

## 1. Vision

**Our vision for Ilderton Wharf is to deliver an award winning, multipurpose events and business hub, delivering a diverse range of events for the local community alongside affordable workspace for independent small businesses.**

Our unique meanwhile site will consist of multiple indoor and outdoor event areas, surrounded by workspace, music studios, location spaces for film / photography and numerous food & beverage offerings.

Midweek, in particular daytime, the site will be a melting pot of creative businesses, incubating local start-ups and supporting the local independent economy. In evenings and weekends, the focus will switch to becoming an entertainment complex for a variety of audiences, hosting events ranging from street food, makers markets, Christmas themed events, live music, comedy, cabaret, club-nights, charity fundraisers, roller discos, Mexican wrestling, fitness classes, interactive entertainment and much more.

The outdoor spaces will feature street food and pop-up restaurants, alongside an on-site café throughout the week, whilst the indoor event areas will host a hive of activity for a diverse range of audiences.

Our core values of giving back, supporting local and national charities will also be encouraged, with our space available off-peak for community projects, artists and other similar uses.

## 2. History

Ilderton Wharf is a new project, spearheaded by Stuart Glen and Eugene Wild, who have been heavily involved with the regeneration of arts, culture, and creative industries in North London. Since 2018, we have operated multiple former industrial sites with a combined floor space of over 48K square ft, injecting start-up businesses, affordable workspace, cultural activity, award-winning events and community spaces into areas underserved in these aspects.

We are most well-known for 'The Cause', an award winning, philanthropic events organisation, underpinned in the background by a valuable eco-system of independent businesses. It is a grassroots DIY music venue, a community hub, a supporter of emerging talent, and a recognisable advocate for London's threatened nightlife scene, having hosted events for all sectors of London nightlife, with over 235K people through its doors in four years.

We support underrepresented and grassroots artists, reaching diverse audiences, including London's underserved LGBTQI communities. We have enjoyed a strong relationship with our local council and community in our previous home of Tottenham, we would be working to recreate this in a new location.

We support local and national charities; with fundraising events hosted by us raising over £160K between April 2018 and January 2022 for a wide variety of good causes. These vary from mental health charities such as Mind and CALM, to those that assist refugees (Hackney Migrant Centre, Project 17), those that help the homeless (Thames Reach, Hackney Winter Night Shelter) and many, many more.

Alongside fundraisers, we are also deeply embedded in our local community, with the space playing host to huge numbers of projects, including DJ lessons to nurture local talent, in-kind use by local artists to aid development / creative skill-sharing, & hosting participatory opportunities for artistic expression.

Workspace tenants include T-shirt printers, sound & lighting specialists, freelance metal workers, film/photo/location studios, podcast/music studios, community radio station, furniture restorers, graphic design studios, artist and fashion designers, alongside Pirates Grog (a boutique rum company) and Kia Hanga. a concrete furniture manufacturer that builds bespoke products for shops, bars, clubs and

restaurants.

Many of these tenants are sub-contractors and suppliers for events, such as LittleGigs Productions - an AV hire company that build custom-made soundsystems plus provide lighting and effects, Random Generator Printing that sell merchandise for live music gigs, Kia Hanga that manufactures furniture, creates structures, festival set builds, plus manages any build teams for the project, and Pirates Grog Rum who supply stock for the bars.

Event spaces are often used as additional workspace and film/photo shoot locations midweek. Acclaimed pop stars have shot music videos, such as Example, Skepta and D Double E, whilst it is also available for low-budget up and coming producers on smaller budget to use.

The spaces have also been used by local charity Mind to deliver first aid mental health training, SIA event staff for first aid, conflict resolution and management courses.

Due to the upcoming redevelopment of current sites operated on a 'meanwhile' basis, we are now looking for new sites to continue the creative businesses of ourselves and our tenants, alongside amazing events and food and beverage offerings.

Ilderton Wharf represents a fantastic opportunity for us to continue our current operations, whilst adding multiple new layers to our model and expanding into further territories.

### **3. Business Model**

To summarise, our financial model therefore revolves around:

- a wide variety of events creating wet led-revenue (on-sales retail of alcohol)
- rental of studio space / workspace, music studios, dark-kitchens and food operations
- location work, e.g. film shoots, photo shoots

All of these activities are intertwined, working together to create a hub of activity, seven days a week.

### **4. Events & Audiences**

We have hosted a wide variety of cultural events across our sites previously, aimed at multiple different audiences to maximise our reach and cater for as many communities as possible.

These include:

- international, national and local electronic dance music artists
- live music acts across Latin, neo-soul, hip hop, grime, Jazz, funk, folk and more. Over 90% of artists were grassroots music acts, independent / unsigned
- live comedy acts, spanning LGBTQI+ comics, black-focused comedy, established and grassroots talent
- drag cabaret shows, serving a predominantly LGBTQI+ audience, with over 60 performers, all of whom identify as LGBTQI+
- educational workshops spanning learning in music, a multi-week series of discussions and panels on racial equality, life drawing and more
- sports related events such as our 'Euro's Warehouse' showing 30 x Euro's 2021 matches on giant screens
- exhibitions and art galleries, such as Michelangelo's Sistine Chapel, inviting people to step into the universe of the greatest masterpieces of Michelangelo

We would look to expand on these at Ilderton Wharf, embracing local collectives and partners to programme an even more diverse range of events.

### **5. Employment & Local Economy**

Our last project as The Cause created a vast amount of employment locally. Aside from salaried staff, this included 20+ regular SIA security and often over 30 bar staff per event (combination of casual hours PAYE, freelance & agency).

On a single large event we also host up to 60 DJ's / artists (approximately 50% London based), 3 production staff, 4 toilet attendants, 4 cleaners, 2 paramedics and multiple other roles.

All of this is alongside our own eco-system of local businesses, many whom we rent workspace to and feed into each other. In 2021 we had twelve local street food traders serve our customers, we sell rum produced by our friends at Pirates Grog who also rent space in our offshoot The Cannon Factory, Threads radio rent space from us but host events in our space and so on. Each of these has its own employment opportunities for local people.

Furthermore, we are a key component of the local night-time economy, working with multiple other local radio stations, DJ's, music booking agencies, event promoters, artist management companies, audio/visual suppliers, transport companies and more,

As a licensed business we have a responsibility to deliver a basic level of training to allow our employees to work safely & effectively. As part of our onboarding process all staff are trained on fire safety and our staff training handbook. An internal online staff utility portal acts as a centralised location for training documents and company policies that form part of our induction process.

We also provide opportunities for staff to attend third party vocational training which in most cases is certificated and provides the staff with evidence of advanced training that they can transfer to future employment opportunities.

In our most recent round of training we qualified 15 core staff for first aid at work on either the one or three day certificate, 16 for a full day session on WAVE (Wellness and Vulnerability Engagement) & Ask for Angela and 9 of our full time employees in the mental health first aid training "Adult MHFA half day course".

## **6. Diversity & Inclusion**

In a recent review of our employment diversity statistics, the following data was produced:

- 50% of our staff live within 3 miles of the business, 35% 4-6 miles & 15% 7-9 miles.
- 55% identify as Male, 35% as Female and 10% as non binary.
- Our ethnicity split is 75% White, 15% Black, 10% West Indian & 5% Latin American
- Nationality split is 50% British, 30% European, 10% other
- 20% of our team consider themselves to have a disability

In addition:

- We actively seek out under-represented groups during recruitment process, ensuring jobs are shared beyond usual channels
- We capture D&I data at recruitment stage to ensure we are able to report and evaluate on our progress
- Our induction process includes D&I training and a clear and confidential reporting procedure for abuse, harassment or discomfort in their workplace
- We build networks to increase recruitment of local young people, especially looking at pathways for those without formal education
- We work with an independent HR advisor 'HR Solutions' who produced our Equality & Diversity Policy
- We continue to operate zero-tolerance approach to discriminatory behaviour with a 3 strike rule
- We work with local charity partners to ensure we are able to signpost our team to mental

health support

- All security firms subcontracted will have to undergo similar training as standard
- We will also continue exploring potential project-creation to build recruitment & training pathways for local people & non-graduates into the music industry

As well as our workforce policies, our offering also represents our commitment to inclusivity as we:

- Offer promoters scalable affordable packages to attract broad spectrum of socioeconomic backgrounds
- Work with key promoters to support the challenges within their communities and advocate their diversity through tailoring our event space to their needs, including collaboration on live events
- Support grassroots ventures and creative individuals by acting as a creative community hub
- Supporting existing LGBTQ, Black, Female Promoters and DJ's and Entertainers
- Increase representation of women DJs at major DJ events In audiences
- Work to keep low ticket pricing options
- Maintain & develop community relationships

## 7. Press

Our innovative approach has led to interviews with BBC Radio 6, The Guardian, The Financial Times, Mixmag, Vice and multiple other media sites, whilst our launch was covered by Time Out London, Evening Standard, The Metro, Seventh Sister, Secret London and many more local blogs / websites. We have also been featured at top of The National Geographic 'The 15 best bars and pubs in London for outdoor drinks'.

Here's a few of our favourite quotes:

"The Cause Nightclub in Tottenham is known for its social conscience" - ITV News

"The Cause is one of London's most game-changing venues" - Mixmag

"Home of Adonis ' The queer night everyone's talking about' - i-D Magazine

"The leading light in a bright new crop of clubs" - Evening Standard

"The Cause is a club with a difference, a new space in Tottenham Hale looking to reverse the trend of music venue closures and simultaneously support local charities." - Haringey Community Press

## 8. Awards & Recognition

Time Out London's 2021 Best of the City

- Award Winner: Best Nightlife Venue'

DJ Mag Best Of British Awards 2019

- Winner: Innovation & Excellence'

DJ Mag Best Of British Awards 2018

- Nominee: Best Small Club'

Evening Standard The Progress 1000: London's most influential people 2019

- Going Out: Clubs - 2nd in category - Stuart Glen, co-founder of The Cause

The Face: New Guard (2021) - 1of 50 people selected in a directory of people shaping the future of nightlife in the city of London

- Stuart Glen, co-founder of The Cause

## 9. Industry Quotes

'In just three years The Cause has established itself as one of London's most important nightlife spaces. GLA's cultural Infrastructure team is supporting The Cause find a new home to ensure they can continue platforming and enriching grassroots music culture"

- Arman Nouri, Senior Policy Officer, Culture & Community Spaces at Risk, Greater London Authority

The Cause has made a historic impact on London nightlife and culture in a very short space of time'

- Michael Kill, CEO Night Time Industries Association

'The Cause are a vital part of London's dance music scene, pioneering philanthropy within the industry and providing a breeding ground for grass roots talent.'

- Lewis Wild, UK & Club Development, DICE Ticket

'How brilliant it has been to read about the innovative work you're doing with The Cause. It sounds like a great way to keep London's club scene alive, thriving and healthy!'

- Amy Lame, Night Czar

## **10. Further information**

For any further information, please do not hesitate to ask:

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