

New River Studios,
Unit E,
199 Eade Road,
London.

N4 1DN

17th March, 2015

re: Representations to Site Allocations DPD, Feb 2015

Dear Gavin Ball,

I am writing to you to make representations to the latest consultation phase of the Site Allocations process on behalf of New River Studios CIC. Our interests are in SA38, and particularly the future of the warehouse community which exists there.

New River Studios CIC is a social enterprise, set up to manage a 9000 square foot studio complex of the same name. The company is run by people from the neighbouring warehouse community with the intention of supporting the creative enterprises in the area and reaching out into surrounding parts of the borough.

The most recent version of the Site Allocations DPD highlights the need to improve access to the cultural output of the warehouse community, and New River Studios is intended to meet this need. We run exhibitions, performances, workshops, youth programmes and a host of other activities for both warehouse residents and our local community.

However, this version of the DPD also states the Council's intention to reintroduce commercial uses at the pre-conversion levels of almost twenty years ago, and to only allow residential uses in addition to this floorspace. In my view, this approach would not only have very negative consequences for New River Studios, but would also seriously undermine a potentially very valuable community.

Any reduction or removal of the residential community in SA38 would dramatically impact on the business activities of New River Studios, as well as a number of other businesses in similar circumstances. We chose to launch this venture specifically because of the residential community that had existed for many years and even though we are a not-for-profit company, our future success still depends on its patronage. Tiny's Food Store on Seven Sisters Road opened in its current location for similar reasons and relies on the warehouse community for a large proportion of its business. Pre-existing businesses would also feel significant negative consequences.

Furthermore, part of the attractiveness of New River Studios is its proximity to the warehouse community. A drama therapy workshop which has been successfully running in Haringey for a number of years has recently chosen to relocate to New River Studios, and one of the reasons cited is the potential for "cross-fertilisation with the amazing community right on the doorstep". So not only would we lose our prime source of income, we would also lose one of our key unique selling points.

The pool of talent that exists in the Manor House warehouse community also offers the potential to attract outside business to Haringey. At the start of the last decade, the large pool of creative talent that existed in Shoreditch attracted a number of leading tech firms to Tower Hamlets, specifically to the so-called "silicon roundabout". In the same way, a thousand-strong community of some of the most employable people in the capital would be a significant draw to the right kind of creative business, as the recent Site Allocations DPD acknowledges. We hope the Council agrees that New River Studios is one means by which this important economic cluster can be safeguarded in this new stage of our development.

Our preferred outcome to this process would be that Haringey's planning policy for SA38

creates a framework within which the existing community can continue to evolve at the levels currently seen, and that any commercial uses that are introduced are of the kind that will complement the existing community. In our view, there is huge potential in the co-existence of residential, commercial and warehouse-living style accommodation in these estates.

I hope very much that our views are taken into consideration, and I would be happy to contribute to the ongoing process in any way that might be helpful.

Yours gratefully,

Ellis Gardiner