

Policy J/AW: Affordable workspace and creative industries

COMMENT IN SUPPORT (<100 words):

- ✓ Comment clause 1a - level of affordable workspaces provided: with reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub / Community project
- ✓ I support the Community Group (Developer&leaseholder) running this project in place of a commercial developer, with council rents affordable enough to offset the initial investment
- ✓ a viability and operational business plan will help understand the level of affordable workspaces supplied, % will depend on market demand for affordable creative / commercial programmes.
- ✓ I support market discounts applied to a Community-led development located within the Eastern Gate improvement area, surrounded by high cost areas

SUPPORT clause 1a - level of affordable workspaces provided:

with reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub / Community project, I support affordable workspaces and facilities management using a third-party organisation, if so required. I promote continued involvement of a Community Group with charitable interest, rather than a commercial developer, to ensure maximum impact on sustainable, affordable and social goals through planning stages, build and operations.

SUPPORT Community Access to public funding and S106:

with reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub / Community project, a community led project with charitable interest and %affordable provisions for local SMEs should be made eligible for funding or match funding via S106 or similar, enabling planning and construction phases and with pragmatic, sustainable goals and management to ensure financial profitability and returns in the operational phase.

SUPPORT Affordability of workspaces for the creative industry:

with reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub / Community project, Affordability and access to low-cost high social impact shared spaces are key concerns for smaller creative businesses and start ups who require networking and interaction to promote their business. A Community-run group with charitable interest has the advantage of not being subject to financial fluctuations and market demands as would be the case under commercial ownership, inevitably causing the project to 'gentrify' and draw creatives away from city centre location. An affordable cultural hub could potentially offset rents with other community and commercial leaseholders integrated, to ensure community agenda but maintain financial profitability to ensure continued operations. Other affordable measures might include hot desking, shared workspaces and/or membership schemes to facilitate low entry thresholds for local creatives, artists and craftspeople, individuals and businesses.