

BRIXTON BID

WE'RE TALKING BUSINESS

Creative and digital is Now the Time



BID
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into sustained economic recovery. The growth of this industry in Brixton could similarly drive the growth of our local economy. Unquestionably world class, our creative industries have readily recognisable global brands, often attracting businesses and individuals to the UK as the place to "live, work, visit and invest".

Sound familiar? It should do, as this is the very vision Brixton BID has for Brixton, the place to work, live, play and do business.

The vision of the creative and digital industries is one of cross-industry collaboration between arts and science, ranging from advertising through craft and performing arts to the latest video game platforms.

Creative industries are renowned for their strong commercial networks and links. Growth in this sector is, however, "being significantly driven by digital technology", according to consultants Booz & Co – now known as Strategy&.

The emergence of metadata solutions is enabling new ways of driving content discovery and enabling easier access to creative products.

The UK, Lambeth and Brixton are, however, lacking an ingredient essential for the growth of our creative and digital industries.

The UK is still far behind European countries such as Germany, France, Denmark in broadband connectivity speeds. It is not surprising that Sweden and Norway are ahead of us in this area. But it is remarkable that we are making no progress in improving our broadband provision even to levels that are being achieved in a country like Latvia.

Brexit or no Brexit, good quality

By the time the Queen's Speech had outlined a digital charter for users of the industry, Lambeth council had already established its intention to make Lambeth, and specifically Brixton, the home for digital and creative businesses throughout the south and across all of England.

As you will see on these pages, Brixton already has a number of thriving companies in this category.

Although full of challenges, the council's strategy – Now's the Time – is not totally far-fetched.

Brixton faces a significant lack of adequate office space on one hand and an army of start-ups and small and medium enterprises on the other hand. The creative industries have often been caricatured as primarily supporting start-ups and small and medium size enterprises.

But the potential of the creative and digital industries far exceeds the confines of local "gig economies".

Together, the creative and digital industries could be worth an additional £5 billion a year to the UK economy.

Our creative industries by themselves are known to be responsible for at least 1.4 million UK jobs. It is hoped that growth in the creative industries could help to push the UK

Brixton BID is a not-for-profit organisation dedicated to strengthening Brixton's diverse business culture. We represent over 650 levy-paying businesses in the local area and work to develop new and exciting opportunities for Brixton.

SOUTH BANK ENGINEERING UTC is a new co-educational school that opened in September 2016 on Brixton Hill. It specialises in STEM (science, technology, engineering and maths) subjects with a focus on engineering for the medical and construction sectors. It sponsors projects with its students that are in line with the core curriculum.

The school's aim is to develop students who can thrive in an uncertain world, with skills and experiences that supplement their academic qualifications to ensure they are highly employable.

The school's new buildings boast high-end computing, science and engineering facilities including robotics, 3D printing and virtual reality.

As the leading sponsor, London South Bank University offers students unrivalled access to opportunities not on offer at traditional schools. This means that students while at school are already working with many of the academic professionals at the university. This helps to inform their degree course choices and pathways into high-value careers.

Apprenticeships with employer sponsors such as Skanska UK, Guy's & St Thomas' NHS Trust and King's College NHS Trusts, Essentia and Purico are a long-term goal for many of the students and relationships with sponsor colleagues are high quality and meaningful.

Find out more at the South Bank UTC open morning on Thursday 13 July, 9.30-10.30 am. Booking essential: www.southbank-utc.co.uk.



THE CHAMPION AGENCY is the UK's only creative agency and social enterprise that champions young creative talent and organisations we believe in. We specialise in building brands – working with a range of clients, from startups to market leaders and NGOs. We're proud of where we come from – creating the not-for-profit brand Great Brixton in 2012. This enterprise has generated a living bursary for a young Brixtonian to attend the School of Creative Arts, and the self-published book has generated over £10k worth of revenue from local businesses. Recently we conceived, designed and co-curated Black Sound – Black British Music's Journey of Creative Independence multimedia exhibition at the Black Cultural Archives. Last year we created the People's Posters; an interactive poster platform for the public to tell us what they think about the area – celebrating Brixton as the new London Design Festival district. By combining commercial and social models, we've created a new way of working that empowers everyone in the process – both young and older creatives, and brave clients, and is built on integrity.

ROCKETSHIP DIGITAL is a boutique design agency founded by Sarah Henderson and Tim Noble. With over 25 years' experience, we firmly believe that high quality design should be available to everybody, no matter how large or small their business or project! Our approach means that businesses are perfectly prepared to grow and change as their circumstances require.

We have been residents in the Brixton area for over 21 years so we have an experienced understanding of the diverse and ever changing local community. This gives us a unique perspective as to how your business can grow and succeed.

We love Brixton and South London, and we love to focus this passion on assisting businesses who need to evolve their brand to ensure they stay in the area in these ever-changing times.

We are involved in community initiatives, as well as working with Brixton BID and Lambeth council. Sarah is on the committee of the Brixton Design Trail, whose aim is to bring design to the Brixton streetscape and showcase the wealth of local talent we have here. This year, we will be creating a window takeover on a prominent high street location.



Digital business – for Brixton ?

broadband connectivity is a key factor for businesses and will impact on where they are prepared to locate.

This is so important that local business ratepayers should be able to expect good quality broadband connectivity as an essential service received in return for paying their business rates, like garbage collection and policing.

Brixton is due shortly to benefit from free town centre wi-fi. Lambeth is finally closer to providing “free” borough-wide town centre wi-fi packages in Clapham, Streatham, etc., bringing Lambeth into line with other London boroughs – and about time too.

These are not small steps in supporting our ambitions to grow a creative and digital industry that is second to none.

The advertising industry in the UK is said to be worth around £16 billion annually. Over two-thirds of the world’s advertising agencies have their headquarters in London. The UK has the largest publishing industry in Europe. The UK is said to export annually more than £100 million worth of design and commercial services.

These are all facts and figures we simply cannot ignore in Brixton and Lambeth, with our commercial ambitions close to this industry.

The pathways to working in these industries should also be clear for our young residents and those wishing to retrain into this sector.

With the South Bank Engineering UTC and Lambeth College on our doorstep in Brixton, the route might seem pretty straightforward., with training via an apprenticeship for this

growth area almost ideal.

But asking small and medium-sized businesses, who are already suffering from significant business rates increase to now make a 10% contribution to the training of apprentices could clog up what could be a clear pathway for local young people into a growth industry.

The potential of this industry to provide jobs for people from Black and Minority Ethnic backgrounds is huge. More than one in 10 of jobs in the creative industries are filled by young people and people from BME backgrounds.

Lambeth will need to support the growth of an under-capitalised sector plagued by costly and limited workspace.

Our ambitions for the growth of this industry locally must be supported by clear pathways for training into employment in an industry that is growing faster than retail at this moment.

We already have many of the basic ingredients in Brixton to grow this sector; a young, diverse population, the vibe, a creative entertainment industry. The growth of this sector will however take time.

Now Is The Time, Brixton.

For further information see:

■ Lambeth council’s creative and digital business strategy (bit.ly/lambeth-creative)

■ Lambeth’s Creative & Digital Industry Growth Strategy (lambethnow.co.uk)

■ UK Digital Strategy 2017 (bit.ly/UK-dig-strat)



DALTON MAAG is a world-leading studio for typeface design and has worked with many well known brands establishing their typographic voice, across the many languages that are spoken in this world.

When we first established in Brixton over 20 years ago, Brixton was not the most obvious choice to set-up a creative company. Affordable studio space was a driving factor to settle in Brixton, but even more so it was the diversity and vibrancy of

its community that are so important to maintain creative inspiration. In the course of our business life we have looked to move closer into central London but we realised that our roots are firmly in Brixton.

Our work reaches audiences around the world and can be seen in most people’s day-to-day life, be that on an advertising billboard or on a mobile device.

Amazon’s recent campaign that saw Brixton tube full of its posters featured the letters that were created in this Brixton studio. It’s from Brixton where the good things come.

TIBOR JONES are literary agents based in Brixton. We represent a number of leaders in their field and authors around the world. Last week we were in Cape Town completing a deal for an author based there, tonight we are going to the Serpentine Gallery to see another author and we are always scouring our slush pile looking for new authors. An author from Mumbai was just here and delighted to visit the famous market.

Co-Founders Landa Acevedo-Scott and Kevin Conroy Scott met in the Bug Bar, got married in the register office in Lambeth Town Hall, live on Brixton Hill, have children in primary school locally – so they wanted to work in Brixton too.

Since we launched our hub – our space was just too big for us and there were no other office spaces in Brixton suitable – we now have tentacles in many places due to our hub workers.



We’ve seen projects in this office moving into the US, China and Europe. A guy who works next to me just returned from Shanghai, another from New York and a third from Grenoble. And pretty much everyone here lives in Brixton.

SHOCKLOGIC provides specialised event management technology and services for event organisers, helping them to deliver the best events possible. This includes registrations, mobile apps, badges, real-time barcode and QR code scanners, voting keypads, and a ticket booking platform. Founded in 1997, we now have over 350 clients in over 68 countries. We support over 2,000 events per year, with attendances ranging from 50 to 50,000. This includes Sunfall and FOUND festivals,

which take place in Brockwell Park.

Our CEO has lived in Brixton since 1998, and when he was looking for a location for his business, he wanted to remain local. Our main office has been located here since 2012. We first started off as a team of four, now this office has grown to 19. The Shocklogic team love the vibrant streets of Brixton, where we find creative inspiration every day. We really enjoy the sense of community that we have in the Eurolink Business Centre where we’re located and where we will continue to grow.



BEAUHURST, based in Piano House on Brighton Terrace, monitors start-ups and growing companies, and provides this information to its clients through online software.

“We chose Brixton because we were able to find such a great space at competitive rates, and we love all the options for lunch. Our first office was also here about five years ago, so we already knew the area well and wanted to come back! And we love it!”

