



London's competitiveness as a global city is built on its vibrant creative sector. Our creative industries generate more than £52bn each year. One in six of the UK's new jobs are in this sector, with 58,000 new arts and design graduates joining them every year. London is a cultural powerhouse, but its very success is pricing artists and makers out of our city.

There are 11,500 studios in London today, but only 13% have secure freeholds and years of steadily increasing rents mean many spaces are becoming unaffordable. As many as a quarter of London's studios could close in the next five years - and when a studio is lost a whole creative ecosystem can go with it. Meanwhile there are hundreds of artists and makers on waiting lists for the studios that remain.



Creative Land Trust
Long term, affordable workspace for London's artists.

Culture enriches cities and improves our wellbeing. Across London, the presence of artists and creators makes neighbourhoods more attractive to live, work and play, and brings joy, beauty and heart into our communities. That's a rich harvest of skills and passion – and an important investment in people's health and resilience.

We have to secure the future of London's studios or we risk losing this crucial sector and the many benefits it gives us.

Creative Land Trust was established to provide a lasting solution – a social enterprise that will own the buildings in which studios are housed, so they can be used by artists and makers in perpetuity.

**Creative
Land Trust**



creativelandtrust.org

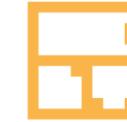
By securing a blend of funding – bringing together donors, investors and grant-givers – we will be able to charge affordable rents that won't price our tenants out of the neighbourhoods to which they contribute. Our goal is to build a portfolio of more than 1,000 studios across London: spaces that will be available to artists and makers forever. And once we've made an impact in London, we'll broaden our work to communities across the nation.

What's different about Creative Land Trust?

Our goal is to create maximum impact and sustainability. We will:

- Acquire freeholds or long leases, accept gifts and asset transfers, and work with councils and developers to make use of local agreements and Community Infrastructure Levies
- Set affordable rents based on transparent assessments of local conditions
- Use sector expertise so our buildings are managed by London's best providers of affordable workspace
- Evaluate our impact and create an evidence base to inform and influence the future of our city





"At City Hall, we are calling on as many developers, local authorities, funders and investors as possible to get involved and help us keep our city the cultural powerhouse it is today."

Sadiq Khan, Mayor of London



Creative Land Trust:

You can be part of this important endeavour, and support Creative Land Trust to keep art, culture and creativity at the heart of our city. As we begin to build our portfolio we welcome support from:

- Donations and legacies
- Trusts and foundations that support the arts and placemaking or invest in vibrant and resilient communities
- Anyone looking for a long-term, dependable and ethical investment that will have a tangible and lasting impact
- Gifted properties
- Early notice of opportunities for outright purchase
- Asset transfers

London needs long term affordable workspace for artists. Creative Land Trust is a simple and lasting solution. Please get in touch with us to find out more: info@creativelandtrust.org

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Creative Land Trust

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