 or 3-storeys. Individual workspace / studio elements also vary in size, but generally average around 500 sq.ft.

**Prices**

Units are typically offered freehold basis.

**Fit out**

The fit out of the employment space units

varies on the type of activity. Typologies of workspace on site include small office units, small creative studios and small light industrial units.

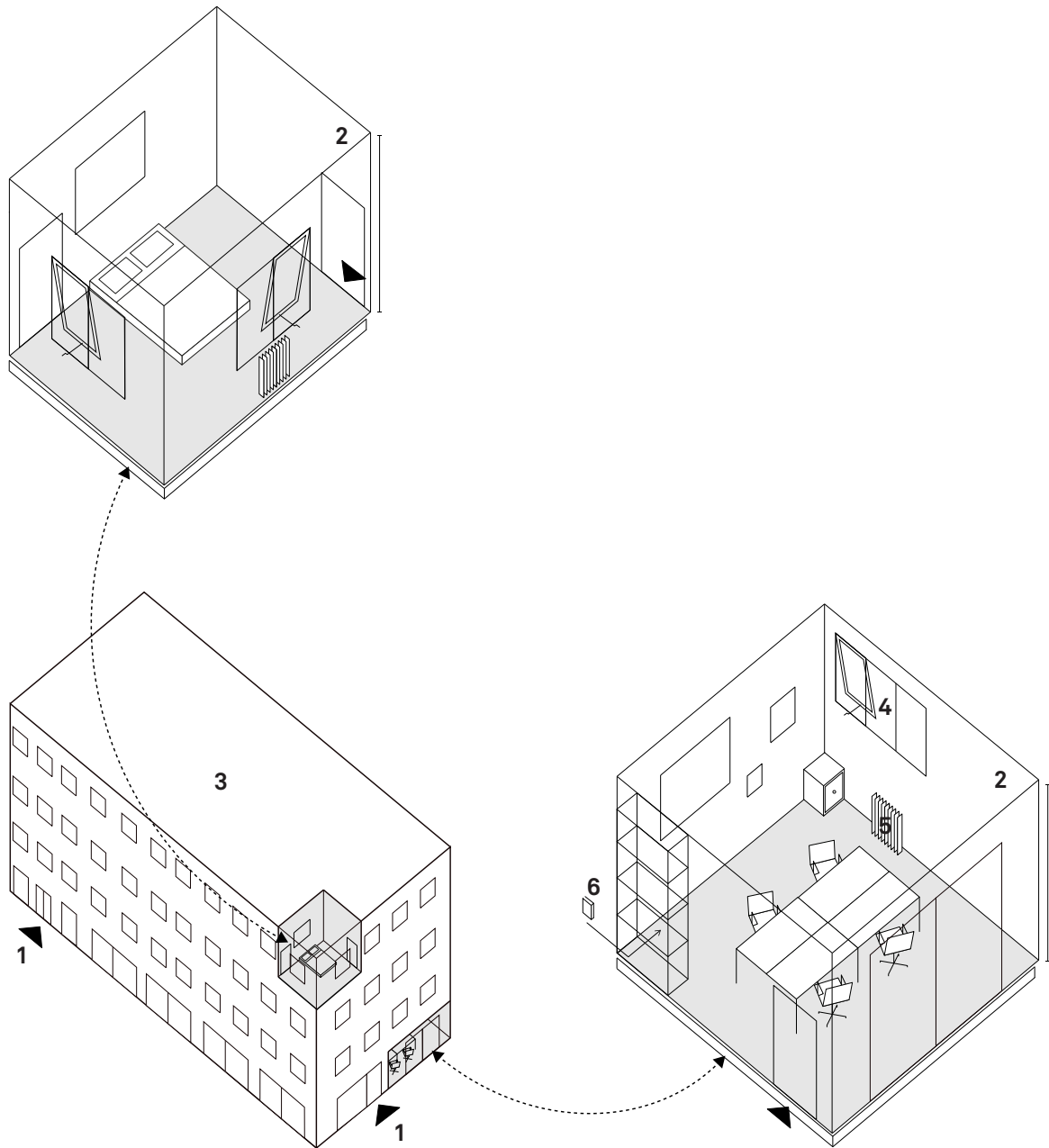
**Locational ties**

Haverlock Walk is an established hub of creative activity - having hosted such activity for the past 30 years. The community of artists and creatives hosts a number of public-facing events such as open studio weekends in which the public is invited to access the various workspaces and where work is displayed. Artists located in Haverlock Walk have also participated in group exhibitions in other London locations.

Haverlock Walk is part of the Forest Hill Conservation Area, acknowledging the importance and contribution of this particular clustering of creative activity to wider area and borough as a whole.



# Live-Work: design guidance



## Key:

1. Street facing entrance - separate entrance for residential provision.
2. Residential element and workspace element separated within provision.
3. Scale of development: 20-30 units required for critical mass.
4. Daylight
5. Heating through wet system or space heaters
6. Potential for sub-metered servicing

	<b>Attribute</b>	<b>Specifications Considered</b>
<b>Dimensions</b>	Range of floor area per unit	<ul style="list-style-type: none"> <li>— This model allows for a more flexible pairing of living and workspaces, which are physically separate.</li> <li>— Some local authorities stipulate a 'work-to-live' ratio.</li> <li>— Possible pairings could include a 1 bedroom flat with a 200sqft/18.5sqm office space, a three bedroom flat with a bench in an open access workshop or a studio flat with a desk in a co-working space.</li> </ul>
	Provision possible on which floor	<ul style="list-style-type: none"> <li>— Provision of workspace on the groundfloor allows for greater interaction with the public realm and potential impact of neighbourhood area. Uses with larger delivery requirements are also more suited to groundfloor locations.</li> <li>— Privacy and security issues makes residential elements more suited the upper-level floors.</li> </ul>
<b>Access &amp; Servicing</b>	Entrance arrangements	<ul style="list-style-type: none"> <li>— Separate entrance arrangements for workspace and residential units is desirable, with independent access to the workspace by visitors.</li> <li>— Internal access between residential and workspace elements should be provided, with adequate security considerations.</li> </ul>
	Servicing	<ul style="list-style-type: none"> <li>— Regularity and spatial arrangements related to servicing needs dependent on use, which can range from small office space, to creative studios, to light industrial workshops.</li> </ul>
	Vehicle access	<ul style="list-style-type: none"> <li>— Vehicle access requirement may differ depending on uses of workspaces (i.e. delivery requirements).</li> <li>— Parking provisions for residential and work use should be appropriate to the site.</li> </ul>
	Quality of internal environment	<ul style="list-style-type: none"> <li>— The quality of workspace elements and spatial design are reported as a having a significant impact on the continuation of employment uses. This can include robust material finishes, high ceilings and large access doors.</li> <li>— Liveability requirements to be considered specifically in relation to dual-use, which may require higher levels of performance than solely commercial use properties.</li> </ul>
	Interaction with the street	<ul style="list-style-type: none"> <li>— Groundfloor, streetfacing workspace is preferable to maximise the potential neighbourhood impact of live-work schemes although this might not be suited to all uses.</li> <li>— Signage for businesses is seen as important to reinforce the employment uses on site and as visitor wayfinding.</li> </ul>
<b>Other</b>	Management & tenure	<ul style="list-style-type: none"> <li>— The flexibility of this model makes it suited to a wide range of potential occupiers.</li> <li>— This model is primarily proposed as a rental tenure, with separate, residential tenancy and commercial lease agreements.</li> <li>— The vulnerability of this model is not that employment spaces are leased separately from any residential accommodation and that therefore the benefits of localised working are negated. This model therefore relies upon management commitment to the separated mechanism of leasing spaces.</li> </ul>
	Amenities	<ul style="list-style-type: none"> <li>— The provision of shared spaces is seen as desirable. These can include meeting rooms, courtyards, atriums, cafés, open spaces and gardens.</li> </ul>

## Best practice

### Westferry studios



#### About

Westferry Studios is one of UK's pioneering work-live schemes completed in 1999. The site was previously residential and was donated to Peabody by London Docklands Development Corporation (LDDC). It is a major purpose-built development comprising 29 work-live units and 9 commercial B1 units. It is four storeys high and faces an internal courtyard.

Peabody work with the East London Small Business Centre (ELSBC) to select tenants who will benefit from the stepped affordable rents and business support that are on offer. The proportion of space used for working and living is generally flexible, including some units used solely commercially. However, solely residential use is not permitted.

#### How it works

The average floor area for a unit is 65m<sup>2</sup> (700 sqft). The flats are open plan with a light industrial 'look' and were provided as open shells. Peabody feel that much of its success and ability to continue in employment use is down to its design. The studios have been personalised in

different ways by adding internal partitions. Some tenants have added mezzanines to separate the live and work uses.

One of the original aims of Westferry Studios was to support small business in East London. The studios are thus aimed at start up businesses. Enterprises with collaborators, freelancers or employees are able to inhabit the units. ELSBC assist Peabody with the selection and vetting of tenants. ELSBC refers suitable 'creative' clients to the units after checking the viability of their the business plans and their ability to cover the payments under the lease agreement. Once the tenants have moved in they regularly maintain contact with a nominated ELSBC business counsellor for ongoing business support.

The stepped rent is the key to ensuring affordability for tenants, with the aim to meet a market rent at the end of a 5 year term. The priority for Peabody is to maintain a fully let building, rather than have particular proportions of full market rate or stepped rental tenants. Additional charges include business rates, VAT on commercial portions of the properties and council tax.

#### Key findings

- Westferry Studios is a long-running and successful example of dual use accommodation.
- The ability of Westferry Studios to perform an 'incubator' role for businesses, initially supporting them through subsidised rents and encouraging them to develop to a point where they can pay market level rents is a huge strength of the scheme.
- The scheme demonstrates that there is a potentially important role for public sector support of such an experimental scheme. Without the involvement of the London Docklands Development Corporation, it is unlikely that this important provider of creative business support would be in existence.



# WORKSPACE PROVIDERS

This sections provides an overview of workspace providers relevant to the creative and digital industries, currently managing a range of properties across London.

## **Bizspace**

Since founded in 2000, Bizspace has grown to manage and own over 100 properties offering flexible workspace across the UK. The provider's workspace offering is primarily workshop and studio space, with a smaller provision of traditional office space units. Occupiers are generally creative businesses and IT businesses. Bizspace manages 6 properties in London which includes provision in Brixton and Camberwell.

## **Creative Network Partners**

CNP manages workspace typically catering to creative industry tenants. The provider places high value on curating a creative community in its workspaces, a process which is achieved over time and cannot be done via contractors. Having tenants on-site who create activity is a key consideration for the provider and active management is employed to attract and support these uses. CNP manage three properties in London, in Hackney and Lambeth.

## **The Office Group**

Established over a decade ago, the Office Group offers design-led flexible workspace. Occupiers are typically creative media and tech businesses, over half of which are start-ups. Other more established corporate occupiers choose to locate in these workspaces in order to have closer connection with SMEs and start-ups. The Office Group manage over 20 different properties, most of which are located in central London locations.

## **The Trampery**

A social enterprise, the Trampery offers workspace in 4 sites across central and east London. Tenants

are traditionally tech companies and creative sector businesses, although there is no specific target market. The provider selects tenants that will be active on site and which are potentially complementary to one another. The new 'Trampery Fish Island Village' will offer a large complex of studios for creative professionals including 62 studios, a 60 desk workspace and a fabrication workshop.

## **Workspace**

Workspace provide office, light industrial and creative studio workspace units to around 4,600 tenants in a range of locations across London. Individual sites are usually not themed around sectors and Workspace does not curate its tenants to the degree that some other providers do. Workspace accommodates a range of tenants across B1 uses, including SMEs and some maker and artist tenants. Workspace are currently developing 5000sqm of arts and studio workspace at the new Faircharm Creative Quarter development on Creekside Road.

