

the magazine for north london business

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SEP/OCT
2008

Issue 9

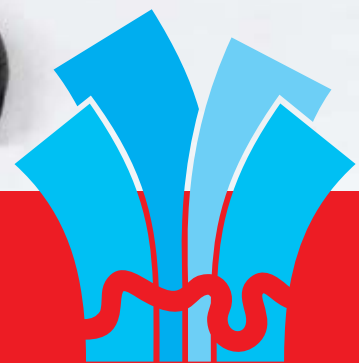
A CREATIVE BUSINESS MODEL

PIONEERING
LIVE/WORK
COMMUNITIES
IN HARINGEY



**HELPING HAND FOR
THE HIGH STREET**

Mayor's pledge to small businesses...



north london

Haringey Arts (HA!) is helping to create an exciting new buzz in Haringey. Originally a disparate group of creative people, it's set itself up as a community interest company through the Haringey City Growth Project, creating business opportunities for its members and pioneering new live/work creative communities. So how did this community come about? Jo Sealy investigates

Haringey



Dan Hernandez provides the link between Haringey City Growth and the artists that form HA! A performer, artist and singer/songwriter himself, he represents a collective of currently over 150 creative people based in live/work studios in Hermitage Road, Haringey. It's a unique community of artists and performers from all corners of the globe, living and working in units created from a redundant clothing factory. Walking around the complex, it is a friendly and colourful place. A glance into one or two of the units and the onlooker can catch a glimpse of work on display, paintings in progress and compact performance spaces awaiting audiences.

"A series of events occurred before we became involved with Haringey City Growth," explains Hernandez. "There was already a small group of artists based at the Arena Design Centre on Ashfield Road – sculptors, musicians, party promoters, living and working together and working individually on projects in the community.

"We created a Facebook Group. Soon after, we received an email from Haringey City Growth explaining the opportunities for creative businesses; they were encouraging creatives to come forward and see how the programme could benefit us, so a group of us attended the meeting.

"We learned that, with the help of Haringey City Growth, we could form a creative cluster action team to help us to access funding for training and other potential opportunities. As a result, and with help from Haringey City Growth consultants, we set ourselves up as a community interest company – we knew that we had something positive to offer."

The Haringey City Growth project

The project in Haringey is run by North London Business, funded and supported by the London Development Agency, European Regional Development Fund and Haringey Council. Haringey City Growth is a business-led economic development initiative and one of the few City Growth areas and programmes operating in London.

The project aims to increase the prosperity and growth of the Borough's businesses in five specific 'clusters': creative industries, sports, leisure and tourism, food and drink – production and distribution, business services and retail.

It is clear that Haringey City Growth is aiming high with this project – it wants to make the borough one of London's key business hot spots. To achieve this is providing platforms for businesses to have more say in the regeneration of the borough, actively supporting business clusters and maximise opportunities for Haringey businesses.

And this is not just a campaign of words. With business clusters identified and organised within the borough, Haringey City Growth is able to provide real budgets to support the business and skills training identified by the clusters themselves.

"As creatives we are in business, but we identify ourselves as something outside of the norm and do not always associate with business terms," he explains. "Members relate to our workshops; they show a creative person how to produce

their unique work and couple this with business know-how. They can see how it puts us in a stronger position to sustain ourselves and grow."

Haringey Arts Skill Share Scheme

The HA! Skill Share Scheme has been created to provide demand-led, free workshops to members. It's a chance to recruit professionals with relevant expertise to teach, give seminars and workshop clinics to the members of HA!

The variety of workshop training is diverse. From Music Business Development – covering contracts, copyright, joining the musician's union, etc, to Gallery Practice – for artists, how to put forward proposals, how to set up your art, deal with insurance, best practice and so on, and DVD Portfolio Authoring – showing artists and creative businesses how to make a DVD show reel in a simple, but practical way. The workshops are focused and specific; business are also able to have individual consultations with their chosen specialist.

Hernandez himself will be delivering a workshop very close to his heart – The Warehouse



rocks!

Conundrum, providing practical advice and information about live/work environments.

Live/work – the new business revolution

Live/work is mixed use of a property for both business and residential purposes and is a concept gaining momentum. Like many boroughs around the UK, Haringey Council is taking a proactive approach to live/work environments. Changes to the economy mean that people no longer expect to work for large employers for their whole careers. Live/work is a natural progression for areas where the traditional industries have disappeared.

According to Tim Dwelly, director of Live Work Network: "True live/work environments include ingredients such as enterprise support, business clustering, transport reduction and offer more than regular residential home working. It's the unique and special live/work environments – especially properties such as reclaimed factories – that appeal to people."

The rapid regeneration of the immediate area around HA!'s offices is evident, with many more

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creative businesses moving into studios around the area, turning what was once a run-down industrial area into a vibrant artists' colony. By the end of the year it is estimated 500 creative businesses will be based in what HA! has named The Village.

"We're at a very exciting phase," explains Hernandez. "With support from the Haringey City Growth project, we're aiming to increase the creative community, recycling previously disused or run down buildings throughout the borough. Haringey is very open to the opportunities of live/work – expect some exciting transformations!"

Ha! success

The workshop programmes seem to have hit the right note. Members are learning valuable new skills and information – joining the Performing Rights Society is a prime example, earning them recognition and payment for their work.

"It's also been great to hear people talking about Haringey in a positive way – proud that they are part of the community," says Hernandez.

Further success has followed for HA! as a result of Haringey City Growth's support. Members participated in the Lea Valley Festival in June, working with other groups to deliver 'Victorian Mayhem' at Markfield Park. This themed event was a day of music, performance and art and hugely successful – over 600 people attended the event, providing valuable exposure for the artists involved.

"It's exactly the kind of thing we want to get involved in," says Hernandez. "Our members are able to be paid for their talents and access all of the amazing spaces all over Haringey, bringing a new dimension to the borough."

Haringey City Growth also actively cultivates a culture

of fostering relationships and partnerships. The upshot of this is that there is regular liaison with the numerous other creative organisations in the borough, bringing greater benefits and prospects for everyone.

Haringey Arts – the future

Hernandez feels that the live/work options being discussed with Haringey for other parts of the borough is one of the most exciting new ventures and one that could place Haringey firmly on London's creative map. Overall, he sees the whole experience as positive and rewarding.

"Getting access to funding has been a new experience for us, but it's been worth it. Now that we have come together as a creative community we are being approached with some great opportunities for our members, and many are benefiting. As an organised group we're visible, we're becoming recognised as a commercial venture. People can see that we can help them to deliver their objectives, as well as achieving our own."

www.haringeyarts.org
www.haringeycitygrowth.com
www.liveworknetwork.com