

# Creative Southwark

## Mid-term review

July 2019

## Summary

1. The paper outlines the progress made in the implementation of the creative economy and growth area of [Creative Southwark](#), our cultural strategy. This series of ambitious programmes built on strong, innovative, internal and external partnerships have and will continue to evolve over the life of the strategy leaving a lasting legacy for residents and businesses.

## Background

2. The creative industries are the fastest growing part of the UK's economy, and play a significant role in unlocking innovation and growth in other sectors too. This success is fuelled by established international brands all the way through to micro-businesses, self-employed workers and freelancers. At the time of writing this paper, one in 11 of all UK jobs is in the creative economy.
3. The creative industries have long stimulated the transformation of key areas of London but paradoxically, as the city evolves, space to support these activities is being lost.
4. Southwark has always been a centre for creative excellence with a vast cultural footprint that sets it on an international stage. The people living, working and studying in Southwark and our growing visitor numbers all contribute to this diverse unrivalled cultural landscape.
5. To ensure Southwark's reputation as a borough of creativity, innovation, and opportunity, the council approved [Creative Southwark](#) in March 2017. This strategic approach to the development of cultural and creative industries over the next five years recognises the significant part that cultural access and the creative industries plays and will increasingly play to residents.
6. Southwark continues to be strong investor in cultural places and spaces, a clear recognition of the value in culture at the heart of social regeneration. Our priorities lie in embedding culture in all aspects of the regeneration of the borough and brokering relationships and partnerships to enable the sector to become resilient and prosper.
7. Creative Southwark supports the council plan, statutory documents and strategies including the economic wellbeing strategy and developing new Southwark Plan. Led by the culture team, in partnership, with colleagues in local economy, communities, parks, licensing, regeneration and planning, education and community safety teams, the strategy delivers a range of programmes that support the cultural and creative industries to reach their full potential.

## Action plan update

Creative Economy commitments	Progress to date
<p>1. Improve the number of employment opportunities offered through the creative economy which supports the council target of creating 5,000 jobs by 2018.</p>	<p>The councils annual <b>culture grants</b> programme to date have employed 868 artists to deliver programmes and performances. Future grant programmes will further support the employment opportunities.</p> <p><b>Culture commissioning</b> – Southwark Councils own culture and events commissioning programmes support local and emerging artists develop and hone their craft and business skills. Southern Exposure in partnership with Film London supports three local filmmakers to make short films, many have gone on to show at international film festivals and help develop careers. Five public art commissions including Silent Raid in Burgess Park and the upcoming piece in the new Grove Vale Library have all supported local artists building their young careers.</p> <p><b>Careers Fair</b> – Working with SEBA we have promoted opportunities for cultural and creative organisations to attend 2018’s event held at LSBU. An additional four attended and we will continue to promote future fairs.</p> <p><b>Employment opportunities</b> – All contracts with cultural organisations and commercial event organisers state that employment opportunities must be advertised via local employment agencies such as EmloySE1 or Southwark Works.</p>
<p>2. Deliver programmes which reduce barriers for Southwark residents to enter into cultural sector training and volunteering.</p>	<p>The councils annual <b>culture grants</b> programme to date have:</p> <ul style="list-style-type: none"> <li>• Supported 223 volunteers in 2018/19.</li> <li>• Enabled 13,968 Southwark residents to participate in education, training or skills development sessions in 2018/19.</li> </ul> <p><b>Creative Southwark bursaries</b> – One of the biggest barriers for young people from less affluent backgrounds to enter an arts course is not the fees themselves (an Art Foundation course is free of charge at the point of entry), but the cost of expenses associated with undertaking the course e.g. the cost of a laptop or entrance fees to an exhibition.</p> <p>This pilot project in partnership with University of the Arts London (UAL), will award up to ten individual £2,500 bursaries to Southwark secondary school students studying further and higher education courses at Camberwell College of Arts.</p>

	<p>This individual bursary sum addresses the key expenses and provides a solid incentive for students to apply to courses in the first instance, thereby increasing the number of young people from Southwark with the opportunity to develop careers in the creative industries. Three bursaries have been awarded in 2018/19 with a further seven available in 2019/20.</p> <p><b>Service level agreements</b> – In 2019/20 agreements will be made with Mountview, Central School of Ballet and Peckham Platform to deliver more local training, education and volunteering opportunities.</p> <p><b>Revealed: Event Management Training</b> – to support the delivery of local volunteer led community events the council commissions this interactive and practical two-day event management course. Free for Southwark based groups or individuals the training supports those planning to run a public outdoor event in Southwark. 60 groups/individuals have benefitted of the past two years.</p>
<p>3. Advocate for the London Living Wage and union rates for artists in the creative economy</p>	<p><b>London Living Wage</b> is standard in all contracts and grants awarded by the culture team. Living Wage week is also promoted via our sector newsletter over 1,000 creative and cultural sector organisations and individuals and our social media channels.</p> <p>The council's public art "How to Guide" advocates for use of the standard rate of pay for visual artists, as recommended by <a href="#">Artists Newsletter</a>.</p>
<p>4. Increase the amount of creative industry apprenticeships, which supports the council target of creating 2,500 apprenticeships by 2022.</p>	<p>The councils annual <b>culture grants</b> programme delivered 64 work placements/apprenticeships in 2018/19.</p> <p><b>Service level agreements</b> – in 2019/20 agreements with Mountview, Central School of Ballet and Peckham Platform will deliver more local apprenticeships, scholarships and bursaries.</p> <p>We regularly <b>signpost</b> to cultural organisations to apprenticeship expert advice.</p>
<p>5. Support the skills and development needs of creative economy enterprises through training and capacity building.</p>	<p>The <b>Southwark Skills Strategy</b> has identified key growth sectors, including creative and digital industries. The strategy seeks to improve the quality and access of training to support entry into jobs in these key sectors.</p> <p>In 2019, we will begin play a active role in the Southwark Skills Partnership supporting Southwark as a leader in pioneering young diverse creative talent.</p>

	<p>This existing partnership led by the Local Economy Team aims to develop a coordinated approach across Southwark and we hope that to tackle challenges including diversity in the creative workplace, skills development and talent retention.</p> <p>Working with the Local Economy and Libraries teams, the Culture team will promote the Start Up In London Libraries programme providing one to one advice and skills development opportunities for start-up businesses directly to creative industries.</p> <p>The culture team <b>support</b> individual organisations that directly delivers training including Hotel Elephant, Art Academy and Theatre Deli.</p> <p><b>Creative Enterprise Zone</b> - in 2019 the culture team will launch a borough wide creative industry programme that supports sustainability and resilience within the current challenging financial landscape. See more detail below.</p> <p><b>Digital development</b> – In 2019, working with colleagues in local economy we will be reviewing existing advice and support for creative businesses and ensuring that the right information is available in the right format for start up, growing and sustainable creative businesses.</p> <p>Inclusive Creative and Digital Industry (CDI) growth will be supported through the South London Innovation Corridor programme. Opportunities will be promoted to the creative sector in Southwark, including one to one support for 97 creative and digital businesses and 130 talent development opportunities including pre-apprenticeship, apprenticeship, work experience opportunities and in-work progression. In addition, 292 new jobs will be created via increase in workspace provision.</p>
<p>6. Support existing networks and enable networking opportunities.</p>	<p><b>Creative Southwark Network</b> – Facilitated in partnership with Community Southwark as one of their provider led networks. The network meet three times a year and provides a peer to peer support network for Southwark’s cultural and creative industries. From 2019 onwards, the Culture &amp; Events team hold a standing agenda slot at the meeting to engage with the sector on current opportunities.</p> <p><b>Creative Southwark newsletter</b> – This monthly newsletter to over 1,000 creative and cultural sector organisations and individuals, holds information on a range of training, funding, space, partnerships and opportunities.</p>

<p>7. Support and enable businesses to overcome challenges and flourish.</p>	<p><b>Creative Enterprise</b> – This council plan target presents incredible opportunities against some particular challenges as an inner London area. Although unsuccessful in our bid for GLA CEZ status we still have the opportunity to deliver aspects of the detailed action plan to ensure everyone can benefit from a vibrant mixed creative community, delivering on our ambition to help and support the many people and organisations who contribute to making Southwark the unique place it is.</p> <p>In 2019 the culture team will launch a borough wide creative industry programme that supports sustainability and resilience within the current challenging financial landscape. Bringing together council and partner services to provide digital and face to face advice, support and opportunities for businesses at all stages of their growth. The programme will be focused around three themes:</p> <ul style="list-style-type: none"> <li>• Business support</li> <li>• Talent development</li> <li>• Creative workspace</li> </ul> <p>The Creative Enterprise Zone will provide a range of support packages for creative businesses in Southwark, bringing together opportunities such as South London Innovation Corridor, Start up in London Libraries, Creative Bursaries pilot scheme.</p>
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Creative Growth commitments	Outcomes
<p>1. Retain viable cultural venues (indoor and out) and creative workspace.</p>	<p>Working with colleagues in regeneration and planning we have retained permanent <b>creative infrastructure and workspace</b> futures for:</p> <ul style="list-style-type: none"> <li>• Peckham Platform</li> <li>• Theatre Peckham</li> <li>• Southwark Playhouse (E&amp;C and London Bridge)</li> <li>• Hotel Elephant (24 creative workspaces)</li> <li>• Bold Tendencies</li> <li>• Southwark Studios as part of the Rich Estate (35 studios)</li> <li>• East Street Library.</li> </ul> <p>and meanwhile space for:</p> <ul style="list-style-type: none"> <li>• Drawing Room (5 studios)</li> <li>• Art Academy (8 studios)</li> <li>• Theatre Deli</li> </ul> <p>A public art maintenance programme is in place to ensure that the following new or recently installed public artworks are maintained:</p> <ul style="list-style-type: none"> <li>• Eye on the Road by Helen Marshall on Tower Bridge Road</li> <li>• Southwark Memorial by Kenny Hunter in Walworth Square</li> <li>• Three Perpetual Chords by Conrad Shawcross in Dulwich Park</li> <li>• Silent Raid by Sally Hogarth in Burgess Park</li> <li>• Poured Lines By Ian Davenport on Southwark Street</li> </ul>
<p>2. To strategically plan and work with partners to create new cultural venues and workspaces. This supports the council target of achieving 500 new affordable business and creative spaces by 2022.</p>	<p>Working with colleagues in regeneration and planning we have strategically planned and secured new permanent <b>creative infrastructure and workspace</b> futures for:</p> <ul style="list-style-type: none"> <li>• Peckham Levels (50 studios)</li> <li>• Mountview</li> <li>• Central School of Ballet</li> <li>• The Bridge</li> <li>• Ruby Triangle (541sqm of creative workspace)</li> <li>• Forma at Bricklayers Arms Oasis</li> <li>• The Bower in Brunswick Park</li> <li>• Walworth Town Hall</li> </ul>

	<ul style="list-style-type: none"> <li>• Southwark Heritage Centre and Walworth Library</li> <li>• Aylesbury Library</li> </ul> <p>and meanwhile space for:</p> <ul style="list-style-type: none"> <li>• Many Hands in the Biscuit Factory (142 creative workspaces)</li> <li>• Theatre Deli at Old Wells Way Library</li> <li>• Wilson Road (18 creative workspaces)</li> </ul> <p>There is continued working with colleagues looking at opportunities in London Bridge and Bankside, Bermondsey, E&amp;C, Old Kent Road, Camberwell , Peckham, Canada Water and Dulwich.</p> <p>We will be working with the local economy team on ensuring that these numbers supporting targets for affordable work places in the council plan.</p> <p>In 2019 we will look to support future capital investment in culture by way of <b>Cultural Infrastructure Group</b>. It is proposed that the group will review and scrutinise cultural infrastructure propositions and plans, offering advice and guidance on the development of buildings, public spaces and public art programmes. The group will ensure that developments are appropriate, relevant, deliverable and sustainable and will ensure vital connections to public health, education, community safety, local economy and community development programmes.</p> <p>This internal group is formed of officers from Culture, Local Economy, Place and Wellbeing and Regulatory Services.</p>
<p>3. To work with developers to make informed decisions about the creation of cultural venues and workspaces.</p>	<p>The culture team continues to work in <b>partnership</b> with planning and regeneration colleagues to support with developers wanting to include cultural infrastructure in their developments. This can be seen with Elephant and Castle, Canada Water and Old Kent Road master planning with Lendlease and British Land.</p> <ul style="list-style-type: none"> <li>• This partnership has also allowed for the delivery of the following public artworks: Southwark Memorial by Kenny Hunter supported by Lendlease</li> <li>• New artwork by Idris Khan to be installed in the Autumn 2019 supported by St. George</li> <li>• New artwork near 128 Blackfriars supported by Barratt.</li> </ul> <p>The council's <b>space register</b> currently holds information from 90 organisations interested finding</p>

	a home or relocating within Southwark. Requests range from individual studios to bespoke theatre venues.
4. Continue to use Section 106 and CIL to support the provision of cultural assets.	<p>The culture team works closely with the planning team to ensure <b>S106 and CIL opportunities</b> fulfil the aims of the council plan, cultural and other strategies, directly benefit residents and businesses, are appropriate, excellent, viable and timely.</p> <p>This can be seen in recent projects such as the refurbishment of Theatre Peckham, One Blackfriars and 128 Blackfriars public art commissions and Mayflower 400 wayfinding programme.</p> <p>A S106 management agreement model has developed with Regeneration colleagues and is rolling out community programmes with Peckham Levels and Mountview Academy and will with Central School of Ballet and Peckham Platform. This type of agreement goes some way to ensure that organisations are accountable and S106/CIL support has clear recognised outputs and impacts and can be monitored.</p>
5. Provide opportunities for the cultural sector to engage in regeneration and planning processes.	<p>Recently with planning and regeneration teams we have <b>supported engagement</b> with the creative sector with meetings on the development of Old Kent Road and support Elephant and Castle Culture Vulture group of local cultural organisation and businesses engaging in new developments and opportunities in the area.</p> <p>Through the process of developing the CEZ application a creative consortium was developed, members of which are being invited to join the Creative Network Southwark. The Culture and Events team hold a regular agenda slot at the network's quarterly meetings, used to engage with the sector on a range of topics from across different council departments from planning to local economy.</p>
6. Access and promote opportunities for the meanwhile use of properties.	<b>Creative sector newsletter</b> – This monthly newsletter to over 1,000 creative and cultural sector organisations and individuals promotes any meanwhile space opportunities, as well as pro-active social media messaging.
7. To continue to develop libraries, to include flexible spaces, which can host wider cultural and heritage activity.	<b>Start Ups in London Libraries Project (SiLL)</b> – Libraries are working with the Local Economy team to deliver this project. SiLL is a business support programme led by the British Library's Business & Intellectual Property Centre to support start-up businesses and entrepreneurs across London to develop the insight; skills and confidence they need to start and grow successful businesses. It is an ERDF funded project due to start in Jan 2019 and running to 30

	<p style="text-align: right;">2021.</p> <p>June Southwark are one of ten library boroughs participating and each borough will have its own SiLL project coordinator, currently being recruited to. In addition each partner borough is dedicating existing staff resources to the delivery of SiLL as match funding to the amount of £40,000 p.a. over the lifetime of the project. The project will be run at various libraries (Peckham, East St, Canada Water) and will include tailored workshops, networking events and access to the Southwark Libraries business collections and resources.</p> <p>SiLL Benefits include:</p> <ul style="list-style-type: none"> <li>• Providing a dedicated business support service will position libraries at the centre of the local business community.</li> <li>• A means for us to nurture local business talents, ensuring that self-employment and entrepreneurship are seen as attractive and feasible forms of employment for our residents.</li> <li>• Opening new doors to our residents, helping them to realise their ambitions and take their communities with them, adding value to the local economy and creating benefits through a multiplier effect.</li> <li>• Enabling businesses and residents to meet, learn and grow in one community space, therefore benefiting from the talent and knowledge that each stakeholder brings to the table.</li> </ul> <p><b>Make Music Day 2019</b> will be hosted in Canada Water Library on 21<sup>st</sup> June. This free international celebration of voluntary music takes place in 120 countries around the world, encouraging all types of musicians and music groups to put on events in their communities to celebrate and promote music-making. The take-over at Canada Water Theatre and Library will showcase and promote local talent and community music making across Southwark.</p> <p><b>Grove Vale Library public art commission</b> was delivered in December 2018, following an open call and 40 submissions, 27 from Southwark based artists. An artist talk took place as part of the library's opening festival, and the new artwork 'History Made in Dulwich' by local artist Lasma Liepina continues to attract people in to the new library.</p> <p><b>Culture grants</b> funded organisations have delivered fifteen special events in partnership with borough libraries in 2018/19.</p> <p>Plans are underway to open a new Library and Heritage Centre in Walworth.</p>
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Creative People commitments	Progress to date
<p>1. Deliver cultural opportunities through our libraries, heritage and events programme.</p>	<p><b>Culture grants</b> funds five key organisations in Southwark to deliver a range of opportunities across Southwark. In 2018/19 these organisations engaged over 250,000 people, 54% of which were local residents.</p> <p><b>Culture commissioning</b> – Southwark Councils own culture and events commissioning programmes offer a range of opportunities for local organisations and artists in a range of creative means. Examples of this can be seen in the art work for the new Grove Vale Library, filmmaking for Make Music Day and for audiences at Boots on the Ground in Dulwich Park.</p> <p><b>Events funding</b> has supported eleven local festivals including Peckham Festival, Camberwell Fair, Rotherhithe Festival and East Dulwich Christmas Cracker.</p> <p><b>Future grants and commissioning</b> are to be streamlined to make available larger more strategic grants to support more substantial, longer term investment and smaller seed funding to support emerging artists and young creative businesses to grow, to assist local communities to celebrate and back creative interventions that engage the community.</p> <p><b>Libraries and heritage</b> The libraries programme has comprised the Festival of Words - a week long programme of free events for all ages, Castle of Fun at Kingswood House - a week long programme of events for users of Kingswood House, 12 reading groups for adults in the borough, Free monthly talks in 3 libraries, Weekly free film screenings at Dulwich Library, Mini Fest to celebrate the opening of the new Grove Vale Library – 12 days of special events.</p> <p><b>Primary schools into theatre</b> is a new programme being developed to deliver the council plan commitment to give every primary child a free visit to the theatre every year. The programme will involve all 19 theatres in Southwark and aims to reach all 21,000 primary school children in Southwark. The programme is due to launch by the end of 2019.</p>
<p>2. Deliver cultural opportunities for young people to engage with during out of school hours.</p>	<p><b>Culture grants</b> funded organisations have supported over 3,800 young people aged 12 to 19 in participating in creative after school activities. This includes Art Assassins at South London Gallery, London Bubble Young Theatre Makers programme, Blue Elephant Young People's Theatre, Free to Act and CGP London support the accredited Arts Awards scheme as part of their after school provision.</p>

	<p><b>Libraries &amp; heritage</b>  Out of school activities have included Festival of Words, Castle of Fun at Kingswood House, Summer Reading Challenge, Children’s holiday event programmes, Homework Clubs, ChatterBooks Book Club for children, Code Clubs.</p>
<p>3. Promote digital inclusion and social media for creative means.</p>	<p>As mentioned in the Creative Economy section in 2019 we will begin the research and development phase for a new <b>Creative Skills Partnership</b> to place Southwark as a leader in pioneering young diverse creative talent. We are hoping that a significant part of this programme will connect to digital creativity via our higher education establishment and emerging digital creative industries.</p>
<p>4. Support the development of cultural activities for, and by, all of our communities.</p>	<p>The <b>events team supports</b> over 180 outdoor events each year public space. It is estimated that audiences to date have reached over 250,000 and over expected to be over 400,000 by the end of the financial year. In 2018/19 these events include:</p> <ul style="list-style-type: none"> <li>• Peckham Rye Fete</li> <li>• Dulwich park Fair</li> <li>• Bermondsey Street Festival</li> <li>• The Great Get Together</li> <li>• Big Lunch street parties</li> <li>• Bermondsey Carnival – with local organisations providing free family activities</li> <li>• Fireworks</li> </ul> <p>The Central Southwark Festival fund supported nine community festival and events in 2018/19, with a further commission in Dulwich by Tangled Feet.</p> <p>In 2018 the Culture and Events team supported Extraordinary Bodies – the UK’s leading integrated circus company - to deliver their outreach programme for <i>What Am I Worth</i> with Southwark residents, culminating in a large-scale performance at the National Theatre. In 2019, the UK’s leading disability outdoor arts organisation Mind The Gap worked in partnership with the Culture and Events team to stage their large scale show in London in Southwark.</p> <p><b>Culture grants</b> funded organisations have engaged over 1,500 vulnerable adults, those with long term physical and mental health issues, in their programmes in 2018/19.</p> <p>These grants have also created over 110 special events promoted to library card holders via Southwark Presents.</p>

	<p>The <b>Mayflower 400</b> commemorations in 2020 are an important anniversary for the borough. Working with British Land and United St. Saviours Charity secured a £140,000 community fund to support a range of local events and activities that respond to the Mayflower story and its key themes of migration, tolerance, enterprise and community. The fund is supporting; young journalists, intergenerational theatre, work in primary schools, digital storytelling, local history talks, Mayflower walking trails, a dance project and the free Illuminate Rotherhithe festival.</p>
<p>5. Enable access to culture for older people.</p>	<p><b>Culture grants</b> funded organisations have engaged over 11,800 older people as part of their programmes in 2018/19. This engagement includes London Bubble’s Rotherhithe Shed for older men and Creative Elders programme and South London Gallery’s Resounding Bell intergenerational programme and CGP London’s Seniors Art School.</p> <p>The Libraries <b>Home Service</b> provides access to books and reading material for isolated residents who cannot make it to a library</p>
<p>6. Support creative programmes that lead to healthier lives for our residents.</p>	<p>Work has started with public health team on developing a <b>Culture, Health and Wellbeing Partnership</b> that aims to bring together cultural organisations, artists and health professionals across Southwark to develop a five year borough-wide culture, health and wellbeing initiative support resident and community health and wellbeing through culture. Still in early development it is expected that the partnership will be led by the council and will build strategic alliances, promote existing programmes, share knowledge and opportunities, signpost to skills development.</p> <p><b>Libraries Reading Well Service (books on prescription)</b> supports residents’ health and wellbeing through a collection of health and self-help books</p>
<p>7. Improve our communication about cultural activities to residents, especially those which are free and low cost.</p>	<p><b>Southwark Presents</b> is a multi-platform hub that holds and distributes information on a range of cultural events and activity across Southwark alongside opportunities for residents to participate and benefit from local cultural offers. Built around a ‘what’s on’ style diary Southwark Presents uses traditional print media of Southwark Life and digital media such as Twitter and e-newsletters to disseminate information to as many residents as possible. Special offers with local cultural partners provide fantastic value for residents to access culture at discounted and very low cost, and a ‘free’ section highlights the rich offer of free activities available on our doorstep.</p> <p>In 2018/19 to Q4, Southwark Presents has:</p>

- Over 4,500 Twitter followers
- Over 1000 events submitted
- Over 4,600 newsletter subscribers
- Over 1.6 million social media impressions
- Received 30 resident offers
- Issued over 29,500 Southwark Presents cards.

Specific campaigns such as #SouthwarkSunshine and #SouthwarkSparkle has brought together events and activities over specific periods of time and have engaged partners amplifying our voice to reach further.