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# Creative Industries in Historic Buildings and Environments

CONSERVATION AREA CASE STUDIES  
OCTOBER 2018

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PREPARED FOR HISTORIC ENGLAND

**COLLIERS INTERNATIONAL PROPERTY CONSULTANTS LIMITED**

Trading Name: Colliers International

Colliers International Property Advisers UK LLP.

Limited Liability Partnership registered in England and Wales no.

OC385143

Registered office:

50 George St

London W1U 7DY

Tel: +44 20 7935 4499

[www.colliers.com/uk](http://www.colliers.com/uk)

[david.geddes@colliers.com](mailto:david.geddes@colliers.com)

Tel: +44 020 7344 6582

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# 1 SUMMARY

This is one of four documents that report research done into the role of historic parts of towns and cities in nurturing groups of organisations that are involved in creative industries.

A Summary report explains all the work done and summarises the main conclusions.

Other reports have full analysis of data from Companies House about companies defined by the Department of Culture, Media and Sport (DCMS) as being creative industries located in conservation areas in England, and a summary of interviews with developers.

This report has research done into creative industries in twelve case study conservation areas.

The work has been produced in parallel with another study that has assessed all commercial uses<sup>1</sup> of listed buildings in the centres 55 cities and towns in England, which is contained in a further report.

Section 2 and Section 3 have, respectively, details of 12 conservation areas studied. Four are in London and one in each of the eight other regions of England. There is a history of each area and how<sup>2</sup> it evolved into a hub for creative industries.

**Figure 1: Case Study Areas**

National rating by density of Creative Industries	Conservation Area	Local Planning Authority	Region	Core City
7	South Shoreditch	Hackney	London	
14	Old Bethnal Green Road	Tower Hamlets	London	
17	Seven Dials (Cov Gdn)	Camden	London	
26	Bermondsey Street	Southwark	London	
47	Smithfield	Manchester	North West	Y
75	Cultural Industries Quarter	Sheffield	Yorkshire	Y
77	Digbeth, Deritend Bordesley High Streets (DDBHS)	Birmingham	West Midlands	Y
125	Lower Ouseburn Valley	Newcastle upon Tyne	North East	Y
161	Friar Gate	Derby	East Midlands	
212	City Centre	Norwich	East of England	
246	Central	Cheltenham	West Midlands	
403	Ramsgate CA	Thanet	South East	

The research has included analysis of use of historic buildings in the conservation areas that are not listed, where possible. Some local authorities have schedules of locally listed buildings. The lists are variable in scope, however. Some cover all key buildings in the conservation area; others have only a few outstanding buildings. Conservation Area Appraisals sometimes, either in addition to, or instead of a local list, identify buildings that make a positive contribution to the area, often only shown on a map.

<sup>1</sup> i.e. creative industries and other.

<sup>2</sup> Except for a couple which do not yet have many creative industry companies but have potential to.

Figure 2 summarises the case study conservation areas. It shows where they stand on the national list of conservation areas by density of creative industries, the number of listed buildings in use for any type of commercial activity,<sup>3</sup> the density of creative industries in the area, measured as organisations per square km, and the number and proportion of creative industry organisations that are in listed buildings and other historic buildings.<sup>4</sup>

**Figure 2: Creative Industries in Case Study Areas**

National Rating by Density of CI	Conservation Area	Size of Conservation Area (sq km)	Listed Buildings in Commercial Use	Creatives in Listed Buildings	Listed buildings with CI occupancy	Other Historic Buildings	Creatives in Other Historic Buildings	Other Historic Buildings with Creatives in Them	TOTAL CREATIVE INDUSTRIES	CREATIVE INDUSTRIES PER SQ KM	% of CI in Listed Buildings	% of CI in other historic buildings
7	South Shoreditch, Hackney	0.28	29	25	9	19	17	6	406	1,471	6%	4%
14	Old Bethnal Green Road, Tower Hamlets	0.04	0	0	0	N/A	N/A	N/A	46	1,058	0%	
17	Seven Dials, Camden	0.15	44	32	6	85	12	7	146	984	22%	8%
26	Bermondsey Street, Southwark	0.19	14	18	3	169	26	18	117	607	15%	22%
47	Smithfield, Manchester	0.13	7	1	1				46	357	2%	
75	Cultural Industries Quarter, Sheffield	0.24	4	2	1	2			53	216	4%	
77	DDBHS, Birmingham	0.29	2	0	0	39	6	3	62	215	0%	10%
125	Lower Ouseburn Valley, Newcastle	0.20	0	0	0				27	133	0%	
161	Friar Gate, Derby	0.24	45	16	7	68	2	1	24	101	67%	8%
212	City Centre, Norwich	2.32	326	29	17				118	51	25%	
246	Central, Cheltenham	5.95	118	9	7				210	35	4%	
403	Ramsgate, Thanet	0.88	0	0	0				17	19	0%	

It highlights the chasm between the density of creative industries in the London case study areas compared to those outside London. It shows also, that, with possible exception of Friar Gate and Smithfield, creative industries do not necessarily locate in these areas because they want to be in historic buildings. The proportion occupying historic buildings is relatively low in most cases.

Figure 3 shows the average rents for all buildings for new leases in the conservation area,<sup>5</sup> and the average rents paid by tenants of historic buildings for the case study areas where it has been possible to collate this data. It shows the gulf in rent levels between areas of London that have large creative industry clusters and those in the regions. It suggests that average rents are substantially lower for space in historic buildings than for all buildings. This will be partly because the average actual rents apply to leases that started or were renewed in the past.

<sup>3</sup> Other than people working from home.

<sup>4</sup> No data for this was found for Old Bethnal Green Road.

<sup>5</sup> From research done using CoStar Focus and Radius Exchange property databases. Norwich and Cheltenham have been excluded because the conservation areas are so large and include many shops in addition to workspaces.

**Figure 3: Rents paid in Case Study Areas**

	Estimated Current Average for new lets for the area (psf pa)	Actual Rents in Historic Buildings		
		Number Identified	Average	Versus av for area
Seven Dials, Camden	£70	46	£44	-37%
Bermondsey Street, Southwark	£50	44	£37	-26%
South Shoreditch, Hackney	£47	24	£36	-24%
Smithfield, Manchester	£18			
Ramsgate, Thanet	£16			
Cultural Industries Quarter, Sheffield	£15			
Friar Gate, Derby	£14	6	£10	-33%
Digbeth, Deritend Bordesley High Streets (DDBHS)	£13			

Figure 5 shows the creative industry organisations by type in each of the case study areas, their density per square kilometre and where they rank on the list of top 300 conservation areas by density. The bottom section, showing the national rankings, gives, perhaps, the strongest indication of where a cluster of a certain type has emerged in an area. Instances where a conservation area is much higher on the national standings for one type of creative industry than for all have been highlighted.

One of the aims of the search of information about historic buildings in property databases was to see if there was any indication that many were being converted from commercial to residential use, especially in London. Figure 4 shows the major changes that were identified in the three London areas for which the analysis was done.<sup>6</sup> It shows only two instances of change of use to residential, and neither seems to be from office use.

**Figure 4: Major changes to status of historic buildings in case study areas**

Address	Built	Original Use	Major Refits post 1980	Owner	Change of Use
<b>SEVEN DIALS</b>					
5 Great Queen St	1880	Resi	2010		Office to Retail
24 West St	c.1700	Church		London Diocesan Fund	Resi
24 Endell St	1884	Hospital	2004	The Hospital Group	Private Members Club
<b>SOUTH SHOREDITCH</b>					
40 Great Eastern St	1801	Warehouse		Stirling Ackroyd Ltd	Offices with Café
42 Great Eastern St	1801	Warehouse			Offices with Café
					1998 empty building to live-work unit, 1999 ground floor & basement to food & drink
323 Old St	Early C19			Trustend Ltd	
2-4 Paul St	c.1860	Furniture	1997	Amsprop Ltd	Licensed Premises
<b>BERMONDSEY HIGH STREET</b>					
187-189 Bermdsey St	1907	Hostel			Studios & Flats
72 Bermondsey St	1822	Resi		Shackleton	Shops w Offices
2 Leathermarket St	1885	Warehouse		Acorn	Offices
75 Bermondsey St	2000		2013	Barts & The London Charity	Office
79-81 Bermondsey St				Zandra Rhodes	1999 warehouse converted to Fashion & Textile museum
145 Bermondsey St					Apartments

<sup>6</sup> Bethnal Green is excluded because there are no statutorily or locally listed buildings in commercial use.



**Figure 5: Case Studies by type of Creative Industry**

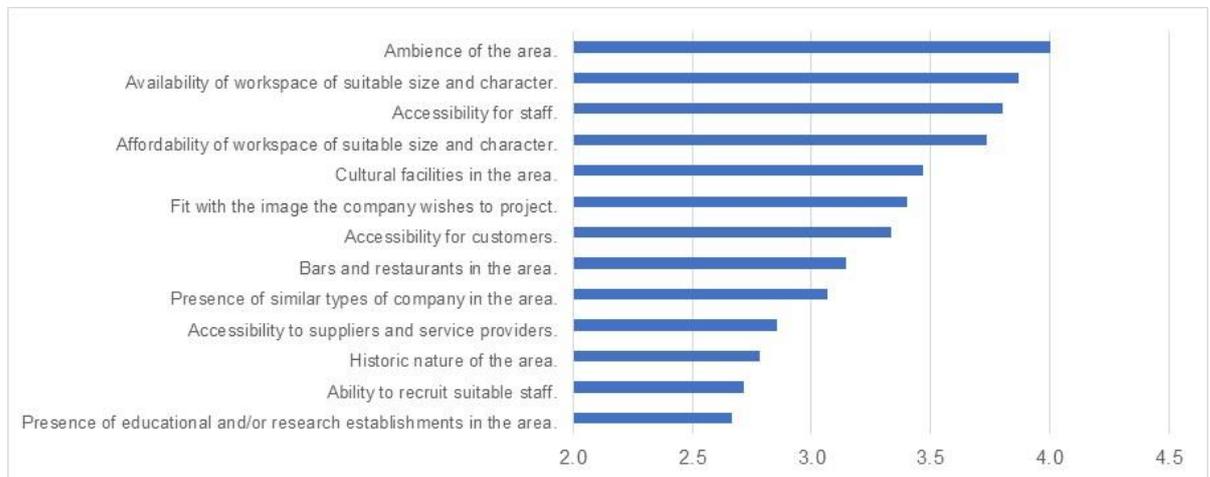
Conservation Area	CREATIVE INDUSTRY COMPANIES									
	Advertising & Marketing	Architecture	Crafts	Design	Film, TV, Video, Radio, Photo	IT, Software & Computer Services	Publishing	Museums, Galleries, Libs	Music, Perf & Visual Arts	TOTAL
South Shoreditch, Hackney	70	24	0	23	74	128	22	3	62	406
Old Bethnal Green Road, Tower Hamlets	0	9	0	8	4	7	3	0	15	46
Seven Dials, Camden	18	5	1	3	37	21	16	0	45	146
Bermondsey Street, Southwark	30	19	1	8	13	20	6	0	20	117
Smithfield, Manchester	9	3	0	2	6	11	0	0	15	46
Cultural Industries Quarter, Sheffield	1	1	2	5	9	13	4	0	18	53
DDBHS, Birmingham	9	2	0	6	10	18	2	0	15	62
Lower Ouseburn Valley, Newcastle	8	6	0	2	1	3	0	2	5	27
Friar Gate, Derby	6	3	0	2	6	7	0	0	0	24
City Centre, Norwich	17	10	0	7	18	26	9	1	30	118
Central, Cheltenham	27	10	1	15	9	110	14	1	23	210
Ramsgate, Thanet	1	1	0	1	1	6	2	0	5	17
<b>% BY TYPE OF CREATIVE INDUSTRY</b>										
South Shoreditch, Hackney	17%	6%	0%	6%	18%	<b>32%</b>	5%	1%	15%	100%
Old Bethnal Green Road, Tower Hamlets	0%	20%	0%	17%	9%	15%	7%	0%	<b>33%</b>	100%
Seven Dials, Camden	12%	3%	1%	2%	<b>25%</b>	14%	11%	0%	<b>31%</b>	100%
Bermondsey Street, Southwark	<b>26%</b>	16%	1%	7%	11%	17%	5%	0%	17%	100%
Smithfield, Manchester	20%	7%	0%	4%	13%	24%	0%	0%	<b>33%</b>	100%
Cultural Industries Quarter, Sheffield	2%	2%	4%	9%	17%	<b>25%</b>	8%	0%	<b>34%</b>	100%
DDBHS, Birmingham	15%	3%	0%	10%	16%	<b>29%</b>	3%	0%	24%	100%
Lower Ouseburn Valley, Newcastle	<b>30%</b>	22%	0%	7%	4%	11%	0%	7%	19%	100%
Friar Gate, Derby	<b>25%</b>	13%	0%	8%	25%	<b>29%</b>	0%	0%	0%	100%
City Centre, Norwich	14%	8%	0%	6%	15%	22%	8%	1%	<b>25%</b>	100%
Central, Cheltenham	13%	5%	0%	7%	4%	<b>52%</b>	7%	0%	11%	100%
Ramsgate, Thanet	6%	6%	0%	6%	6%	<b>35%</b>	12%	0%	<b>29%</b>	100%
<b>CREATIVE INDUSTRIES PER SQ KM</b>										
South Shoreditch, Hackney	254	87	0	83	268	464	80	11	225	1,471
Old Bethnal Green Road, Tower Hamlets	0	207	0	184	92	161	69	0	345	1,058
Seven Dials, Camden	121	34	7	20	249	142	108	0	303	984
Bermondsey Street, Southwark	156	99	5	41	67	104	31	0	104	607
Smithfield, Manchester	70	23	0	16	47	85	0	0	116	357
Cultural Industries Quarter, Sheffield	4	4	8	20	37	53	16	0	73	216
DDBHS, Birmingham	31	7	0	21	35	63	7	0	52	215
Lower Ouseburn Valley, Newcastle	39	30	0	10	5	15	0	10	25	133
Friar Gate, Derby	25	13	0	8	25	29	0	0	0	101
City Centre, Norwich	7	4	0	3	8	11	4	0	13	51
Central, Cheltenham	5	2	0	3	2	19	2	0	4	35
Ramsgate, Thanet	1	1	0	1	1	7	2	0	6	19
<b>NATIONAL RANKING BY DENSITY</b>										
South Shoreditch, Hackney	<b>5</b>	11	64	<b>3</b>	10	<b>2</b>	14	8	11	7
Old Bethnal Green Road, Tower Hamlets	279	<b>1</b>	70	<b>1</b>	31	22	19	103	<b>4</b>	14
Seven Dials, Camden	19	35	<b>12</b>	45	<b>11</b>	26	<b>8</b>	106	<b>5</b>	17
Bermondsey Street, Southwark	<b>14</b>	<b>9</b>	18	19	39	38	39	112	27	26
Smithfield, Manchester	<b>30</b>	<b>30</b>	96	62	56	18	133	127	<b>24</b>	47
Cultural Industries Quarter, Sheffield	204	171	<b>9</b>	<b>44</b>	70	84	69	150	<b>47</b>	75
DDBHS, Birmingham	<b>54</b>	124	117	<b>42</b>	78	75	137	152	63	77
Lower Ouseburn Valley, Newcastle	<b>41</b>	<b>40</b>	157	96	218	219	282	<b>10</b>	129	125
Friar Gate, Derby	<b>66</b>	<b>88</b>	190	108	110	142	286	214	300	161
City Centre, Norwich	230	188	232	184	216	244	290	230	<b>179</b>	212
Central, Cheltenham	197	219	234	206	264	196	179	<b>93</b>	255	246
Ramsgate, Thanet										403

A list of 320 directors of creative industry companies in the case study areas was produced, and an on-line survey sent to them<sup>7</sup>. The response was only 19 (6%), so the results cannot be given great weight, but they have some interest nevertheless.

The responses were split evenly between occupiers of historic and non-historic buildings. 2 were in listed buildings. Four (25%) owned the building. Most of the rest were on leases of differing lengths, with the largest number being 1-5 years. 56% had been in another building in the location before the current one. Two (10%) had branches in other locations.

Respondents were asked to assess the importance of 13 factors in the choice of location for their company. Figure 6 shows “Ambience of the Area” is the top rated, achieving a score of 4.9 out of 5 (5 being “vital”). The fact that it is historic is, by contrast, the second lowest consideration.

**Figure 6: To what extent are the following reasons that your company has chosen to locate in the area? Weighted average (scale of 0-5)<sup>8</sup>.**

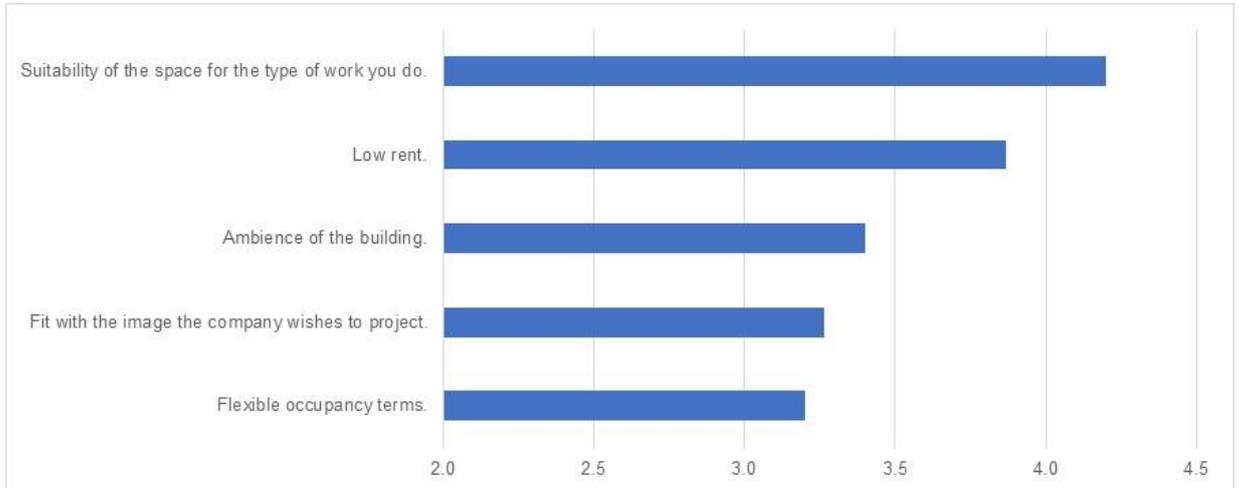


The suitability of the space is, unsurprisingly, the main reason given for choice of specific building, with rent in second place.

<sup>7</sup> Personal email addresses were obtained for 50. The rest were sent to a generic company email address, marked for the attention of the individual.

<sup>8</sup> Choices were “Not a consideration”; “A small consideration”; “A medium consideration”; “A large consideration” and “Vital”.

**Figure 7: How important to the company are the following characteristics of the specific building you are located in? Weighted average (scale of 0-5)**



The resident population of each case study area was assessed using the Mosaic segmentation system, which is owned by Experian. It classifies all consumers in the UK by allocating them to one of 15 groups and 66 types based on data from the census and other sources.

**Figure 8: Moaic types in London conservation areas**

Seven Dials		Bermondsey Street		South Shoreditch		Old Bethnal Green Road	
<i>Population:</i>	2,118	<i>Population:</i>	4,045	<i>Population:</i>	3,393	<i>Population:</i>	705
Metro High-Flyers	48%	Metro High-Flyers	51%	Penthouse Chic	46%	Metro High-Flyers	63%
Penthouse Chic	38%	Penthouse Chic	42%	Unclassified	26%	Central Pulse	16%
Inner City Stalwarts	7%	Unclassified	3%	Metro High-Flyers	25%	Unclassified	12%
Student Scene	3%	Central Pulse	1%	Student Scene	2%	Student Scene	4%
World-Class Wealth	2%	Inner City Stalwarts	1%	New Foundations	1%	Inner City Stalwarts	3%
Uptown Elite	2%	Crowded Kaleidoscope	1%	World-Class Wealth	0%	Crowded Kaleidoscope	2%

**Figure 9: Summary of Top Mosaic types in the London case study areas**

Metro High Flyers	Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities
Penthouse Chic	City suits renting premium-priced flats in prestige central locations where they work hard and play hard

Central Pulse is common in the out-of-London case study areas. It is defined as “Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life”.



**Figure 10: Summary of Top Mosaic types in the non-London case study areas**

Smithfield, Manchester		Friar Gate, Derby		City Centre, Norwich		Lower Ouseburn Valley	
1	Population: 2,188	Population: 1,906	Population: 1,906	Population: 10,353	Population: 10,353	Population: 416	Population: 416
2	Central Pulse 95%	Learners & Earners 30%	Learners & Earners 30%	Central Pulse 29%	Central Pulse 29%	Central Pulse 55%	Central Pulse 55%
3	Bus-Route Renters 3%	Central Pulse 20%	Central Pulse 20%	Ageing Access 15%	Ageing Access 15%	Streetwise Singles 22%	Streetwise Singles 22%
4	Inner City Stalwarts 1%	Unclassified 16%	Unclassified 16%	Streetwise Singles 14%	Streetwise Singles 14%	Bus-Route Renters 8%	Bus-Route Renters 8%
5	World-Class Wealth 0%	Streetwise Singles 8%	Streetwise Singles 8%	Bus-Route Renters 8%	Bus-Route Renters 8%	Renting a Room 6%	Renting a Room 6%
6	Uptown Elite 0%	Renting a Room 6%	Renting a Room 6%	Dependent Greys 6%	Dependent Greys 6%	Families with Needs 4%	Families with Needs 4%
7	Penthouse Chic 0%	Bus-Route Renters 5%	Bus-Route Renters 5%	Renting a Room 5%	Renting a Room 5%	Unclassified 3%	Unclassified 3%
8	Metro High-Flyers 0%	Dependent Greys 4%	Dependent Greys 4%	Uptown Elite 5%	Uptown Elite 5%	Dependent Greys 1%	Dependent Greys 1%
9	Premium Fortunes 0%	Student Scene 3%	Student Scene 3%	Aided Elderly 5%	Aided Elderly 5%	Aided Elderly 0%	Aided Elderly 0%
10	Diamond Days 0%	Pocket Pensions 2%	Pocket Pensions 2%	High Rise Residents 3%	High Rise Residents 3%	World-Class Wealth 0%	World-Class Wealth 0%

Ramsgate		Cultural Industries Quarter		Central Cheltenham		Digbeth, Deritend and Bordesley	
1	Population: 6,012	Population: 3,707	Population: 3,707	Population: 33,328	Population: 33,328	Population: 544	Population: 544
2	Bus-Route Renters 38%	Unclassified 48%	Unclassified 48%	Career Builders 18%	Career Builders 18%	Crowded Kaleidoscope 64%	Crowded Kaleidoscope 64%
3	Renting a Room 20%	Central Pulse 17%	Central Pulse 17%	Central Pulse 14%	Central Pulse 14%	Unclassified 22%	Unclassified 22%
4	Ageing Access 9%	Student Scene 15%	Student Scene 15%	Ageing Access 13%	Ageing Access 13%	Asian Heritage 4%	Asian Heritage 4%
5	Midlife Stopgap 9%	Learners & Earners 13%	Learners & Earners 13%	Learners & Earners 12%	Learners & Earners 12%	New Foundations 4%	New Foundations 4%
6	Aided Elderly 4%	New Foundations 7%	New Foundations 7%	Uptown Elite 10%	Uptown Elite 10%	Central Pulse 4%	Central Pulse 4%
7	Dependent Greys 3%	Renting a Room 0%	Renting a Room 0%	Unclassified 6%	Unclassified 6%	Inner City Stalwarts 1%	Inner City Stalwarts 1%
8	Disconnected Youth 2%	High Rise Residents 0%	High Rise Residents 0%	Thriving Independence 5%	Thriving Independence 5%	Renting a Room 1%	Renting a Room 1%
9	Flying Solo 2%	World-Class Wealth 0%	World-Class Wealth 0%	Aided Elderly 4%	Aided Elderly 4%	Learners & Earners 1%	Learners & Earners 1%
10	Flexible Workforce 1%	Uptown Elite 0%	Uptown Elite 0%	Bus-Route Renters 3%	Bus-Route Renters 3%	World-Class Wealth 0%	World-Class Wealth 0%

The histories of the case studies indicated that they fall into two broad categories:

- Places where the process has happened bottom-up, with the only really significant public policy intervention being the requirement for building preservation. Preserved buildings in such places have typically answered an economic need for relatively small affordable work space. This is most visible in London and reflects an element of displacement from an adjoining area, such as the City. This is true of Bermondsey Street, South Shoreditch and Old Bethnal Green.
- Places where regeneration has been top-down, with policy decisions made to stimulate economic growth, usually including grant aid, and historic buildings part of the mix. This is perhaps primarily because historic buildings contribute to the perception, identity and 'branding' of the place, rather than being particularly suited to creative industry use. This is seen, for example, in Digbeth, CIQ, Lower Ouseburn, Smithfield. Public funding has been a part of most new development. Such places are most vulnerable to any decline in public funding. It may sometimes be impractical to resist big residential development in areas like that because it is the only viable source of private investment. The test is then how tough the local planning authority can be in controlling it or extracting public benefits from private developers. Smithfield seems to be the most successful example; it is interesting in falling into both the 'bottom-up' and 'top-down' categories.

The only invariable common feature is that the old buildings in the conservation areas have been preserved, by accident or design. In broad terms, regeneration in each of the case study areas has depended on several of the following factors, although not necessarily all:

- **Location** - in the traditional geographer's sense of being at or near a 'node' for communication, economic demand etc. This is critical in every case, and of course, historic areas are almost by definition, likely to be in such places.

- **Conservation policy** - to ensure that historic buildings cannot be redeveloped, but ideally not placing too many restrictions on their alteration so that use of listed buildings is not greatly more problematic, and therefore costly, than unlisted ones (e.g. CIQ).
- **Land-use policy** - the use with the highest return will always be preferred by developers and at the moment this is normally residential, so there must be a conscious effort by the local authority to support the uses it wants in an area if that is different (e.g. CI; Article 4 Directions in Bermondsey, South Shoreditch) or planning policy and public investment (e.g. Smithfield).
- **Building type** - the most successful regeneration seems to be where new uses coincide with an appropriate / easy to adapt building type (e.g. South Shoreditch, Bermondsey, Bethnal Green, Smithfield). Neither grants nor specific area-based planning policies have been needed in some cases, like Bethnal Green, to stimulate regeneration.
- **Space for new development** alongside adaptation of old buildings, both for cross-subsidy and because the cachet or narrative of the historic area can be shared by new buildings; either because the old ones are less suitable for new uses or there is simply lots of developable land, either in the same conservation area or just outside it (e.g. Digbeth, Ouseburn).
- **Perception** of an area as historic or fashionable, is important to many conservation areas (e.g. Seven Dials, South Shoreditch, Smithfield)
- **Clustering** - this relates to perception (i.e. companies wanting to identify with the way an area is perceived) and seems to be especially significant in relation to fairly small groups / areas (e.g. certain streets in South Shoreditch, several architects in one building in Old Bethnal Green).
- **Universities** - both as attractors of young people, contributing to the perception of a place as fashionable, and because they produce young entrepreneurs. retaining them in the same area as the university after graduation is seen as a desirable, and economically rewarding, end in itself.

Regeneration is an ongoing process. Creative industries may be a valuable step on the way to something more conventional and sustainable and their displacement may not always be a bad thing, if they move on to lead regeneration of other areas.

## 2 LONDON CASE STUDIES

### 2.1 BERMONDSEY STREET

#### 2.1.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

Bermondsey Street Conservation Area covers the core of the historic neighbourhood of Bermondsey, on the bank of the Thames immediately south of the City of London, in the London Borough of Southwark. It includes the historic high street and principal roads off it, but little of the residential and formerly industrial areas behind them. It covers 0.2km<sup>2</sup> and contains 46 statutorily listed buildings. Almost all its other pre-1914 buildings are considered by the Council to make a positive contribution to the architectural or historic character of the area. Just to its north-west is the main line rail terminal at London Bridge. It is within the area designated by the Council as its central activity zone (CAZ).

Bermondsey Street originated as a causeway through marshy land from the river to Bermondsey Abbey, which stood around what is now Bermondsey Square. It became a main route from London to the south-east. It was the high street of a village that was, until the 16th-century, surrounded by fields. It expanded and became increasingly industrial in the 18th-century and by the early 19th-century had become a centre for animal processing, especially leather trades. The area was densely built up by the end of the 19th-century with tanneries, curriers, warehouses and areas of workers housing. Bermondsey Street was- and is- lined with shops with accommodation above, interspersed with warehouses. Its status as a main road declined following building of the railways (from the 1830s) and Tower Bridge Road in 1902. These by-passed the street but saved it from complete redevelopment.

The historic architecture of the area consists of a handful of good 18th-century houses in Bermondsey Street and Grange Walk, early-mid-19th century terraces of shops and houses and mainly mid-late 19th-century warehouses. The scale of buildings is fairly consistent, with houses and warehouses typically of three or four storeys, and in Bermondsey Street in particular, with narrow street frontages. There are larger warehouses, for example in Leathermarket Street, but few exceed five storeys. Key historic buildings include the parish church of St Mary Magdalen (mainly 1675-9), Sarson's vinegar factory (1820), the Leather Exchange (1878) and the Guinness Trust Buildings (1897). The only historic open space is the former churchyard.

#### 2.1.2 POST-1945 CHANGES

Bermondsey was devastated by the Blitz, with most buildings suffering some damage. The most obvious post-war change was creation of Leathermarket Gardens and Tanner Street Park, although much new housing was built nearby. War damage intensified the decline of traditional leather trades, and few remained by the 1970s. The area attracted a new trade following relocation of the Caledonian antiques market from Islington, in 1950, to Bermondsey Square. A number of redundant warehouses were subsequently occupied by antique traders. The neighbourhood was, like many working-class areas of inner London, very run down by the late-1970s, with many empty buildings. Some were squatted or occupied under short-term licences as studios and workshops, but not as extensively as at nearby Butler's Wharf, for example. By the early 1990s the area was recognised as one in which there was considerable potential for reuse of redundant industrial buildings as fashionable 'loft' apartments, although Bermondsey Street itself was still neglected.

### 2.1.3 CONSERVATION AND PLANNING POLICIES

The conservation area was first designated in 1972 following pressure from a local amenity group. It included Bermondsey Street, Bermondsey Square and parts of Long Lane and Grange Walk. It was subsequently extended to its present boundaries (including Leathermarket Street / Melior Street, and parts of Tower Bridge Road and Tanner Street) in 1991 and 1993. The back-lands industrial sites and post-war housing were excluded.

In 1994, a regeneration strategy and development framework for the area was produced, funded by English Heritage and LB Southwark. This was followed by a Conservation Area Partnership (CAP) grant scheme, with the same funders, which supported c.£1m of building repair and public realm work. The Council relaxed what had previously been tight controls on the loss of employment sites, initially through allowing the conversion of former industrial buildings to 'live/work spaces'; but by c.2000 both conversions and new development were largely high-end residential schemes.

A Conservation Area Audit was produced in 2003; it did not include a management plan or formal policies. The Southwark Plan (2007) did not specifically identify Bermondsey Street as a locus for creative industries. A Draft Borough, Bankside and Bermondsey SPD (development framework) was produced by the Council in 2010. This was put on hold following the introduction of Neighbourhood Planning under the Localism Act 2011 but many of its strategic policies have been included in the New Southwark Plan (NSP) currently (2018) in preparation. It identifies creative industries as a key element in the local economy. An Article 4 Direction issued in 2018 withdrew permitted development rights for conversion of offices to residential use in the CAZ.

In place of the SPD, a neighbourhood planning framework was established in 2012 and in 2015 the Old Bermondsey Village Neighbourhood Forum (OBVNF) was designated by the Council to prepare a neighbourhood plan for much of the conservation area, on which work began in 2018.

### 2.1.4 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

The regeneration of the Bermondsey area was initiated in the early 1990s by conversions and new-build developments such as the Belway scheme in Leathermarket Street. These brought a previously little-known neighbourhood to wider attention and stimulated further interest from developers. The Jubilee Line extension, which opened in 2000, connected the area to the West End and made the whole South Bank area more attractive for creative industries. The Council resisted residential uses in Bermondsey Street itself. Old shops became bars and restaurants supported by affluent new residents. Many of the relatively small historic industrial buildings were converted to accommodate small businesses, including creative industries. These were often ancillary to the financial sector, for which the City, and more recently Bankside north of the railway viaducts, were no longer either affordable, nor provided suitable premises. The more recent reinvention of the area as an up-market 'Bohemia' was reinforced by the establishment of the Fashion and Textile Museum (2003) and an opulent outpost of the international art gallery empire, White Cube (2011), both in post-war former warehouses in in Bermondsey Street.

### 2.1.5 THE AREA TODAY

Figure 11 lists creative industry companies in Bermondsey Street and Figure 13 maps them. There is detail of use of historic buildings in the area in Appendix 4.3

**Figure 11: Creative industry companies in Bermondsey Street Conservation Area**

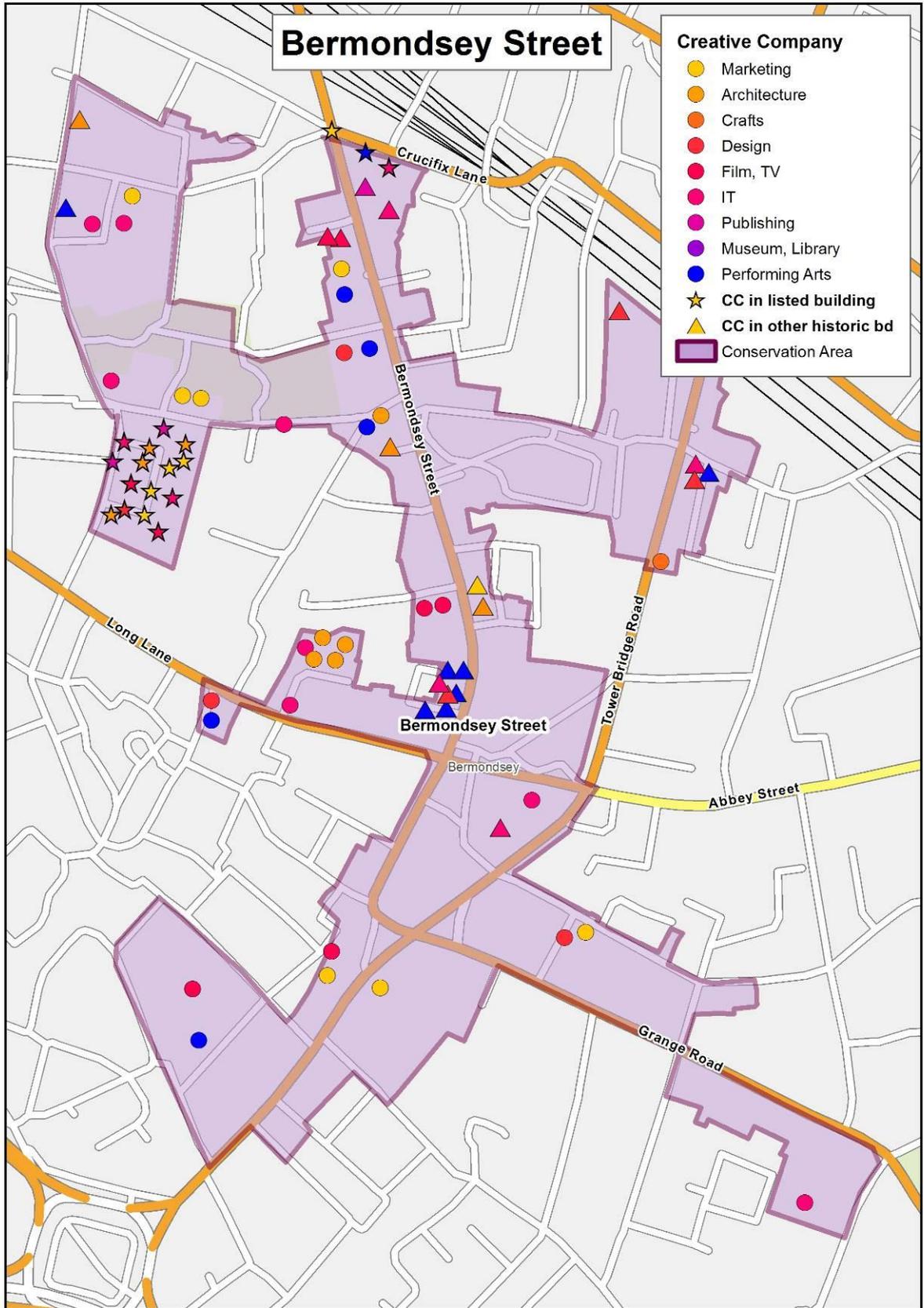
1	KASUN JEWELLERY LIMITED	32120 - Manufacture of jewellery and related articles
2	THE STAGE MEDIA COMPANY LIMITED	58142 - Publishing of consumer and business journals and periodicals
3	HPCI MEDIA LIMITED	58142 - Publishing of consumer and business journals and periodicals
4	LSC PUBLISHING AND MEDIA LIMITED	58142 - Publishing of consumer and business journals and periodicals
5	LEY-LINES.COM LIMITED	58190 - Other publishing activities
6	HIV I-BASE	58190 - Other publishing activities
7	GUY FOX LIMITED	58190 - Other publishing activities
8	BLACK BULL FILMS LIMITED	59111 - Motion picture production activities
9	LADYBIRD FILMS LTD	59111 - Motion picture production activities
10	SHOOT TO KILL PRODUCTIONS LIMITED	59111 - Motion picture production activities
11	FEATURISTIC FILMS LIMITED	59111 - Motion picture production activities
12	MIDDLE TABLE LIMITED	59112 - Video production activities
13	GOLDEN RATIO PRODUCTIONS LIMITED	59112 - Video production activities
14	PRETZEL & PEGGY LTD	59113 - Television programme production activities
15	ADAM COTTAM LIMITED	59113 - Television programme production activities
16	KINGYO PRODUCTIONS LIMITED	59113 - Television programme production activities
17	LOUISE REIMNITZ PRODUCTIONS LIMITED	59113 - Television programme production activities
18	PLAYERTHREE LIMITED	62011 - Ready-made interactive leisure and entertainment software development
19	TEAM TURQUOISE LTD.	62012 - Business and domestic software development
20	OASIS LOSS MODELLING FRAMEWORK LIMITED	62012 - Business and domestic software development
21	NEW SIGNATURE UK LIMITED	62012 - Business and domestic software development
22	PRECURSIVE LTD	62012 - Business and domestic software development
23	STELLARISE LIMITED	62012 - Business and domestic software development
24	EDGEFOLIO UK LIMITED	62012 - Business and domestic software development
25	MYDRIVE SOLUTIONS LIMITED	62012 - Business and domestic software development
26	SONR NEWS LIMITED	62012 - Business and domestic software development
27	BIBIN CONSULTING LIMITED	62020 - Information technology consultancy activities
28	WALPOLE PARTNERSHIP LIMITED	62020 - Information technology consultancy activities
29	LIMITLESS FORTITUDE LTD	62020 - Information technology consultancy activities
30	MUNSHI COMMUNICATIONS LIMITED	62020 - Information technology consultancy activities
31	JLCIT LIMITED	62020 - Information technology consultancy activities
32	RAVING RABBITS LTD	62020 - Information technology consultancy activities
33	DORA CONSULTING LIMITED	62020 - Information technology consultancy activities
34	FRESH TECH LIMITED	62020 - Information technology consultancy activities
35	DRAW CREATE LIMITED	62020 - Information technology consultancy activities
36	GROSVENOR SYSTEMS LIMITED	62020 - Information technology consultancy activities
37	MILA CONSULTING LTD.	62020 - Information technology consultancy activities
38	ARTISAN TOURING LIMITED	70210 - Public relations and communications activities
39	VOICEWORKSLONDON LTD	70210 - Public relations and communications activities
40	SALOMON WHITTLE LIMITED	70210 - Public relations and communications activities
41	NEW GARDEN CITIES ALLIANCE - COMMUNITY INTE	70210 - Public relations and communications activities
42	NICE AND SERIOUS LTD	70210 - Public relations and communications activities
43	NICE AND SERIOUS GROUP LIMITED	70210 - Public relations and communications activities
44	THE LIFESTYLE AGENCY LIMITED	70210 - Public relations and communications activities
45	HILLGATE PUBLIC RELATIONS LIMITED	70210 - Public relations and communications activities
46	TECTON PROJECTS LIMITED	71111 - Architectural activities
47	MILAN BABIC ARCHITECTS LIMITED	71111 - Architectural activities
48	BRISAC GONZALEZ LIMITED	71111 - Architectural activities
49	ENGDESIGN LIMITED	71111 - Architectural activities
50	FORM DESIGN ARCHITECTURE LIMITED	71111 - Architectural activities
51	PROCTOR AND MATTHEWS LIMITED	71111 - Architectural activities
52	SIMON WHITEHEAD ARCHITECTS '2' LIMITED	71111 - Architectural activities
53	SIMON WHITEHEAD ARCHITECTS LIMITED	71111 - Architectural activities
54	ECD ARCHITECTS LTD	71111 - Architectural activities
55	ATDESIGNOFFICE LTD	71111 - Architectural activities
56	OWAL ARCHITECTS LTD	71111 - Architectural activities
57	STAVEDENE LIMITED	71111 - Architectural activities
58	ACKMAN ARCHITECTURE + DESIGN LTD	71111 - Architectural activities
59	TIM RONALDS ARCHITECTS LIMITED	71111 - Architectural activities
60	IDOM (UK) LIMITED	71111 - Architectural activities

61	REARDON SMITH ARCHITECTS LIMITED	71111 - Architectural activities
62	LANDOLT AND BROWN LIMITED	71111 - Architectural activities
63	STAC ARCHITECTURE LIMITED	71111 - Architectural activities
64	TIBBALDS PLANNING AND URBAN DESIGN LIMITED	71112 - Urban planning and landscape architectural activities
65	RODRIGOSALAS LIMITED	73110 - Advertising agencies
66	ARCH 5 DESIGN LIMITED	73110 - Advertising agencies
67	DIFFERENT MANAGEMENT LIMITED	73110 - Advertising agencies
68	DRAW CONNECT LIMITED	73110 - Advertising agencies
69	CAPTURE MARKETING LTD	73110 - Advertising agencies
70	BATES JPW ADVERTISING LIMITED	73110 - Advertising agencies
71	VELO MARKETING LTD	73110 - Advertising agencies
72	HGS MEDIA LIMITED	73120 - Media representation services
73	REALLY EXCITING DIGITAL LIMITED	73120 - Media representation services
74	FABRITIUS LIMITED	73120 - Media representation services
75	DRAW GROUP LONDON LIMITED	73120 - Media representation services
76	JOHNSTON WORKS LIMITED	74100 - specialised design activities
77	MUZIE LIMITED	74100 - specialised design activities
78	PETRIISKI FASHION LTD	74100 - specialised design activities
79	NU CREATIVE LTD	74100 - specialised design activities
80	DESIGN TO COMMUNICATE LTD	74100 - specialised design activities
81	JACKSON DALY LIMITED	74100 - specialised design activities
82	FIFTY FIVE AND FIVE LIMITED	74100 - specialised design activities
83	GEORGE HARVEY STUDIO LTD	74209 - Photographic activities not elsewhere classified
84	BESPOKE & BOUND LIMITED	74209 - Photographic activities not elsewhere classified
85	GARETH HACKER PHOTOGRAPHY LIMITED	74209 - Photographic activities not elsewhere classified
86	WAKESTOCK LIMITED	90010 - Performing arts
87	NEW LONDONBEAT LTD.	90010 - Performing arts
88	BACH TO BABY LONDON LTD	90010 - Performing arts
89	VARIOUS PRODUCTIONS LTD	90010 - Performing arts
90	EIGER EVENTS LIMITED	90020 - Support activities to performing arts
91	FREE FOCUS LIMITED	90020 - Support activities to performing arts
92	MATTERHORN EVENTS LIMITED	90020 - Support activities to performing arts
93	POTTERS FIELDS PARK MANAGEMENT TRUST	90020 - Support activities to performing arts
94	BRIDGEWORTH & CO LTD	90030 - Artistic creation
95	INVOLVED ENTERPRISES LIMITED	90030 - Artistic creation
96	INVOLVED MANAGEMENT LIMITED	90030 - Artistic creation
97	INVOLVED PRODUCTIONS LIMITED	90030 - Artistic creation
98	SUN & MOON WORLDWIDE LIMITED	90030 - Artistic creation
99	TRI-STATE WORLDWIDE LIMITED	90030 - Artistic creation
100	GRAYLIGHT STUDIOS LTD	90030 - Artistic creation
101	FRASER RANDALL PRODUCTIONS LIMITED	90030 - Artistic creation
102	COMMUNICATION BY DESIGN LIMITED	90030 - Artistic creation
103	DALE NAZZARI & COMPANY LIMITED	90030 - Artistic creation
104	MISTER MEN LIMITED	90030 - Artistic creation
105	UNDERDOG ART CO LIMITED	90040 - Operation of arts facilities

**Figure 12: Creative Companies in Listed Buildings**

1	55	Bermondsey St	HPCI MEDIA LIMITED
2	Arch 6	Crucifix Lane	UNDERDOG ART CO LIMITED
3	Arch 4	Crucifix Lane	PRECURSIVE LTD
4	Arch 5	Crucifix Lane	ARCH 5 DESIGN LIMITED
5	11-13	Weston St	IDOM (UK) LIMITED
6	11-13	Weston St	REARDON SMITH ARCHITECTS LIMITED
7	11-13	Weston St	GOLDEN RATIO PRODUCTIONS LIMITED
8	11-13	Weston St	BATES JPW ADVERTISING LIMITED
9	11-13	Weston St	MYDRIVE SOLUTIONS LIMITED
10	11-13	Weston St	LSC PUBLISHING AND MEDIA LIMITED
11	11-13	Weston St	LANDOLT AND BROWN LIMITED
12	11-13	Weston St	FIFTY FIVE AND FIVE LIMITED
13	11-13	Weston St	FEATURISTIC FILMS LIMITED
14	11-13	Weston St	DRAW CONNECT LIMITED
15	11-13	Weston St	DRAW CREATE LIMITED
16	11-13	Weston St	DRAW GROUP LONDON LIMITED
17	11-13	Weston St	STAC ARCHITECTURE LIMITED
18	11-13	Weston St	VELO MARKETING LTD

Figure 13: Creative industry organisations in Bermondsey Street Conservation Area



**Figure 14: Creative Industry companies in other historic buildings**

1	TEAM TURQUOISE LTD.	1 Bermondsey Square
2	THE STAGE MEDIA COMPANY LIMITED	47 Bermondsey Street
3	BLACK BULL FILMS LIMITED	54 Bermondsey Street
4	LADYBIRD FILMS LTD	54 Bermondsey Street
5	NEW SIGNATURE UK LIMITED	57 Bermondsey Street
6	VOICEWORKSLONDON LTD	147 Bermondsey Street
7	INVOLVED ENTERPRISES LIMITED	214 Bermondsey Street
8	SUN & MOON WORLDWIDE LIMITED	214 Bermondsey Street
9	TRI-STATE WORLDWIDE LIMITED	214 Bermondsey Street
10	JOHNSTON WORKS LIMITED	214 Bermondsey Street
11	INVOLVED MANAGEMENT LIMITED	214 Bermondsey Street
12	INVOLVED PRODUCTIONS LIMITED	214 Bermondsey Street
13	ENGDESIGN LIMITED	106-108 Bermondsey Street
14	PLAYERTHREE LIMITED	156-170 Bermondsey Street
15	FORM DESIGN ARCHITECTURE LIMITED	179-181 Bermondsey Street
16	VARIOUS PRODUCTIONS LTD	16 Crucifix Lane
17	PRECURSIVE LTD	Arch 4 Crucifix Lane
18	FRESH TECH LIMITED	54-58 Tanner Street
19	POTTERS FIELDS PARK MANAGEMENT TRUST	54-58 Tanner Street
20	PETRIISKI FASHION LTD	54-58 Tanner Street
21	DESIGN TO COMMUNICATE LTD	169 Tower Bridge Road
22	ACKMAN ARCHITECTURE + DESIGN LTD	60 Weston Street
23	MISTER MEN LIMITED	70 Weston Street
24	NICE AND SERIOUS LTD	108 Weston Street
25	NICE AND SERIOUS GROUP LIMITED	108 Weston Street
26	TIM RONALDS ARCHITECTS LIMITED	108 Weston Street

About 18 (15%) are in listed buildings and 22% in other buildings identified as historic.

They show a varied mix of different types of creative industry<sup>9</sup>, with notable clusters of companies involved in Advertising & Marketing and Architecture.

**Figure 15: Summary of Creative Industry companies in Bermondsey Street CA**

	Companies	% of Total	Per Sq Km	National Ranking
Advertising & Marketing	30	<b>26%</b>	156	<b>14</b>
IT, Software & Computer Services	20	17%	104	38
Music, Performing & Visual Arts	20	17%	104	27
Architecture	19	16%	99	<b>9</b>
Film, TV, Video, Radio, Photography	13	11%	67	39
Design	8	7%	41	19
Publishing	6	5%	31	39
Crafts	1	1%	5	18
Museums, Galleries, Libraries	0	0%	0	112
<b>TOTAL</b>	<b>117</b>	<b>100%</b>	<b>607</b>	<b>26</b>

The tables above and property data analysis in Appendix 4.3 shows that historic buildings form a greater part of the building stock than in the other case study areas.

<sup>9</sup> Which would also include the White Cube gallery and Fashion Museum, which have not been picked up because of the process of obtaining data from Companies House.

There are several buildings that accommodate large numbers of organisations in creative industries, notably: the former Leather Market at 11-13 Weston Street (listed); the former warehouse at 52-58 which is owned by Great Portland Estate, was refurbished in 2008; 156-170 Bermondsey St, owned by Tasklove Ltd; 214 Bermondsey St; 20-22 Leathermarket St; 108 Weston St; and 54-58 Tanner St.

Average rents for occupiers of space in 44 historic buildings<sup>10</sup> were found in the property databases. They average £36 per square foot per annum (psf). The databases report that average rents for new leases are about £50 psf. This is similar to South Shoreditch.

The appearance of creative industries in Bermondsey was part of the process, often called gentrification, whereby a neglected mixed inner-urban area is transformed into more valuable real estate. The local planning authority has encouraged large-scale commercial office and residential development alongside the conservation area, which has dramatically altered its setting. In effect, it sees the area to the north of Bermondsey Street, in planning terms, as an extension of the City. The Council's strategic policies aim to balance economic benefits with the protection of the area's heritage, complemented by 'neighbourhood planning' to represent and protect the interests of the local community and reflect them in development management policies. The process has been delayed, in part, by difficulties in establishing a single representative body in a mixed neighbourhood in which the interests of business and residents will not always coincide. The unusually tightly drawn CA boundary means that many long-term residents, especially social housing tenants, live just outside it, and may thus be more vulnerable to the redevelopment than the businesses within it.

While creative industries are not explicitly protected, the conservation of an area of small buildings in employment use so close to the City has effectively done so until now. Nonetheless, the current character of the area is not fixed, and may be to some extent transitional, even though the research does not indicate major change taking place currently.

There is ongoing pressure for development and almost all available sites within the conservation area have been redeveloped. The neighbourhood is now dominated by the 305m high 'Shard' building (2012) at London Bridge Station, just outside the conservation area. Tall buildings are under consideration for several other sites close to the conservation area boundary, which could have a further, significant impact on its setting; although the redevelopment of 40-44 Bermondsey Street with tall buildings, as the owners propose, is not supported by the current draft of the New Southwark Plan.

The conservation area has protected individual historic buildings more successfully than it has the community or the character of the neighbourhood as a whole. The 'bohemian' character now used to 'brand' and market the area tends to elide 'creative' and 'fashionable': for example, the 'Bermondsey Arts Club' is a cocktail bar in a former public convenience. Several of the most recent developments have been tourism-related, such as hotels and 'aparthotels'; and alongside design, IT and 'brand' consultants, there are numerous lawyers and accountants. New residential developments are typically small apartments for affluent singles rather than family housing.

<sup>10</sup> Both creative industries and other.

## 2.2 OLD BETHNAL GREEN ROAD

### 2.2.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

Old Bethnal Green Road Conservation Area lies close to the northern boundary of the London Borough of Tower Hamlets, about 1.5km to the north-east of the City of London. It is a small area based around a mixed use residential, industrial and commercial development of c1900, known as the Winkley Estate. It is, although unlisted, the key feature in the special architectural and historic interest of the area. The area has two statutorily listed buildings and one locally listed one.

The conservation area is situated on what was until the 18th century open land; known as Cambridge Heath, it extended northwards into the modern Borough of Hackney. There was sporadic building here during the later 18th century but the neighbourhood was not fully built-up until c1860. Bethnal Green was one of London's poorest districts and notoriously overcrowded, but what is now the conservation area was not among the worst neighbourhoods.

Booth's map of 1886 shows that it was inhabited mainly by artisans in regular employment in the local furniture and dress trades. During the last quarter of the 19th century, London's slum housing began to be replaced with tenements, initially by philanthropic trusts such as Peabody, Guinness and Samuel Lewis; and after 1889, by the newly formed London County Council. Much more rarely, similar developments of 'improved' housing were undertaken as private speculations: the Winkley estate is one such scheme. What is most remarkable about this group is that it survives.

Charles and Henry Winkley were Hackney builders who, in 1899-1904, redeveloped four blocks of existing terraced housing, bounded by Old Bethnal Green Road, Teesdale (then Durham) Street and Temple Street. The new buildings, of 3 storeys apart from the workshops, included substantial factory blocks on Teesdale Street, shops with accommodation above on Old Bethnal Green Road; tenements and workshops (similar to shop units) on Temple Street, and terraced houses on Canrobert and Winkley streets. More workshops were built to the rear of the houses, reached through archways from Teesdale and Temple Streets. The estate thus provided for both artisans who were able to rent a home and a workshop together, and for craftsmen employed by larger concerns, as well as the usual local amenities.

The remainder of the conservation area comprises: Keeling House, a 16 storey 'cluster-block' of social housing in Claredale Street, of 1955-9, designed by Denys Lasdun, listed grade II\*; the Italian-Romanesque-style former Congregational Church, now the Chalice Foundation, of 1880, which is listed grade II; and two Victorian Board schools, Oaklands (1896 designed by TJ Bailey; locally listed) and Lawdale (1882, designed by ER Robson) in Mansford Street; along with their immediate settings. Middleton Gardens, a post-war open space, is also included. No building in the area pre-dates 1880.

### 2.2.2 POST-1945 CHANGES

Large swathes of Bethnal Green were scheduled for compulsory purchase, clearance and redevelopment during the 1930s, including, for example, almost the whole area to the east of Temple Street but relatively little clearance took place before 1939. The Winkley estate, as a substantial area of (at that date) relatively modern and well-built homes, shops and places of employment, was excluded from the clearance scheme.

Bethnal Green, along with the rest of the East End, was among the areas worst affected by the Blitz and the LCC bomb maps show that parts of the Winkley Estate were badly damaged. The corner of Winkley Street and Canrobert Street was beyond repair and the extant building is a modern replacement. The slum clearance programme accelerated after the war and the areas surrounding the conservation area were redeveloped, creating the present townscape, including, for example, the creation of Middleton Gardens in place of what had been streets of terraced housing. In contrast, the Winkley estate was repaired, presumably with war damage compensation, and remained in private hands. It is likely that this reflected the fact that it included commercial and industrial premises which were in short supply; as well as shops, for which a higher level of compensation for compulsory purchase had to be paid than was the case for housing.

Keeling House replaced 19th century housing immediately north of Winkley Estate. It was evacuated by the Council in 1993, when it was regarded as a structural and social failure. However, following a campaign to save it, the block was listed in 1993 as an outstanding example of post-war council housing and of Lasdun's work, and eventually refurbished, ironically as private apartments, in 2001.

By c.1970s the East End was still impoverished, and socially and environmentally blighted. Traditional industries had declined, the docks were closing, and immigration from the Commonwealth had put pressure on the housing stock. With some justification the area was perceived as dirty, dangerous and undesirable as a place to live. Many of its long-standing communities dissolved and many of those who could do so moved to the suburbs. There was a surplus of industrial floorspace, extensive areas of poorly-maintained social housing, and a shortage of attractive private housing. There are anecdotal reports of squatting on the Winkley estate during the 1970s and 80s.

As the area's economy recovered during the 1990s, perception of it also changed. Regeneration projects such as the privatisation of Keeling House became possible and contributed establishing a more socially and economically mixed community than has, perhaps, ever existed in the area.

### 2.2.3 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

The creative industries in the area today are almost all located on the Winkley estate. It was built for those engaged in the furniture, upholstery and clothes trades, which would fall into the category of 'creative industries' today, and essentially, the estate is occupied by their modern-day equivalents: makers, designers, architects and artists

The regeneration of the East End since c1990 with a strong focus on creative industries stimulated demand for studios and workshops for artists and makers. The original design of the complex was well-suited to such activities, and thus to their re-establishment in the same buildings. It has been demonstrated that the creative industries benefit from, and choose proximity to, others doing similar work; and as many of them are small businesses, they require similar spaces. This clustering supports other businesses such as cafes, of which there are now several around the Winkley estate, exemplifying this process. While artists and makers might have squatted or rented studios cheaply in the area in the late 20th century, they are now more likely to live and work there. Thus, while many of the original trades left the area after 1945, the refurbishment of the estate since c2010 has returned it to something like its original purpose, without major physical change.

**2.2.4 CONSERVATION AND PLANNING POLICIES**

Local planning policies between 1945 and the late 20th century tended to resist the conversion of employment floorspace to residential use, often leading to vacancy where demand for the former was low. The general relaxation of these policies from the 1990s resulted in the conversion, for example, of riverside warehouses into housing. There was less pressure for such change in the areas that were perceived as unattractive and more deprived, such as Bethnal Green. Commercial floorspace in places like the Winkley estate survived, underused, but unconverted, into the 21st century.

The conservation area was designated in 2008. The conservation area appraisal and management plan adopted by the Council in 2009 recognised that the mixed use of the area was a key aspect of its character and significance, although the management guidelines do not explicitly refer to land use.

The area is not subject to any specific local area-based land use or employment policies, but the emerging Tower Hamlets Local plan recognises the importance, and encourages the provision, of: ‘affordable workspace... suitable for small-and-medium enterprises...’ of the type available on the Winkley estate. However, an Article 4 Direction issued in 2018 to withdraw permitted development rights for the conversion of office space to residential does not apply to the area.

**2.2.5 THE AREA TODAY**

Figure 17 has a list of creative industry organisations in the area and Figure 13 maps them.

The regeneration of the conservation area and its colonization by ‘creative industries’ is very recent. It appears to have been market-driven and to have occurred without the support of building repair grants or special planning policies.

Old Bethnal Green CA comes top of the national league for density of architecture and design companies, although the absolute numbers are not high, and there is a cluster of organisations involved in performing arts.

**Figure 16: Type of creative industries in Old Bethnal Green Road CA**

	Companies	% of Total	Per Sq Km	National Ranking
Music, Performing & Visual Arts	15	<b>33%</b>	345	<b>4</b>
Architecture	9	20%	207	<b>1</b>
Design	8	17%	184	<b>1</b>
IT, Software & Computer Services	7	15%	161	22
Film, TV, Video, Radio, Photo	4	9%	92	31
Publishing	3	7%	69	19
Advertising & Marketing	0	0%	0	279
Crafts	0	0%	0	70
Museums, Galleries, Libs	0	0%	0	103
<b>TOTAL</b>	<b>46</b>	<b>100%</b>	<b>1,058</b>	<b>14</b>

The estate remains in privately hands, with freeholders including commercial landlords and individual owner-occupiers.

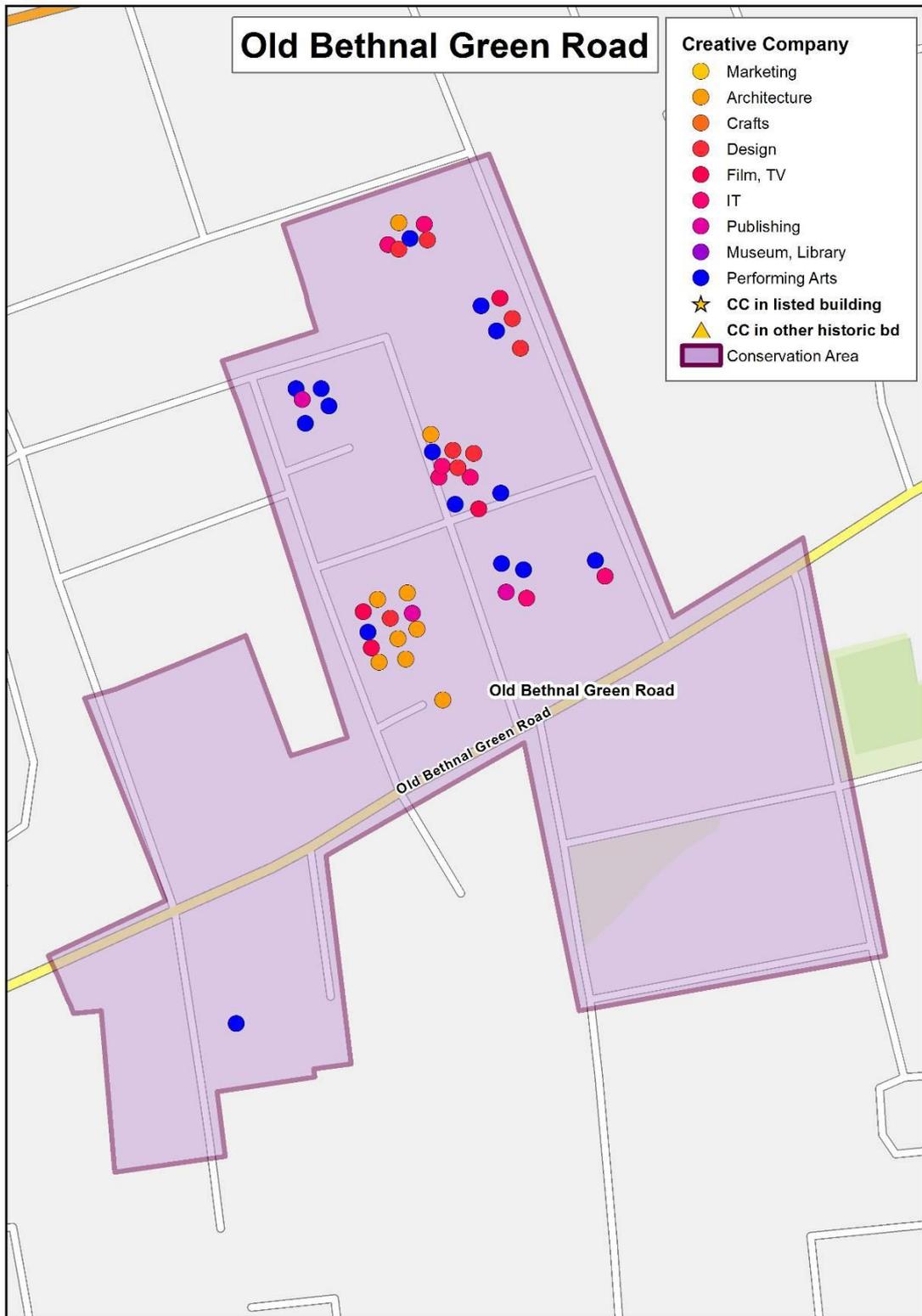
**Figure 17: Creative industries companies in Old Bethnal Green Road**

1	ISRA BOOKS LIMITED	58110 - Book publishing
2	TOWER BLOCK BOOKS LTD	58110 - Book publishing
3	COURS DE POÃTIQUE LTD	58110 - Book publishing
4	SPARK ENGINE LTD	59112 - Video production activities
5	DISOBEDIENT FILM COMPANY LTD	59113 - Television programme production activities
6	GRAND DUKE FILMS LIMITED	59120 - Motion picture, video and television programme post-production activities
7	TESSELLATE FILMS LIMITED	59120 - Motion picture, video and television programme post-production activities
8	BITS & BOBS PRODUCTIONS LTD	62011 - Ready-made interactive leisure and entertainment software development
9	FUGITIF LTD	62011 - Ready-made interactive leisure and entertainment software development
10	BUILDUPP LTD	62012 - Business and domestic software development
11	SAFFE LTD	62012 - Business and domestic software development
12	UI FARM LIMITED	62012 - Business and domestic software development
13	MIKA MESKANEN LIMITED	62020 - Information technology consultancy activities
14	OKOMP LIMITED	62020 - Information technology consultancy activities
15	OMNIDE LTD	71111 - Architectural activities
16	RO ARCHITECTS LTD	71111 - Architectural activities
17	RUSSIAN FOR FISH LTD	71111 - Architectural activities
18	MOTION ARCHITECTURE LTD	71111 - Architectural activities
19	STUDIO AMITA VIKRANT LTD	71111 - Architectural activities
20	VON PREUSSEN PEASE REYNOLDS ARCHITECTS LTD	71111 - Architectural activities
21	BRILLET LIMITED	71111 - Architectural activities
22	COMMON GROUND WORKSHOP LIMITED	71111 - Architectural activities
23	NATHANIEL MOSLEY ARCHITECTS LIMITED	71111 - Architectural activities
24	ANYHOW LTD	74100 - specialised design activities
25	RUSSIAN FOR FISH IRONMONGERY LIMITED	74100 - specialised design activities
26	ALEX DOBBIN LIMITED	74100 - specialised design activities
27	HAYLEY DIXON LTD	74100 - specialised design activities
28	A PRACTICE FOR EVERYDAY LIFE LIMITED	74100 - specialised design activities
29	KONSIDER LTD.	74100 - specialised design activities
30	POOLSIDE CREATIVE LTD.	74100 - specialised design activities
31	KIRKWOOD MCCARTHY LIMITED	74100 - specialised design activities
32	LIVE ART DEVELOPMENT AGENCY	90010 - Performing arts
33	DEAD CITY RADIO LTD	90010 - Performing arts
34	SKEWBALD THEATRE	90010 - Performing arts
35	ICE AND FIRE THEATRE COMPANY LIMITED	90010 - Performing arts
36	STUDIO SIMON HEJJDENS LTD	90030 - Artistic creation
37	HIPROJECT LTD	90030 - Artistic creation
38	REALISE CREATIVE LTD	90030 - Artistic creation
39	W.A. DANIELS LIMITED	90030 - Artistic creation
40	MCLEANS ARTIST MALTS LIMITED	90030 - Artistic creation
41	PREM SAHIB STUDIO LIMITED	90030 - Artistic creation
42	AVCO PRODUCTIONS LIMITED	90030 - Artistic creation
43	FRASER MUGGERIDGE STUDIO LIMITED	90030 - Artistic creation
44	JARI LAGER GALLERY LIMITED	90040 - Operation of arts facilities
45	UNION LONDON LIMITED	90040 - Operation of arts facilities
46	POLIMEKANOS LTD	90040 - Operation of arts facilities

The largest refurbished building, the former factory, is now Winkley Studios, opened in 2015, as a 'co-working' or shared office space, of a type popular with small start-up businesses, particularly in the IT industry. Anecdotal evidence from local people suggests that rising rents are beginning to displace the artists and makers who arrived at the start of the area's recent regeneration. There has been significant investment in the repair and refurbishment of the Winkley estate buildings. The original houses are occupied and well-maintained. Most of the shop and workshop units are in use. Keeling House, as noted, is now a gated block of luxury private apartments.

The remainder of the conservation area, and the surrounding post-war housing estates, appear largely unaffected by the arrival of the 'creative industries', and the diverse ethnic makeup of the newcomers is visibly different from, for example, that of the largely Muslim local school population.

Figure 18: Creative industry organisations in Old Bethnal Green Road Conservation Area



## 2.3 SEVEN DIALS

### 2.3.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

Seven Dials Conservation Area is in central London, on the southern boundary of the London Borough of Camden. It covers much of the northern half of the Covent Garden neighbourhood and extends to 0.1km<sup>2</sup>. It contains 71 statutorily listed buildings and a substantial proportion of its other pre-1914 buildings are identified as making a positive contribution to its special character. To the south, it adjoins the closely-related Covent Garden Conservation Area, within the City of Westminster. Despite this administrative division, the area has a strong communal and historic identity as a whole.

The westernmost margin of the conservation area and the part to the east of Neale Street were developed by the 17<sup>th</sup> century, as residential suburbs between the cities of London and Westminster. The Seven Dials area was laid out at the end of the 17<sup>th</sup> century as a speculative development for Thomas Neale, MP, creator of the national lottery, on the then open St Giles's Fields. His estate had an unusual radial street plan, to maximise its street frontage. Just to its south, Covent Garden fruit and vegetable market grew steadily after its foundation c.1650, to dominate the local economy. The Royal Opera House opened in Drury Lane in 1732. Although initially popular with artists and dramatists, the area's social status declined in favour of western districts such as Mayfair during the 18<sup>th</sup> century.

By c.1800 the neighbourhood (especially St Giles, just to the north) was notorious for its poverty, street crime and prostitution. Many of the original houses were replaced during the 19<sup>th</sup> century but the historic street plan, building scale and plot sizes were generally retained. Endell Street was cut through the area in the 1840s when New Oxford Street was created, and Shaftesbury Avenue was formed c.1880 by widening the existing streets. These 19<sup>th</sup> century improvements were intended both to improve traffic routes and to clear the slums. Several blocks of philanthropic and municipal housing were built in the last decades of the century. At the same time, the area became well known for theatres, of which there are several within the conservation area and many more nearby.

A rich mixture of uses including the market, theatres, shops, housing, offices and commercial premises characterised the area in the first half of the 20<sup>th</sup> century.

Architecturally, the primary pattern of Thomas Neale's Seven Dials estate, comprising 4-5 storey terraced houses on narrow frontages with ground floor shops, survives. There are 18<sup>th</sup> century houses throughout the area, often with 19<sup>th</sup> century shop-fronts. Although some sites were amalgamated in the later 19<sup>th</sup> century for larger industrial concerns such as the brewery warehouses in Earlam Street, building heights remained similar. The 1994 eastward extension of the conservation area is architecturally more diverse, including 18<sup>th</sup> century houses and the enormous early 20<sup>th</sup> century Masonic Hall in Great Queen Street, and 19<sup>th</sup> century industrial buildings, schools, alms-houses and tenements in the area to its north; even so their scale is relatively modest. The Victorian buildings facing Shaftesbury Avenue are larger blocks of 5-6 storeys. Only the large late-20<sup>th</sup> century blocks in Drury Lane and Newton Street seriously intrude on the area's modest historic scale.

### 2.3.2 POST-1945 CHANGES

Compared to many other districts, the conservation area was not badly damaged in the Blitz, but after the war many of the old houses and Victorian tenements were in poor condition. By the 1960s, the resident population was aging and much of the housing was substandard.

There were almost no owner-occupiers and a good deal of vacant residential property. The area was overshadowed by the chaotic and congested market, but it was still very mixed, and many long-established businesses remained; notably publishers, printers and companies associated with the theatre and music. There were many independent shops, especially in streets off Seven Dials. Despite its central location, large-scale redevelopment during the 1960s was restricted to the area's margins.

### 2.3.3 CONSERVATION AND PLANNING POLICIES

The neighbourhood was generally treated as a single entity in strategic planning terms by the Greater London Council (GLC) until its abolition in 1989, working in partnership with the Boroughs. Covent Garden Market had long been regarded as anachronistic in central London and when the GLC acquired the site in 1962 it began to plan its relocation and redevelopment. In 1968 the GLC, Westminster City Council and LB Camden published a comprehensive redevelopment plan for c.80a of Covent Garden, which aimed to separate people and traffic and increase the residential population. The historic buildings and street plan of what is now Seven Dials CA would largely have been swept away and many of the (then) 50 listed buildings in the study area would have been demolished.

Although well-regarded at the time, the 1968 plan provoked a storm of protest from local residents and a wide range of influential supporters. Following a public enquiry in 1971 the Secretary of State for the Environment, while upholding the principle of redevelopment, agreed to the listing of 250 individual buildings in the area, which effectively prevented any such mass-clearance scheme from going forward. In 1974 Seven Dials CA was designated by the GLC (and the Covent Garden CA extended), and both were declared 'outstanding' by the Historic Buildings Council, and hence eligible for central government grant aid.

Thus, when the market finally closed in 1974, a new approach was required. A new GLC Area Action Plan of 1978 included a detailed analysis of the historic buildings and streetscape. Extensive redevelopment was still proposed, in areas excluded from the conservation areas, for example in several blocks between Shelton Street and Long Acre, but the plan was essentially conservation-based. It preserved existing buildings and streets and reinvented the market area as a destination for shoppers and tourists, and the London Transport Museum moved into the former flower market. Among the first private developments to reflect the new ideals was the 'Comyn Ching Triangle' scheme, designed by Terry Farrell & Partners (1978-88) which repaired and converted old buildings to new mixed uses with a central public open space.

A local community group (now the Seven Dials Trust) campaigned successfully for the reinstatement of the Seven Dials Monument in 1988 and published *Seven Dials Renaissance*, (1992, 1998) a detailed study of the area and guidelines for its conservation with a strong focus on public realm improvement. It was supported by public bodies including DCMS, charities and private developers. In 1998 the conservation area was extended eastwards, and a CA Statement and development guidelines were adopted by Camden Council.

The key recent strategic planning documents affecting the area are the Mayor's Central Activity Zone SPD (2016) and The Camden Plan (2017). The Mayor's SPD identifies Covent Garden as a 'strategic cluster' of 'cultural, entertainment and visitor attractions'; it is part of the West End Special Retail Policy Area.

The SPD acknowledges the extent and importance of small offices and that historic buildings provide some protection for their occupiers, but it notes that such uses are increasingly [also] found in large ‘multi-let’ buildings, and that between 2010 and 2015 the number of small office units declined in the Covent Garden/St. Giles area. It does not identify Covent Garden specifically as a ‘hub’ or ‘cluster’ of creative industries separate from Soho/West End. However, it recognises that London’s range of social and cultural activities may attract creative industries. The Camden Plan identifies Covent Garden as a ‘specialist shopping area’; the Borough’s ‘creative industry hub’ is Kings Cross.

**2.3.4 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA**

The Covent Garden area has been associated with the theatrical and literary worlds since at least the 18th century. The relocation of the market meant that long-established ‘creative industries’ could consolidate and expand in this central location, rather than relocate, and they have been joined in the 20th century by related businesses such as theatre and music agents and film and TV production and facilities houses. Conservation-based planning policies of the 1970s preserved buildings suitable for small offices and helped to protect independent shops. Whilst unsuited to the heavy market traffic, the area is exceptionally well-connected by public transport.

Environmental improvements and traffic-free spaces attracted well-known retailers around the refurbished market, and the late-20th century success of the West End theatre has helped sustain the area’s bars and restaurants.

**2.3.5 THE AREA TODAY**

Figure 20 lists companies in creative industries in the area and Figure 23 maps them. There is detail about occupation of historic buildings in the area in Appendix 4.2.

Figure 19 shows that the area has big clusters of companies involved in performing arts and media, with a sizable group of publishing companies.

**Figure 19: Summary of Creative Industry companies in Seven Dials CA**

	Companies	% of Total	Per Sq Km	National Ranking
Music, Performing & Visual Arts	45	<b>31%</b>	303	<b>5</b>
Film, TV, Video, Radio, Photography	37	<b>25%</b>	249	<b>11</b>
IT, Software & Computer Services	21	14%	142	26
Advertising & Marketing	18	12%	121	19
Publishing	16	11%	108	<b>8</b>
Architecture	5	3%	34	35
Design	3	2%	20	45
Crafts	1	1%	7	<b>12</b>
Museums, Galleries, Libraries	0	0%	0	106
<b>TOTAL</b>	<b>146</b>	<b>100%</b>	<b>984</b>	<b>17</b>

Creative industries are spread across the area. There is a substantial concentration in Macklin House, an early 20<sup>th</sup> Century warehouse building.

**Figure 20: Creative industries companies in Seven Dials Conservation Area**

1	LAURA LEE JEWELLERY LIMITED	32120 - Manufacture of jewellery and related articles
2	SOPRIS VENTURES LTD	58110 - Book publishing
3	WORLD SCIENTIFIC PUBLISHING (UK) LIMITED	58110 - Book publishing
4	WORLD SCIENTIFIC PUBLISHING EUROPE LTD	58110 - Book publishing
5	FOOTLOOSE ASSOCIATES LIMITED	58142 - Publishing of consumer and business journals and periodicals
6	INCISIVE BUSINESS MEDIA (IP) LIMITED	58190 - Other publishing activities
7	INCISIVE BUSINESS MEDIA LIMITED	58190 - Other publishing activities
8	INCISIVE PRIVATE EQUITY INFORMATION LIMITED	58190 - Other publishing activities
9	PLEDGEMUSIC PUBLISHING LTD	58190 - Other publishing activities
10	GRAND LODGE PUBLICATIONS LIMITED	58190 - Other publishing activities
11	COVENT GARDEN PARTNERSHIP LIMITED	58190 - Other publishing activities
12	BREAKING STORIES LTD	59111 - Motion picture production activities
13	BROGUE ELEMENT LTD	59111 - Motion picture production activities
14	ROBOMOCO LTD	59111 - Motion picture production activities
15	ST ELMO PRODUCTIONS LIMITED	59111 - Motion picture production activities
16	MFTK LIMITED	59111 - Motion picture production activities
17	THE INK FACTORY LIMITED	59111 - Motion picture production activities
18	CHILTON MEDIA LAW LIMITED	59111 - Motion picture production activities
19	AGATHA CHRISTIE PRODUCTIONS LIMITED	59113 - Television programme production activities
20	PLAYGROUND TELEVISION UK (LEAR) LIMITED	59113 - Television programme production activities
21	PLAYGROUND TELEVISION UK LIMITED	59113 - Television programme production activities
22	PLAYGROUND TELEVISION UK (HOWARDS END) LIMITED	59113 - Television programme production activities
23	WANDERING STAR PRODUCTIONS LIMITED	59113 - Television programme production activities
24	STEP BY STEP PRODUCTIONS LIMITED	59113 - Television programme production activities
25	VENTRICOLEE PRODUCTIONS LTD	59113 - Television programme production activities
26	THE NIGHT MANAGER LIMITED	59113 - Television programme production activities
27	SECRET PETER LIMITED	59113 - Television programme production activities
28	THE NIGHT MANAGER DISTRIBUTION LIMITED	59133 - Television programme distribution activities
29	ANGER MANAGEMENT LIMITED	59200 - Sound recording and music publishing activities
30	I BLAME COCO LTD	59200 - Sound recording and music publishing activities
31	VEDIC BROADCASTING NETWORK (UK) LIMITED	60200 - Television programming and broadcasting activities
32	NARRATIO LTD.	62011 - Ready-made interactive leisure and entertainment software development
33	CYGNOCODE LTD	62011 - Ready-made interactive leisure and entertainment software development
34	SOFTLY SOLVING LIMITED	62012 - Business and domestic software development
35	THE IDEAS PLACE LIMITED	62012 - Business and domestic software development
36	MILLIMEEP LIMITED	62012 - Business and domestic software development
37	LAUNDRAPP LIMITED	62012 - Business and domestic software development
38	NUSYNERGI LIMITED	62020 - Information technology consultancy activities
39	MERSONIC LIMITED	62020 - Information technology consultancy activities
40	MEDIA RELATIONS MANAGEMENT LIMITED	70210 - Public relations and communications activities
41	2 X 2 ARCHITECTS LIMITED	71111 - Architectural activities
42	GMW ARCHITECTS INTERNATIONAL LIMITED	71111 - Architectural activities
43	SCOTT BROWNRIGG LIMITED	71111 - Architectural activities
44	BRIMELOW MCSWEENEY ARCHITECTS LIMITED	71111 - Architectural activities
45	FCB INFERNO LIMITED	73110 - Advertising agencies
46	INFERNO LIMITED	73110 - Advertising agencies
47	THE BIG RD LIMITED	73110 - Advertising agencies
48	AKA PROMOTIONS LIMITED	73110 - Advertising agencies
49	AKA NYC LIMITED	73110 - Advertising agencies
50	CP STUDIO LIMITED	73110 - Advertising agencies
51	AKA GROUP LIMITED	73110 - Advertising agencies
52	VISION NINE HQ LIMITED	73110 - Advertising agencies
53	STRETCH COMMUNICATIONS LTD	73110 - Advertising agencies
54	IPS 2000 LIMITED	73120 - Media representation services
55	PARADISE LONDON LIMITED	74100 - specialised design activities
56	CURIOUS LIMITED	74100 - specialised design activities
57	SHE WAS ONLY LTD	74100 - specialised design activities
58	THE LISA GORMAN AGENCY LIMITED	74209 - Photographic activities not elsewhere classified
59	THE PRODUCTION FACTORY LONDON LIMITED	74209 - Photographic activities not elsewhere classified
60	ACTORS' WORKSHOPS (LONDON) LIMITED	85520 - Cultural education

61	ACTORS PROFESSIONAL CENTRE LIMITED(THE)	85520 - Cultural education
62	HRH THEATRICALS LIMITED	90010 - Performing arts
63	COTTON BLOSSOM LTD	90010 - Performing arts
64	RENT 20TH ANNIVERSARY PRODUCTION LIMITED	90010 - Performing arts
65	THE WASP LONDON LTD	90010 - Performing arts
66	WICKED LONDON PRODUCTION LIMITED	90010 - Performing arts
67	WICKED UK TOUR PRODUCTION LIMITED	90010 - Performing arts
68	PLEDGEMUSIC RECORDINGS LIMITED	90020 - Support activities to performing arts
69	PLEDGEMUSIC.COM LIMITED	90020 - Support activities to performing arts
70	POETRY SOCIETY(INCORPORATED)(THE)	90030 - Artistic creation
71	CARTWRIGHT PRODUCTIONS LTD	90030 - Artistic creation
72	CANNED LAUGHTER LTD	90030 - Artistic creation
73	NEIL LAIDLAW PRODUCTIONS LTD	90030 - Artistic creation
74	SAPLING AND COLT LTD	90030 - Artistic creation
75	ZORRO (LONDON) LIMITED	90030 - Artistic creation
76	ACT TWO LIMITED	90030 - Artistic creation
77	VSA LIMITED	90030 - Artistic creation
78	S.M.THEATRE LIMITED	90030 - Artistic creation
79	POETRY PLACE LIMITED	90040 - Operation of arts facilities

**Figure 21: Creative Industry companies in Listed Buildings**

1	187	Drury Lane	CARTWRIGHT PRODUCTIONS LTD
2	22	Endell St	PLEDGEMUSIC PUBLISHING LTD
3	22	Endell St	PLEDGEMUSIC RECORDINGS LIMITED
4	22	Endell St	PLEDGEMUSIC.COM LIMITED
5	27	Great Queen St	IPS 2000 LIMITED
6	31	Great Queen St	FCB INFERNO LIMITED
7	31	Great Queen St	INFERNO LIMITED
8	42	Monmouth St	LAURA LEE JEWELLERY LIMITED
9	48	Monmouth St	COVENT GARDEN PARTNERSHIP LIMITED
10	68A	Neal St	VEDIC BROADCASTING NETWORK (UK) LIMITED
11	68A	Neal St	SECRET PETER LIMITED

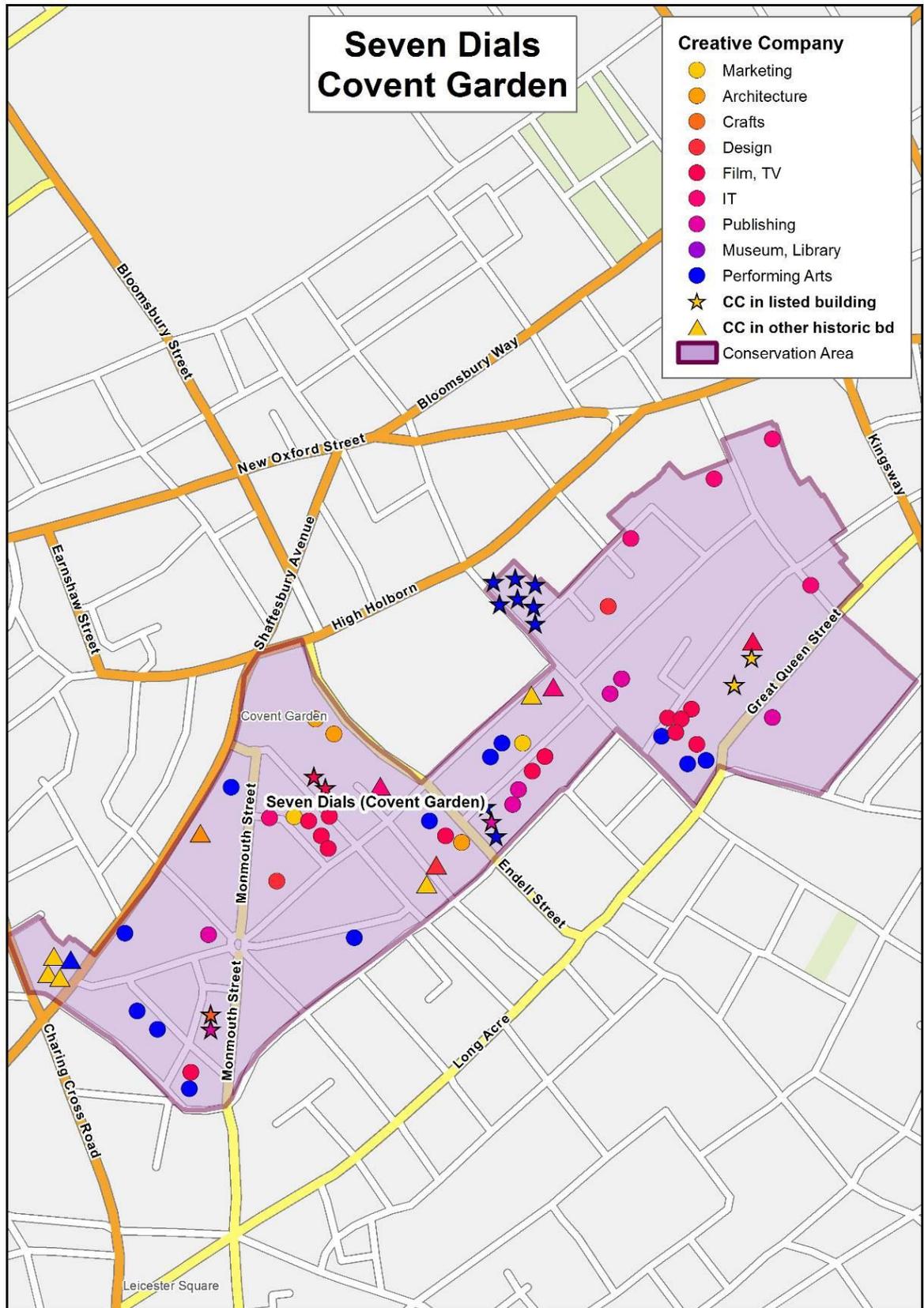
**Figure 22: Creative industry companies in other historic buildings**

1	BRIMELOW MCSWEENEY ARCHITECTS LIMITED	26 Great Queen Street
2	AKA PROMOTIONS LIMITED	115 Shaftesbury Avenue
3	AKA NYC LIMITED	115 Shaftesbury Avenue
4	ZORRO (LONDON) LIMITED	115 Shaftesbury Avenue
5	CP STUDIO LIMITED	115 Shaftesbury Avenue
6	VISION NINE HQ LIMITED	37 Shelton Street
7	CURIOUS LIMITED	41 Shelton Street
8	MILLIMEEP LIMITED	45 Shorts Gardens
9	LAUNDRAPP LIMITED	62-70 Shorts Gardens
10	STRETCH COMMUNICATIONS LTD	62-70 Shorts Gardens
11	FRONT PAGE FILMS LIMITED	20-22 Stukeley Street
12	PROSPECTUS LIMITED	20-22 Stukeley Street

Rents for new leases in the area are about £70psf, with average rents on existing leases in historic buildings being about £44 psm, considerably higher than other study areas.

Covent Garden's shops, theatres and restaurants are a now thriving, a world-famous tourist attraction. Alongside large numbers of small businesses and private residential developments, there remains a good deal of social housing and a diverse residential population. The area's historic built fabric is central to its appeal and has some protection from unsympathetic redevelopment but there is considerable development pressure. Covent Garden is essentially a single neighbourhood, but within it, Seven Dials has some distinctive features.

Figure 23: Creative Industry organisations in Seven Dials Conservation Area



There has been relatively little redevelopment of its historic buildings. Alterations to the Comyn Ching Triangle scheme were proposed, and rejected, in 2016, and the site was subsequently listed grade II as 'an early and exemplary project in urban contextualism, reflecting the emerging philosophy towards conservation and regeneration'. The largest single landowner in Seven Dials is now Shaftesbury PLC, a property rental company that invests exclusively in London's West End and this may offer a slightly greater degree of protection to historic fabric than in other parts of Covent Garden where large scale development, even behind retained facades, is changing its use and character, if not its appearance. Shaftesbury plc, who also own large tracts of Chinatown and the Carnaby Street area in Soho, are well known for their imaginative estate management, optimising the historic character of urban areas to make them more enticing to visitors and businesses alike and increasing rents in doing so.

## 2.4 SOUTH SHOREDITCH

### 2.4.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

South Shoreditch Conservation Area is within the London Borough of Hackney, immediately to the north of the City of London. The conservation area extends to 2.72 km<sup>2</sup> and has 52 listed buildings. It is within the 'City Fringe' strategic planning area that extends around the north and east of the City, into three other local authority areas: Tower Hamlets, Islington and the City of London. The 'City Fringe' includes several nearby conservation areas with broadly similar historic and economic characteristics to South Shoreditch, as well as undesignated areas.

Shoreditch developed at the junction of two roads of Roman origin; Kingsland Road and Old Street. Nothing survives of its medieval origins, when it emerged as one of the City's earliest suburbs. The area was urbanised from the late 17th century and had a population of 10,000 by 1750. This had risen tenfold by 1850, reflecting shift from residential to industrial occupation. The area became a centre for manufacturing and industry, particularly furniture production and printing, over mid-late 19<sup>th</sup> century.

Architecturally, the area is dominated by industrial buildings of c1870-1900. Much of the dense late Victorian urban grain survives today. The principal streets are typically lined by four- and five-storey former furniture showrooms, warehouses or factories; a few early 19th century houses survive. The network of small cross-streets contains smaller commercial buildings, workshops and artisan housing. The larger buildings are notably consistent in form, with large windows, regular, tall, ceiling heights and uninterrupted internal spaces. Many of the ground floors are shops or showrooms.

### 2.4.2 POST-1945 CHANGES

Manufacturers began to move out of the area to larger, suburban premises before the Second World War. The Blitz hastened this. By the 1960s, manufacturing was in steep decline, and by c.1980 most factories and workshops had gone; part of a trend to move such activities out of central London- seen also in the Docklands. Land use planning policy at this period generally aimed to retain employment by resisting the conversion of former commercial premises to residential use. Consequently, there was a surplus of vacant commercial space at this period even on the edge of the City.

By c.1980s the City required more commercial office buildings, putting pressure on adjacent areas for redevelopment, but the need was for large buildings of a particular type with big trading floors.

Therefore, much of the demand for new offices was met at Canary Wharf, where new buildings were designed specifically to meet the City's commercial requirements, and planning controls were relaxed (under LDDC) to this end. Moreover, there was some capacity for large-scale development between the City and South Shoreditch such as Broadgate (1985-91). In contrast, sites in South Shoreditch were relatively small, constrained by the historic street pattern, and therefore, for the time being, less attractive to developers.

South Shoreditch is in a highly desirable central London location, but development pressure from the expanding City was relatively limited until well into the 1980s. The subsequent increase in demand for commercial offices, came after the introduction of strict planning controls, including CA designation, to protect its historic architectural character.

From the mid-1980s to 2008 there was an economic boom in London, in which three elements - finance, the arts, and property- were driving forces.

Combined with the increasingly cosmopolitan nature of London following the Maastricht Treaty (1991), South Shoreditch was able to capitalize on all three. Its location next to the City was ideal; the area was attractive to creative industries for its fashionable, artistic and culturally open reputation, suitable buildings were available, and funding accessible. At the same time there was a strong commitment to conservation-based planning, which was well-resourced through the combination of adjacent LPA including the City, with EH support. Conservation objectives were deliverable because of increasing land values from the 1980s.

A dense concentration of the dominant local historic building type, of small industrial premises with open plans, was well-suited to re-use by small businesses that value face-to-face engagement with their peers, such as the 'creative industries'. The key architectural feature of such buildings is highly visible: the street elevations, which collectively create the distinctive neighbourhood. Most of the buildings are protected as positive contributors to the conservation area, but few are listed, so internal conversion is free from conservation-based planning constraints. (Were more buildings listed in order to save internal features of industrial archaeology, re-use would have been more difficult.)

### 2.4.3 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

During the 1980s many former industrial buildings were available cheaply and became artists' studios, galleries, informal bars and nightclubs, establishing the area as fashionable locale, supported by the proximity of the City and new employment-generating developments like Broadgate.

At the same time there was a growing awareness of the special architectural character of the area, which led to the designation of conservation areas and the adoption of a range of conservation-based planning controls by LB Hackney and the adjacent Councils.

As land values and rents increased, artists' studios were replaced by 'creative industries', such as designers and architects; and small IT companies ranging from financial support services associated with the City, to software and games developers, which now make up a large proportion of local businesses. Many former commercial premises have been converted to residential use since the 1990s, although South Shoreditch CA is (and will continue to be under an Article 4 Direction) exempt from the 2015 Order allowing such changes of use 'permitted development'.

**2.4.4 CONSERVATION AND PLANNING POLICIES**

The catalyst for the conservation of the built environment in South Shoreditch was a report South Shoreditch: Historic and Industrial Buildings by the Hackney Society in 1986. It was prepared in the context of growing pressure for redevelopment as the City sought to expand. It recommended that Shoreditch be protected through conservation area designation. Hackney Council designated Sun Street CA, just north of Broadgate in 1987. As an historic area immediately abutting the City, this was subject to the greatest pressure for redevelopment. South Shoreditch and Shoreditch High Street CAs were designated in 1991. The Council produced Urban Design Guidance for the areas the same year.

In 2003 the GLA, English Heritage (as then) and the four local planning authorities commissioned a City Fringe Urban Planning Policy Framework, including a section dedicated to South Shoreditch (2004 by Urban Practitioners / Alan Baxter Associates). This formed the basis of the South Shoreditch Supplementary Planning Document, adopted by LB Hackney as part of its Local Development Framework in 2006, to guide development in the area; containing detailed policies for conserving its special architectural and historic character. It remains current within the Hackney Local Plan 2010.

Concurrently, the special architectural character of the area was studied in detail by English Heritage, resulting in a report entitled 'An Industrial Suburb': The Commercial Buildings of South Shoreditch 1850-1980 (2004), followed by a published summary Behind the Veneer – The South Shoreditch Furniture Trade and its Buildings, in 2006. Building on this research LB Hackney prepared a conservation area appraisal, recommending the expansion and amalgamation of South Shoreditch and Shoreditch High Street CAs, which was done in 2009.

Bishopsgate/Shoreditch is in the 2011 Mayor’s London Plan City Fringe/Tech City Opportunity Area. Hackney Council is (2018) preparing an area action plan for Shoreditch, called Future Shoreditch.

**2.4.5 CURRENT SITUATION**

Figure 28 lists creative industry companies in the area and Figure 25 maps them. There is detail of historic buildings in Appendix 4.1. Figure 24 shows that, while there are many companies involved in all types of creative industries (other than artists, who have long been forced out by rising rents), including dense concentrations, by comparison to other conservation areas, of design and advertising/marketing companies. The area is a notable hub for IT related businesses and is well- known as such.

**Figure 24: Nature of Creative Industry companies in South Shoreditch**

	Companies	% of Total	Per Sq Km	National Ranking
IT, Software & Computer Services	128	<b>32%</b>	464	<b>2</b>
Film, TV, Video, Radio, Photo	74	18%	268	10
Advertising & Marketing	70	17%	254	<b>5</b>
Music, Performing & Visual Arts	62	15%	225	11
Architecture	24	6%	87	11
Design	23	6%	83	<b>3</b>
Publishing	22	5%	80	14
Museums, Galleries, Libs	3	1%	11	8
Crafts	0	0%	0	64
<b>TOTAL</b>	<b>406</b>	<b>100%</b>	<b>1,471</b>	<b>7</b>

There is big concentration of creative industries, about 50 companies in all, in 134-136 Curtain Road, a classic of the type of building that appeals to smaller companies in the sector. It is a former showroom / warehouse built for the furniture dealer C&R Light between 1881 and 1887 to the designs of Richard Crease Hamilton. It has large windows, high ceilings and wide floorplates. There are clusters of companies in other similar buildings.

The increasingly residential character of the area (including a large number of new student accommodation units) has led to a contraction of the night-time economy, which is now being discouraged by the Council for reasons of residential amenity. However, the perception of South Shoreditch as a fashionable area associated with artists and nightlife survives, even if it is now largely historic, and still appears to be a significant factor in the area's continuing appeal to industries (like IT) that cherish an informal and youthful self-image.

**Figure 25: Creative industry companies in South Shoreditch CA**

1	SOCIABILITY LTD	58110 - Book publishing
2	WIN-WIN HEALTH INTELLIGENCE LIMITED	58110 - Book publishing
3	PINE TRIBE LTD	58110 - Book publishing
4	THOROGOOD PUBLISHING LIMITED	58110 - Book publishing
5	I AM SQUAREHEAD LIMITED	58110 - Book publishing
6	TOUCAN BOOKS LIMITED	58110 - Book publishing
7	GOLF COWS LTD	58110 - Book publishing
8	ASIAN BUSINESS PUBLICATIONS LIMITED	58130 - Publishing of newspapers
9	PLAYERS PUBLISHING LIMITED	58142 - Publishing of consumer and business journals and periodicals
10	PORT PUBLISHING LTD	58142 - Publishing of consumer and business journals and periodicals
11	WATERFRONT PUBLISHING LTD	58142 - Publishing of consumer and business journals and periodicals
12	76 MANAGEMENT LTD	58190 - Other publishing activities
13	THE CHURCH OF LONDON PUBLISHING LIMITED	58190 - Other publishing activities
14	LONDONIST LTD	58190 - Other publishing activities
15	TOUCHLINE PUBLISHING LIMITED	58190 - Other publishing activities
16	CULTURE COVER (MEDIA) LTD	58190 - Other publishing activities
17	DMC DIGITAL LIMITED	58190 - Other publishing activities
18	READ-ONLY MEMORY LTD	58190 - Other publishing activities
19	MINDAPPLES TRADING LTD	58290 - Other software publishing
20	ILLY SYSTEMS LIMITED	58290 - Other software publishing
21	NO AGENT TECHNOLOGIES LIMITED	58290 - Other software publishing
22	OFFBEAT MOVES LTD	59111 - Motion picture production activities
23	WIGWAM FILMS LTD	59111 - Motion picture production activities
24	VEXED PIXIE LIMITED	59111 - Motion picture production activities
25	JUST SO FILMS LIMITED	59111 - Motion picture production activities
26	CORONA PICTURES LIMITED	59111 - Motion picture production activities
27	THE LIABILITY FILM LIMITED	59111 - Motion picture production activities
28	NEXT GOAL WINS LTD	59111 - Motion picture production activities
29	THE DARKEST UNIVERSE LTD	59111 - Motion picture production activities
30	ARCHER'S MARK INTERNATIONAL LIMITED	59111 - Motion picture production activities
31	NATIVE VOICE FILMS LIMITED	59111 - Motion picture production activities
32	THE ANGEL HOTEL FILM PRODUCTION LIMITED	59111 - Motion picture production activities
33	CODED PICTURES LIMITED	59111 - Motion picture production activities
34	VCL VIDEO LIMITED	59112 - Video production activities
35	BLACK CAB SESSIONS LTD.	59112 - Video production activities
36	SEENIT DIGITAL LIMITED	59112 - Video production activities
37	GAINSBURY AND WHITING LIMITED	59112 - Video production activities
38	GARDEN WALK LTD	59112 - Video production activities
39	SCREENCULT LTD	59112 - Video production activities
40	TINY CINEMA LIMITED	59112 - Video production activities
41	SALT TV LTD	59112 - Video production activities
42	SHORTS INTERNATIONAL LIMITED	59112 - Video production activities
43	JW PRODUCTIONS LONDON LIMITED	59112 - Video production activities
44	VELO PRODUCTION LTD	59112 - Video production activities
45	XPONO LTD	59112 - Video production activities
46	GEOCAST TV LIMITED	59112 - Video production activities
47	RESIST PRODUCTIONS LTD	59112 - Video production activities
48	REBELLION DESIGN LIMITED	59112 - Video production activities
49	TAYLOR MADE MEDIA TV LIMITED	59113 - Television programme production activities
50	TV AUDIO MIX LIMITED	59113 - Television programme production activities
51	CORONA TELEVISION LIMITED	59113 - Television programme production activities
52	LIVERPOOL STREET PRODUCTIONS LTD	59113 - Television programme production activities
53	BOSSACO LIMITED	59113 - Television programme production activities
54	DIRTY LTD	59120 - Motion picture, video and television programme post-production activities
55	POSTMEN LTD	59120 - Motion picture, video and television programme post-production activities
56	SURFACE LONDON LTD	59120 - Motion picture, video and television programme post-production activities
57	REBEL POST PRODUCTION LTD	59120 - Motion picture, video and television programme post-production activities
58	PECCADILLO PICTURES LIMITED	59131 - Motion picture distribution activities
59	TRISTAN GODEFROY LTD	59131 - Motion picture distribution activities
60	ONEFOLD DIGITAL LIMITED	59200 - Sound recording and music publishing activities

61	INGROOVES U.K., LTD.	59200 - Sound recording and music publishing activities
62	DEEP INSIDE YOU LIMITED	59200 - Sound recording and music publishing activities
63	ITH LIMITED	59200 - Sound recording and music publishing activities
64	BELLA UNION LIMITED	59200 - Sound recording and music publishing activities
65	MAKE MY DAY LIMITED	59200 - Sound recording and music publishing activities
66	MAKE MY DAY PUBLISHING LIMITED	59200 - Sound recording and music publishing activities
67	OPERA RARA	59200 - Sound recording and music publishing activities
68	FAIRSPLIT MUSIC LIMITED	59200 - Sound recording and music publishing activities
69	ARISION RECORDINGS LIMITED	59200 - Sound recording and music publishing activities
70	ARISION EDITIONS LIMITED	59200 - Sound recording and music publishing activities
71	LIME BLUE MUSIC LIMITED	59200 - Sound recording and music publishing activities
72	SUPERHYPE TAPES LIMITED	59200 - Sound recording and music publishing activities
73	MIXCLOUD LTD	60100 - Radio broadcasting
74	GROUP K BROADCASTING LIMITED	60200 - Television programming and broadcasting activities
75	SHORTSTV FRANCE LIMITED	60200 - Television programming and broadcasting activities
76	NGW.DIGITAL LTD	62011 - Ready-made interactive leisure and entertainment software development
77	DEV2RIGHTS LTD	62011 - Ready-made interactive leisure and entertainment software development
78	BOSSA STUDIOS LIMITED	62011 - Ready-made interactive leisure and entertainment software development
79	HUTCH DRIVES LIMITED	62011 - Ready-made interactive leisure and entertainment software development
80	HUTCH WHEELS LIMITED	62011 - Ready-made interactive leisure and entertainment software development
81	HUTCH HILL LIMITED	62011 - Ready-made interactive leisure and entertainment software development
82	USTWO GAMES LTD	62011 - Ready-made interactive leisure and entertainment software development
83	BAR PASS LIMITED	62011 - Ready-made interactive leisure and entertainment software development
84	GUMBUG LIMITED	62011 - Ready-made interactive leisure and entertainment software development
85	TYK TECHNOLOGIES LIMITED	62012 - Business and domestic software development
86	BLUE RONIN LTD	62012 - Business and domestic software development
87	FINCODE LIMITED	62012 - Business and domestic software development
88	TAP IT HOLDINGS LIMITED	62012 - Business and domestic software development
89	TF TECH LTD	62012 - Business and domestic software development
90	VANILR LTD	62012 - Business and domestic software development
91	ENNELIN LTD	62012 - Business and domestic software development
92	LIFESCALE LIMITED	62012 - Business and domestic software development
93	HOMEWINGS LTD	62012 - Business and domestic software development
94	AIRE LABS LTD	62012 - Business and domestic software development
95	FINTEK SOFTWARE LIMITED	62012 - Business and domestic software development
96	WEALTH DYNAMICS LIMITED	62012 - Business and domestic software development
97	CO & CO (UK) LIMITED	62012 - Business and domestic software development
98	LIFECAKE LIMITED	62012 - Business and domestic software development
99	RED C MOBILE LTD	62012 - Business and domestic software development
100	GLOOP LABS LIMITED	62012 - Business and domestic software development
101	ILLY COMPUTER SYSTEMS LIMITED	62012 - Business and domestic software development
102	LOCI SYSTEMS LTD	62012 - Business and domestic software development
103	MEDIASTERLING LIMITED	62012 - Business and domestic software development
104	INTECH LIMITED	62012 - Business and domestic software development
105	FORTITUDE WORLDWIDE LTD	62012 - Business and domestic software development
106	APPFLY LTD	62012 - Business and domestic software development
107	ADDIN365 LIMITED	62012 - Business and domestic software development
108	CROWDOSCOPE LTD	62012 - Business and domestic software development
109	SEBAZZO LTD.	62012 - Business and domestic software development
110	GLINT PAY SERVICES LTD	62012 - Business and domestic software development
111	GLINT PAY UK LTD	62012 - Business and domestic software development
112	USTWO LONDON LTD	62012 - Business and domestic software development
113	COMUZI LTD.	62012 - Business and domestic software development
114	OMETRIA LTD	62012 - Business and domestic software development
115	CONNECTED RETAIL LIMITED	62012 - Business and domestic software development
116	CRONCYCLE LTD	62012 - Business and domestic software development
117	MANIFESTO DIGITAL LIMITED	62012 - Business and domestic software development
118	THOUGHT&FUNCTION LTD.	62012 - Business and domestic software development
119	RAISING IT LIMITED	62012 - Business and domestic software development
120	EXPEND LIMITED	62012 - Business and domestic software development



121	CAST SOFTWARE LIMITED	62012 - Business and domestic software development
122	MBA MICHAEL BAILEY ASSOCIATES PLC	62020 - Information technology consultancy activities
123	MICHAEL BAILEY ASSOCIATES LIMITED	62020 - Information technology consultancy activities
124	WEBSTARS LTD	62020 - Information technology consultancy activities
125	WITH REASON LTD	62020 - Information technology consultancy activities
126	EHD DIGITAL MARKETING LIMITED	62020 - Information technology consultancy activities
127	THE DEXTROUS WEB LTD	62020 - Information technology consultancy activities
128	BYNG SERVICES LIMITED	62020 - Information technology consultancy activities
129	BYNG GROUP LIMITED	62020 - Information technology consultancy activities
130	PROFILEGURU LIMITED	62020 - Information technology consultancy activities
131	CLOUD DIGITAL RESEARCH LTD	62020 - Information technology consultancy activities
132	LDN CREATIVE LTD	62020 - Information technology consultancy activities
133	DAVID COPELAND LIMITED	62020 - Information technology consultancy activities
134	FAT BEEHIVE LIMITED	62020 - Information technology consultancy activities
135	PUSHER LIMITED	62020 - Information technology consultancy activities
136	WORLD ALLIANCE LABORATORIES LTD	62020 - Information technology consultancy activities
137	SNOWPLOW ANALYTICS LIMITED	62020 - Information technology consultancy activities
138	NORMALLY LTD	62020 - Information technology consultancy activities
139	EAVO LIMITED	62020 - Information technology consultancy activities
140	XERVIO TECHNOLOGY LIMITED	62020 - Information technology consultancy activities
141	GUESTY MEDIA LIMITED	70210 - Public relations and communications activities
142	PALM-PR LTD	70210 - Public relations and communications activities
143	WONDER LONDON LIMITED	70210 - Public relations and communications activities
144	DECEMBER CONSULTANCY LTD	70210 - Public relations and communications activities
145	BEEETROOT PUBLISHING LIMITED	70210 - Public relations and communications activities
146	SPLENDID COMMUNICATIONS GROUP LIMITED	70210 - Public relations and communications activities
147	SPLENDID COMMUNICATIONS LIMITED	70210 - Public relations and communications activities
148	KINGDOM COLLECTIVE LONDON LTD	70210 - Public relations and communications activities
149	INDIGOFERA PR LIMITED	70210 - Public relations and communications activities
150	CROUD INC LTD	70210 - Public relations and communications activities
151	ADAM RICHARDS ARCHITECTS LIMITED	71111 - Architectural activities
152	AZMAN ASSOCIATES ARCHITECTS LTD	71111 - Architectural activities
153	COMMUNITY CAPITAL LIMITED	71111 - Architectural activities
154	INTERNATIONAL NETWORK FOR TRADITIONAL BUIL	71111 - Architectural activities
155	THE PRINCE'S FOUNDATION	71111 - Architectural activities
156	HASSELL LTD	71111 - Architectural activities
157	GIBBERD LIMITED	71111 - Architectural activities
158	AZPML LIMITED	71111 - Architectural activities
159	STUDIO 1 ARCHITECTS LTD	71111 - Architectural activities
160	FFE CONSULTING LTD	71111 - Architectural activities
161	MICHAEL O'SULLIVAN DESIGN LIMITED	71111 - Architectural activities
162	LAURENT MOT LIMITED	71111 - Architectural activities
163	FORTY FIVE DEGREES LTD	71111 - Architectural activities
164	WAUGH THISTLETON ARCHITECTS LIMITED	71111 - Architectural activities
165	UBER RAUM LIMITED	71111 - Architectural activities
166	MILK ARCHITECTURE & DESIGN LIMITED	71111 - Architectural activities
167	CLEMENTS & PORTER LIMITED	71111 - Architectural activities
168	AFTERHOURSTUDIO LTD	71111 - Architectural activities
169	KYSON DESIGN LIMITED	71111 - Architectural activities
170	KYSON GROUP LIMITED	71111 - Architectural activities
171	WEBB YATES ENGINEERS LIMITED	71111 - Architectural activities
172	MOLYNEUX KERR ARCHITECTS LIMITED	71111 - Architectural activities
173	TEWKSBURY DESIGN LIMITED	71112 - Urban planning and landscape architectural activities
174	CLUBHOUSE STUDIOS LIMITED	73110 - Advertising agencies
175	CAIRBLAN LIMITED	73110 - Advertising agencies
176	NADSTAR LTD	73110 - Advertising agencies
177	PARTIZAN INTERNATIONAL LIMITED	73110 - Advertising agencies
178	PD 3 LIMITED	73110 - Advertising agencies
179	IMPERIAL LEISURE LIMITED	73110 - Advertising agencies
180	CREATURE LONDON LIMITED	73110 - Advertising agencies

181	SARTRE GROUP LTD	73110 - Advertising agencies
182	COLLINS WINNING LIMITED	73110 - Advertising agencies
183	PABLO LONDON LIMITED	73110 - Advertising agencies
184	THE CROCODILE INTEGRATED MARKETING LIMITED	73110 - Advertising agencies
185	ALFRED LONDON LTD	73110 - Advertising agencies
186	SEVEN STAR DIGITAL LTD	73110 - Advertising agencies
187	PROTEIN AGENCY UK LTD.	73110 - Advertising agencies
188	M COM ONE LIMITED	73110 - Advertising agencies
189	POCKETMATH LIMITED	73110 - Advertising agencies
190	MOTHER HOLDINGS LIMITED	73110 - Advertising agencies
191	MOTHER LONDON LIMITED	73110 - Advertising agencies
192	ERIC MORECAMBE LIMITED	73110 - Advertising agencies
193	BLACKBRIDGE COMMUNICATIONS LIMITED	73110 - Advertising agencies
194	BATS IN BELFRIES LIMITED	73110 - Advertising agencies
195	HRVILLE LIMITED	73110 - Advertising agencies
196	BUONGIORNO UK LIMITED	73110 - Advertising agencies
197	ANYMEDIA LIMITED	73110 - Advertising agencies
198	HOMETOWN ADVERTISING LIMITED	73110 - Advertising agencies
199	START JG MIDDLE EAST LIMITED	73110 - Advertising agencies
200	START JUDGE GILL LIMITED	73110 - Advertising agencies
201	LIVING DESIGNS ASSOCIATES LIMITED	73110 - Advertising agencies
202	LIVING GROUP LIMITED	73110 - Advertising agencies
203	LIVING REPORTING LIMITED	73110 - Advertising agencies
204	COMMUNICATOR LONDON LIMITED	73110 - Advertising agencies
205	HEY STYLE LIMITED	73110 - Advertising agencies
206	ALBION BRAND COMMUNICATION LIMITED	73110 - Advertising agencies
207	MISSOURI ONE LTD	73110 - Advertising agencies
208	SEEN PRESENTS LTD	73110 - Advertising agencies
209	CAPTIVATE GROUP LIMITED	73110 - Advertising agencies
210	STIR PUBLIC RELATIONS LTD	73110 - Advertising agencies
211	GILL TURNER LIMITED	73120 - Media representation services
212	ESSENCE PR LIMITED	73120 - Media representation services
213	WELLCOM LONDON LIMITED	73120 - Media representation services
214	THIS PLACE LIMITED	73120 - Media representation services
215	THIS PLACE RULES LIMITED	73120 - Media representation services
216	NOAHS MEDIA LIMITED	73120 - Media representation services
217	KO MEDIA (UK) LIMITED	73120 - Media representation services
218	SUGARBEAN MEDIA LIMITED	73120 - Media representation services
219	KOTA CREATIVE LTD	73120 - Media representation services
220	WSRW LIMITED	73120 - Media representation services
221	AFFECTV LTD	73120 - Media representation services
222	UNDER COVER (MEDIA) LTD	73120 - Media representation services
223	FUSED7 LTD	73120 - Media representation services
224	CLARITY LONDON LTD	73120 - Media representation services
225	THE MEDIA TREE PROJECT LIMITED	73120 - Media representation services
226	FLYNET PICTURES UK LIMITED	73120 - Media representation services
227	GOOD, FORM & SPECTACLE LIMITED	74100 - specialised design activities
228	RADLEY YELDAR LIMITED	74100 - specialised design activities
229	DILIGENT COMMERCE LTD	74100 - specialised design activities
230	KLINICAL LTD	74100 - specialised design activities
231	DTWO DESIGN LIMITED	74100 - specialised design activities
232	SITE SPECIFIC LIMITED	74100 - specialised design activities
233	THE LIGHT LAB LIMITED	74100 - specialised design activities
234	APPLIED WORKS UK LIMITED	74100 - specialised design activities
235	GRIZZLE LIMITED	74100 - specialised design activities
236	LACUNA LONDON LTD	74100 - specialised design activities
237	ALEXANDER WATERWORTH INTERIORS LTD.	74100 - specialised design activities
238	PETER LINNETT LIMITED	74100 - specialised design activities
239	SCIENCE PRACTICE LTD	74100 - specialised design activities
240	AMANDA SVART LTD	74100 - specialised design activities

241	YOUR STUDIO LTD	74100 - specialised design activities
242	BLOND LTD	74100 - specialised design activities
243	NEWL&POTTER LIMITED	74100 - specialised design activities
244	SPORT A SMILE LIMITED	74100 - specialised design activities
245	KELLENBERGER-WHITE LIMITED	74100 - specialised design activities
246	JUDGE GILL LIMITED	74100 - specialised design activities
247	SEEN DISPLAYS LTD	74100 - specialised design activities
248	IMG 1ST LIMITED	74201 - Portrait photographic activities
249	COCOON CREATIVE LIMITED	74209 - Photographic activities not elsewhere classified
250	RETOUCH AND POST LTD	74209 - Photographic activities not elsewhere classified
251	THE POST ROOM LONDON LTD	74209 - Photographic activities not elsewhere classified
252	INVISIBLE INC CREATIVE LIMITED	74209 - Photographic activities not elsewhere classified
253	ELEMENTS CREATIVE RETOUCHING LTD	74209 - Photographic activities not elsewhere classified
254	LONDON MAKEOVERS LTD	74209 - Photographic activities not elsewhere classified
255	TIM FLACH PHOTOGRAPHY LIMITED	74209 - Photographic activities not elsewhere classified
256	TOUCHNOTE LIMITED	74209 - Photographic activities not elsewhere classified
257	THE OPERATORS CREATIVE LIMITED	74209 - Photographic activities not elsewhere classified
258	HITCH VENTURES LTD	74209 - Photographic activities not elsewhere classified
259	BRUCE ANDERSON PHOTOGRAPHIC LIMITED	74209 - Photographic activities not elsewhere classified
260	JAPANEEDS LIMITED	74300 - Translation and interpretation activities
261	MIMBRE LIMITED	85520 - Cultural education
262	MUSEUM IN A BOX LTD.	85520 - Cultural education
263	THE ROYAL DRAWING SCHOOL	85520 - Cultural education
264	LONDON HAIR & BEAUTY LIMITED	85520 - Cultural education
265	MORO PRODUCTIONS LTD.	90010 - Performing arts
266	MOR OR LES PRODUCTIONS LIMITED	90010 - Performing arts
267	FEVERED SLEEP	90010 - Performing arts
268	CLASSICBERRY LIMITED	90010 - Performing arts
269	ROLL OVER RECORDS LIMITED	90010 - Performing arts
270	TROLCHARM LIMITED	90010 - Performing arts
271	HESSO MEDIA LTD	90020 - Support activities to performing arts
272	DERAILED THEATRE PRODUCTION LIMITED	90020 - Support activities to performing arts
273	SHOREDITCH TOWN HALL TRADING LIMITED	90020 - Support activities to performing arts
274	WE FUND LIMITED	90020 - Support activities to performing arts
275	INTO DARKNESS LIMITED	90030 - Artistic creation
276	NOTOWN LIMITED	90030 - Artistic creation
277	PROP STUDIOS LIMITED	90030 - Artistic creation
278	SAMANTHA GAINSBURY LTD	90030 - Artistic creation
279	MONOKOTO LTD	90030 - Artistic creation
280	LIVE ENGINEERING LTD	90030 - Artistic creation
281	NATIVE DESIGN LIMITED	90030 - Artistic creation
282	ROS LITTLE LIMITED	90030 - Artistic creation
283	BOOK WORKS (UK) LTD	90030 - Artistic creation
284	RKA TALENT LTD	90030 - Artistic creation
285	TOEPLUSBEE LTD	90030 - Artistic creation
286	JULIAN OPIE LIMITED	90030 - Artistic creation
287	COLLAGE BOY ART LTD	90030 - Artistic creation
288	JACKY TSAI LIMITED	90030 - Artistic creation
289	WARM STREET LIMITED	90030 - Artistic creation
290	MY ACCOMPLICE LIMITED	90030 - Artistic creation
291	INIVA ENTERPRISES LIMITED	90030 - Artistic creation
292	SPARKS STUDIO LIMITED	90030 - Artistic creation
293	THE INSTITUTE OF INTERNATIONAL VISUAL ARTS	90030 - Artistic creation
294	THE SOCIETY OF DESIGNER-CRAFTSMEN	90030 - Artistic creation
295	GRAFFITI KINGS LIMITED	90030 - Artistic creation
296	MONOGRAM LTD	90030 - Artistic creation
297	BUNCH LIMITED	90030 - Artistic creation
298	HUTCH GAMES LTD	90030 - Artistic creation
299	BREED LIMITED	90030 - Artistic creation
300	PEEPSHOW COLLECTIVE LTD	90030 - Artistic creation
301	GRIMM PRODUCTIONS LTD	90040 - Operation of arts facilities
302	DEGREEART ASIA LTD	90040 - Operation of arts facilities
303	STANDPOINT STUDIOS	90040 - Operation of arts facilities
304	VILLAGE UNDERGROUND LIMITED	90040 - Operation of arts facilities
305	VILLAGE UNDERGROUND PROJECTS LTD	90040 - Operation of arts facilities
306	DITCH PRODUCTIONS LIMITED	90040 - Operation of arts facilities
307	SHOREDITCH TOWN HALL TRUST	90040 - Operation of arts facilities
308	AUTOGRAPH ABP	90040 - Operation of arts facilities
309	ALPINE CLUB LIBRARY	91011 - Library activities
310	AUTOGRAPH MEDIA LTD	91012 - Archives activities

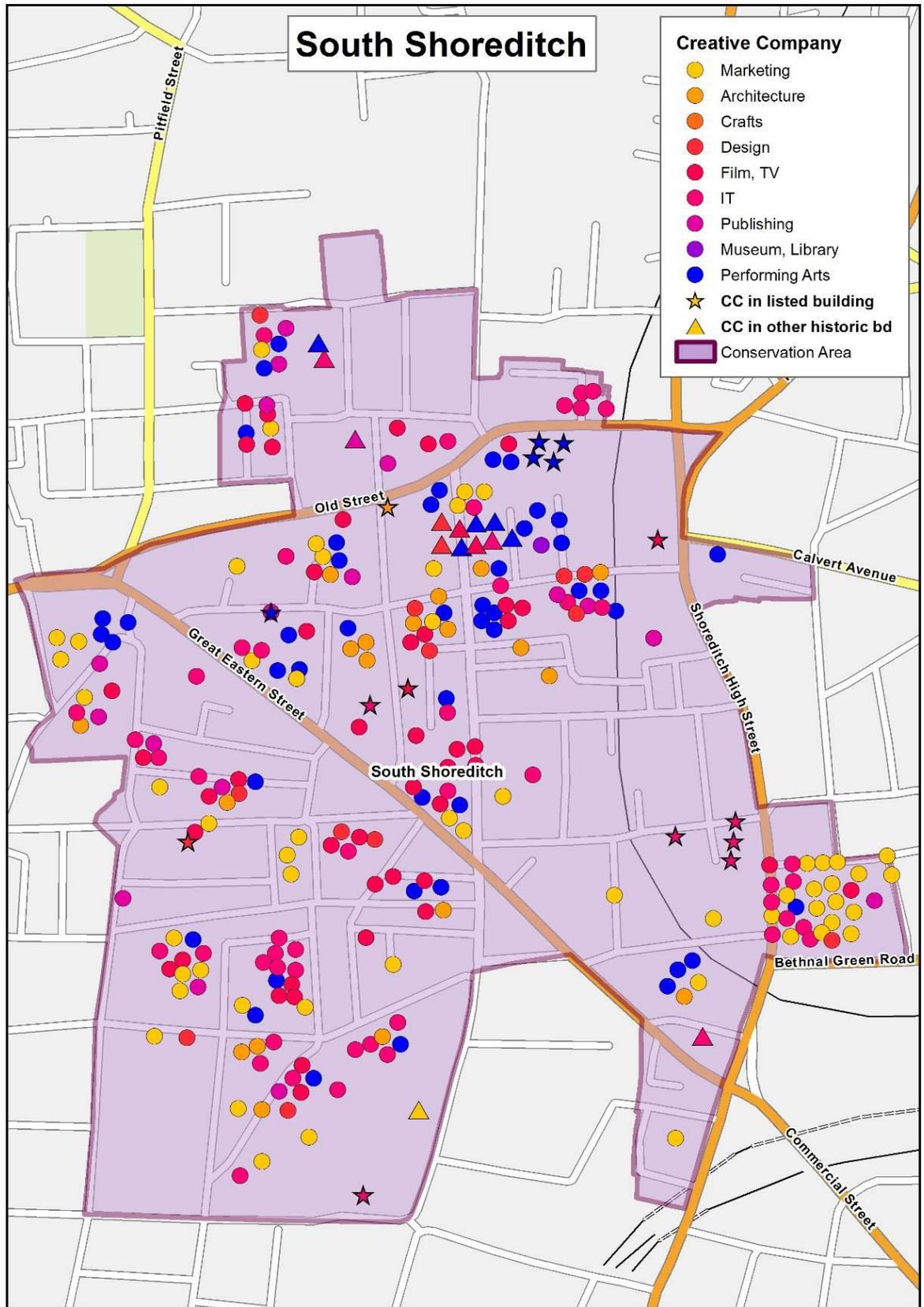
**Figure 26: Creative industry companies in listed buildings**

1	45-46	Charlotte Road	FINCODE LIMITED
2	45-46	Charlotte Road	BLUE RONIN LTD
3	45-46	Charlotte Road	DIRTY LTD
4		Mark St	PETER LINNETT LIMITED
5	36-42	New Inn Yard	UBER RAUM LIMITED
6	36-42	New Inn Yard	MEDIASTERLING LIMITED
7	380	Old St	DITCH PRODUCTIONS LIMITED
8	380	Old St	SHOREDITCH TOWN HALL TRADING LIMITED
9	380	Old St	MY ACCOMPLICE LIMITED
10	380	Old St	FEVERED SLEEP
11	380	Old St	SHOREDITCH TOWN HALL TRUST
12	24	Rivington St	THE SOCIETY OF DESIGNER-CRAFTSMEN
13	189	Shoreditch High St	BAR PASS LIMITED
14	189-190	Shoreditch High St	EAVO LIMITED
15	189-190	Shoreditch High St	RAISING IT LIMITED
16	126	Shoreditch High St	BRUCE ANDERSON PHOTOGRAPHIC LIMITED
17	342	Shoreditch High St	MILK ARCHITECTURE & DESIGN LIMITED
18	99-101	Worship St	XERVIO TECHNOLOGY LIMITED

**Figure 27: Creative industry companies in other historic buildings**

1	CREATURE LONDON LIMITED	21 Curtain Road
2	MICHAEL O'SULLIVAN DESIGN LIMITED	134-146 Curtain Road
3	OPERA RARA	134-146 Curtain Road
4	POSTMEN LTD	134-146 Curtain Road
5	GAINSBURY AND WHITING LIMITED	134-146 Curtain Road
6	SAMANTHA GAINSBURY LTD	134-146 Curtain Road
7	MAKE MY DAY LIMITED	134-146 Curtain Road
8	MAKE MY DAY PUBLISHING LIMITED	134-146 Curtain Road
9	FINTEK SOFTWARE LIMITED	134-146 Curtain Road
10	DTWO DESIGN LIMITED	134-146 Curtain Road
11	SITE SPECIFIC LIMITED	Curtain House Curtain Road
12	EHD DIGITAL MARKETING LIMITED	2-4 Great Eastern Street
13	TOEPLUSBEE LTD	8-9 Hoxton Square
14	TOEPLUSBEE LTD	8-9 Hoxton Square
15	THE DEXTROUS WEB LTD	8-9 Hoxton Square
16	THE DEXTROUS WEB LTD	8-9 Hoxton Square
17	PORT PUBLISHING LTD	43-44 Hoxton Square

Figure 28: Creative Industry companies in South Shoreditch Conservation Area



## 3 CASE STUDIES – OUTSIDE LONDON

### 3.1 CHELTENHAM CENTRAL

#### 3.1.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

The Cheltenham Central Conservation Area covers the whole centre of the town and most of its inner suburbs. It is unusually large, at c.6km<sup>2</sup> and is said to be the largest designated historic area in Europe. It contains 873 statutorily listed buildings and 205 on the local list. The area is covered by 19 separate conservation area appraisals, which identify a substantial number of other buildings as making a positive contribution to the area's special architectural or historic character or appearance.

Cheltenham lies in the flat lands of the Vale of Severn, just below the NW edge of the Cotswold escarpment. The town has early origins and was granted a market charter in 1226. It was small and unremarkable until discovery of mineral water springs in the early 18th century. From c.1840 the town was developed as a spa with houses, hotels, assembly rooms, a theatre and landscaped gardens. Its reputation as an exclusive summer resort was sealed when George III and his family stayed in 1788; its subsequent growth was dramatic. Its population of c.3,000 in 1801 had increased ten-fold by 1841.

Its fashionable heyday had passed by the mid-19th century, but suburban development continued throughout the Victorian period. The town remained popular for convalescence, retreat and retirement well into the 20th century. As it declined as a resort it became known for its private boarding schools, for which its many large houses were ideally suited, and which helped to preserve its social exclusivity. Until the start of the 20th century Cheltenham had almost no industry and relatively little workers' housing. In the first half of the 20th century light industries such as the production of aeroplane components developed on the edge of the town, stimulated by the demands of the two world wars, when many of the large old houses served as convalescent homes.

The outstanding architectural significance of Cheltenham entirely results from development as a spa. It is characterised by wide tree-lined streets of villas and terraces predominantly in the 'Regency' neo-classical style, complemented by numerous Gothic revival churches. From the outset development was private and speculative, typically in planned estates of houses in landscaped settings, often with vistas along the streets out into the surrounding countryside. Even areas close to the centre of the town are, in effect, distinctive suburban neighbourhoods, with extensive public and private gardens.

Key areas of architectural significance include the two earliest spa districts: Montpellier, which became a part of commercial and retail core of the town in the 20th century; and Pittville, which retains an exclusive residential character. A high proportion of their buildings is listed and splendid early 19th century Pump Rooms (listed grade I) survive in both places. The Old Town encompasses the medieval settlement, church and street pattern, although it was largely rebuilt in the Regency period. Sydenham is a Regency suburb with numerous of listed houses. Other areas have less significance. Leckhampton and Tivoli (among the few areas of 19th century artisan terraced housing), and the 19th century retail area of Bath Road, contain only a handful of listed buildings although many of the others are identified as making a positive contribution to the architectural character of each area. Eldorado, Dean Close and Hatherley Park to the west are red-brick late-Victorian and Edwardian suburbs, also with few listed buildings. Cheltenham can justifiably claim, as a whole, to be 'the most complete Regency town in England'.

### 3.1.2 POST-1945 CHANGES

The town was away from the main targets for bombing in the Second World War and its economy benefitted from this degree of safety. In the second half of the 20th century, alongside engineering, warehousing and other service industries on the edge of the town, retail, financial services, administration and professional activities expanded in the historic core. Many large Georgian houses became offices: for example, much of the Promenade - one of the town's great architectural set-pieces - is now occupied by the Council's offices. The Government Communications Headquarters (GCHQ) moved to a site west of the town in 1951 and is now the county's largest employer, with c.5,800 staff.

The Council's desire to encourage new economic activities was sometimes at the expense of historic buildings during the post-war period. Commercial development, along the main roads and in the town centre, includes the visually intrusive Eagle Star Insurance tower (1968) on Bath Road, and several multi-storey car parks and architecturally banal retail developments in the town centre. Since the 1970s the value of the town's historic architecture and environment to the local economy has been increasingly well-recognised and the 'visitor economy' has been maintained and developed in this context. Numerous festivals of music, science and literature are held in the town, as well as the annual National Hunt Festival. The University of Gloucester has several sites in the conservation area including the former Zoological Gardens in The Park. It was established in 2001 by the amalgamation of several existing institutions and now has c.8,000 students.

### 3.1.3 CONSERVATION AND PLANNING POLICIES

The conservation area was designated in 1973 and extended in 1987 and 2009. It was an early recipient of government grant for building conservation: first, under the auspices of the Historic Buildings Council for England, through the 'Town Scheme' which made grants to outstanding groups of buildings; and, after 1983, from its successor body, English Heritage, through its 'Programme Town' grant scheme for key historic areas.

In 2001, the Council published an Urban Design Framework, which identified 19 character areas within the central conservation area. 19 conservation area appraisals produced between 2006-8 were based on these areas. The Council has recently indicated that it is considering dividing Cheltenham Conservation Area into a number of smaller designations, possibly along the lines of the 19 character areas. Building on the appraisals, the Council adopted the Cheltenham Civic Pride Urban Design Framework in 2008, with urban design, transport and public realm strategies, and development proposals for key sites.

The Strategic Economic Plan for Gloucestershire (2014) noted the importance of cyber security and information technology to the local economy. A Joint Core Strategy (JCS) adopted with Gloucester City and Tewksbury Borough Councils in 2017 also identifies these as key growth areas. There is no explicit local policy or strategy to develop creative industries in the town centre, but development of a new out-of-town 'national cyber hub' near Cheltenham is currently under consideration by the Borough and County Councils.

The Pre-Submission Version (Regulation 19) of the Cheltenham Plan was issued in February 2018. It restates the policies of the JCS with respect to cyber security and information technology industries.

Policy EM1 is aimed at protecting employment uses and states that the Council will resist changes of use to employment land except where a new use ‘provides new high-skilled jobs such as those associated with knowledge-based service and technology industries.’ The Council will consider making an Article 4 Direction to remove permitted development rights for change of use.

### 3.1.4 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

It is difficult to point to any particular moment at which Cheltenham became a centre for creative industries, or to any strategic plan to encourage them. Cheltenham’s history as an upmarket resort town means that activities related to cultural entertainment, such as music, theatre and visual arts, have always had a significant role in the local economy. By far the largest category of ‘creative industries’ in the town today are those related to information technology, particularly cyber security (which is within the ‘creative industry’ category) and is probably linked the presence of GCHQ nearby.

### 3.1.5 THE AREA TODAY

Figure 28 lists creative industries companies in the area and Figure 25 maps them. Figure 29 shows that the cluster is dominated by IT related companies, although the area also has a notable concentration of companies involved in advertising and marketing,

**Figure 29: Summary of Creative Industry Companies in Cheltenham Central**

	Companies	% of Total	Per Sq Km	National Ranking
IT, Software & Computer Services	110	<b>52%</b>	19	<b>196</b>
Advertising & Marketing	27	13%	5	<b>197</b>
Music, Performing & Visual Arts	23	11%	4	255
Design	15	7%	3	206
Publishing	14	7%	2	<b>179</b>
Architecture	10	5%	2	219
Film, TV, Video, Radio, Photograph	9	4%	2	264
Crafts	1	0%	0	234
Museums, Galleries, Libraries	1	0%	0	93
<b>TOTAL</b>	<b>210</b>	<b>100%</b>	<b>35</b>	<b>246</b>

Creative industries are distributed widely throughout the town, but the principal concentrations are in the town centre and on commercial sections of the arterial roads.

Cheltenham is a prosperous town, and its historic buildings are now generally regarded as an asset by residents, by the Council and to the ‘visitor economy’. It has not experienced dramatic social or economic changes during the past century. The historic inner suburbs were built as upmarket residential neighbourhoods and they remain as such. The town, as much as the surrounding Cotswolds region, is a popular place to live. Residential property is relatively expensive by national standards. There is some evidence of loss of employment floorspace in the town, but this does not seem to be a major problem. Local policy is, broadly, to develop new employment uses on rural sites, whilst preserving, but not necessarily increasing, employment uses within the town centre.

**Figure 30: Creative industry companies in Cheltenham Central CA**

1	AARDVARK JEWELLERY LIMITED	32120 - Manufacture of jewellery and related articles
2	CRICKITEACHER LTD	58110 - Book publishing
3	EDWARD ELGAR PUBLISHING LIMITED	58110 - Book publishing
4	PERENDALE PUBLISHERS LIMITED	58120 - Publishing of directories and mailing lists
5	MCBILL ILLUSTRATION LTD	58141 - Publishing of learned journals
6	HESA SERVICES LIMITED	58190 - Other publishing activities
7	HIGHER EDUCATION STATISTICS AGENCY LIMITED	58190 - Other publishing activities
8	SOPUBLISHING LTD	58190 - Other publishing activities
9	DESITO LTD	58190 - Other publishing activities
10	FARQUHAR'S VOCABULARY FLASH CARDS LTD	58190 - Other publishing activities
11	JUNO PUBLISHING & MEDIA SOLUTIONS LIMITED	58190 - Other publishing activities
12	CHARLES FORRINGTON AND PARTNERS LIMITED	58190 - Other publishing activities
13	PAGES CREATIVE (CHELTENHAM) LTD	58190 - Other publishing activities
14	HACCHE RETAIL LIMITED	58190 - Other publishing activities
15	IPIPELINE LIMITED	58290 - Other software publishing
16	IBIDEM CAPITAL LIMITED	58290 - Other software publishing
17	ARCHIMEDIA PRODUCTIONS LIMITED	59111 - Motion picture production activities
18	CINEMISSION PRODUCTIONS LIMITED	59111 - Motion picture production activities
19	PINPOINTUK LIMITED	59112 - Video production activities
20	DAWBELL CONSULTING LIMITED	59113 - Television programme production activities
21	ALMIGHTY RECORDS LIMITED	59200 - Sound recording and music publishing activities
22	OVER THE TOP ...SOUND LIMITED	59200 - Sound recording and music publishing activities
23	CUBE-METIER LIMITED	59200 - Sound recording and music publishing activities
24	CHASE THE ACE LTD	59200 - Sound recording and music publishing activities
25	PAPER LABEL RECORDS LIMITED	59200 - Sound recording and music publishing activities
26	SPYSCAPE LTD	62011 - Ready-made interactive leisure and entertainment software development
27	CURTIS FITCH LIMITED	62011 - Ready-made interactive leisure and entertainment software development
28	CYLESTIAL LIMITED	62011 - Ready-made interactive leisure and entertainment software development
29	IKONIK ENTERTAINMENT LTD	62011 - Ready-made interactive leisure and entertainment software development
30	COMPASS PROJECT MANAGEMENT CONSULTANCY LTD	62012 - Business and domestic software development
31	EDGECOTE CONSULTING LIMITED	62012 - Business and domestic software development
32	ENTERPRISE STUDY LIMITED	62012 - Business and domestic software development
33	D.G.R. GROUP LIMITED	62012 - Business and domestic software development
34	LATERAL TECHNOLOGY LIMITED	62012 - Business and domestic software development
35	MINSTER VENTURES LTD	62012 - Business and domestic software development
36	TRILOGY BUSINESS SUPPORT LIMITED	62012 - Business and domestic software development
37	CLOUD CENTRIC LTD	62012 - Business and domestic software development
38	RIPJAR LTD	62012 - Business and domestic software development
39	MATCHRIVER INTELLECTUAL PROPERTY RIGHTS LIMITED	62012 - Business and domestic software development
40	MATCHRIVER ANALYSIS LIMITED	62012 - Business and domestic software development
41	OCULUS MEDIA LIMITED	62012 - Business and domestic software development
42	LINAC LIMITED	62012 - Business and domestic software development
43	STARFISH CI LTD	62012 - Business and domestic software development
44	16 MANAGEMENT LTD	62012 - Business and domestic software development
45	TARPLEE SERVICES LIMITED	62012 - Business and domestic software development
46	NIVATN LIMITED	62012 - Business and domestic software development
47	REP CODE ELEVEN LIMITED	62012 - Business and domestic software development
48	SOZO DESIGN LIMITED	62012 - Business and domestic software development
49	VPRESS LIMITED	62012 - Business and domestic software development
50	BLUELINEMEDIA LIMITED	62012 - Business and domestic software development
51	APPTIGENT LIMITED	62012 - Business and domestic software development
52	PHOTOCOMPSOFTWARE LIMITED	62012 - Business and domestic software development
53	RESOLUTION DATA MANAGEMENT LIMITED	62012 - Business and domestic software development
54	CRANHAM HAIG LIMITED	62012 - Business and domestic software development
55	EXPATIA LTD	62012 - Business and domestic software development
56	GOLDWOOD STRATEGIC SERVICES LTD.	62012 - Business and domestic software development
57	VOLO COMMERCE LIMITED	62012 - Business and domestic software development
58	IDM LIMITED	62012 - Business and domestic software development
59	TELEMATICA LTD.	62012 - Business and domestic software development
60	ENVIVO LTD	62012 - Business and domestic software development

61	D G TRAVERS LIMITED	62012 - Business and domestic software development
62	VIVIDSKY SOLUTIONS LTD	62012 - Business and domestic software development
63	ACCELLIER LIMITED	62012 - Business and domestic software development
64	CYBERMATICS LIMITED	62012 - Business and domestic software development
65	BINARY CONSULTING LIMITED	62020 - Information technology consultancy activities
66	BESPOKIA LTD	62020 - Information technology consultancy activities
67	EXPERT FUSION BI CONSULTANCY LTD	62020 - Information technology consultancy activities
68	HAPPYJACK SOLUTIONS LTD	62020 - Information technology consultancy activities
69	LAMARTINE LTD	62020 - Information technology consultancy activities
70	MOUSETRONICS LIMITED	62020 - Information technology consultancy activities
71	OAKEY CONSULTING LIMITED	62020 - Information technology consultancy activities
72	ORCA TECHNOLOGY LIMITED	62020 - Information technology consultancy activities
73	RED BLOSSOM LIMITED	62020 - Information technology consultancy activities
74	RONDO ENGINEERING SERVICES LIMITED	62020 - Information technology consultancy activities
75	SHADOREX LTD	62020 - Information technology consultancy activities
76	DK DIGITAL SERVICES LIMITED	62020 - Information technology consultancy activities
77	HJBB CONSULTING LIMITED	62020 - Information technology consultancy activities
78	IJD SOFTWARE LIMITED	62020 - Information technology consultancy activities
79	MOHIO CONSULTING LIMITED	62020 - Information technology consultancy activities
80	IRONMULL LTD	62020 - Information technology consultancy activities
81	GRID IT LIMITED	62020 - Information technology consultancy activities
82	INFORMATION RISK MANAGEMENT LIMITED	62020 - Information technology consultancy activities
83	CASSIDIAN CYBERSECURITY LIMITED	62020 - Information technology consultancy activities
84	GRAFX DIGITAL TECHNOLOGIES LTD.	62020 - Information technology consultancy activities
85	RICHOLINE LIMITED	62020 - Information technology consultancy activities
86	MTX ASSOCIATES LIMITED	62020 - Information technology consultancy activities
87	WESTMORE-ELLIOTT SYSTEM TECHNOLOGIES LIM	62020 - Information technology consultancy activities
88	RADLEY HUDSON LTD	62020 - Information technology consultancy activities
89	VELOCITY QA LIMITED	62020 - Information technology consultancy activities
90	NEW WAYS SOLUTIONS LIMITED	62020 - Information technology consultancy activities
91	SLAYYER CONSULTANCY LIMITED	62020 - Information technology consultancy activities
92	CMJ CONSULTING SOLUTIONS LIMITED	62020 - Information technology consultancy activities
93	CONCORDIA DISCORS LTD	62020 - Information technology consultancy activities
94	VCUBE IT SOLUTIONS LIMITED	62020 - Information technology consultancy activities
95	TCCS ELECTRONICS LIMITED	62020 - Information technology consultancy activities
96	KABANSKI ASSOCIATES LTD	62020 - Information technology consultancy activities
97	HITKEY CONSULTING LIMITED	62020 - Information technology consultancy activities
98	VIDEL COMPUTER SERVICES LIMITED	62020 - Information technology consultancy activities
99	WEBCRAFT COMPUTER SERVICES LIMITED	62020 - Information technology consultancy activities
100	WILLIAM CHUBB LIMITED	62020 - Information technology consultancy activities
101	INSPIRATION TECHNOLOGY LIMITED	62020 - Information technology consultancy activities
102	SAM HUB LIMITED	62020 - Information technology consultancy activities
103	XINARY LIMITED	62020 - Information technology consultancy activities
104	PAUL LEIGHTON LIMITED	62020 - Information technology consultancy activities
105	WYSON LANE LIMITED	62020 - Information technology consultancy activities
106	R J B COMPUTING LTD	62020 - Information technology consultancy activities
107	SHAREPOINT ASSIST LIMITED	62020 - Information technology consultancy activities
108	ALDERSTONE CONSULTING LTD.	62020 - Information technology consultancy activities
109	ACCURATE INTERNATIONAL LIMITED	62020 - Information technology consultancy activities
110	LOGICALLY SECURE LTD	62020 - Information technology consultancy activities
111	SAFAM 786 LIMITED	62020 - Information technology consultancy activities
112	BRIGHT I.T. LIMITED	62020 - Information technology consultancy activities
113	ACHROMATIC SECURITY LTD.	62020 - Information technology consultancy activities
114	LOWES LYONS LIMITED	62020 - Information technology consultancy activities
115	JP EMBEDDED SOLUTIONS LIMITED	62020 - Information technology consultancy activities
116	A I K A T E K LTD	62020 - Information technology consultancy activities
117	MACSOFT LIMITED	62020 - Information technology consultancy activities
118	STADDON CONSULTING LTD	62020 - Information technology consultancy activities
119	JAXTECH LIMITED	62020 - Information technology consultancy activities
120	CARPATIA CONSULTANCY LTD	62020 - Information technology consultancy activities



121	DETIRI LTD	62020 - Information technology consultancy activities
122	CLEVERTECH LIMITED	62020 - Information technology consultancy activities
123	MR SIX CONSULTING LIMITED	62020 - Information technology consultancy activities
124	123R LIMITED	62020 - Information technology consultancy activities
125	TULLULAH PIG LTD	62020 - Information technology consultancy activities
126	ORSUS LIMITED	62020 - Information technology consultancy activities
127	COMMITTED RESEARCH LTD	62020 - Information technology consultancy activities
128	RUN YOUR BUSINESS ONLINE LIMITED	62020 - Information technology consultancy activities
129	GRAHAM ROSS CONSULTING SERVICES LIMITED	62020 - Information technology consultancy activities
130	PRADO INFORMATION SYSTEMS LIMITED	62020 - Information technology consultancy activities
131	SYSTEMIC AFFINITY LIMITED	62020 - Information technology consultancy activities
132	FTP SOFTWARE CONSULTANTS LIMITED	62020 - Information technology consultancy activities
133	OZYMANDIAS LIMITED	62020 - Information technology consultancy activities
134	CJWK LIMITED	62020 - Information technology consultancy activities
135	DAVID THOMPSON CONSULTING LIMITED	62020 - Information technology consultancy activities
136	PENN CONSULTING LIMITED	62020 - Information technology consultancy activities
137	MCET SOLUTIONS LIMITED	62020 - Information technology consultancy activities
138	SLAM CONSULTANTS LIMITED	62020 - Information technology consultancy activities
139	PAAZ CONSULTING LTD	62020 - Information technology consultancy activities
140	FONDA CONSULTING LIMITED	62020 - Information technology consultancy activities
141	HOT HEAD MEDIA LIMITED	62020 - Information technology consultancy activities
142	SOFTLOGIC SOLUTIONS LIMITED	62020 - Information technology consultancy activities
143	EXND LIMITED	62020 - Information technology consultancy activities
144	TWICE CREATIVE LIMITED	62020 - Information technology consultancy activities
145	CAMARGUE GROUP LIMITED	70210 - Public relations and communications activities
146	GREEN & BROWN CONSULTANCY LIMITED	70210 - Public relations and communications activities
147	AXIOM COMMUNICATIONS MANAGEMENT LTD	70210 - Public relations and communications activities
148	MONTPELLIER PUBLIC RELATIONS LIMITED	70210 - Public relations and communications activities
149	GAP SALES & MARKETING SERVICES LIMITED	70210 - Public relations and communications activities
150	BIG RED BOX PR LIMITED	70210 - Public relations and communications activities
151	JHE SERVICES LIMITED	71111 - Architectural activities
152	A S & ASSOCIATES LTD	71111 - Architectural activities
153	TOBY FALCONER ARCHITECTS LIMITED	71111 - Architectural activities
154	MARK DAVIS LTD.	71111 - Architectural activities
155	JOHN SHARP DESIGN LIMITED	71111 - Architectural activities
156	EDGE DESIGN WORKSHOP LIMITED	71111 - Architectural activities
157	MATT RAWLINSON DESIGN LIMITED	71111 - Architectural activities
158	LANSDOWN BUTLER DESIGN LIMITED	71111 - Architectural activities
159	HUNTER PAGE PLANNING LIMITED	71112 - Urban planning and landscape architectural activities
160	MATTHEW WIGAN ASSOCIATES LTD	71112 - Urban planning and landscape architectural activities
161	BLUE SHEEP HOLDINGS LIMITED	73110 - Advertising agencies
162	FACTOR 3 COMMUNICATIONS LIMITED	73110 - Advertising agencies
163	BLUE SHEEP AND MUTTON LIMITED	73110 - Advertising agencies
164	DIRECT MARKETING STRATEGIES LIMITED	73110 - Advertising agencies
165	BAM AGENCY LIMITED	73110 - Advertising agencies
166	BAM ADVERTISING HOLDINGS LIMITED	73110 - Advertising agencies
167	ITS MY MONEY LIMITED	73110 - Advertising agencies
168	OPTIMA PRODUCTION SERVICES LIMITED	73110 - Advertising agencies
169	CAMPFIRE MARKETING LTD	73110 - Advertising agencies
170	NOW MEDIA LIMITED	73110 - Advertising agencies
171	BRIGHTSOURCE LIMITED	73110 - Advertising agencies
172	NISA MEDIA LIMITED	73110 - Advertising agencies
173	DESIGN SANCTUARY LIMITED	73110 - Advertising agencies
174	REDMOND MARKETING AND CONSULTING LIMITED	73110 - Advertising agencies
175	COTSWOLD ONLINE LIMITED	73110 - Advertising agencies
176	G DESIGN & ART DIRECTION LIMITED	73110 - Advertising agencies
177	LIQUORICE MARKETING LIMITED	73110 - Advertising agencies
178	CHARTERHOUSE MARKETING LTD	73120 - Media representation services
179	DAIR LIMITED	73120 - Media representation services
180	COTSWOLD CONSULTING SOLUTIONS LIMITED	73120 - Media representation services

181	HELEN LAURENCE COMMUNICATIONS LIMITED	73120 - Media representation services
182	DESIGN AV EUROPE LIMITED	74100 - specialised design activities
183	JAMES FORD DESIGN LTD.	74100 - specialised design activities
184	MAPLE ROCK DESIGN LIMITED	74100 - specialised design activities
185	TOKYO TATTOO LTD	74100 - specialised design activities
186	WONDERCLUB LIMITED	74100 - specialised design activities
187	SPENCER MAYES LIMITED	74100 - specialised design activities
188	MICHAEL ELLYATT LTD	74100 - specialised design activities
189	RETRO PRESS LIMITED	74100 - specialised design activities
190	ROUND CIRCLE DESIGN LTD	74100 - specialised design activities
191	JOANNE ALDERSON DESIGN LIMITED	74100 - specialised design activities
192	FEATHER STUDIOS LTD	74100 - specialised design activities
193	TUSCAN DESIGN LIMITED	74100 - specialised design activities
194	AWP CREATIVE LTD	74100 - specialised design activities
195	CHELTENHAM SIGN STUDIO LTD	74100 - specialised design activities
196	INDESIGN STUDIO LIMITED	74100 - specialised design activities
197	REVOLVE STUDIOS LIMITED	74201 - Portrait photographic activities
198	TWO FRONT TEETH PHOTOGRAPHY LIMITED	74201 - Portrait photographic activities
199	QUADCAM LTD	74202 - Other specialist photography
200	SHOOTINGFOOD LTD	74202 - Other specialist photography
201	CHRISTOPHER CORNWELL PHOTOGRAPHY LIMITED	74209 - Photographic activities not elsewhere classified
202	MASTERMIND TRANSLATIONS LTD	74300 - Translation and interpretation activities
203	LINGUISTICA-GLOBAL LIMITED	85520 - Cultural education
204	RENDEZVOUS SOCIETY(THE)	85520 - Cultural education
205	DB PARTNERSHIP LIMITED	90010 - Performing arts
206	SCARLET CARMINA LIMITED	90010 - Performing arts
207	FOOD FESTIVALS LTD	90020 - Support activities to performing arts
208	HIGHFIELD PRODUCTIONS LIMITED	90020 - Support activities to performing arts
209	BOXCITEMENT LTD	90030 - Artistic creation
210	D'ARCY GALLERY LIMITED	90030 - Artistic creation
211	THE GLOUCESTERSHIRE EVERYMAN THEATRE PR	90030 - Artistic creation
212	CHELTENHAM FESTIVALS	90030 - Artistic creation
213	SARAH MASON LIMITED	90030 - Artistic creation
214	KATALISYS LIMITED	90030 - Artistic creation
215	GLOUCESTERSHIRE EVERYMAN THEATRE COMPA	90040 - Operation of arts facilities
216	THE CHELTENHAM TRUST	90040 - Operation of arts facilities
217	FLONYX CREATIVE LIMITED	90040 - Operation of arts facilities
218	DEAN CLOSE SERVICES LIMITED	90040 - Operation of arts facilities
219	CHELTENHAM ART SCHOOL LIMITED	90040 - Operation of arts facilities
220	THE GARDENS GALLERY CIC	90040 - Operation of arts facilities
221	THE HOLST BIRTHPLACE TRUST	91020 - Museums activities

**Figure 31: Creative industry companies in other historic buildings**

1	High St	MAPLE ROCK DESIGN LIMITED
2	7 Regent St	THE GLOUCESTERSHIRE EVERYMAN THEATRE PRODUCTIONS
3	Imperial Square	THE CHELTENHAM TRUST
4	Lypiatt Road	WILLIAM CHUBB LIMITED
5	Bayshill Road	ALDERSTONE CONSULTING LTD.
6	Windsor House	HIGHFIELD PRODUCTIONS LIMITED
7	7 St. Georges Terrace	PERENDALE PUBLISHERS LIMITED
8	7 St. Georges Terrace	PERENDALE PUBLISHERS LIMITED
9	18 High St	HUNTER PAGE PLANNING LIMITED



Because of the way in which Cheltenham has been developed (and its historic buildings conserved) there is a high density of historic buildings in its central areas, many of which are suitable for small office use, even if they were built as houses. However, it is notable, for example, that a number of creative industries are also located in the modern Eagle Tower. Far fewer are located in the predominantly residential areas, and in the outer suburbs which are later in date with fewer historic buildings. Only a few are located in listed buildings.

## 3.2 CULTURAL INDUSTRIES QUARTER, SHEFFIELD

### 3.2.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

The Cultural Industries Quarter (CIQ) Conservation Area lies between the historic core and modern shopping centre of Sheffield to the west, and the main line Midland Station to the east. It extends to 0.2 km<sup>2</sup> and contains 16 listed buildings. Some 40 other buildings, including almost all those dating from before 1939, have been identified as making a positive contribution to the special architectural or historic character of the area.

In the 17th century the area was open farmland, with some small forges and mills along the Porter Brook, which runs roughly from the south-west to the north-east of the area. During the 1780s, the landowner, the Duke of Norfolk, commissioned the architect James Paine to design an exclusive residential suburb on a formal, hierarchical grid-plan, comparable with Bath or Edinburgh New Town. The initial scheme was unsuccessful although some of the streets had been laid out. Instead the area was developed with houses on the main streets and workshops off parallel rear alleys, for the metalwork and cutlery craftsmen for which Sheffield is famous: the 'little mesters'. They were either independent master-craftsmen or small-scale manufacturers, who lived adjacent to their workshops, often renting a workshop within a large complex. The area also included extensive back-to-back terraces of workers' housing. Development began in the northern part of the area, where the grid-plan is still clearest. The southern and eastern parts of the area were developed after 1830, on a less formal grid, and only fully built up after the Midland Station was opened in 1870.

From the mid-19th century the industrial complexes became larger and many of the earlier terraced houses and workshops were replaced. The new works were typically of three or four storeys, enclosing a central courtyard. The traditional pattern of small-scale craft-based manufacturing declined during the 20th century, and large factories were increasingly located outside the city centre.

The CIQ area does not have a distinctive architectural character; rather, within its historic grid-plan, a relatively small number of buildings of considerable significance to the city's industrial heritage survive. The most prominent is Butcher Works, a large factory with a central chimney, listed grade II\*, mainly of c.1835 and c.1875. The adjacent Sterling Works (c.1850) is listed grade II. 92 and 92A Arundel Street are early 19th century little mesters' workshops and a master's house, which with the adjacent Challenge Works (c1870), are listed grade II and form an important group. Truro Works, Matilda Street also dates to the 1830s and is also listed grade II. All of the other listed buildings are related to the metal trades, as are most of the significant unlisted ones. A few late 18th century Norfolk estate houses survive, in Howard Street and Arundel Street, and some fragments of mid-late 19th century terraces and pubs; none is listed.

### 3.2.2 POST-1945 CHANGES

The area was damaged by bombing during the second world war, but the city centre was changed more radically by the slum clearance that had begun in the 1930s and accelerated after the war and especially during the 1960s. A major new road system around the city centre was created at the same date. As a result, by the 1970s, much of the area was derelict, vacant or cleared, and it was largely cut off from the city centre.

### 3.2.3 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

The CIQ had its origins in Sheffield City Council's post-industrial regeneration initiatives in the 1980s. The CIQ concept was developed during the 1990s with a number of strategic studies commissioned by the Council and its partners, particularly the City Centre Strategy (1994) which identified eleven inner city 'quarters' for each of which a particular approach to economic regeneration would be encouraged. The CIQ was intended to create conditions that would attract cultural industries - primarily music, art, film and performance - in place of the traditional industries that had declined over the preceding decades. By the mid-1990s several arts and cultural organisations, mostly with some element of public or charitable funding, were established in the area; including Red Tape Studios, Site Gallery, Sheffield Independent Film and the Showroom Cinema and Workspace (the latter explicitly aimed at providing space for creative industries). At that time there was no explicit 'heritage' component to the CIQ's regeneration.

### 3.2.4 CONSERVATION AND PLANNING POLICIES

The CIQ is the result of proactive 'top-down' planning strategy, comparable to those in Dundee and Wolverhampton at the same period, rather than the spontaneous colonisation of a derelict area by artists, or gradual 'gentrification'. From 1999-2006 the area's regeneration was led by the CIQ Agency, set up as a partnership between the Council, Sheffield Hallam University and a number of the arts and media companies that were by then located in the area.

Sheffield's industrial built heritage did not receive serious attention until the late 1990s. The significance of CIQ's historic buildings and the potential for conservation area designation were recognised in the CIQ Action Plan (2000). A conservation area appraisal was undertaken in 2001 and the conservation area designated the same year. Three other former industrial areas were designated at the same time. The CIQ CA appraisal and management guidelines were adopted in 2002. Concurrently, English Heritage produced an historical study; 'One Great Workshop': The Buildings of the Sheffield Metal Trades. Seven buildings in the conservation area were added to the statutory list between 2004 and 2006, nearly doubling their number. The conservation area was extended to include the area bounded by Suffolk Road, Turner Street and Cross Turner Street in 2008.

In 2002 the Council and CIQ Agency made a successful bid for an HLF Townscape Heritage Initiative scheme, securing c.£2 million grant (one of the scheme's largest) matched by c£1m from EU and UK government (Objective One and Single Regeneration Budget) and Local Transport Plan funds, and c£15m of private investment. SCC provided administrative support.

Between 2002 and 2007 the THI supported the repair of seven key listed buildings including Butcher Works, Challenge Works and Columbia Place Works (all now primarily residential), Sterling Works (now Freeman College for young people with special learning needs), Scotia Works (for organisations working towards social inclusion) and 92 Arundel Street (now offices for a number of creative companies). Private developers also supported public realm improvements.

The 2009 Local Plan Core Strategy restated the CIQ principle, as does the emerging draft This is Sheffield: City Centre Plan (subject to consultation during 2018). Both emphasise the importance of providing affordable small workspaces for creative industries close to the city centre.

### 3.2.5 THE AREA TODAY

Since 2000 the conservation area has been transformed. A substantial proportion of the sites that were then vacant have been redeveloped. Sheffield Hallam University has expanded to occupy a large part of the north of the conservation area and a number of new developments have provided student accommodation. The National Centre for Popular Music, a £15m Millennium Commission project funded by the National Lottery, opened in 1998 and closed in 2003. It is now the University Student Union. New public spaces have been created around the University and the neglected area around the Porter Brook is being reclaimed as a linear park.

Figure 34 lists creative industry companies in the area and Figure 35 maps them. Figure 33 shows that the mix is orientated towards Arts and Media, with a substantial IT component.

**Figure 33: Summary of Creative Industry companies in CIQ**

	Companies	% of Total	Per Sq Km	National Ranking
Music, Performing & Visual Arts	18	<b>34%</b>	73	204
IT, Software & Computer Services	13	<b>25%</b>	53	171
Film, TV, Video, Radio, Photograph	9	17%	37	<b>9</b>
Design	5	9%	20	<b>44</b>
Publishing	4	8%	16	70
Crafts	2	4%	8	84
Advertising & Marketing	1	2%	4	69
Architecture	1	2%	4	150
Museums, Galleries, Libraries	0	0%	0	<b>47</b>
<b>TOTAL</b>	<b>53</b>	<b>100%</b>	<b>216</b>	<b>75</b>

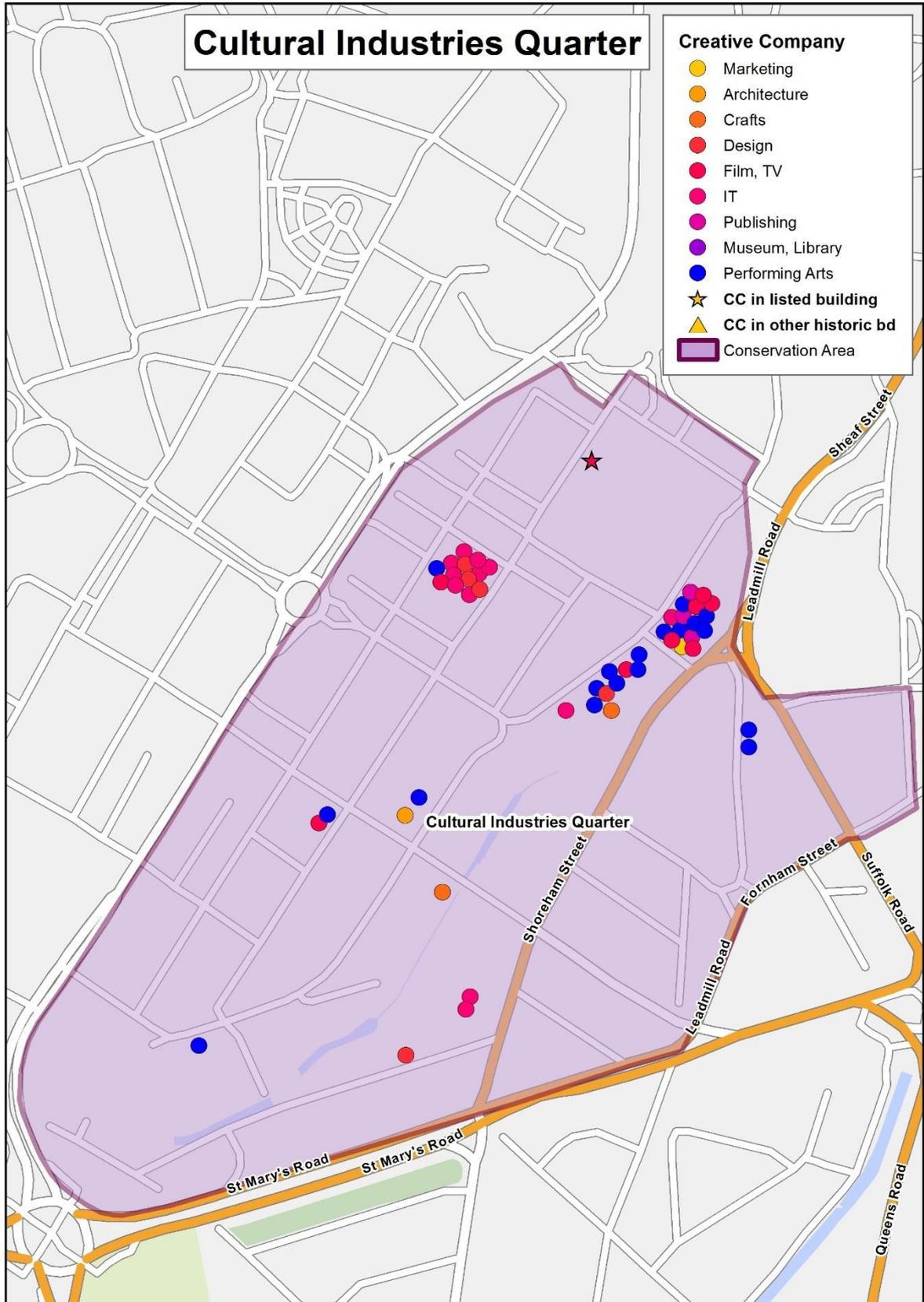
This is not an historic area in the conventional sense, because the majority of its buildings are new. Rather, CA designation (and Townscape Heritage grant) meant that the economic regeneration of the area was not at the expense of its remaining historic buildings, although conserving them has required a major subvention from public funds to cover the deficit arising from the additional cost of their repair to conservation standards. Several of the grant-aided developments included affordable workspaces aimed at small scale and creative industries, but such uses were not central to the projects. There is little remaining historic floorspace to be converted, or public funding for further similar developments. Most new development is either related to the University, or is commercial residential, and there is pressure to build on a much bigger scale than has previously been the case.

Although historic buildings make up a relatively small proportion of the area’s stock, those that survive have mostly been now been repaired, and this has ensured that the area retains a visible connection with the industrial past that is a vital part of Sheffield’s local identity and sense of place.

**Figure 34: Creative industry companies in Cultural Industries Quarter**

1	JENNIE GILL LIMITED	32120 - Manufacture of jewellery and related articles
2	RAVEN SILVERWARE COMPANY LIMITED	32120 - Manufacture of jewellery and related articles
3	EQUINOX PUBLISHING LIMITED	58190 - Other publishing activities
4	PRYCE-WILLIAMS LIMITED	58190 - Other publishing activities
5	BLOODCURDLING FILMS LTD.	59111 - Motion picture production activities
6	INDEPENDANT MEDIA INVESTMENTS LIMITED	59111 - Motion picture production activities
7	STUDIO OF THE NORTH LIMITED	59111 - Motion picture production activities
8	THE SOUTH YORKSHIRE FILMMAKERS' NETWORK	59112 - Video production activities
9	LUNAR LANDER FILMS LIMITED	59112 - Video production activities
10	LET THERE BE LIGHT PRODUCTIONS LIMITED	59112 - Video production activities
11	SHEFFIELD LOCAL TELEVISION LTD	59113 - Television programme production activities
12	THE SHEFFIELD MEDIA AND EXHIBITION CENTRE LI	59131 - Motion picture distribution activities
13	JUNIOR PARK MUSIC LIMITED	59200 - Sound recording and music publishing activities
14	NINEFRUIT RECORDS LIMITED	59200 - Sound recording and music publishing activities
15	SOUNDBYTES MEDIA LIMITED	59200 - Sound recording and music publishing activities
16	COMMEDIA SHEFFIELD	60100 - Radio broadcasting
17	STRIPEY DESIGN LIMITED	62011 - Ready-made interactive leisure and entertainment software development
18	LOCUM SOFTWARE SERVICES LIMITED	62012 - Business and domestic software development
19	DATA SYNERGY UK LTD	62012 - Business and domestic software development
20	FLOW SIMULATION LIMITED	62012 - Business and domestic software development
21	MAGNIFICA TECHNOLOGIES LTD	62012 - Business and domestic software development
22	PACE SOFTWARE DEVELOPMENT LIMITED	62012 - Business and domestic software development
23	LLAMA DIGITAL LIMITED	62012 - Business and domestic software development
24	APPT ONLINE SOLUTIONS LTD	62012 - Business and domestic software development
25	HEALTHWARE LIMITED	62012 - Business and domestic software development
26	KPMD IT SOLUTIONS LIMITED	62012 - Business and domestic software development
27	RAZOR LTD	62020 - Information technology consultancy activities
28	CASTUS LIMITED	62020 - Information technology consultancy activities
29	BIRCHENALLHOWDEN LTD	62020 - Information technology consultancy activities
30	JEFFERSON SHEARD LIMITED	71111 - Architectural activities
31	DIVA CREATIVE LIMITED	73110 - Advertising agencies
32	REBECCA JOSELYN DESIGNS IN SILVER LIMITED	74100 - specialised design activities
33	LITECOOL LIMITED	74100 - specialised design activities
34	SURECORE LIMITED	74100 - specialised design activities
35	DED ASSOCIATES LTD	74100 - specialised design activities
36	ROCCA CREATIVE LIMITED	74100 - specialised design activities
37	WOHANKA AND ASSOCIATES LIMITED	74300 - Translation and interpretation activities
38	T-WORKS LIMITED	74300 - Translation and interpretation activities
39	CINEMA FOR ALL LTD	85520 - Cultural education
40	YOUNG MUSIC CIC	90020 - Support activities to performing arts
41	YORKSHIRE ARTSPACE SOCIETY LIMITED	90030 - Artistic creation
42	YORKSHIRE ARTSPACE GALLERY	90030 - Artistic creation
43	SHEFFIELD INDEPENDENT FILM AND TELEVISION L	90030 - Artistic creation
44	FORCED ENTERTAINMENT LIMITED	90030 - Artistic creation
45	ASSURED PRODUCTIONS LIMITED	90030 - Artistic creation
46	104 FILMS SHORT FILM LIMITED	90030 - Artistic creation
47	ECLIPSE THEATRE COMPANY LTD	90030 - Artistic creation
48	ART SHEFFIELD LIMITED	90030 - Artistic creation
49	BLOC STUDIOS LIMITED	90040 - Operation of arts facilities
50	BLOC PROJECTS LTD	90040 - Operation of arts facilities
51	SITE GALLERY (MEDIA, ART, PHOTOGRAPHY) LTD.	90040 - Operation of arts facilities
52	THE LEADMILL HOLDINGS LIMITED	90040 - Operation of arts facilities
53	THE LEADMILL LIMITED	90040 - Operation of arts facilities

Figure 35: Creative Industry companies in Cultural Industries Quarter, Sheffield



### 3.3 DIGBETH / DERITEND, BIRMINGHAM

#### 3.3.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

The Digbeth / Deritend Conservation area lies just to east of the present-day centre of Birmingham. It covers 2.67 km<sup>2</sup> and contains 12 statutorily listed buildings and 42 others on the local list. Warwick Bar Conservation Area abuts Digbeth/Deritend to the north. The local planning authority is Birmingham City Council, which administers the largest population (c1million) of any council in Britain.

Birmingham developed in the 12<sup>th</sup> century on the slope to the west of the River Rea, around the present Bullring. What is now Digbeth and Deritend High Street bridged the river and was the principal route from the south-east. By the 14<sup>th</sup> century, Digbeth was urbanised and lined with buildings on burgage plots. Deritend was sufficiently well-established to have its own chapel. The late 15<sup>th</sup> century Old Crown public house, the city's only medieval secular building, listed grade II\*, was built as its hall by the Guild of St John the Baptist, illustrating the civic importance of the area.

Metal working had become the dominant local industry by the late 16<sup>th</sup> century. In the late 18<sup>th</sup> century the industrial character of the district was underlined by the creation of the Digbeth Branch (1790) and Warwick and Birmingham (1793) canals and the extant grid of principal streets between Digbeth/Deritend High Street and Fazeley Street established. In the first half of the 19<sup>th</sup> century the back-lands were infilled with densely-packed artisan housing and small workshops. The railways transformed the area in the mid-19<sup>th</sup> century. The first main line from London, to Curzon Street Station, (1838) was followed by several other routes into the city from the south east, for which the great brick viaducts that now dominate the streetscape were constructed. The River Rea was largely culverted. Numerous public and philanthropic institutions were opened to serve the working population.

In the later 19<sup>th</sup> century local industry, still primarily metal-working, was on an increasingly large scale. During the first half of the 20<sup>th</sup> century it became strongly linked to the new motor industry and large factories and canal warehouses replaced housing and small workshops. New buildings of this period included include the Typhoo Tea complex, Fellows, Morton, Clayton's warehouse, and the municipal bus depot on Liverpool Street.

The present architectural character of the area comprises mainly 19<sup>th</sup> and 20<sup>th</sup> century buildings, set within an earlier infrastructure of streets, canals and railways. Its key features are the long, mixed, commercial and industrial High Street corridor where the medieval pattern of burgage plots is still discernible, and the large early-20<sup>th</sup> century industrial buildings to its north. The monumental railway viaducts dominate the skyline, and the arches and stone-setted streets beneath them are highly atmospheric. The factories typically comprise an office block on the street frontage with single-storey sheds behind; earlier examples have 'saw-tooth' north light roofs; canted street-corner entrances are a distinctive feature of the later sites. A handful of 19<sup>th</sup> century pubs survive, but almost no housing.

#### 3.3.2 POST-WAR CHANGES

Digbeth's its character as an industrial suburb, separated from the adjacent city centre was reinforced by mid-20<sup>th</sup> century traffic engineering. The south side of the High Street corridor was demolished during the 1950s for road widening and the Inner Ring Road opened in 1960. This came to be known as the 'concrete collar' because of the way in which it restricted expansion of the city centre. From the 1970s the decline in British manufacturing left many buildings and sites vacant.

Some industrial activity has continued in the area, but attempts to resist the loss of traditional industries, for example by relaxing planning controls by designating Digbeth an industrial improvement area (1978), were unsuccessful.

### 3.3.3 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

Bird's Devonshire Works was refurbished and extended from 1993, with grant aid, to provide studios, galleries, shops and offices. Under the name 'Custard Factory' it now extends over 15 acres, incorporating the historic former Deritend Library, and houses some 400 businesses with a focus on creative and IT/digital industries. Its developer has since taken over nearby Fazeley Studios, creating similar accommodation.

**Figure 36: The Custard Factory**

[www.custardfactory.co.uk](http://www.custardfactory.co.uk)

The 15-acre site was originally the Bird's Custard Factory. The main head office and the old library were listed. It was derelict and empty when purchased by Bennie Gray in 1989. Bennie was part of the 1970s conservation movement, including people like Simon Jenkins and Chris Bocker to save buildings of architectural merit, especially those from the Victorian era. He had previously redeveloped a derelict chocolate factory in North Kensington called Canelot, which is home to media, TV and film creative. He had also redeveloped a derelict building on Davies Street in Mayfair, London, into Grays Antique Market. He became interested in on a visit to Birmingham at the invitation of the City Council. He was attracted by "a group of magical, beautiful buildings with tremendous spirit".

He bought the site freehold. There was no public sector involvement in the purchase. He employed a talented young architect, Glen Howells, to develop plans. Howells has gone on to develop a large practice. The development was done at low cost. Funding was largely via commercial development finance, but there were grants. The Head Office building was completed in 1993 and fully let immediately by over 100 companies with 1,000 people. Tenants were attracted by the creative environment and being part of a community that has a sense of identity. Greenhouse Studios completed 2003, and Zellig completed in 2011 (with funding from European Regional Development Fund and the Regional Development Agency).

It now has over 750,000 m<sup>2</sup> of developed space in and around the Custard Factory site. It includes nearby Fazeley Studios, where various TV programmes are produces, and creative workspace and incubation at Boxxed. Tenants at the Custard Factory now also include some major brands like ASOS.

The Custard Factory now forms the heart of a creative quarter of creative and digital businesses, independent shops and event venues. It has a permanent outdoor cinema space and crazy golf centre with artwork and nightclub element. There is venue hire space available for live music, exhibitions and other events. The Factory hosts its own events, including a street food battle, free music and film events and an open studio event where visitors can meet resident artists. Around 5 of the shops enable visitors to both purchase and watch products being made.



More typical of this phase of regeneration was the conversion of industrial buildings such as The Bond, Fazeley Street (1988) and The Arch, Floodgate Street (1992-1998) to offices. During the 1990s empty industrial buildings in Digbeth were used as informal nightclubs but these uses have not survived. A number of arts-related organisations including the Ikon Gallery, Vivid media workshop and Eastside Arts moved into the area during the early 2000s.

### 3.3.4 PLANNING POLICIES AND STRATEGIES

A series of strategic plans in the 1980s-90s, such as the *Digbeth Millennium Quarter Plan* (1996), identified Digbeth's potential for regeneration, but they were primarily economic, rather than conservation-led, strategies. Concurrently there was a growing appreciation of the architectural and historic qualities of former industrial areas and Warwick Bar Conservation Area was designated in 1987. Since 1990 the City Council has regenerated the Bullring and re-established links between the city and its inner suburbs by downgrading the inner ring road and encouraging pedestrian links across it (with ERDF funding).

Digbeth/Deritend Conservation Area was designated in 2000 and an English Heritage/BCC-funded HERS grant scheme was initiated the same year, focussing on the High Street corridor where it supported the repair of a number of buildings. *The Eastside Development Framework* (2001) identified the historic character of the conservation area as an asset in its regeneration strategy, an approach restated in the 2005 *UDP*. In 2009 the City Council adopted the Digbeth, Deritend and Bordesley High Streets Conservation Area Appraisal, including conservation-based supplementary planning policies. The *Birmingham Big City Plan: City Centre Masterplan* (2011) restated the Council's intention to protect the historic architectural character of the area, in which, for example, tall buildings would be inappropriate. The 2017 *Birmingham Development Plan* explicitly identifies Digbeth as the location for a 'creative and cultural hub'.

In 2012 Digbeth Local Development Order reduced the need for planning permission for changes of use. Following the decision to build the new HS2 (high speed train) terminus at Moor Street, the *Curzon HS2 Masterplan* (2015) set out the Council's vision for the regeneration of the Eastside, building on the opportunity of the new transport hub.

Digbeth is identified as a 'place for growth': a new mixed-use neighbourhood with an explicitly 'creative' character. In the same context, an Historic England Historic Area Assessment of Digbeth/Deritend was produced in 2018.

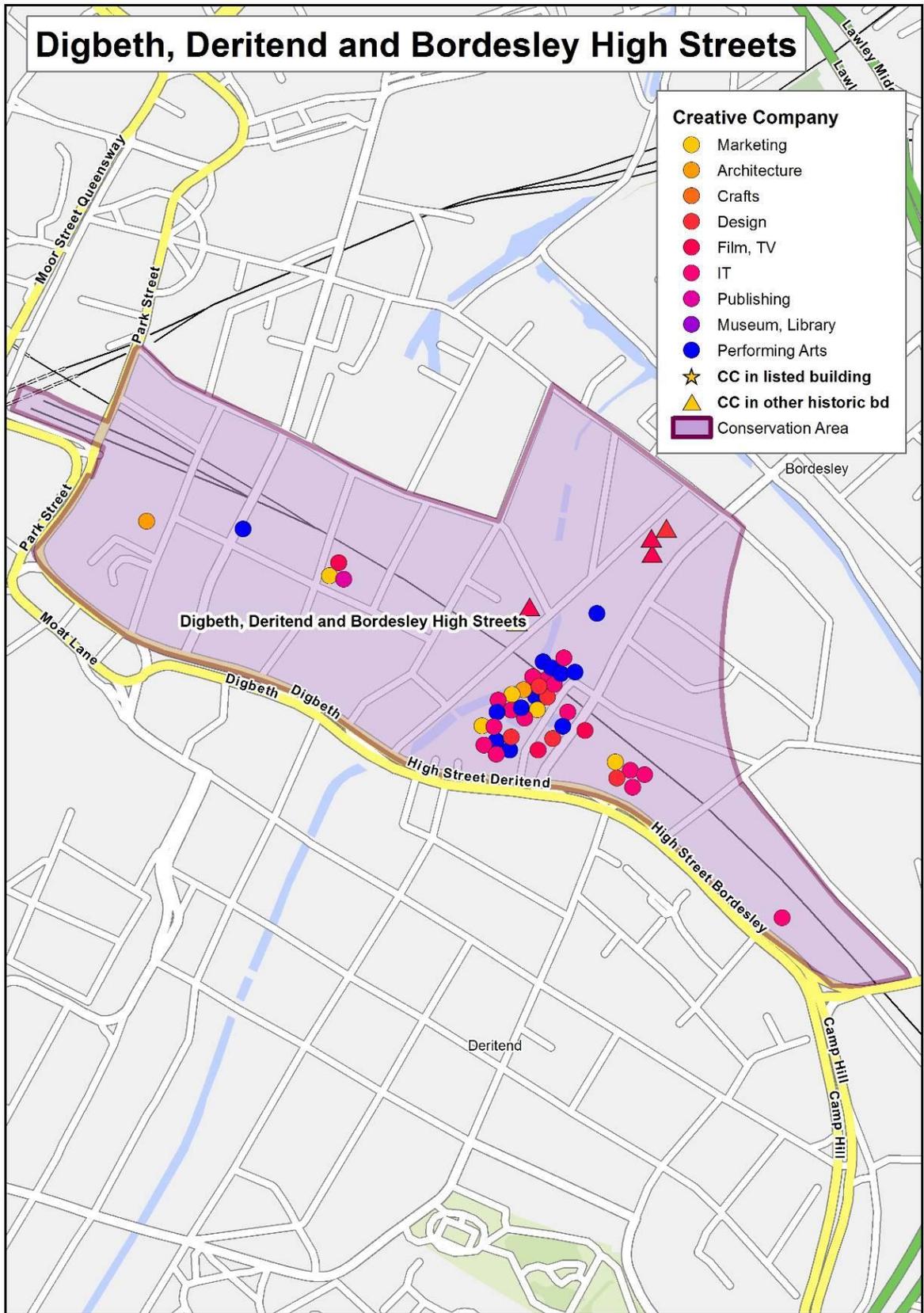
### 3.3.5 CURRENT SITUATION

Figure 37 lists creative industries companies in the area and Figure 38 maps them. There is detail about occupation of historic buildings in the area in Appendix 4.6.

**Figure 37: Creative industry companies in Digbeth, Deritend & Bordesley High Streets CA**

POW-WOW DIGITAL LTD	58110 - Book publishing
SECOND HOME STUDIOS LTD	59111 - Motion picture production activities
HTF MEDIA LIMITED	59112 - Video production activities
RIVER REA FILMS LIMITED	59112 - Video production activities
EMBER REGIS GROUP LIMITED	59112 - Video production activities
DROP MUSIC DIGITAL LTD	59112 - Video production activities
MEDIA DOG LIMITED	59120 - Motion picture, video and television programme post-production activities
TRACER MANAGEMENT SYSTEMS LIMITED	62012 - Business and domestic software development
JOBLOGIC LIMITED	62012 - Business and domestic software development
SECOND CITY SOFTWARE COMPANY LIMITED	62012 - Business and domestic software development
INDUSTRIAL DATA CAPTURE LIMITED	62012 - Business and domestic software development
ESSENTIAL LOGIC LIMITED	62012 - Business and domestic software development
TABIAS LIMITED	62012 - Business and domestic software development
KUBIX MEDIA LIMITED	62012 - Business and domestic software development
HOMER CREATIVE LIMITED	62012 - Business and domestic software development
DIGITAL RAINBOW PROJECT CONSULTANTS LIMITED	62012 - Business and domestic software development
PENGOWER LIMITED	62012 - Business and domestic software development
PENGOWER TECHNOLOGY LIMITED	62012 - Business and domestic software development
DIGITAL NATIVE (UK) LIMITED	62020 - Information technology consultancy activities
GRITNET LIMITED	62020 - Information technology consultancy activities
HAZEL COMPUTING LIMITED	62020 - Information technology consultancy activities
BUSINESS SOLUTIONS-GLOBAL LTD	62020 - Information technology consultancy activities
PODNOSH LIMITED	70210 - Public relations and communications activities
COHERENT COMMS LIMITED	70210 - Public relations and communications activities
FOOTPRINT WORKSHOP LIMITED	71111 - Architectural activities
APEC ARCHITECTS LIMITED	71111 - Architectural activities
DONTFRET MEDIA LIMITED	73110 - Advertising agencies
PARTNERSHIPS FOR MARKETING LIMITED	73110 - Advertising agencies
PINGPONG DIGITAL LTD.	73110 - Advertising agencies
DINING DESIGNS LIMITED	73110 - Advertising agencies
TOP DRAW GRAPHIC DESIGN ASSOCIATES LIMITED	74100 - specialised design activities
DSD DESIGN CONSULTANTS LIMITED	74100 - specialised design activities
COMMON CURIOSITY LIMITED	74100 - specialised design activities
DCD ADVERTISING LIMITED	74100 - specialised design activities
SHADED ROSE DESIGN & PRINT LTD	74100 - specialised design activities
WILD ILK LIMITED	74100 - specialised design activities
THE WEST MIDLANDS CREATIVE ALLIANCE LIMITED	85520 - Cultural education
WRITING WEST MIDLANDS LTD	85520 - Cultural education
AFRICAN CULTURAL EXCHANGE LIMITED	90010 - Performing arts
MY OPTIONS WERE LIMITED	90010 - Performing arts
ASSOCIATED BOARD OF DANCE LTD	90010 - Performing arts
TWO POINT ZERO MANAGEMENT LIMITED	90020 - Support activities to performing arts
KAMBE EVENTS LIMITED	90020 - Support activities to performing arts
SIMMER DOWN FESTIVALS CIC	90020 - Support activities to performing arts
NO. 11 ARTS LTD	90030 - Artistic creation
MIDLAND CREATIVE PROJECTS LTD	90030 - Artistic creation
EASTSIDE PROJECTS LIMITED	90030 - Artistic creation
PUNCH RECORDS LIMITED	90030 - Artistic creation
CAPSULE UK LIMITED	90030 - Artistic creation
CAPSULE EVENTS LIMITED	90030 - Artistic creation
VIVID PROJECTS LIMITED	90040 - Operation of arts facilities

Figure 38: Creative Industry organisations in Digbeth, Deritend & Bordesley High Streets CA



The area has a broad mix of types of creative company. Rent is about £15 psf.

**Figure 39: Creative industry companies in Digbeth-Deritend CA**

	Companies	% of Total	Per Sq Km	National Ranking
IT, Software & Computer Services	18	<b>29%</b>	63	75
Music, Performing & Visual Arts	15	24%	52	63
Film, TV, Video, Radio, Photograph	10	16%	35	78
Advertising & Marketing	9	15%	31	<b>54</b>
Design	6	10%	21	<b>42</b>
Architecture	2	3%	7	124
Publishing	2	3%	7	137
Crafts	0	0%	0	117
Museums, Galleries, Libraries	0	0%	0	152
<b>TOTAL</b>	<b>62</b>	<b>100%</b>	<b>215</b>	<b>77</b>

Despite Digbeth’s considerable historic interest, many of the development opportunities are in vacant post-industrial sites or buildings whose intrinsic heritage significance is limited. Digbeth's built heritage is robust and adaptable, and it contains few buildings of very high architectural quality, or sensitive streetscapes. Those that survive are now recognised and protected. There is less necessity to protect the settings of historic buildings here than is often the case elsewhere.

Digbeth is not to any significant extent an area to which 'creatives' moved in the vanguard of regeneration and have subsequently been pushed out. The 'creative industries' need affordable space, which Digbeth can provide, but as, or more, importantly here, they help to create living places rather than lifeless housing estates. A large proportion of the creative industries now in Digbeth are at the Custard Factory or its offshoots, and, ironically, the developer of the Custard Factory complex has said his original purchase of the site in 1988 was 'accidental'- he was actually trying to buy a site in the Jewellery Quarter from the same owner. Nonetheless, the development evidently answered a need for affordable small workspaces, and its bars and galleries, and European-style 'industrial chic', have set the tone for other commercial developments.

The regeneration of Digbeth has been shaped significantly by availability of grant aid but this can only be a catalyst. The HERS grant scheme was limited in its scope but drew attention to the historic quality and potential of the area. Eastside Arts remains open having secured Arts Council funding, but the loss of grant aid led to the closure of the Ikon (Eastside) Gallery in 2011 and the Vivid media arts project in 2012. New galleries, offices and studios developed in 2007 at Devonshire House, Deritend High Street and at Fazeley Street Studios received Regeneration Zone funding, and several current schemes include public sector partners or funding. The City Council's long-term strategy to regenerate Digbeth has necessarily changed in response to such economic factors. Allowing the 27-storey tower at the west end of Digbeth was at odds with the 2009 SPD policies but it secured the reuse of the grade II listed Coldstore of 1900. Only planning control can counter the developers' understandable desire to build residential schemes, because they deliver the best return, so the charge that Council sometimes disregards its own conservation policies could here be regarded as appropriately flexible.

## 3.4 FRIAR GATE, DERBY

### 3.4.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

The Friar Gate Conservation Area lies just to the west of the centre of Derby, along one of the principal routes out of the city. It covers 0.2 km<sup>2</sup> and a majority (79 in total) of the buildings in the area are listed, including one at grade I and seven at grade II\*. Many of the other buildings in the area are considered to be of some architectural or historic merit.

The conservation area is linear and reflects the westward expansion of the city between the 17th and 20th centuries. The east and west parts of the conservation area have quite different architectural and urban characters. Closest to the centre, Friar Gate is wholly urban, and part of the historic city centre now known as the 'Cathedral Quarter'. The earliest buildings in the conservation area are located here. St Werburgh's church occupies an ancient site although most of its fabric is post-medieval. (It is now redundant and maintained by the Churches Conservation Trust and included in Derbyshire CC's Register of Historic Buildings at risk.) On Friar Gate to the west of the church is variety of 17th, 18th and 19th century buildings, some on still-discernable burgage plots. A large early 18th century house named the Friary on the south side of the road occupies the site of the medieval Dominican Friary from which the street takes its name. Beyond it, the road is crossed by the great, now disused, cast iron railway bridge of 1878, listed grade II and included in the local register of heritage at risk. West of the bridge is a fine stretch of Georgian houses and terraces including the Pickford House Museum, all of red brick, built after common land here was released for development in 1768 with restrictions intended to ensure that the houses were of high quality and of no more than three storeys. There is an impressive row of mature trees on the south side of the road.

Further west, Friar Gate and its continuation, Ashbourne Road, become progressively more suburban, with a mixture of villas, small terraces and commercial buildings predominantly of the 19th and 20th centuries. Vernon Street, South Street and the former County Gaol (now listed), were built in the 1820s on a formal plan. The Gaol was largely demolished in 1928; only the façade was retained. The land to its rear became a greyhound track and is now occupied by modern housing. There was little residential development in Ashbourne Road before the mid-19th century, although there were two breweries. The neighbourhood was developed mainly in the later 19th century, with schools, almshouses and other institutions and small-scale commercial and residential infill; although there are still several substantial houses with spacious grounds.

The character of the area changed after the railway was built and the city expanded at the end of the 19th century. The eastern end of the conservation area became fully absorbed in the urban centre, with a number of new commercial buildings. The formerly exclusive Georgian houses of Friar Gate were now adjacent to a major railway station, which was probably the catalyst for a gradual process by which houses were converted to commercial uses during the 20th century. A similar process occurred in Vernon Street. In the early 20th century, road widening led to the loss of several Georgian houses around the Friar Gate/Stafford Street/Ford Street junction, leaving a large gap in the urban fabric.

### 3.4.2 POST-1945 CHANGES

The railway closed in 1968 leaving the former goods yard - a large area south-east of the conservation area - vacant apart from the listed former railway warehouse (now derelict) and engine house.

A number of 18th and 19th century buildings in Friar Gate were demolished during the 1950s and 60s. Several substantial low-rise blocks of modern flats were built on the south side of Friar Gate in the later 20th century. The most significant recent development was the re-establishment of Derby Technical College (1892) as the University of Derby in 1992 on a campus immediately abutting the northern boundary of the conservation area. Parts of the conservation area have been developed for student accommodation. A number of the Georgian houses on the north side and around the Friary have large commercial office extensions at the rear, such as the six-storey former HM Customs and Revenue Offices to the rear of 46 Friar Gate. The former rear gardens of these (now) commercial buildings are mainly turned over to car parking.

The inner urban part of the conservation area is within the city's retail core. Along with the city centre as a whole, it experienced decline leading to vacancy, as a result of the general contraction of the independent retail sector during the final quarter of the 20th century. This decline was exacerbated by the establishment the Westfield (now Intu) shopping centre (opened 1975 and greatly enlarged 1990) close to the city centre. The City Centre Conservation area was declared a conservation area 'at risk' by Historic England in 2009.

### 3.4.3 CONSERVATION AND PLANNING POLICIES

Friar Gate CA was designated in 1969 as Derby's first conservation area and has subsequently been extended to the west. An HLF-funded Townscape Heritage (TH) grant scheme operated in Derby city centre from 2000-2004, which included a small area of Friar Gate CA, as far west as 31-39 Friar Gate. The largest single TH grant was for the repair of the tower of St Werburgh's church. Grants were made to buildings throughout the eligible area, rather than grouped together and it was felt that this may have failed to generate the sort of critical mass needed to stimulate regeneration. Consequently, a second TH scheme in 2013 was restricted to a much smaller area of the city centre, the 'St Peter's Quarter'. In 2008 a 'Partnership Scheme in Conservation Areas' (PSiCA) grant programme was established jointly by HE and Derby City Council to provide repair grants for historic buildings in the city centre, primarily shop-fronts. It included the part of Friar Gate CA closest to the centre. 97 buildings were repaired under the scheme, including 40 Curzon Street, 21-32 and 16-17 Friar Gate in the Friar Gate CA. The 'Connecting Derby' (inner ring road) scheme has funded some public realm works in the historic centre. The Council adopted the Friar Gate Conservation Area Appraisal and Management Plan in 2012.

Derby City Council is a partner the D2N2 Local Enterprise Partnership which has £17.8m to help deliver jobs and economic growth in Derbyshire and Nottinghamshire and published a Sector Strategic Action Plan for Creative and Digital Industries in 2015. The strategy does not mention Friar Gate but underlines the importance of developing creative industries in the region. One aspect of the strategy is to increase the currently low number (by national standards) of graduates of local universities who stay in the area.

The Council's 2006 Local Plan identified Derby's 'Northern Quarter' (the area between Sadler Gate and Ford St/St Alkmund's Way) as the location for a 'Creative Industries Cluster' and a notable group of creative industries has been established (with support from Historic England) at Darley Abbey Mills, north of the city centre.

The 2016 Core Strategy has a key spatial objective ‘To strengthen Derby’s economy by making the city an attractive location for major employers and inward investment, especially high tech and creative industries....’ but again, this does not refer to Friar Gate. The Core Strategy identifies Friar Gate Goods Yard (just outside the CA) as one of the most important priorities for regeneration in the City Centre, with potential to develop as a new residential and mixed-use neighbourhood.

### 3.4.4 THE AREA TODAY

Figure 40 lists creative industries companies in the area and Figure 41 maps them. There is detail about occupation of historic buildings in the area in Appendix 4.7.

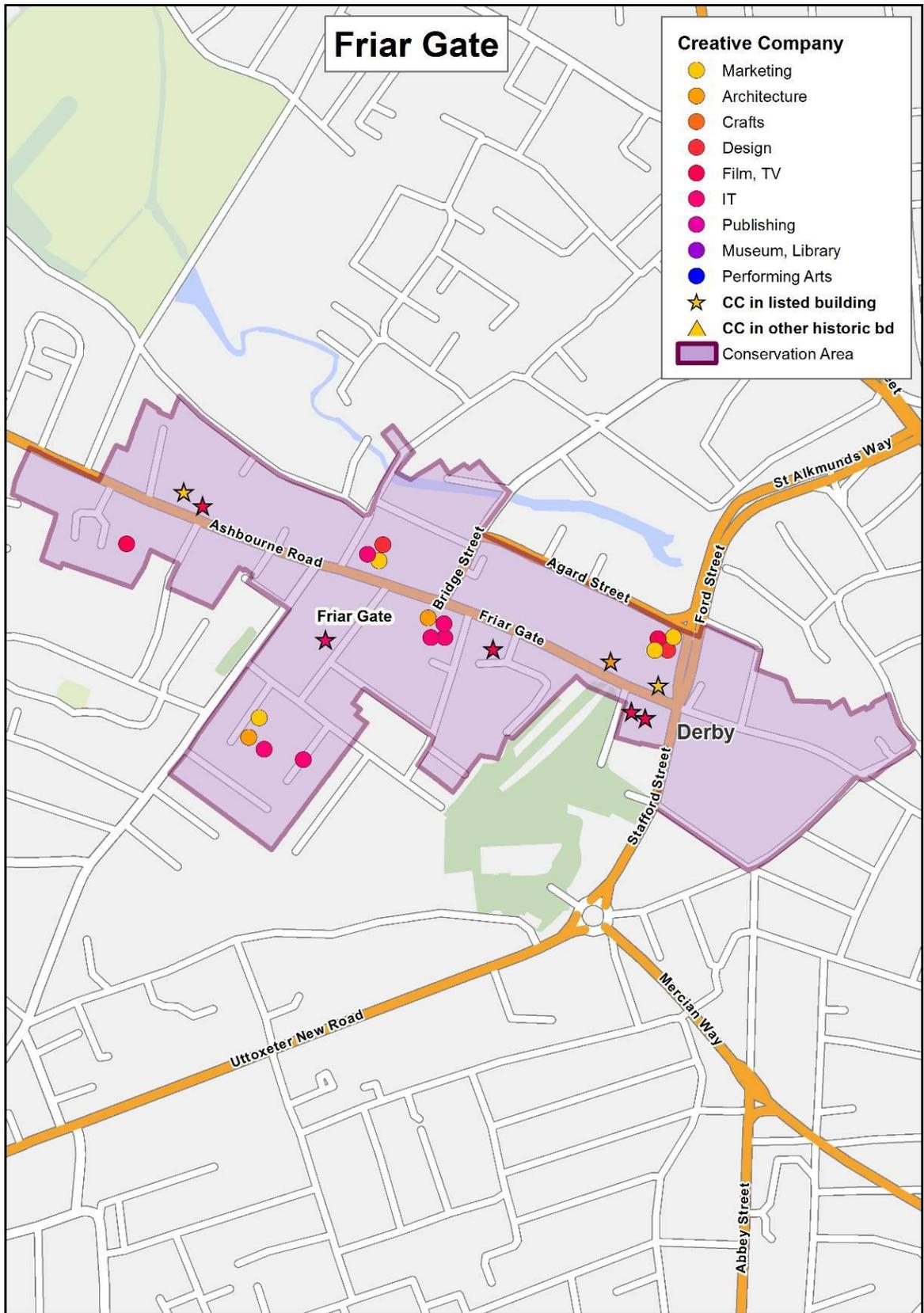
**Figure 40: Creative industry organisations in Friar Gate CA**

SODALITE FILMS LIMITED	59111 - Motion picture production activities
SOULDEEP LTD	59111 - Motion picture production activities
KATAPULT LIMITED	59112 - Video production activities
RG BROADCAST LIMITED	59120 - Motion picture, video and television programme post-production activities
STRAWDOG PRODUCTIONS LTD	59120 - Motion picture, video and television programme post-production activities
STRAWDOG STUDIOS LIMITED	59120 - Motion picture, video and television programme post-production activities
MOTOR ACCOUNTANCY PLUS SOLUTIONS LIMITED	62012 - Business and domestic software development
RDS GLOBAL LIMITED	62012 - Business and domestic software development
GENGAME LTD	62012 - Business and domestic software development
VERNON GATE SOFTWARE LIMITED	62012 - Business and domestic software development
FINANCIAL MODELLING SOLUTIONS LIMITED	62020 - Information technology consultancy activities
COMPLETE COMPUTER SOLUTIONS (DERBY) LIMITED	62020 - Information technology consultancy activities
TEAMSOLVE LIMITED	62020 - Information technology consultancy activities
PASKETT PUBLIC RELATIONS LIMITED	70210 - Public relations and communications activities
KATAPULT INBOUND LIMITED	70210 - Public relations and communications activities
GINO LOMBARDO ASSOCIATES LIMITED	71111 - Architectural activities
SIMON FOOTE ARCHITECTS LIMITED	71111 - Architectural activities
PLANNING & DESIGN PRACTICE LIMITED	71112 - Urban planning and landscape architectural activities
BLUE JALAPENO LTD	73110 - Advertising agencies
DE22 CREATIVE DESIGN SOLUTIONS LTD	73110 - Advertising agencies
INSIDEOUT IDEAS LIMITED	73110 - Advertising agencies
LICHFIELD MEDIA FACTORY LTD	73120 - Media representation services
NASH AT HOME LIMITED	74100 - specialised design activities
HALUK GURER DESIGN CONSULTANT LIMITED	74100 - specialised design activities

**Figure 41: Creative industry companies in listed buildings**

1	32	Friar Gate	BLUE JALAPENO LTD
2	42	Friar Gate	GINO LOMBARDO ASSOCIATES LIMITED
3	83	Friar Gate	SOULDEEP LTD
4	3	Vernon St	GENGAME LTD
5	28	Ashbourne Road	KATAPULT INBOUND LIMITED
6	28	Ashbourne Road	KATAPULT LIMITED
7	99	Friar Gate	STRAWDOG PRODUCTIONS LTD
8	99	Friar Gate	STRAWDOG STUDIOS LIMITED

Figure 42: Creative Industry Organisations in Friar Gate, Derby, Conservation Area



The area has a mixture of different types of creative industry.

**Figure 43: Summary of Creative Industry companies in Friar Gate**

	Companies	% of Total	Per Sq Km	National Ranking
IT, Software & Computer Services	7	<b>29%</b>	29	142
Advertising & Marketing	6	<b>25%</b>	25	<b>66</b>
Film, TV, Video, Radio, Photograph	6	25%	25	110
Architecture	3	13%	13	<b>88</b>
Design	2	8%	8	108
Crafts	0	0%	0	190
Publishing	0	0%	0	286
Museums, Galleries, Libraries	0	0%	0	214
Music, Performing & Visual Arts	0	0%	0	300
<b>TOTAL</b>	<b>24</b>	<b>100%</b>	<b>101</b>	<b>161</b>

Friar Gate cannot yet be said to have emerged as a creative industry hub, compared to places in the city such as Darley Abbey Mills; rather, it may have the potential to become one, benefitting in particular from the proximity of the new and expanding University.

The Friar Gate area is regarded by estate agents as a ‘hotspot location for professional services’, many in the relatively small historic former houses, but not with any explicit emphasis on the ‘creative industries’. New developments are returning residential uses to the area, both for student accommodation and private housing such as that behind the former County Gaol, and St Christopher’s Court off Ashbourne Road, but they do not appear to be displacing commercial uses to a significant degree. There is a group of creative industries, for example, in the Victorian house behind which St Christopher’s Court has been built and another at Friar Gate Studios, a modern block on Ford Street to the rear of the listed 23 and 24 Friar Gate (now a restaurant) from which it is divided by a carpark.

In the part of Friar Gate closest to the city centre, the PSiCA grant scheme targeted retail frontages, and the eastern part of the city centre (including part of Friar Gate CA) has successfully been regenerated, most obviously with new bars and restaurants replacing former shops and commercial premises. Today the area has, primarily, a retail/night time economy. This process has doubtless been supported by the growth of the University, now with c34,000 students.

At the intersection of Friar Gate/Ashbourne Road/Utttoxeter Old Road are local shopping facilities and the area is recognised as a ‘neighbourhood centre’ in city council planning policy.

### 3.5 LOWER OUSEBURN VALLEY, NEWCASTLE UPON TYNE

#### 3.5.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

The Lower Ouseburn Valley Conservation Area lies c.1.5km east of Newcastle Upon Tyne city centre, just west of the residential suburbs of Byker and Walker. It is regarded part of the city’s urban core. The area consists of a c.1km length of the Ouseburn valley, between the southern outfall of the culvert at Stepney Bank and its junction with the Tyne.

It contains nine entries on the statutory list, although of these only 30 and 36 Lime Street are historic industrial buildings. Another 21 buildings, including most of the surviving 19<sup>th</sup> century industrial buildings are identified as making a positive contribution to the special character or appearance of the conservation area. The northern edge of the area is within the Hadrian’s Wall World Heritage Site, although the route of the wall here is not known.

The area was one of Newcastle's first industrial suburbs and its history is inseparable from Ouseburn river, which was fast-flowing, so it could be harnessed for power; and tidal, so its lower reaches were easily navigable by barges. The river's value diminished as railways were built and the ravine above Stepney Bank was infilled in 1907-8 for development and the upper river culverted, reducing the flow and navigability of the lower section, although the river banks remained an important industrial area.

Industrial development began here in the 17th century with glass and pottery manufacture, expanding by the 19th century into a wide range of activities that benefitted from the transport offered by the river and the region's natural resources, including shipbuilding, the production of lead, iron, paint and soap.

By the mid-19th century, a dense mix of industrial buildings lined the river bank, with areas of terraced housing higher up the slopes. A notable industrial relic is the Victoria Tunnel of 1839- 1842, built to transport coal 3.2 km from Spital Tongues colliery, inland, to the quayside. It closed in 1860 and it was listed grade II in 2003, since when small sections have been made publicly accessible by Ouseburn Trust with the support of HLF grant.

Some large 19th century industrial buildings remain, mainly on the west bank of the central section of the valley and its southern end, where the historic street layout survives best, but they are self-contained sites rather than a cohesive historic townscape. They include Upper Steenberg Yard, the Cluny Warehouse (36 Lime Street) and parts of the former Maynard's Toffee factory at Lower Steenberg Yard. The upper part of the valley is now largely open and green and even in the historic central part of the conservation area there are many open grassed spaces between the buildings. The deep valley is crossed by several visually impressive late 19th and 20th century bridges; those higher up spanning its full width. They include the grade II\* listed railway viaduct (1869); and the Metro viaduct (1982) for which a substantial area was cleared.

### 3.5.2 POST-1945 CHANGES

By the end of the Second World War the area's traditional industries were in decline or had left. The local population was largely re-housed elsewhere during the 1940s and 1950s, and by c.2000 most of the valley's historic buildings had been demolished, including the few surviving 18th century terraces. Large areas were cleared, and concreted or used for dumping. Such new uses as there were tended to be secondary industrial activities such as scrap metal recycling, both in old buildings and modern purpose-built premises. Newcastle City Council (NCC) policy in the 1960s was to transform the valley into a green area, and they bought, cleared, and landscaped many former industrial sites.

### 3.5.3 CONSERVATION AND PLANNING POLICIES

A series of local community initiatives during the 1980s and early 1990s, with limited support from NCC, led to the formal establishment in 1996 of the Ouseburn Trust, a local development trust.

It made a successful bid for a five-year Single Regeneration Budget (SRB) grant in 1995 and set up the Ouseburn Partnership, with NCC involvement, to manage it. The Trust's programme explicitly sought to celebrate and conserve the area's heritage at the same time as regenerating it economically, with a vision for the valley based on heritage, open spaces, housing, pubs, music and small creative studios and workspaces. However, there was still considerable pressure to clear land for development and several industrial buildings were damaged by fire during this period.

The Ouseburn Conservation Area was designated in 2000 with the support of the Trust, and a conservation area character statement was adopted. In 2003 NCC produced the *Lower Ouseburn Valley Regeneration Strategy* (for an area including but larger than the conservation area) which recognised it as having economic and cultural potential, close to the city centre. The strategy proposed redevelopment of the area as a new 'urban village', anticipating further major investment from UK and EU structural regeneration funds including the SRB, European Regional Development Fund (ERDF), European Social Fund (ESF), National Lottery and the Arts Council. The mix of old buildings and development sites was considered especially suitable for live/work units that would attract creative, cultural and IT-based industries. NCC supported the cost of a heritage officer.

A Conservation Area Management Plan (CAMP) was produced in 2004, by which time further 19<sup>th</sup> century buildings had been demolished, notably the Ice Factory. It was clear by then there was a conflict between the steady demand for small business premises and the potential of many sites for lucrative residential development.

The Council produced an Urban Design Framework (UDF) for the valley in 2005, as an appendix to the CAMP, including design guidance for potential development sites. In 2008 an Ouseburn Central Master Plan was produced for NCC with detailed development guidelines for the largely vacant area bounded by the Ouseburn, Byker Bank and Leighton Street as the heart of the new 'urban village'. NCC dissolved its area-based regeneration teams in 2011 and a voluntary group, Ouseburn Futures (linked to Ouseburn Trust) was established to carry on working towards the objectives of the Regeneration Plan. A revised and updated *Ouseburn Regeneration Plan 2012-2020* was produced by Ouseburn Futures and NCC in 2012. Ouseburn is central to the Council's plans to support and develop creative industries, as set out in its 2015 *Core Strategy and Urban Core Plan 2010-2030*.

#### 3.5.4 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

During the 1980s a small number of arts and cultural activities were attracted to new commercial units in converted buildings: an art gallery and studios at 36 Lime Street, now known as The Cluny, a grade II listed former Flax Mill of 1848, designed by John Dobson, the area's leading 19<sup>th</sup> century architect; music studios at Off Quay Building and an IT cluster at the grade II\* listed former Ouseburn School which became the Quayside Business Development Centre; but they sat awkwardly with the many car-related and scrap businesses. Following the establishment of the Ouseburn Trust, further cultural activities developed: in 2002, 30 Lime Street was acquired as the National Centre for the Children's Book (now 'Seven Stories'). In 2006 the Biscuit Factory art gallery opened; and in 2007, The Round (theatre) opened next door to The Cluny, although it closed the following year and is now a bar/restaurant. Tyne Tees TV had studios on the edge of the Ouseburn Valley until 2005 and there was a cluster of live music venues, which benefitted from the absence of a residential community that might have objected to the 'night-time economy'.

#### 3.5.5 THE AREA TODAY

Figure 44 lists creative industries companies in the area and Figure 46 maps them.

**Figure 44: Creative industry companies in the Lower Ouseburn Valley CA**

PH IT SOLUTIONS LIMITED	62020 - Information technology consultancy activities
EXIGENT PLATFORM SERVICES LIMITED	62020 - Information technology consultancy activities
EVOLVED DIGITAL MARKETING LTD	62020 - Information technology consultancy activities
SORTED PR LIMITED	70210 - Public relations and communications activities
COOL BLUE BRAND COMMUNICATIONS LIMITED	70210 - Public relations and communications activities
POD NEWCASTLE LTD	71111 - Architectural activities
PB VISUALISATION LIMITED	71111 - Architectural activities
CEAD LIMITED	71111 - Architectural activities
INTERSECT ARCHITECTS LIMITED	71111 - Architectural activities
ONE ASSOCIATES LTD	71111 - Architectural activities
ONE LANDSCAPES LTD	71112 - Urban planning and landscape architectural activities
HUNTER JOHNSTONE MARKETING SOLUTIONS LIMITED	73110 - Advertising agencies
HUNTER JOHNSTONE DIGITAL LTD	73110 - Advertising agencies
LITEWHITE LIMITED	73110 - Advertising agencies
KITTY AND SCARLET LIMITED	73120 - Media representation services
STRAWBERRY BANNERS LTD	73120 - Media representation services
EAST RIVER PR LTD	73120 - Media representation services
JIGSAW DESIGN STUDIOS LIMITED	74100 - specialised design activities
OCTO DESIGN LTD	74100 - specialised design activities
DAEDALUS DRONES LTD	74209 - Photographic activities not elsewhere classified
SEVEN STORIES, THE NATIONAL CENTRE FOR CHILDREN	85520 - Cultural education
CAP-A-PIE ENGAGEMENTS	90010 - Performing arts
PUPPETSHIP COMMUNITY INTEREST COMPANY	90030 - Artistic creation
RED OLIVE ART LIMITED	90030 - Artistic creation
STUDIO ALEC FINLAY LTD	90030 - Artistic creation
FACTORY 35 LIMITED	91011 - Library activities
SEVEN STORIES TRADING LIMITED	91020 - Museums activities

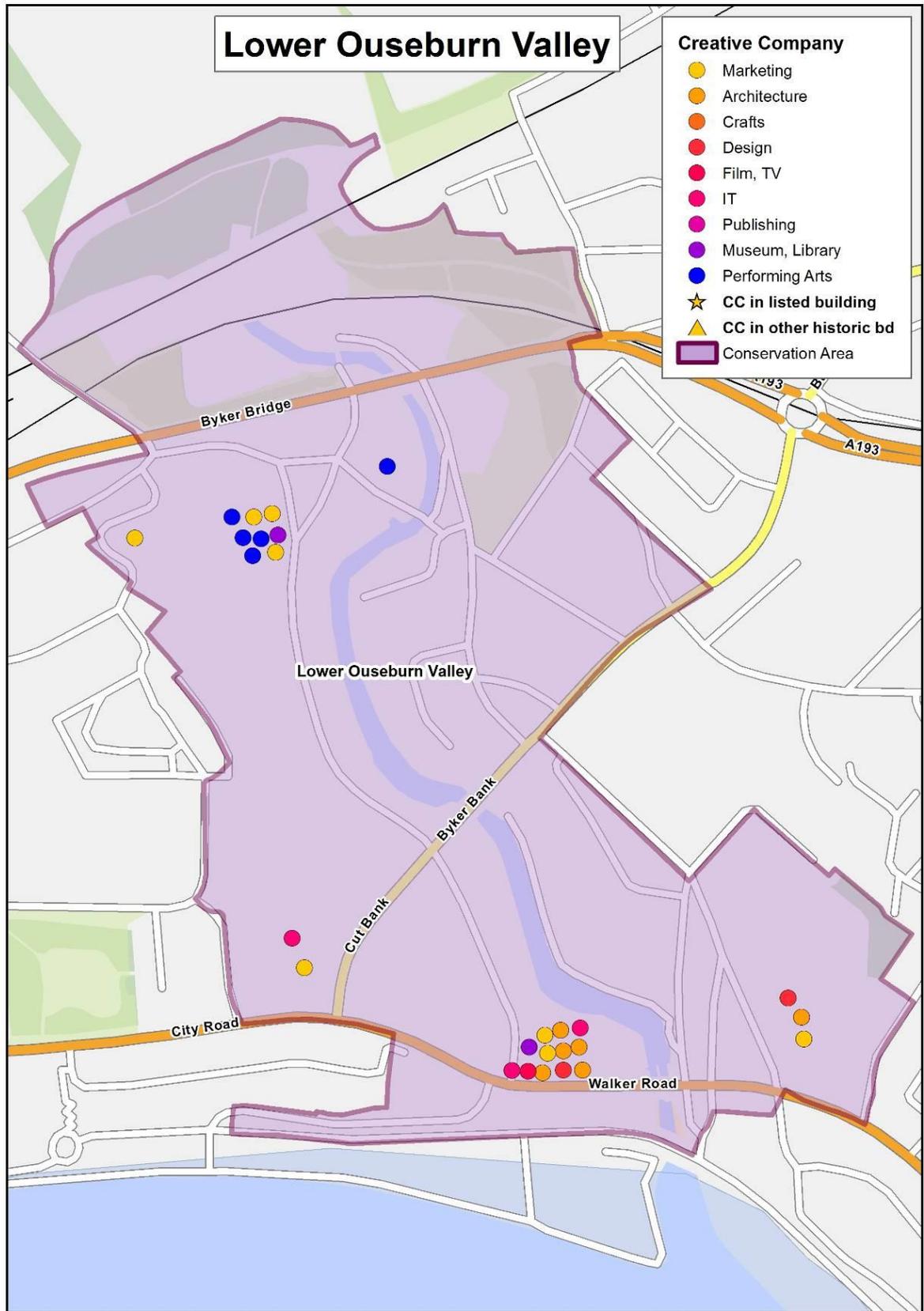
There is a distinct grouping of advertising / marketing and architecture companies in the area.

**Figure 45: Summary of creative industry companies in Lower Ouseburn CA**

	Companies	% of Total	Per Sq Km	National Ranking
Advertising & Marketing	8	30%	39	41
Architecture	6	22%	30	40
Music, Performing & Visual Arts	5	19%	25	129
IT, Software & Computer Services	3	11%	15	219
Design	2	7%	10	96
Museums, Galleries, Libraries	2	7%	10	10
Film, TV, Video, Radio, Photograph	1	4%	5	218
Crafts	0	0%	0	157
Publishing	0	0%	0	282
<b>TOTAL</b>	<b>27</b>	<b>100%</b>	<b>133</b>	<b>125</b>

Between 2003-12 an estimated that £67m was invested in Ouseburn, of which c.£25m was public money; mainly for new build, conversions and infrastructure projects. Private sector residential development has been slower to take place. The NCC Planning & Development Group is currently working on updates of the key Ouseburn planning documents, the Lower Ouseburn Conservation Area documents, the Ouseburn Design Framework, and the Ouseburn Regeneration Plan.

Figure 46: Creative Industries in Lower Ouseburn Valley Conservation Area



Regeneration and development since 2012 have focussed on several large sites, where progress had been slow. In 2010 a short-lived public sector regeneration company was established and acquired three key sites in Ouseburn.

A private sector partner (Carillion-Igloo) was appointed and commissioned a master-plan for the area with Urbed (2013) which provided the basis for the ongoing development of the area. The first phase, at part of Lower Steenberg's Yard, was successfully regenerated for small workspaces as The Toffee Factory. Another public/private partnership developed The Malings (2017), the first new housing scheme in the area, on the east bank of the river. There remain several very large industrial or former industrial sites in the area, and the second phase of the Lower Steenberg Yard is in development.

Ouseburn is now established as a hub for cultural industries and visitors, with galleries, bars and restaurants. A riverside walk, creating public spaces along the river bank for the first time, is gradually being secured as developments takes place. Victoria Tunnel is now a leading tourist attraction in the city and has won several awards. However, it appears that as public funding has shrunk, development has slowed significantly.

## 3.6 NORWICH CENTRAL

### 3.6.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

The Norwich City Centre Conservation Area covers the whole area, of 2.3 km<sup>2</sup>, within the medieval city walls. It contains 731 listed buildings, including: the Norman Castle, the medieval cathedral, palace and precinct buildings, more than thirty medieval churches (most now in secular use), at least twelve complete standing medieval houses and many more incorporated in later buildings (including some 70 medieval undercrofts and cellars), and more than 200 houses dating from before 1700.

Norwich lies on the River Wensum, historically a key transport link with the rural hinterland, for which the city was the principal market, and the sea. Urban development began in the 8th century on the north bank and was consolidated after the Norman conquest on the south bank, around the new royal castle and cathedral; the walls were built in the 13th century. Norwich was England's second city in population and wealth after London for much of the medieval period. Development intensified within the walls after the reformation, as former religious sites became available. During the 18th and 19th centuries older houses were subdivided or redeveloped as industry grew in importance.

The city's medieval wealth was based on wool trading and weaving. In the early modern period, industries based on the produce of the surrounding farmland emerged, such as leather-working, milling, brewing and food processing. In the 19th century Norwich also became a significant centre for iron-founding and machinery and large areas of the city centre and new suburbs were developed for workers' housing. Industrial activity within the city centre, particularly along the river, declined in mid-20th century. Slum clearance took place in the 1920s and 30s, with much of the replacement housing on suburban estates.

Unusually, the loss of historic buildings was challenged as early as 1927 when the 16th century houses in Elm Hill were scheduled for demolition; the Norwich Society was formed and campaigned successfully to preserve them.

No one architectural form characterises the conservation area, because it encompasses the whole of the medieval city centre. It has a range of urban building types, from great churches and civic monuments to mansions, terraced houses, shops and arcades, theatres, banks, warehouses and factories. Much of the ancient street pattern and many old frontages survive, but there has been extensive 20th century redevelopment, including large office blocks and housing estates, especially in the backlands. Some areas such as Ber Street and Anglia Square have little heritage significance. The cathedral, castle and churches are still pre-eminent in the cityscape and there are relatively few other tall buildings. Small-scale historic buildings survive throughout the conservation area.

### 3.6.2 POST-1945 CHANGES

Norwich suffered bomb damage in World War Two and with the decline of traditional industry, this resulted in numerous vacant sites on which redevelopment was largely unsympathetic. An inner link road (1968-75), although mostly outside the walls, cut through the ancient centre around Anglia Square. Bland and undistinguished buildings of the 1950s-80s are scattered across the city; including tower blocks and system-built housing estates, massive offices such as the Norwich Union (now Aviva) buildings on All Saints Green and Surrey Street, and several shopping malls.

The University of East Anglia was established in 1962 on a campus to the west of the city and while physically separate, it has had a major impact on the culture and economy of the whole city. Today it has c.17,000 students.

Recognition of the value of the city's historic environment grew during the 1960s. In 1966, the Council and the Norwich Society founded the Norwich Preservation Trust to preserve historic buildings and in 1973 the Norwich Historic Churches Trust was set up to look after 18 of the city's redundant medieval churches. The Council pioneered the pedestrianisation of historic shopping streets when it closed London Street to traffic in 1967. Norwich is the only English city in the World League of Historic Cities and Regions, housing its headquarters for some years. Norwich Heritage Economic and Regeneration Trust (HEART) was a charity that ran from 2004-2015 to champion local heritage and demonstrate best practice for heritage-led regeneration, securing £1m grant from the government's 'Invest to Save Budget' to promote the city's heritage. Redevelopment in the city centre since c1990s has generally respected its historic scale, grain and character.

### 3.6.3 CONSERVATION AND PLANNING POLICIES

The present conservation area was designated in 1992, incorporating several earlier designations, of which the first were made in 1970. A conservation area appraisal was prepared and adopted in 2006. The Regional Economic Strategy (2008) proposed inter alia that Norwich be developed as a nationally important centre for creative industries and the Northern City Centre Area Action Plan (2010) set out a framework for delivering the regional strategy locally. The Joint Core Strategy for Broadland, Norwich and South Norfolk (2011, 2014) and NCC's Development Management Policies (2014) stress the importance of creative industries in Norwich City Centre. The local plan is backed up by the City Council's Heritage Investment Strategy (2014) for the management of the heritage in partnership with the voluntary/charitable sector. A Neighbourhood Plan for the Cathedral, Magdalen and St Mary's area is in preparation (2018), including a focus on creative, cultural and information technology industries.

The City Council has prepared a Local List (2018) and keeps a local Register of Heritage at Risk. The local plan includes briefs for all of the key development sites in the city centre. It also notes that some 'older office premises will be suitable for beneficial conversion to housing' suggesting that there is an adequate supply of property in both categories.

Among numerous building conservation grants from which the area has benefitted are a joint English Heritage/HLF Conservation Area Partnership Scheme in 1998, major HLF grants for the repair of Dragon Hall (2005/6) and to create a cinema archive at the listed Norwich Cinema in 2014 and EH/HE/HLF grants to the cathedral and various historic churches. The Council has made significant investments in the historic public realm.

#### 3.6.4 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

Creative industries were well-established in Norwich before they were categorised as such. They include publishing (Jarrold's, HMSO and academic concerns) and the mass media; including local papers, BBC regional offices and local radio and TV stations. Therefore, planning policies and strategies have been aimed at sustaining and developing the creative industries rather than initiating new hubs or clusters. The creative industries are concentrated in the best-preserved areas of historic small-scale mixed-use buildings: for example, on Magdalen Street, Colgate and St Giles Street, which are largely of the 18th-early 19th centuries. Another group of creative industries occupies listed buildings on All Saints Green. Others occupy slightly larger, late-19th and early-20th century commercial buildings in the area between Castle and station (Prince of Wales Road).

The main creative industries are now publishing, IT/digital arts and media. The growth of publishing, with academic and literary elements, reflects the importance of the university- and notably its creative writing course. Several literary festivals are held in the city annually and Norwich was one of the UK's three UNESCO Cities of Literature (with Nottingham and Edinburgh) in 2006. Norwich University of the Arts has a comparably strong reputation in digital arts and there is an annual computer gaming festival. In 2006 the Council acquired the former Anglia TV studios which were converted to Epic Studios (East of England Production Innovation Centre) supported by £4m from East of England Development Agency (EEDA), as an 'incubator' for small media businesses.

#### 3.6.5 THE AREA TODAY

Figure 47 lists creative industries companies in the area and Figure 48 maps them.

Norwich is no longer a major administrative centre and today ranks only 38th by population among English cities; but by virtue of its history and location it is still a regional 'capital'. This significance is reflected in the age, richness and diversity of its architecture and urban form. Several recent reports have confirmed that creative industries are a significant and growing part of the local economy. They cluster in the historic areas of the city where there is a good supply of relatively small premises and a lively street scene of cafes, bars and independent shops. Individual buildings have demonstrated the synergy between heritage and creative industries. For example, the Dragon Hall, one of the most important medieval secular buildings in Norwich, became the National Centre for Writing in 2018.

**Figure 47: Creative industry companies in Norwich City Centre CA**

1	NICOLA BAXTER LTD	58110 - Book publishing
2	CURRAN PUBLISHING SERVICES LTD	58110 - Book publishing
3	OPEN TRADE NETWORK	58110 - Book publishing
4	ARCHANT COMMUNITY MEDIA LIMITED	58130 - Publishing of newspapers
5	ARCHANT COMMUNITY MEDIA HOLDINGS LIMITED	58130 - Publishing of newspapers
6	OUTLOOK PUBLISHING LTD	58142 - Publishing of consumer and business journals and periodicals
7	KK MEDIA LTD	58190 - Other publishing activities
8	LOVE NORWICH LTD	58190 - Other publishing activities
9	JIGSAW DESIGN & PUBLISHING LIMITED	58190 - Other publishing activities
10	SELESTI LIMITED	58290 - Other software publishing
11	FALCON GLOBAL LIMITED	58290 - Other software publishing
12	CUCKOO FILMS LIMITED	59111 - Motion picture production activities
13	ROCKSTAR FILMS LIMITED	59111 - Motion picture production activities
14	CODA FILMS LIMITED	59111 - Motion picture production activities
15	MR BOBSON LIMITED	59111 - Motion picture production activities
16	PAPILLON PICTURES LIMITED	59111 - Motion picture production activities
17	PUNK CINEMA LIMITED	59111 - Motion picture production activities
18	NATURAL LIGHTING LTD	59111 - Motion picture production activities
19	LAMBDA FILMS LTD	59112 - Video production activities
20	COMMUNITY MEDIA PRODUCTIONS & TRAINING LIMI	59112 - Video production activities
21	CURVEBALL MEDIA LTD	59112 - Video production activities
22	EYE FILM AND TELEVISION LIMITED	59112 - Video production activities
23	NDT TRAINING ACADEMY LIMITED	59112 - Video production activities
24	ACTION SPORTS TV LIMITED	59112 - Video production activities
25	BOURLEY LTD	59113 - Television programme production activities
26	WILDFIRE FILM RELEASING LIMITED	59131 - Motion picture distribution activities
27	PROTUNES LTD	59200 - Sound recording and music publishing activities
28	NAKED ELEMENT LIMITED	62012 - Business and domestic software development
29	DR ANDY SOUTH LTD	62012 - Business and domestic software development
30	EMPRESA LIMITED	62012 - Business and domestic software development
31	FXHOME LIMITED	62012 - Business and domestic software development
32	PELLCOMP SOFTWARE LIMITED	62012 - Business and domestic software development
33	SOFTWARE APPLICATIONS LIMITED	62012 - Business and domestic software development
34	PURPLE TUESDAY LIMITED	62012 - Business and domestic software development
35	SAXON SOLUTIONS LIMITED	62012 - Business and domestic software development
36	TELEOLOGIC LIMITED	62012 - Business and domestic software development
37	THYNGS LIMITED	62012 - Business and domestic software development
38	UNITED TAXI APP LIMITED	62012 - Business and domestic software development
39	TRINITY SOFTWARE LIMITED	62012 - Business and domestic software development
40	TRITON CONSULTING LIMITED	62020 - Information technology consultancy activities
41	INCEPTASYS LTD	62020 - Information technology consultancy activities
42	QUIITS CONSULTING LIMITED	62020 - Information technology consultancy activities
43	INTERNET GEEKS LIMITED	62020 - Information technology consultancy activities
44	NEO OPTIC LIMITED	62020 - Information technology consultancy activities
45	ICENI TECHNOLOGY LTD	62020 - Information technology consultancy activities
46	DELTASCOPE.COM LIMITED	62020 - Information technology consultancy activities
47	ASSURED IT SOLUTIONS LIMITED	62020 - Information technology consultancy activities
48	FAME CONSULTANCY LIMITED	62020 - Information technology consultancy activities
49	MERRIT TRAINING CONSULTANTS LTD	62020 - Information technology consultancy activities
50	POINTED PIXEL LTD	62020 - Information technology consultancy activities
51	WALNUT PARTNERSHIP LIMITED	62020 - Information technology consultancy activities
52	TIMEWELL CONSULTING LIMITED	70210 - Public relations and communications activities
53	API STONE LIMITED	71111 - Architectural activities
54	CAM ARCHITECTS LTD	71111 - Architectural activities
55	CREATE DESIGN LTD	71111 - Architectural activities
56	LSI ARCHITECTS (DESIGN) LIMITED	71111 - Architectural activities
57	NICHOLAS WARNS ARCHITECT LIMITED	71111 - Architectural activities
58	HUDSON ARCHITECTS LIMITED	71111 - Architectural activities
59	OWEN BOND PARTNERSHIP LIMITED	71111 - Architectural activities
60	TOWN & COUNTRY CONSERVATORIES LIMITED	71111 - Architectural activities

61	CAM ARCHITECTS (NORWICH) LIMITED	71111 - Architectural activities
62	LSI ARCHITECTS (UK) LIMITED	71111 - Architectural activities
63	OSBORNENASH LTD	73110 - Advertising agencies
64	CREATIVE SPONGE LIMITED	73110 - Advertising agencies
65	OPTIMISE MEDIA (LATAM) LIMITED	73110 - Advertising agencies
66	THE LINE AGENCY LIMITED	73110 - Advertising agencies
67	OKM MEDIA LTD	73110 - Advertising agencies
68	FOUNTAIN PARTNERSHIP LTD	73110 - Advertising agencies
69	GRAFIKLANGUAGE LTD	73110 - Advertising agencies
70	NOTICE MEDIA LTD	73110 - Advertising agencies
71	AGGREGATORS UK LIMITED	73110 - Advertising agencies
72	ASS -SAMEE LIMITED	73110 - Advertising agencies
73	BUSINESS EQUIP LIMITED	73110 - Advertising agencies
74	THE POINT (UK) LIMITED	73110 - Advertising agencies
75	BREVERAN GROUP LIMITED	73120 - Media representation services
76	THE MEDIA POINT (UK) LIMITED	73120 - Media representation services
77	PARTNERSHIP PLUS LIMITED	73120 - Media representation services
78	PRESS4GOLF LIMITED	73120 - Media representation services
79	ENTER THE VOID LIMITED	74100 - specialised design activities
80	PAULA GUNDRY INTERIORS LIMITED	74100 - specialised design activities
81	PRODUCT RESOLUTIONS LIMITED	74100 - specialised design activities
82	MATT WHITEHEAD LTD	74100 - specialised design activities
83	MADE AGENCY LTD	74100 - specialised design activities
84	LINE ONE INTERIORS LTD	74100 - specialised design activities
85	TECHNICAL DESIGN SERVICES (NORWICH) LIMITED	74100 - specialised design activities
86	BLUE PEARL PHOTOGRAPHIC LTD	74202 - Other specialist photography
87	PHOTO ELITE LIMITED	74203 - Film processing
88	EXTREME VIDEO LIMITED	74209 - Photographic activities not elsewhere classified
89	CULTURE CROSSROADS	85520 - Cultural education
90	THE GARAGE TRUST LIMITED	85520 - Cultural education
91	NORWICH SOUND & VISION CIC	85520 - Cultural education
92	COMMUNITY MUSIC EAST LIMITED	85520 - Cultural education
93	THE FLYING CLASSROOMS LIMITED	85520 - Cultural education
94	CAPOEIRA COMMUNITIES LIMITED	85520 - Cultural education
95	CULTURE WORKS (EAST) LTD.	85520 - Cultural education
96	ANTEROS ARTS LIMITED	85520 - Cultural education
97	NEW ROUTES INTEGRATION	85520 - Cultural education
98	NORWICH AND NORFOLK COMMUNITY ARTS LIMITE	85520 - Cultural education
99	THE CHALK CIRCLE THEATRE COMPANY LIMITED	90010 - Performing arts
100	IRONHEADS LTD	90010 - Performing arts
101	MARGARET HOWARD THEATRE SCHOOLS LIMITED	90010 - Performing arts
102	NORWICH PUPPET THEATRE TRUST LIMITED	90010 - Performing arts
103	LOESJE SANDERS LIMITED	90020 - Support activities to performing arts
104	EAST ALBION LTD	90020 - Support activities to performing arts
105	TURNING TIDE EVENTS LTD	90020 - Support activities to performing arts
106	NORWICH PLAYHOUSE ENTERPRISES LIMITED	90020 - Support activities to performing arts
107	ST ETHELDREDA ART STUDIO	90030 - Artistic creation
108	SLOW THEATRE COMPANY	90030 - Artistic creation
109	THE SAW TRUST	90030 - Artistic creation
110	MADDERMARKET THEATRE TRUST LIMITED (THE)	90030 - Artistic creation
111	THEATRE ROYAL (NORWICH) TRUST LIMITED	90030 - Artistic creation
112	LIAM BAILEY LTD	90030 - Artistic creation
113	DESIGN KITCHEN CIC	90030 - Artistic creation
114	WRITERS' CENTRE NORWICH	90040 - Operation of arts facilities
115	NORWICH ARTS CENTRE LIMITED	90040 - Operation of arts facilities
116	NORWICH PLAYHOUSE THEATRE LIMITED	90040 - Operation of arts facilities
117	THE ANTEROS ARTS FOUNDATION	90040 - Operation of arts facilities
118	NORFOLK MUSEUMS DEVELOPMENT FOUNDATION	91020 - Museums activities

**Figure 48: Creative industry companies in listed buildings**

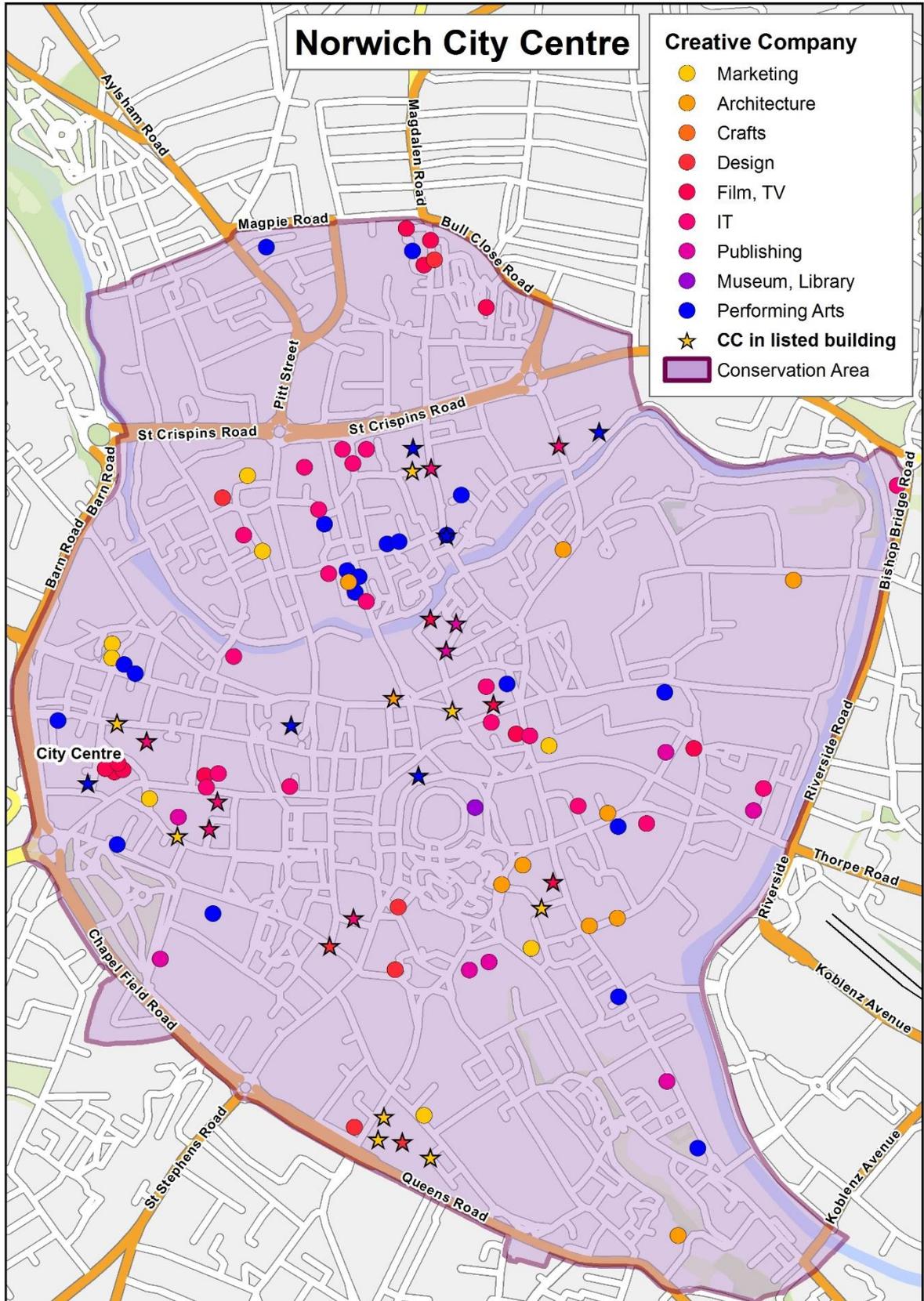
1	30	Elm Hill	CODA FILMS LIMITED
2	30	Elm Hill	JIGSAW DESIGN & PUBLISHING LIMITED
3	30	Elm Hill	OUTLOOK PUBLISHING LTD
4	43	All Saints Green	CREATIVE SPONGE LIMITED
5	43	All Saints Green	PARTNERSHIP PLUS LIMITED
6	43	All Saints Green	PRESS4GOLF LIMITED
7	28	St. Giles St	PELLCOMP SOFTWARE LIMITED
8	28	St. Giles St	TRINITY SOFTWARE LIMITED
9	41456	Orford Place	MADE AGENCY LTD
10	41456	Orford Place	MERRIT TRAINING CONSULTANTS LTD
11	68	Swan Yard	OSBORNENASH LTD
12	21-23	Castle Meadow	SLOW THEATRE COMPANY
13		St John's Alley	MADDERMARKET THEATRE TRUST LIMITED(THE)
14	83-87	Pottergate	EMPRESA LIMITED
15	83-87	Pottergate	THE LINE AGENCY LIMITED
16	3	Cow Hill	THE CHALK CIRCLE THEATRE COMPANY LIMITED
17		Queen St	NOTICE MEDIA LTD
18		Queen St	CURVEBALL MEDIA LTD
19	37	St. Andrews St	HUDSON ARCHITECTS LIMITED
20	44	Magdalen St	AGGREGATORS UK LIMITED
21		Magdalen St	CULTURE WORKS (EAST) LTD.
22		St James	NORWICH PUPPET THEATRE TRUST LIMITED
23	2	St James Mill	THYNGS LIMITED
24	38	Bethel St	FOUNTAIN PARTNERSHIP LTD
25	38	Bethel St	FOUNTAIN PARTNERSHIP LTD
26	43	All Saints Green	PRODUCT RESOLUTIONS LIMITED
27	44-48	Magdalen St	ICENI TECHNOLOGY LTD
28	7	Fye Bridge St	THE ANTEROS ARTS FOUNDATION
29	70	King St	BLUE PEARL PHOTOGRAPHIC LTD

There is a balanced mix of different types of creative industry, with a Music, Performing and Visual Arts being disproportionately strong.

**Figure 49: Summary of creative industries in Norwich City Centre CA**

	Companies	% of Total	Per Sq Km	National Ranking
Music, Performing & Visual Arts	30	<b>25%</b>	13	<b>179</b>
IT, Software & Computer Services	26	22%	11	244
Film, TV, Video, Radio, Photograph	18	15%	8	216
Advertising & Marketing	17	14%	7	230
Architecture	10	8%	4	188
Publishing	9	8%	4	290
Design	7	6%	3	184
Museums, Galleries, Libraries	1	1%	0	230
Crafts	0	0%	0	232
<b>TOTAL</b>	<b>118</b>	<b>100%</b>	<b>51</b>	<b>212</b>

Figure 50: Creative industry companies in Norwich City Centre CA



There is some pressure to relax the planning policies that have ensured that development in the past three decades has fitted to fit into the scale and intricacy of the historic city. There are several recent buildings of 10-12 stories, and the current proposal by Broadway Malayan for the Anglia Centre site includes 1250 residential units and a 25-storey tower. However, because the area is large, major redevelopment does not, so far, appear to threaten the supply of premises suitable for creative industries. A greater- if more distant- peril would arise if the erosion of the city's historic character as a result of major redevelopments led to a change in the perception of Norwich as an attractive, desirable location for small businesses.

## 3.7 RAMSGATE CONSERVATION AREA

### 3.7.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

Ramsgate Conservation Area covers much of the historic town of Ramsgate. It extends to 12.2 km<sup>2</sup> and is the largest conservation area in Kent. It contains 333 listed buildings of which several are listed grade I or II\*. The local authority is Thanet District Council, which also covers the nearby towns of Margate and Broadstairs and their rural hinterland. The council has not prepared a local list or formally identified unlisted buildings that make a positive contribution to the area, but a substantial number of those predating 1914 would probably fall into the latter category.

In the medieval period, Ramsgate was a limb (i.e. branch) of the Cinque Port of Sandwich, but it was essentially a fishing village until the 16th and 17th centuries. In 1749, a new stone pier was built so that the harbour was accessible at all states of tide and could serve the merchant and naval fleets as a 'Port of Refuge', subsequently becoming a 'Royal Harbour'. By the end of the 18th century it developed as one of the first English sea-bathing resorts, and was developed with numerous terraces of houses, Assembly Rooms and baths; although it still had a large fishing fleet.

The Royal Harbour with its breakwater and associated buildings, is the defining visual and historic architectural feature of the town. The principal commercial and residential streets occupy the shallow valley that surrounds the harbour. The residential core is comprised mainly of 18th and early 19th century terraced housing. Outside this, are extensive areas of 19th and early 20th century development. Grade I listed buildings include the group comprising The Grange, St Augustine's Church, cloister and presbytery, designed for himself by the greatest of English gothic revival architect, AWN Pugin, a romantic recreation of what he saw as the medieval ideal of a Christian community; and the early 19th century church of St George. The Royal Harbour is listed Grade II\*.

Much of the 19th century townscape survives and, apart from a few intrusive modern exceptions, the town preserves its historic scale of 3-4-storey terraces, with ground floor shops in the main streets.

### 3.7.2 POST-1945 CHANGES

Ramsgate suffered much less bomb damage than nearby Margate, for example, but, as with other English seaside towns, it suffered a significant economic decline as the domestic holiday industry was replaced by the popularity of foreign holidays. A number of initiatives to regenerate the local economy have been made.

Several unsuccessful attempts to reintroduce cross-channel ferries led to a massive industrial site (the modern 'Port of Ramsgate') being developed on reclaimed land to the west of the Royal Harbour.

Although little used, it dominates the western approach to the historic harbour and town centre. The town still has the largest inshore fishing fleet in the region.

The railway station lies c.1 km inland from the town centre. Although rail was the main means of reaching the town from the mid-19th century, the extension of the HS1 High Speed (Channel Tunnel Rail Link) line to Ramsgate and Margate (opened 2009) has greatly improved the town's accessibility to and from London.

Several prominent sites were unsympathetically redeveloped with large modern buildings in the late 20th century, most aggressively around the Royal Harbour at the junction of Leopold Street and Royal Parade, but also in Queen Street, for example. These areas have been excluded from the conservation area, but as islands within it, their detrimental impact on the surrounding historic environment is undiminished.

### 3.7.3 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

Creative industries appear to be distributed quite widely throughout the conservation area, including many in predominantly residential streets, and it is only starting to emerge as a creative industry cluster. This is happening largely so far on Military Road, where a group of creative industries are occupying recently renovated grade II listed arches belonging to Thanet District Council. They were previously below 50% occupancy, costing the council money, although they accommodated chandlery businesses essential to ensuring the harbour continued to be used for yachts and fishing. TDC invested in doing them up and they are now at 100% occupancy, with creative industry businesses alongside the chandlery businesses. <https://suite.endole.co.uk/explorer/postcode/ct11-9lg>

The long-established Ramsgate Maritime Museum occupies the grade II\* listed Clock House at the centre of the Royal Harbour. It is run by a charitable trust, in succession to a Council-run museum on the same site that closed in 2008. It has c.8,000 visitors a year. Ramsgate is also home to the Micro Museum of vintage computers, video gaming and micro-electronics, a private collection started 40 years ago, but this does not appear to represent or have stimulated a cluster of related activities.

### 3.7.4 CONSERVATION AND PLANNING POLICIES

The conservation area was designated in 1970 and has been extended since then. The emerging draft Thanet local plan refers to creative industries only briefly, in connection a small emerging cluster in Margate Old Town. The local plan primarily supports leisure, tourism, retail and residential activities with an emphasis on maritime heritage. There is no conservation area appraisal for Ramsgate, nor any policies specifically encouraging creative industries in the town. The Council is committed to the development of the Council-owned Port of Ramsgate, as a commercial port operation. Its plans are set out in the Ramsgate Maritime Plan (2015).

An upsurge in creative activities that followed the opening of the Turner Contemporary Gallery in Margate has been supported by the Margate Arts Creativity and Heritage (MACH) programme, an initiative begun in 2010 which was jointly funded by Thanet District Council, Historic England and Arts Council England. One of its key objectives was to support the reuse of historic properties by the creative sector in Margate. The MACH approach is regarded as a model for culture- and heritage-based regeneration that could be applied elsewhere in the district, and for which Ramsgate in particular may be suitable.

HLF grants have been awarded for a Townscape Heritage scheme (£1.2m between 2008-2013) contributing to the cost of repairing historic buildings in the seafront area; and separately for the St Augustine’s Centre (grant of £600,000) project, among others.

Ramsgate was chosen in 2016 as one of the first ten Historic England Heritage Action Zones (HAZ), places selected for targeted action by Historic England, to build on the heritage of the area to stimulate economic growth. The HAZ encompasses the whole town, within which Ramsgate CA lies.

An HLF funded project called ‘Harbouring Hopes’ is providing creative industries training to local school students.

### 3.7.5 THE AREA TODAY

Figure 51 summarises the creative industries in the conservation area. Figure 53 lists companies in creative industries across the Heritage Action Zone<sup>11</sup> and Figure 54 maps them.

**Figure 51: Summary of creative industry companies in Ramsgate CA**

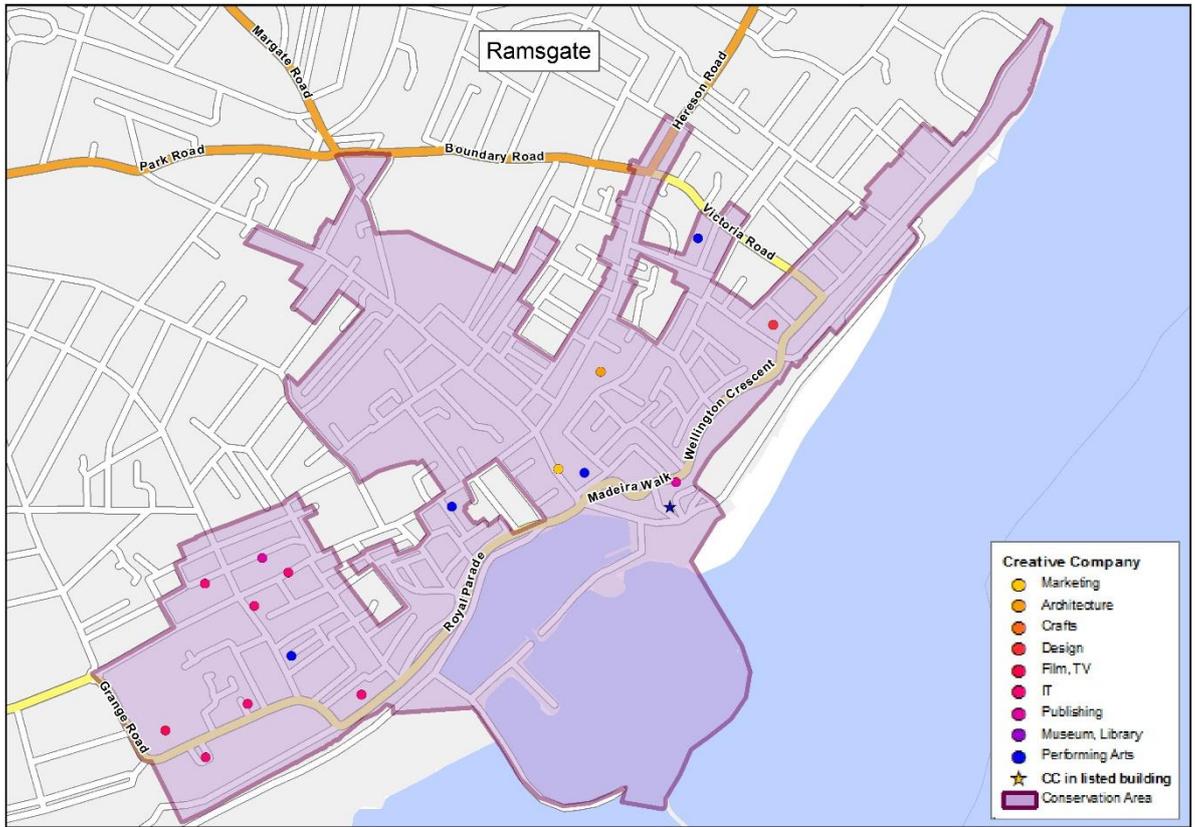
	Companies	% of Total	Per Sq Km	National Ranking
IT, Software & Computer Services	6	<b>35%</b>	7	
Music, Performing & Visual Arts	5	<b>29%</b>	6	
Publishing	2	12%	2	
Advertising & Marketing	1	6%	1	
Architecture	1	6%	1	
Design	1	6%	1	
Film, TV, Video, Radio, Photograph	1	6%	1	
Crafts	0	0%	0	
Museums, Galleries, Libraries	0	0%	0	
<b>TOTAL</b>	<b>17</b>	<b>100%</b>	<b>19</b>	<b>403</b>

Ramsgate conservation area is neither economically booming or severely deprived. It has a long-standing reputation as a more genteel holiday resort than Margate, with many historic literary associations. The town has benefitted in recent years from an influx of Londoners, attracted by the relatively low prices of period property; many Georgian houses have recently been repaired, whereas a few years ago they might have been redeveloped. The changing demographic is reflected in newly established annual arts and film festivals. The central shopping area has a number of vacant premises, especially at its outer edges; but this appears to be consistent with the general, nation-wide contraction in the retail industry, rather than a result of problems specific to Ramsgate. The historic shops are typically small and therefore not well suited to the needs of the large ‘multiple’ retailers, so many are yet to find new uses, and retail trade in all of the Thanet towns has been affected by competition from the large out-of-town shopping centre at nearby Westwood Cross opened in 2005.

The HAZ supports a local project manager and a range of research and capacity-building projects, including the preparation of an historic character assessment and a gazetteer of the town’s buildings to inform the preparation of a conservation area appraisal and management plan using local volunteers. The HAZ also co-ordinates work with local schools to increase understanding of, and engagement with, the heritage.

<sup>11</sup> As opposed to just the conservation area.

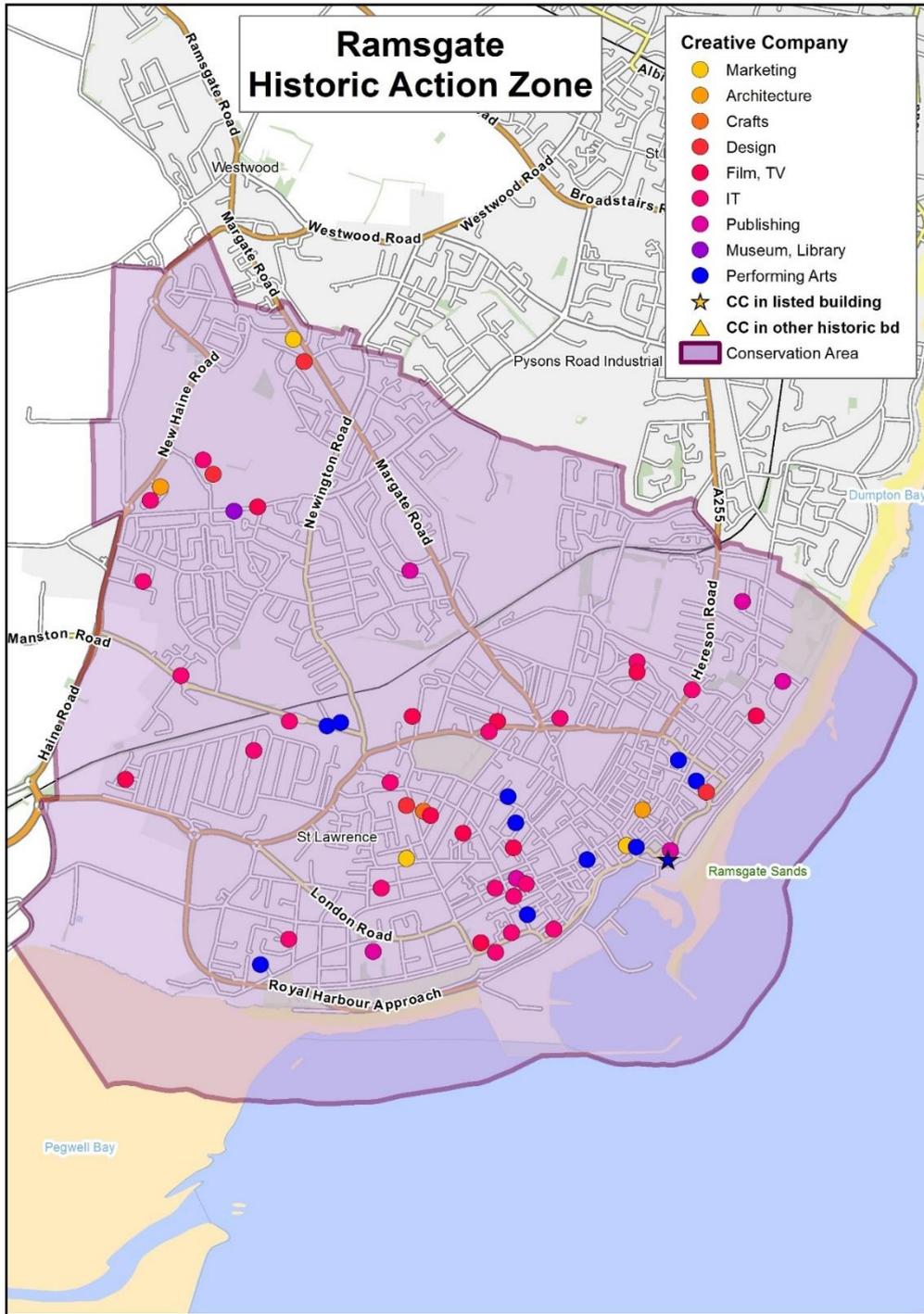
Figure 52: Creative Industry companies in Ramsgate Conservation Area



**Figure 53: Creative industry companies across the Ramsgate Heritage Action Zone**

1	LILAH WILDING LIMITED	32120 - Manufacture of jewellery and related articles
2	COMPASS INTERNET LIMITED	58190 - Other publishing activities
3	PATRICKGEORGE LIMITED	58190 - Other publishing activities
4	DEAD GUYS SHOE LIMITED	58190 - Other publishing activities
5	ROB HOUSE ILLUSTRATION LIMITED	58190 - Other publishing activities
6	REVOLVER CASTING LTD	59111 - Motion picture production activities
7	POLARIS PRODUCTIONS LIMITED	59111 - Motion picture production activities
8	SYLPH PRODUCTIONS LIMITED	59111 - Motion picture production activities
9	VIOLET PICTURES LIMITED	59111 - Motion picture production activities
10	FIVE10TWELVE LIMITED	59112 - Video production activities
11	GOODGATE LTD	59113 - Television programme production activities
12	REZZONATOR MUSIC LIMITED	59120 - Motion picture, video and television programme post-production activities
13	WJ ALLPRESS LTD	59120 - Motion picture, video and television programme post-production activities
14	DIVINE TELEVISION FOUNDATION LTD	59133 - Television programme distribution activities
15	BOUDOIR MUSIQUE LIMITED	59200 - Sound recording and music publishing activities
16	JON NICKOLL MUSIC LIMITED	59200 - Sound recording and music publishing activities
17	PBR STREETGANG LIMITED	60200 - Television programming and broadcasting activities
18	ON SAFE LINES QHSE SOFTWARE LTD.	62012 - Business and domestic software development
19	MARINE SOFTWARE LIMITED	62012 - Business and domestic software development
20	MACH ASSOCIATES LIMITED	62012 - Business and domestic software development
21	VULCANDROID LIMITED	62012 - Business and domestic software development
22	BUSINESS COMPUTER SOLUTIONS LTD	62020 - Information technology consultancy activities
23	VNEXT TECHNOLOGIES LTD	62020 - Information technology consultancy activities
24	INCENDIARY INDUSTRIES LIMITED	62020 - Information technology consultancy activities
25	SEER INSIGHT LTD	62020 - Information technology consultancy activities
26	8N1 CONSULTING LIMITED	62020 - Information technology consultancy activities
27	TRAH COMPUTER SERVICES LIMITED	62020 - Information technology consultancy activities
28	PAPPILLON LIMITED	62020 - Information technology consultancy activities
29	DTA COMPUTER SYSTEMS LIMITED	62020 - Information technology consultancy activities
30	PSB IT CONSULTANCY SERVICES LIMITED	62020 - Information technology consultancy activities
31	SAFARI RETAIL LOGISTICS LIMITED	62020 - Information technology consultancy activities
32	A C S PROVISION LIMITED	62020 - Information technology consultancy activities
33	ARUNDEL IT SOLUTIONS LTD	62020 - Information technology consultancy activities
34	DWB SOLUTIONS LIMITED	62020 - Information technology consultancy activities
35	CLARIFIED SOLUTIONS LIMITED	62020 - Information technology consultancy activities
36	DEVLS LTD	62020 - Information technology consultancy activities
37	HANNAH BAILEY PR LTD	70210 - Public relations and communications activities
38	GPM2 DESIGN LIMITED	71111 - Architectural activities
39	MISCHEVIOUS THEATRE CIC	71111 - Architectural activities
40	TINDERBOX MARKETING SERVICES LIMITED	73110 - Advertising agencies
41	GEMINI LOTTO FUNDRAISING LTD	73110 - Advertising agencies
42	KMR CREATIVE LIMITED	74100 - specialised design activities
43	CAVE CREATIVE LIMITED	74100 - specialised design activities
44	JIFFY MEDIA LIMITED	74100 - specialised design activities
45	S&G DESIGN LTD	74100 - specialised design activities
46	BSL KENT LIMITED	74300 - Translation and interpretation activities
47	ABIGAIL BEATTIE TRANSLATIONS LTD	74300 - Translation and interpretation activities
48	CHURCHILL HOUSE SCHOOL OF ENGLISH LANGUAGE	85520 - Cultural education
49	KENT FILM FOUNDATION LIMITED	85520 - Cultural education
50	ELITE DANCE ACADEMY LTD	90010 - Performing arts
51	MELTDOWNS LIMITED	90030 - Artistic creation
52	ARTIST PARTNERS LIMITED	90030 - Artistic creation
53	RAMSGATE ARTS FESTIVAL LIMITED	90030 - Artistic creation
54	CRUCIAL ARTS PRODUCTIONS CIC	90030 - Artistic creation
55	THE MELTDOWNS STUDIOS LIMITED	90040 - Operation of arts facilities
56	ARTS IN RAMSGATE (AIR) CIC	90040 - Operation of arts facilities
57	XHUMED BHX13 LIMITED	91012 - Archives activities

**Figure 54: Creative Industry companies in Ramsgate Heritage Action Zone**



It is understood that Ramsgate Conservation Area has recently been assessed ‘at risk’ by the Council and Historic England, giving it greater priority for HE grant funding under the Partnership Scheme in Conservation Areas (PSiCA). The HAZ remit does not relate specifically to cultural industries, but several key buildings in the town including the Granville Hotel, the former Smack Boys Home and the Clock House (which currently houses the Maritime Museum) as well as vacant shops, may have the potential to house creative industries. Bids for capital funding to the MHLG Coastal Revival Fund and the DCMS Cultural Development Fund, in the context of the HAZ, are also under consideration.

## 3.8 SMITHFIELD, MANCHESTER

### 3.8.1 LOCATION, ORIGINS AND ARCHITECTURAL CHARACTER

Smithfield Conservation Area lies just to the east of the historic centre of Manchester. The conservation area covers 0.13 km<sup>2</sup> and contains 20 statutorily listed buildings. It encompasses, roughly, the north-western half of the area known as the 'Northern Quarter'.

Manchester had emerged as a centre of the textile industry by c.1700 but the 'Northern Quarter' was largely undeveloped until the mid-18<sup>th</sup> century. It was first built up as a residential suburb, with merchant's houses in the principal streets, frequently with warehouses to their rear. During the later 18<sup>th</sup> century there were increasing numbers of relatively prosperous handloom weavers, a few of whose houses survive, identifiable by their wide top-floor windows, in the lesser streets. Home-weavers were gradually replaced by industrial factory-based textile production. New mills were first built within the town, along with new workers' housing and subdivision of older dwellings but as canals and then railways improved transport, production moved to rural areas of Lancashire.

By the mid-19<sup>th</sup> century the 'Northern Quarter', ideally located between three main-line railway stations, had transformed into a centre of commerce, where merchants finished, stored, bought and sold (primarily cotton) textiles. Its resident population shrank, and houses were replaced by offices and warehouses. The first market was opened in 1821, east of Shudehill, giving Smithfield its name.

This grew into a complex of wholesale and retail markets that was the largest in Britain by 1900, covering several acres. The historic architectural character of the area is that of 19<sup>th</sup> and early 20<sup>th</sup> century commerce. Textile companies typically built office blocks of four or five storeys in a wide variety of architectural styles on the main streets, with severely plain wholesale warehouses attached to the rear. Dating from the 1850s to c1930s, they became steadily larger. They were joined by speculative blocks of commercial chambers (offices) often on corner sites, along with banks, pubs and shops. In the second half of the 19<sup>th</sup> century, shops, often selling textiles, clothes or haberdashery became increasingly prominent, especially on Oldham Road. The shops also had a distinctive architectural character, many with first floor showrooms with plate-glass display windows. The largest were department stores such as Affleck and Brown's, comparable in scale and ostentation with the great textile merchants' premises. A few 18<sup>th</sup> century houses survived, converted into commercial uses. Textile warehouses continued to be built into the 1930s, alongside branches of the main national retailers, but by the end of the decade the domestic textile industry had largely been overtaken by its colonial competitors.

### 3.8.2 POST-1945 CHANGES

During the two decades following 1945, the Smithfield area was Manchester's prime retail district, but during the 1970s this too fell on hard times. The city centre was redeveloped with the Arndale centre, (1972-9) Europe's largest shopping mall, which faced southwards, and offered no connection with the former primary retail areas to its north and east. At the same time, after a long decline, the last of the Smithfield Markets closed in 1974.

A quarter of the area's traders had left by 1980, and many buildings and sites became vacant. Part of the area was redeveloped in the 1970s by the City Council with the low-rise Smithfield Gardens housing, reflecting an acceptance of these devastating economic changes.

### 3.8.3 EMERGENCE OF CREATIVE INDUSTRIES IN THE AREA

By the late 1970s, the Smithfield area was largely derelict and known mainly for street crime. The first act in its regeneration was the conversion in 1981 of part of the former Affleck and Brown department store in Oldham Street into Affleck's Palace, an 'alternative' indoor market based in London's Kensington Market, selling clothes, records and so on. In the later 1980s informal nightclubs in the Northern Quarter were associated with Manchester's 'rave culture', but it remained an area into which few would otherwise venture at night. During the early 1980s, the Manpower Services Commission supported creative workers (nationwide) with low but liveable incomes and artists and makers began to occupy spaces in the area. A small community of makers and retailers established by the early 1990s formed a community pressure group, secured grant funding for its work and began to lobby the Council on behalf of the area. Local identity, civic pride and a determination to rebuild the city were reinforced in the wake of the 1996 IRA bombing of the city centre, which also displaced some small businesses from the Corn Exchange into Oldham Street.

### 3.8.4 CONSERVATION AND PLANNING POLICIES

Smithfield, Shudehill and Stevenson Square Conservation Areas were designated in 1987. Around the same time the City Council began to give urban regeneration serious attention, for example with the development of a new tram network and the establishment of regeneration agencies for various parts of the city. It commissioned a *Northern Quarter Regeneration Strategy* in 1995 which aimed to revive the area as a mixed-use neighbourhood building on the nascent 'creative industries', drawing on the UK and EU regeneration funding then available. Grant funding, including an English Heritage/HLF Conservation Area Partnership Scheme (CAPS) in 1998-2001 supported public realm works and some 150 building refurbishments in the Northern Quarter.

Building on the 1995 strategy, the exemplary *Northern Quarter Development Framework* was published by the Council in 2003. This acknowledged the importance of distinctive physical and economic features of the Northern Quarter and set out a framework for protecting and building on them. It recognised that creative industries, independent retailers and social housing needed protection through the planning system; but that some of the demand for large floor space and commercial residential development could be met in the area. It noted the (continuing) above-average level of absentee landlords and their tendency to hold rather than develop property in the hope that regeneration would lead to increase in value, and that the use of CPOs might be required to ensure that development went ahead.

Most of the few remaining textile companies have chosen to relocate, with Council support. There is no formal conservation area appraisal for Smithfield, nor a local list, but a detailed character analysis of the Northern Quarter was prepared by English Heritage in 2008. The *Framework* is supported by a *Guide to Development SPD* (adopted in 2007) and a *Core Strategy* in 2012; both encouraged city-centre living. A new local plan is currently in preparation.

The Council has led, or been a partner in, the regeneration of land it owns. As early as 1982 it developed the Craft & Design Centre in the former retail fish-market on Oak Street, and it has shaped a major redevelopment in and around the former wholesale fish-market, begun in 2003 and now in its sixth phase. The Council supports arts organisations such as the Chinese Arts Centre and the development (with lottery funding) of the Band on the Wall music hub. It set up an arms-length city-centre management company, Cityco, a membership organisation that brings together local businesses and the public sector, manages a Business Improvement District (BID), and works to

address ‘anti-social’ behaviour and street crime which still affect the area. Article 4 Directions now require that planning permission be obtained for change of use from office (B1(a)) to residential (C3) in the whole Northern Quarter and from light industry (B1(c)) to residential (C3) in roughly the north-east half of Smithfield CA.

### 3.8.5 THE AREA TODAY

Figure 55 shows summarises creative industry companies in Smithfield. Figure 56 lists them, Figure 57 identifies those in listed buildings and Figure 58 maps them. Appendix 4.4 has details of occupation of individual historic buildings in the area. There is a balanced mix of creative industry organisations, with strong representation in Music, Performing and Visual Arts.

**Figure 55: Summary of creative industry companies in Smithfield, Manchester**

	Companies	% of Total	Per Sq Km	National Ranking
Music, Performing & Visual Arts	15	<b>33%</b>	116	<b>24</b>
IT, Software & Computer Services	11	24%	85	18
Advertising & Marketing	9	20%	70	<b>30</b>
Film, TV, Video, Radio, Photograph	6	13%	47	56
Architecture	3	7%	23	<b>30</b>
Design	2	4%	16	62
Crafts	0	0%	0	96
Publishing	0	0%	0	133
Museums, Galleries, Libraries	0	0%	0	127
<b>TOTAL</b>	<b>46</b>	<b>100%</b>	<b>357</b>	<b>47</b>

The mixture of historic uses meant that following the decline of traditional industries there are substantial numbers of historic buildings of the type recognised as attractive to ‘creative industries’, many with street-level retail units. Since much of their heritage significance lies in their main elevations, they can relatively easily be converted to new uses. Numerous gap sites have provided for new build. The historically varied grain of the townscape, building scales, plot sizes, architectural styles, and building materials has allowed a similar variety of new development within the parameters of conservation policy.

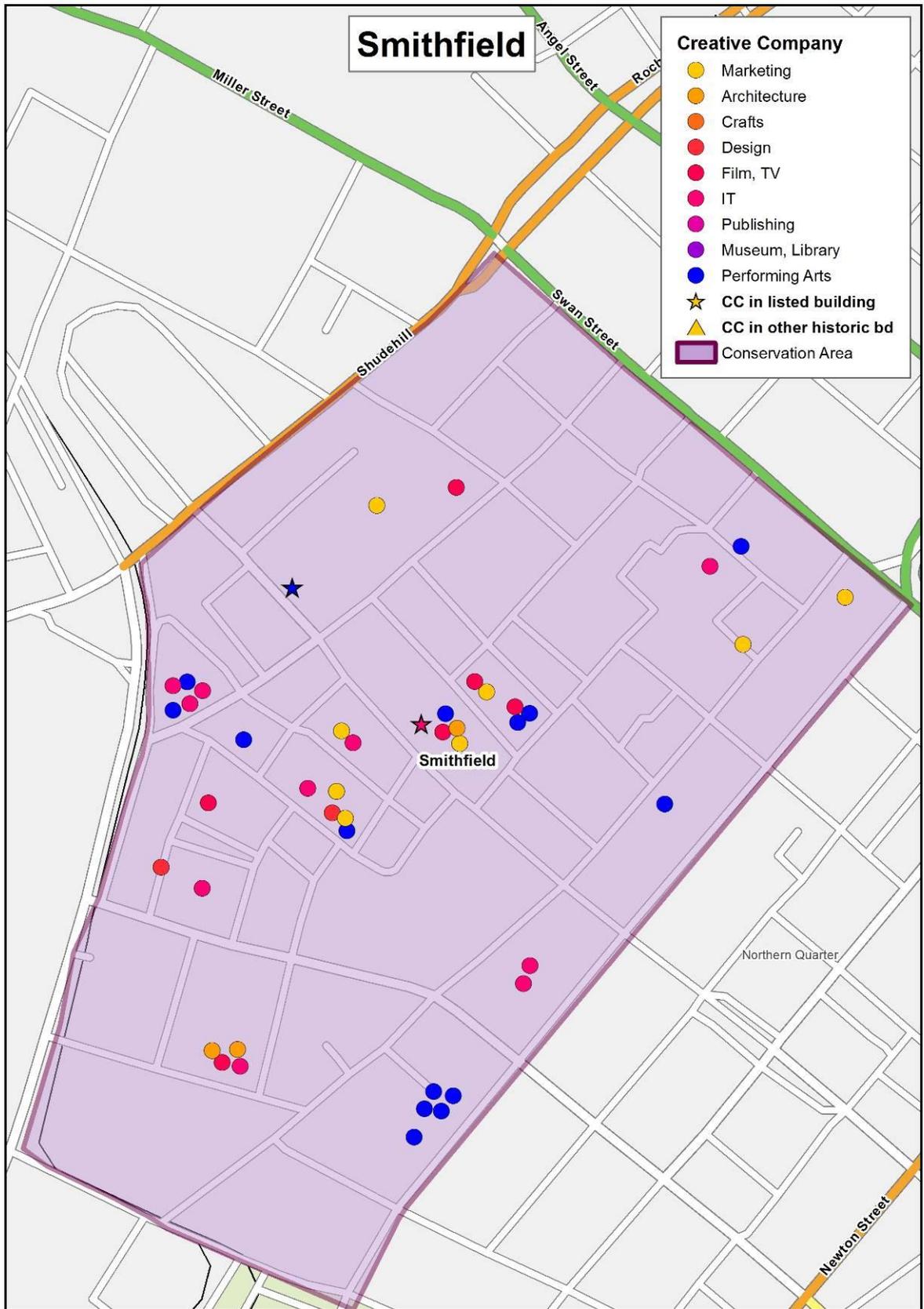
**Figure 56: Creative industry companies in Smithfield (Manchester) CA**

SIM BALA CAMERA LTD	59111 - Motion picture production activities
DAYLIGHT MOVING IMAGE LIMITED	59111 - Motion picture production activities
GLOBAL EDGE MNEMONICS LIMITED	59111 - Motion picture production activities
HOLDENS GROUP LIMITED	59112 - Video production activities
WRAP UP NORTH LIMITED	59113 - Television programme production activities
SUGAR FREE TV LIMITED	59133 - Television programme distribution activities
BEAT BAZAAR PROJECTS	59200 - Sound recording and music publishing activities
GOAL-ORIENTED SOFTWARE LIMITED	62011 - Ready-made interactive leisure and entertainment software development
COMPUTASTORE LIMITED	62012 - Business and domestic software development
BLISS DIGITAL LTD	62012 - Business and domestic software development
IGNISO MANCHESTER LIMITED	62012 - Business and domestic software development
RADIO.CO (UK) LTD	62012 - Business and domestic software development
YES INFORMATION TECHNOLOGY LIMITED	62020 - Information technology consultancy activities
KUBUKO LTD	62020 - Information technology consultancy activities
CHEEKO LIMITED	62020 - Information technology consultancy activities
ALBARTS LIMITED	62020 - Information technology consultancy activities
RED VALLEY TECHNOLOGY LIMITED	62020 - Information technology consultancy activities
LINTEN TECHNOLOGIES LTD	62020 - Information technology consultancy activities
PEOPLE PEOPLE COMMUNICATIONS LTD	70210 - Public relations and communications activities
NUTMEG MEDIA LIMITED	70210 - Public relations and communications activities
SCOTT DONALD ARCHITECTURE LTD	71111 - Architectural activities
12/23 ARCHITECTURE DESIGN LTD	71111 - Architectural activities
GA STUDIO LTD	71111 - Architectural activities
CUBE3 DIGITAL LTD	73110 - Advertising agencies
W00T!MEDIA LTD	73110 - Advertising agencies
THEEWORD LTD	73110 - Advertising agencies
BAGTHING LIMITED	73110 - Advertising agencies
TEN INTEGRATED MARKETING COMMUNICATIONS L	73110 - Advertising agencies
DINOSAUR HOLDINGS LIMITED	73110 - Advertising agencies
DINOSAUR UK LIMITED	73110 - Advertising agencies
COMMON PRACTICES LIMITED	74100 - specialised design activities
AM PYRO LTD	74100 - specialised design activities
THE MANCHESTER SHAKESPEARE COMPANY LIM	85520 - Cultural education
QUARANTINE	85520 - Cultural education
THREE MINUTE THEATRE LIMITED	85520 - Cultural education
MISS PHIZZLE LIMITED	90020 - Support activities to performing arts
MANCHESTER LITERATURE FESTIVAL LIMITED	90020 - Support activities to performing arts
SQUARE CIRCLE THEATRE C.I.C.	90020 - Support activities to performing arts
TAKE 2 MANAGEMENT LIMITED	90020 - Support activities to performing arts
COMMONWORD ENTERPRISES LIMITED	90030 - Artistic creation
POP EMPIRES LTD	90030 - Artistic creation
DAVID SUDLOW DESIGNERS LIMITED	90030 - Artistic creation
YOLO LIMITED	90030 - Artistic creation
GHOSTS IN THE MACHINE LTD	90040 - Operation of arts facilities
CENTRE FOR CHINESE CONTEMPORARY ART LTD	90040 - Operation of arts facilities
MANCHESTER CRAFT AND DESIGN	90040 - Operation of arts facilities

**Figure 57: Creative industry companies in listed buildings**

1	31	Thomas St	COMPUTASTORE LIMITED
2	10-20	Thomas St	CENTRE FOR CHINESE CONTEMPORARY ART LTD

Figure 58: Creative Industry Organisations in Smithfield, Manchester, Conservation Area



With a committed civic leadership, a strategy articulated in the *Development Framework*, and supported by a dedicated management company, the Council's aspirations for a regenerated mixed-use area have been achieved to a significant extent and few key sites remain undeveloped. Development control and active Council involvement in regeneration have successfully retained the robust and densely urban character of the area. It has benefited from investment by developers with an unusually explicit commitment to the region, notably Urban Splash, which kick-started commercial regeneration with the conversion part of the former Affleck's store into loft apartments and small retail units between 1998-2003 (the Smithfield Building). Creative industries are now spread throughout the area. The success of its regeneration is such that current concerns include high property values, the displacement of creative industries and independent retailers, and competition from lower-cost areas such as Ancoats and even Liverpool.

External factors, such the improved transport system, have helped sustain the regeneration of the city centre. The BBC development at Salford Quays provided an important economic and cultural boost. The three Manchester universities now have 70,000 students, who support the entertainment activities concentrated in the Northern Quarter; many now stay in the city to develop creative businesses than was previously the case.

# 4 OCCUPIERS OF HISTORIC BUILDINGS IN CASE STUDY AREAS

The aim of this element of the work was to explore the usage of buildings in the conservation areas using property databases. This was done using databases by perusing CoStar Focus and Experian Radius. These are commercial property databases that have information of individual properties derived from the land registry and other sources, such as submissions by estate agents. This includes information such as owner, date of sale, major redevelopments, occupiers, length of lease, rent, and average rents in the area. It is not comprehensive, however. We looked at the information available for each listed building and, where available, other historic buildings in the conservation area. The data obtained, with exception of changes in ownership and major redevelopments, which is contained in the case study sections, is reproduced below. The occupiers shown in the tenants column are of all types, not just creative industries. Buildings which appear to have a grouping of five or more companies involved in creative industries are shaded. No attempt has been made to connect the data from this element of the research with the data obtained from Companies House that has been used for the main part of the research.

## 4.1 SOUTH SHOREDITCH

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
Cleeve Workshops Boundary St	1895-8	Workshops	2009		Whistles 11 Boundary That Flower Shop	01/06/2016 01/04/2010 01/06/2012		£39 £39 £39	
47-49 Charlotte Rd	1877-81	Furniture Workshops		Shore Thing Ltd	Axis M & E Engineering Design (UK) Co Omidyar Network UK Co Lateral Net Co Carhartt WIP	01/08/2012 01/01/2007 01/09/2009	01/08/2022 01/01/2009	£34 £53 £19	£53 £53 £53
43 Charlotte Rd				Barber Osgerby	Barber Osgerby	01/11/2015			£53
5 Fairchild Place	1878	Shop/Resi	Late C20		General Technology Ltd	01/05/2000			£18
6 Garden Walk	1905-7	Electricity Sub Station	2003	Berkley Homes	Garden Walk Ltd Live Engineering Ltd Moro Productions Ltd Native Design	01/06/2016 01/07/2016 01/10/2016 01/02/2007			49,35 49,35 49,35 49,35
87 Great Eastern St	1904	Resi		Estate Office Prop Conslt	Antenna Audio	01/05/2009			£52
6-8 Great Eastern St	1882	Resi & Office		Gazelle Holdings Ltd	Keatons Special Olympics Great Britain Special Olympics Great Britain Undisclosed	01/12/2007 01/08/2017			£49 £49 £49
40 Great Eastern St	1801	Warehouse		Stirling Ackroyd Ltd	Researchitects TRSL	01/06/2006 01/04/2018	01/04/2012 01/04/2020	£48 £48	£48 £48
42 Great Eastern St	1801	Warehouse			Apostrophe Boulangerie Patisserie Inito	01/07/2013 01/10/2017			£48 £48
56 Hoxton Square	Mid C18	Resi			Hoxton Cars Ltd	01/03/2012			£49
56 Hoxton Square	Mid C18	Resi			Make Lemonade Agency	01/04/2014			£49
93 Leonard St	1889	Pub		The Rumi Foundation	The Griffin Tavern	01/04/2012			£52
Church of St Michael Mark St	1863-5	Church			Bigfoot Tutors Contactengine Natural Training Peter Linnett Ltd The Mark St Depository Ltd	01/10/2012 01/07/2015 01/02/2008 01/03/2015 01/08/1978			£52 £52 £52 £52 £52
323 Old St	Early C19			Trustend Ltd	Cirque	01/01/2015			£52
324 Old St	Mid C19	Chapel							
335-337 Old St	1826	Court		Mastcraft Ltd					£37
340-342 Old St	Early C18				Huckle The Barber	01/01/2013			£43
Shoreditch Town Hall Old Street	1864	Vestry Hall		LB of Hackney	Shoreditch Town Hall Trust The Clove Club Godsmark Architecture Ltd Ditch Productions Co Big Innovation Ltd Theatre Centre	01/05/2000 01/01/2014 01/01/2011 01/03/2018 01/05/2015 01/01/2006	01/01/2020		£49 £49 £49 £49 £49 £49



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
2-4 Paul St	c.1860	Furniture Showroom	1997	Amsprop Ltd	Fresh Field Group				£55
					Anzuk				£55
					Caritas Recruitment				£55
					Eden Brown Co	01/06/2007	01/03/2009	£17	£55
					Insinger de Beaufort (Corp Fin) Co	01/02/2002	01/07/2003	£25	£55
20 Rivington St	1897	Workshop		Clockwork Despatch Ltd	Clockwork Despatch Co	01/11/1993		£47	
22 Rivington St	1897	Workshop		Butchies Ltd				£47	
26 Rivington St	1897	Workshop			Popolo Restaurant	01/03/2018		£47	
24 Rivington St	1897	Workshop		Soc of Designer Craftsmen	Soc of Designer-Craftsmen			£47	
190 Shoreditch HS	C18	Resi						£49	
191 Shoreditch HS	C19			Starprop LLP	Carhartt	01/01/2011	01/01/2026	£42K PA	£49
196 Shoreditch HS	Early C18							£49	
125-13 Shoreditch HS	Late C19				Automatic Antiques	01/04/2010		£49	
187-18 Shoreditch HS	1885	Resi						£49	
Church Of St Leonard	1736	Church						£49	
103 Worship St	1890		2008		Moss Pilates	01/04/2012		£17	£49
105 Worship St	1890				City Café	01/04/2010		£49	
91 Worship St	1863				Parini Sandwich Bar	01/04/2010		£49	
					Q S Quest Ltd	01/03/2017		£49	
97 Worship St					Salad Factory	01/04/2010		£49	
<b>OTHER HISTORIC BUILDINGS</b>									
13-21 Curtain Rd	1910				Broadgate Nursery	01/05/2000			£47
					CareerBuilder UK Ltd	01/12/2012		£33	£47
					Creature London Ltd	01/02/2014			£47
					NTT Data UK Ltd	01/03/2016		£55	£47
					Article 25	01/03/2010			£47
					Optial Uk Ltd	01/01/2012		£25	£47
					Julian Watson Agency Ltd	01/02/2016			£47
					American Animal Pictures Co	01/03/2018			£47
					John Lyall	01/03/2018			£47
					RMA Consulting Ltd	01/02/2016			£47
131 Curtain Rd				Betterkey Ltd	Design Friendship	01/04/2010			£47
					Gold Wines	01/04/2010			£47
133 Curtain Rd	1754								£49
134-136 Curtain Rd	1890				Bar Music Hall	01/04/2010			£49
					The ASO Co (Global)	01/04/2017	01/04/2019	£46	£49
					Clippings Ltd	01/02/2017	01/02/2019	£49	£49
					Third Republic	01/01/2017		£47	£49
					HUT Architects	01/03/2017		£43	£49
					Media Therapy	01/02/2017	01/02/2019	£48	£49
					Ron Smith Architects	01/12/2005			£49
					Fintek Software Ltd	01/06/2017	01/06/2019	£50	£49
					Curtain Rd Studios	01/04/2010			£49
					Branding by Garden	01/10/2017			£49
					Play Area	01/04/2010			£49
					Sandberg Translation Partners	01/11/2016		£43	£49
					Rareform	01/04/2010			£49
					Data Choice Solutions Ltd	01/07/2012		£28	£49
					Etre	01/04/2010			£49
					Pd 3 Ltd	01/10/2000			£49
					Mowbray Crawshaw Architects LLP	01/04/2010			£49
					Research Lab	01/04/2010			£49
					Ignite Creative TV	01/04/2010			£49
					Visual Energy Annex	01/04/2010			£49
					Reanart Ltd	01/05/2017	01/05/2019	£43	£49
					D two Design	01/04/2010			£49
					Nigel Limb	01/05/2000			£49
					Lab Architecture	01/04/2000			£49
					Cogs Agency	01/06/2007			£49
					Site Specific Ltd	01/05/2005			£49
					B2B Media Ltd	01/12/2016		£48	£49
					Captive Tv Network Ltd	01/05/2006			£49
					Cognition Market Research Ltd	01/12/2002			£49
					N/A Design	01/04/2010			£49
					Families Need Fathers	01/06/2006			£49
					Gainsbury & Whiting	01/04/2010			£49
					Belga Bar	01/05/2015			£49
					Black Spring Press Ltd	01/01/2014			£49
					Dexter Haven	01/01/2014			£49
					Hardcastle David	01/01/2014			£49
					Klinical	01/11/2017			£49
					M Cooper	01/01/2014			£49
					Make My Day Publishing	01/11/2017			£49
					Michael O'Sullivan Design Co	01/03/2018			£49
					Underlines Co	01/03/2018			£49
					Webstars Ltd	01/11/2017			£49
					The Blues Kitchen	01/05/2016			£49
					Real Studios	01/10/2014			£49
					Signal Noise	01/01/2014			£49
					Unison Community & Voluntary Branch	01/01/2014			£49
					One Dot Zero	01/01/2014			£49
					Supersonic PR	01/01/2014			£49
					Vacant Pig	01/01/2014			£49
					R Howe	01/01/2014			£49
					Opera Rara	01/01/2014			£49



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent					
2-4 Great Eastern St	1951	Office			Leyland SDM	01/04/2010			£49					
					EHD Digital Marketing	01/06/2016	01/06/2021	£46	£49					
					Making Music	01/03/2006		£15	£49					
					Bucci Freight Services Ltd	01/05/2000			£49					
					Airbnb London Offices	01/11/2017			£49					
					E H D Academy London	01/10/2016			£49					
					Energy House Digital	01/11/2017			£49					
					Raddcrown Ltd	01/01/2014			£49					
11-15 Great Eastern St	1890			Fairchild Residents Assoc	We Admire	01/04/2010			£52					
					Café Pensamor	01/04/2010			£52					
38 Great Eastern St	1913			Wellesley Capital Investments Ltd	Old Blue Last	01/01/2014			£52					
10 Holywell Row				Adjoin Ltd	Wade Thomas, Martin	01/03/2018			£52					
14 Holywell Row					Arton Ltd	01/03/2018			£49					
					Charlotte House Investments Ltd	01/03/2018			£49					
					Neptune (Tudor Rd) General Partner Ltd	01/01/2016			£49					
					Neptune Group	01/01/2014			£49					
					Pickles of London Co	01/03/2018			£49					
17 Holywell Row	1897			Land Investors Plc	Weston Cummings Ltd	01/05/2000			£49					
19 Holywell Row	1890				Book Works	01/03/2010			£49					
21 Holywell Row					First Step Cafe	01/06/2012			£52					
27 Holywell Row	1980				Ashcroft Cameron Information	01/06/2012			£49					
					Pilotbean Ltd	01/08/2009		£17	£49					
					Arkk Consulting Ltd	01/01/2014			£49					
					Friendly Game Ltd	01/03/2016			£49					
					IDSCO	01/09/2017			£49					
					Sirec Technologies Co	01/03/2018			£49					
					Sensible Office Solutions	01/03/2018			£49					
					Journalism Education imited	01/03/2018			£49					
					Unit 1 Architects	01/12/2015			£49					
					Reve Developments	01/01/2014			£49					
					8-9 Hoxton Square					Hoxton Square Pilates	01/08/2012			£39
										Dusty Bottoms Ltd	01/01/2014			£39
										Ruby Café	01/08/2012			£39
Childrens Wall Art & Baby Gifts	01/05/2015			£39										
Happiness Forgets	01/08/2015			£39										
P X London Ltd	01/01/2014			£39										
K K Outlet	01/04/2015			£52										
42 Hoxton Square	1926				London Osteopath	01/04/2010			£47					
325 Old St														
327 Old St														
370 Old St					ODL Dental Clinic	01/04/2010			£47					
372 Old St	1900			Imry Holdings Ltd	Mail Boxes Etc	01/04/2010			£47					
					A2/SW/HK Ltd	01/02/2014			£47					
					Fedex Business Services	01/10/2012			£47					
					Matr Media	01/10/2017	01/10/2019	£48	£47					
					Anti-Racist Alliance Trust	01/01/2014			£47					
					Dingo Bill Productions Ltd	01/04/2017			£47					
					In The Centre Locksmiths	01/08/2015			£47					
					OVO Solicitors	01/10/2012			£47					
					Prospero	01/10/2012			£47					
					Six Cylinder Ltd	01/03/2016			£47					
75-77 Worship St	1870			HDG Mansur Group	City & Hackney Primary Care Trust	01/06/2010	01/02/2020	£19	£49					



## 4.2 SEVEN DIALS

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
33 Betterton St	Early C18	Resi		Betterton Duplex Ltd	Covent Garden Coin Op	01/05/2000			£64
187 Drury Lane	Early C18	Resi			K Talent Artist Management Co	01/11/2012			£64
					Hilary Gagan Associates	01/05/2001			£64
					Cotton Blossom Ltd	01/03/2018			£64
					The Wasp London Ltd	01/03/2018			£64
					Canned Laughter Ltd	01/03/2018			£64
					Cartwright Productions Ltd	01/03/2018			£64
					Sapling & Colt Ltd	01/03/2018			£64
					P & D Luckystar Co. Ltd	01/03/2018			£64
					Happy Lotus	01/01/2014			£64
					Neil Laidlaw Productions	01/01/2014			£64
186 Drury Lane	1898			St Martins Estates	London School of Barbering	01/01/2014			£64
22 Earham St	Late C18	Shop		Shaftesbury Engraving	Super Superficial Ltd	01/10/2013			£64
24 Earham St	1890	Shop		24 Earham St Ltd	Udderlicious	01/01/2016			£64
26 Earham St	1900	Shop			Rosa's Thai Café	01/03/2018			£64
Cambridge Theatre	1936	Theatre			Cambridge Theatre Co	01/05/2000			£64
22 Endell St	1846		1981	Lakenorth Ltd	Creative Industries Federation	01/01/2017			£64
					The Hospital Club	01/01/2017			£64
					Pledge Music	01/01/2017			£64
					M Y Family Silver	01/11/2017			£64
51 Endell St	C18	Resi		LB of Camden	Blackout II	01/01/2014			£64
53 Endell St	1895	Resi		Di Popolo Hotels Ltd	Barnard Marcus Estate Agents Ltd	01/04/2017			£64
55 Endell St	1812	Resi		Di Popolo Hotels Ltd	Endell St Dental Care	01/08/2012			£64
57 Endell St					Café Mode	01/01/2014			£64
59 Endell St				Envisage Studio Ltd	Café Mode	01/05/2000			£64
63 Endell St	C18	Resi			Da Mario	01/05/2000			£64
65 Endell St	1880	Resi		Di Popolo Hotels Ltd	Clinica Fiore	01/02/2011			£64
67 Endell St					Ticro Hair	01/01/2014			£64
69 Endell St					The Covent Garden Salon	01/12/2015			£64
5 Great Queen St	1880	Resi	2010		Ena Co	01/08/2009	01/06/2024	£25	£64
					Davines & Allillon Academy	01/08/2012			£64
38 Great Queen St	Early C18	Resi		GQS Properties Ltd	Walker Slater	01/07/2014	01/07/2029	£60k PA	£64
38 Great Queen St	Early C18	Resi		GQS Properties Ltd	Industrial Clairvoyants Ltd	01/02/2017			£64
27 Great Queen St	1733	Resi		GQS Properties Ltd	Steen Associates Co	01/05/2011	01/04/2021	£25	£64
29 Great Queen St	1733	Resi		GQS Properties Ltd	Bloomsbury Flowers London Co	01/12/2006			£64
30-31 G Queen St	1923	School	2010	The Trustees of the Royal Masonic Trust	Inferno Ltd	01/06/2011	01/05/2021	£40	£64
					Wolfes Restaurant	01/05/2000			£64
					FCB	01/10/2017			£64
					Bloomsbury Flowers London Co	01/01/2014			£64
					Breakfast of Champions	01/01/2014			£64
					T Knight Co	01/03/2018			£64
35 Great Queen St	c.1710	Resi			Crypto Mining Network	01/01/2018			£64
33 Great Queen St	c.1710	Resi	2011	GQS Properties Ltd	Properfler Communications Limite	01/03/2018	01/11/2017	£30	£64
					Ted's Grooming Room	01/05/2014		£45k PA	£64
					Cobra Third Run Co	01/03/2018			£64
37 Great Queen St	C18	Resi			Bhatti	01/05/2000		£24	£64
					The Narrow Road Co	01/02/2013	01/01/2023	£24	£64
36 Great Queen St	1869			GQS Properties Ltd	Comershop PR Ltd	01/02/2012	01/02/2022		£64
					Stephen Jones Millinery Co	01/11/2012			£64
25 Macklin St	Mid C19	Mortuary		BBC	Roundtable Films Co	01/07/2015	01/07/2025	£38	£64
35-37 Monmouth St	Early C18	Resi	C20 shopfront	Shaftesbury PLC	Club Monaco	01/06/2015		£175k PA	£64
39 Monmouth St	1717	Resi			Caudalie	01/11/2017			£64
61-63 Monmouth St	1699	Resi	1985	Shaftesbury Covent Garden Ltd	Shiro	01/08/2017		£100k PA	£64
					Dinny Hall	01/04/2017		£65k PA	£64
					Macmillan (London) Hairdressing	01/01/2014			£64
14 Monmouth St	Late C17	Resi			Miller Harris	01/01/2014			£64
16 Monmouth St	Late C17	Resi			Concrete Ltd	01/05/2008		£70k PA	£64
					Unconditional	01/11/2017			£64
18 Monmouth St	Late C17	Resi							
42 Monmouth St	1792-3	Resi		Shaftesbury Cov Garden Ltd	Laura Lee Jewellery	01/01/2004			£64
44 Monmouth St	1792-3	Resi			Tatty Devine	01/11/2009			£64
46 Monmouth St	1792-3	Resi			Natural Selection	01/02/2017			£64



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
48 Monmouth St	1792-3	Resi							£64
55 Monmouth St	C18	Resi	1983-5		Base Ladies Fashions DGA Literary Agents Susana Lea Associates	01/01/2011 01/11/2000 01/07/2015			£64 £64 £64
69 Monmouth St	C18, C19	Resi	1989-91	Shaftesbury Cov Garden Ltc	4X Group Benetton Retail (1998) Co Leedex Co McCormak & Morrison	01/04/2013 01/12/2005 01/01/1992 01/06/2013	01/09/2014 01/08/2011 01/02/2004 01/06/2015		£64 £64 £64 £64
27 Neal St	Late C18	Resi & Shop			El Ganso	01/04/2013		£160k PA	£64
29 Neal St	Late C18	Resi & Shop							£64
31 Neal St	Early C18	Resi & Shop		Shaftesbury Estates Ltd	Nixon	01/06/2015	01/06/2025		£64
33 Neal St	Early C18	Resi & Shop			Lee Jeans	01/10/2014	01/12/2017	£168k PA	£64
35 Neal St	1694	Resi							£64
37 Neal St	c.1695				Mezza London Partners Size	01/03/1993 01/07/2006			£64
55 Neal St	Late C19	Warehouse		Schroder Exempt Property Unit Trust	Nordic Bakery The Seeker	01/09/2016 01/11/2014		£95k PA	£64
61 Neal St	C18	Resi							£64
64 Neal St	c.1695	Resi							£64
80 Neal St	Early C18	Resi			Maan & Sons Ltd	01/01/2005			£64
11 Shelton St	C18	Resi	1983-5		Seven Dials Dry Cleaners	01/12/2011			£64
19 Shelton St	C18 & C19	Resi & Shop	1983-5		Grosvenor Prints	01/11/2004			£64
51-53 Shelton St	C19	Resi			Kulu Kulu Sushi	01/01/1998	01/01/2023	£64k PA	£64
2 Shorts Gardens	Early C19	Shop			Fred Perry	01/05/2012			£64
4-6 Shorts Gardens	Early/Mid C	Resi							£64
5B Up St Martin's Ln				Welput	Marathon Asset Management Marin Software Co Lincoln International LLP Farallon Capital Europe LLP MML Capital Partners Wadhvani Capital Ltd NASUWT The Teacher's Union MGM Networks Starbucks Tredwells Wadhvani Capital	01/05/2006 01/12/2014 01/06/2014 01/01/2014 01/01/2016 01/02/2016 01/11/2017 01/07/2015 01/10/2015 01/12/2014 01/12/2015	01/12/2020 01/04/2024 01/12/2023 01/10/2025 01/12/2024	£44 £67 £80 £75 £75 £90 £67 £164 £67 £67 £67 £90	£67 £67 £67 £67 £67 £67 £67 £67 £67 £67 £67
24 West St	c.1700	Church		London Diocesan Fund	URBN UK Co	01/12/2009	01/12/2014	£25	£64
Ambassadors Th	1913	Theatre							£64
St Martins Theatre	1916	Theatre							£64
<b>OTHER HISTORIC BUILDINGS</b>									
1 Betterton St									£56
3 Betterton St	1910			Structadene Group Ltd					£55
5 Betterton St	1820			Pemberton Griffin Munroe	Travel Connections Impact! International Travel Azo Print Co	01/05/2000 01/08/1991 01/01/2015	01/01/2025	£27k PA	£55 £55 £55
9 Betterton St	1890			KRT Developments Ltd	Transport Friendly Society Ltd	01/04/2015			£59
24 Cambridge Circus	1900			Melton Brook Properties Ltc	AKA McDonald's Restaurants The Creative Partnership Leon de Bruxelles Pret A Manger Talented Cabana Brazilian Barbecue	01/11/2017 01/05/2015 01/01/2012 01/08/2012 01/03/2016 01/09/2017 01/05/2015	01/02/2020	£62	£67 £67 £67 £67 £67 £67 £67
3 Caxton Walk					Jamon Jamon	01/09/2013			£67
88-94 Charing Cr Rd	1900				Macari's Jamon Jamon London Theatre Bookings	01/01/1989 01/03/2011 01/10/2012	01/01/2020		£69 £69 £69
New London Theatre Drury Lane	1967		2007	ING Real Estate	Incisive Media Highdom Co Elvis Communications Ltd Freshwater Group of Companies Guanabara Jubilee Hair The Top Secret Comedy Club Dancia International Essentials Pharmacy	01/10/2017 01/09/2010 01/09/2015 01/12/2010 01/08/2016 01/09/2015 01/07/2013 01/07/2018 01/02/2007	01/09/2027 01/09/2025	£38 £27 £21 £67 £67 £50k PA £67 £67 54K PA	£67 £67 £67 £67 £67 £67 £67 £67 £67
181 Drury Lane					Graham's Carpet Fitting Service Ltd	01/04/2017			£59
182 Drury Lane	1856			Auckland Finance	Luke Hughes & Co	01/05/2000			£60
183 Drury Lane	1957				Black Garden Tattoo	01/10/2012			£60



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
1 Earham St	1820			Stock Conversion & Investment Trust	Fopp Royal Shakespeare Co Impala Energy	01/03/2006 01/03/2016 01/03/2015			£98 £98 £98
3-5 Earham St	1898			Shaftesbury Plc	Ron Dorff UK Ltd All Saints Finisterre	01/02/2016 01/12/2012 01/11/2017		£118K PA £110K PA	£109 £109 £109
24 Endell St	1884	Hospital	2004	The Hospital Group	The Hospital Group	01/08/2012			£59
33-35 Endell St					Capizio Rise Films Quadrant Consultants Ltd Steerpike Ltd	01/01/2014 01/11/2016 01/08/2016 01/12/2016	01/11/2018	£50	£101 £101 £101 £101
71 Endell St	1871				D Capital Partners Ltd Agencymobile Hotrod Creations Ltd Maurice Tailoring & Alteration Services Peppermint P	01/10/2012 01/08/2011 01/08/2012 01/08/2010 01/08/2012		£28	£59 £59 £59 £59 £59
19-21 G Queen St	1855			RMBI Trust	Toye Kenning & Spencer Ltd	01/05/2000			£60
26 Great Queen St	1925			MTGB Nominees	Brimelow Mcsweeney Architects Ltd Dalai Productions Co Lifelites Printline Co Shaw Walker Lees St Giles Land Co	01/09/2004 01/03/2018 01/04/2015 01/03/2018 01/03/2018 01/03/2018			£59 £59 £59 £59 £59 £59
32 Great Queen St	1928			Masonic Trust for Boys & Gir	Great Queen St Restaurant	01/01/2014			£56
39 Great Queen St				GQS Properties Ltd	O'Neills	01/03/2012	01/03/2027	48K PA	£60
40 Great Queen St				Mitchells & Butlers plc	O'Neills	01/05/2000			£59
School Macklin St	1826	School			ST Joseph's RC School	01/05/2000			£59
1-7 Macklin House					The Recess College	01/03/2013			£59
9 Macklin House					LRM	01/08/2012			£59
9 Macklin House					Mission Inc		01/02/2003		£59
11-13 Macklin Hse	1907				Correvate Ltd Covent Garden Laminates Ltd Concrete PR & Marketing Ltd Odyssey Mobile Interaction Cast In Space Ltd Maxim Computer Graphics Ltd Media Eye Ellipsis Latin Mass Society Paradise London Site Designs Stripe Consulting Cyclefit Ltd Tegus Oil & Gas Ltd The Hub London	01/04/2018 01/05/2000 01/08/2010 01/04/2013 01/06/2009 01/10/2003 01/10/2010 01/07/2002 01/09/2010 01/01/2017 01/07/2012 01/07/2012 01/01/2014 01/01/2014 01/01/2015	01/12/2019	£26 £20 £25	£59 £59 £59 £59 £59 £59 £59 £59 £59 £59 £59 £59 £59 £59 £59
15-17 Macklin House					Gyro Communications Ltd Paperhat Communications Ltd Despark ltd Woolley Pau Gyro	01/06/2014 01/01/2014 01/11/2017 01/05/2016	01/03/2024 01/01/2024	£41 £38	£59 £59 £59 £59
19 Mercer St									
2-6 Monmouth St									
6-8 Monmouth St	1915			Spinnaker Nominees Ltd	Maini + Goetz Ltd	01/01/2016	01/01/2026	£100K PA	£109
Mountbatten Hotel	1890	Hotel	2011		Fino Software Ltd Mountbatten Hotel	01/01/2014 01/05/2000			£109 £109
Monmouth St					Radisson Blu Edwardian Mercer St Hot Scoff & Banter Covent Gardens	01/01/2014 01/01/2014			£109 £109
40 Monmouth St		Pub		Spirit Pub Co	Two Brewers	01/05/2000			£98
50-52 Monmouth St									
1 Monmouth St	1850				Just Falafel Neals Corner Sandwich Shop	01/01/2013 01/11/2005		£53K PA	£109 £109
3 Monmouth St					Break Point	01/01/2014			£109
5-7 Monmouth St				Di Popolo Properties Ltd	Rossodisera Shu Eumura	01/01/2014 01/04/2015			£109 £109
9-11 Monmouth St	1827				Mysteries	01/05/2000			£109
23 Monmouth St				Shaftesbury Plc	Coco De Mer Moriarti Media (UK) Ltd Nimble Jack	01/02/2013 01/05/2013 01/08/2012		£45	£109 £109 £109



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
25 Monmouth St				Stuart Phillips	Stuart Phillips	01/01/2014			£109
41 Monmouth St	1925			Scribbler	Scribbler	01/01/2014			£109
49-53 Monmouth St	1825			Shaftesbury Plc	IMRG Ltd	01/06/2013		£45	£55
					Coco De Mer Ltd	01/06/2013			£55
					Larsson & Jennings Ltd	01/12/2014		£57K PA	£55
					Adform	01/06/2016			£55
73 Monmouth St	1920			Shaftesbury Covent Garden Ltd					
22 Neal St	1904	Bar		Nomura Securities Co Ltd	Crown & Anchor Hotel	01/05/2000			£98
24 Neal St	1883			A E Monk & Co (London) Lt	The Natural Shoe Store	01/03/2014	01/06/2023	£155K PA	
					Touch Worldwide	01/03/2018		£53	
					Birkenstock	01/06/2014			
					Golden Goose Pr Co	01/03/2018			
					Stretch Communications	01/01/2014			
26-32 Neal St	1903			Covent Garden Estates Ltd	UCG	01/08/2012			£59
					Penney Ltd	01/08/2012			£59
					Neal St Productions	01/08/2012			£59
					CMP	01/05/2009			£59
					Belfield & Ward	01/08/2012			£59
					Touch Worldwide	01/02/2017			£59
Nottingham House Neal St	1847				Vans	01/05/2018			£115
					Bare Escentuals	01/11/2009	01/11/2019	£105K PA	£115
48 Neal St	1913			Shaftesbury Plc	Crocs	01/11/2009		£130K PA	£115
60 Neal St				Investors in Business Ltd	Offspring	01/05/2000			£98
68 Neal St	1954				Swan Turnton LLP	01/08/2012			£59
					Superficial	01/08/2012			£59
					Covent Garden Dental Spa	01/01/2007		£30	£59
					Enrique tomas	01/04/2015	01/04/2025	£98K PA	£59
					Glamour Junkies	01/08/2015			£59
					No Such Place	01/02/2016			£59
76 Neal St	1909			Dow Properties Ltd	Brands Stores Co	01/12/2012		£120K PA	£109
					Colin Hall & Partners Ltd	01/05/2000		£39	£109
					Narrow Rd Co Ltd	01/11/2007			£109
					Smith & Co	01/05/2000			£109
					C H P Design	01/01/2014			£109
39 Neal St	1850				Gp Design Partnership Ltd	01/01/2002			£59
47-49 Neal St	1896				The Ink Factory	01/12/2015	01/06/2019	£43	£109
					Konomo	01/08/2017			£109
					Franklin & Marshall	01/03/2014		£275K PA	£109
63 Neal St	1898			Structadene Group Ltd	abc School of English	01/09/2012			£55
					Pix Pintxos	01/11/2012			£55
Holland & Thurston Bldgs Newton St					City Barbers	01/01/2014			£56
					Made	01/11/2017			£56
					Presslink Communications	01/01/2014			£56
Aldwych Buildings									
Aldwych Workshops									
25 Parker St									
39-41 Parker St	1984			Friends Provident Life	Atkin Associates Ltd	01/11/2017			£67
117-119 Shbury Av	1900			Melton Brook Properties Lt	AKA	01/11/2017			£67
					McDonald;s Restaurants	01/05/2015			£67
					The Creative Partnership	01/01/2012			£67
					Leon de Bruxelles	01/08/2012			£67
					Pret A Manger	01/03/2016			£67
					Talented	01/09/2017	01/02/2020	£62	£67
					Cabana Brazilian Barbecue	01/05/2015			£67
119 Shaftesbury Av	1883			Benchmark Group Plc	Angels Fancy Dress	01/04/2004			£56
144-146 Shbury Av	1820			Stock Conversion & Investment Trust	Fopp	01/03/2006			£98
					Royal Shakespeare Co	01/03/2016			£98
					Impala Energy	01/03/2015			£98
158-162 Shbury Av	1925			Addison Properties Ltd	Highdom Co Ltd	01/05/2000			£67
					Bampton (B & B) Ltd	01/11/2015			£67
					Metropolitan Properties (Investments) It	01/07/2012			£67
					The Bampton Property Group Ltd	01/06/2014			£67
					Mayfair Charities Ltd	01/08/2012			£67
148-150 Shbury Av	1898				Bali Bali	01/02/2016			£109
152-156 Shbury Av	1929			Shaftesbury Estates Ltd	Mela Restaurant	01/05/2000			£101
					Talli Joe	01/05/2016			£101
166-170 Shbury Av	1800			Addison Properties Ltd	Thai Square	01/01/2014			
					Chinese Church in London	01/04/2016			



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
190 Shbury Av	1900				The Diner	01/03/2012			
192 Shbury Av	1900				Franx Snack Bar	01/01/2014			
194 Shbury Av	1900				Arthur Beale	01/02/2016			
196 Shbury Av	1830				Chestertons	01/11/2012			
					London & Western Holdings Plc	01/03/2016			
198 Shbury Av	1900				Freud	01/02/2004			
1-9 Shelton St									
21 Shelton St									
25 Shelton St	1925		2009		Thai Square Spa	01/01/2014			
37 Shelton St	1912				Sports Vision Co	01/01/2012	01/01/2019	£33	£59
					Pret A Manger	01/11/2012			£59
					Morph Talent Ltd	01/04/2015			£59
					Feel Agency Ltd	01/12/2016			£59
					Lucid Consults Co	01/03/2018			£59
					The Engine Room	01/04/2015			£59
39-41 Shelton St	1926				Costa Ltd	01/11/2010		£117K PA	
					Noah Advertising Ltd	01/09/2012			
41 Shelton St					Curious Co				
					The Foundry Co		01/01/2012		
15-16 Shorts Gardens	1825				The Cambridge Satchel Co	01/01/2013		£85K PA	£109
21-23 Shorts Gardens					Holland & Barrett Retail Ltd	01/04/2013			£59
41-45 Shorts Gardens				Community Housing Associatio	Windle & Moodie	01/05/2015			£98
43 Shorts Gardens									
52-58 Shorts Gardens	1928			K L Properties Ltd	D R P Group	01/08/2015			£59
					Grosvenor Film	01/09/2014			£59
62-72 Shorts Gardens	1855				Laundrapp	01/07/2016	01/08/2018	£52	£59
					Carmody Groarke	01/08/2014		£38	£59
					NDP Studio	01/01/2017	01/01/2022	£45	£59
					New Power Host Ltd	01/12/2016	01/12/2021	£43	£59
					Stretch Communications	01/03/2016	01/03/2021	£33	£59
62-72 Shorts Gardens	1855				OM Research Ltd	01/01/2014		£32	£59
4 Stukeley St									
6 Stukeley St									
8-10 Stukeley St	1803			Benprop Drury Ltd	Aegistra	01/01/2014			£55
10 Stukeley St									
12 Stukeley St					Minu LLP	01/03/2012	01/03/2022	£30	£59
14 Stukeley St									
20-22 Stukeley St	1990			Colliers Capital Holdings LLI	Directors UK	01/09/2016	01/09/2026	£57	£67
					Freedom Recruit	01/05/2014	01/04/2019	£34	£67
					Curzon Artificial Eye	01/02/2007			£67
					Prospectus	01/12/2002			£67
					Zero Degrees West	01/05/2014	01/04/2024	£31	£67
					Applied Wayfinding Ltd	01/04/2015	01/03/2025	£46	£67
					Fusion Media Sales Ltd	01/10/2016			£67
9 Tower Court									
4-10 Tower St	1934			Shaftesbury Plc	Another Space	01/01/2016		£200K PA	£56

### 4.3 BERMONDSEY STREET

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
2-5 Bermondsey Sq	Early C19	Resi							£52
49-55 Bermondsey St	1873	Tannery		Shiva Ltd	G-Star	01/10/2015		£51	£52
					Bilendi Co	01/03/2015		£87	£52
132 Bermondsey St	1922	Resi			Lovely & British	01/03/2016		£24KPA	£52
171-173 Bermdsey St	1989	Cloth Factory							£52
124 Bermondsey St	1838	Resi			Franco Manca	01/04/2016			£52
126 Bermondsey St					Ali's Café	01/01/2014			£52
187-189 Bermdsey St	1907	Hostel							£52
72 Bermondsey St	1822	Resi		Shackleton	Chapter 72 Ltd	01/03/2018			£49
					Southernden	01/12/2014	01/11/2024	£45KPA	£49
5-13 Crucifix Lane	1864-6	Railway Arches		Network Rail	London Scooters	01/10/2012			£49
					Molewood Consulting	01/08/2015			£49
					P R Futures	01/01/2014			£49
					Roche Recruitment Solutions	01/05/2015			£49
					Wendex Vehicle Rental	01/01/2014			£49
10-11 Grange Walk	Late C17	Resi							
2 Leathermarket St	1885	Warehouse		Acom	Alandene Ltd	01/05/2000			£48
					Energyscope Ltd	01/01/2013			£48
					Rummy Design Associates	01/01/2014			£48
4 Leathermarket St					Spa Way Ltd	01/11/2006			£48
4 Leathermarket St					Spider	01/10/2014			£48



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
4 Leathermarket St					The Lifestyle Agency	01/01/2014			£48
231 Long Lane	1820	Pub			Moontide	01/02/2011	01/02/2031	£72K/PA	£48
231 Long Lane	1820				Simon The Tanner	01/06/2013			£48
11-13 Weston St, Lafon	c.1833	Warehouse	1971	Workspace Group Plc	Workspace Group plc	01/08/2012		£31	£48
11-13 Weston St, Leath	1833	Leather Market	Office Workshop	Workspace Group Plc	Hillgate Public Relations Ltd	01/08/2015			£48
					DLG Architects	01/12/2015			£48
					Reload Digital	01/01/2013			£48
<b>OTHER HISTORIC BUILDINGS</b>									
16 Crucifix Lane	1922			Mark Patrick Bacon	ShareAction	01/01/2014			£49
					FareShare	01/09/2013	01/09/2018	£23	£49
					Lavish Associates Ltd	01/08/2011		£20	£49
					CD Int Bldg Service Engineers	01/06/2011	01/06/2015	£20	£49
					MacNaughton Lord Representation	01/12/2015	01/12/2020	£37	£49
					Alimstone Co	01/03/2018			£49
					WEX Global	01/01/2014			£49
					Various Productions Ltd	01/03/2018			£49
14 Crucifix Lane									£49
12 Crucifix Lane									
10 Crucifix Lane									
8 Crucifix Lane				James Hay Pension	Matter	01/04/2016			£48
6 Crucifix Lane									
4 Crucifix Lane									
2 Crucifix Lane		Pub							
35-37 Bermondsey St									
39-45 Bermondsey St	1990			Wine & Spirit Education Trust	Wine & Spirit Educational Trust	01/06/2005			£48
					Wine & Spirit Trade Association	01/08/2012			£48
					Benevolent	01/06/2005			£48
47 Bermondsey St	1921				Neos Ventures Ltd	01/07/2018			£48
					Stage Media Co Ltd	01/01/1981			£48
49-55 Bermondsey St	1873	Tannery		Shiva Ltd	G-Star	01/10/2015		£51	£52
					Bilendi Co	01/03/2015		£87	£52
46-50 Bermondsey St	1922			Great Portland Estates Plc	Delfina Studio's Trust	01/05/2000			£52
52-58 Bermondsey St	1828	Warehouse	2008	Great Portland Estates Plc	123 GP AM Ltd	01/07/2016			£53
					Akuma Ltd	01/06/2016			£53
					Creation Land Ltd	01/07/2016			£53
					Fujin Ltd	01/07/2016			£53
					Habitat Construction LLP	01/07/2016			£53
					Habitat Developments Ltd	01/07/2016			£53
					Hiruko LLP	01/07/2016			£53
					Hiruko Properties Ltd	01/03/2017			£53
					Kangiten Ltd	01/07/2016			£53
					Kojin Ltd	01/07/2017			£53
					Ladybird Films Ltd	01/12/2015			£53
					Land Edition Ltd	01/07/2017			£53
					Mentzendorff	01/05/2011			£53
					Nord Ltd	01/07/2016			£53
					Puppet Labs	01/10/2014			£53
					Rita & Krok	01/12/2916			£53
					Sojobo Ltd	01/07/2016			£53
					Temple Group	01/09/2011			£53
					Tengu Ltd	01/07/2016			£53
					Urban Eye Contractors Ltd	01/06/2016			£53
					Urban Eye Developments Ltd	01/06/2016			£53
					Urban Eye Properties Ltd	01/02/2017			£53
54 Bermondsey St					G Ghezaz Security Ltd	01/12/2016			£53
57 Bermondsey St	1866				Pureprint Group Ltd	01/02/2016	01/01/2021	£67	£48
					jpmh	01/08/2007			£48
					Dotnet Solutions	01/07/2016			£48
					J P M H	01/06/2016			£48
60 Bermondsey St	2005				Suzie Stone	01/04/2014		£24	£49
60 Bermondsey St	2005					01/06/2018		£58	£49



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
65-71 Bermondsey St	1880			Canada Life	Engine Creative Consultants Ltd	01/08/2015	01/08/2025	£49	£49
					Eatbigfish LLP	01/12/2014	01/12/2019	£42	£49
					Next Fifteen Communications Group	01/11/2015	01/01/2024	£55	£49
					SSE Services Plc	01/12/2014	01/12/2019	£43	£49
					First Plant Services Ltd	01/05/2015	01/03/2020	£51	£49
					Firstplan	01/02/2017			£49
					Morar Consulting	01/02/2017			£49
75 Bermondsey St	2000		2013	Barts & The London Charity	The Energy Solutions Group	01/04/2016			£49
					Brandwidth Marketing Ltd	01/05/2018			£49
80 Bermondsey St				Freeman & Freeman Ltd	Beyond	01/12/2014			£49
					The Giddy Grocer	01/03/2017	01/01/2027	£36K PA	£49
79-81 Bermondsey St				Zandra Rhodes	Fashion Museum				£49
88 Bermondsey St	1900		2014	World Language Consultants Ltd	Trams Ltd	01/12/2016	01/12/2026	£49	£49
					B St Deli	01/11/2016			£49
					World Language Consultants Ltd	01/11/2017			£49
90 Bermondsey St					Pussy Willow Ltd	01/11/2017			£52
92 Bermondsey St	1980				Newsagents	01/05/2000			£52
94 Bermondsey St					Eatalia	01/01/2014			£52
98 Bermondsey St					The Woolpack	01/01/2014			£52
100-102 Bermondsey St					Blind Aid	01/12/2012			£48
99-101 Bermondsey St					The Garrison	01/01/2014			£52
103 Bermondsey St	1920	Retail/ Resi			Holly & Lil	01/01/2014			£52
105 Bermondsey St									
107 Bermondsey St					Devam News	01/01/2014			
					Rsquare International Co	01/03/2018			
104 Bermondsey St	1835			Mr Jose Pizarro					£52
109 Bermondsey St					Caffe Croute	01/05/2013	01/08/2019	£35K PA	
106-110 Bermondsey S	1881				Engdesign	01/01/2014			£47
					R C P Incubation Services Ltd	01/11/2017			£47
112 Bermondsey St	1920				Madley Property Services Ltd	01/08/2012			£52
114 Bermondsey St				Cobalt Ltd					£52
116 Bermondsey St									£52
118 Bermondsey St				Acom Estate Agents	Acom Estate Agents Ltd	01/11/2001			£33
134 Bermondsey St									
136-140 Bermondsey St									
142 Bermondsey St					Etcetera Etcetera Etcetera Etcx3	01/09/2016			£52
					Renaissance Capital Partners Ltd	01/11/2016			£52
					Tin Lid	01/02/2017			£52
145 Bermondsey St					145 Bermondsey St Management	01/12/1997			£49
					Pokhara Consultanct Ltd	01/08/2013			
147 Bermondsey St					Barnaby Yard Management Ltd	01/03/1996			
					VoiceworksLondon Co	01/07/2016			
156-170 Bermondsey St				Taskcove Ltd	Cherry	01/07/2018			£53
					Red Lorry Yellow Lorry Ltd	01/12/2005			£53
					Alliance Wine				£53
					Elan & Co	01/10/2006	01/10/3005	£25	£53
					Foresee Results Co	01/09/2014			£53
					Goedhuis & Co	01/12/2016	01/12/2026	£56	£53
					Ind Direct Financial Mgmt	01/01/2013			£53
					Learn Train Recruit				£53
					Really Healthy Co (The)	01/01/2013			£53
					Bamboo Revenue Co	01/01/2013	01/01/2017		£53
					Chartered Soc of Designers	01/01/2006	01/12/2007		£53
					Fore Communications	01/03/2011	01/06/2013		£53
					LCC Trans-Sending Co	01/01/2006	01/01/2016		£53
					Or Multimedia Co	01/10/2006	01/12/2016		£53
					Straxia	01/01/2013	01/01/2017		£53
					Venesis Co	01/01/2008	01/05/2011		£53
					VG&P Co	01/01/2013	01/12/2017		£53
Vue Photographers Agent		01/04/2015		£53					
163-167 Bermondsey S	1984			Coffee@ Ltd	Fuckoffee	01/10/2015			£52
					Scan Magazine	01/08/2017	01/08/2023	£44	£52
					Andrew Brown Hair	01/01/2014			£52
169 Bermondsey St		Retail/ Resi			Pure & Applied	01/08/2000			£52
171-173 Bermondsey S	1989				Village East	01/01/2006			£52
176-178 Bermondsey S	1890			Frontier Estates Ltd	Ticino Bakery Ltd	01/12/2016			£52
182-180 Bermondsey S	1800				Abcomms Ltd	01/09/2014	01/09/2019	£28	£52
					Farrington Barristers Chambers	01/05/2016			£52
177 Bermondsey St					Jr Davies Associates	01/03/2006			£52
179-181 Bermondsey S	1922			Colonial Properties Ltd	Pretzel Films Co	01/01/2014	01/01/2019	£18	£52
					Form Design Group	01/05/2000			£52
					Brisac Gonzalez	01/08/2012			£52
					Paradigm Pensions LLP	01/10/2013	01/10/2018	£27	£52
					Sentiel Core Services Ltd	01/04/2018	01/04/2023	£39	£52
					Dowling Blunt Ltd	01/05/2000			£52
					Glass Canvas Production	01/07/2015			£52
					Jargonfree Benefits	01/10/2015			£52



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
183-185 Bermondsey S	1910				Thames Reach Human Resource	01/08/2012			£52
					Thames reach Finance	01/04/2012			£52
					Vitrine	01/06/2012			£52
					Worldone Research Ltd	01/01/2009	01/07/2010	£40	£52
					Solo Exports Co	01/03/2018			£52
					Hull Truck Productions Co	01/03/2018			£52
					Luttrells	01/03/2018			£52
					Grey Turret Maintenance Co Co	01/03/2018			£52
					Auster Industries Co	01/03/2018			£52
					Forty Montagu Square Co	01/03/2018			£52
					Mill Court Management	01/03/2018			£52
					Aultmore Court Co	01/03/2018			£52
					David Gill Photography	01/01/2014			£52
					Amos & Amos	01/01/2014			£52
193 Bermondsey St					St Mary Magdalen Bermondsey	01/08/2002			£52
163-167 Bermondsey St									
212 Bermondsey St	1922				Bermondsey Fayre	01/06/2013			
210 Bermondsey St			2009		Cave London Co	01/04/2010	01/03/2020	19K PA	£52
214 Bermondsey St	1930		2012		Operandum Ltd	01/10/2014		£33	£52
					Antico	01/06/2013			£52
					format.ldn	01/08/2015			£52
					Goedhius	01/11/2017			£52
					Involved Productions Ltd				£52
255 Long Lane									
253 Long Lane									
241-245 Long Lane				Larmac Live Ltd	Larmac Live Ltd	01/12/2012			£48
239 Long Lane									
231 Long Lane	1821				Moontide	01/02/2011	01/02/2031	£72K PA	£52
					Simon the Tanner	01/06/2013			£52
1 Newham's Row	1920			Cumbrae Properties (1963) Ltd	REAd Group plc	01/09/2011	01/09/2021	£18	£53
					Coalition Ltd	01/06/2017		£53	£53
					Navis Corporation	01/11/2002			£53
					Zebra Ltd	01/12/2010	01/11/2020	£27	£53
					Zebra Projects	01/01/2014			£53
2 Newham's Row				V Copper Building SE1 Ltd	Titan Software Ltd	01/08/2012			£50
					TBA Group	01/04/2018	01/04/2023	£40	£50
					Chase P R	01/03/2018			£50
					Language Connect	01/11/2016			£50
					Titan Software Holdings Co	01/12/2014			£50
175 Newham's Row									
7 Leathermarket St	2007			Mash Staffing Ltd	Mash Staffing Ltd	01/07/2007			£49
2 Leathermarket St	1885				Alandene Ltd				£49
					Energyscope Ltd				£49
					Rummy Design Associates				£49
4 Leathermarket St					Spa Way Ltd (the)				£49
					Spider				£49
					The Lifestyle Agency				£49
1A Morocco St									
1 Morocco St	1865				Gravity Design Associates Co	01/09/2010			£48
					Studio M.A.D Co	01/10/2010			£48
2 Morocco St					RW Autos	01/05/2000			£48
2 Tyers Gate									
4 Tyers Gate					Franwill Real Estate Ltd	01/07/2007			£49
					Tyers Gateway (Mgmt) Ltd	01/03/2001			£49
6 Tyers Gate									
2 White's Grounds									
4-8 White's Grounds	1890		2016	TH Real Estate	CloudMargin	01/12/2016	01/11/2021	£51	£49
					Hatrick Marketing	01/10/2013	01/10/2018	£23	£49
					ESV Digital	01/07/2007		£25	£49
					Stroke Association	01/08/2012			£49
1 Bermondsey Square	1917		1983		Kat Mackhonie	01/11/2017	01/11/2020	£12	£32
					Sprout Ltd	01/11/2007		£20	£32
					Bond & Coyne	01/08/2012			£32
					Doppel	01/07/2015			£32
					Hum Studio	01/01/2014			£32
6-7 Bermondsey Square					NRT Consulting Services Ltd	01/10/2016			£32
8 Bermondsey Square									
116 Tower Bridge Rd	1829			Price Cut Food					£33
12-14 Grange Walk									
32 Grange Walk					Certax Accountir	01/12/2006			
40 Grange Walk					Dr Laurence J Reed Ltd	01/06/2016			
14 Melior St		Church			Our Lady of La Salette & St Joseph's				
Melior St	1897				The Horseshoe - Brakspear Pubs	01/01/2014			£52
56-58 Weston St									
60 Weston St	1900				Fathom Architects	01/03/2018	01/03/2021	£50	£49
62-64 Weston St	1852				Champor Champor	01/01/2014			£52
					Removal Southwark	01/11/2014			
66 Weston St					William Hill Plc	01/06/2013			£52



Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
37 Snowfields	1885			Alex Munroe Ltd	Alex Munroe	01/10/2012			£52
38 Snowfields					Malishi Hair Design	01/01/2014			£52
39 Snowfields					The Bridge Café	01/10/2012			£52
40 Snowfields					Are & Are	01/01/2014			£52
41 Snowfields					Snowsfields Wellness	01/09/2015			£52
42 Snowfields					Petit Bleu	01/01/2014			£52
43 Snowfields					K's Food & News	01/01/2014			£52
30 Snowfields	1893				Dinwiddie McLaren	01/11/2000			£48
					Jonatha Louth Architects	01/11/2016			£48
					Sustainable Acoustics Ltd	01/11/2016			£48
					Terrell Ltd	01/11/2016			£48
36 Snowfields	2016				Leandro Carreira	01/08/2017			£50
Melior Place					Andrew Logan	01/12/2012			£52
Melior Place	1897				The Horseshoe - Brakspear Pubs	01/01/2014			£52
Melior Place				SLA Property Co Ltd	Team London Bridge	01/08/2009			£52
26 Vinegar Yard									
9-17 Vinegar Yard		Warehouse							
123 Snowfields			2011		The Rose Public House	01/11/2012			£52
115-122 Snowfields					Evelina Family Trust	01/05/2000			£52
					R M H London Trading Ltd	01/01/2014			£52
					The Ronald McDonald House	01/07/2014			£52
1-15 Kirby Grove		Guinness Trust							
16-30 Kirby Grove		Guinness Trust							
31-45 Kirby Grove		Guinness Trust							
46-60 Kirby Grove		Guinness Trust							
61-75 Ship & Mermaid Row		Guinness Trust							
76-90 Ship & Mermaid Row		Guinness Trust							
91-102 Ship & Mermaid Row		Guinness Trust							
103-114 Ship & Mermaid Row		Guinness Trust							
70 Weston St	1874	Warehouse		Ppcr Associates	Mister Men Ltd	01/08/2015	01/07/2020	£45	£49
					City Centre Staff Bureau	01/09/2009	01/09/2019	£25	£49
					Mac Financial Management	01/03/2003			£49
					Datacom Recruitment	01/08/1997			£49
72 Weston St				Suffolk Life Group Ltd	Kinds Industries	01/01/2012			£48
79-83 Weston St	1834								
106 Weston St	2013			Mr J Lee	Atkins Walters & Webster Ltd	01/07/2015	01/06/2025	£36	£49
					A W W Inspired Environments	01/01/2016			£49
					Aww Architects	01/09/2015			£49
20-22 Leathermarket St					Hale	01/05/2018	01/05/2023	£53	£49
					Capture Marketing Ltd	01/03/2014		£28	£49
					Highgate	01/08/2015			£49
					Hillgate	01/08/2015			£49
					Latitude Agency	01/07/2014			£49
					The Open Agency Co	01/03/2018			£49
					Zulver & Co	01/09/2014			£49
11-13 Leathermarket St	1971				Workspace Group plc	01/08/2012			£49
108 Weston St					Maverick	01/10/2012			
					Bates J P W Advertising	01/09/2016			
					I Beads	01/06/2014			
					Nice & Serious Ltd	01/08/2015			
					Tim Ronalds Architects	01/05/2015			
1 Leatherstreet Market									
8 Leatherstreet Market									
8A Leatherstreet Market									
9 Leatherstreet Market									
176 Tower Bridge Rd					General Osteopathic Council	01/05/2000			£49
170-172 Tower Bridge R	1880				Tag Man	01/08/2012			£49
Tower Bridge Rd									
168 Tower Bridge Rd	2003			Mapleleaf Properties Ltd	The Co-operative Food	01/06/2016			£52
					Dry Cleaning Co	01/06/2016			£52
					Papa John's	01/09/2011	01/08/2026	£25K PA	£52
					Roses Escort Service	01/08/2015			£52
165 Tower Bridge Rd	1935				Endpoint Ltd	01/05/2009			£49
163 Tower Bridge Rd	1926			Design International Ltd	Design International	01/11/2015			£49
					Everything Unlocked Ltd	01/07/2015		£44	£49
					D I Design & Development	01/03/2018			£49
166 Tower Bridge Rd	1937				Forbes Massie	01/03/2017			£52
160-164 Tower Bridge R	1800				Lumia Commercial	01/01/2014			£48
47-49 Tanner St	1932			Legal & General Plc					£48
54-58 Tanner St	1884				Sticky Creation	01/01/2011			£48
					Bright Spark Digital	01/08/2010			£48
					Fresh Tech	01/03/2016			£48
					Paper Dog	01/08/2012			£48
					Lost in London	01/04/2014			£48
					Handcraft Bodycare	01/08/2012			£48
42 Tanner St									
167-170 Tower Bridge R	2001				MPM Solutions UK Ltd	01/04/2016	01/04/2021	£31	£49

### 4.4 SMITHFIELD, MANCHESTER

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
104-106 High St	1860-70	Warehouse		Agecroft Investment Co Ltd	63 Degrees	01/07/2015			£17
104-106 High St	1860-70	Warehouse		Agecroft Investment Co Ltd	The Market Restaurant	01/01/1980		£13k PA	£17
105 Oldham St	Late C18	Resi		Revegata Ltd	Holier Than Thou - Tattoos	01/01/2014			£17
105 Oldham St	Late C18	Resi		Revegata Ltd	Holier Than Thou	01/01/2014			£17
36-38 Ongar Hall	1794-1800	Resi							
1 Piccadilly	1879	Shop		Mostyn Estates Ltd	Starbucks Coffee	01/12/2013		£100k PA	£25
1 Piccadilly	1879	Shop		Mostyn Estates Ltd	Coffee Republic				£25
29 Swan St	c.1865	Shop		Inner City Music Ltd	Brighter Sound	01/01/2014			£17
10-20 Thomas St	1870-80	Warehouse							
31 Thomas St	C18	Resis		Computastore	Computastore Ltd	01/07/2006			£17
31 Thomas St	C18	Resis		Computastore	Medway Hoisery				£17
33 Thomas St					Alfred E Mutter				£17
35-37 Thomas St					Bay Horse (The)				£17
35-37 Thomas St					Master A's Thai Boxing School				£17
35-37 Thomas St					Acting Studio (The)		01/05/2003		£17
35-37 Thomas St					Creative Consultants Galler & Art Loung	01/01/2003	01/05/2203		£17
35-37 Thomas St					Yoga Shala	01/02/2002	01/08/2004		£17
49 Tib St	1910		2000	WT Gunson	Manchester Seeds	01/01/2014			£17
49 Tib St	1910		2000	WT Gunson	EHRM Ltd	01/01/2018	01/01/2028	£14k PA	£17
53 Tib St				WT Gunson	Blakehouse	01/10/2017	01/10/2027	£22K PA	£17
53 Tib St				WT Gunson	Manchester Vape Lounge	01/01/2014			£17

### 4.5 CULTURAL INDUSTRIES QUARTER, SHEFFIELD

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
113 Arundel St	1893	Cutlery works			Elements	01/12/2013		£9	£18
113 Arundel St	1893	Cutlery works			Let There Be Light Productions	01/07/2015			£18
92 Arundel St	1753	Workshops		Union Pension Ltd	Johnson Walker Fcial Planning Ltd	01/04/2000			£13
88 Arundel St	1850	Manufactory			Freeman College	01/11/2009			£13
135 Matilda St	1830-1850	ustrial Workshops		Liberty Living Invests	Homes for Students	01/05/2017			£13
<b>OTHER HISTORIC BUILDINGS</b>									
107 St Mary St									
75-77 St Mary St									

### 4.6 DIGBETH, DERITEND BORDESLEY HIGH STREETS (DDBHS)

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
191 Fazeley St	1876	Chapel		CFNX Property LLP	Rocks & Co Ltd	01/06/2015		£14	£15
					One Black Bear Ltd	01/05/2009			£15
					Falanx Cyber Defence	01/12/2016			£15
					Netwatch Global	01/03/2016			£15
					The Mighty Shed	01/12/2012			£15
					Madisonsoho	01/06/2015			£15
					Gritt & Co	01/08/2012			£15
					Backface	01/03/2015			£15
					The Space Arts	01/01/2016			£15
					Tinker Taylor Films	01/12/2017			£15
					Into Film	01/01/2017			£15
					The Agency Brand Consultancy Ltd	01/05/2012			£15
					James Webber Recruitment Ltd	01/09/2017			£15
					Media Dog Ltd	01/12/2010			£15
					TEK Studio Ltd	01/06/2017			£15
					John Charlton Photography	01/12/2017			£15
					Mubu Music Ltd	01/12/2017			£15
					Wonderwright Brand Consultancy Ltd	01/03/2018			£15
Floodgate Tavern Flood	1883			Leasing: Siddall Jones Ltd	Ruin Bars Ltd	01/01/2017	01/12/2022	£22k PA	£15
					Alltorque	01/01/2014			£15
WJ Wild No.1 works	1937	Warehouse		CFNX Property LLP	BIMM	01/04/2017			
Fmr Medical Mission		Medical							
Fmr King Edward's		School							



## 4.7 FRIAR GATE, DERBY

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
32 Friar Gate	1897	Resi			32 Friar Gate	01/05/2013			£10
42 Friar Gate	1750	Resi			Inter-Staff UK LLP	01/04/2014		£9	£12
42 Friar Gate	1750	Resi			Ibox Security	01/11/2017			£12
42 Friar Gate	1750	Resi			Richard Morris Associates Ltd	01/11/2017			£12
42 Friar Gate	1750	Resi			The Johnson Partnership	01/12/2015			£12
83-84 Friar Gate	1840	Resi			Age Concern Training	01/05/2012			£12
83-84 Friar Gate	1840	Resi			Business Loss Prevention Ltd	01/05/2015			£12
83-84 Friar Gate	1840	Resi			Honest Recruiting Ltd	01/01/2014			£12
83-84 Friar Gate	1840	Resi			Inovix Network Solutions Ltd	01/11/2017			£12
83-84 Friar Gate	1840	Resi			Maple Accountancy	01/05/2013			£12
3 Vernon St	1840	Resi			Being Psychotherapy	01/05/2013			£12
3 Vernon St	1840	Resi			Gengame Ltd	01/03/2018			£12
3 Vernon St	1840	Resi			Talking Support	01/08/2015			£12
28 Ashbourne Rd	Early C19	Resi			Katapult	01/05/2003			£11
28 Ashbourne Rd	Early C19	Resi			Simon Foote Architects	01/05/2013			£11
28 Ashbourne Rd	Early C19	Resi			The Paul Barker Practice	01/01/2014			£11
32-36 Ashbourne Rd	Early C19	Resi			GHH LLP	01/10/2006			£19
32-36 Ashbourne Rd	Early C19	Resi			Mr Grundys Pub	01/11/1996			£19
Ashgate Junior School,	1879	School							
Coach House, 30 Ashb	Early C19	Resi			Platts Licensed Trade Valuers	01/05/2012			£19
Coach House, 30 Ashb	Early C19	Resi			Cunnington & Associates	01/05/2013			£19
28 Ashbourne Rd	Early C19	Resi			Katapult	01/05/2003			£19
28 Ashbourne Rd	Early C19	Resi			Simon Foote Architects	01/05/2013			£19
28 Ashbourne Rd	Early C19	Resi			The Paul Barker Practice	01/01/2014			£19
100 Friar Gate	1830				Bar Indigo	01/05/2013			£17
11-12 Friar Gate	1960	Public House	T. & J. Properties (Midlands) L		Prezzo	01/07/2016			£17
16-17 Friar Gate	C17			Stenson Vale Properties Ltd & Ecclesbourne Builders Ltd	Ask Restaurants Ltd	01/02/2001	01/02/2021		£17
16-17 Friar Gate	C17				Vino Vino Ltd	01/11/2014	01/10/2023		£17
16-17 Friar Gate	C17				Zizzi	01/04/2013			£17
18 Friar Gate	C17				Le Bistrot Pierre	01/04/2013			£17
19-20 Friar Gate	1901			Marston's Estates Ltd	Pitcher & Piano	01/04/2013			£17
21-22 Friar Gate	Early C19			Mulholland Developments Ltd	The Almanac	01/09/2013			£17
21-22 Friar Gate	Early C19				Barracuda 2000 Ltd	01/09/2006		£7	£17
21-22 Friar Gate	Early C19				Las Iguanas	01/11/2017			£17
21-22 Friar Gate	Early C19				Juno Telecom	01/10/2016			£17
21-22 Friar Gate	Early C19				Derbyshire Technology Systems	01/12/2014			£17
23 Friar Gate	Late C19								
30-31 Friar Gate	Mid C18								
35 Friar Gate	C19	Farm		Trent Pads Ltd	Mode	01/05/2013			£17
35 Friar Gate	C19	Farm			Gavin Cope	01/11/2005			£17
37 Friar Gate	C19	Farm			Imbeautiful Therapy Rooms	01/04/2012		12k PA	£17
37 Friar Gate	C19	Farm		Trent Pads Ltd	Im Beautiful	01/05/2013			£17
PickfoRd House 41 Fria	1770	Resi			Pickford House Museum	01/05/2013			£17
47-48 Friar Gate	1855	Resi			Swindell & Pearson Ltd	01/05/2013			£17
49 Friar Gate	1855	Resi			Swindon & Pearson				£17
50-51 Friar Gate	1855	Resi			Kris Beauty	01/09/2017	01/09/2020	£7	£17
50-51 Friar Gate	1855	Resi			Derby Gaol Ltd	01/01/2014			£17
50-51 Friar Gate	1855	Resi			National Employers	01/05/2013			£17
50-51 Friar Gate	1855	Resi			UK Construction Ltd	01/05/2013			£17
56-57 Friar Gate	1821	Resi			Alexander & Co Solicitors	01/05/2013			£17
56-57 Friar Gate	1821	Resi			57 Friar Gate Dental Practice	01/05/2013			£17
58 Friar Gate	C18	Resi			Bradley & Jefferies	01/05/2013			£17
59 Friar Gate	1824	Resi			Platts Liscense Trade Valuers	01/10/2002			£17
63 Friar Gate	1790	Resi		PKI Investments Ltd	Fat Cat Café Bars	01/01/2014			£17
7 Friar Gate	Early C19	Resi			Fever Derby	01/01/2011			£17
73 Friar Gate	1840	School		102 Social Club Ltd	One Hundred & Two Social Club	01/09/1997			£17
83-84 Friar Gate	1840	Resi			Age Concern Training	01/05/2013			£17
83-84 Friar Gate	1840	Resi			Business Loss Prevention Ltd	01/05/2015			£17
83-84 Friar Gate	1840	Resi		Innes England	Honest Recruiting Ltd	01/01/2014			£17
83-84 Friar Gate	1840	Resi			Inovix Network Solutions Ltd	01/11/2017			£17
83-84 Friar Gate	1840	Resi			Maple Accountancy	01/05/2013			£17
93 Friar Gate	1846	Resi		Private	Market Improvement E-Learning Ltd	01/04/2015			£17
61 Friar Gate	1750	Resi		Bridge Street Partnership	Adrian Mooy & Co	01/03/2008			£12
61 Friar Gate	1750	Resi			Green Lane Counselling & Psychotherap	01/08/2018			£12
61 Friar Gate	1750	Resi			Archant Life	01/05/2013			£12
61 Friar Gate	1750	Resi			Derbyshire Life & Countryside Magazin	01/01/2014			£12
61 Friar Gate	1750	Resi			Woore Watkins Ltd	01/01/2014			£12
61 Friar Gate	1750	Resi			Relate	01/05/2013			£12



99 Friar Gate	1798	Resi	Strawdog Studios	Strawdog Productions	01/11/2012	£17
99 Friar Gate	1798	Resi		Strawdog Studios Ltd	01/07/2011	£17
99 Friar Gate	1798	Resi		British Oriental Development Associates	01/03/2018	£17
29 Friar Gate	1850	Resi	Royal London Mutual Insurance			£17
118 Friar Gate	1828	Resi		News Xtra	01/12/2014	16k PA £17
118 Friar Gate	1828	Resi		Lorente's Tapas Ltd	01/04/2014	10k PA £17
28 Friar Gate	1783	Resi		Greenborough Management Ltd	01/11/2010	£17
28 Friar Gate	1784	Resi		East Midlands Incubation Network	01/01/2011	£17
46 Friar Gate	1972	Resi	Morley Fund Management			£17
32 Friar Gate	1897	Resi		32 Friar Gate	01/05/2013	£17
32 Friar Gate	1897	Resi		Blue Jalapeno Ltd	01/11/2013	£17
32 Friar Gate	1897	Resi		Derbyshire Technology Systems	01/07/2002	£17
32 Friar Gate	1897	Resi		Finding Your Voice Ltd	01/05/2017	£17
32 Friar Gate	1897	Resi		FP Training Ltd	01/06/2007	£17
32 Friar Gate	1897	Resi		Howard Thomas Ltd	01/04/2004	£17
32 Friar Gate	1897	Resi		Loates Business Solutions Ltd	01/05/2015	£17
32 Friar Gate	1897	Resi		Probuild Contractors Network	01/07/2014	£17
32 Friar Gate	1897	Resi		Shield Protection Ltd	01/05/2016	£17
32 Friar Gate	1897	Resi		West Kensington Ltd	01/09/2016	£17
45 Friar Gate	1850	Resi		MBM Property (Derby) Ltd	01/05/2015	£12
45 Friar Gate	1850	Resi		MBM Management Ltd	01/05/2015	£12
45 Friar Gate	1850	Resi		Five Rivers Media	01/03/2013	£12
45 Friar Gate	1850	Resi		The Southern Countries Chronicle	01/10/2016	£12
45 Friar Gate	1850	Resi		Montagu	01/08/2015	£12
45 Friar Gate	1850	Resi		M B M Property	01/03/2015	£12
45 Friar Gate	1850	Resi		Gino Lombardo Associates Ltd	01/01/2014	£12
45 Friar Gate	1850	Resi		Red z Design Ltd	01/01/2014	£12
42 Friar Gate	1750	Resi		Inter-Staff UK LLP	01/04/2014	£9 £12
42 Friar Gate	1750	Resi		Ibox Security	01/12/2015	£12
42 Friar Gate	1750	Resi		Richard Morris Associates Ltd	01/11/2017	£12
42 Friar Gate	1750	Resi		The Johnson Partnership	01/11/2017	£12
43-44 Friar Gate	Mid C18	Resi		Elliott Mather LLP	01/05/2013	£12
43-44 Friar Gate		Resi		Taylor Simpson & Moseley	01/05/2013	£12
43-44 Friar Gate		Resi		Chevin Asset Management Ltd	01/06/2012	£12
43-44 Friar Gate		Resi		Chevin Group Holdings Ltd	01/01/2018	£12
43-44 Friar Gate		Resi		Chevin Homes	01/10/2007	£12
43-44 Friar Gate		Resi		PF Investments Ltd	01/10/2013	£12
43-44 Friar Gate		Resi		Seal of Excellence	01/02/2008	£12
1-2 Vernon St	c.1840	Resi		Assoc of Teachers of Mathematics	01/04/2017	£17
1-2 Vernon St	c.1840	Resi		Blythe Squires Wilson	01/05/2013	£17
1-2 Vernon St	c.1840	Resi		Derby Skin Laser & Cosmetic Clinic	01/02/2017	£17
1-2 Vernon St	c.1840	Resi		Jeani Accessories Ltd	01/03/2018	£17
1-2 Vernon St	c.1840	Resi		Meadows Out Of School Club Ltd	01/03/2018	£17
1-2 Vernon St	c.1840	Resi		Oak House Nursery	01/01/2014	£17
1-2 Vernon St	c.1840	Resi		Sparkling Clean Solutions Ltd	01/11/2017	£17
1-2 Vernon St	c.1840	Resi		Wilton Property Group Holdings Ltd	01/06/2017	£17
1-2 Vernon St	c.1840	Resi		Wilton Property Group Ltd	01/06/2017	£17
1-2 Vernon St	c.1840	Resi		Vs-01 Ltd	01/06/2017	£17
11 Vernon St	c.1840	Resi		Toomey Eurolease Ltd	01/05/2013	£12
11 Vernon St	c.1841	Resi		Toomey Leasing Group Ltd	01/05/2013	£12
13 Vernon St	c.1840	Resi		Vernon Street Medical Centre	01/05/2013	£12
14-16 Vernon St	1857	Resi		The Laura Centre Derby	01/03/2014	£11 £12
14-16 Vernon St	1857	Resi		Discoveru	01/02/2017	£12
17-18 Vernon St	1845	Resi	London Devpment Agency	NHS Core Care Standards	01/05/2013	£12
5 Vernon St	c.1840	Resi		Lloyds Pharmacy Ltd	01/05/2013	£12
5 Vernon St	c.1840	Resi		Cherry Professional Ltd	01/02/2016	£12
5 Vernon St	c.1840	Resi		Gymiphobics (Beeston) Ltd	01/01/2014	£12
5 Vernon St	c.1840	Resi		The Ladies Club Derby	01/01/2014	£12
5a Vernon St	c.1840	Resi	Dixons Pharmaceuticals Ltd	Dillon & Constantinou	01/10/2014	£14 £17
6 Vernon St	1790	Resi	2011 Innes England Ltd			£12
7-10 Vernon St	1832	Resi	Raybould & Sons Ltd	Montague Architects	22/06/1905	£12
7-10 Vernon St	1833	Resi		Barlow & Associates	01/11/1967	£12
7-10 Vernon St	1834	Resi		Application Power Hire Ltd	01/03/2018	£12
7-10 Vernon St	1835	Resi		D E K M	01/03/2018	£12
7-10 Vernon St	1836	Resi		Dekm Ltd	01/12/2014	£12
7-10 Vernon St	1837	Resi		Vernon Street Surgeon	01/12/2016	£12
7-10 Vernon St	1838	Resi		Vernon Street Surgery	01/12/2016	£12
7-10 Vernon St	1839	Resi		Feel For Hair Ltd	01/03/2018	£12
7-10 Vernon St	1840	Resi		Ph Industrial Ltd	01/03/2018	£12
7-10 Vernon St	1841	Resi		Vernon Street Surgery	01/11/2017	£12
4 Vernon St	1848	Resi	Alps Group	Alps Group	01/12/2012	£12
3 Vernon St	c.1840	Resi		Being Psychotherapy	01/05/2013	£10
3 Vernon St	c.1840	Resi		Gengame Ltd	01/03/2018	£10
3 Vernon St	c.1840	Resi		Talking Support	01/08/2015	£10
12 Vernon St	c.1840	Resi		WK Marshall	01/05/2013	£12
29 York St	1835	Resi	Raybould & Sons Ltd	Blair Gratton & Architects Ltd	01/01/2014	£12

OTHER HISTORIC BUILDINGS					
1 Uttoxeter Old Rd	1911				£17
1 Friar Gate Rd			Tree Tops Nurseries	01/07/2004	
1 Brick St			Brick & Tile	01/05/2013	£17
1 George St					
2 Curzon St			Funk 4 The Future	01/09/2010	
			Masala Express	01/06/2016	
2 George St					
2 Cheapside			The TAX Partnership	01/03/2013	£17
3 Uttoxeter Old Rd			Key Properties	01/05/2013	
			Events Artists	01/11/2017	
3 Mill St					
4 Cheapside					
5 Ashbourne Rd	1954				£17
5 Uttoxeter Old Rd			NZ Chari-tea Shop	01/05/2013	£17
5 Brick St	1918		Brick Stores	01/05/2013	£17
5 George St		Garveb Property Ltd	The Orange Tree	01/11/2017	£17
6 St John's Terrace					
7-11 Ashbourne Rd					£17
7-9 Uttoxeter Old Rd			Derby Convenience Store	01/05/2013	£17
7 Brick St					
8 Ashbourne Rd			Gorjuss Hair	01/05/2013	£17
8-10 Curzon St	1967		Connexions	01/04/2013	£12
8 Cheapside			Bonds	01/04/2013	£17
9 Brick St					
10 Friar Gate Rd			The Spice Room	01/04/2013	£17
			Subway Garage	01/01/2014	£17
			The Beauty Spot	01/05/2015	£17
			Vivid Designers	01/01/2014	£17
11 Mill St			Pyrotex Fireworkz Ltd	01/05/2013	£5
13 Friar Gate Rd	1991		Friargate News	01/04/2013	£17
14 George St					
15-19 Ashbourne Rd			Fires & Fireplaces	01/05/2013	£17
15 Friar Gate Rd			Nicholas J Humphreys	01/04/2013	
15-17 Brick St			John E Wright	01/03/2013	11,8
19 Vernon St					
25 Ashbourne Rd					
27 Ashbourne Rd					£12
27 Uttoxeter Old Rd					
28 Ashbourne Rd					
29 Brick St					
30-32 Curzon St	1950	Shop			£17
33 Ashbourne Rd					
37 Ashbourne Rd					
40 Ashbourne Rd			Silver Trees Day Nursery	01/05/2000	
50 Ashbourne Rd			Cane & Rush Seating	01/01/1988	
51 Ashbourne Rd	1900	Collets	Acquire A Pad	01/05/2013	£12
			Armitage Winter	01/05/2013	£12
			Final Creations	01/05/2013	£12
			Infotech	01/05/2013	£12
			RADIS Community Care	01/05/2013	£12
52 Ashbourne Rd					
52-53 Friar Gate Rd			JouJou Hair Salon	01/05/2013	£17
54 Friar Gate Rd			Modern Cuisine	01/05/2013	£17
55 Friar Gate Rd					
57 Ashbourne Rd		ITC Machinery Sales Ltd	Sibbalds	01/05/2013	£12
56-7 Friar Gate Rd	1821	Innes England Ltd	Alexander & Co Solicitors	01/05/2013	£12
			57 Friar Gate Dental Practice	01/05/2013	£12
67 Friar Gate Rd			The Courtyard	01/05/2013	£17
68 Friar Gate Rd			Mr Khalil Akbar	01/10/2011	01/10/2021
			Welfare Pharmacy	01/02/2016	£17
69 Friar Gate Rd	1948		Sanctuary Ink	01/05/2013	£17
70 Friar Gate Rd	1869		Matthew Montague Architects	01/01/2013	£12
71 Friar Gate Rd					
74 Friar Gate Rd		Simon Foote Architects Ltd	Simon Foote Architects	01/05/2017	
75 Friar Gate Rd					
76 Mill St					
102 Friar Gate Rd		Hotel	Hepburns	01/05/2013	£15
			Limes Restaurant	01/05/2013	£15
107 Markeaton St					
110 Friar Gate Rd			Mosh	01/04/2013	£17
114 Friar Gate Rd			Bishop Blaise	01/01/2014	£17
121 Friar Gate Rd		Retail/ Residential	Friars Bar	01/04/2013	£17
6-10 Agard St					
15A Friar Gate Rd			Nicholas J Humphreys		£17

## 4.8 RAMSGATE HERITAGE ACTION ZONE

Address	Built	Original Use	Major Refits post 1980	Owner	Tenants	Tenant Start	Lease Term	Rent psf	Area Av Rent
<b>LISTED BUILDINGS</b>									
14 Addington St	1801-21	Shop			Ramsgate Grooming Centre	01/06/1999			£13
83 Addington St	1820s	Shop							
29-31 Addington St	1830s	Shop			T & A Green	01/04/1982			£13
East Court Brockenhurs	1889	Resi							
17-21 Cavendish St	c.1840	Resi			Robinson Allfree Solicitors	01/01/2002			£17
5-19 Chapel Place	c.1820	Resi	2004						£12
Chatham House School	1879-82	School							£17
East Pier, No1 Slipway,	1750-1792								
18-20 Effingham St	Early C18	Resi							
39 Effingham St	Early C19	Shop							£17
1 Granville Marina	1877	Studio							
Ramsgate Library, Guild	1904	Library							
Custom House Harbour	1893/4	Resi			Nice Things	01/04/2014			£17
Custom House Harbour	1893/4	Resi			Old Custom House Coffee	01/12/2016			£17
Custom House Harbour	1893/4	Resi			Project Motorhouse	01/09/2011			£17
Custom House Harbour	1893/4	Resi			Ramsgate Arts Festival Ltd	01/04/2012			£17
Custom House Harbour	1893/4	Resi			Ramsgate Town Council	01/07/2010			£17
Custom House Harbour	1893/4	Resi			Ramsgate Visitor Information Centre	01/02/2001			£17
Custom House Harbour	1893/4	Resi			Station Taxi	01/12/2014			£17
15 Harbour St	Late C17	Shop			The Gold & Silvermine	01/11/2016			£17
29-31 Harbour St	c.1800	Shop		Pearson Gore					
129-135 High St	Early C18	Resis	Late 20C						
124 High St	Early C18	Resi		Girish Gupta Ltd					
72 High St	Mid C18	Resi							
70 High St	C18	Resi			South East Kent Insurance Ltd	01/12/1998			£17
1-3 High St	Early C19	Resis			HSBC Bank Plc	01/10/1921			£17
44 King St	Early C18	Pub			Deal Cutter	01/10/2002			£17
6 Lands Lane	C18	Shop							
Rank Hovis Flour Mills	1865	Flour Mills							
Foresters Hall	1811	Hall			Communitr Action South East Kent	01/05/2008			£17
Foresters Hall	1811	Hall			Volunteer Bureau	01/06/1999			£17
Former Congregational	1838	Church			Masque Theatre School	01/04/2012			£17
Sailor's Church & Home	1878	Church/Resi							
Pegwell Lodge, Pegwell	Early C18	Resi							
47-49 Queen St	Mid C18	Resi & Shop							
5-9 Royal Rd	1826-36								
35 Spencer Square	1802				35 Spencer Square	01/06/2016			£17
37 Spencer Square					Spencer Court Hotel	01/06/1999			£17
St Augustines Rd	Early C19	Resi							
St Augustines Rd	1843-4	Chapel/Resi							
2 Wellington Crescent	1817-24	Resi			Homefleet House	01/08/1985			£12
13 Wellington Crescent				Wellington Crescent (Ramsgate) Ltd					£12
19 Wellington Crescent	1817-24	Resi			19 Wellington Crescent Management C	01/12/2013			£12
20 Wellington Crescent					20 Wellington Crescent Management C	01/01/2002			£12
27 Albion Place, Albion	1790	Resi							£12
20-22 Albion Place	1790	Resi			Action for Children	01/09/2014			£12



## CONTACT DETAILS

Tel: +44 20 7935 4499

Dir: +44 20 7344 6582

[david.geddes@colliers.com](mailto:david.geddes@colliers.com)

Colliers International  
Destination Consulting  
50 George Street  
London W1U 7GA  
[www.colliers.com/uk](http://www.colliers.com/uk)

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