

**MAYOR OF LONDON**

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**CREATING ARTISTS'  
WORKSPACE**



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Greater London Authority  
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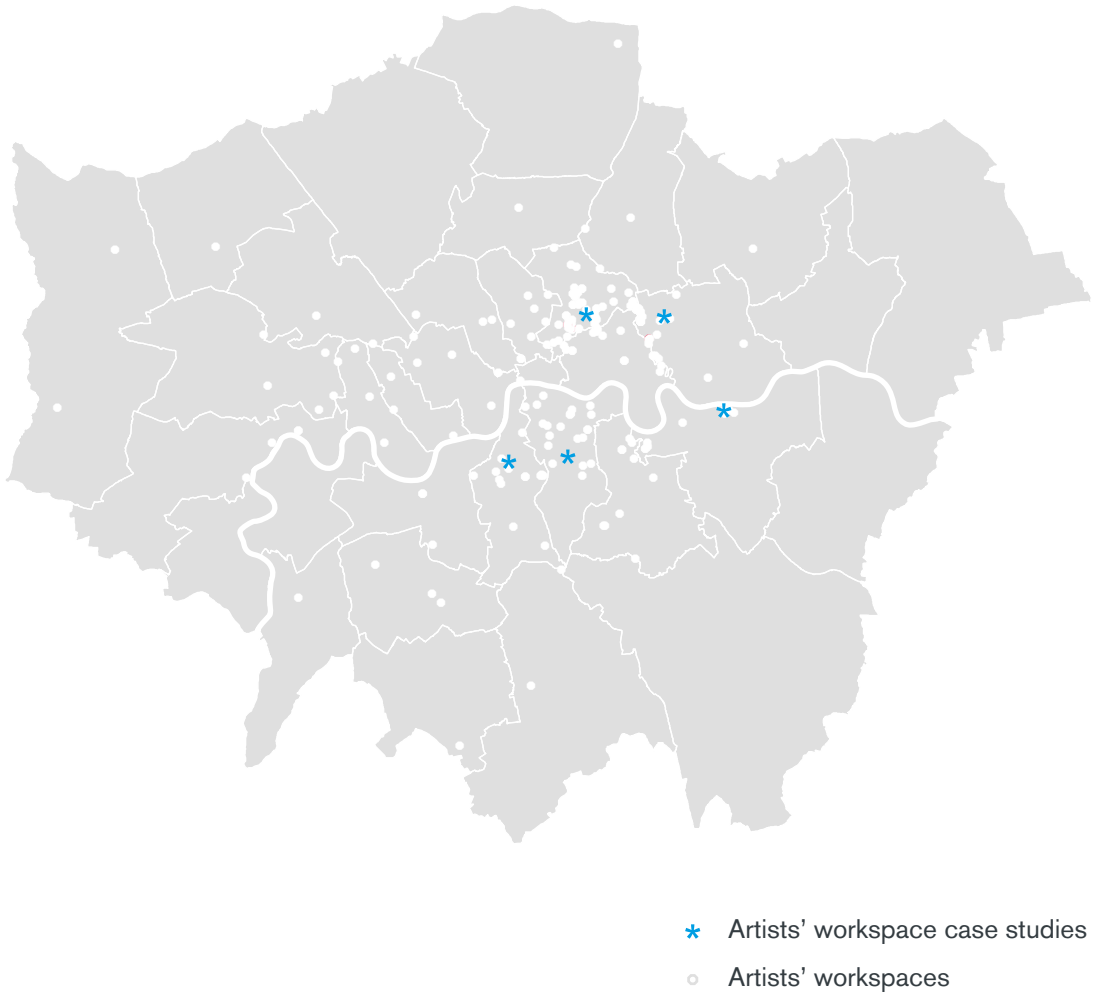
Philipp Eberling

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Geographic distribution of artists' workspaces in London, June 2014.  
Source: 'Artists' Workspace Study', GLA, June 2014

## Introduction

### **Why artists' workspace?**

London's cultural and artistic environment currently stands as one of the most exciting, vibrant and dynamic in the world. Culture is a key driver for the economy – attracting high numbers of tourists and contributing £21bn to London's economy alone. From internationally leading galleries, through to pop-ups, festivals, art fairs, opera, theatre and carnival, the entire spectrum of artistic production is represented. The arts are critical to shaping the future of London as a global city, and intrinsic to this is the supply of space for artists to work, develop and create the future cultural content of the capital.

Making accessible and practical spaces for artists means they can continue to make work in the right environment. This leads to the production of world class artworks that are exhibited both here and abroad and contribute to our thriving art market. It also allows artists and creative producers to continue to underpin the cultural and creative sector as a whole – whether through teaching at schools and university, working at exhibition spaces, making scenery for the Royal Opera House or creating floats for Notting Hill Carnival.

With 35,000 graduates emerging from London's Art & Design schools every year, and a thriving alternative sector, demand for studio space is set to keep increasing across the city. 3,500 artists are likely to lose their places of work in the next five years, so now is the time to consider innovative and imaginative models to make sure they can continue to live and work in London.

### **About this document**

In May 2014, the Mayor commissioned an 'Artists' Workspace Study', looking into the current level of studio provision in London and estimating the level of risk to spaces over the next five to ten years. This guide should be read with reference to that study, which gives further detail of the range and type of artists' workspace in operation across London.

Studio spaces are very diverse and can exist within a variety of buildings and configurations. In these case studies they range from open access production space, to small individual units, desk space and shared studios.

This document is designed to help local authorities, planners, town centre managers and developers understand the different ways artists' studios and creative workspace can not only be integrated into the development of new places but can actually add economic and social value.

The case studies each focus on a different approach with different impacts:

#### Catalysing regeneration: supporting creative entrepreneurs

By providing a hub and training opportunities for local businesses, The Triangle in Hackney has built a creative community and attracted new investment to the surrounding area.

#### Planning gain: working with higher education

A partnership between private developer, higher education institution and studio provider, the Glassyard in Stockwell demonstrates a new and effective partnership in a growing market.

#### Planning gain: developers taking the lead

A permanent building for artists situated within a residential complex, The Galleria in Peckham added significant market value to the development.

#### Generating value: a return on investment

Hard-to-let industrial land supports 455 artists' businesses at Second Floor Studios in Greenwich, leading to a significant return on investment for the property and funder partner.

#### Building communities: investing in local resources

A partnership across council departments has led to the reanimation of a previously empty building on the high street.

While each example illustrates a different approach and often very different funding models, they share key aspects. All of the sites deliver affordable workspace, in a range from £11.50 to £14 per sq ft per year. This equates to a maximum of £290 per month for a 250 sq ft studio space.

Partnerships are key to all of the examples shown here. Each development involves close collaboration between studio providers and developers, local authorities or housing associations, sometimes with funding from the Arts Council or other grant sources.

Several case studies illustrate the benefit of working locally, where knowledge of the local economy and community can create hugely successful developments. In this respect, borough involvement is often a key contributor to the success of a project.

The definition of artist used throughout this document corresponds to that used in the 'Artists' Workspace Study' as someone whose output 'involves the production of original works of research, exploration or artistic expression, either one-of-a-kind or in a limited number of copies, conveyed through painting, sculpture, the print arts, installations, performance, digital arts, sound art, video art, interdisciplinary arts or any form of expression of a similar nature.' ('Montreal Metropole Culturelle Report on Artists' Studios', Task Force on Artist Studios, October 2012, pp. 8)

There is a huge range of cultural production in London and a high level of crossover to the creative industries. There are a multitude of different cultural workers who play an essential role in the chain of artistic creation but are not specifically designated as artists, even where workspaces are shared. We will continue to add to these case studies in order to give a more comprehensive view of this thriving and vital ecology.



## Catalysing regeneration: supporting creative entrepreneurs

### A key player in the growth of Hackney's creative economy

#### The Triangle

129-131 Mare Street,  
E8 3RH

LB Hackney

**Studio provider**  
SPACE

**Set-up funds**  
£1.75m. between 2004  
and 2006.

**Site description**  
Renovated industrial  
and office buildings

**Tenure**  
25 year leasehold

**58 studios**

**99 artists**

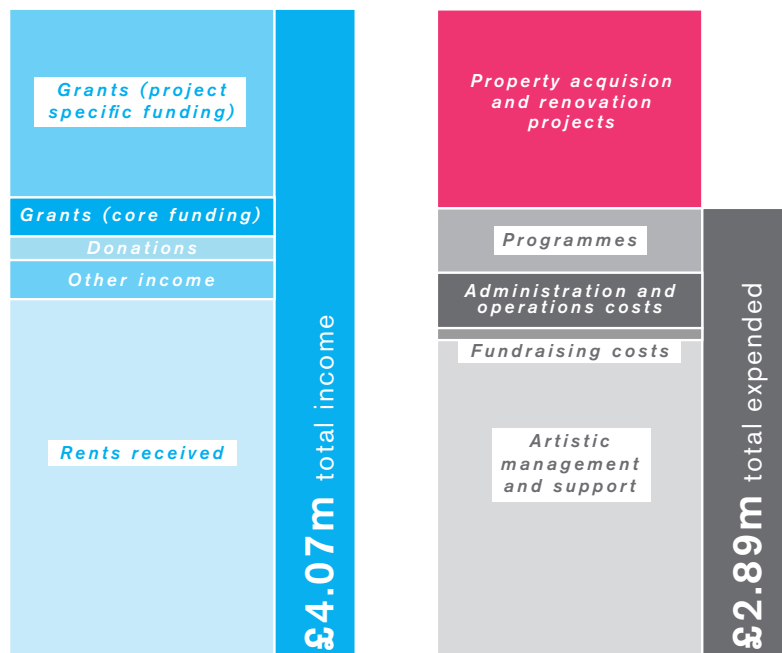
**Rent rate for tenants**  
£12.50 per sq ft

**Total studio space**  
40,000 sq ft

**Average studio size**  
320 sq ft

SPACE is one of the largest providers of affordable artists' workspace in London, supporting 700 artists in 18 buildings across seven boroughs. Established in 1968, SPACE has sustained a constant presence in east London, and has been key in underpinning the production of art and creative practice. Alongside managing and letting studio space, SPACE offers specialist business support, and engages with local schools. SPACE is core funded by Arts Council England and in 2012 received capital lottery funding for build projects that deliver greater energy performance and accessibility for artists and visitors.

### Space operating costs in 2013:

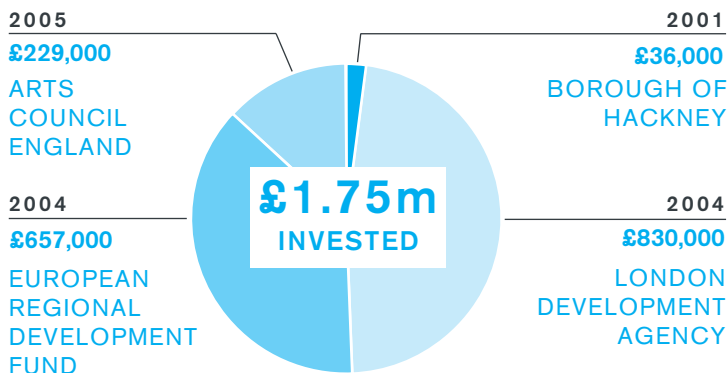




The Triangle was acquired on a 25-year-lease in 2001. The building contains 58 artists' studios, a gallery, project space and SPACE offices. The project space hosts free weekly events for co-working open to local businesses and SPACE artists. The studios are accessible from a separate entrance on Warburton Road, housing a sizable community of 99 artists.

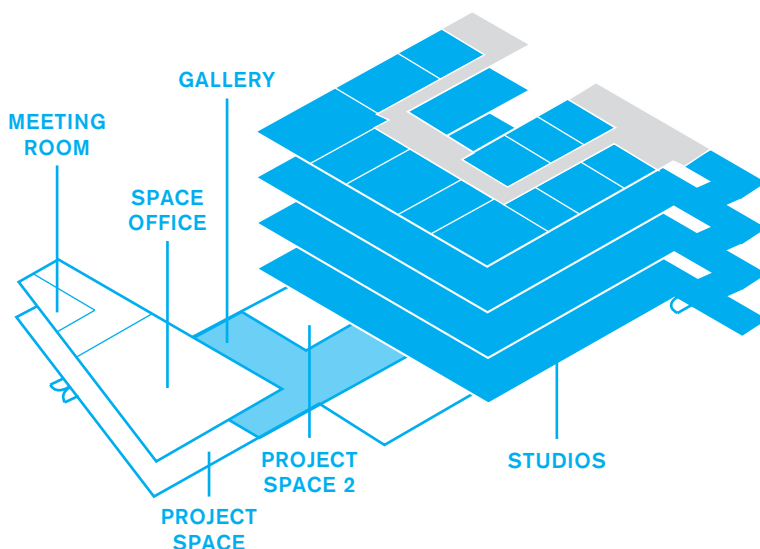
The long-term presence of the building on this prominent corner has been a key pivot in the gentrification that has swept east London, evidenced by the breweries, bars, music venues, galleries, cafes and shops that have sprung up around London Fields in the last ten years. The building itself often attracts visitors, art collectors and members of the press. In front of the gallery entrance public realm improvements have been led by Hackney Council.

The Triangle set up investment:



### Facilities at The Triangle:

- ◆ Career support: Free support for 400 creative businesses open to SPACE artists, local residents and local businesses, provided by Cockpit Arts, Four Corners film centre and Photofusion photography centre.
- ◆ Co-working project space: Digital training courses and free events for anyone in need of a place to work.
- ◆ SPACE gallery with 16 exhibitions and programs per year supporting emerging artists.
- ◆ Eight Triangle artists employed part time to deliver programmes to local schools.
- ◆ Key tenant: East London Printmakers with printing facilities for etching, lino, screen and fabric and an in-house materials shop. ELP hold open access days and workshops, and have 250 annual memberships.





WARNING  
24HR CCTV

No  
parking  
at

NL52 ZBE

PH



Hugh Mendes is a painter. His studio is 300 sq ft and costs £300 per month. He has taught at City & Guilds of London Art School part time for the last ten years. He stands in front of a mock-up wall hanging for his upcoming solo show 'Nachrufe' at Galerie Braubachfive in Frankfurt.

## Learning from The Triangle

- ◆ In 15 years, The Triangle has helped shape Mare Street into a place of creative and cultural enterprise.
- ◆ Following the developments at The Triangle, Hackney Council has invested in public realm street improvements on Mare Street, further improving the immediate area.
- ◆ The Triangle's success has attracted new neighbours, including co-working spaces Netil House and The Trampery, craft business London Fields Brewery, cafes and music venues such as The Laundry.
- ◆ Public facing spaces such as the gallery and open access training programmes have made The Triangle a key touchstone in the area, attracting 15,000 visits last year. Visitors include sector professionals, art collectors, students, press, local residents and local businesses.



## Planning gain: working with higher education

### A new model: artists' workspace in student accommodation

**The Glassyard**

276 Oak Square,  
SW9 9AW

LB Lambeth

**Studio provider**

Acme Studios

**Partners**

Spiritbond

**Set-up funding**

None, a rental agreement with Spiritbond

**Site description**

New-build ground and lower ground floors of student accommodation development

**Tenure**

35 year leasehold

**24 studios**

**38 artists**

**Rent rate for tenants**

£13 per sq ft

**Total studio space**

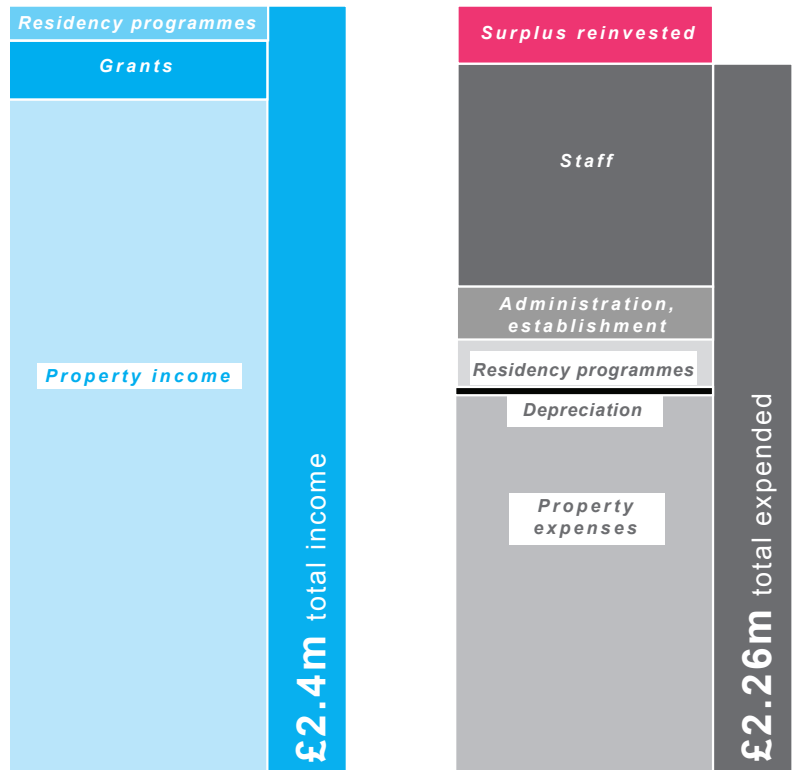
11,550 sq ft

**Average studio size**

330 sq ft

Founded in 1972, Acme Studios provides affordable studio space, residencies and awards for non-commercial fine artists. Acme supports over 700 artists and manages 564 studios in London. It differs from other providers in operating as a charitable housing association supporting artists in economic need. Arts Council England has number of capital grants totalling £4.8m from 1996 to 2013. These grants have part-funded the purchase of eight properties (three freehold and five long-term leasehold) providing 272 permanent studios.

Acme Studios operating costs 2013:



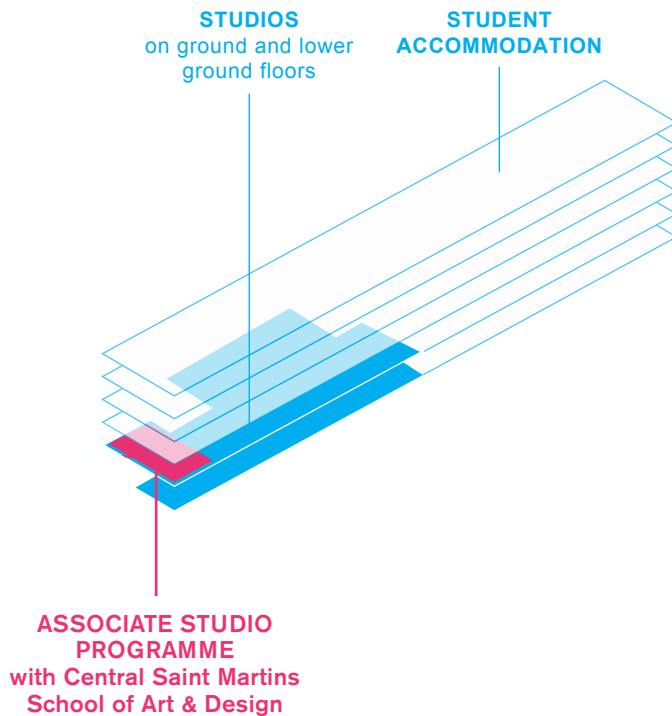
The Glassyard studios are a joint development between a private developer, Spiritbond and Acme Studios. The studios form part of a larger mixed-use building developed by Spiritbond as student accommodation for University of the Arts London.

Opened in 2013, the Glassyard Building contains 258 student rooms and 24 studios. A large studio on the ground floor hosts the Associate Studio Programme providing transitional studios for eight recent graduates from Central Saint Martins, which forms part of the continuing collaboration between Acme and the university.

The Glassyard studios are rented on an agreement with Spiritbond. Acme did not invest upfront in the project; a 35-year lease was agreed with a fixed rental uplift of 3 per cent per annum. Only the lettable floor area is reflected in the rent paid by Acme, which equates to approximately 60 per cent of the total floor area.

## Facilities at the Glassyard:

- ◆ Career support: Recent graduates as part of the Associate Studio Programme benefit from subsidised rent as well as continuing support and contact with college.







acmestudios  
SUPPORTING ARTISTS SINCE 1972



Eight recent graduates in fine art from Central Saint Martins College share a 1,300 sq ft workspace at a subsidised rent of £80 per month. They also benefit from continuing support and contact from college.

## Learning from the Glassyard

- ◆ A new partnership model between a private developer and a studio provider within a higher education student accommodation building.
- ◆ 11,500 sq ft of affordable workspace for artists provides employment space which met planning conditions and also provides social and cultural value to a new residential development.
- ◆ The occupation of ground and lower ground floor units as studios rather than more traditional commercial or retail premises can inform this growing typology. This approach would be particularly helpful where there is a risk that the ground floor space could remain empty.
- ◆ A new model of support and skills development for emerging talent. The successful partnership has resulted in a pioneering programme to support recent graduates, a group identified as particularly in need of affordable studio space.
- ◆ An early partnership between the developer and studio provider created fit for purpose studio space, built to specification detailed by Acme.
- ◆ Flexible public funding contributed to the success of this model. Arts Council England provided a non-project specific grant totaling £2.3m. The open-ended conditions of the grant enabled Acme to explore over time a range of options, securing a total of four long leases in mixed-use developments.



## Planning gain: developers taking the lead

### A permanent building for artists as part of a residential development

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#### The Galleria

Pennack Road,  
SE15 6PW

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LB Southwark

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#### Studio provider

Acme Studios

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#### Partner

Barratt Homes

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#### Set-up funding

£1.2m

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#### Site description

Purpose-built artist  
studio building

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#### Tenure

Leasehold

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**50 studios**

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**61 artists**

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#### Rent rate for tenants

£11.54 per square foot  
per year

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#### Total studio space

16,100 sq ft

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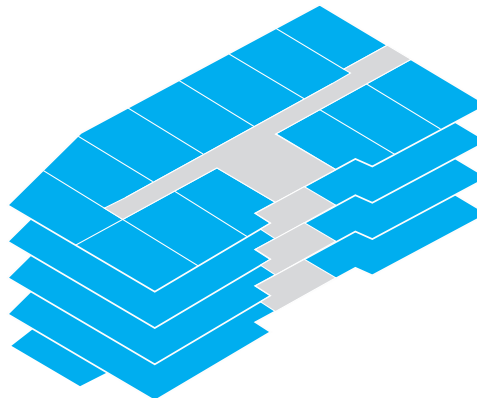
#### Average studio size

320 sq ft

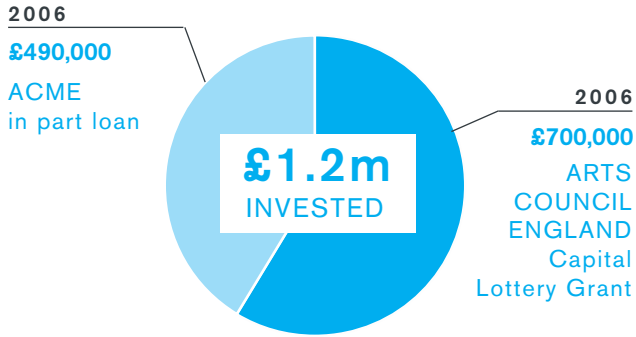
The Galleria is a purpose-built stand-alone artists' studio building that forms part of a mixed-use development alongside 149 private and affordable residential flats. The project was the first affordable studio building secured through planning gain in London. Planning requirements were fulfilled through the re-provision of employment space on the site of a former printworks. Recognising the potential contribution to its priorities such as employment, place-making, cohesion and creative vibrancy, Southwark Council was instrumental in reinforcing Acme in establishing a studio building as part of a residential development.

The site was purchased via a 155 year lease from Barratt Homes, at approximately 60 per cent of the actual build cost. The purchase was majority funded by an Arts Council capital grant, and the remainder supported through a bank loan drawn down by Acme. Thirteen per cent of total annual costs in 2013 for the Galleria were spent on meeting interest on this loan.

The Galleria:



The Galleria set up investment:





Rebecca Stevenson is a sculptor. Her studio is 309 sq ft and costs £297 per month. When she comes to work late at night, she knows there are people around, unlike in more normal locations in industrial areas. 'If you want to work as a professional, you want a space that meets certain requirements. There is a misconception that you don't need professional workspace.'

## Learning from The Galleria

- ◆ Early involvement of the studio provider at pre-planning stage improved the partnership for all sides:
  - ◆ Acme achieved the best result in terms of configuration, quality and quantity of workspace.
  - ◆ Barratt Homes ensured the guaranteed sale of their commercial space: 100 per cent occupancy from day one.
  - ◆ Southwark Council ensured high level of community benefit was achieved through the development.
  - ◆ The development supported continued employment use on the site.
- ◆ Long-term security for continuing investment: A 155 year lease has enabled Acme to leverage the asset in order to borrow funds for future projects and was the first step in seeing Acme reduce its dependency on capital grants.
- ◆ Brand value and distinction: For Barratt Homes the creative community provided a unique selling proposition. The development was re-branded Galleria on the basis of the studio programme.
- ◆ A new model: Affordable housing is often achieved through the planning gain mechanism. Galleria was the first time affordable artists' studio space had been created in this way.



### Second Floor Studios & Arts

Harrington Way,  
SE18 5NR

RB Greenwich

#### Partner

Emafyl Properties

#### Funding

Private

#### Site description

Renovation of ex-industrial buildings

#### Tenure

Leasehold

**420 studios**

**450 artists**

#### Rent rate for tenants

£12.50 and £14 per sq ft per annum

#### Total studio space

180,000 sq ft

#### Average studio size

250 sq ft

## Generating value: a return on investment

### 455 Artists create a thriving creative community on hard-to-let industrial land

Second Floor Studios and Arts (SFSA) is a social enterprise company which supports craft and designer makers alongside fine art practitioners. SFSA is the largest single-site provider of artists' workspace in London, with a gallery, cafe and print works alongside space for 455 artists. There are a range of studio sizes, the majority of which are 250 sq ft single occupancy studios.

A local MP, Nick Raynsford, was instrumental in pairing an empty site to a studio provider in need of new premises. The site owner, plastics manufacturer Emafyl, was seeking to utilise vacant hard-to-let land on the Mellish Estate. Surrounding buildings were also vacant. Since moving to this site in 2009, SFSA has grown from one to nine buildings. This expansion has been made possible through direct investment by Emafyl acting as property and funding partner.

In 2010 Emafyl acquired an adjacent derelict building and funded the construction of 120 additional studios managed by SFSA.

SFSA operates under a level of uncertainty through a gentleman's agreement with a year-on-year rolling license. Mellish Estate is earmarked for future residential development pending the release of industrial designation. SFSA will most probably occupy the site until a developer is secured and is actively seeking long-term sites as an alternative.





SECOND FLOOR  
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D, E & F  
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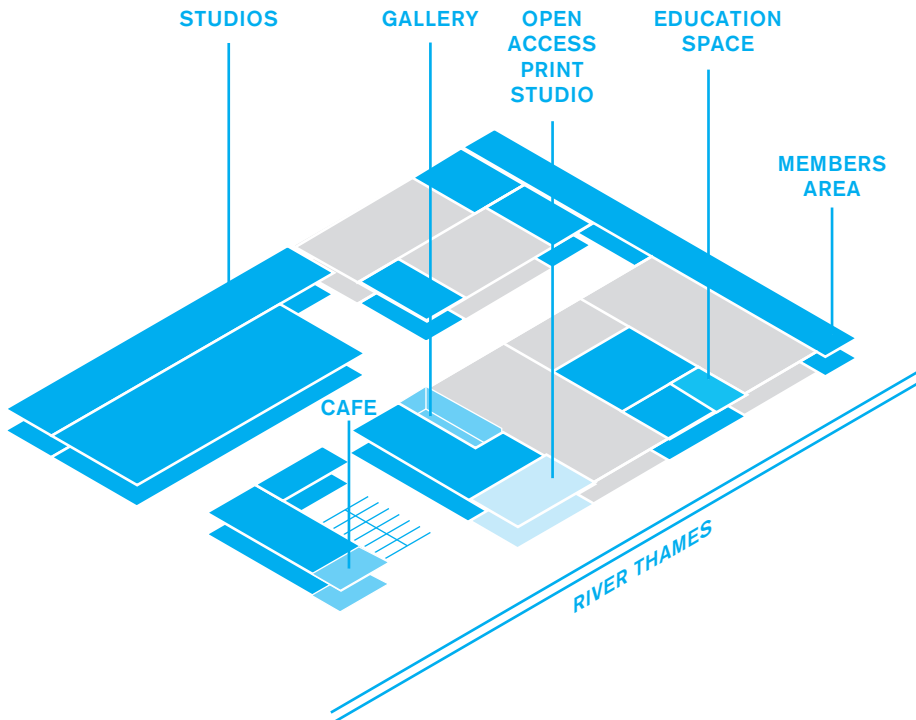


WARNING  
FALLING OBJECTS

PARKING

### Facilities at Second Floor Studios & Arts:

- ◆ Production Space: Thames Barrier Print Studio offering open access printing facilities and a membership of 150. (More details on Thames Barrier Print Studio in 'Artists' Workspace Study' pp. 38)
- ◆ Education and skills development: Learning and participation programmes with local community groups. Dedicated education space with classes in art held by SFSA members and other practitioners.
- ◆ Professional network: Member's online directory and network. Practitioner profiles on every studio member of Second Floor along with their location in the complex. Cafe and members areas are open during the working week.





Gail Brodholt is a printmaker. She shares her 400 sq ft studio with fellow printmaker Louise Davies, each paying £240 per month.



Jane Cairns is a ceramicist who retrained as a mature student through night classes at University of Westminster. Her ground floor studio is 270 sq ft and costs £290 per month. After meeting Jane through the studio, neighbour Robert Dowling learned slip cast techniques, expanding his practice as a painter into three dimensional clay works.

## Learning from Second Floor Studios & Arts

- ◆ **Return on Investment:** A 99 per cent occupancy rate has led to a rapid expansion across a previously hard-to-let industrial site. In 2013, a turnover of £804,000 rental income ensures Emafyl Property's return on investment in the expansion of studios.
- ◆ **Professional Networks:** Artists benefit from the large and varied skills base that a 450 strong site holds. A culture of resource sharing, collaboration and networking has led to new commissions and employment opportunities.
- ◆ **Measurable impact on local area:** SFSA's contribution to the local economy was recognised in the The Civic Award for Economic Prosperity in 2014 for outstanding contribution to the social, economic and physical wellbeing of the Royal Borough of Greenwich.
- ◆ **Impact on planning policy:** The model has informed the masterplan for Charlton Riverside Development which now includes provisions for artist workspace.
- ◆ **Despite a long-term and fruitful partnership, the uncertain nature of the license is not ideal for the stability of an artists' workspace provider.**

**'These are engine rooms of creativity. If [artists] didn't have affordable studios many would have to walk away from the production of art.'**

– Matthew Wood, director of Second Floor Studios and Arts



## Building communities: investing in local resources

### Reanimating a local authority property on the high street

**Essex House Studios**

375 High Street  
Stratford, E15 4QZ

LB Newham

**Studio provider**

Bow Arts Trust

**Partner**

London Borough of Newham

**Project cost**

£30,000

**Set-up funding**

Self funded

**Site description**

Re-occupation of empty local authority building

**Tenure**

15 year lease

**28 studios**

**32 artists**

**Rent rate for tenants**

£12.50 per sq ft

**Total studio space**

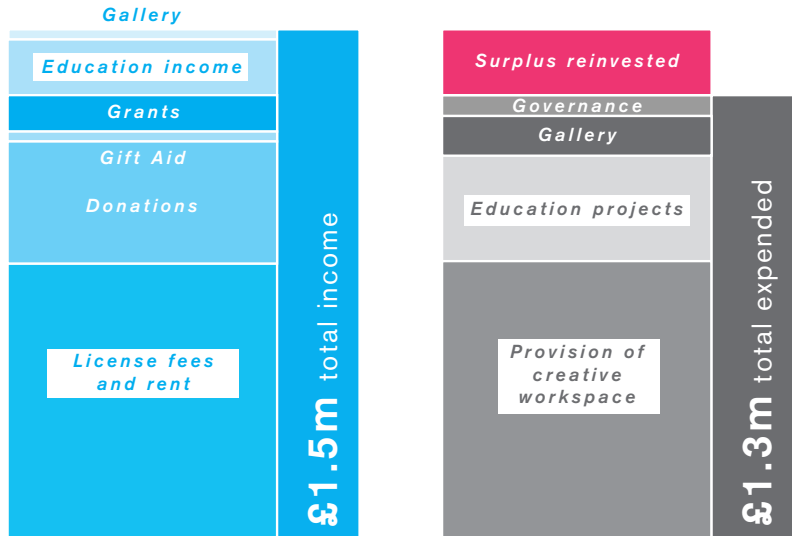
6,000 sq ft

**Average studio size**

214 sq ft

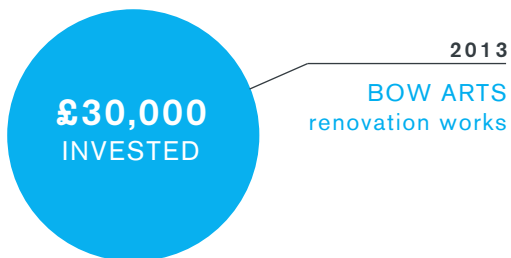
Bow Arts Trust was established in 1995 on Bow Road, from which its office and gallery still operate. Bow Arts Trust has two buildings in south east London and three in Stratford and Bow. A registered educational charity, it provides learning and participation programs alongside artists' workspace. The artist contract includes obligations towards community participation. Bow Arts Trust offers artists skills and job opportunities through education programs. Bow Arts Trust receives core funding by Arts Council England.

**Bow Arts operating costs:**



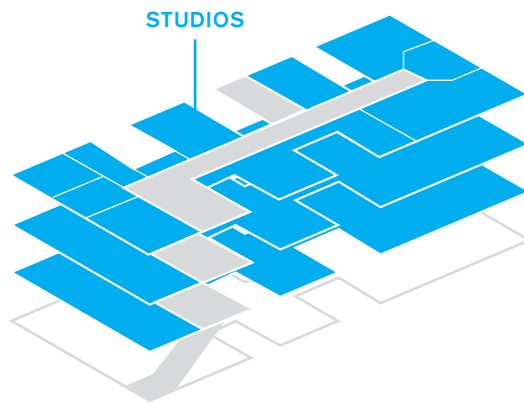
Essex House is situated on Stratford High Street and owned by Newham Council. Although vacant since 2004, it was generating annual maintenance costs. Newham's Head of Regeneration, Jo Negrini, approached Bow Arts Trust after hearing of successful partnerships with local housing associations Poplar HARCA and East Thames. Under the existing council protocols, it was not possible to manage a tenant agreement at peppercorn rent. A new mechanism was developed by the Council to let the property to Bow Arts Trust. This was accompanied by funding towards education programmes with local Manor Park schools.

Essex House Studios set up investment:



### Facilities at Essex House Studios:

- ◆ Skills development and job opportunities for artists to conduct learning and participation workshops with eight schools in local Manor Park.
- ◆ Programming across all artist workspace sites, including a peer review network and opportunities for exhibiting work.
- ◆ Job opportunities for artists in the maintenance of the studio buildings.
- ◆ Links to council and private commissions for artwork.







Right: Rosanna Dean is a mixed-media fine artist. Her studio is 168 sq ft and costs £175 per month. 'I'm hoping to start leading workshops in schools soon and Bow are helping me with this as I'm a volunteer on their education program to gain experience.'



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377

ESSEX HOUSE

375

## Learning from Essex House

- ◆ A proactive local authority which recognised existing resources and talent in their backyard.
- ◆ An innovative local authority that created mechanisms to support new programmes.
- ◆ Direct impact on the local area and job creation: The success of the education programme is leading to an expansion of the schools' network. This in turn leads to more employment opportunities for Bow artists.
- ◆ Regeneration: The floors managed by Bow Arts have a 99.2 per cent occupancy rate after ten years of sitting vacant on a high street.



## Conclusion

The recent 'Artists' Workspace Study' recorded 298 studio buildings across London, providing around 11,500 workspaces. Artists' workspace providers have shown themselves to be flexible, approachable and inventive when it comes to using space or informing development. The case studies shown here are intended to give insight into what makes a small number of these spaces possible and how they can create value within development and regeneration.

Demand for affordable workspace will continue and its provision is vital for London. Only 17 per cent of artist studio buildings in London are owned under freehold. **While there are many excellent examples of meanwhile use throughout the city, investment in long-term and permanent space is sorely needed to sustain London's position.**

The high levels of demand, coupled with the significant experience of many workspace providers mean that the risk of void periods is very low. **This ensures a reliable income stream for property owners even at the moment a new development is launched.**

Artists' workspace can be integrated into the fabric of an older building, or can form part of a new, purpose built development. As in the case of SPACE in Hackney, it is often the crux of a larger creative and cultural community. **It can generate new local investment, attract other businesses and create opportunities for improved public space.**

As our case studies show, it is important to consider the local environment, specific needs and challenges in finding the most successful approach to workspace. Working with experienced providers and local arts groups is crucial. **Creating partnerships at the earliest possible stage of the project supports good design and cost effectiveness.**

Different workspace providers can take very different approaches to provision, so it is useful to establish the requirements at the outset: What type of space is required? Does there need to be a collaborative space or area? Could a communal space be used for other local groups? Would a production space or workshop add to the area? **These and other questions should be considered at the earliest possible point in the building design stage.**

The current crisis of workspace provision will require new approaches and an imaginative vision as well as more of the kind of collaborations we have showcased here. We will continue to add to these examples to give a more comprehensive picture of the types of spaces, buildings and operational models involved. Artists are at the heart of London's creative success and the centre of many of our thriving communities. The creative sector's huge contribution to London's economy and global position is well documented. Only by incorporating artists' workspace in strategic planning for the city, will we maintain our competitiveness and achieve the Mayor's ambition of becoming an international 'capital of content'.

## Further reading

### **Artists' Workspace Study**

Report and Recommendations  
We Made That / Greater London Authority,  
July 2014

### **Cultural Metropolis**

The Mayor's Cultural Strategy  
Greater London Authority, 2014

### **Culture on the High Street**

Greater London Authority, June 2013

### **Supporting Places of Work**

Incubators, Accelerators and Co-working  
Spaces  
URS / Greater London Authority,  
September 2014

### **The London Plan**

Greater London Authority, July 2011

### **Accommodating Growth in Town Centres**

Achieving Successful Housing  
Intensification and High Street  
Diversification  
Greater London Authority, July 2014

### **Research and Viability Study of Affordable and Managed Workspaces Supporting Artistic Practices in East London**

London Legacy Development Corporation,  
February 2014

### **How Artist Space Matters:**

Impacts and Insights from Three Case  
Studies drawn from Artspace Project's  
Earliest Developments  
Metris Arts Consulting, March 2010

### **Montreal Metropole Culturelle**

Report on Artists' Studios  
Task Force on Artists Studios, 2012

### **Artists' Studios and the Housing Sector**

A guide for Local Authorities, Planning and  
Regeneration Professionals  
National Federation of Artist Studio  
Providers, 2013

### **Survey 2010**

Information and Statistics  
National Federation of Artist Studio  
Providers, 2010

### **Artists' Studios**

A guide to securing, supporting and  
creating affordable studios in London  
Acme and Capital Studios, March 2007

### **Creative Industries Economic Estimates**


Department for Media, Culture and Sport,  
January 2014


### **Great arts and culture for everyone 2010-2020**

Arts Council England, 2012

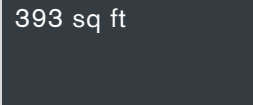
**THE TRIANGLE SPACE**


Funding  
Public grants

Number of Studios  
  
**58**

Number of Artists  
  
**99**


Site owner  
Private

Average studio size  
  
393 sq ft

Rent per annum  
  
£12.50 per sq ft

**THE GLASSYARD**  
Acme Studios

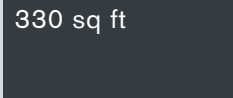
Funding  
None, 35 year lease agreement


Number of Studios  
  
**24**

Number of Artists  
  
**35**

Site owner  
Pension Fund


Partner  
Spiritbond

Average studio size  
  
330 sq ft

Rent per annum  
  
£13 per sq ft

**THE GALLERIA**  
Acme Studios

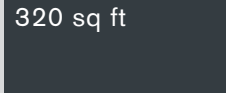
Funding  
Public grants and loan


Number of Studios  
  
**50**

Number of Artists  
  
**61**

Site owner  
Acme Studios

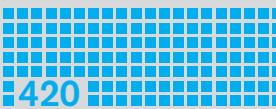
Partner  
Barratt Homes


Average studio size  
  
320 sq ft

Rent per annum  
  
£11.54 per sq ft

**SECOND FLOOR STUDIOS & ARTS**

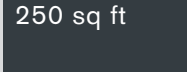
Funding  
Private funding


Number of Studios  
  
**420**

Number of Artists  
  
**450**

Site owner  
Emafyl Properties

Partner  
Emafyl Properties


Average studio size  
  
250 sq ft


Rent per annum  
  
£12.50 per sq ft

**STRATFORD STUDIOS**

Bow Arts Trust

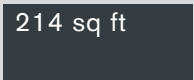
Funding  
Self funded

Number of Studios  
  
**38**

Number of Artists  
  
**38**

Site owner  
Newham Council

Partner  
Newham Council

Average studio size  
  
214 sq ft

Rent per annum  
  
£12.50 per sq ft





'The life of our city is rich in poetic and marvellous subjects.  
We are enveloped and steeped as though in an atmosphere  
of the marvellous; but we do not notice it.'

– Baudelaire

