

**BROKERING  
AFFORDABLE SPACES  
FOR THE CREATIVE  
INDUSTRIES**



**STUDIO  
MAKERS**

outset.



The creative industries are the fastest-growing sector of the UK economy, accounting for one in every six jobs in the capital alone. However, the Greater London Authority recently identified 67% of all workspaces for artists had permanently closed, with a further 24% of remaining studios likely to shut within five years\*.

This rapid decline in the supply of affordable workspace, and extreme fragility the creative industries face in a city of escalating costs, is resulting in a huge drain of creative talent from Greater London.

With over 13,000 creative practitioners currently on waiting lists for workspace it is now essential to find new solutions to secure long-term, affordable spaces for our cultural infrastructure and creative industries.

\*Greater London Authority's Artists Workspace Study 2018

# outset.

Since its creation in 2003 Outset Contemporary Art Fund has raised over £12 million to fund the production of new art for the widest possible audiences.

In 2016 Outset launched the Studiometers initiative at Antony Gormley's studio in response to the rapid reduction of affordable workspaces for the creative industries, and to protect the artist at the core of our cultural investment.

## STUDIOMAKERS PHASE ONE

This first phase established an evidence base for action, we partnered with Harvard Business School to conduct research, and explored different ways to deliver affordable workspace for artists.

Across three years Phase One ultimately helped to secure over 60,000sqft of temporary workspace that supported hundreds of artists, events and exhibitions.

In 2019 Outset and Studiometers were instrumental in raising £7.5 million to help launch the Creative Land Trust. Through a private/public partnership with the Mayor of London, Arts Council England and Bloomberg Philanthropies, the Trust became an independent charitable organisation that will purchase properties for use as workspaces for the creative industries in perpetuity.





## **STUDIOMAKERS PHASE TWO**

New changes to local planning laws have recently required property developments to include affordable workspace. Phase Two is bringing parties together to develop these spaces at a pre-planning stage, ultimately leading to agreements that deliver viable terms for all stakeholders.

We act as a strategic partner, advising throughout the planning process to help achieve planning obligations, securing new spaces for the creative industries that are designed to meet local demand and deliver social value.

We assist stakeholders by balancing the unique terms required to integrate these spaces, using our established long-term leasehold model that ensures that affordability is safeguarded and viability is guaranteed for each site.

Through our comprehensive knowledge, unparalleled industry experience, and replicating our working leasehold model, Studiometers Phase Two is increasing the number of spaces used for cultural consumption and creative production.

We do not lease or operate spaces ourselves, but engage with the property sector to offer insight into the creative industries, whilst guiding organisations on how best to activate sites.



**ACHIEVING AFFORDABLE  
WORKSPACE OBLIGATIONS**

**BROKERING VIABLE LEASE  
TERMS**

**EXPEDITING SECTION 106  
AGREEMENTS**

**DELIVERING SOCIAL VALUE**

**ADVISING SITE BUILD**

**USING INFORMED JUDGEMENTS AND EFFICIENT  
DECISION-MAKING, STUDIOMAKERS IS SUCCESSFULLY  
INTEGRATING CREATIVE SPACES WITHIN DEVELOPMENTS**

# AFFORDABLE WORKSPACE OBLIGATIONS

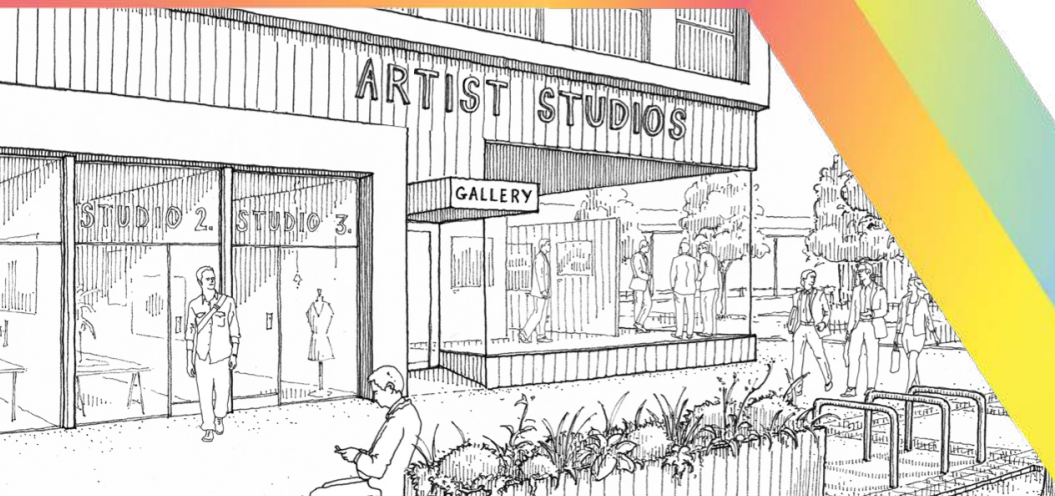
Studiomakers offers expertise, clarity and control, delivering efficient and economical compliance with new planning policies that require the inclusion of affordable workspace.

# TARGETING OUTCOMES

We help to quantify the long-term benefits and increase in social value awarded to sites that include spaces for the creative and cultural industries.

- Diversifying site mix
- Securing anchor tenant
- Marketing opportunities
- Achieving social investor aims
- Ground floor activation
- Community engagement
- Increasing residential desirability

**PARTNERING TO DELIVER AN INNOVATIVE NEW APPROACH**



# BROKERING LEASE TERMS

Calibrating across key variables to ensure spaces are delivered on terms that remain viable for all stakeholders.

- Size
- Rent
- Lease length
- Fit out
- Service charge



# ADVISING BUILD

Guiding cost-effective design, layout and fit out, whilst recommending construction specification appropriate to the unique requirements of the creative industries.

**ESTABLISHING A LEGACY OF INCREASED CREATIVE CAPACITY**

**BUILDING SPACES THAT WORK FOR CREATIVE PEOPLE**

## SUPPORT AND MENTORSHIP

The Studiometers mentorship programme utilises our comprehensive industry experience and a formidable team of professional partners to offer pro-bono assistance across legal, financial and governance to current and emerging creative organisations.

We give one-to-one guidance and business advice to help address knowledge gaps, strengthen business acumen and improve project viability. Our support removes barriers to entry, empowering new entrepreneurs from more diverse backgrounds to develop their own creative and cultural organisations.

*"As an arts organisation we aren't necessarily equipped with the knowledge and understanding to navigate property discussions. The experience and expertise that Studiometers brings to the table allows us to engage with developers, capitalise on relationships and deliver the much-needed space for LGBTQ+ artists to call home."*

Ashley Joiner, Founder

**QUEERCIRCLE**

*"We have benefited greatly from the support and knowledge given by Studiometers. With an on-going situation, we are looking to continue receiving their advice, and regard their services as invaluable."*

Susan Hayes, Founder

**SUPERARTS**  
Academy of Performing Arts

## SECTOR GUIDANCE

By distributing our working model nationally, and imparting our knowledge to guide best practice, Studiometers is educating stakeholders about the wider issues facing the creative industries, and how the application of our leasehold model can provide a long-term solution to securing the next generation of cultural infrastructure.

At the start of the Covid19 crisis Studiometers worked closely with The Mayor of London's 'Culture at Risk' team, delivering rapid guidance that helped dozens of creative and cultural organisations through the crisis, ultimately improving their resilience.

## THE STUDIOMAKERS PRIZE

Our annual Studiometers Prize awards seven outstanding MA Fine Art graduates with rent-free studios, along with career development workshops run by industry leading figures. The Prize has so far awarded the equivalent of 21 years of free studio workspace.



# outset.

Studiomakers is funded by Outset Contemporary Art Fund and our supporters, allowing the initiative to remain independent and offer impartial advice. We maintain good working relationships with planning authorities, and across the creative and cultural industries.

Studiomakers aims to replicate our success to date, using our unique knowledge and industry experience to secure a legacy of long-term spaces for the creative industries that will deliver social value for generations.

[www.outset.org.uk/studiomakers](http://www.outset.org.uk/studiomakers)

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