

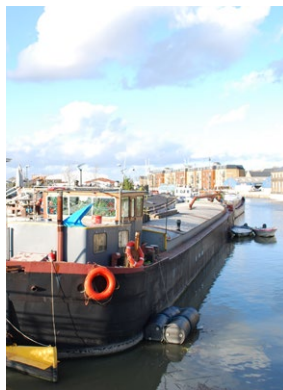
# Barking



# Creative



# Industries



# Zone





## Introduction

Barking Town Centre's time has come. With superb accessibility (15 minutes from the City), one of the first London Housing Zones and a growing reputation for art and culture, the time is right to launch London's first Creative Industry Zone (CIZ).

The Ice House Quarter on the River Roding has successfully attracted a range of artists, makers and designers and we want to extend this provision across Barking Town Centre with ambition plans for further workspace and living accommodation for people in creative industries.

Our plans build on Barking's strengths and the support of a group of key partners – Create London, Creative Barking and Dagenham, Bow Arts, Studio3 Arts, Open School East, The Boathouse CIC and the Broadway theatre run by Barking and Dagenham College who are working with the Barbican and Guildhall. Working together, these partners - who have a track record in getting good things done - will ensure stewardship of the Creative Industries Zone providing support for creative industries to grow and progress.

The plans will help to retain artists in London with the Barking Creative Industries Zone delivering affordable, sustainable and flexible workspaces and homes for the benefit of the Capital's economy and ensure Barking's full potential is unlocked.

We are proud of both our heritage and in recent years the large number of awards won for high quality design and architecture. There are leisure and entertainment facilities with a new state of the art leisure centre with dance studios, the Broadway Theatre and a new proposed three screen cinema coming soon.

**This booklet sets out Barking's offer and the plans for the Creative Industries Zone.**

**“Arts and culture are critical to the Borough's future and Barking is well placed to address London's shortage of creative industry workspace. The Borough is London's Growth Opportunity – join us.”**

Councillor Darren Rodwell,  
Leader of London Borough  
of Barking and Dagenham





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### Transport Links

Barking to:	Average Peak	Route	Frequency
Fenchurch Street	15 mins	C2C direct	10 mins
Liverpool Street	27 mins	Hammersmith & City line direct	11 mins
	22 mins	Hammersmith & City District line to Mile End; change to Central line	3 mins
Shoreditch	25 mins	District line to Whitechapel. London Overground to Shoreditch High Street	3 mins
Victoria	41 mins	District line	3 mins
Waterloo	30 mins	C2C or District line to West Ham; change to Jubilee line	3 mins
City Airport	24 mins	C2C and DLR	10 mins





## What Barking offers



### 1 Ice House Quarter

Once home to a range of maritime industries, the Ice House Quarter has a long history along the River Roding with its rich fishing heritage. The award winning refurbished Granary building reflects Barking's vibrant mix of old and new whilst the adjacent Malthouse offers further flexible creative studio space. The Boathouse venue which links the two buildings provides exhibition space and a cafe for people to relax on the terrace taking in the views overlooking the river. The venue also offers rehearsal space, art exhibitions, small scale performances, training and corporate and event management.

The Ice House Quarter provides studio space which helps to promote and support the development of sustainable creative industries. The space will help to forge greater links between existing arts, performance, design and innovative craft based organisations, to widen the Town Centre's offer of creative activity.

The Boathouse is the latest social enterprise venture which encourages greater activity in the arts. Working closely with Creative Barking and Dagenham to encourage arts participation and engagement in the borough whilst also enabling the facilities to be hired on a commercial basis. People will benefit from the spectacular views and can take advantage of its beautiful riverside setting for away days, training, rehearsals and performances.

[www.icehousequarter.co.uk](http://www.icehousequarter.co.uk)



## 2 Ice House Court

Opposite the Malthouse is Ice House Court providing a further 500 sqm of creative industry space. Thanks to the Council and Mayor of London funding, the space is being fitted out and has been let to Bow Arts who will shortly be marketing it to the creative industries.



## Creative Barking and Dagenham

Creative Barking and Dagenham (CBD) is a three year project funded by the Arts Council England and the Council's Creative People and Places Programme to find innovative ways for local people to experience outstanding arts and creative activities whilst also promoting the borough as a place where exciting art, of all forms, is made and shown.

The landmark commissions are site-specific events and projects inspired by landmarks of all kinds across the borough, developed in collaboration with local people. These commissions aim to showcase the borough as a place where great art happens, inspired by our unique local people, places, partnerships and possibilities.

There is scope for a Creative Industries Zone specific landmark commission developed in collaboration with local people.

[www.creativebd.org.uk](http://www.creativebd.org.uk)





### 3 Studio3 Arts and the Galleons Centre

Established in 1987 Studio3 Arts is a well respected arts practice based at the Galleon Centre and the lead organisation for CBD. Working in partnership with local people and other stakeholders who add strength and value. Studio3 Arts can prioritise developing artists at a range of career points helping those that are particularly emerging or new to the sector. Their physical home, at the Galleon Centre near to the Ice House Quarter, is an established arts venue that is locally-driven, curated and produced – Studio3 Arts combines its artistic programme with a selection of received works by artists and companies who are interested in the region and its community.



### 4 The Broadway Theatre - School for the Performing Arts & Technical Theatre (above)

The 360-seat Broadway Theatre with ambitious plans for unlocking creative growth. The Broadway is run by Barking and Dagenham College who are working with the Barbican and the Guildhall. It is home to the School for the Performing Arts and Technical Theatre - its excellent rehearsal rooms, recording studio and music technology room are equipped to professional standards and have the latest sound and lighting equipment. The venue can also be hired for events and seminars.

### 5 Abbey Leisure Centre

The new £14m facilities offers a jam-packed aerobic programme, a gym including 140 workstations, a six lane swimming pool and a teaching pool. There is also a children's soft play facility, designed by Turner Prize-nominated artist Marvin Gaye Chetwynd, and a luxury spa providing a range of beauty treatments, a rock sauna, three steam rooms and much more.



## 6 The Bath House Barking

The Barking Bath House was established in 2012 as a quirky pop-up spa and bar designed by Something & Son working with CREATE London and the Council. Renamed and set up as a social enterprise it operates in a temporary location in Barking Learning Centre offering health and well being activities. The Bath House offers a sauna and various treatments from holistic, Swedish, deep tissue, Thai yoga and Indian head massages to reflexology and Kinesiology. Our Creative Industries Zone plans will ensure it has a permanent long term home so it can continue to grow from strength to strength.



## 7 Barking Enterprise Centres

Barking Enterprise Centres Community Interest Company (BEC CIC) provides a range of offices spaces from two premises near Barking station. It also provides free business advice and support for entrepreneurs and businesses based in the borough.



## 8 Cinema

A planning application is due for the former Abbey Sports Centre for a development containing a three screen cinema, commercial units, apartments and a Care City - an innovative facility looking at health and social care.







## Public art and public realm

Barking Town Centre has a good reputation for high quality public realm and innovative public art. These include:

### 9 “The Catch”

“The Catch” is a gateway public artwork at Barking Town Centre designed by Loraine Leeson and Anne Thorne Architects and built by Alloy Fabweld Ltd. It is a 10m structure of steel, rolled aluminum and fiberglass sited at the Longbridge Road roundabout. The theme reflects two key elements of Barking’s history – its historical fishing industry and the area’s Saxon heritage. The “nets” of the structure derives from Celtic knotwork, inspired by that found on the stonework in the ruins of Barking Abbey.



### 10 The Lighted Lady (left)

The Lighted Lady is situated at the entrance from the A406 onto London Road at the Gurdwara Way and Abbey Road roundabout. The sculpture stands 20 metres high and constructed from steel with striking, colourful lights running along the sculpture at night. Designed by Dutch artist Joost Van Santen’s company “Light Art” the changing colours makes it a more of a pleasing journey.



## 11 Barking Town Square folly

The Folly in Barking Town Square, designed by muf architecture/art, is a 7 metre high artificial ruin built using the skills of a local college students. It is engaging, playful and surprising but also rooted in its place. It works with its surroundings to help create a unique area in the Town Centre.



## Barking Town Square

Designed by muf architecture/art the Town Square won Best European Public Square in 2008. It provides a superb venue for performances and has hosted numerous festivals and performances.



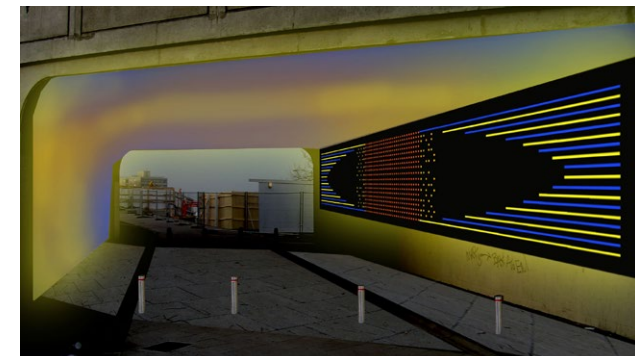
## Sculptures to Commemorate the Fishing Heritage

A number of public art sculptures have recently been commissioned through the Outer London Fund to highlight the historic contribution of the largest fishing industry in Barking. The River Roding was once a busy port of ships delivering and storing fish in the once surrounding fields which were deliberately flooded. Local people were paid to harvest great blocks of ice and haul these to the Ice House, where the ice was shipped and sold.



## 12 The Light Waves

The public art is an interactive and stunning lighting installation created by Raphael Daden at the underpass of Waking Road, linking the new award winning housing development of Tanner Street with the station and retail quarter.





## The Idol

At the new state of the art Abbey Leisure Centre a permanent 21 square metre soft play area designed by Turner Prize nominee, Marvin Gaye Chetwynd is the latest commission by Create. Titled 'the Idol' it brings art into the social space of a leisure facility which embodies the eclectic and exuberant mood of Chetwynd's performances.

Walls and floors printed in black and white will immerse children in a fun and fantasy world of images. The Idol is at the centre of the space, a two storey-high climbing frame forming a towering cage-like robotic figure with interwinding chambers, ramps and levels. The Idol is part machine and part totem and takes the inspiration from the Dagenham Idol, a Neolithic figure discovered in the borough in 1922. Future aspirations is to involve over 700,000 young children and families in the borough and surrounding areas in its first 10 years.



## 13 Events

A range of events take place each year to help increase activities and things to do for local people. This year Barking and Dagenham's celebrated its 50th anniversary as a London Borough with an array of festivities and events including Barking Folk Festival held over two days of world music, dance, street theatre, poetry and a Billy Bragg concert.





## Barking Creative Industries Zone Proposals

The Council has submitted a bid to the Mayor of London's London Regeneration Fund. Our bid seeks to build on Barking's existing offer for creative industries but provide some striking additions in the form of innovative affordable workspace and living accommodation, enhanced facilities and improved networks and support. Critically it brings together committed partners in ensuring Barking's full potential is unlocked.

### 14 Cambridge Road Creative Arts Hub and The Bath House Barking permanent home (left)

As part of the Barking Housing Zone, the Council is working with Nu Living/ Swan New Homes on a key gateway site to deliver homes as well as a superb ground floor space which would provide a Creative Arts Hub including a permanent home for the Bath House Barking. We are discussing co-locating them with an arts organisation, such as Open School East who would provide an excellent programme really adding to the town's creative industries offer.

### 15 Linton Road – workspace and artist living accommodation

Behind Barking Enterprise Centre a Council owned vacant site will be developed to provide affordable live/workspace for budding artists and creative designers. An innovative modular scheme would create 12 two bed apartments at affordable rents prioritised for artists. On the ground floor studio space can provide those artists with the convenience and comfort of both living and working in the same building. Create London would lead on ensuring the space met artists' requirements and were attracted through high quality design.

### 16 Gascoigne West – innovative affordable live/work space

Create London would also lead on another larger live/work scheme on a site in the Barking Housing Zone adjacent to the Ice House Quarter. It is proposed the innovative live/work scheme of around 30 apartments for artists would be a model replicated elsewhere in London and across the country.



## 17 The Malthouse – Ice House Quarter

The Ice House Quarter has established itself as an attractive home for a range of creative industries. Nearby construction activity hindered occupation over the preceding 18 months however with completion of works there is scope to refocus activity. The bid seeks to unlock the underutilised potential of the ground floor space to greater activate Creative Square. Further space at the Malthouse will be available shortly which could support animating the Creative Square and providing a much needed community kitchen.

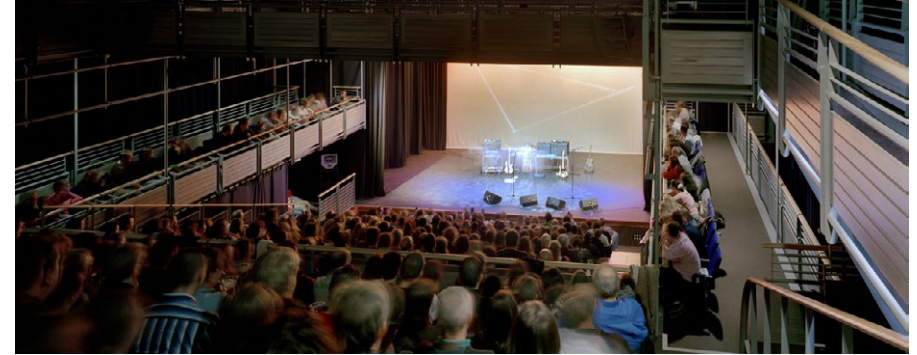


## 18 Performance Space at Galleon Centre

Galleons Centre is community-driven arts centre in the Gascoigne Estate which contains a gallery, performance space, music studio, meeting room/reference library, kitchen/bar and 'living room'/foyer space. The centre is home to Studio3 Arts providing a creative venue for artists, communities and individuals across North East London in all art forms, that creates real change, both in terms of art and society. The Centre and Studio3 Arts prioritise developing artists at a range of career points – particularly those who are emerging or new to the sector. The Centre is an established arts venue that is locally-driven, curated and produced – combining an artistic programme with a selection of received works by artists and companies who are interested in the region and the local community. The space at the Galleon Centre would benefit from movable raked seating to create a much more effective performance space seating 100 people.

## 19 Broadway Theatre

The striking foyer of the Broadway theatre offers scope to provide a networking and gathering space for Barking's growing creative industry community. The Foyer will be enhanced through innovative design to provide a space which better meets the needs of the this community and adds to Barking's offer.



## Outside Performance equipment

Barking has a great track record in delivering outside performances whether music, dance, theatre, cinema or performance art - the external spaces include the Abbey ruins, Town Square, Short Blue Place, Creative Square and Abbey Green. The CIZ will help ensure a clear town centre programme with facilities such as outside stages and lighting which enable the CIZ partners to more cost effectively deliver a larger programme.







[www.upbarking.co.uk/  
creative-industries-zone](http://www.upbarking.co.uk/creative-industries-zone)