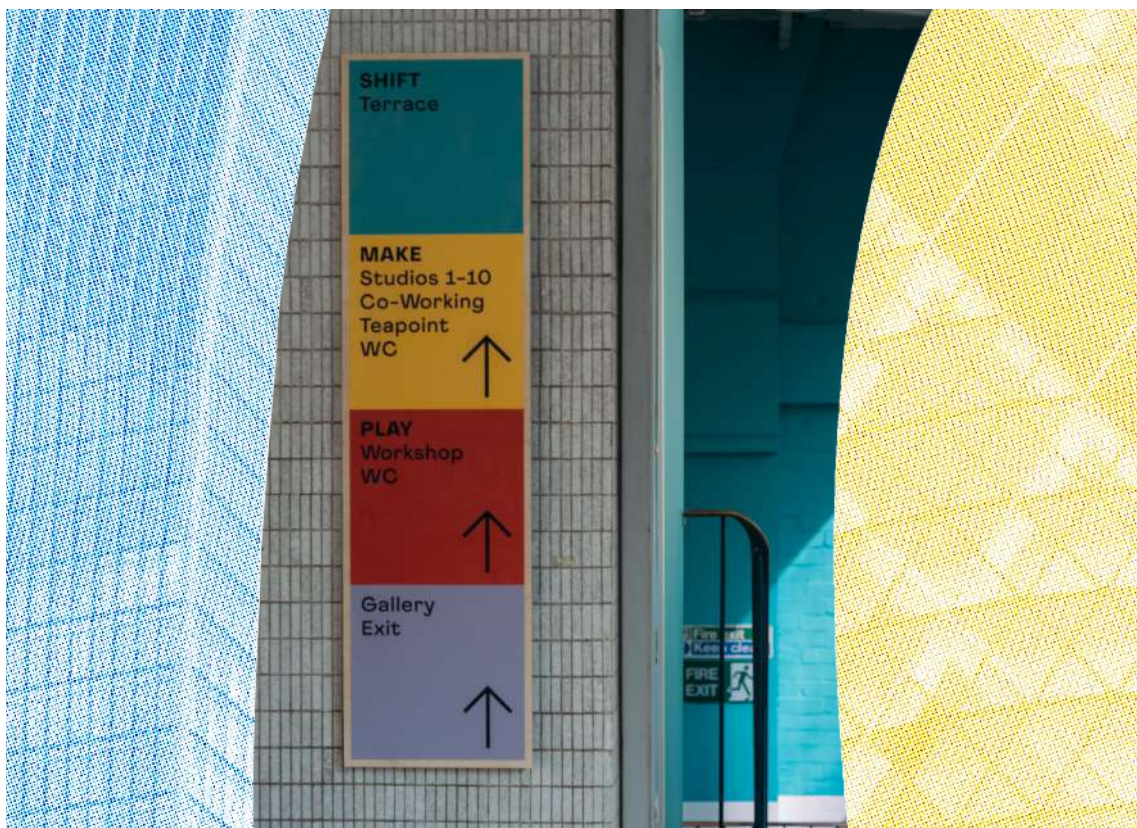


BROADWORKS

IMPACT REVIEW





EXECUTIVE SUMMARY

Landsec and the Eastern City Business Improvement District came together in 2023 to deliver an innovative meanwhile cultural hub on Old Broad Street, in the heart of the City of London. Their combined vision was to create a different type of offer in the City – one which tested the viability and impact of an alternative kind of cultural production and consumption.

5,426 sqft of retail and upper floor commercial space was transformed by Landsec and the selected workspace provider Hive Curates. They built studios for creative practitioners, event and workshop space, a gallery, café and a shop.

Broadworks is a small scale, timebound project, but secured impressive outputs in its initial 18 months. However, of even greater value, is the evidence that Broadworks provided to inform the continuity, scaling and longevity of similar offers, and what they can bring to The City of London.

To understand this further we measured Broadworks' impact against the key priorities of local stakeholders across four key impact areas:

- Financial
- Access to Art & Culture
- Sense of Place / Place Experience
- Wellbeing

KEY IMPACTS

- 11,483 visitors
- 355 creatives supported
- 182 jobs created
- 71 training sessions
- 42 different workshops
- 90 events held
- £17,181 spent at events
- 5,426 sqft of disused space reanimated
- 300% applications for space on opening
- 96% studio occupancy rate
- £30 psqft workspace rental value
- Any empty studio unit was relet within 12 days

Recognised by the NLA as a national exemplar of meanwhile-activation, the initial 18 month long Broadworks project was extended for an additional year.

£7,999,200 worth of social value delivered.



EXECUTIVE SUMMARY

● FINANCIAL

Broadworks has made the case for creative workspace in the City

There is often a presumption that the market rental values in the City make creative production / workspace simply unviable. Broadworks has shown that the creative industries can offer decent financial returns in the right circumstances, especially with commercial stock in transition.

End-user rents of £30 psqft, twinned with low set-up costs, strong local market demand, very high occupancy rates and swift reletting times suggest that creative workspace can offer a commercial solution for spaces which are at end-of-life, in hiatus or in transition. Operators can offer flexibility on lease lengths, reduce business rates liabilities, and bring portable fit out solutions with remountable structures.

Broadworks has evidenced a demand for an alternative typology of retail space rental in the City - where creative organisations and SMEs can find their audience with a sufficiently on-brand backdrop. In the last three months alone the 550 sqft ground floor gallery space has secured around £7,000 in rent - commensurate with retail market rates, whilst delivering a range of additional place value.



BROADWORKS IMPACT REVIEW

● ACCESS TO ARTS AND CULTURE

Broadworks has delivered for creative practitioners and created greater cultural accessibility

The financial and policy-based commitment to cultural delivery in the City is impressive and appreciated by residents, workers and visitors alike. However, the cultural offer delivered by local institutions is generally considered top-down, with consumers predominantly from a narrow demographic.

Broadworks has illustrated how a more grassroots offer, with broader, 'smaller c' cultural programming, can attract shifts in the diversity of the creatives and consumers. Broadworks studio holders particularly, represent a wide demographic range - and as importantly, were all satisfied with the affordability of the space and reported greater creative productivity.

11,483 visitors have come to Broadworks since it opened - for events, coffee and workshops. Classes ranging from bookbinding to leather work, cartoon drawing to vase upcycling, drew in a real variety of people - with over 50% (who completed our survey) identifying as belonging to mixed or multiple ethnic groups.



EXECUTIVE SUMMARY

● SENSE OF PLACE / PLACE EXPERIENCE

Broadworks has helped shift and diversify Eastern City's place identity

Eastern City, sharing the border with 'East London proper', is viewed more diverse than the remainder of the City of London. However, it is still perceived by many as having a predominantly corporate identity.

A stronger and more diverse place experience and place identity can help build connection. If workers feel more connected to, and more fulfilled by, their work environment, they are more likely to come to the office, explore and use the neighbourhood, creating improved footfall and dwell time.

Broadworks has shown how, even at a small scale, alternative offers that challenge the 'station-office-pub-station' daily structure, can help people start to recast the place, and so their relationship with it.

With greater scale and longevity of such offers, the place identity will shift, and a broader set of business tenants and visitors may consider Eastern City to have the kind of mixed identity that chimes with them.

● WELLBEING

Broadworks is offering office workers an alternative amenity

The City is a powerhouse of economic activity, driven by a high-performing workforce and a culture of ambition and innovation. This dynamic environment attracts people who work hard and strive for excellence, but with that intensity comes the need to pause, recharge, and reflect. Creating space for wellbeing is essential to sustaining the energy, creativity, and resilience that fuel the City's continued success.

Hive Curates' focus at Broadworks on the intersection of creativity and wellbeing has had meaningful impacts. For many, Broadworks offered "a moment of sanctuary", an accessible place of relative calm. A 'common room' for those who discovered it over the last year.

Participation in arts and culture provides opportunities for self-expression, stress relief, and a sense of achievement. Reviews show Broadworks' workshops and events fostered community connections, reduced loneliness, and created shared experiences that strengthened social bonds. 100% of visitors surveyed felt Broadworks improved individual and community wellbeing.



INTRODUCTION TO BROADWORKS

Property developer Landsec and Eastern City Business Improvement District came together in 2023 to deliver an innovative cultural hub in the heart of the City of London. Their combined vision was to create a different kind of offer in the City - one which tested the viability and impact of cultural production and consumption.

Utilising two previously empty shop units and upper floor space in Old Broad Street EC2 totalling 5,426 sqft, Broadworks sought to incorporate studio space, gallery space and creative and wellbeing-focused activation.

Following a comprehensive tender process, Hive Curates were selected as the operator. They secured the space for 18 months until December 2024, at nil rent but with liability for utilities, rates and costs, and the requirement to deliver a range of cultural programming targeting the local community, workers and visitors.

Hive Curates, supported by Landsec and Eastern City BID, remodelled the space constructing 10 studios and a range of other complementary spaces to support co-working, collaboration, retail, F&B and programming. In addition, environmental considerations played a major part in the fit-out process, developing reusable, modular studio walls and other elements - creating a cost-effective meanwhile model.

Broadworks opened its doors in September 2023. The studios were let at an affordable price of £200-445/month. Following a call for tenants, which was three-times over-subscribed, studio-holders included textile designers, illustrators, jewellery makers and painters.

A designated co-working space offered more informal work and collaboration space both for the studio-holders and external visitors. A street-front gallery utilised one of the retail

units, while in the other a café was opened, with a small retail space selling the work of the resident artists.

In the last year, making the most use of the reactivated space, Broadworks has run a wide range of creative and wellbeing workshops, open studio evenings, pop-up retail and public cultural events, while delivering other activity in outdoor public spaces across the City.

The project was subsequently Commended in the Meanwhile category of the New London Architecture awards.

Landsec fit out capital	£240,000
Landsec programming	£ 27,000
BID programming	£ 27,000
BID in-kind	£ 20,000

Investment Total £314,000



IMPACT REVIEW

The purpose of this review is to establish the social and economic impacts of Broadworks and so to:

- help inform Eastern City BID's approach to similar projects;
- provide an understanding of potential impacts of such real estate activation for City landlords;
- illustrate to Eastern City BID members more widely, the positive effects of having similar offers in the City.

For this study, policy and strategy reviews were undertaken and data streams were analysed including event attendance records, financial reports, survey responses, and engagement activities conducted at Broadworks and in the surrounding area.

In addition, extensive stakeholder engagement was undertaken through 1:2:1 interviews, workshops, surveys, focus groups and casual conversations during events. In these we included strategic organisations such as the City of London Corporation and Eastern City BID, as well as studio holders, officer workers, visitors to the area and local businesses.



POLICY REVIEW

The Broadworks project offers a pioneering case study that directly aligns with the priorities of the City of London's Destination City strategy and emerging Cultural Planning Framework. As a meanwhile cultural hub in the heart of the Square Mile, Broadworks demonstrates how underused commercial space can be reanimated to deliver substantial social, cultural, and economic value.

It showcases how a grassroots, artist-led offer can attract diverse audiences, support local wellbeing, and soften the City's corporate character—key aspirations of Destination City, which seeks to make the City a seven-day-a-week destination that is welcoming, vibrant, and culturally rich. Broadworks also contributes to the Cultural Planning Framework's emphasis on embedding creative infrastructure into the built environment, supporting cultural production as well as consumption.

Crucially, Broadworks evidences the value of cultural activation in improving sense of place, supporting economic resilience, and increasing inclusivity—providing a replicable model for future cultural interventions across the City.

The City of London Local Plan (2040) takes distinct steps to boost the City's creative potential. As policy CV2 states: "The City Corporation will seek opportunities to provide new arts, cultural and leisure facilities that offer unique experiences".

The plan emphasises opening up affordable workspaces and supporting meanwhile spaces, using cultural and creative activation.

AREA PRIORITIES

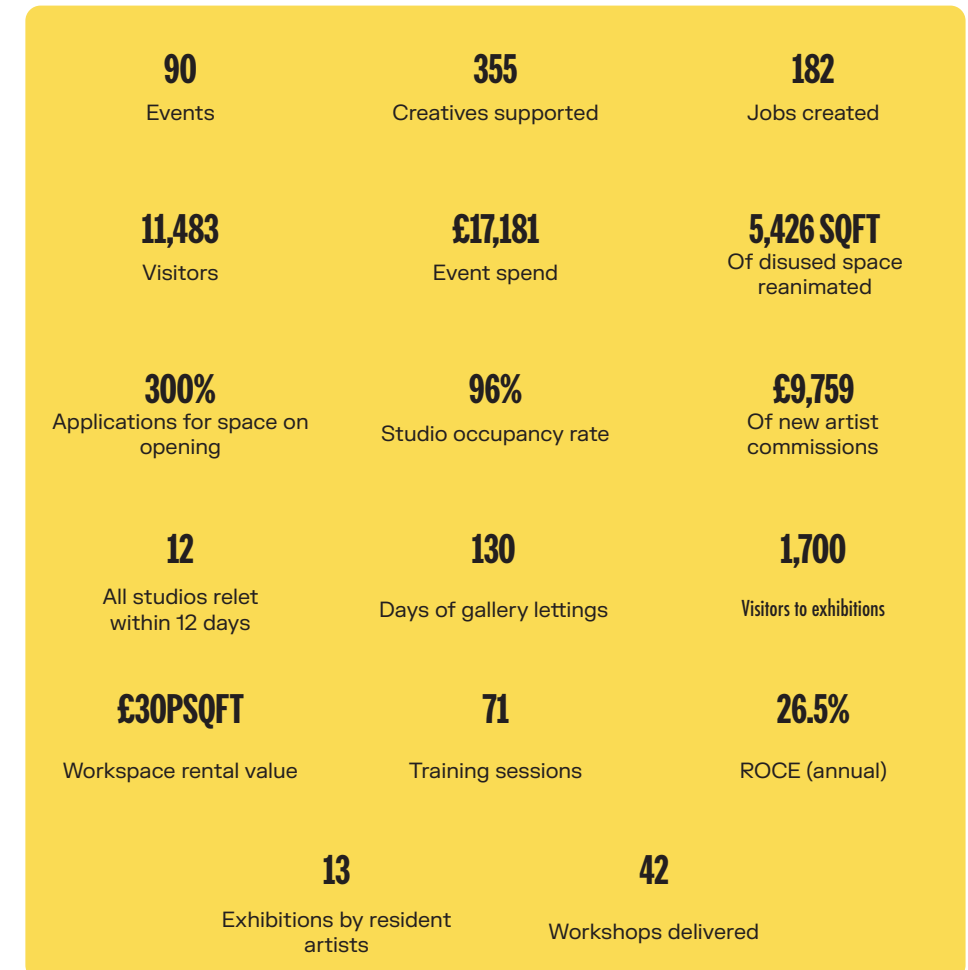
The following points provide a concise overview of the vision for the area - based on the priorities identified by the Eastern City BID and the City of London.

- **1. Global Business Hub**
Continue to enhance the area's status as a leading global centre for business, innovation and economic activity.
- **2. Improved Urban Environment**
Undertake significant improvements to the streetscape, making it safer, more attractive, and pedestrian friendly.
- **3. A lively and animated ground floor experience**
Increase cultural and leisure options to make the area more appealing. Develop cultural hubs and create spaces where people from all demographics can enjoy arts and entertainment.
- **4. Industry & Creativity**
Adapt the Eastern City to welcome a broader range of industries and support the growth of the creative economy.
- **5. Inclusive Community Spaces**
Transform ground floor spaces into welcoming, purpose-free zones where people can gather.
- **6. Vibrant Use of Vacant Spaces**
Encourage temporary uses of vacant spaces to bring vibrancy to the area while longer-term developments are planned.
- **7. Sustainable & Inclusive Culture**
Embed environmentally and socially conscious practices into cultural activities and infrastructure to support sustainability and resilience.
- **8. Commercial & Cultural Balance**
Strive for a balance between commercial activities and cultural experiences to appeal to a wide array of visitors and residents. This involves integrating cultural uses into commercial developments.



OUTPUTS

It is clear from Hive Curates' reporting, substantiated by sub-tenant interviews, that Broadworks has delivered strong numbers during its initial 18 month period of operations.



PROXY SOCIAL VALUE

SOCIAL VALUE DELIVERED
£7,999,200

For every £1 of investment by Landsec & Eastern City BID, £25.47 of social value has been delivered.

A report was commissioned from specialists Collins McHugh utilising 'Measure Up'. The methodology is built on a transparent, evidence-based approach using economic, social, fiscal and environmental proxies to assess social value and wellbeing.

The methodology is informed by the UK Government Treasury Greenbook guidance, specifically employing the Supplementary Guidance on Wellbeing to inform the approach to wellbeing valuation. It is

furthermore governed by the Social Value Principles as defined and overseen by Social Value International.

The report used eight measures, covering a wide variety of impacts linked directly to the vision and aspirations of the project:

- Having a job, including wellbeing and economic value: £2,772,000
- Improved workplace quality, including the monetarised value for attaining improved job quality: £262,300
- Adult learning for work including the wellbeing value: £115,500
- Attendance of cultural events including the wellbeing value: £2,728,000
- Increased community integration, including the monetarised value for increasing a feeling of belonging: £1,386,000
- Improved mental health: £307,000
- Increased physical activity: £68,000
- Reduced loneliness: £356,400



ESTABLISHING THE IMPACT

Broadworks is a relatively small scale, timebound project and whilst capturing the outputs overleaf is useful, arguably Broadworks' more important impact is to indicate what effects more prolonged, embedded and integrated offers like these may have in the Eastern City area.

Over the 18 months since Broadworks launched, its activities and their impacts have evolved significantly. Creative workspace for underrepresented artists, combined with wellbeing workshops, has introduced a contrasting character to the neighbourhood. The activation of the building and surrounding public spaces has brought new energy and expanded local leisure options.

From analysis undertaken, Augarde & Partners identified four impact themes key to Broadworks. In addition, we have shown how each impacts the area priorities as laid out on Pg.8.



FINANCIAL:

the direct economic value of creative workspace and event space as a use sub-class



ACCESS TO ARTS AND CULTURE:

the provision of arts and cultural facilities and enabling grassroots cultural engagement



SENSE OF PLACE / PLACE EXPERIENCE:

the perception of the environment influenced by different actors and activities; economic and social value generated by bringing character and an alternative cultural offer to the area



WELLBEING:

supporting individual and community wellbeing through spaces and activities which assist physical and mental health.

The following chapters demonstrate how Broadworks has delivered impact against the four themes, and suggest how growth of the offer might reap more significant rewards for the Eastern City.

Theme 1:

FINANCIAL

“I’ve been renting studio space in London for 30 years and the prices have risen exponentially – although not always the quality of space! We don’t mind paying a reasonable rent, we just want a good location, a comfortable, safe, private space, and a decent operator who understands us. I have that in North London – I’ve been there for 10 years, it’s full with a long waiting list, and no-one’s going anywhere!”

● ARTIST VISITING BROADWORKS

Supporting City priorities:

- 1. Global Business Hub
- 4. Industry & Creativity
- 5. Commercial & Cultural Balance
- 7. Vibrant Use of Vacant Spaces

Creative workspace is rarely considered to offer a credible market option for landlords in the City. And yet, given the pressure on more traditional office space and the ongoing need to diversify uses and sectors within a commercial property portfolio, it is worth considering what Broadworks as creative workspace delivers in these terms – especially for spaces in transition.

WHY IS THIS THEME IMPORTANT IN THE LOCAL AREA?

As Savills note in their Central London Office Market Watch (8 Nov 24), leasing activity for the City office market as a whole is healthy, with vacancy rates edging down. For this report though, we undertook an analysis of commercial space within the Eastern City BID area, and there are some underlying trends:

● Vacancies rates have risen

The City Core East office sub-market has a vacancy rate of 10.1%, down from a post pandemic high of 12.2%. However, Costar is forecasting a rise back to 12% over the next year before stabilising around 11%. This is roughly double the rate seen just before the pandemic.

● Rent levels are diverging

Rents in the City were on an upward trend from 2018 to 2023, however have since been falling, and Costar is forecasting a continued fall over the next two years to circa £61.37psqft Savills notes that this hides a disparity though, with rents on the rise for the highest quality stock - £75psqft for Outstanding/Excellent BREAAAM rated space, while rents are stable or falling for lower quality stock, at circa £55psqft for stock that is not rated.

● Investment activity is limited

In the past couple of years, investors have been cautious due to wider macroeconomic factors such as interest rates and inflation. The market sale price is £865psqft, and has been on a downward trend since the beginning of 2022 when sales values were over £1,000psqft. Yields have jumped significantly since 2022, from around 4% to 6.5% now, which is driving capital values down.

● Refurbishment & fit out is costly

Average refurbishment expenses for commercial office stock in the City cost anything from £50psqft up to £160psqft.

● Lettings take time

Office space leased this quarter was vacant for 16.5 months on average, approximately a month more than was the case a year ago. This is, however, better than the situation in 2022 when office floorspace was vacant for around two years.

MEANWHILE, THE DEMAND FOR CREATIVE WORKSPACE CONTINUES TO RISE.

The GLA (via the London Business Hub) estimates there are over 140 artist and maker studio complexes across London (likely an underestimate) with a concentration of sites in Zone 2 locations and in East London. Demand for such spaces is high, with operators typically reporting occupancy levels of well over 95% and holding waiting lists. This demand is partly driven by the low supply of suitable and affordable space in London and by the growing pool of talented creative practitioners.

At the affordable end of the market, spaces are usually offered to end occupiers on flexible terms for between £19 to £30psqft with additional fees to cover servicing costs, utilities and sometimes membership schemes. Some, more commercial, higher specification spaces charge higher rents, upwards of £50psqft.

WHAT HAS BEEN DELIVERED AT BROADWORKS?

- On average, £30psqft end user rent has been secured
- On opening studios were oversubscribed by 300%
- Workspace fit out cost £22psqft
- Occupancy levels of 96% since opening
- Any empty unit was relet within an average of 12 days



Broadworks has evidenced and responded to the high demand for creative workspace in the area, and has achieved decent rental values whilst maintaining a mid-range affordability for creatives. These rental levels are below the price for lower quality office stock in the area and do not factor in requirements for a specialised operator and their margin, however they evidence a genuine option for certain stock profiles. This is especially the case when factoring in strong occupancy rates and speed of reletting vacant units.

Furthermore, Broadworks' studios had a fit-out rate of considerably under the average spec office space. It was fully demountable and so can be reused and relocated at limited cost.

This suggests that creative workspace offers a potentially attractive, flexible option for landlords with stock nearing the end of its life, and for those wishing to delay refurbishment of their stock - or contemplating holding the stock for future sale.

In addition to the studio space, Broadworks generated revenue by renting out the gallery, workshop, and terrace spaces. Renters consistently highlighted the flexibility, affordability and central location as the key factors in choosing Broadworks – as well as the less commercial style of the

space. As the project progressed, these spaces were being booked well in advance, ensuring a steady stream of income – in the last 3 months alone, the gallery space has garnered £7,000 in rent - comparable to its market rent as standard retail (c. £30,000 per annum).

Broadworks offered the ideal space for the fashion brand NOBL - driven by sustainability and minimalistic values. The emerging label made the most of its time in the gallery, as evidenced by impressive footfall numbers and conversion rates showcasing a high percentage of visitors that made a purchase.

“For us, a small online fashion brand, Broadworks meant the opportunity to meet and connect with our customers, display our pieces and let people try them on. The fact that this is possible at an affordable fee while being in this central location with such high footfall, has made our first-ever pop-up experience exceed our expectations. This has been a worthwhile investment, and we will be returning to Broadworks in the future.”

● BUD CADDELL, FOUNDER OF NOBL



CASE STUDY

● CHANTELLE, CO-FOUNDER & DIRECTOR OF HIVE CURATES

“We are really proud of what Broadworks has done and the numerous impacts it has had – on the place, the people who live and work here, and the people who visit.

“But what we want the market to understand is that, aside from the positive place impacts, creative workspace is a viable market option. Not just a nice-to-have, but a genuine option which offers flexibility and can de-risk commercial holdings for landlords. It produces decent rents, on more flexible terms, with stronger occupancy and lower upfront capital costs.

“Demand remains high across London. Useable, accessible and affordable space for artists is squeezed and therefore, remains at a premium. Broadworks has proved that is the case in the somewhat untested market of The City with 3 applications for every studio on opening – and that demand has not diminished throughout our residency.

“Hive Curates has understood what creatives need – it isn't beer fridges, ping-pong and large floor-plates – it is contained spaces, good light, and a creative community. We add to that the ability to exhibit and sell work and the result is space which is attractive to and affordable for creative practitioners, but at per square foot rental values that can deliver competitive returns.”

Theme 2:

SUPPORT OF AND ACCESS TO ARTS AND CULTURE

“One of the best things that cities can do is to bring people from all walks of life together, to influence each other’s thinking and to have conversations. And it shouldn’t just be the people who make their way over to specific commercial galleries in the West End. It should be possible for people to pop in somewhere on their way to work or on their way home, because they live on the trainline from Liverpool Street. And this space really does that. It’s in such an amazing central location. There isn’t an awful lot else culturally here. It’s very rich in businesses, but business and culture need to meet, and here’s a meeting space for them.”

● SARAH NEEDEM, PAINTER & BROADWORKS CLIENT

Supporting priorities:

- 3. Ground Floor Experience
- 4. Industry & Creativity
- 5. Commercial & Cultural Balance
- 6. Inclusive Community Spaces
- 7. Vibrant Use of Vacant Spaces
- 8. Sustainable & Inclusive Culture

“Being part of Broadworks has been an incredible journey and they’ve provided amazing opportunities to showcase my work. Through their workshops, they’ve introduced art to people who might not have experienced it before, making creativity accessible to everyone.”

● MAUREEN, PAINTER

A priority of Broadworks has been to promote and support arts and culture and people’s access to it. Particularly noteworthy is the range of creative expression, the breadth of creative contributors and the diversity of the visitors that Broadworks has achieved. It is important to understand what this variety shows us about a grassroots creative sector in the City – and how it might help deliver the policy aspirations of the strategic stakeholders if scaled up.

WHY IS THIS THEME IMPORTANT IN THE LOCAL AREA?

The City boasts some of the capital’s most renowned cultural institutions, including the Barbican, the Guildhall School of Music & Drama and the London Symphony Orchestra. And the pipeline includes the return of London Museum at West Smithfield and new Migration Museum. Impressive initiatives from the City of London Corporation, like Destination City, are helping to build on these cultural offers and shaping the identity and draw of the City.

However, this cultural offer can feel “top-down”, “institution-led” and somewhat “corporate” – as members in our workshops and wider engagement remarked. Duly, the cultural offering feels “transactional” and “not for everyone” for some – reflected in data from the Audience Agency which confirmed that the majority of consumers of culture in the City hail from a narrow demographic.

One of the aims of the City of London Corporation, the Eastern City BID and other stakeholders is attracting a broader spectrum of cultural visitors and creative

enterprises. The City Corporation’s significant investment in cultural activities (over £130 million annually) acknowledges the importance of culture in the City, not only for the visitor economy, but for a more varied and resilient market mix.

Despite this intent and the density of national institutions, City Corporation data suggests that while there has been an increase in the number of jobs offered in the Eastern City area over the last five years, the number of arts and cultural organisations and businesses are not expanding at the same rate – despite general growth across London.

Broadworks suggests that a mix of offers – especially those that feel more grassroots, more accessible, and less transactional – could form a cultural prospectus that people respond to positively. A diverse range of creative practitioners in the City could build the wider offer that audiences of more varying backgrounds will come to and enjoy.

HOW DOES BROADWORKS SERVE AND SUPPORT ARTISTS?

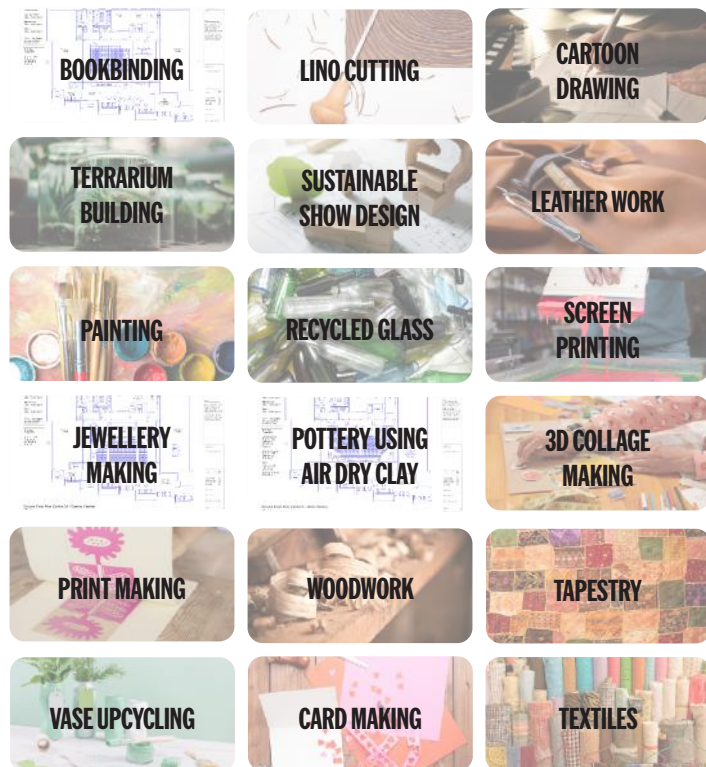
Aside from affordable rents (with 89% of resident artists rating the value for money as excellent or good), Broadworks provides substantial opportunities for exposure, enabling artists to increase their visibility, attract new clients, and generate income. Broadworks has created a thriving environment for artists, with many reporting increased sales due to its prime location near Liverpool Street Station attracting diverse audiences.

“I work in the Eastern City area and I’m always on the look for creative workshops. Me and my friends usually need to travel to East London to go to workshops on the weekends, so it’d be great if more of these would be available centrally. This would mean I could attend them on weekdays during my lunch break or after work.”

● WORKSHOP ATTENDEE

WHAT HAS BEEN DELIVERED AT BROADWORKS, BY WHOM, FOR WHOM?

Broadworks has offered a diverse range of arts and cultural events and workshops accessible to everyone living, working or visiting in the area, encouraging engagement in and appreciation for arts and crafts. Since its launch, Broadworks has hosted 42 creative workshops, showcasing a rich tapestry of artistic disciplines. This variety alongside Hive Curates' commitment to offering these workshops for free or based on a pay-what-you-can model, has driven accessibility and so attracted attendees from diverse socio-economic and ethnic backgrounds.



WHAT HAS BEEN ACHIEVED?

- 100% of visitors surveyed agree that Broadworks positively contributed to cultural life in the City
- 100% of visitors said they'd like to continue to see art in places like Broadworks including live music, spoken word, jewellery making and creative workshops
- 355 creatives have been supported since Broadworks opened
- 100% of resident artists feel that Broadworks has positively influenced their creativity or work output
- 77% of visitors surveyed feel that Broadworks is inclusive and accessible
- 42 creative workshops have been delivered
- £9,759 of new artist commissions
- 13 resident artists exhibitions have drawn over 1,700 visitors



CASE STUDY

● STELIOS, JEWELLERY DESIGNER,
& BROADWORKS CLIENT

"Broadworks has been a game-changer for me. The location has been instrumental in helping me focus my creative energy on designing and producing my jewellery. By living and working nearby and sourcing materials locally, I can be much more efficient. Since joining Broadworks I've had the chance to continue exhibiting my pieces and run workshops—opportunities I would have struggled to get otherwise.

"I run workshops for 2-10 students each month, most of whom live in areas like Dalston, Hackney, Greenwich, and North London but many of them work in the City and come straight to the workshop after their workday. I also had solo exhibitions in the gallery where I could directly interact with customers coming in from the street, which I haven't had before.

"Being part of Broadworks has made all the difference for me. It's a space that not only supports creativity but also helps me grow and thrive in London. My ultimate goal is to build a career as a jewellery maker but currently all affordable workspaces are at full capacity and other artist studios are just too expensive. I love London—the diversity, the connections, and the opportunities—but the high costs of living and working here is hard to justify sometimes. London is unique; no other city in Europe offers the same level of diversity and creative connections, but it must be affordable if it is to maintain what makes it special."

Theme 3:

SENSE OF PLACE / PLACE EXPERIENCE

“For us as a landlord, creating spaces that are vibrant is so important. We need new and exciting activity not only to enliven the ground floor and public realm, but also to offer our tenants and the wider estates variety - creating a differential. And that’s what meanwhile projects do. Ultimately, this meanwhile project has been a test for us - asking whether such offers are sustainable over the long term. Broadworks has really proved to us that there’s an appetite and a demand and people really want to engage with spaces like this.”

● SOPHIE MORGAN, LANDSEC

Supporting priorities:

- 2. Improved Urban Environment
- 5. Commercial & Cultural Balance
- 6. Inclusive Community Spaces
- 7. Vibrant Use of Vacant Spaces
- 8. Sustainable & Inclusive Culture

INFLUENCE IS A SUCCESSFUL DIGITAL MARKETING AGENCY, FOCUSED ON THE MUSIC, FILM AND ENTERTAINMENT INDUSTRIES, ALONGSIDE MUSEUMS AND OTHER CULTURAL INSTITUTIONS.

“We were based in Spitalfields for years and loved it but had to move earlier this year. We did consider looking across into the City, but it’s just not ‘us’. Too corporate. Too transactional. So we opted for space within a Second Home off Brick Lane – it has more edge and diversity – and it speaks to who we are.”

● SENIOR DIRECTOR, INFLUENCE

Feedback suggests that while Eastern City enjoys less of a mono-culture than other parts of the City, it remains firmly viewed as business-focused. Initiatives like Broadworks can make an impact on place identity and influence how connected workers and businesses feel to the area. This can have major repercussions to employee satisfaction and retention, as well as the breadth of businesses willing to invest in the area.

WHY IS IT IMPORTANT TO ESTABLISH A GOOD SENSE OF PLACE IN THE AREA?

FOR WORKERS & VISITORS

The City of London plays a crucial role in driving London’s economy, with continued job growth. There is significant potential to attract workers to come to the City more regularly and stay for longer. According to a Centre for Cities report, London has the second lowest office attendance of any of the global cities surveyed. Only Toronto had lower office attendance, coming in just below London’s 2.7 days.

One key factor contributing to lower office attendance in the City of London, as identified in a focus group workshop, is the corporate feel of the area. While there has been a noticeable increase in leisure and cultural activities over the past five years, the City still lacks the variety of options

that would entice workers to stay beyond office hours or engage them during lunch breaks. This can result in a somewhat hollow atmosphere, especially on Mondays and Fridays when office attendance is lowest - a feeling backed by responses to our engagement.

There is a gap in leisure offering beyond the traditional pub culture and high street retail, and this absence of vibrant alternatives contributes to the decision by workers we have spoken to, to spend less time in the area. As such, the ‘place experience’ in the City can feel somewhat one-dimensional, limiting opportunities for social interaction, and a more dynamic urban atmosphere.

FOR BUSINESSES

This identity can of course have the same impact on the willingness of business to move to the area. Companies are seeking a location that represents and reinforces their brand. The Eastern City BID area does have a more varied set of businesses than the rest of the City, aided by its proximity to Spitalfields and Shoreditch. However, from conversations held with businesses on the fringes of the City, it was clear that Bishopsgate formed something of a cultural boundary which deterred their investment.

Diversifying the City’s tenant mix is arguably key to its long-term success. Given the trends in demand and vacancy rates, attracting a broader range of occupiers will contribute to greater financial stability and resilience in the area.



MAKING THE DIFFERENCE

A shift in the place identity clearly has profound effects both on people's and businesses' willingness to engage with and connect to a place. Spaces such as Broadworks offer a valuable indicator of the place's evolving identity. They enrich the urban environment and activate the public realm, thus allowing people to start to conceive of the place differently. Even passers-by who may not directly engage with the exhibitions or events, appreciate knowing that spaces like Broadworks exist, adding vibrancy to the area.

Addressing these challenges, from the focus group workshops, we identified the following ways people would like to engage with spaces in the City to enable stronger inclusivity and diversified character:

- Outreach to different communities, not only office workers
- Organise more creative workshops and deliver an accessible cultural offer
- Provide opportunities for people to meet informally, where they're able to spend time in an environment without a specific purpose and not tied to alcohol consumption
- Attract more artists and creatives into the area

WHAT HAS BEEN ACHIEVED?

- Survey respondents used the following words most readily to describe the atmospheric qualities of Broadworks: alternative, creative, vibrant
- 73% of those surveyed feel a sense of belonging at Broadworks
- 9 live performances held in outdoor public spaces

WHAT PLACE EXPERIENCE HAS BEEN DELIVERED BY BROADWORKS?

Whilst at a small scale, Broadworks has brought culture into the City in unexpected ways, creating sensory experiences and inviting curiosity. The active frontage has engaged passersby and the colourful interior has signaled a different offer. During events in the summer, held on the ground floor, the open doors invited people to pause on the pavement. This dynamic interaction served as a bridge between public and private space. Activity spilling onto the street, softening the urban landscape and adding a layer to the corporate environment.

Broadworks also operated outside its red line. Nine live performances were held in public spaces near Old Broad Street, with locations secured at The Garden at 120, St Botolph's-without-Bishopsgate Church and 55 Old Broad Street. These events raised awareness for Broadworks and the Unwind in the City summer programme, helping to reach new audiences. By activating public spaces, they encouraged people to pause, engage, and spend time in the area—potentially fostering a habit of return visits. During one lunchtime in the summer alone, 320 people attended a music event held at The Garden at 120.

"I work just a few streets away and often walked past Broadworks on my way home. It always caught my eye as an interesting and vibrant place. During the 'Unwind in the City' event featuring Cody Lee, the great music coming from the gallery drew me in, and I decided to check it out. I'm glad I did, and I'll definitely be back for more events!"

● BROADWORKS VISITOR



CASE STUDY

● KATHERINE, RELATIONSHIPS AND EVENTS MANAGER AT FAZENDA RODIZIO BAR & GRILL

"My first impression of Broadworks was 'surprising', because we're so accustomed to the expected chains and the plain co-working spaces around here. I first passed the gallery and thought, this is something different, and inside it's nice to see something more comfortable and homely.

"The challenge in this area is predictability - people generally know what to expect, which makes them less inclined to explore during their short lunch breaks during the week. On weekends, visitors often have a similar mindset. They come to the area with a specific destination in mind and wouldn't just come into the City for a stroll and wander. So it's important to engage and speak to specific audiences on specific days to reach a wide breadth of people. We have collaborated with cultural organisations before because people respond very positively to events and exhibitions that make the area buzz.

"Places like Broadworks are a fantastic addition to the area, bringing that 'hidden gem' character. We'd love to see even more diversification in leisure activities, as it would indirectly benefit businesses like ours by attracting a broader customer base. Cultural and creative outlets are definitely strengthening the City's resilience."

Theme 4:

WELLBEING

"I work nearby and saw Broadworks on Instagram. I attended a yoga class and felt that Broadworks is a place where I can restore during my workday. I've been to other places for yoga that focus more on the fitness while here the environment helps me with filling up with a different kind of energy. I'd like to try other creative workshops."

● KATIE, YOGA CLASS ATTENDEE

Supporting priorities:

- 2. Improved Urban Environment
- 3. Ground Floor Experience
- 6. Inclusive Community Spaces
- 8. Sustainable & Inclusive Culture



"There's a place I go for lunch. I discovered it a while ago – it's a tucked-away bench at the back of St Andrews churchyard. It's a place to hide and breathe. There aren't many such spaces, but clearly lots of us seeking them – many of my colleagues have similar hidden places. A moment we don't need to be moving or buying or working."

● OFFICE WORKER, WORKSHOP ATTENDEE

The connection between wellbeing and arts and culture is profound. Engaging with creative activities and cultural experiences has been shown to enhance mental, emotional and social health. Reviews from visitors suggest that Broadworks fosters community connections, combats loneliness and creates shared experiences that strengthen social bonds – expanding and deepening that offer in the Eastern City could have really meaningful impacts.

WELLBEING IN THE CITY

Workplace burnout is a growing concern in the UK, particularly within high-pressure sectors like finance. Factors such as extended work hours, high job demands and a lack of sufficient mental health support exacerbate burnout risks. King's College research recently noted that in the City of London, where employees often face high pressures to perform, combined with minimal post-work leisure options, the corporate environment can feel isolating and draining. Efforts to improve mental well-being and work-life balance are increasingly necessary to address these issues and support a sustainable workforce.

Some workers and visitors seek out hidden spaces, often informal and incidental, which fill a critical gap, responding to an innate human need for pause and reflection. Recognizing and cultivating these moments of respite is essential for enhancing urban life. Thoughtfully designed indoor and

outdoor spaces that balance the bustle of the city with opportunities for calm, can transform the public realm, offering not just places to pass through but places to truly inhabit.

WHAT WELLBEING ACTIVITIES HAVE BEEN DELIVERED AT BROADWORKS?

Broadworks responds directly to this need in its accessibility, diversity of offer, design and the openness to creativity. "A moment of sanctuary" as one visitor described it – a vital typology in the landscape if workers and visitors are to build connections to the area.

By actively promoting mental health and overall wellbeing through art and creative expression, Hive Curates have made Broadworks a hub for inclusive, engaging activities that cater to diverse audiences. The design of Broadworks has offered a cost-effective solution for softening the corporate environment. Visitors responded very positively to the design in surveys, highlighting the warm, vibrant colours, an atmosphere teeming with life, and a sense of belonging they feel when attending Broadworks.

Workshops at Broadworks have been tailored to suit different age groups and interests. Beyond arts and cultural activities, an extensive array of wellness workshops has been offered, including tai chi, slow-flow yoga, sound bath and vinyasa flow. These

free or pay-what-you-can workshops have provided attendees with opportunities to explore various forms of movement and self-expression.

Feedback collected through interviews noted the sometimes transformative impact of these workshops. Every participant interviewed expressed that the workshops they attended had a positive effect on their mood, confidence or creativity.

Corporate events which integrated creative activity also received overwhelmingly positive responses. Participants shared that these sessions helped them unwind, offering a refreshing break from daily routines and stimulated their creativity.

Overall, of the 115 visitors interviewed for this study, 72 expressed a desire for more creative and wellbeing-focused events at Broadworks unprompted. Additionally, there was strong support for activities not centred around alcohol. These insights point to exciting opportunities for Broadworks to expand its programming and further enhance its appeal to a diverse community.

WHAT'S BEEN ACHIEVED?

- 100% of visitors surveyed feel that Broadworks promotes inclusivity and diversity that improves wellbeing
- During the Unwind in the City programme in the summer, there were 10 wellness workshops delivered with 57 attendees
- 42 different creative workshops have been delivered, engaging over 210 people



"The sound bath at Broadworks was an incredible experience. I had never tried anything like it before and I was amazed at how deeply it helped me relax. The soothing sounds made me feel completely at peace. After just one session, I left feeling recharged and more in tune with myself. It's such a unique offering, I hope I can attend more!"

● JASON – WORKSHOP ATTENDEE



CASE STUDY

● WINSTON, DANCEHALL VS. AFROBEATS DANCE TEACHER AND CHOREOGRAPHER IN BROADWORKS

"I've been teaching various dance styles—including ballet, jazz, contemporary, Afrobeats, and Dancehall—for over 15 years, working with both professionals and beginners. For me, the most rewarding experience is seeing beginners discover the joy of movement through dance.

"The attendees of my Afrodance workshop were generally individuals working in nearby offices. Drawn in by the vibrant appeal of Broadworks, they were eager to try something new. The movement-based activity provided a welcome release from the stresses of their day, allowing them to unwind and connect with their bodies in a refreshing way.

"Broadworks has offered a safe and supportive environment, encouraging participants to step out of their comfort zones and embrace the experience. Any initial nervousness quickly melted away, leaving everyone with big smiles by the end of the session.

"Several attendees were so inspired that they signed up for my other classes, wanting to continue their dance journey."

REFLECTIONS

● PEOPLE LIKE BROADWORKS

The overwhelming support for the space was evident in calls for its continuation and expansion, with 100% of respondents expressing a wish for more spaces like Broadworks across the City. These suggestions collectively underline the potential for Broadworks to evolve into an even more impactful cultural hub.

● MORE VISIBILITY - MORE SPACE

Survey respondents offered diverse suggestions to enhance Broadworks, focusing primarily on visibility, amenities, inclusivity and growth. A recurring theme was the need for increased promotion and signage – a sense that the offer is much appreciated and its visibility could be further amplified to attract greater audiences.

● THE CITY'S COMMON ROOM

Broadworks has forged a connection with those who have discovered the place. Viewing Broadworks as a potential amenity for local workers – as one would an office gym or canteen – offers an interesting perspective. Understanding this value, part of the Eastern City BID's offer could be a permanent amenity of this type – independent, diverse and accessible.

● SOFTEN THE CORPORATE LANDSCAPE

Undoubtedly, Broadworks could earn more revenue structuring in an evening drinks offer. Equally, it could align more closely to BID members in terms of comms, brand and programming. But many people were excited that they had found this special place and needed that sense of independence and edge to feel connected.

● CREATIVE EXPERIENTIAL RETAIL / EVENT SPACE IS IN DEMAND

Pop-up retail and events rentals have been popular for some years, and a good option for transitioning retail space. Broadworks showcased that spaces in high footfall environments, if allied to an authentic, creative offer like Broadworks, can rapidly build profitability.

● BROADWORKS AND THE VALUE OF CREATIVE WORKSPACE

Creative workspace can be considered as a good holding option, especially if funds are limited for capex refurbishment or questions arise around future use or redevelopment.

● MORE BROADWORKS CAN SHAPE PLACE IDENTITY

For workers: a sense of connection and belonging, transforming the City from a corporate environment into a space that supports creativity, relaxation and inspiration.

For visitors: unique cultural and creative experiences that are building on heritage and encouraging exploration.

For businesses: Eastern City's emergence as a forward-thinking and culturally vibrant area, making it an attractive location for innovative and creative enterprises.

● CONTINUITY NOT NECESSARY LOCATION IS KEY

Cultural and creative establishments are often battling to keep their spaces. Whilst the Broadworks brand has the potential to grow and continue, the specific location is secondary. Indeed, a scenario could be established whereupon Broadworks becomes the offer which flexes into spaces as they become available in the Eastern City, for longer and shorter periods – consistently present at some level.

● BROADWORKS CAN HELP DEFINE PLACE AND SO CONNECTION

Connection to place is a critical factor in fostering retention and Broadworks exemplifies how this can be achieved through innovative meanwhile spaces. By offering an engaging mix of cultural, creative and social experiences, Broadworks transforms an otherwise transactional urban environment into a destination with emotional resonance. When people feel a sense of belonging and attachment to a place, they are more likely to visit regularly and stay longer. This deeper engagement with the local environment not only increases footfall and dwell time, but also contributes to workplace satisfaction and addresses challenges of lower office attendance.

