INVEST
IN RICHMOND UPON THAMES

CREATIVE INDUSTRIES

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LONDON BOROUGH OF
RICHMOND UPON THAMES

Great Place To Do Business

The borough hosts a wide range of properties in attractive settings which suit the needs of creative industry businesses. Whilst high central London rental rates and larger commercial development may not be well suited to many creative companies, centres like Teddington, Twickenham and Richmond have the potential to fill a gap in the market by providing smaller, attractive premises. Niche property developers are developing new sites and renovating old buildings to attract creative business. The units that are provided are small in scale, often offer multiple use potential e.g. office, studio and retail space combined, have flexible lease conditions and, perhaps most importantly, provide communal space where entrepreneurs can meet and network. The physical and cultural heritage of the borough have long been a draw for the creative industries, with a tradition of industries ranging from film and TV production to jazz and rock music, art galleries and theatres.

There is excellent access to central London and the main motorway network connecting Richmond upon Thames to the rest of the UK as well as to Heathrow Airport. In addition, there are a number of thriving business networks which support the sectors locally, including the Richmond Borough Chamber of Commerce and thebestofrichmond.

There are many properties available across the borough in centres such as St Margarets, Barnes, Whitton, Kew, Mortlake, Teddington and Twickenham.

Key companies already here

Richmond has many strengths that make it a perfect base for the creative industry sector, including: publishing, motion picture/film/radio/video production and distribution, advertising, photography, architecture, and software consultancy. The cultural and physical heritage of the borough means that it is regularly used by film location companies.

Companies include:

➤ Twickenham film studios

➤ Teddington film studios (one of the most important post production studios in the UK which has drawn in a number of small broadcasting operations – e.g. the Chinese TV Channel)

➤ Institute of Direct Marketing

➤ Architectural services (many with specialities in green technology)

➤ Publishers (e.g. Haymarket Publishing, Harlequin Mills and Boon, Classic FM Magazine, Autocar and F1 Racing)

➤ Advertising and marketing agencies (e.g. Whitehead and Partners and Clear)

➤ Conference organisers (e.g. Reed Exhibitions)

➤ Performing Arts (e.g. Royal Military School of Music and Rambert School of Ballet and Contemporary Dance)

Local business viewpoint

Verve Properties

"Verve differs from many developers in that we are entirely focussed on meeting occupier needs. Tim and I have collectively been involved in over 10 million sq ft of commercial space over our careers, so hopefully we have leant something over the years. We have carried out 2 schemes recently in the Borough: Printworks in Kew Gardens and Crane Mews in Twickenham, both now occupied by local businesses, many in the creative industries."

Ashley Nicholson, Partner, Verve Properties

Ideas Junction Ltd

"Ideas Junction offer web and consultancy services to the UK music and entertainment industries. Our clients include MTV, EMI Records and Apple Corps (The Beatles). We specialise in creating engaging experiences for users and developing ideas that go beyond what most agencies would think of, by treating our clients' dreams as our own. Moving to Crane Mews in Twickenham has given us the opportunity to grow our business within an affordable and creative space."

Dan M.T. Slatter, Director, Ideas Junction Ltd

People with skills and talent

The high proportion of jobs (16%), local businesses and consultancies within the creative industries in the Borough is a reflection of the highly educated and skilled residents. It is easy to source new talent for your creative business and excellent courses right on the doorstep. For example:

➤ **Richmond Adult Community Collage** has a wide range of creative arts courses and has been awarded a Centre of Vocational Excellence status for digital media and new media courses.

➤ **Richmond upon Thames College** – offers a BTEC on media studies.

➤ **St Mary's University College** – offers courses on media arts, creative and professional writing, drama and theatre arts and sports journalism

➤ Others local to the borough include: **Roehampton University** offers courses on art history, dance, theatre, film, media and television studies, **Kingston University** offers History of Art and Art degrees and **Wimbledon College of Art** is within easy reach.
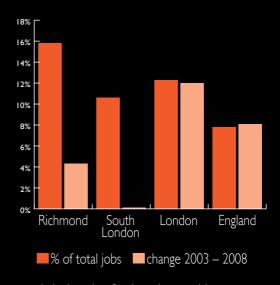
Key facts and figures

Creative Industries is defined as those businesses that focus on creating and exploiting intellectual property rights. Creative Industries is a key sector for the national economy, with 157,400 businesses and 1,971,200 jobs in Great Britain in 2008 which generated £60,000m GVA in 2007 (6.2% of the total GVA in Great Britain). In 2007, the industry exported £16,600m, particularly from software, computer games, electronic publishing and art and antiques. The London Plan has identified Creative Industries as one of the growth industries for London and has in particular identified an important cluster of such businesses within Richmond upon Thames.

Distribution of Creative Employment in South London (LEA)

Legend: ■ % of total jobs   ■ change 2003 – 2008

With over 3,900 businesses in this sector, Richmond upon Thames provides more than a fifth (23%) of South London's creative industry. This supported at least .16% of the Borough's jobs (11,500) in 2008, not accounting for self-employment. This is significantly higher than London and other comparator economies. Key sub-sectors include publishing, software consultancy, architectural and engineering activities, video and sound recording and computer media and advertising. This range and scale of creative business provides for a great network for new businesses to operate in.