

# MAYOR OF LONDON



## CREATIVE ENTERPRISE ZONES

PROSPECTUS 2017



Greater London Authority  
City Hall, London SE1 2AA  
[www.london.gov.uk](http://www.london.gov.uk)

Enquiries 020 7983 4000  
Minicom 020 7983 4458

© Greater London Authority  
December 2017



Eyewright in his new-build studio at High House Artists' Studios, Acme, Thurrock © Hugo Glendinning

## CONTENTS

- 2-3 Foreword from the Mayor
- 4-5 Foreword from the Deputy Mayor
- 6 What is a Creative Enterprise Zone Development Grant?
- 7 Key dates
- 8-11 What is a Creative Enterprise Zone?
- 12-13 Why does London need Creative Enterprise Zones?
- 14-15 Where will Creative Enterprise Zones be?
- 16-17 Who will make Creative Enterprise Zones happen?
- 18-19 What will Creative Enterprise Zones achieve?
- 20 Case Study
- 21-23 Tottenham Pathfinder Research
- 24-25 Criteria for a successful Creative Enterprise Zone
- 26-27 How to apply
- 28-29 What happens next?
- 30 Find out more

## FOREWORD FROM THE MAYOR

I'm proud to be Mayor of a city seen as the global capital for arts and culture. Our theatres, music, museums and galleries are renowned across the world. Alongside our successful film, fashion and design industries they make a huge contribution to London's reputation as an open, creative, diverse and innovative city.

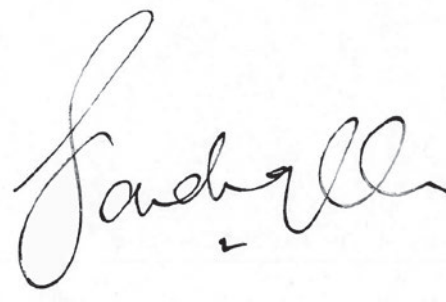
This success is largely thanks to our wealth of creative talent. I'm talking about the artists and small businesses who sustain this growing economy. But they are finding themselves often priced out of the very city they help bring to life. Rising rents and a lack of affordable workspace are the main reasons.

**We cannot afford to lose our artists and creative businesses. They pioneer our city's creative spirit and bring people together across communities. They help drive good growth, health and well-being and put culture at the heart of local regeneration. We have seen the positive contribution they have made to neighbourhoods in Hackney, Notting Hill, Peckham, and Barking. Culture is central to our communities.**

Creative Enterprise Zones will enable artists and creative businesses to put down roots in an area and not be displaced by rising prices. These clusters of creative activity will provide long-term affordable workspace for artists and creative businesses, support for start-ups, and will unlock new jobs and training for local people.

I'm now inviting London Boroughs, artists and creative business consortiums to identify where Creative Enterprise Zones can be developed across London. I want to encourage the best ideas from councils, artists, creative businesses, developers, and the private and voluntary sectors. Creative Enterprise Zones are a bold new initiative for London to secure our future as a cultural capital and ensure creative people continue to call this city their home.

I encourage you to get involved.

A handwritten signature in black ink, appearing to read 'Sadiq Khan', with a small mark below the name.

**Sadiq Khan**  
Mayor of London





## FOREWORD FROM THE DEPUTY MAYOR

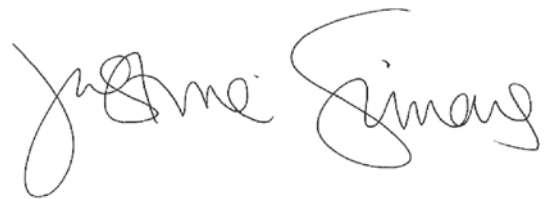
London is the most 'googled city in the world' for culture. Creative tribes have defined our identity through the decades. From Mary Quant's miniskirt revolution to Punk, from the New Romantics to Britpop. These days Grime music is setting the agenda, creativity and tech collide in Shoreditch and a car park has put Peckham on the global map. Culture is our DNA.

To keep our place in the competitive global marketplace we need the best creative talent. We need great photographers, game designers, visual artists, pattern-cutters and animators. The creative workforce is our biggest asset but it is under more pressure than ever. Pay is low, intellectual property is under threat and it's hard to break in. London is set to lose 30 per cent of artists' studios in the next few years. These creative workspaces are vital incubators for the next generation of artists.

As well as producing incredible film, music, design and fashion, London's creative community play a wider role in this city. They are often the advance party, setting up studios in disused warehouses and venues in railway arches – breathing life into unloved

neighbourhoods and increasing land values along the way. But this model is no longer sustainable: the cheap space has run out and creative communities are pushed out by impossible prices.

The real trick is to build balanced neighbourhoods, with creative talent in the mix long-term. Creative Enterprise Zones will do just that: they'll provide the conditions to help artists and creative businesses to put down roots in the areas they have helped regenerate. The creative workforce is growing four times faster than the economy at large and 87 per cent of creative jobs are unlikely to be automated – so these are the jobs of the future and a chance for all Londoners to shine. Creativity will shore up our global position in the future and Creative Enterprise Zones are a bold step forward.



**Justine Simons OBE**

Deputy Mayor for Culture and  
Creative Industries

## WHAT IS A CREATIVE ENTERPRISE ZONE DEVELOPMENT GRANT?

Creative Enterprise Zones are a brand-new concept. To support their development the Mayor is offering ten grants of £50,000 to test the feasibility of Creative Enterprise Zones in London Boroughs.

You can use this development grant to fund research studies and prepare a costed action plan setting out what a zone would look like and what it will deliver for your area.

Action plans will set out the policies, partnerships and activity you will marshal in your proposed zone. This could be local planning policies, business rates relief, broadband provision and investment in skills and business support. This prospectus and our application guidance set out our expectations. We want to see your ambition and the commitment to follow it through.

You can use development grants to commission external consultants, develop partnerships, and undertake stakeholder engagement to attract and catalyse further support from public and private investment. The Mayor is developing a Cultural Infrastructure Plan which has already produced data on LGBT+ night time venues, dance spaces and Public Houses and will have a refreshed map of artists workspace in the city to help develop your evidence base.

You do not have to provide match funding but we are looking for leverage and how Creative Enterprise Zones will catalyse investment. If you are putting your own resources towards the work, please state this clearly in your application.

Your research evidence and action plan will form the basis for a further funding application to the Mayor to support setting up a zone in your borough. Revenue grants between £200,000 and £450,000, capital grants between £200,000 and £400,000, and access to a London-wide Creative Enterprise Zones enterprise and skills project, will be available from 2018/19 to 2020/21.

Your action plan will identify match funding, leverage, and resources including from the local authority, government, the private sector, educational and voluntary organisations. These can include the Mayor's Good Growth Fund and European Structural and Investment Funds.





## KEY DATES

- **31 January 2018**  
Deadline for development grant applications at 12 noon
- **February 2018**  
Development grant applications assessed by City Hall
- **March 2018**  
Successful grants announced
- **15 May 2018**  
Creative Enterprise Zones Conference
- **31 July 2018**  
Submit research studies and action plans
- **Summer 2018**  
Research studies and action plans assessed by City Hall
- **Autumn 2018**  
Funding announced for Creative Enterprise Zones from 2018/19 to 2020/21

## WHAT IS A CREATIVE ENTERPRISE ZONE?

Creative Enterprise Zones are a new Mayoral initiative to designate small areas of London where artists and creative businesses can put down roots and where creative activity is supported. Based on Enterprise Zones they will offer incentives to retain and attract artists and new creative businesses to an area by offering permanent affordable workspace, business and skills support, business rates relief, super-fast broadband and a pro-culture Local Plan.

We know that creative clusters in London provide creative businesses and artists with opportunities to network, become successful, and benefit from sharing knowledge and expertise. They also support regeneration and economic development. Creative Enterprise Zones will raise ambition and embed clusters in policy and local leadership.

The zones will be clusters for creative production and respond to local needs; they may focus on a sub-sector, for example fashion, music, visual arts or crafts. They will help start-ups, sole traders, micro-sized and small businesses that reflect London's ethnic diversity, offering stability and enabling growth. They may help existing clusters of businesses to grow and raise levels of ambition. Each zone will have a distinctive look and feel and a dedicated name that is recognised by locals and Londoners.

The new London Plan draft currently out for public consultation sets out policies for Creative Enterprise Zones. They are part of Policy E8, which supports 'Sector growth opportunities and clusters', and Policy HC5 'Supporting London's Cultural and Creative Industries' setting out what

Local Plans should consider including: 'develop, enhance, protect and manage new and existing workspace'; 'support existing and the development of new cultural venues'; 'help deliver spaces that are suitable, attractive and affordable for the creative industries'; 'encourage the temporary use of vacant buildings'; 'integrate public transport, digital and other infrastructure and service provision'; and 'support a mix of uses'.

Creative Enterprise Zones are also underpinned in Policies E2 and E3 of the new London Plan where 'planning obligations may be used to secure affordable workspace at rents maintained below the market rate for that space for a specific social, cultural or economic development purpose' including workspace for specific sectors such as artists' studios and designer-maker spaces. In addition, London's new Housing Strategy draft for public consultation supports live-work spaces for small businesses and entrepreneurs, in particular in Creative Enterprise Zones.

**Creative Enterprise Zones will put culture at the heart of local regeneration and involve collaboration with local communities and community-led cultural groups achieving increased skills, educational opportunities and job creation.**

To qualify as a Creative Enterprise Zone you must show how you will provide the following:



### **SPACE:**

securing permanent, affordable, creative workspace, and live-work spaces at well below market rents, and ensuring no net loss of space



### **SKILLS & SUPPORT:**

building entrepreneurial skills and offering business support to artists, start-ups, sole traders, micro-sized and small businesses, and developing career pathways and opportunities for jobs within the creative industries and supporting sectors for local people from all backgrounds



### **POLICY:**

developing Local Plans with pro-culture policies in planning, housing, business development, technology, super-fast broadband and infrastructure, and supportive business rates relief policies



### **COMMUNITY:**

embedding creative production in communities, creating socially-inclusive places and strengthening links with marginalised communities and education providers

Funding from the Mayor will help to catalyse further support from boroughs, businesses and others.

You will also need to show that your proposed zone will be much more than just placemaking.



Vic Lee working on a wall mural © Vic Lee

## CREATIVE ENTERPRISE ZONES ARE...

...small geographical areas with emerging or existing clusters of creative industries

...where needed, often in strategic and local areas for regeneration, where they will help the local economy and give creative people and businesses workspace and facilities

...a key part of local plans with full proposals on how to develop, enhance, protect and manage new and existing creative workspace

...addressing the cost and suitability of space for artists and creative businesses, by providing permanent affordable housing, live-work spaces, studios and workspace

...linked to public transport, digital and other infrastructure and service provision

...areas with ancillary facilities for artists and creatives, where they can meet clients, network, share knowledge and showcase their work

...able to co-locate with other planning uses which derive mutual benefits from, but do not compromise, the creative industries and cultural facilities

...supporting enterprise and growth and developing skills; supporting communities, representing and strengthening local identity

...a standard bearer for creative careers and routes into the creative industries, working with education providers and job agencies, giving local people opportunities

...delivering on other strategic policies across regeneration, planning, diversity and inclusion, economic and community development

...supported financially by City Hall, local authorities and other appropriate government schemes, as well as partnerships with the private sector and others

...supportive of the entire ecosystem required for creative businesses including essential support services such as law, accounting, recruitment and marketing

## CREATIVE ENTERPRISE ZONES ARE NOT...

...areas with just one creative workspace building, existing or planned

...areas where there is no identified demand or need

...able to be designated where there is only a general reference to 'workspace', or where no workspace planning policies are in place

...added in at the end of a development without consideration of workspace and housing needs

...in areas where there is no consideration to making sure that digital and transport infrastructure meets the needs of artists and creative businesses

...a source of funding for creative programmes or festivals

...areas where change of use and new uses have a negative impact on the creative industries

...there to price out existing businesses by protecting creative businesses over other local businesses, providing no return to local communities

...about providing only artists and creative businesses with careers advice

...isolated from wider strategic policy areas

...solely funded by City Hall – our funding is meant to catalyse and secure financial commitment from the local authority

...about artists and creative businesses in isolation

## WHY DOES LONDON NEED CREATIVE ENTERPRISE ZONES?

Creative industries are key to London's success. They contribute £42bn each year to London's economy and the creative economy accounts for one in six jobs in the capital. Creative jobs are growing four times faster than the economy average and Nesta research shows that highly creative jobs are 87 per cent less likely to be automated. Creative jobs are the jobs of the future.

Yet it is difficult to be a creative worker in London. The pay is low, and margins are tight. The average annual salary of an artist is only £10,000.

The creative economy is based on small businesses, often micro-enterprises and a large part of the workforce are sole traders and freelancers. Access to affordable workspace space is key, but escalating prices and central government's relaxation of planning regulations mean that space is increasingly scarce in London.

A recent GLA study showed over 30 per cent of artists' studios are set to disappear by 2019, and the capital has lost 40% of grassroots music venues in just ten years.

Yet, these are the incubator spaces for London's successful creative industries and a vital part of underpinning the growth of the wider UK creative economy.

We also face fierce competition from other global cities, and with Brexit on the horizon, many cities are luring our artists and creatives with incentives and cheap space - from Berlin to Lisbon, Amsterdam to Barcelona.

Artists move into cheap areas and help them grow and become loved and desirable. But then they often find themselves priced out by the very success they have helped create. Creative Enterprise Zones are part of the Mayor's 'good growth' approach. Good growth underpins the Mayor's strategies and is the guiding principle of the new London Plan. This benefits everyone and encourages high quality, inclusive design and development, social inclusion and improved health and well-being across the city. Artists and creative businesses can play an important part, bringing new opportunities to an area and attracting new development that encourages good growth.

Creative Enterprise Zones will support the spaces and areas that our artists and creative producers use so they can put down roots and grow their businesses. Zones are based on the principle of clustering which brings benefits to businesses, from improved links to supply chains, support structures, and the wider business ecosystem, to greater innovation, faster growth and more efficient use of resources and cross-fertilisation.

As the creative economy faces global competition, supporting and growing London's artists and creative businesses has become urgent. By securing workspace, encouraging growth, new skills and innovation, local jobs, nurturing new talent and social integration, Creative Enterprise Zones will be international beacons for generations to come.



BA (Hons) Fashion Jewellery student working at London College of Fashion, University of the Arts London's Mare Street site © Alys Tomlinson



Designer Hannah Schmidt preparing wood at Blackhorse Workshop © Igor Emmerich



## WHERE WILL CREATIVE ENTERPRISE ZONES BE?

London already has many clusters of artists, creative businesses and centres of creative production. Creative Enterprise Zones will supercharge them, protecting them for the long-term. This will enable creative communities to settle, flourish, and plan ahead. The good news is, this is already happening in many parts of outer London - especially in some opportunity areas, so there is lots of potential.

Together with the Mayor's new London Plan and good growth agenda, the zones will be a catalyst for regeneration. They are likely to be linked to new transport and housing infrastructure. They may overlap with housing zones or areas where investing in jobs and skills is a priority.

Creative businesses often look for the most affordable spaces. That means rather than larger town centres, they may be found in local and district centres in smaller high streets and side streets or in smaller and older industrial areas. Creative Enterprise Zones will vary in size. Some may centre on a couple of streets in a neighbourhood. Others may be wider apart but bound together by their common purpose – the best possible locations for creative production.

Regardless of how dispersed a zone is, it should have a physical centre with a point of contact for everyone in the Creative Enterprise Zone. It could be associated with the presence of larger creative businesses that provide opportunities for career progression. It could include cultural spaces that can be used for meetings, for events or for entrepreneurs and artists to show their work. An existing library, arts venue, or creative hub are all examples of possible locations. A zone should also be visually recognisable, a statement of identity and commitment.

We want to support creative communities as areas develop. We will do this by providing incentives, policies and tools to complement this growth. The aim is to create places that have cultural life and give back to their local communities. Potential locations may cross borough boundaries. In such cases, we encourage joint applications led by one London Borough.

## WHO WILL MAKE CREATIVE ENTERPRISE ZONES HAPPEN?

Successful Creative Enterprise Zones will have clear structures and governance. Each zone will set up a board led by the lead London Borough. The board will have representatives from local creative businesses, artists, local communities, developers, workspace providers, further and higher education and other stakeholders.

We expect local authorities to champion their Creative Enterprise Zones at the highest level. That means cabinet members in charge of Regeneration, Economy, Social Inclusion, and Culture leading the way with full support from Chief Executives and Leaders.

The Mayor will use his convening powers at City Hall to kick-start new partnerships to help zones thrive. He will bring together organisations that can offer invaluable ideas and expertise through a Creative Enterprise Zones Exchange Forum. This will include the private sector, property owners and developers, and secondary and higher education to work closely with London Boroughs that set up zones.

You must provide strong leadership and bring together all relevant parties for your zone. For example, artists and creative businesses, cultural organisations, Business Improvement Districts and workspace and education providers. Your own planning, regeneration, education, economic development, culture, and housing departments will also play a full part in developing the zone.

We want London Boroughs to invest in their Creative Enterprise Zones using their own assets and resources. This should be in addition to external funding sources and GLA funds. You will need to support the physical infrastructure of your zone using rent and business rate reliefs, cultural and land use planning, housing policies, and planning gain. You must work with landlords, workspace providers and developers to ensure that regeneration projects also have wider cultural and creative benefits.

We also want local authorities to develop positive relationships with the private sector. This is an opportunity to find the best ways to work with developers and find new ways of working with planning obligations. You should also establish links with the financial sector and explore the use of soft loans for creatives as they develop their businesses and new approaches to funding such as crowdfunding.





## WHAT WILL CREATIVE ENTERPRISE ZONES ACHIEVE?

Creative Enterprise Zones will be catalysts for local regeneration. They will help areas to develop and create new jobs. They will also make better places to live. As creative businesses grow, diversify their income and relocate to zones, this will encourage clustering and economies of scale. Businesses will expand their networks and supply chains and share resources, from management to legal advice to finance to PR, reduce cost of supplies, and achieve more efficient sales channels, exports and investment opportunities. Cultural infrastructure will be safeguarded and long-term affordable workspace will lead to greater direct investment, and creative people will do their best work.

The infrastructure and support that Creative Enterprise Zones provide will allow artists and creative businesses to put down roots in their community. This will help them to be more productive, invest in their long-term growth and take on more employees. The ecosystem in a zone will generate many different employment opportunities and encourage career progression in support roles as well as creative production.

Meeting and social spaces in the zones will encourage deeper creative relationships between artists, creative businesses, their clients, and local communities. The zones will have strong links with local schools, higher and further education colleges. This will create better connections between skills and the local labour market. There will also be improved careers advice for young people, particularly those from lower income backgrounds. They will get to hear more about the opportunities to work in creative and cultural industries. In turn, this will enable creative and digital businesses to recruit local staff.

Creative Enterprise Zones will be buzzing and creative production will be visible and celebrated. Local people, especially those from marginalised communities, and business will engage with creativity and feel part of the zone. Creative Enterprise Zones will create new spaces for communities to connect and take advantage of creative networks. Local people and businesses will be proud of their zone.

## CASE STUDY

A successful Creative Enterprise Zone supported by the Mayor of London will respond to the local needs of an area, offer incentives to artists and creative businesses and include a pro-culture Local Plan. It will be underpinned by research and mapping, with existing local activity forming the basis of a longer-term strategy. The Mayor worked with Haringey Council on a Pathfinder research project. The Tottenham Case Study has been developed to inform what a Creative Enterprise Zone could look like.

A number of London Boroughs are already experimenting with this concept including Barking Artist Enterprise Zone, the Blackhorse Lane Creative Enterprise Zone and a digital hub in White City. In Hackney Wick, where there is rapid development and a high concentration of artists and creative businesses, the Local Masterplan secures no net loss of workspace and caps rent at £8 per square foot.

The Tottenham Pathfinder Research is aimed at providing guidance to London Boroughs.



Sarah Weatherburn & Co © Philipp Ebeling

## TOTTENHAM PATHFINDER RESEARCH

### Starting point

Tottenham is home to talented artists, creators and makers. It is an increasingly attractive choice for an expanding cluster of creative industries who provide jobs and give character and identity to the area. Tottenham's creative landscape is flourishing; but the arrival of Crossrail 2 and rapid development is already having an impact on the affordability of creative workspace.

Creative industries in Tottenham have experienced growth of 127% over the last five years. 660 businesses between them now employ 4,400 people (1 in 6 jobs).

Four significant creative clusters have been identified in Tottenham: Millmead and Lockwood has a focus on sound and music production, as well as small-scale manufacturing; South Tottenham Employment Area is home to product and graphic designers, music recording and visual artists; Gourley Triangle hosts a well-established fashion cluster where activities include textile design, clothing manufacturing and screen-printing; and Tottenham Green has a complementary mix of performance and visual artists, musicians and film makers.

### Opportunities for growth

Tottenham has a growing creative community including specialist businesses supplying TV, film and commercial theatre that strengthen the area as a creative hub. From wig-making to embroidery, millinery and music producing, high-end furniture making and set-making, many of these small businesses operate in national and international markets and have the potential for growth. The research also identified the strength of Tottenham's business community which supports the wider creative economy through manufacturing, wholesale and retail, showcasing and promotional activities.

The area is home to micro-enterprises, sole traders and freelancers who make a significant contribution to the local economy but are under-resourced and have little access to business support.

A Creative Enterprise Zone would support growth and attract new start-up creative businesses. For Tottenham, it could create an estimated 300 new creative jobs each year, and generate GVA growth of £26m.

## TOTTENHAM PATHFINDER RESEARCH

### **Objectives for Tottenham's Creative Enterprise Zone**

- Retain and grow the local creative community
- Develop skills and create jobs for the local community
- Secure and expand the availability of creative workspace
- Support and harness the area's sub-sector specialisms
- Foster and showcase small-scale manufacturing

### **Proposed interventions and incentives**

- Supplementary planning guidance to guarantee no net loss of workspace within the four creative clusters
- Skills and training opportunities for the local community, including young people
- Links with schools and further education including ADA, the National College for Digital Skills
- Innovative tethered live-work scheme with social bond contracts
- Enabling super-fast broadband infrastructure
- Business rates relief for businesses in the Creative Enterprise Zone

- New facilities where businesses can co-locate and share equipment
- Business support programme
- 'Tottenham Showroom' with open studio days and showcase events
- Using the Tottenham Opportunity Investment Fund to support local creative businesses
- Exploring the use of Council owned assets to create new, mixed-use employment space
- Public realm and wayfinding improvements

### **What the Creative Enterprise Zone could achieve**

- Direct delivery of an additional 3,000 sqm of creative workspace
- 9,000 sqm of affordable workspace through planning and other council policy levers
- New workspace for an additional 200 artists and makers
- Support to 200 businesses and an additional 300 new jobs
- 200 work placements for young people and careers guidance for 1,000 local people





# CRITERIA FOR A SUCCESSFUL CREATIVE ENTERPRISE ZONE

## New creative clusters and networks

- convening power of the clusters
- visibility – hive of activity, making work
- visual identity – look and feel
- networks and supply chains
- showcasing

## Creative production

- retaining workspace
- increasing workspace
- no net loss
- co-location; 'shared equipment spaces'
- space types

## Local policy

- affordable workspace – use of council assets, affordable workspace SPD, and approved workspace provider list
- regeneration – land assembly policies, priority growth areas
- housing – affordable, tethered, live-work, within housing zones
- business rates relief
- super-fast broadband

## Business development

- access to markets
- access to finance
- tailored start-up support
- finance and property advice
- sector-specific advice and brokerage

## Enterprise and skills

- careers advice linking people to jobs in creative businesses
- entry-level jobs and training support
- apprenticeships
- links to HE/FE
- training for staff

## Community links and socially inclusive places

- reflect diversity and inclusion of existing communities
- wayfinding and accessible identity
- affordable rents linked to social return
- finding local talent
- artist commissions





Photograph by Matthieu Comcy

## HOW TO APPLY

Before you apply, read our FAQs at [london.gov.uk/creative-enterprise-zones](http://london.gov.uk/creative-enterprise-zones)

You'll also find this prospectus there.

Closing date for applications is 12 noon on 31 January 2018.

We will accept joint applications from more than one borough as outlined in this prospectus.

### **Application assessment**

Applications should address the criteria outlined on page 24 of this prospectus.

Applications will be assessed by a panel of City Hall officers in a one stage process. The Mayor's Cultural Leadership Board will also advise. The final decision will be made by the Mayor of London. Boroughs will not receive more than one development grant.

We will start assessing applications immediately after the deadline. We will rank and score your application according to how it performs against the criteria we expect zones to achieve (as outlined on page 24).

### **Eligibility criteria:**

- The London Borough must be able to enter into legal contracts
- The London Borough must be able to show the capacity and ability to put in place the policies needed and provide affordable workspace

- Grants will not fund 'business as usual' activities
- We reserve the right to audit any invoices in relation to funds provided and will require evidence that they have been spent as proposed

The London Borough leading the project will enter into a grant agreement with City Hall. Fifty per cent of the funding will be released when the project starts and the rest on completion.

**We will announce successful grants in early March 2018. We expect research studies and action plans to be sent to us by 31 July 2018.**

## WHAT HAPPENS NEXT ?

Development grants will help you formulate your plans. Once you've completed your research studies and action plans these will form the basis for a further funding round to the Mayor of London. Three strands of funding and investment will be available through one application process, including revenue, European Social Fund and capital funds. We expect you to identify in your research other sources of funding you would use to bring your Creative Enterprise Zone to life.

### **Future funding**

You should also use your research period to consider the feasibility of funding options and national and international models of operation. You should investigate other sources of external funding. European Structural and Investment Funds, private sector funding and the Mayor's Good Growth Fund can be used to support your zone.

### **Revenue funding**

The Mayor will provide revenue funding to implement up to three Creative Enterprise Zones between 2018/19 and 2020/21. The minimum level of funding per zone will be £200,000 and the maximum level £450,000. Funding can only be used to fulfil the criteria on page 24 and should maximise leverage.

### **Enterprise and Skills**

Creative Enterprise Zones will be able to benefit from a London-wide European Social Fund Enterprise and Skills project incorporating Priorities 1.2 and 2.1. This will run between 2018/19 and 2020/21. Your action plan should make it clear how you would expect to develop Enterprise and Skills activities and if you want your zone to benefit from this project.

### **Capital projects**

Capital funding will be available from the Mayor to implement up to three Creative Enterprise Zones in 2018/19 and 2019/20. The minimum level of funding available is £200,000. The maximum level of funding available is £400,000.



## FIND OUT MORE

To download a copy of this document and application form, visit:  
[london.gov.uk/creative-enterprise-zones](https://london.gov.uk/creative-enterprise-zones)

This webpage also has information on and how to apply for Creative Enterprise Zones development grants (including FAQs). If you have any queries, please email us at:  
[creativeenterprisezones@london.gov.uk](mailto:creativeenterprisezones@london.gov.uk)

Culture & Creative Industries Unit  
Greater London Authority  
City Hall, The Queens Walk,  
London SE1 2AA

@LDN\_Culture  
#creativeenterprisezones

For a large print, Braille, disc, sign language video or audiotape version of this document, please contact us at the address below:

Public Liaison Unit  
Greater London Authority  
City Hall, The Queens Walk,  
London SE1 2AA

[London.gov.uk](https://london.gov.uk)

Telephone 020 7983 4100  
Minicom 020 7983 4458

You will need to supply your name, your postal address and state the format and title of the publication you require. If you would like a summary of this document in your language, please phone the number or contact us at the address above.



Joy and Peace by Morag Myerscough and Luke Morgan, Silk Street, City of London. Image: Greater London Authority © Caroline Teo





