



OPPORTUNITY HARINGEY

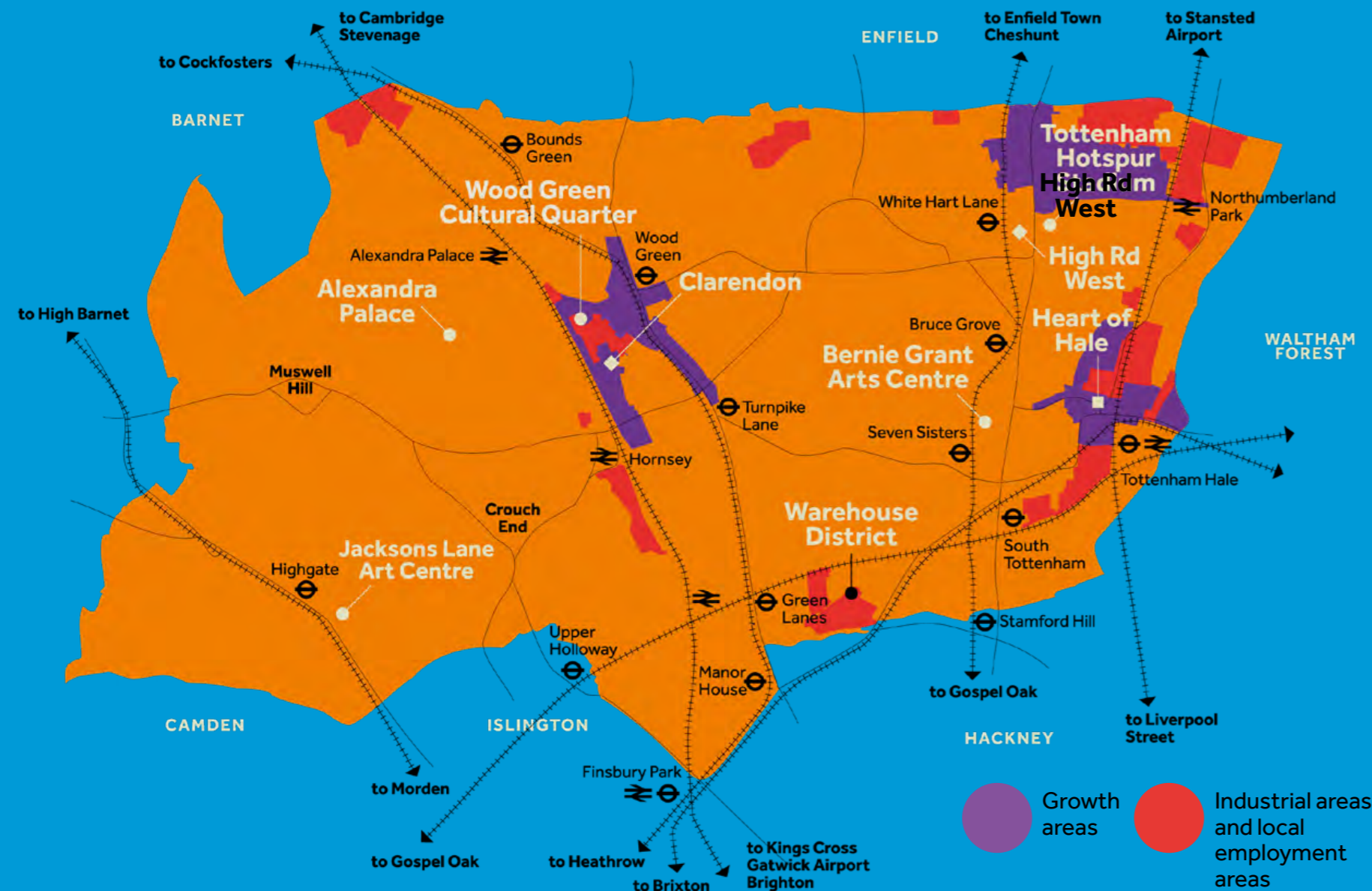


**Our Inclusive
Economy Framework**

Haringey
LONDON



HARINGEY - A BOROUGH OF OPPORTUNITY



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Alexandra Palace



INTRODUCTION



What is Opportunity Haringey?

Opportunity Haringey is Haringey Council's Inclusive Economy Framework. It has been developed through listening to our residents and businesses, and it sets out how we will work with local and strategic partners to deliver our vision:

"To create a fairer and greener local economy that builds on local creativity to harness Haringey's strengths"

Our vision explained

Our vision is for an inclusive, more resilient local economy that is better able to withstand economic shocks and where our businesses can grow and thrive. This should be an economy that provides rewarding, well-paid work, which means receiving at least the London Living Wage.

This vision implies a more circular economy that retains more money within the borough, maximises the benefits for

Haringey communities and supports a just transition to net zero emissions. We will promote decarbonisation principles across all business while also growing the number of businesses that operate in the green sector.

Five Themes for Action

Working with businesses and partners, we have developed five themes to focus our efforts on realising this overarching vision.

1. JOB CREATION
2. INVESTMENT
3. GOOD WORK AND SKILLS
4. HIGH STREETS AND INDUSTRIAL ESTATES
5. WORK SPACES AND PLACES

Our strengths

Haringey is a borough of opportunities and potential. We are home to landmarks such as Alexandra Palace and the Tottenham Hotspur Stadium and to nationally and regionally important organisations in the arts, manufacturing and other sectors. We have makers and creatives and unique high streets that are at the heart of their communities. Residents and businesses see Haringey's strengths as:

Global Haringey

Haringey is home to people from across the world whose ideas and energy give our town centres and neighbourhoods distinct identities.

Creativity

From artist-makers, music production, food and fashion, the creative industries play a major part of the economic and cultural life of Haringey.

Connectivity

Excellent transport links provide easy access to inner and outer London. Within the borough, residents have easy access to their local high streets.



Roller Disco at Roller Nation, Bruce Grove



HARINGEY'S ECONOMY



Following the COVID-19 pandemic, Haringey businesses and residents demonstrated resilience and revealed new strengths that helped get our economy back on its feet. But we know that our economy is hit harder by economic downturns in comparison to other London boroughs and takes longer to recover.

Stagnant national growth, sharp inflation, higher interest rates and global challenges like the energy transition, climate emergency and technological advances are having far reaching impacts on local economies and the world of work.

**Haringey has over
12,000
businesses**



A dynamic business environment

In facing the challenges of recent years, Haringey's businesses have shown an ability to adapt and innovate. Our 12,000+ businesses are critical to the economic prosperity of the borough, driving increased living standards through employment and opportunity. They are highly valued for their wide-ranging cultural diversity, allowing residents and visitors access to goods, services and entertainment from across the globe.

The borough has strengths in its creative industries - arts, music, culture and fashion - as well as food manufacture. Haringey is home to the 'Made by Tottenham' Creative Enterprise Zone and Wood Green Cultural Quarter. A significant number of our shared workspaces and studios are focused specifically on the creative industries, including more than 50 music studios.

Haringey is home to businesses that enjoy a global reach such as GINA, Kashket & Partners and Fashion Enter. We are well placed to capitalise on opportunities arising from new investment in the sub region, for example, global players such as Warner Brothers and Elstree Studios which operate in nearby Hertfordshire.

Construction, including retrofit activity is an important and growing sector in the borough. A Central London Forward (CLF) Low Carbon Retrofit Labour Demand Forecast study from August 2023 shows that more than 13,000 jobs would need to be created in Haringey to help the borough, and London deliver its low carbon ambition.

The cost and availability of premises in Haringey can be a challenge for businesses. We now have more than 40 shared workspaces offering a range of flexible, affordable space to SMEs, alongside new industrial space such as SEGRO Park Tottenham, a green urban industrial development. In a difficult delivery environment, the council will need to be creative about how it works to help secure the delivery of new and improved workspace in the borough.

A thriving place

Our unique positioning between central and outer London provides plentiful green spaces and excellent transport links, making Haringey a great place to live, work and play. It is increasingly attractive to residents and businesses as a place of growth and ideas.

Haringey is becoming a celebrated destination for music and sport. Alexandra Palace, Finsbury Park, and the Tottenham Hotspur Stadium are major venues that attract visitors from across the world to see music stars such as Beyonce, Little Simz and Cardi B, Premier League football, NFL and the recently announced Euro 2028 football tournament. The borough is also home to world renowned music recording studios with The Church Studios, Ten87, Reservoir Studios and Voc True studios hosting international pop and grime artists.

Our town centres and high streets are bustling. We have more than 2,000 high street businesses. Demand for retail space remains high and retail is the largest employment sector in the borough. Wood Green is North London's only Metropolitan

Town Centre, a major shopping destination, bringing people to the borough from across London. Haringey's food offering is uniquely strong, with Green Lanes hosting London's main hub for Turkish and Kurdish food.

Driven by the rise of online shopping and home working which rose by 23% in London between 2019 and 2022, the highest rise of any region (ONS Labour Force Survey), our high streets are changing. This means we will need to re-imagine our town centres and high streets as social destinations, with attractive evening and night-time economies and space for local entrepreneurship to grow and thrive through meanwhile uses and markets.



An ambitious workforce

Haringey has a young and diverse population. All our schools are our good or outstanding, with a low and reducing number of residents without qualifications.

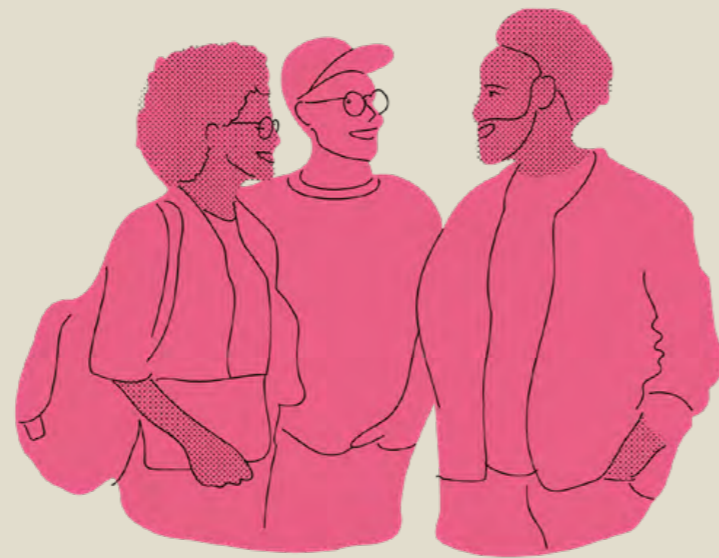
We want to see more of our residents in Good Work – jobs that pay a living wage and offer good terms, and opportunities for progression. Good Work equips workers with opportunities for development, purpose and fulfilment which ultimately impacts on improving their quality of life. The businesses that produce Good Work help to create thriving, healthier and wealthier communities.

Unemployment in the borough in March 2020 was at decades-long lows but COVID-19 caused a dramatic spike in the number of residents out-of-work. This has fallen but remains at 6.8% as of August 2023 with Tottenham seeing one of the highest levels of unemployment in the country.

Low pay is an issue, leaving many residents facing in-work poverty. A third of jobs in Haringey pay less than the London Living Wage; those in low pay are more likely to be in part-time roles. Residents with disabilities and long-term health conditions and ethnic minority residents experience greater barriers to work.

We are determined to increase the number of good job opportunities locally. Much of the economic inequality in the borough is experienced geographically, with higher levels of unemployment and deprivation in the north-east of the borough. A thriving local economy with good jobs helps to reduce inequality by bringing opportunity to those residents who may find it more challenging to travel for work due to cost, mobility, health or caring responsibilities.

**All our schools
are good or
outstanding**



OUR THEMES AND ACTIONS



THEME 1. JOB CREATION

Haringey's businesses create tens of thousands of jobs and other business opportunities for local people. We are home to more than 12,000 businesses, 92% of which are micro businesses.

Residents and businesses told us they would like to see more support for young people to start their own businesses; more business-to-business networking opportunities; and a more co-ordinated approach to working with the council. Businesses want to **be better connected to each other and the council**, more aware of what support is on offer and they need support tailored to their needs.

They would also like us to take a more **targeted approach to working with, and supporting businesses**, focusing on sectoral strengths and specific challenges including, for example, how to help businesses maximise the opportunities that a net zero economy will bring. Our growing creative industries were highlighted as a key sector to focus on and develop.

We have ambitious plans to deliver a more **relational approach through networks and forums** and by revamping how we communicate and promote businesses through better use of social media, promotional activity and learning from others.

We will also reshape our existing loan funds to respond to Net Zero targets and emerging sectoral strengths such as those associated with the Circular Economy and the Creative Industries.

PRIORITY ACTIONS

- 1. Create and support a Haringey business forum** – Strengthen existing networks building on our High Streets Network, our Workspace Provider Network, and Made by Tottenham's advisory board and others; work with the forum to deliver an Opportunity Haringey Business Awards scheme.
- 2. Provide and signpost our businesses to the support they need** – Our business support offer will be reshaped to respond to the priorities that businesses say they want such as cost-savings, access to finance, business growth and support around going green. and connect them to other council services.
- 3. Renew our offer on low-cost finance to support business growth and entrepreneurship** – We will refresh the Opportunity Investment Fund and Productive Valley Fund alongside other funding initiatives, with increased support for tackling disadvantage, decarbonisation and promoting sectoral industries such as our Creative Economy.

- 4. Launch a Haringey Deal for Business** – Working with the Haringey Business Forum we will set out how we get the basics right for businesses and to align with the council's adopted social value statement.





Kiori Studio

“With the Productive Valley Fund (PVF) loan we have purchased new machinery and hired more staff. We were able to reach out to clients that had contacted us in the past and tell them that we could fulfil their jobs as we now had enough staff and newer machinery. I feel like PVF has elevated us to a whole new level”

Maritta Nemsadze, founder Kiori Studio.

THEME 2. INVESTMENT

We are proud to be the home of many amazing venues and attractions. Being positioned in the Lea Valley area, as well as being in easy reach of Central London, means that we are very well situated geographically to draw in **visitors and investment**, from **a national and international** audience.

We want to bring **new investment** into Haringey that can deliver jobs and wider economic opportunities, such as a university, college or a significant health or leisure facility. A **new anchor institution** would provide employment, skills and training opportunities and increase local spend in the area as well as help to boost the profile of the borough on a global stage.

At an engagement event with local businesses, they felt that there was amazing potential in the borough, and that we needed to be better at telling our story at a local, national and international level. Local businesses want to be part of that story, putting Haringey on the map. We want to **celebrate the strengths of our growing sectors** such as the creative industries, building on successes like our ‘Made by Tottenham’ brand and promoting our ambitions around Net Zero.



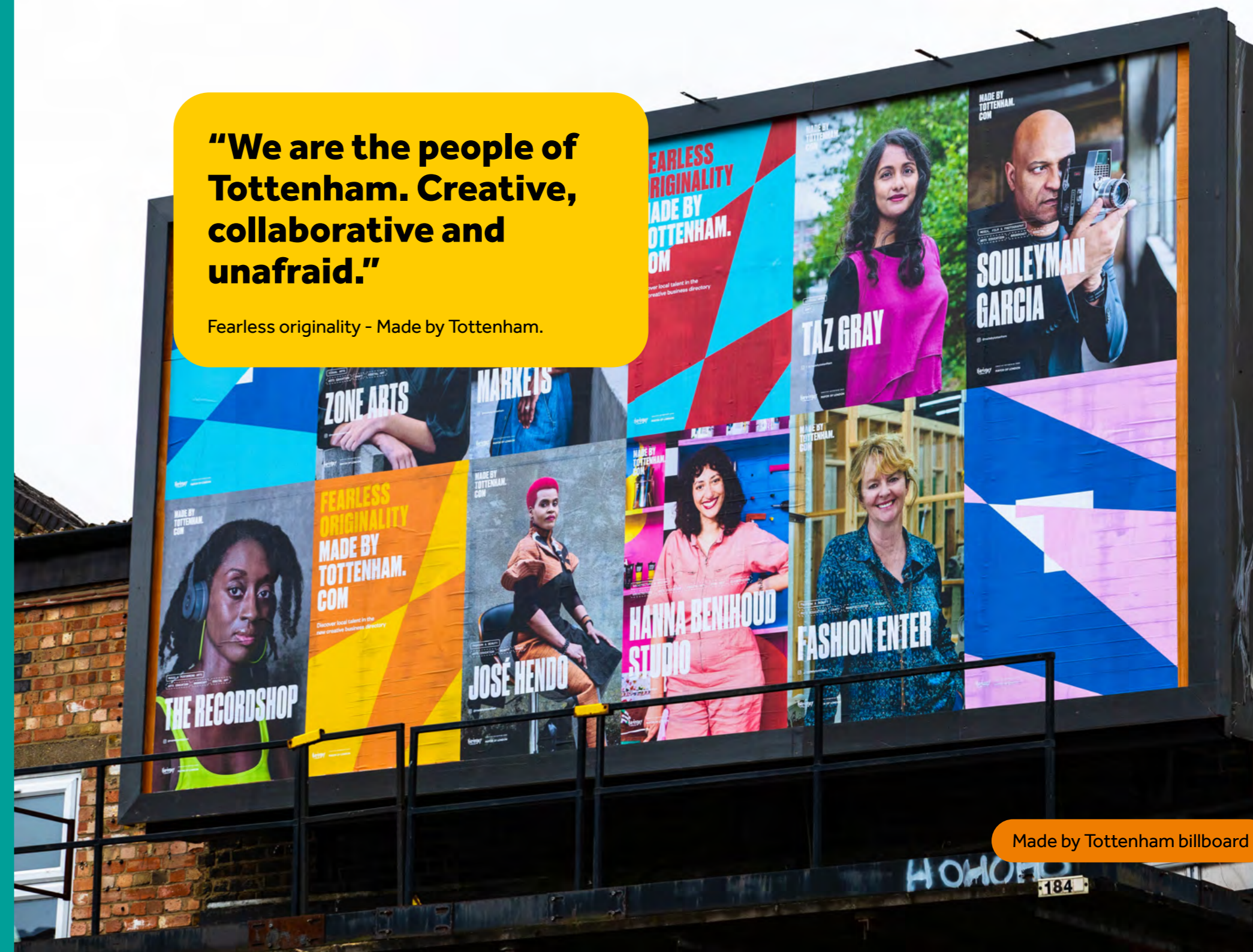
Emeka and Ifeyinwa Frederick. © Chukus

PRIORITY ACTIONS

- 1. Bring new investment to the borough** – We will deliver targeted promotional campaigns to attract investment and businesses to the borough or sub region with the aim of attracting a new anchor institution, such as a Higher Education provider.
- 2. Visitor Economy** – Building on the success of Haringey's world-class attractions and excellent transport links, we will improve the arrival experience and wayfinding in our town centres and promote our borough as a destination.

"We are the people of Tottenham. Creative, collaborative and unafraid."

Fearless originality - Made by Tottenham.



Made by Tottenham billboard

THEME 3. GOOD WORK AND SKILLS

Haringey has a young and diverse population, with great schools and an increasingly well-educated workforce. While many Haringey workers are in good employment, significant economic inequality exists in the borough. We want to **reduce unemployment** amongst our residents.

Haringey has the highest unemployed vs job vacancy ratio in the country. We want to **increase the number of Good Work opportunities locally** which are jobs that pay at least the London Living Wage and offer good terms, with opportunities for progress.

Residents told us they want us to focus support on those most disadvantaged in the labour market. Disabled residents and ethnic minority residents in Haringey experience employment gaps due to structural disadvantage and discrimination. Unemployment, skills deprivation and poor health is far higher in the borough's east. We will continue to **target our employment support towards those groups that need it most.**

The world of work is ever changing. New technologies will transform employment opportunities. The Net Zero transition will drive wholesale change across industries and create jobs in Haringey. Residents told us they want to see **more opportunities linked to sectors with employment growth.** CONEL, Haringey's Further Education provider, are investing £18 million into their Tottenham campus to deliver a state-of-the-art construction offer alongside an expanded curriculum on the Green Skills needed to deliver Net Zero.

The council has a key role to play in creating opportunities as an employer, landlord, purchaser of services and developer. Our **Social Value** policy will describe how we will seek socio-economic benefits, including employment, skills and training opportunities for residents through our procurements and an **Apprenticeships Programme** will provide more opportunities within the council.

PRIORITY ACTIONS

- 1. Reshape Haringey Works and Haringey Learns** – Both services are high performing, and we have an opportunity to build on this by achieving greater alignment. They will continue to support those facing the greatest barriers into work and those in in-work poverty through a focus on prevention, progression, and outreach.
- 2. Meeting employer and future skills demand** – Employer engagement will be more deeply embedded across our work. We will continue to work with Mayoral Academies and skills training partners to develop programmes with a focus on employer and sector demand and transferable skills development. Our sector plans will focus on job growth and future skills.
- 3. Adopt a Social Value Statement** – To make the most of investment into the borough and to maximise benefits for residents and businesses. This approach will be embedded across all our procurement activities creating jobs and training opportunities for residents, while supporting businesses to hire those with the skills that they most need.
- 4. Create skills and training opportunities within the council** – We will use our role as a major employer to create employment opportunities for local people, including launching an Apprenticeship Programme, expanding our work placement and supported internship programme and improving progression routes. This will also support our aims to have a workforce that is representative at all levels.
- 5. Focus on Green Jobs** – We will work closely with CONEL and other training providers to upskill local businesses, and the residents they employ, to be ready for the opportunities that the retrofit market will bring. We will work with partners to strengthen this approach sub-regionally and wider, including on the council's own ambitious retrofit programme, and as part of our aim for Haringey to become carbon neutral by 2041.

"I like tidying up, strimming and hedge cutting and hopefully when the grass dries up we will be cutting the grass. At the moment I'm on a 6-month placement. This is my fourth month and I'm hoping it'll lead to long-term employment."

Geoffery, employed in Haringey Council's parks service through the Intermediate Labour Market programme



THEME 4. HIGH STREETS AND INDUSTRIAL ESTATES

Our high streets, town centres and local parades are essential sources of trade and employment and play a special role in instilling pride in a local community. Our 14 largest town centres are home to more than 2,000 businesses, most of these being **small, independent businesses** employing thousands of Haringey residents offering a mix of retail, leisure, food and beverage.

Businesses tell us that they see first-hand the continued impact of online retail on people's shopping habits and that **'the challenge is to make the high street relevant again'**.

Culture and creativity, and the council's emerging Culture Strategy, will be a central feature of this. We want our high streets to feature as destinations, encouraging more entertainment, cultural and community events and markets, helping to generate footfall, spend and dwell time.

Haringey's **industrial estates** are significant employment locations in the borough and are the home of some of Haringey's largest companies, including fashion and food manufacturing and music production such as Redemption Brewing, Ten87 and MBA but they lack visibility.

Encouraging investment in industrial estates, including those in our own commercial portfolio supports their vitality which will then in turn can stimulate entrepreneurialism and job creation.

PRIORITY ACTIONS

- 1. Encourage entrepreneurship through our vibrant local markets** – A Markets Strategy will be adopted to further support local entrepreneurial activity and vibrancy of our high streets.
- 2. Champion the Creative Economy** – Building on Creative Enterprise Zone projects, we will deliver plans to unlock the cultural and creative potential of businesses and entrepreneurs on our high streets and in our industrial estates, supporting the council's emerging Culture Strategy.
- 3. Promote business-to-business networks and opportunities** – Through the Haringey Business Forum, we will work with trader networks and other partners to strengthen business networks, business to business and knowledge transfer opportunities, utilising the learning from Destination Turnpike Lane, the Tottenham Traders' Partnership and the Wood Green Business Improvement District. We will also test the feasibility of additional Business Improvement Districts.
- 4. Promote the vibrancy of our town centres, high streets and industrial estates** – We will continue to promote leisure, culture, retail and hospitality, and further encourage an evening and night-time economy. We will work with industrial businesses to promote Haringey as a place to invest, stay and grow.



“Being an independent business in Haringey is great for a lot of reasons, one of the best things definitely is working with other independent businesses in the area. By supporting an independent business, you’re supporting someone’s livelihood and also your local community.”

James, Ludos, Blue House Yard

Blue House Yard, Jan Kattein Architects

THEME 5. WORK PLACES AND SPACES

Haringey is home to **more than 40 shared workspaces, two thirds of which focus on the creative industries**, which provide flexible employment space for hundreds of businesses and thousands of residents. They create space and opportunity for emerging entrepreneurs and creative practitioners to start new business concepts and build teams.

However, inflationary pressures, rising utility costs and redevelopment of some workspace sites is limiting the ability for workspaces to thrive, expand and to provide affordable pricing.

A good supply of accessible, affordable and high-quality places to work from is crucial to a resilient, vibrant, inclusive, and prosperous economy. There is demand for employment space in Haringey, but we have a limited land supply, a need for more affordable workspace, and a prevalence of low to average quality properties. Our

goal is to help **increase the quality and quantity of employment spaces**.

Our primary efforts will be focussed on industrial estates, shared workspaces, and site delivery plans. We will consider how space can better meet the needs of creative industries and other growth sectors. We will look at ways to support Haringey's employment areas to be enhanced in quality, climate friendliness and job creation capabilities. In achieving this goal, Haringey's future economy will have a better supply of space for businesses to start, thrive, expand, attract, and retain employees, and generate new jobs.

We will deliver the **Opportunity Haringey Workspace Programme** to increase the provision and quality of workspace in the borough. We will seek out and deliver energy efficiency and renewable energy opportunities to reduce energy bills for the businesses and to increase energy security.

PRIORITY ACTIONS

- 1. Support the networks we need to deliver high-quality workspace** – We will facilitate better co-ordination and communication between workspace providers and the council through a Workspace Providers' Forum and maintaining a Workspace Providers' List.
- 2. Promote quality workspace provision** – Through Haringey's Workspace Design Guide.
- 3. Encourage the delivery of additional workspace across the borough** – We will work with developers and landowners, and make use of our own assets, to identify opportunities to bring forward and improve workspace that meets the need of the local economy.



“SEGRO Park Tottenham has been built to the highest level of sustainability accreditation in the UK and puts wellbeing at the heart of its design.”

Bonnie Minshull, Head of London at SEGRO

SEGRO Park Tottenham

MAKING IT HAPPEN

Delivering together

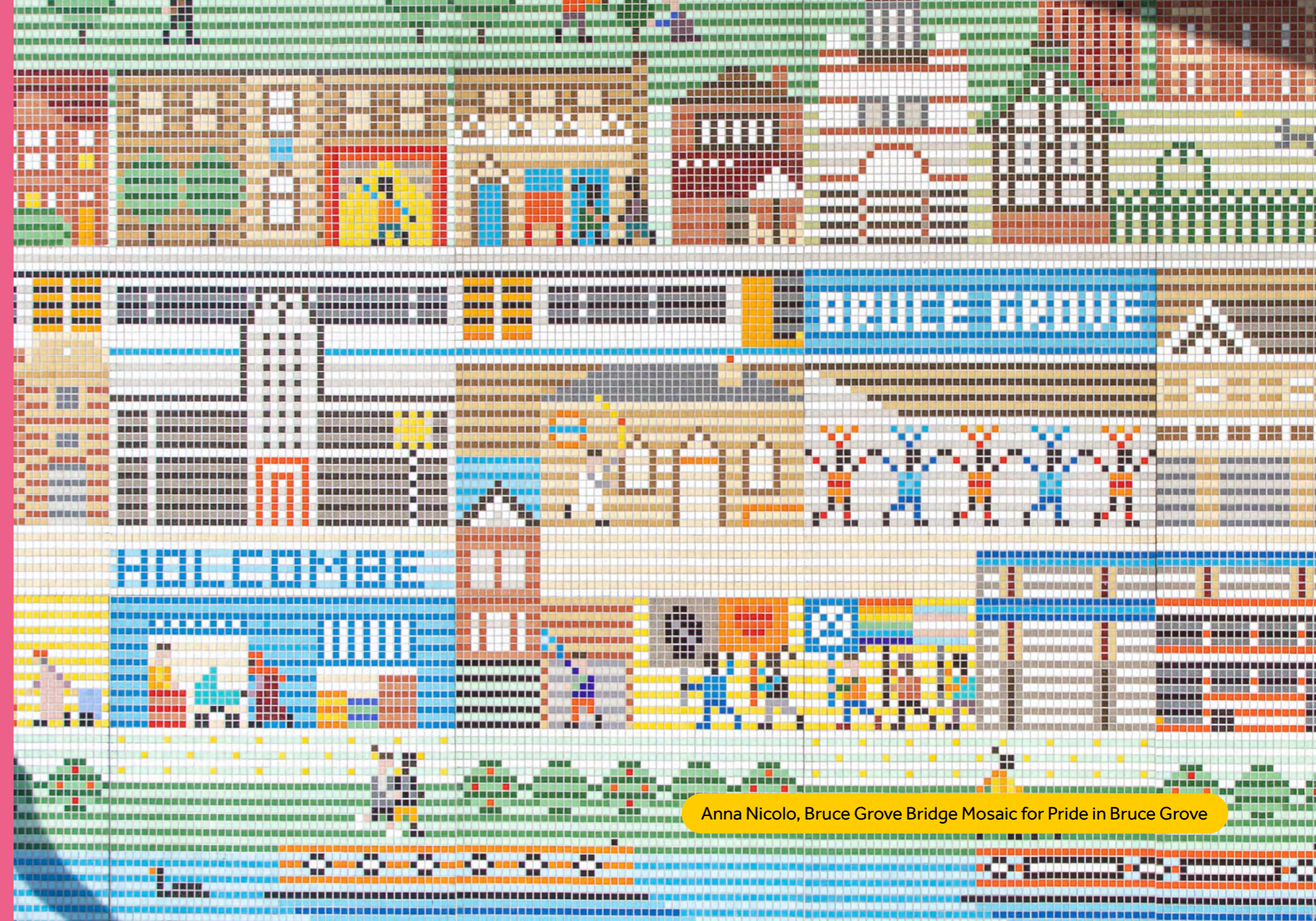
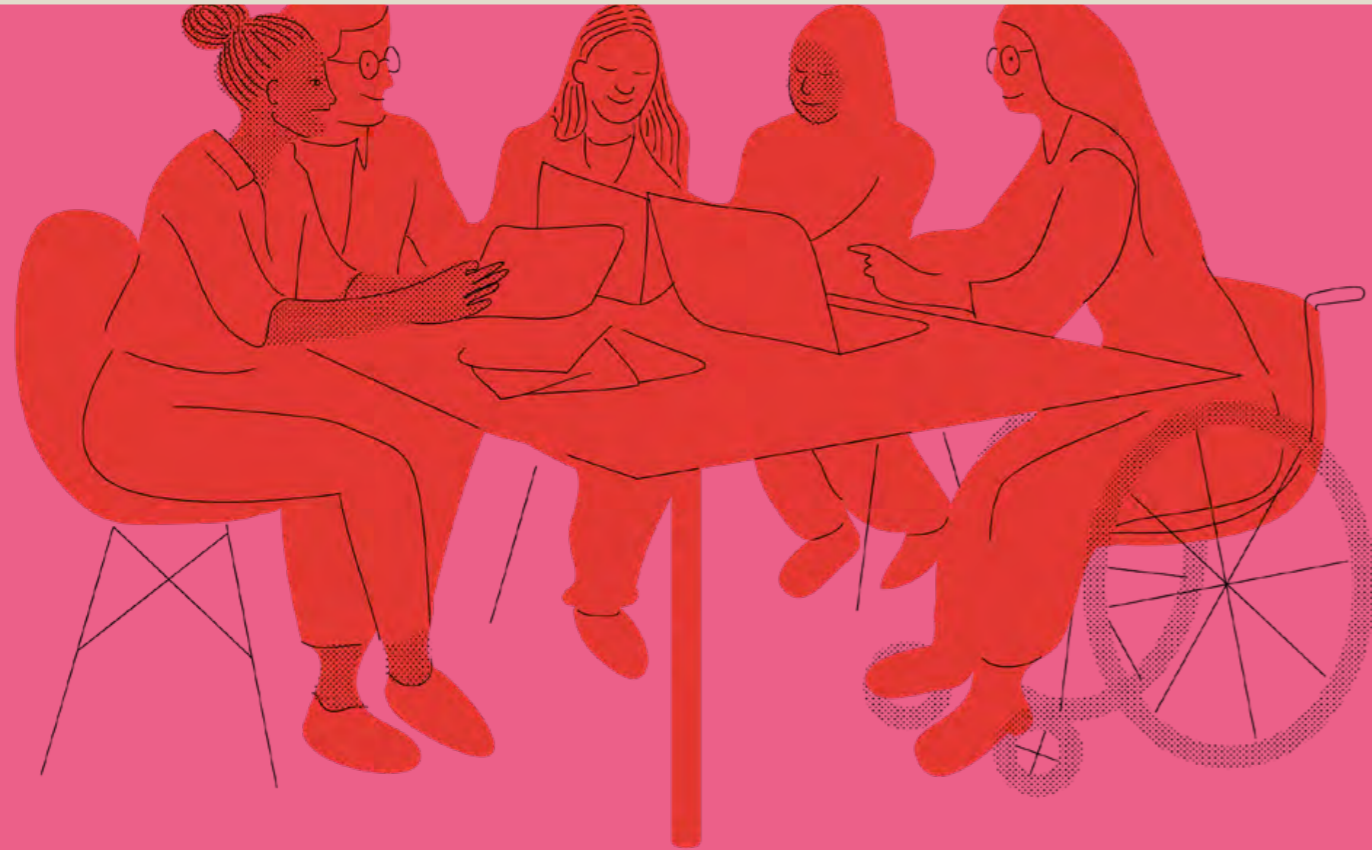
To drive delivery of Opportunity Haringey, the council will work in collaboration with the community and local and strategic partners to develop and take forward all the priority actions.

We will also produce an annual Opportunity Haringey Economic Report. This will be an opportunity to review

progress, speak to stakeholders and understand emerging trends to ensure Opportunity Haringey remains relevant and fit for purpose.

Together, we can turn our vision and ambitions for Haringey into a reality.

For all the latest updates and opportunities to get involved visit www.haringey.gov.uk/opportunity-haringey.



Anna Nicolo, Bruce Grove Bridge Mosaic for Pride in Bruce Grove

