

® london westside

global quarter



Creative London Westside





Westside Geography

Westside concept offers clear geographic delineation allowing for:

- a new london quarter
- westside quarter villages
 - Kensington
 - Chelsea
 - Paddington
 - Notting hill
 - Soho
 - West End
 - Covent Garden
 - Victoria
- coherent linkage between London quarters and villages
 - coherent westside visitor and Olympic planning
 - inclusion of 'hidden' villages



London's Creative Industries

- Creative Industries add £21 billion annually to London's output, more than all the production industries combined and second only to Business Services at £32 billion.
- Creative Industries as a whole represent London's third largest sector of employment, with 525,000 people working either directly in the Creative Industries or in creative occupations in other industries.
- Creative Industries are London's second biggest source of job growth, contributing roughly one in every five new jobs.
- London's Creative Industries are at the centre of a productivity revolution, expanding both jobs and wealth, with employment up by five per cent per year, output by 8.5 per cent and productivity by four per cent between 1995 and 2000.



Business case

- London is a fragmented city divided into local areas that do not necessarily reflect the economic dynamism of creative sectors
- Westside area currently has no unified identity in the national or global arena
- The only globally recognised economic quarter in London is the financial district in the City – a world leader
- The London Westside quarter contains the highest rate of diverse creative industries and jobs in the world
- The London Westside quarter can provide the platform on which to build local partnerships and a global identity comparable to the City - promoting growing Westside creative sectors onto the world stage
- Westside will provide an international window promoting inward investment into premises, business, joint ventures and international partnerships
- Westside accounts for 2.5% of national GDP generating around £18 billion turnover



London Westside: the proposition

- Development of a diverse creative landscape and London 'quarter' that operates in the joint and several interests of participating stakeholders
- Provides partnership opportunities that will tie into public sector investment and contract based bids offering critical mass in output and performance relative to creative economic development policy e.g DTI, GLA, DoE, LSC, DCMS, ACE, LDA, GOL and ODPM
- Provides the geographic base on which to build a 'customer-facing' creative enterprise learning campus
- Provides a dynamic marketing platform that supports on-line and terrestrial showcasing opportunities promoting the international diversity of Westside as London's and the UK's creative and cultural engine
 - Provides an inward investment framework and a network for business to pool knowledge and resources that will make smarter use of ICT and talent working in Westside
- Creation of an integrated network of Westside villages linked through the campus and Olympic plans



Westside Showcase Programme

- Coordination of Westside festivals and exhibitions programme featuring arts, creative and cultural industries products and services:
 - Annual creative and cultural London Westside Festivals
 - 2006 London Design Festival
 - 2006 Portobello International Film Festival
 - 2006 Notting Hill Carnival and Village activities
 - 2006 Creative and Cultural Exhibitions and Showcases
 - 2006 Westside Village Partnerships and Festivals
 - Open Studios: Creative enterprise in action
- Westside concept offers smart internet access to creative clusters trading across the Westside Area by direct access to creative sectors through on-line showcase of products and services



Education Development

- Further education creative enterprise programme in partnership with Centres of Vocational Excellence
- Community based creative enterprise learning campus with STEP and other non-formal learning partners, FE and HE working with Sector Skills Councils and Industry
- Graduate business and enterprise development with a cohort of London Universities
- Graduate community enterprise mentoring programme
- Online education creative enterprise laboratory
- Inclusion of primary and secondary schools and City Academies



Economic Development :

- Strategic alliances between stakeholders in developing joint creative projects with public and private sectors
- Business support and investment strategies for new and growing creative enterprises
- Coherent corporate social responsibility strategies: private sector investing in its own community
 - Development of common ICT interests: on-line showcasing
 - Coherent approach to the economic development of young people: creative enterprise, skills, talent and showcasing
 - Olympic Games private and public sector planning and engagement
- Building a diverse and easy access to the learning campus across the community
 - Inclusive opportunities for communities with international links through the development of skills, talent and showcases
 - Coherent visitor planning ensuring that Westside is fully accessible and that local business enjoys the economic benefits driven by an inclusive information and marketing strategy



Westside Quarter Development

Westside has a small team coordinating the London Westside project with an operating budget of £250,000 pa.

Action Plan 2006 – 07

- Develop and build core stakeholder group
- Use Westside as a cross-border lever to other funding streams
- Facilitate and publish the Westside 2006 – 2007 creative and cultural programme to include all participating stakeholders
 - Facilitate the 2006 creative and cultural innovations exhibition
 - Facilitate the inclusion of creative and cultural industries into the London Design Festival 2006
 - Creative learning campus and education development with STEP Partnership, NFLS, FE and HE partners
 - Enterprise & Economic Development 2006 - 2008
 - Online showcase & website development 2006 - 2008
 - Olympic Cultural Programme Development 2006 - 2012



Current Westside Stakeholders Base

London Development Agency; Creative London Commission; City of Westminster;
Royal Borough of Kensington & Chelsea; London Westside Cultural Partnership;
Central London Partnership; Centre for Creative Business, a joint venture between
London Business School and University of the Arts London; London Design Festival;
Heart of London Business Alliance; University of Westminster; City of Westminster College;
Goldsmiths College; Channel 4; ITN; BBC; Paddington Waterside Partnership;
Notting Hill Carnival Village; SOHO Theatre; Portobello International Film Festival; ACAVA;
Workspace Group Plc; Portobello Business Centre; London Print Studio; Deep Recording Studios;
Paddington Arts; Youth Culture TV; The Video College; Dream Arts; Bang Edutainment;
Youth Enterprise Scheme; Westside Business Network; Westway Development Trust
Local community based creative projects



RBKC Interests

**External LDA investment into the creative economy
2006 – 2007**

Gross £250,000 into RBKC area

ACAVA + Local Cultural Industries

Portobello Business Centre

Portobello Film Festival

Tavistock Festival

Carnival Village Partnership

The STEP Partnership £400,000

The Video College

YCTV

Paddington Arts

Development Opportunities

Tabernacle Partnership

Westway Development Trust Partnership

Creative Workshop developments