



JANE CLOSSICK AND MARK BREARLEY

# Advocating Industry in London Audit, Reveal and Promote

LONDON METROPOLITAN UNIVERSITY  
THE SCHOOL OF ART, ARCHITECTURE AND DESIGN

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## Project details

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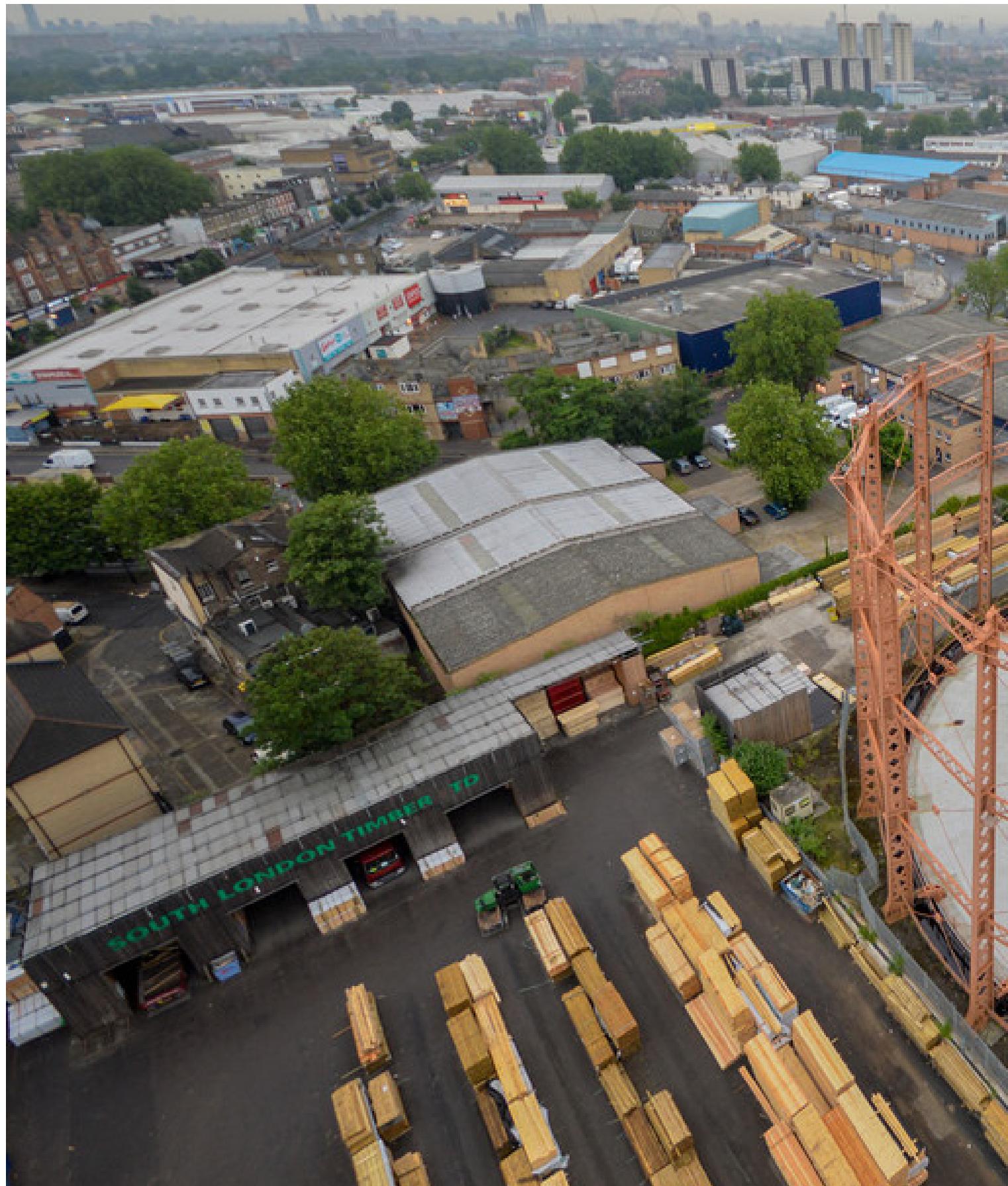




Figure 2. Aerial view of South London Timber, Old Kent Road Opportunity Area, London (2018). Image: M. Brearley.

## Research content and significance

### DESCRIPTION

Action research to reveal to policymakers, built-environment designers and local communities the significance of industry to London's economy. Aiming to persuade local and national governance and local stakeholders to protect existing industry in London, expand industrial areas through policy protection, and promote densification of industrial activities through design.

### RESEARCH QUESTIONS

- How can London's local industrial economies best be revealed, so policymakers and other stakeholders can appreciate their civic, social and economic value?
- What can persuade stakeholders to take part in local planning processes?
- What can contribute to the emergence of new community-based networks that represent the interests of disenfranchised stakeholders?
- What actions influence the decision-making by those in power towards retention and densification of industry?

### METHODS

The actions taken were: 'audits' (quantitative and qualitative research to reveal the nature of the industrial economy in a locality) in London's localities; publications, exhibitions, participatory design workshops; collaborating with policymakers and local grassroots groups. Dissemination formed part of the action research methodology: participation in events, talks/lectures and meetings with stakeholders and policymakers were used to promote the ideas to those in power.

## DISSEMINATION

Public talks and lectures; events for policymakers and voters; exhibitions of audit findings; articles in the trade press; meetings with policymakers at Borough and London level; both in the UK and internationally.

## STATEMENT OF SIGNIFICANCE

Retaining and intensifying industry in contemporary cities is an important priority for sustainable growth. Therefore, it is significant to establish methods which work to reveal the value of industry to agencies which hold power in urban space. The research has impacted London by creating new stakeholder networks and strengthening existing ones. The methodology has been adopted in Brussels and caused a change in direction of urban policy towards retention and densification of industrial uses in the Buda, Molenbeek and other areas.

# Introduction

This portfolio brings together strands of action research undertaken by Professor Mark Brearley and Dr Jane Clossick (AAD Cities Research Group) 2014 - present, primarily in London, disseminated internationally especially in Brussels. A second portfolio focuses on further work in Brussels (not submitted to REF). The research is action and impact focused and concerns revealing industrial economies in London and Brussels; the methodology we call 'Audit, Reveal and Promote' and the process of persuading stakeholders that such economies are of social and civic value.

## RESEARCH AIMS

1. Retain/densify industrial accommodation in core city locations through policy and design.
2. Empower local and regional stakeholders to engage with urban development processes; to build this capacity in individuals and networks through knowledge sharing, collaboration and co-location.
3. Build capacity of urban professionals and networks of non-professionals to participate in the co-production of mixed use, equitable, ethical cities.
4. Reveal the depth and richness of industrial land and promote its value both monetary and non-monetary.
5. Persuade local stakeholders, policy-makers, local and national government,

of the economic, social and civic significance of the industrial economy in cities and hence accelerate policy change towards its retention.

There are three primary areas of action: revealing and advocating for industrial activities; capacity building for stakeholders to engage in processes of urban change; and making the case to policymakers at both local and national level for the valuing, retention and densification of industry. The research has developed in collaboration with grassroots groups, local stakeholders, local and national government, academic partners and urban professionals. The findings concern refining the actions which effectively build networks; persuade policymakers; enable participation and deepen urban democracy.

In London grassroots and professional networks and policy-maker/community links have been strengthened (e.g. Action OKR, Figs. 3-5). Participation in urban change around industry has widened. In Brussels, the adoption of our methodology and the recognition of economic, social and civic value of city-based industry are steering the course of urban development, with an accelerated adoption of urban policy which retains and densifies industrial accommodation.



Figure 3 - 5. Planning Action OKR  
participatory design workshop, Action OKR  
and AAD Cities (2019). Images: A. Christie.

## Research context

Retaining/intensifying industry in contemporary cities is important for sustainable growth. ‘Industrial’ includes: manufacturing, logistics, waste handling, repair, depots, utilities infrastructure and wholesale. Such activity meets the expanding just-in-time needs of cities, without excessive trip generation and associated carbon emissions (Ferm and Jones 2016). Industry is an important component of a diversified economy with employment opportunities to suit all; it is resilient to economic, technological or social shocks; it creates entrepreneurial endeavour generating enterprise valuable for the wider economy (Chapple 2014). However, industrial localities are frequently undervalued and destroyed in favour of residential/services development, driven by rising land values. (Davies et al 2017 and Roger Tym & Partners 2011b).

To bring to light the significance of industry in the city, we mobilise action and network formation from business owners to politicians, employing the theoretical notion of social movements as networks (Diani 2003). We critique the idea that industrial localities are mono-functional, so through urban activism we are the ‘challengers’ of the dominant ideology (Gamson 1990). However, the challenge is not confrontational, but participatory (Blundell-Jones et al.,

2005). Acknowledging that to act within urban processes is to understand their social and political dimensions to enable change. Ours is a mode of academic activist research (Chatterton et al 2007); through participatory design, workshop/exhibitions, videos, persuasion while ‘walking and talking’, we bridge gaps between stakeholders and ‘middle-class radical activists’ (Meyer 2013), finding means through action of fostering a deep democracy (Appadurai 2002) and a more ethical approach to urban development.

Our hypothesis is that there are three ways our action research leads to deeper democracy and more inclusive urban planning. First, revealing local value and empowering stakeholders gives rise to civic engagement with the planning process. Second, urban activism contributes to inclusive planning practices by supporting the growth of networks and relations both inside and beyond industrial places, where urban learning is institutionalised/operationalised. Third, by making visible the richness and diversity of existing industrial economies, policymakers can cross the socio-economic divide between themselves and others, leading to decision-making which sufficiently accounts for the range of needs, desires and rights of the people whose lives are affected by urban change.



Figure 6 & 7. Industrial uses in the Old Kent Road Opportunity Area in land protected by policy (2017). Images: M. Bearley.

## Locations for action

We have tested the Audit, Reveal and Promote methodology in the Upper Lea Valley, Tottenham, Old Kent Road and LB Southwark. There have been actions to reveal and promote the importance of industry at a London-wide scale. Each set of happenings has developed through establishment of strategic partnerships with local stakeholders such as, in Southwark Peckham Weeklies and Livesey Exchange (Fig. 8).

The places we act are on the periphery of central London with excellent transport links and a gentrifying local population, prime development sites. They contain ‘Opportunity Areas’, defined as “London’s major source of brownfield land which have significant capacity for development - such as housing or commercial use” (GLA 2020). According to the GLA, such areas can typically accommodate at least 5,000 jobs, 2,500 new homes or a combination of the two. However, at the same time Policy E4 in the Draft New London Plan (GLA 2018) strongly protects existing industrial accommodation with an objective for no net loss of industrial floorspace capacity across London.

There are four factors which prevent the ‘no net loss’ objective from being fulfilled which our work seeks to counteract. First, only specific policy designation can protect industrial floorspace capacity,

due to the vagueness of the Planning Use Classes system, e.g. an E category site can either be used for ‘sale of goods’ or ‘industrial processes’ (Planning Portal 2020). Consequently without policy protection for industrial uses, where overall accommodation is limited, higher value uses will take space. Yet, specific designated protection for industrial uses if often absent from local policy. Second, e.g. in Southwark, planning permissions are being granted which assume emerging policy removing protection from industrial areas has already been adopted, resulting in loss of industrial accommodation in contravention of existing policy. Third, the use of the word brownfield suggests that industrial sites are empty or under occupied. In fact, it is often planning blight which brings about the loss of the local industrial economy, as leases are reduced in length and landlords stop maintaining buildings due to the prospect of high value land sales (CAG Consultants 2017). Fourth, urban change is driven by developers who seek profitable development, and the status quo assumption is that accommodating residential and services is more lucrative than building space appropriate for industry (Ferm and Jones 2017).

We seek to reveal civic, social and economic value of industry in the face of the pressures faced by land in London.



Figure 8. Industries of OKR guided walk,  
Peckham Weeklies, Livesey Exchange & AAD  
Cities for LFA (2017). Image: C. King.

## Research process

Our methodology is a participatory action research process based in engagement on the ground with real problems, places and policies, utilising architecture as knowledge and practice (Katoppo & Sudradjat 2015). It's designed to reveal the depth and richness, the multi-use and multicultural nature of industrial localities; their interlinked and interdependent nature; qualities that are frequently invisible to local/national policymakers (Ferm & Jones 2017). The methods are intended both to persuade stakeholders of the social and civic value of industrial localities, as well as enabling them to form networks which coalesce around a shared desire to retain and densify industrial accommodation and protect industrial land in policy.

The method has four components: auditing, revealing, capacity building and promoting. Auditing involves finding out what is there in terms of uses, jobs as well as the aspirations of local business owners and workers, recording them through photography and drawings. Revealing shares these findings, as well as exploring opportunities they represent, widely to stakeholders and policymakers (e.g. using models, Fig 10). Capacity building seeks to build stakeholder networks, link communities with policymakers and empower all to participate in urban change. Promoting

focuses on using audit materials and stakeholder networks to influence the powerful in urban space, in planning, policy and governance locally and city-wide towards the valuing, retention and densification of industry. In practice, these strategies all overlap in an ongoing, reflexive process which serves to refine future actions, to better achieve intended impact.

Power relations between disparate groups are central to the creation and occupation of urban space, especially in contested places (Conn 2011). Our actions seek to be non-confrontational, shining a neutral light on places which have never before received detailed scrutiny; arriving as non-partisan outsiders in a locality and taking a deep but a-political interest. The character of our research lies between activism, persuasion, pedagogy and old-fashioned doorstep social research. The approach grows from ethnographic studies (Hall 2012) as well as visual ethnography (Pink 2013) and production of knowledge through drawing and design (Lucas 2019 & Martire 2020). What is produced are persuasive images of a construction of reality, which highlight the value of industrial localities. These components add up to a method which occupies the space between an anthropological approach and a campaigning dimension.

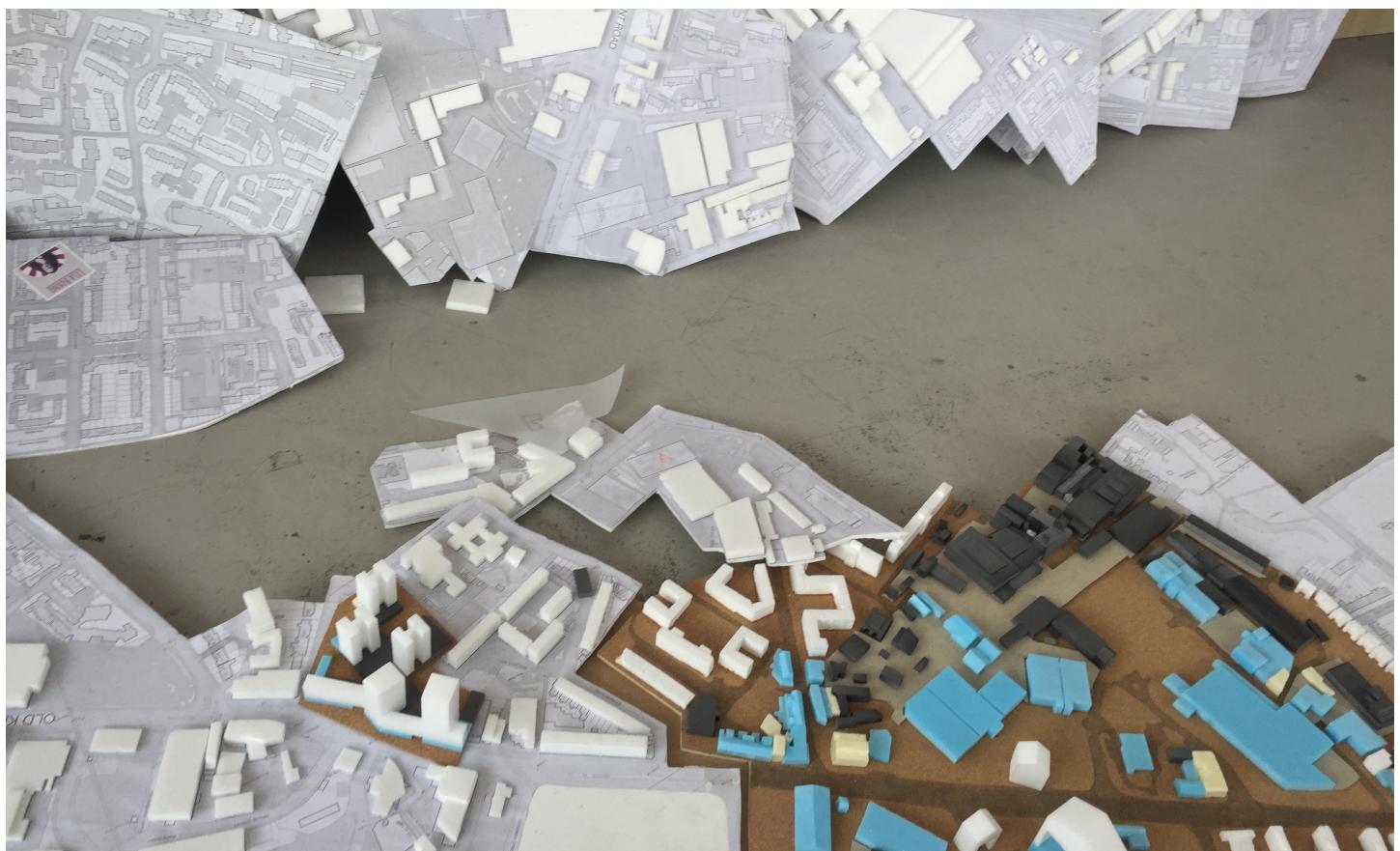


Figure 9. Streetspace Workshop in collaboration with Queen's University Belfast (2019). Image: S. Blunt.

Figure 10. Model of the Old Kent Road being made for the Livesey Exchange Exhibition (2016). Image: J. Clossick.

## AUDITING

The audit allows exploration of rich economic and civic life of localities, it seeks to find what is really there in places which are usually unexamined. The method was initially developed by Mark and his team when he was head of Design for London, a now-dissolved department of the Greater London Authority. He commissioned studies such as *From around Here* (Gort Scott, 2013) and, completed after his departure from the GLA, *The Park Royal Atlas* (GLA 2014). Since 2014 there has been an ongoing development of these techniques by Jane and Mark, concurrently in Haringey, the Lea Valley, Tottenham High Road, the Old Kent Road Opportunity Area, the London Borough of Southwark as well as in Brussels.

The methods used in an audit include: Quantitative, counting the number of jobs, people, floorspace, yard space; architectural/typological, examining the nature of the buildings and building types found in a place; and qualitative, photographing, filming, sketching, engaging in participant observation and interviewing people who use and live in a place, to grasp how they understand its nuances. The process of going door to door to collect the information and to speak to people results in the building of contact networks.

## REVEALING

Bringing to light the audit findings through the production and dissemination of easy to read and understand documents showing audit findings and examples such as co-location of industry with other activities; accurate and beautiful mappings; convincing photographs and films; and curated guided walks through localities. These items are designed to demonstrate the social and civic value of industry to a local economy and to make the argument that displacing industry in favour of residential development or other economic uses (e.g. services) will damage the delicate civic ecology. They are also designed to communicate the needs and qualities of industrial uses, so they can be accommodated appropriately. The work is displayed at exhibitions, community events and participatory workshops and events produced in collaboration with stakeholders.

The revealing is aimed at local communities, citizens groups, industrial businesses owners and workers and simultaneously at public agencies, developers, local and national policymakers. The invitation list and enthusiasm for the events is drummed up during the audit process, in which both local communities and other bodies build trust in us and are more likely to engage in capacity building.

### CAPACITY BUILDING

Capacity building takes place simultaneously with the dissemination activities which comprise revealing. Its aims are to create links between parties such as public agencies, community groups and developers; grow networks of stakeholders at all levels; build a bank of knowledge, expertise and enthusiasm amongst them in order that the goal of retaining and densifying industry through policy and design is shared between all involved.

In the UK, engagement with the planning process is through consultation, yet many do not have the time or the knowledge to participate. Capacity building includes utilising design research events, workshops and exhibitions as sites for engagement and discussion with stakeholders; making and exploring design propositions collaboratively with stakeholders; and helping people to engage in consultations. These activities are designed to highlight the significance of the topic of industry, to pique people's interest and to offer them the tools to engage in processes of urban change.

The impact of capacity building often grows from bringing together local stakeholders and public agencies responsible for the creation of urban space, enabling them to connect on neutral territory.

### PROMOTING

Promoting makes use of audit materials and design propositions developed through auditing, revealing and capacity building, as well as personal contacts which come into being as a result of network formation. It seeks to share these materials and to continually foster an emergent commitment to the retention and densification of industry at all levels from residents to government. .

Promoting is entwined with the events which form part of the revealing and capacity building strands, but extends these into more specifically targeted activities aimed at influencing stakeholder networks, especially those with power in urban space, in planning, policy and governance, both locally and city-wide. Such activities include individual and small group meetings; policy advisory and engagement via written communication in email exchanges and consultation responses; participation in expert panels; and guided walks through significant localities. Like the other stages of the methodology, promoting is collaborative and emerges from participatory action. We deliberately steer away from confrontational activism and instead work to build robust working relationships of mutual trust with the people and institutions to whom we promote the work.

# Old Kent Road

## LOCATION

Old Kent Road (OKR) Opportunity Area (OA), LB Southwark, London, UK.

## DURATION

2015 - present.

## PARTNERS

Action OKR, Just Space, Livesey Exchange, London Borough of Southwark, Southwark Planning Network, Southwark Law Centre, Peckham Weeklies, Vital OKR, what:if Architects.

## AIMS

Impact planning process and urban change in Southwark around the OKR opportunity area; reveal the nature of the local industrial economy and to empower stakeholders to participate in urban change.

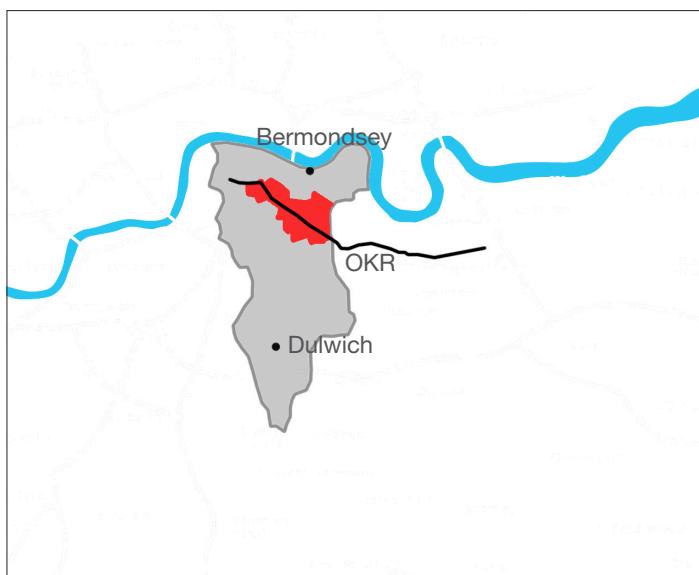


Figure 11. Map of LB Southwark with OKR Opportunity Area shown in red. Image: J. Clossick.

## AUDITING

- 2015/16 and 2016/17 OKR Audits.
- 2015/16 and 2016/17 OKR Business Interviews.
- 2018 'OKR Manufacturers' catalogue and photographic broadsheet.

## REVEALING

- Clossick, J. (2021 - forthcoming) *A Place for Participation on the Old Kent Road in Generosity in Architecture* ed. McVicar, M. (Routledge).
- 29/1/2016 Mardyke House exhibition of audit findings.
- 28/6/2016 Asylum Chapel exhibition (London Festival of Architecture).
- 23/6/17 Livesey Exchange Exhibition (London Festival of Architecture).

## CAPACITY-BUILDING

- 25/4/2017 Vital OKR business



Figure 12. Kaymet Yard, factory near OKR (2019). Image: J. Clossick.

- association launched to give voice to the OKR industrial economy.
- 22/1/2019 Urban Room OKR campaign launched, £57,047 raised (work halted due to covid).
  - *Three participatory design workshops.* 4/9/2017: Joost Bunderman (Architecture 00 and team) with VitalOKR, Cities students, Jane and Mark. 16-18/6/18: LFA Planning Action OKR Workshop 1. 8-9/6/19: LFA Planning Action OKR Workshop 2.
- PROMOTING**
- *Three meetings with Southwark councillors/officers about OKR industrial economy and accommodation.* 1/12/16: Cllr Mark Williams (Member for Regeneration and Planning) and Tim Cutts (Senior Regeneration Manager Old Kent Road); 29/3/19: Cllr Kieron Williams (Cabinet Member for Business and Skills); 24/6/19: Cllr Stephanie Cryan (new Cabinet Member for Business and Skills).
  - *Two presentations about OKR industrial economy at LB Southwark-organised events.* 21/5/15: community consultation meeting. 12/3/18: business engagement event.
  - *Four policy and planning process/advisory participation with LB Southwark.* 15/12/17: on panel at New Southwark Plan launch event at NLA. 28/7/18: Representations from VitalOKR on the draft Old Kent Road AAP. 18/11/18: visits to OKR industries with Southwark councillors. 27/8/19: evidence to Burgess Business Park planning appeal inquiry. 27/3/19: question to Cllr Johnson Situ (Member for Planning & Regeneration) Southwark Council Assembly meeting.
  - *Four meetings with GLA officers and London Assembly politicians.* 9/6/2016: Tina Jadav (GLA Regeneration). 30/9/16: Caroline Russel AM (London Assembly, Green Party). 27/10/17: Paul Harper (GLA Regeneration) and Lyndon Fothergill (GLA Principal Strategic Planner).
  - *Three talks to community groups:* 24/6/17: Peckham Weeklies at Livesey Exchange. 13/11/17: Peckham and Nunhead Community Council. 13/4/19: OKR Industry, public walking tour.
  - *Four meetings/talks/walks with urban design professionals and NGOs:* 14/7/16: New London Architecture 'on location' event with developers/planners, Ledbury Estate. 24/8/17: Joost Bunderman (Architecture 00) and consultant team appointed to review OKR economy and future demand. 9/10/17: Future of London visit to OKR. 8/3/19: Met Amy Till (NLA).
  - 26/7/18 Vital OKR representations on draft Old Kent Road Area Action Plan submitted to Southwark Council.

# INTERVIEWS

## OLD KENT ROAD

CASS CITIES 2015-16

# Old Kent Road Manufactures

A celebratory booklet with photographs by Carmel King, featuring **Kaymet**, **London Stone Carving**, **Small Beer Brew Co**, **Studio Makecreate**, **Weber Industries**, and also mentioning **100 other makers** and menders who are threatened with expulsion.

Produced for the Open House London weekend, 22-23 September 2018, when five Old Kent Road manufacturers opened their doors to the public.



**Livesey Exchange: open day**  
**Sat. 16<sup>th</sup> September 2017**  
Hands-on workshops, OKR exhibition, guided industry walk

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**Hands-on workshops:** 11am-6pm  
Try out metalwork, screen printing, leather work

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**'this is not nothing' exhibition:** 11:00am-6:00pm  
OKR industries: mappings, model, objects, photography

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**Guided industry walk:** 2pm - 3:30pm  
Look behind closed doors of local manufacturers

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**Feminist Library:** get a flavour of the collection and test out their new space

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Address: **Livesey Exchange**, Ledbury Estate, Bird in Bush Road, **SE15 1NF**  
[www.liveseyexchange.com](http://www.liveseyexchange.com)



Figure 13 &14. AAD Cities Interviews (2016), OKR Manufacturers tabloid (2018). Images: AAD Cities, M. Brearley, J. Clossick, A. Cheltsov and C. King.

# Old Kent Road High Street Workshop 8 + 9 June 2019

Sat and Sun  
8-9 June 2019

11am-5pm

231 Old Kent Road  
London SE1 5LU

Just walk in!

For more info visit  
[actionokr.com](http://actionokr.com)

The Old Kent Road is currently the subject of huge redevelopment plans. What do you think your high street should be like? How can we ensure a diverse and thriving future? What should we urge Southwark Council to do?

Drop in to our free workshop for model making, discussion, fact and idea gathering, guided walks and more.

Volunteer architects, planners and academics will be on hand over the weekend to help the discussion, working with local residents and businesses to sketch out a people's plan for a better Old Kent Road high street.

The outcome of the workshop will be brought together, and will be presented to Southwark Council and developers, advocating a fuller response to the needs and ambitions of local people, both now and in the future.



Figure 15 & 16. Livesey Exchange open day, Open House Weekend (2017); Planning Action OKR Workshop, LFA (2019). Images: Livesey Exchange.



Figure 17. Exhibition of OKR research at Asylum Chapel (2016). Image: M. Brearley.



Figure 18. Livesey Exchange open day with OKR research on display, Open House Weekend (2017). Image: A. Christie.

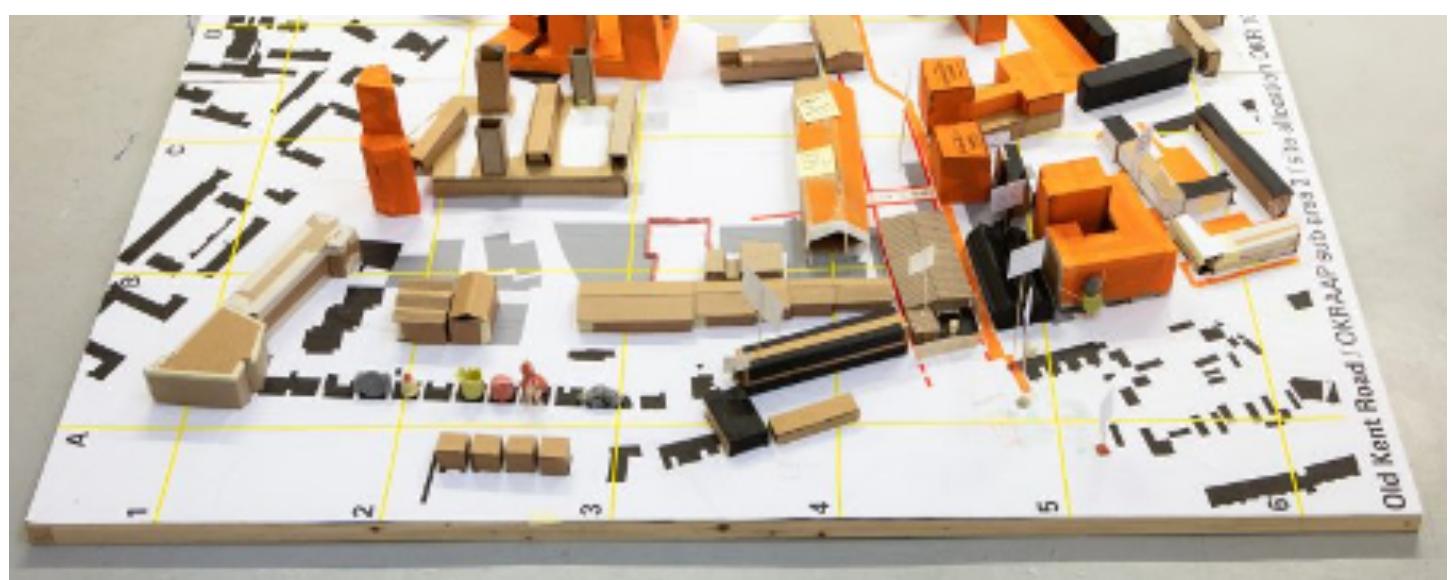
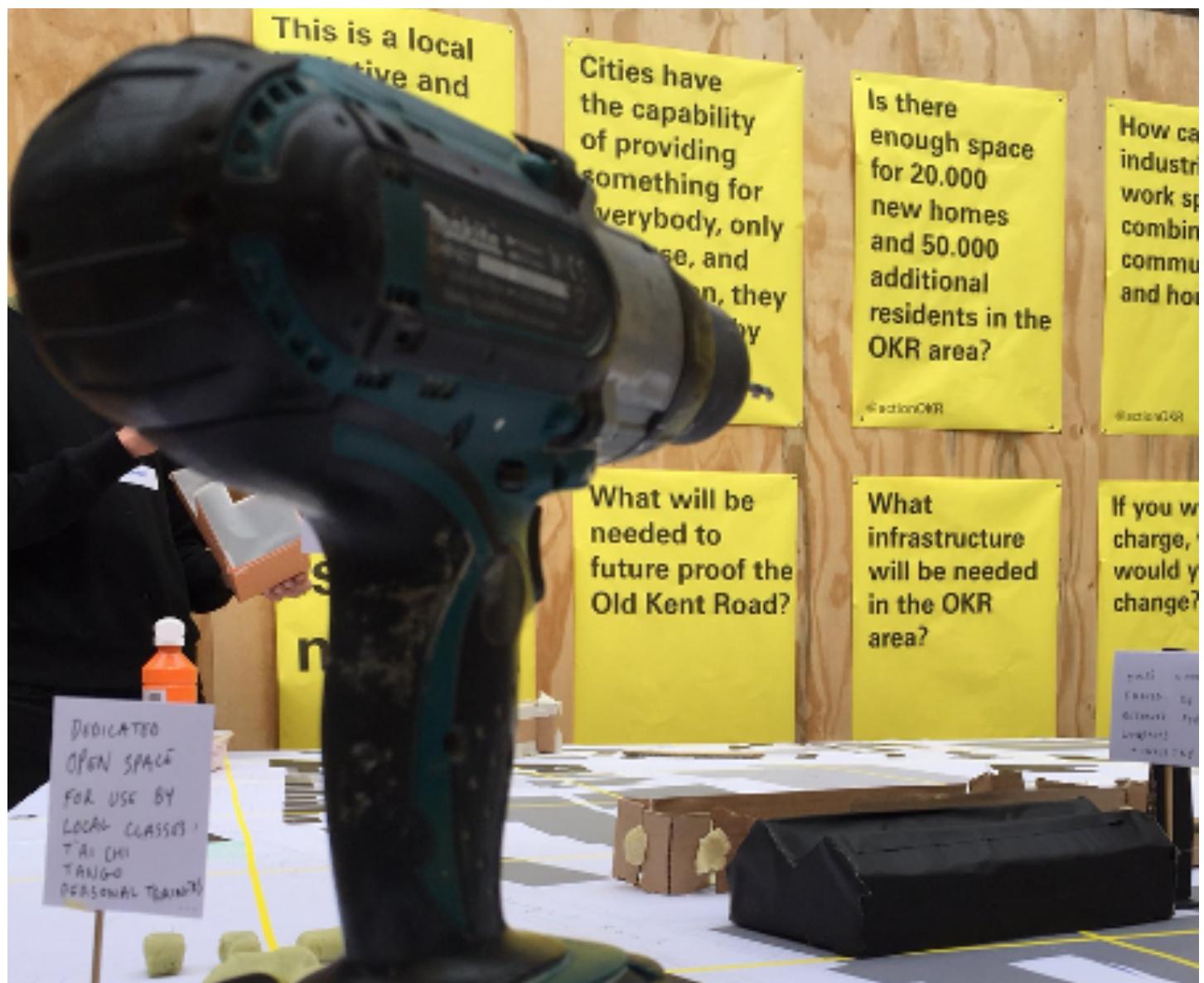


Figure 19 - 20. Planning Action OKR participatory design workshop, Action OKR and AAD Cities (2018). Images: J. Clossick.



Figure 21 - 22. Planning Action OKR  
participatory design workshop, Action OKR  
and AAD Cities (2018). Images: J. Clossick.

# Southwark

## LOCATION

London Borough of Southwark, London, UK.

## DURATION

2017 - present.

## PARTNERS

Avison Young, CASA (UCL), Greater London Authority, Hatch Regeneris, London Borough of Southwark, Segro, Southwark Planning Network, Vital OKR, We Made That.

## AIMS

To produce evidence base about industrial uses in the whole borough of Southwark, in order to participate in the Enquiry into the New Southwark Plan. To empower stakeholders to participate in NSP consultations and to build networks between communities and policymakers.

## AUDITING

- Two meetings with We Made That to collaborate on audit methodology 7/3/19 and 17/4/19.
- Three meetings with LB Southwark to collaborate on data sharing 3/4/2019, 12/4/2019, 28/10/2019.
- Southwark Industrial Audit 2019, a full audit of industrial premises in the borough in collaboration with LB Southwark and We Made That.

## CAPACITY-BUILDING

- 14/4/2018: Shaping Southwark Community Hustings on Planning and Regeneration (Figs. 23 and 25).
- 7/10/2020: Southwark Planning Network Workshop on industrial land, workspace, high streets, employment.
- 14/9/19: Audit steering group and stakeholder network meeting, project

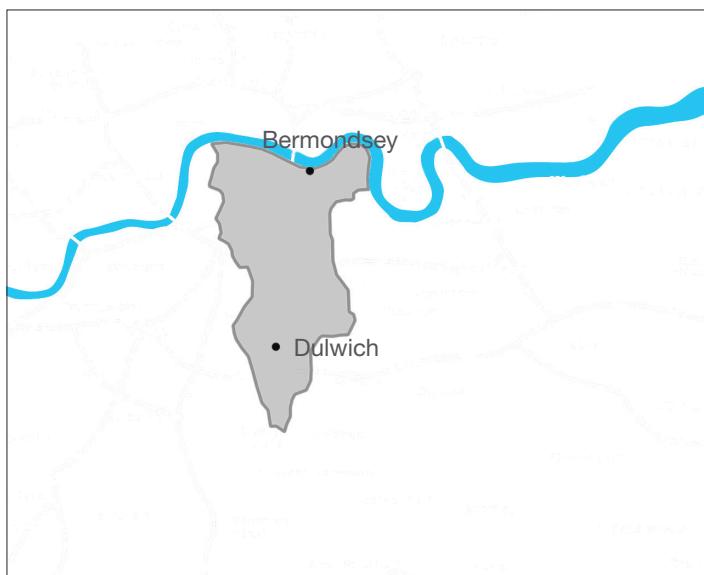


Figure 23. Map of LB Southwark. Image: J. Clossick.



Figure 24. London Borough of Southwark. Image: M. Brearley.

launch.

- *Four meetings with potential funders and stakeholders/impact agents.*  
19/4/19: Hatch Regeneris. 24/5/19: Avison Young. 29/6/19: Karacusevic Carson. 6/9/19: Savills. 3/10/19: Colouring London project launch, planned collaborators (CASA).

#### PROMOTING

- *Two meetings with GLA officers to discuss audit impact on policy-makers.*  
5/4/19: Paul Harper (South London Area Manager Regeneration GLA).  
5/11/20: Alex Marsh and Tina Jadav (GLA Regeneration).
- *Two presentations to LB Southwark officers/politicians.* 29/11/17: Vital OKR community representations at Southwark Council Assembly. 5/12/18: Southwark Council Meet Your Councillors business event.
- *Questions put to LB Southwark politicians on industry and the local economy.* 8/11/17: to the Leader of the Council at Leader's Question Time.  
14/4/18: to election candidates at Shaping Southwark Hustings event, Christ Church Peckham. 24/4/18: to political party leaders at Southwark Leaders' Hustings event, Southwark Cathedral.
- 15/12/17: Mark on panel at launch of New Southwark Plan at New London Architecture, Building Centre (Fig. 24).

- 16/12/17: Meeting with Cllr Johnson Situ (Cabinet Member for Planning and Regeneration) at Kaymet, to discuss planning policy and the industrial economy.
- 9/5/18: Letter from Southwark Law Centre on behalf of Vital OKR.
- 13-15/6/18: Visit to intensified industrial accommodation in Munich with Southwark and Greater London Authority officers.
- *Three representations on the New Southwark Plan.* 27/2/17: Vital OKR representations on the New Southwark Plan Proposed Submission Draft.  
21/5/19: representations on NSP Proposed Submission Version with amendments.

#### NEXT STEPS

- 27/1/21: representations on the Examination in Public of NSP.

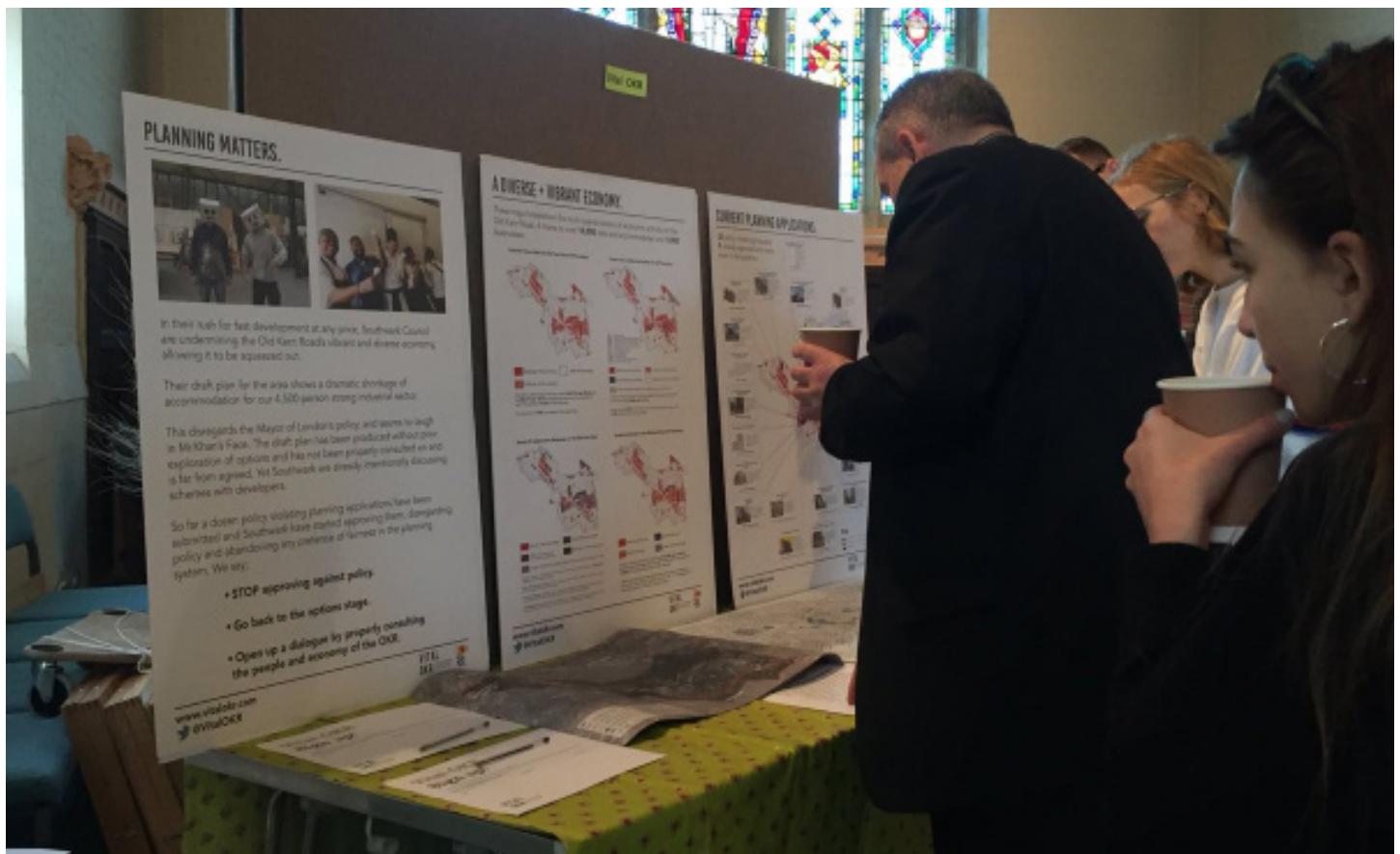


Figure 25. Exhibition of research at Shaping Southwark Hustings, with Southwark Planning Network (2019). Image: J. Clossick.



Figure 26. Mark on panel at launch of Draft New Southwark Plan, OKR Breakfast Talk at NLA (2017). Image: J. Clossick.



Figure 27. Panel of representatives from the major parties at Shaping Southwark Hustings focussed on Planning/Regeneration,

collaboration with Southwark Planning Network (2019). Image: J. Clossick.

# Upper Lea Valley

## LOCATION

Upper Lea Valley, Boroughs of Haringey and Walthamstow, London, UK.

## DURATION

2013 - 20.

## PARTNERS

Building BloQs, Just Space, LB Haringey, Greater London Authority, Our Tottenham, Tottenham Business Group, Tottenham Trader's Partnership, Wards Corner Community Coalition.

## AIMS

Explore how audit findings can be communicated to best effect, most persuasively, the most effective graphics and to establish what type of events serve to build the relevant stakeholder and policy-maker networks. To test

how the methodology operates to form networks between key stakeholders; to develop actions to empower stakeholders and disenfranchised business owners to participate in processes of urban change.

## AUDITING

- 2013/14 Waltham Forest audit.
- 2013/14 Waltham Forest Business Interviews.
- 2014 Tottenham High Road Report.
- 2014/15 Upper Lea Valley audit (Fig. 28).
- 2014/15 Upper Lea Valley Business Interviews (Fig. 32).

## REVEALING

- 13/6/2015: Exhibition of audit at 'Where London Works' BuildingBloQs, London Festival of Architecture (Figs. 29, 30 & 33).



Figure 28. Map of Upper Lea Valley LBs Haringey and Waltham Forest. Image: J. Clossick



Figure 29. The Peacock Estate. Image: S. Furner.

- 17/6/2015: Tottenham Supercrit, collaborated with Jamie Dean (North East Area Regeneration Manager GLA) and Haringey Council in organising and presenting audit findings.

#### CAPACITY-BUILDING

- 2013-17: participation in Our Tottenham Local Economy Working Group
- 2014/2015: organising Our Tottenham Community Conferences (Fig. 31).

#### PROMOTING

- 28/3/14: session on Tottenham High Road at 'Tottenham Takeover' at the V&A alongside Prof Tony Travers (LSE) and Alan Strickland (Cabinet Member for Regeneration Haringey Council)
- 3/9/14: Presentation at Waltham Forest Council Growth Scrutiny Committee.
- 8/3/2016: round table event about industry in the Upper Lea Valley, organised by consortium of London, Herefordshire and Essex local authorities.
- *Two talks about industrial accommodation in Upper Lea Valley.* 15/4/15: talk at opening of 'Where London Works'. 2/6/15: talk at opening of exhibition of Lucy Rogers' drawings of Tottenham industrial businesses (text disseminated amongst groups campaigning on planning matters).
- 27/3/15: responses to Haringey's Local

Plan Consultation, highlighting lack of compliance with NPPF objectives.

- *Two meetings with council officers about audit data-sharing.* 5/3/15: Dan Hawthorne, (Head of Regeneration at Haringey Council) . 8/6/15: Vicky Clark (Haringey Economy Team Leader).
- *Two presentations about industrial economy at LB Southwark-organised events.* 26/3/2015: Regenerating Tottenham event. 11/3/20: Haringey Council scrutiny committee about Peacock Industrial Estate.
- 9/3/2020 Federation of Small Business lunch meeting on industrial accommodation crisis, with businesses from the Peacock Industrial Estate, Tottenham.

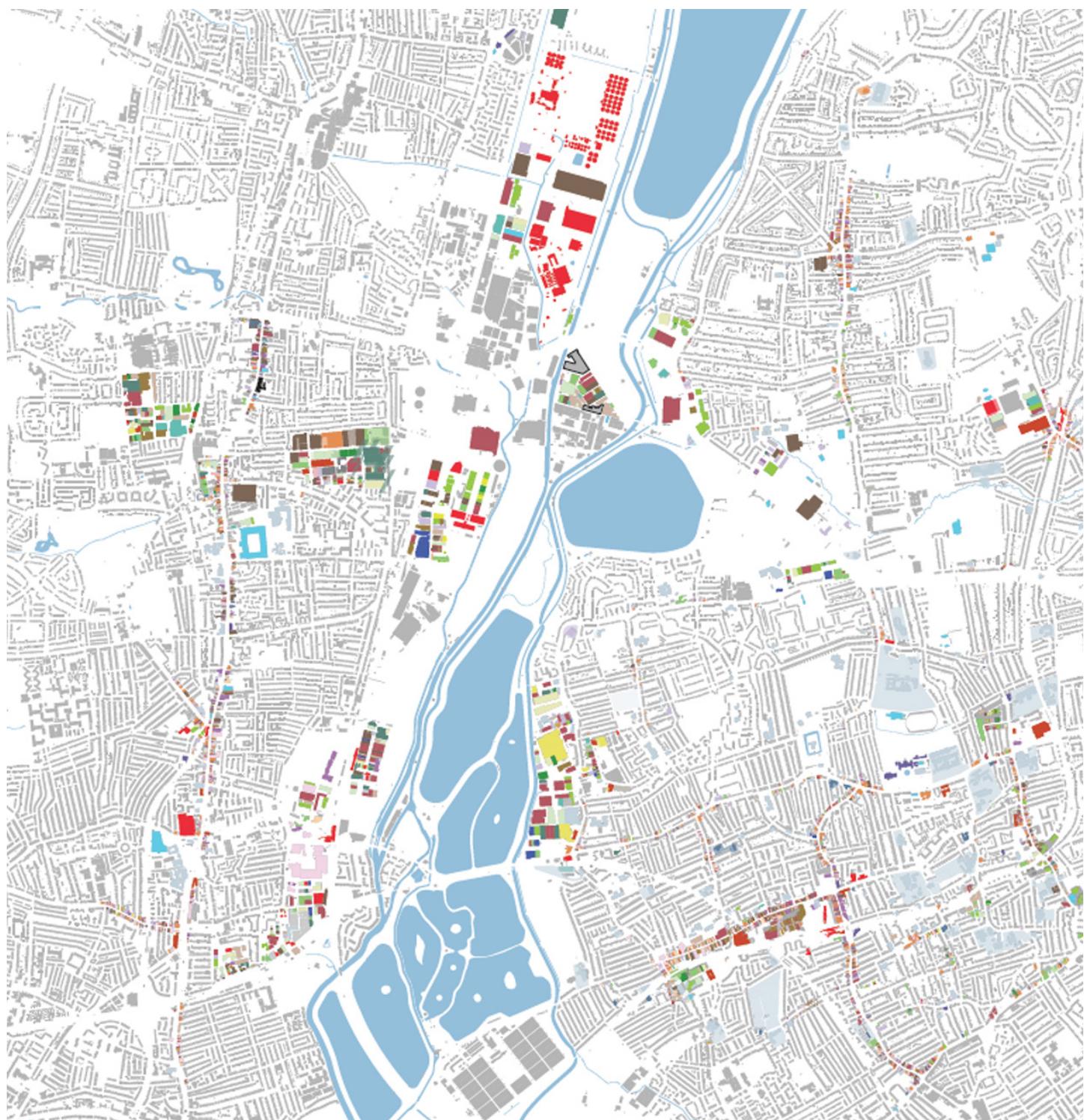


Figure 30. Audit map of findings from Upper Lea Valley Audit (2014-15). Image: AAD, M. Brearley, J. Clossick, and L. Kinnier.



Figure 31 & 32. Exhibition of audit at 'Where London Works' BuildingBloQs, LFA (2015).  
Images: M. Brearley.



Figure 33. Our Tottenham Community Conference (2014). Image: Our Tottenham.  
Figure 34. Upper Lea Valley interviews.  
Image: AAD Cities, M. Brearley, J. Clossick.

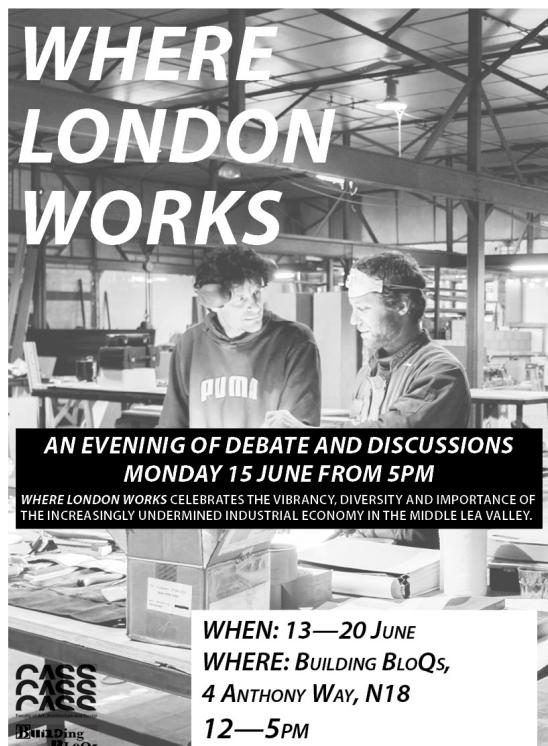


Figure 35. Poster for exhibition at BuildingBloQs LFA (2015). Image: AAD Cities, M. Brearley.



Figure 36. Tottenham Takeover at the V&A,  
Future of the High Road discussion chaired  
by Jane (2014).

Image: <https://www.flickr.com/photos/friday-late/13507004383>.

# London

LOCATION	
London, UK.	
DURATION	
2013 - present.	

## AIMS

As above, but to expand impact London-wide.

## REVEALING

- 12/10/16 NLA WRK / LDN exhibition including interview with MB and contributions of content about manufacturing in London.
- 2015 onwards @madeinlondon.uk Instagram account and catalogue of London manufacturers (Figs. 37-39).
- Brearley, M. (2015) The Myth of the Dying High Street in Architectural Review 4/3/2015

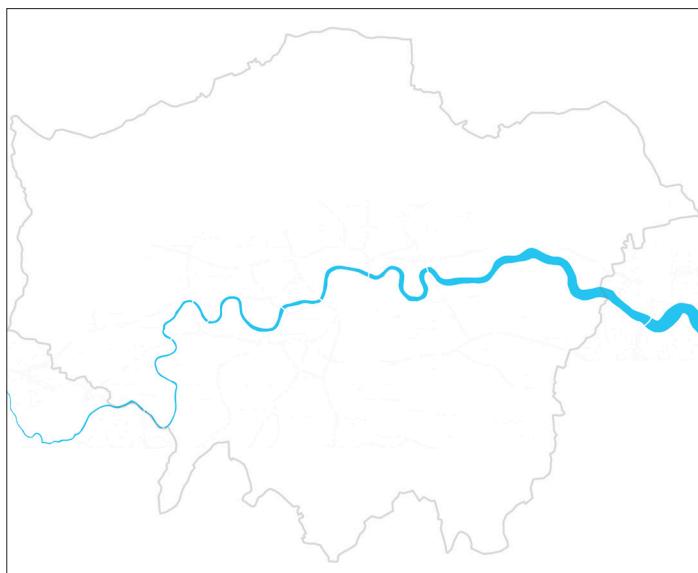


Figure 37. Map of London, (2020). Image: J. Clossick; Cities of Making.

## CAPACITY-BUILDING

- *Participation in five GLA/London governance events with knowledge of industry and industrial accommodation policy.* 2/11/16: GLA Accommodating Growth workshop. 23/11/16: GLA Economy event relating to London Plan preparation. 15/5/17: round table ‘Workspace economies and the geography of London’s diverse economies’, organised by Just Space. 19-20/3/19: evidence to the London Plan Enquiry. 7/9/17: evidence at the GLA Planning Scrutiny Committee session.
- *Seven engagements with London Boroughs and developers for policy advisory.* 5/5/15: visit to Harrow with Tobi Goevert (Harrow Council). 9/12/16: visit to Kodak factory with Harrow councillors. 12/2/2016: Jeremy



Figure 38. Aerial view of London by Cities of Making (2020). Image: Cities of Making.

Grint from Barking & Dagenham Council (Director of Planning & Regeneration). 4/4/17: presentation to Barking & Dagenham Council Head of Strategy. 5/3/20: Thomas Sevcik and Knight Dragon team on multi-storey industrial scheme for North Greenwich.

#### PROMOTING

- *14 meetings with GLA officers and London Assembly members on industrial economy, strategy, policy, accommodation and land supply, industrial intensification projects.*  
15/1/14: Levent Kerimol (Principal Regeneration Officer). 9/4/15: Nicky Gavron (AM, Labour) and Alex Csicsek (Senior Planner LB Bexley) on London Plan policy. 9/4/15: James Parkinson (Senior Programme Manager Regeneration & Economic Development) on industry in Brentford/Hounslow. 24/4/15: Paul Harper (South London Area Manager Regeneration) and Tina Jadav (GLA Regeneration) on Old Kent Road. 13/5/15: Levent Kerimol, Sarah Considine and Richa Mukhia (GLA Regeneration). 28/5/15: a walk around OKR with Jenny Jones AM (Green party leader at GLA) and Tom Chance (London Assembly support). 10/9/15: Levent Kerimol and Maria Diaz (Economic Business Policy). 18/4/16: Just Space and Vital OKR meet GLA Economics
- Team. 12/1/17: Amit Khandelwal (GLA Economics). 17/3/17: Levent Kerimol. 23/8/17: Nicky Gavron AM (Chair of London Assembly Planning Committee) and Paul Watling (Scrutiny Manager GLA) to prepare for London Assembly Planning Committee scrutiny session. 18/5/17: Maria Diaz on manufacturing in London. 23/10/17: Levent Kerimol. 20/12/18: Sarah Birt (GLA Housing and Land).
- *26 meetings for advocacy and knowledge exchange with private sector stakeholders and NGOs including:* 5th Studio, A Models, Camley Street Neighbourhood Forum, Capital Industrial, Central Research Lab (Hayes), EEF (now Make UK), Federation of Small Businesses, Fuller's Brewery, Institute of Making, Make UK, Open City, Peter Brett Associates, Public Practice, Segro, Society of London Manufacturers, We Made That. Dates and details available upon request.
- 2/3/18: Representations on Draft New London Plan on behalf of Vital OKR.
- 13/3/19: Collaboration with Just Space evidence at the London Plan EIP.
- *10 collaborative events/meetings with other academic institutions.* UCL (Jess Ferm and Michael Edwards), Just Space, Royal College of Art (James Tooze and Liz Corbin). Dates and details available upon request.

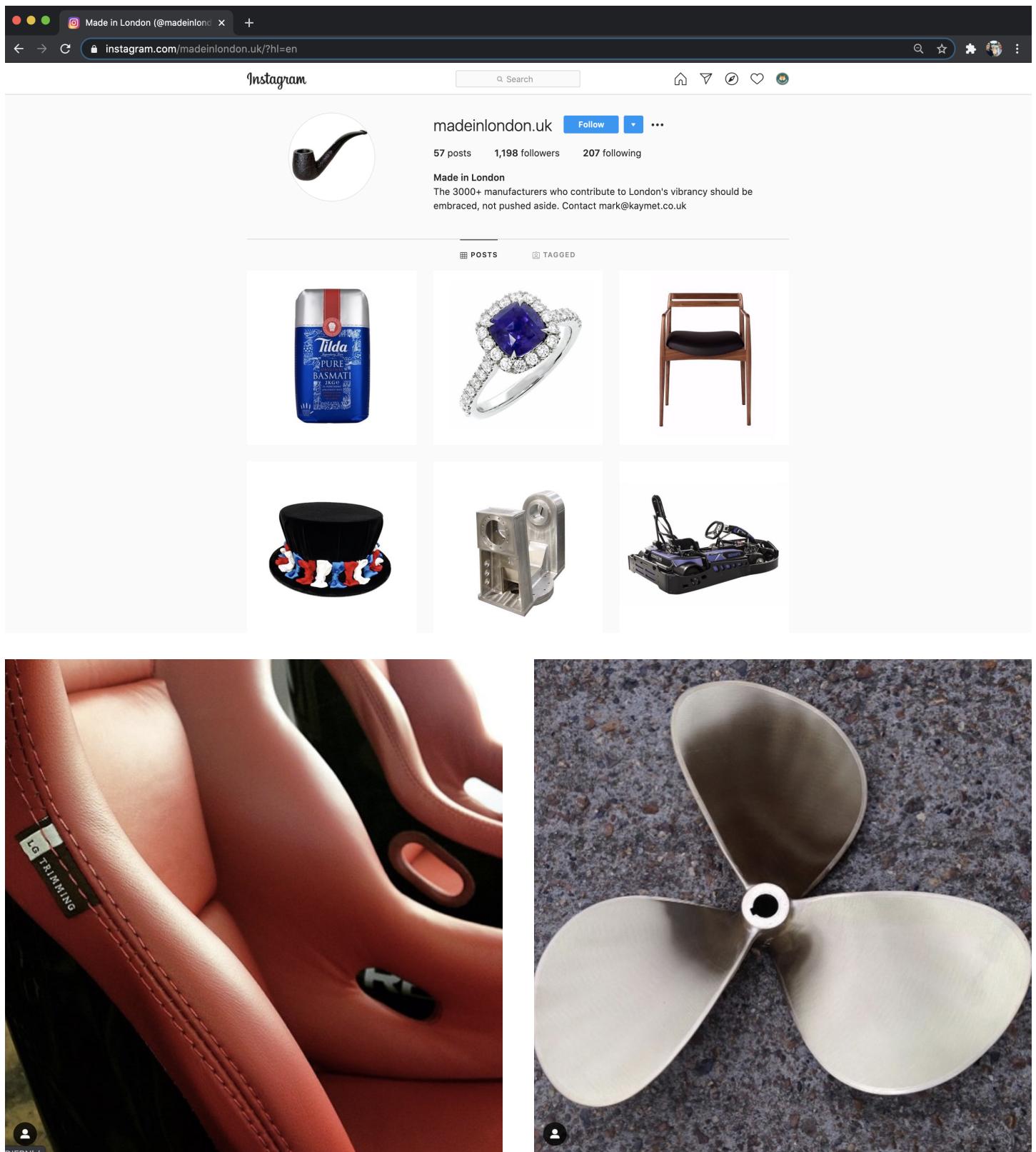


Figure 39 - 41. Made in London Instagram account December 2020, 57 posts, 1,187 followers. Images: M. Bearly.



Figure 42. Jane presenting 'London's Golden Egg is Industry' at Urban Design London. Image: J. Clossick.

Figure 43 & 44. Mark on panel of London Assembly Planning committee on Industrial Land in London (2017). Image: J. Clossick.

## Research insights

The activities outlined in this portfolio suggest that the Audit, Reveal and Promote Methodology led to a number of research insights which respond to the research questions. This section highlights five main research insights that have emerged from the Cities action research activities in the Lea Valley, Tottenham, Old Kent Road, Southwark and London. The insights concern how London's local industrial economies can best be revealed, so policymakers and other stakeholders can appreciate their civic, social and economic value; how best to persuade stakeholders at all levels of power to engage with urban change; discovering which actions contribute to the emergence of new networks that represent the interests of all; and what actions influence decision-making by those in power.

The first insight is about key findings from audits. There is a deep, diverse and interconnected metabolism of uses in London's industrial land. The discussion draws on the idea that mapping is a political and activist undertaking, and that the division of categories influences how the economy is represented and therefore how the city is understood.

The second set of insights are how best to find out what is there, particularly revolving around the role of face to

face contact, facilitated by door to door surveys. The discussion is practical, concerning the best methods we have found to undertake audits.

The third insight concerns how and where to display the findings of the audit, and in what contexts, in a manner which is persuasive. The discussion explores the tendency to undervalue local industrial economies, and how the audit can reveal alternative ways to value what is there.

The fourth insight revolves around the way in which disenfranchised and marginalised urban actors can be empowered to engage in the planning system, and how the *Audit, Reveal and Promote* process can act as a catalyst for building social equity through new community-based networks, and in turn, institutions, which serve to produce a deeper, more ethical democratic process around planning.

The final insight concerns what type of engagement influences those in power to make decisions which respond to the needs of marginalised groups in areas with a high proportion of industrial use, and how to persuade policymakers to change policy to protect industrial economies. Establishing a position of influence and power ourselves is significant to achieving our goals.



Figure 45. AAD Cities display in the window of The Gallery, Central House, Whitechapel Road (2014). Image: M. Brearley.

## Audit findings

The first insights concern the findings of the audits. There is a diverse range of uses in land and accommodation designated as industrial which include repair, manufacturing, logistics, artisans, construction-related and just in time services which are required adjacent to the city centre. These uses are interdependent and support major central London activities, findings which replicate the work of others (e.g. Ferm and Jones 2017, Gort Scott 2013, GLA 2016, Cities of Making 2020). The UK's industrial base contributes four times more to gross added value than its financial core (Lawlor et al., 2009), and the areas we have audited show the type of accommodation significant to this economy.

A significant finding was that OS maps are incorrect, which has consequences for achieving no net loss of industrial floorspace capacity. In the case of railway arches, the space is missing from the OS maps because it falls beneath railway lines - in Southwark that's a significant proportion of the available industrial floorspace. Consequently, that space was missed from figures in GLA documents e.g. London's Industrial Supply (2015), London's Industrial Demand (2017), has affected projections as well as the borough's capacity to achieve no net loss - without

baseline figures then net loss cannot be accurately calculated. Furthermore, existing systems of categorisation e.g. Strategic Industrial Classifications (SIC) are not fit for purpose for understanding the nuanced local industrial economies (Ferm and Jones 2017). Mapping is inherently political (Monmonier 2018) and SIC divides businesses according to their primary product, yet many produce multiple, enabling the map-maker to adjust how the economy is represented. Much is facilitated by the work of businesses working closely together in industrial areas (e.g. West End theatre production supported by scene painting in the OKR) is a product of multiple linked firms which fall into different SIC codes, but their links become invisible. We have proposed our own categorisation based on logical groupings of industrial businesses, making the case for retention and densification of industrial accommodation.

There have been calls for an 'Industrial Renaissance' (European Commission, 2014) and "re-industrialisation initiatives such as the Circular Economy Package" (Cities of Making 2020). Such industrialised localities, embedded in city fabric, already exist in London and the key challenge is how to nurture them in the face of pressures on land and the vagaries of the planning system.



Figure 46. Model prepared for the Livesey Exchange exhibition of Old Kent Road audit findings (2016). Image: J. Clossick.

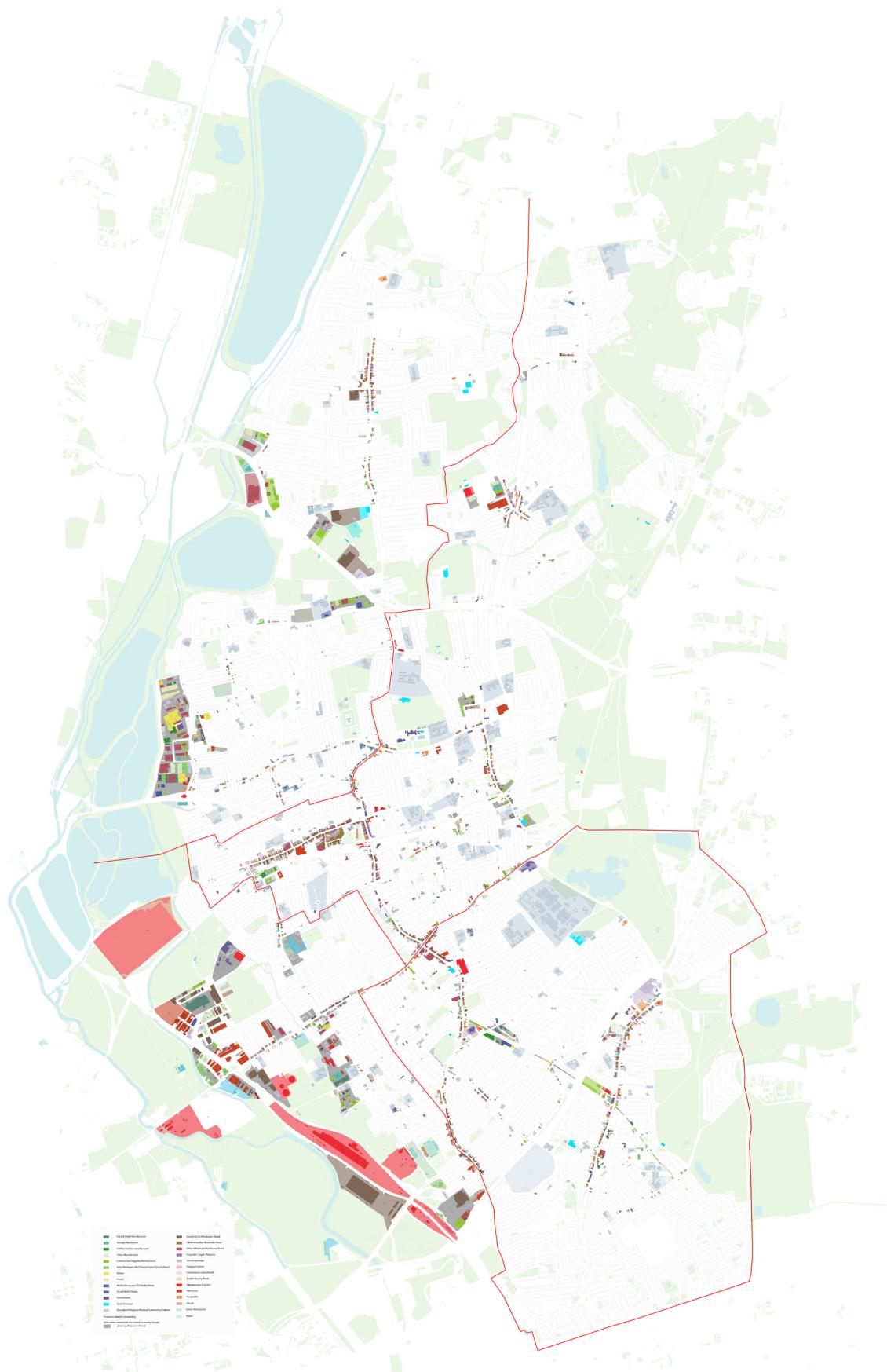


Figure 47. Walthamstow audit map (2014).  
Image: AAD Cities, M. Brarley, and L. Kinnier.

## Speedy Shoe Repairs & Locksmiths 75 Fore Street

Sandwiched between a letting agent and a chip shop is Speedy Shoe Repairs & Locksmiths, at 75 Fore Street. It is an independent business, run by a Turkish man and his apprentice, which has been in business for over 40 years. There is the whirring of a polishing machine and bell cords as the door opens, and the sound of customers shouting: "Can you see any scratches in these?"

Although born in London, the selection of languages spoken in the shop is extensive: Arabic, Farsi, Turkish and Somali. Most of them are by no means fluent in English. It makes for an interesting conversation with the local community. With this, the conversation turns to the development of the area and the changes it brings. I ask if there is any particular shop in the area that he thinks: "Not really, business around here is safe." The boss in fact can see positives to the recent demolition: "This building is 50 years old and it's all fallen down at any time, so it's good to knock it down. As long as we can stay in the area where we've built a community."

The apprentice has a slightly sadder view of the change in the area: "The gentrification of people that have been here 30-60 years"; the plans for the area are affecting him personally: "I live in Steller House [a local authority block less than five minutes walk away], they're knocking

it down." When asked about the process he explains: "They delivered a letter saying we had to leave, you know, like a notice of termination of lease or something like that." Fortunately his family will be helped to find new accommodation: "My Nan bought the flat and lived there, so she'll be staying there. We'll be staying there until we need to vacate the block, although he worries that finding somewhere new near by will be difficult. Saying there's a lot of change around here, Tottenham will get expensive."

<b>Employees on site</b>	2
<b>Unit size sq m</b>	60
<b>Years in this location</b>	50

**"Sometimes it's good to knock it down.  
As long as we can stay in the area where  
we've built a community."**



## H Glickman Ltd

704 High Road

"One shop opened as an ironmongers in 1880, or thereabouts. It changed ownership to the Glickman family in 1932. Mr Glickman junior's still alive, he's 89. I came to work for him in 1962 and he's still here. He's been here ever since. We're quite well known in the area, but the area's changed so much. All of the manufacturing industry has gone and now it's so much more diverse, shops like ours are dying out."

"I was born and bred in Tottenham and I've never left. Everyone around here knows me. I'm involved with the local tradesmen, the local church, the local school, the warden at St Paul's church on Park Lane in Tottenham. I've lived in this parish all my life. There were factories galore here, from the early 1900s up to the mid 1950s and 60s; there were more jobs then people."

"Nobody would want this place once we've done here. Unfortunately the high street's been decimated in recent years. People come here as a last resort, we can't survive like that. We've got a few regulars, but we're not the one wholesale in London and that's Park Royal, most of them are further afield. We had three wholesalers in Edmonton in the 60s and 70s, they all closed down now."

"Once we retire I imagine this place will turn into a chicken and chips, nail salon, I'm not sure. Even a betting shop. I just opened our regular trade magazine and I've just learnt that the new Tesco supermarket is going to open in the area. That's the last straw."

"The area where they've just built the big new Sainsburys, all the land behind it was all industrial estate. When they demolished it, I lost 30% of my turnover. All the factories moved to the north of the country, and they really often each spend about £20 a week here, about 100 customers. All industrial, all my customers."

Derek Lewis, H Glickman Ltd

<b>Employees on site</b>	2
<b>Unit size sq m</b>	140
<b>Years in this location</b>	82

**"There were factories galore here, no such thing as unemployment; there were more jobs than there were people."**



## LHT Logistics Ltd

15-16 Hickman Avenue

LHT is a family run business that was established in 1980. Although LHT has a wide reach, core delivery is primarily from North, East & West London to the rest of the UK and Europe through its distribution under the name Freightnet Distribution Limited.

In 1999 the focus shifted away from pallet to pallet delivery, which require larger infrastructure arrangements. With these pallet distribution capabilities growing, LHT joined the Pallet Distribution Network in 2005, expanding their reach.

They moved to the current premises on Highams Park Industrial Estate in 2008 to accommodate growing demand for services. LHT pride themselves on close relationships with its customers, through these relations they were able to identify services that could be added, as a result warehouse storage was included.

Even with major change to the surrounding estate, LHT continue to see a future in occupying the site, so much so that they expanded in 2013 into the neighbouring warehouse.

Clint Joseph, Warehouse Manager

<b>Employees on site</b>	12
<b>Unit size sq m</b>	650
<b>Years in this location</b>	6



**"Our customers are important to us, so we listen to them"**

## F & J Arpino Ltd

37-39 West Road

F & J Arpino Ltd is a wholesaler of toiletries and household products. They've been situated on the Brantwood Road for over 20 years.

With most of the 40 employees on site in the warehouse unit, it is always busy with lorries coming and going. There is a yard area with a yard office to receive and alterations to increase storage capacity. There is only limited shared staff and visitor parking to the rear of the building.

With the lack of yard the lorries arriving daily are forced to park on the street and unload from there. Although situated just off the main Brantwood Rd there are always a large number of heavy goods vehicles coming and going.

Along West Road opposite F & J Arpino Ltd, there are 3 large bakeries and a soft drink manufacturer in the estate. At times the road is extremely overcrowded with lorries unloading and manoeuvring at all times of the day. The whole area is a mix of industrial units and residential, so communication between the companies and units is limited, so drivers communicate with the warehouse to find out if there is enough space to drop off lorries. In some cases they need to pull up outside of the area and wait for the roads to clear.

<b>Employees on site</b>	40
<b>Unit size sq m</b>	5500
<b>Years in this location</b>	21



**"Traffic is always a problem here. Not having a yard means taking deliveries on the street."**

Figure 48. Pages from Upper Lea Valley audit interview book (2014-15). Image: AAD Cities, M. Brearley, J. Clossick, and L. Kinnier.

## Audit method

The second insight to emerge from the process of auditing and promoting London's local economies is methodological and concerns how best to find out what is there, which auditing techniques are effective to access the maximum number of non-residential occupants.

To find out what is there, we have refined an effective method of auditing, which is flexible and responsive to the requirements of the political situation and the time and resources available. It has grown from the work of others including the ethnographic approach of Hall (2012) and the methods adopted by ourselves and others which emerged from Mark's work at the GLA (Clossick 2014, Gort Scott 2013, GLA 2016, Cities of Making 2020). The audit is a tool which allows a rapid depiction of the qualities of an economy in a locality, to clarify which organisations and businesses are there, and the nature of their accommodation.

The process has two stages. The first is to identify the area to be audited; prepare a digital or hard copy survey form of relevant questions and then go door to door to every non-residential property, collecting data and photographs. The second stage is a series of follow-up interviews to collect qualitative accounts and images.

Door-to-door surveying finds businesses which are flying under the radar; allows contact with those who do not respond to written communication; and identifies where multiple firms share a property or find out who is there at present where property changes hands frequently (e.g. artists' studio space).

We have used various methods of data collection from paper surveys to online surveys using EpiCollect. The best tool to gather information as well as to offer the opportunity to deepen the relationship between surveyor and surveyed, is the paper survey (Fig. 49). It allows more face to face interaction between surveyor and participant, without the interpersonal spatial blocking effect of a device.

Audits also serve as an effective foundation for qualitative research, the door to door audit is the best way to identify candidates for interview, and the door to door method allows us to build the network and to gain the trust and interest of business owners and workers, because they have met us. Vital OKR has been built up and publicised in Southwark through researchers undertaking audits (Fig. 48), meeting firms and distributing information about planning processes as they simultaneously collected information from people they met.

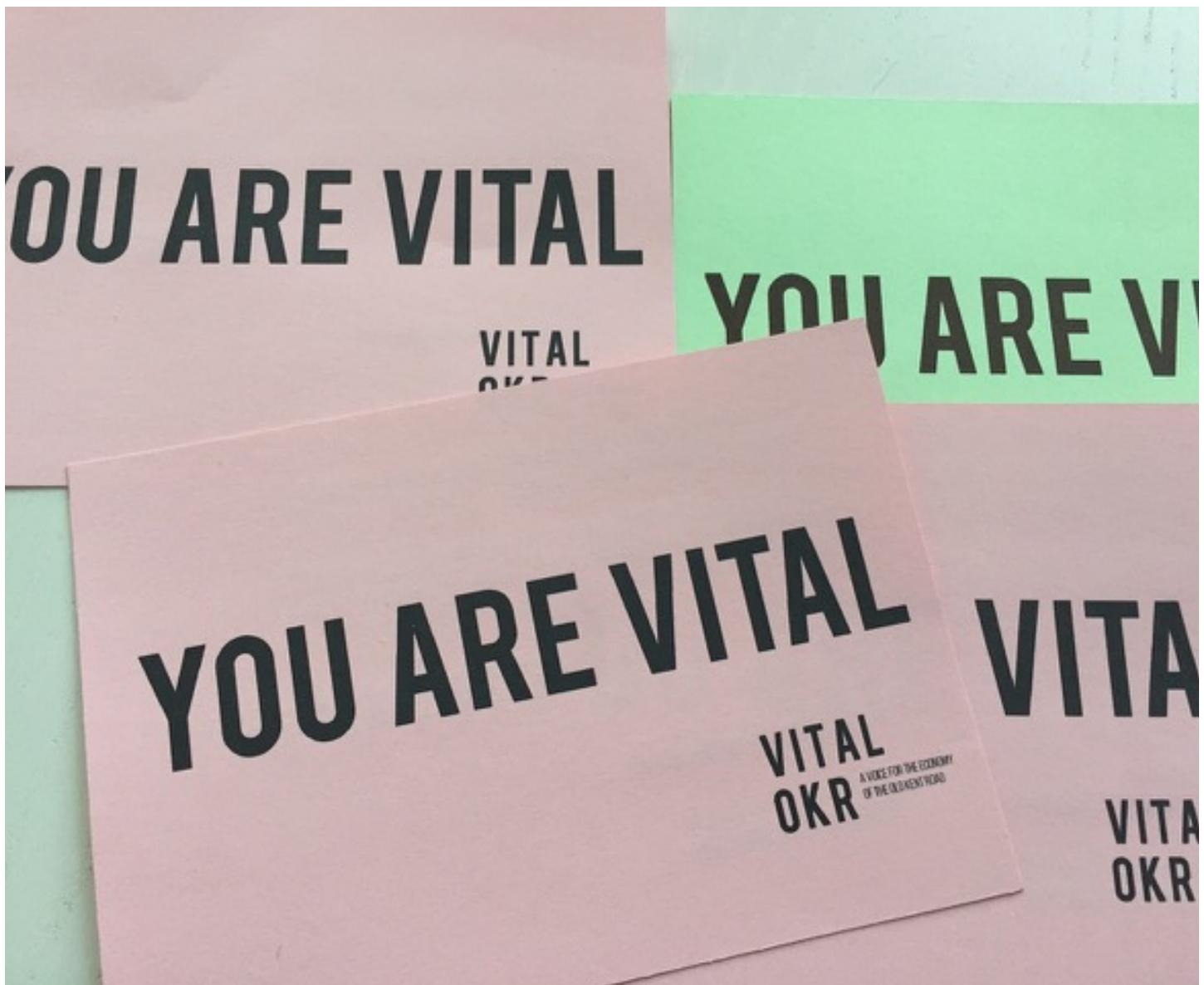


Figure 49. Leaflets about Vital OKR distributed during the audit (2015). Image: J. Clossick.

Figure 50. Kingsland High Road audit at the Streetspace Workshop, collaboration with QUB (2019). Image: S. Blunt.

## Reveal and persuade

The third insight revolves around how to reveal what is there to policymakers and other stakeholders and persuade them to appreciate the civic and social value of lower monetary value uses, such as industry. A key aspect of the methodology is sharing the information collected and graphics play a key role in making the message clear. There are two tools which are particularly useful in persuading people of the value of the industrial economy.

The first is the map or map/model, with key sectors boldly marked with bright colours. It allows people to appreciate the extent of the land coverage for a single sector e.g. construction-related activities (which might include logistics, builders merchants, scaffolders and timber yard) (Fig. 52). Such categories underline which sectors are present (e.g. printing, construction, or arts-related logistics and distribution) and reveal the interconnected nature of local industrial ecosystems which are not shown with SIC codes. As well as allowing stakeholders to understand the overall value of retaining specific sectors locally, it also allows us to visually show the multiplicity of economic uses.

The second tool is photography, showing individual, real people in their businesses, sometimes alongside short interviews

and key quotes so their imaginaries and ambitions can be seen. This humanises the question of local economy; puts an individual face and story to the situation. A document which was particularly effective here was the Old Kent Road Manufactures broadsheet (2018) (Fig. 51).

Diverse local economies in industrial areas tend to be undervalued in planning practice and discourse. Quantitative methods used by others have included calculating collective business rates of Rye Lane (Hall 2015) and measuring employment, independent businesses and the range and cost of goods (NEF, 2006). We do not have the resources to undertake the data gathering and processing required to prove the monetary value of local industrial economies. However, value may also mean non-monetary things, such as social contributions to local economies. As Ferm, Jones and Edwards argue “Particular activities might be cherished by communities, firms might contribute to local economic diversity, and more broadly underpin the human vitality that characterises local economies.” (Revealing local economies in London: methodological challenges, future directions, 2017). It is this non-monetary value which the audit map alongside the personalised interviews and stories, is so effective at revealing.



## Old Kent Road Manufactures

Stand in the giant Asda car park, just off the Old Kent Road, and nothing signals it, but in this part of London people make things. Hundreds work in factories, workshops and studios, hidden away, producing. Alongside that supermarket's giant expanse of tarmac, as it happens, is a small yard that takes you to the [Kaymet](#) tray and trolley factory. As 2017 arrived this modest stalwart of urban manufacturing began celebrating its 70<sup>th</sup> year, but as it did so [the sky was darkening](#). Southwark Council were working up a new version of their plans for the area, advocating the sweep-aside of Kaymet and most other Old Kent Road industry. It was clear that the time had come to get going a celebration of the area's vibrant economy, make people more aware, in the hope that better understanding might persuade the local authority planners to think again, might help them to understand that it is better to nurture than to annihilate, that it is not alright to disregard and destroy.

And so, in the September of their anniversary year Kaymet welcomed the public into their factory during the Open House London weekend. Hundreds came and took a tour, had a coffee and a biscuit, heard about the plight of the area's industry, the threat to several thousand jobs, the dangers of a loss of economic diversity. Spurred on by this success, by people's warm response, more Old Kent Road manufacturers have this year joined in. Photographer Carmel King was invited to make a record of what goes on, what the businesses do. Five are opening their doors this time, encouraging all to see and to enjoy, while rallying support for their David versus Goliath struggle. This tabloid tells you a little about each of 2018's brave five, and it presents a selection of Carmel's wonderful documentary photographs. The five are a taster, a glimpse into an Old Kent Road making and mending scene that includes over 100 thriving businesses.



4

1 Purpose Powder Coatings, Verney Road. Photo by Alex Marsh.  
2 Flux Metal, Hatcham Road. Photo by Alex Marsh.  
3 Kaymet, Osсory Road. Photo by Carmel King.

Figure 51. Pages from OKR Manufactures tabloid, distributed around the Old Kent Road Opportunity Area (2018).

Image: AAD Cities, M. Brearley, A. Cheltsov, and C. King.



Figure 52. Model and research about OKR shown at London Met and Livesey Exchange (2016). Image: M. Brearley.



Figure 53. WRK/LDN Exhibition at NLA (2017)  
 Figure 54. Ulrike Steven from Action OKR at Livesey Exchange (2018). Images: NLA.

Figure 55. Tour of Kaymet hosted by Mark, part of Open House London, LFA (2017).  
 Images: A. Christie.

## Empowering the powerless

The fourth insight is about which methods are effective in encouraging stakeholders, especially disenfranchised groups such as business owners and workers to take part in local planning processes, and how best to support or create grassroots networks that represent the interests of these vulnerable and marginalised groups.

There are three key components which help local people who are short on time and resources to participate in the planning consultation process. Local stakeholders play a significant role in activism (Taylor 2020) and for events to succeed at involving the right people, the first component is that placement in the city and visibility matters, e.g. the events we have hosted with what:if for Planning Action OKR have been placed in highly visible locations such as in shops on the OKR, and held over several days to maximise the possibility of participation (Clossick 2021). The second is that before the events, trust must be built. This happens in face to face interactions through the audit and interviews, where the audit serves both to collect but also to distribute resources. Vital OKR came into being thanks to the auditing process, which allowed researchers to meet stakeholders and assist in network formation amongst local people; and the Southwark Planning Network has

consolidated using the same process.

Bringing people together is at the core of the methodology and we have shown that it is vital to effective outcomes. CLES (the national organisation for local economies) and New Economics Foundation have identified that co-produced local economic development is a core feature of a good city economy (Friends Provident Foundation 2016 p.36). In Southwark and in the Upper Lea Valley, policymakers at local and national level and big business drive both economic development and planning. CLES showed that “resilient local places have strong networks between the public, private and social sectors. When [they] work together, a more place-based economic strategy emerges.” Arjun Appadurai discusses the importance of collaborative networks to achieve change (2002). His term ‘deep democracy’ describes how through the formation of networks of individuals and organisations new ideas for development emerge, as well as ways such new ideas can be implemented. Similarly according to Manzini (2015), grassroots innovation relies on enabling people to work together in novel ways. The co-locating of stakeholders at events alongside accessible information and expertise to enable discussion is fundamental to creating and assisting such encounters.



Figure 56. OKR flags, organised by Vital OKR, hanging outside Livesey Exchange (2018). Image: M. Brearley.

The screenshot shows the Vital OKR website homepage. At the top, there is a navigation bar with links for HOME, ECONOMY, THREAT, ABOUT, FLAGS, NEWS, JOIN, and SEARCH. Below the navigation is a search bar with a magnifying glass icon. The main header features the text "VITAL OKR" in large, bold, black letters, with "A VOICE FOR THE ECONOMY OF THE OLD KENT ROAD" in smaller text below it. A sub-header "WELCOME TO VITAL OKR" is centered below the main title. On the left, there is a section titled "Latest posts" with four items:

- OKR Urban Room Crowdfunding**  
Help us on our bold mission to advance discussions and community engagement on the Old Kent Road.  
[Read More →](#)  
Oct 13, 2018
- Mandela Way**  
Planning application: AP/17/3999  
Mandela Way / Dunton Road former car pound.  
[Read More →](#)  
Dec 15, 2017
- Save the Civic Centre**  
The former North Peckham Civic Centre on the Old Kent Road is under-threat from redevelopment. We need your help!  
[Read More →](#)  
Dec 15, 2017
- NLA Breakfast Talk**  
Mark Brearley joins the panel for this morning's breakfast talk with Councillor Peter John and Julieanna McLoughlin from the GLA.  
[Read More →](#)  
Dec 15, 2017

On the right side of the homepage, there is a "Latest draft of OKR Area Action Plan" section with a link to download documents from Southwark Council and a "Read More →" link. Below these sections are two images: one of a modern building and another of a map with colored overlays.



Figure 57. Vital OKR website and first meeting of disenfranchised business owners (2017).  
AAD Cities and Vital OKR. Image: M. Brearley.



Urban Room Old Kent Road [spacehive.com/urban-room-old-kent-road](https://spacehive.com/urban-room-old-kent-road)

**Spacehive** Create Discover About Search Log in

## Urban Room Old Kent Road

By Action OKR • Southwark • Delivery



**FUNDED ON 17 DEC 2018!**

**113** backers

**£57,047** raised

Share this project Like 14 Comment 11 Follow 92

Urban Room Old Kent Road will be a new public space for discussions, exhibitions and the collective production of plans and ideas for an area of London where large-scale change is proposed.

Action OKR  
About me  
[@actionOKR](https://twitter.com/actionOKR)

Figure 58. Planning Action OKR participatory design workshop (2019). Image: A. Christie.  
Figure 59. Crowdfunding campaign with

Action OKR and what:if projects (2019).  
Image: <https://www.spacehive.com/urban-room-old-kent-road>

## Persuading the powerful

The final insight concerns what actions influence decision-making by those in power, and how to persuade policymakers to change policy to protect and densify local industrial economies in light of the problems we have observed with the nuanced nature of local industrial economies.

The same events which serve to empower the powerless also serve to persuade the powerful. A number of strategies have emerged over the course of the research as particularly important in persuading policymakers. Conn (2011) describes the intersection between the 'vertical hierarchical' world of planning policy; the 'horizontal grassroots' system of networked local stakeholders and the 'space of possibilities' where the two types of network intersect. Much as for the horizontal grassroots, stakeholder networks where people know one another are of great significance in the vertical hierarchical world of planning policy. Mark's simultaneous position as both a factory owner on the Old Kent Road and as a planning professional and architect with a long history of urban activism, meant that he was in an ideal position to create and maintain space of possibilities between these two type of networks.

The space of possibilities is a literal space, where we held events which

brought together disparate groups, such as the Planning Action OKR workshops, the Shaping Southwark Hustings and exhibitions in the Upper Lea Valley and Southwark. We represented the interests of marginalised groups at meetings, walks and political participation, speaking at NGO events and undertaking policy advisory, places where we have access because of our privileged position. These were very significant activities for maximising the impact of our work on policy e.g. meeting with GLA and borough officers to share audit findings.

An effective and impactful method of engagement was 'walking and talking', a guided walk around a locality with a high proportion of industrial occupation so powerful stakeholders can encounter for themselves the reality of the people and places they make policy-decisions about. Many myths about industrial occupation are busted in this way, e.g. that industry is noisy or dirty. Much as showing the photographs and interviews puts a human face to a situation, seeing industrial areas in person, led by a knowledgeable professional, can change hearts and minds about the social and civic value of industry. Policymakers may not have encountered industry before, since they tend to come from socio-economic classes which do not have industrial jobs.



Figure 60. Vital OKR images sent to LB Southwark to request further consultation (2017). Image: M. Brearley.

Figure 61. Mark 'A Good City Has Industry', Antwerp (2019). Image: Architecture Workroom Brussels.



Figure 62. 'This is Not Nothing' exhibition  
at Planning Action OKR Workshop (2019).  
Image: J. Clossick.



Figure 63. OKR guided walk, outside the North Peckham Civic Centre listed mural for LFA (2019). Image: A. Christie.

Figure 64. Mark giving talk 'A Good City Has Everything', Stadtforum Berlin Wirtschaft (2017). Image: T. Budde.

# Dissemination

## PUBLICATIONS

- Brearley, M. (n.d.) 'London Industry Needs You' in Furnace Magazine Issue 04 <<https://furnacemag.com/keeping-factories-in-the-city/>>
- Brearley, M. (2018) In support of making - the view from a London manufacturer in RSA Blog 21st May <<https://www.thersa.org/blog/2018/05/in-support-of-making---the-view-from-one-london-manufacturer>>
- Clossick, J. (2021 forthcoming) 'A Place for Participation on the Old Kent Road' in *Generosity in Architecture*, ed. McVicar, M. London: Routledge

## POLICY AND ACADEMIC ADVISORY & PANEL PARTICIPATION

### UK

- Brearley, M. (2016) Participation in Just Space Economy & Planning group round table session on industry in London, UCL. 18th March.
- Clossick J. and Brearley M. (2017) Revealing Local Economies workshop, UCL. 1st February.
- Brearley, M. (2017) Panel of London Assembly Planning committee – Industrial Land in London, 7th Sept.
- Clossick, J. (2017) *The Golden Egg is Industry*. London: are we strangling the Golden Goose? Urban Design London 26th Sept.
- Brearley, M. (2017) *Old Kent Road plans must change* at OKR Breakfast Talk launch of NSP at NLA, London 15th December.
- Clossick, J. (2018) Political participation on the Old Kent Road *Generosity Conference*, Cardiff University 28th June.

### Netherlands

- Brearley, M. (2016) Talk to Dutch planners on accommodating London's economy. 19th March.
- Brearley, M. (2018) Participation in Netherlands government meeting, Nieuwsbericht, College van Rijksadviseurs. 12th December.
- Brearley, M. (2020) Participation in BT Event, Zaandam (annual conference for owners and developers of industrial accommodation in the Netherlands). 29th October.

Brearley, M. (2018) Advisory role in Cities of Making, JPI Urban funded research

#### SELECTED TALKS

Brearley, M. (2014) *Good Deeds, The Politics of Funding*. London Metropolitan University April 25th <<https://www.youtube.com/watch?v=-HUke2qmIRs>>

Brearley, M. (2014) *What happened to the Thames Gateway dream?* London Metropolitan University <<https://www.ripitupandstartagain.org.uk/rip-it-up-2>>

Brearley, M. (2016) *Protect Manufacturing Space*. Architecture Foundation Manifesto for London 26th April.

Brearley, M. (2016) *A Good City has Industry*. Recorded at October 2015 ISOCARP conference in Antwerp.

Clossick, J. (2017) *Fundamentals: Industry*. Central St. Martins 9th Feb.

Clossick, J. (2017) *Urban Depth, High Streets and Industry*. Streetspace Symposium, Queen's University Belfast 26th May.

Brearley, M. (2017) *Industry in the City*. City Engage Limerick, Limerick City and County Council and University of Limerick May 16th.

Brearley, M. (2018) *A Good City has Everything*. Stadtforum Berlin Wirtschaft, Senatsverwaltung für Stadtentwicklung und Wohnen, Berlin 9th April.

Brearley, M. (2018) *Industry 4.0. Risks and Opportunities for Future Cities*, Moscow Urban Forum July 18th.

Clossick, J. (2018) *Architecture's Gentrification Guilt*. Negroni Talk #2 - The Recognitions July 18th.

Brearley, M. (2019) *A Good City has Industry*. Architekturzentrum Wien – Podium Architekturzentrum Wien, Museumsplatz, Vienna 9th October.

Brearley, M. (2019) *Celebration of London's manufacturing economy* at Made In Zurich, Zurich, 31st October 2019

*These are a few examples of many dissemination activities which have taken place 2014-2020, for full details of all talks, events, exhibitions and workshops featured in this portfolio and additional ones not included here, see the AAD Cities website at <[www.research.londonmet.ac.uk/cities](http://www.research.londonmet.ac.uk/cities)>*



Figure 65. Mark giving talk 'Industry Belongs in the City', Hawkins/Brown Architects (2018). Image: J. Clossick.

Figure 65. Jane giving talk 'Fundamentals, Industry', Central Saint Martins public lecture (2017). Image: J. Clossick.



Calling on students and other energetic people to get involved!

## Planning Action OKR

Saturday 16<sup>th</sup> - Sunday 17<sup>th</sup> June, 11:00-17:00

**A talking, drawing, making + thinking workshop with residents, businesses, urban designers, and anyone keen on a good future for the Old Kent Road.** Between Peckham Park Road and Burgess Park developers are proposing big scale change, but have forgotten to ask many people for their ideas. This workshop is the start of a discussion that can influence the future. It's an experiment in collaboration. We don't know where it will go! Please come and join in, for as much or as little time as you can.

**Where:** Former Livesey Library (now Treasure House),  
682 Old Kent Road, SE15 1JF

**Get involved:** [contact@what-if.info](mailto:contact@what-if.info)

Planning Action OKR is a collaboration between Vital OKR, Peckham Weeklies, London Metropolitan University Cass Architecture, Southwark Council, Treasure House, Livesey Exchange workshop and what if: projects.

**[www.peckhamweeklies.org.uk](http://www.peckhamweeklies.org.uk)**  
**[www.londonfestivalofarchitecture.org](http://www.londonfestivalofarchitecture.org)**

LONDON FESTIVAL OF  
ARCHITECTURE

Figure 67. Planning Action OKR leaflet  
(2018). Image: [www.peckhamweeklies.org](http://www.peckhamweeklies.org).



A stylized, high-contrast portrait of a man with dark hair and a mustache, wearing a suit jacket. The portrait is set against a background of radiating light gray and cream-colored lines, creating a sunburst effect. The entire graphic is enclosed in a double-lined rectangular frame with an orange inner border and a gray outer border.

# LONDON INDUSTRY NEEDS YOU



A graphic of a raised right fist, colored dark blue and orange, positioned next to the word "YOU" in the headline.

**Mark Brearley makes the argument  
for keeping factories in the city**

## OPINION



**F**or me, it was a happy accident. I went to buy a tray from Kaymet, a small manufacturer in Peckham. A few months later, it became a two-family business: Ken Schreiber's and mine.

It all started in the basement of a radio shop in the 1930s. A classic story of city enterprise. Four years ago, the business nearly evaporated. But now we're on the up, have tripled sales, pushed into 40 counties, and grown the team to ten, making 20,000 anodised aluminium trays a year. For 71 years, we've been contributing to south-east London's diverse economy.

Yet the storm clouds are gathering. Southwark Council want all the industry around the Old Kent Road to go away, they want housing instead. This threatens several hundred businesses, a few thousand jobs.

Our story is typical of London now. A production economy that had been written off, assumed to be in terminal decline, has returned to growth, alongside much of our city's industry (11% of London's jobs, nearly half a million). But just as that starts to be evident, we are confronted by accommodation shortages, the threat of expulsion. We need to fight for our place in the city, and I've been making a list of the capital's manufacturers – 2,800 entries so far and many surprises.

Ford's plant in Dagenham, our biggest factory, makes over 1m car engines annually. They're expanding, taking their workforce to 2,250. But they're the only maker here with more than 1,000 people. The scene is dominated by smaller businesses, many hooked to the London market, producing just-in-time and bespoke stuff from sandwiches to scenery. This should all grow as London's population burgeons.

Take baking. High-volume bakers are expanding their facilities. Warburtons in Edmonton makes 23,000 loaves an hour around the clock. Meanwhile the appetite for 'artisanal' bread is served by 130 smaller wholesale bakeries, like Konditor & Cook, Paul and Blackbird Bakery.

In fact, food production has been the fastest to evolve. Following the craft beer and coffee roasting phenomena, London now has distilleries, soft drinks producers, a dozen new chocolate makers, and many niche food preparers. They all benefit from increasing prosperity and interest in local sourcing.

Likewise, the bespoke tailoring industry has reversed decades of decline. The city now boasts over 50 such businesses, the world's greatest concentration. Military dress uniforms and ceremonial hats have long been produced in Tottenham and Bermondsey respectively. Now, fashion labels see Made in London as an asset. Volumes produced in around 100 city workrooms are increasing.

Londoners with creative skills and entrepreneurial drive are having an impact. Four paint producers, six gun makers, one tray and three brush manufacturers seemed anachronistic until recently. But now they're reviving, and new companies are emerging alongside. Dunhill, Hanson and Tanner Krolle were among the few surviving branded luxury leather goods producers, but they've been joined by about 20 newcomers including Tallowin, Bill Amberg and Frank Horn. These are flourishing in part because the people with the desire and the skill to produce want to be here.

London is likely to lose a few more large process plants – three have closed in recent months. But the job losses aren't massive. Nestlé did away with their Hayes coffee factory, shedding 230 jobs.

And closure of InBev's Stag Brewery in Mortlake snuffs out 180. But over 40 new breweries have emerged,

with a handful (like Meantime and Camden) up-scaling. The jobs generated by these exceed the loss of InBev.

Likewise, there are now over 24 small wholesale coffee roasters – more than compensating for Nestlé's exit.

Global shifts are also helping. Furniture production seemed doomed a few years ago; it's growing again, with around 130 small-scale makers. And we've manufacturers of umbrellas, paper bags, wax, sugar, processed rice, edible oils, ladders, staging, tipper truck bodies, eyewear, go-karts, propellers, lights, tower scaffolding and tin cans.

But all is not well. Competition for space is intense. Housing growth is removing the capacity for a flexible, dynamic everyday economy. There's an accelerated suburbanisation beyond the centre, a shrinking of chances, an increasing mismatch between the city's vibrancy and its physical fabric. Industrial activity is being hit the hardest, and makers are not at the top of the value hierarchy. If it comes to a punch-up, the bus garages, rail and courier depots, and trade-counter businesses will win. Our city is hurtling towards an industrial accommodation crisis, unless we all shout and secure urgent action. The Mayor of London is starting to notice, but policy adjustments so far have been weak, and local authorities continue their vendetta.

We need to celebrate, win the public round, and push the policy- and decision-makers. We need to stress that manufacturing and other industry is a vital to our city – indeed to any good city – that it should be visible, understood and nurtured. Cities are the home of innovation and entrepreneurship, a great crucible of the new. That means making industry popular and viable once more.

*Mark Brearley is professor of urbanism at The Cass, London Metropolitan University, and the proprietor of Kaymet. Instagram @madeinlondon.uk*

## LONDON FOCUS

Zoom out

5



Figure 68. 'London Industry Needs You'  
Furnace Magazine 04 (2018) by M. Brearley.

Image: <https://furnacemag.com/keeping-factories-in-the-city/>

## Impact

The Audit, Reveal and Promote activities described in this portfolio have had a wide range set of impacts both locally in London and internationally.

Locally in London, grassroots networks and connections between policymakers and communities have been strengthened, and participation in planning processes has widened. In Tottenham, our audit work contributed to the Ward's Corner Community Plan as well as to the formation of the Our Tottenham network of community groups. In Southwark, the business network VitalOKR and the Shaping Southwark Group (based on Twitter) have become vehicles for communication with local businesses and local communities about planning matters, events hosted by grassroots groups such as the Southwark Planning Network and planning consultations.

The events we have co-created, the LFA Planning Action OKR workshops, Shaping Southwark Community Hustings on Planning and Regeneration and the Southwark Planning Network NSP consultation workshop on Workspace and Industry, have served as locations for individuals and groups to build their relationships and to learn about how to respond to consultations. As a consequence, there are many

consultations responses to the latest NSP consultations which would not otherwise have been there.

The audit, reveal, promote methodology has also been adopted by those who wish to capture the non-monetary value of local economies. Mark is thanked by name in 'From Around Here' (Gort Scott 2013) and the techniques have percolated into wider use. We have developed and refined these techniques simultaneously to other action and academic researchers as documented in *Revealing local economies in London: methodological challenges, future directions* (Edwards et al 2019). Although we cannot claim to be directly responsible for others' choice of methods, our extensive dissemination of our work seems to have been inspirational.

In mainland Europe, especially the Brussels/Flanders region, there is however clear evidence that both the methodological approach and the recognition of the economic, social and civic value of city-based industry are steering the course of urban development. The details of these impacts are outlined in our other output: A Good City Has Industry (Brussels), and in the AAD Cities Impact Case Study which forms part of the REF submission.

# Atelier Brussels

Urban Agenda  
Public Program

Atelier Brussels is the first edition of a public workroom program focusing on architecture and the art of city-making. Architects, urban actors, policy makers and experts present ongoing work, share insights and set an ambitious agenda for designing the future.

Curated by Architecture Workroom Brussels in the framework of the International Architecture Biennale Rotterdam 2016, entitled The Next Economy.

## EXHIBITION A GOOD CITY HAS INDUSTRY

26.10.16 BOZAR  
↓  
15.01.17 Ravensteingallery 48  
Brussels

25.10.16 AT 19:30 Opening event with parallel debate sessions and presentations

Launch of A+262 [Re]work

15.01.17 AT 15:00 Closing event with cake and coffee

## LECTURES STRUCTURE AND STIMULUS

BOZAR  
Rue Ravensteinstraat 23  
Brussels

29.11.16 AT 19:00 Julian Lewis  
EAST, London [UK]

15.12.16 AT 19:00 Tobias Armbrust  
INTERBORO, New York [USA]

Bert Gellynck  
1010au, Brussels [BE]

At the occasion of OASE Journal for Architecture 96: Social Poetics

10.01.17 AT 19:00 Djamel Khouche  
l'AUC, Paris [FR]

## SYMPOSIUM THE PRODUCTIVE METROPOLIS

29.11.16 FROM 9:30 BOZAR  
TO 17:00 Rue Ravensteinstraat 23  
Brussels

## DEBATES DESIGNING THE FUTURE

Atelier BWMSR  
Ravensteingallery 54-59  
Brussels

01.12.16 AT 19:00 The Healthy City

08.12.16 AT 19:00 Energy Regions

22.12.16 AT 19:00 Designing With Flows

12.01.17 AT 19:00 The Productive City

26.01.17 AT 19:00 Visionary Housing

09.02.17 AT 19:00 Less Infrastructure, Better Mobility

23.02.17 AT 19:00 Ambitious Open Spaces

Image: Bas Engels  
Graphic: Bas Engels  
Graphic: Bas Engels  
Responsive Publisher: Joachim Declercq, Hendriksestraat 30, 1000 Brussels

## URBAN WALKS

Exploring The Productive Metropolis  
by Ruimte Vlaanderen

18.11.16 AT 14:00 Industrial Groundfloors [DEIN]

27.11.16 AT 14:00 Industrious Valleys [DEIN]

11.12.16 AT 14:00 High Streets [DEIN]

## MASTERCLASSES

Designing With Flows  
by Fabric and ULB/BATir  
for OVAM

08.12.16, 22.12.16,  
12.01.17, 02.02.17

The Healthy City  
By IABR, Architectuur  
Lokaal and AWB

01.12.16, 02.12.16

## PUBLICATION

A+262 (Re)work  
on sale at [www.a-plus.be/](http://www.a-plus.be/)  
shop and in specialized  
bookshops

The Productive High Street  
By CASS Cities for  
Ruimte Vlaanderen

14.11.16 → 18.11.16

18.11.16 Presentation

For more info, updates and registration please visit

**WWW  
ATELIERBRUSSELS.EU**



Figure 69. Program for the Atelier Brussels A Good City Has Industry exhibition and events series, Brussels. Collaboration with

Architecture Workroom Brussels. Mark was Ateliermeister (2016). Image: Architecture Workroom Brussels.

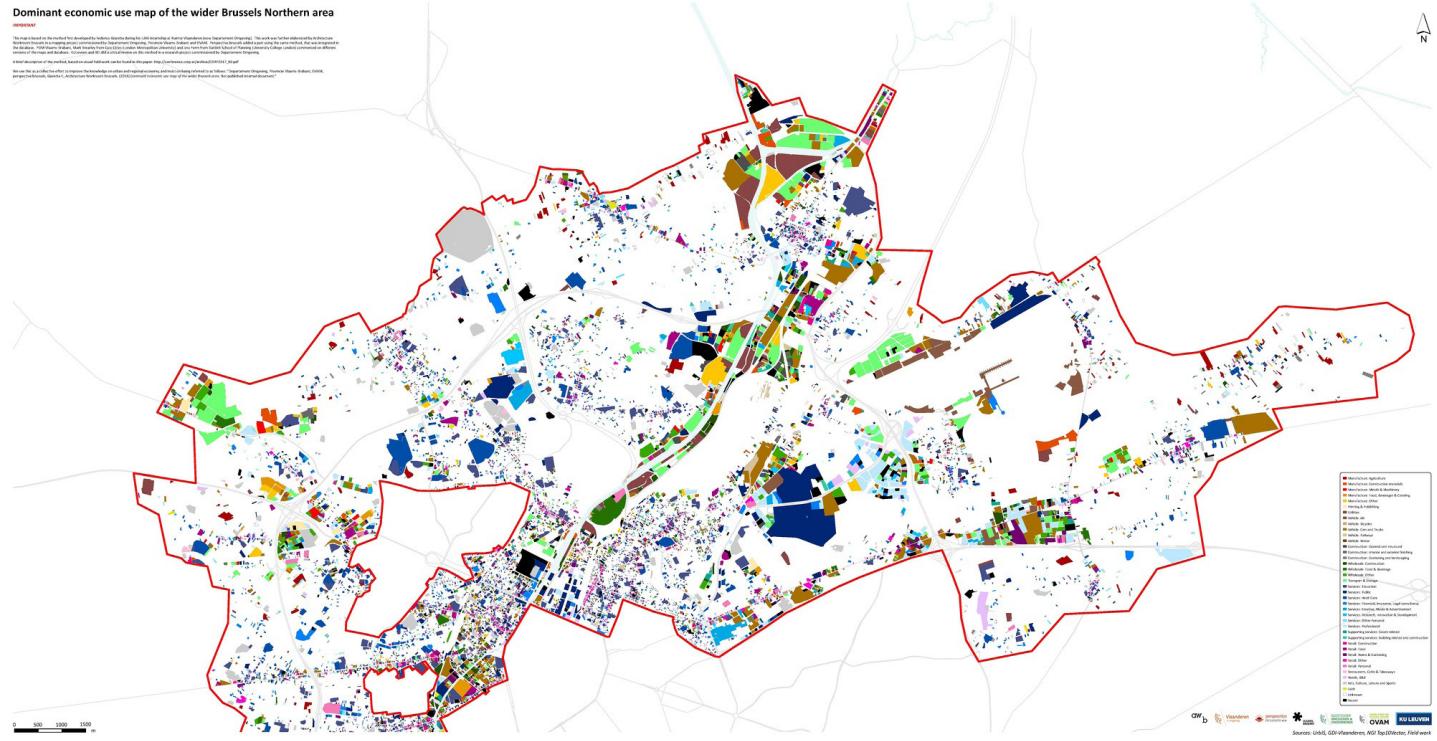
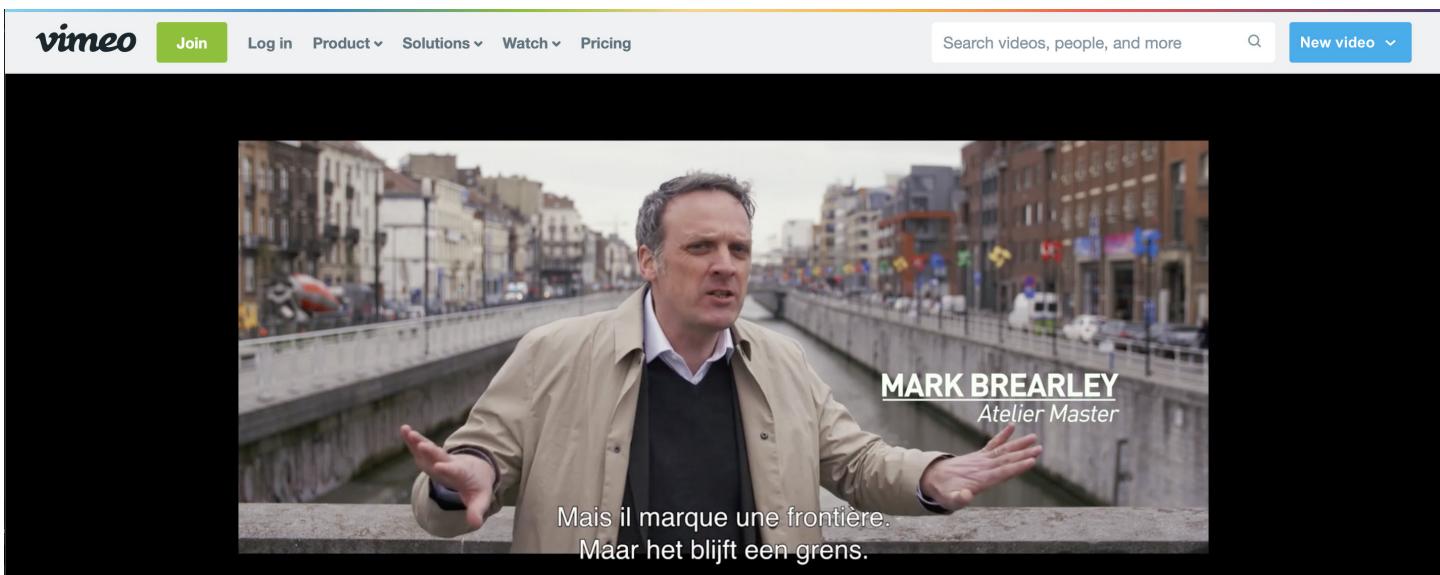


Figure 70. Mapping the Urban Economy,  
Architecture Workroom Brussels, (2016-2020).  
Image: Architecture Workroom Brussels.

Figure 71. WRK/LDN Shaping London's  
Future Workplaces, publication by NLA,  
advised by Mark (2018). Image: M. Brearley.



Financial Times, 8<sup>th</sup> June 2018

### **Manufacturers squeezed out of London by rush to build homes Swaths of industrial land are being lost to residential development**



James Rabagliati is lead brewer at Truman's in east London © Tolga Akmen/FT

Michael Pooler, Industry Reporter JUNE 8, 2018

- London's thriving industries hampered by lack of space
- Rents soar on the diminishing number of sites that remain
- Available floorspace plummets 60% in 7 years

The scent of malted barley and hops hangs thick in the air at the Truman's Brewery, wafting from gigantic stainless steel vats crammed into the east London warehouse.

The historic beer brand folded in 1989, but since a pair of ale enthusiasts revived the business eight years ago, it has become one of London's small business success stories. The resurrected Truman's now has an annual turnover of £5m, with a 50-strong workforce.

But it has struggled to find larger premises in the capital to accommodate its growth ambitions, and has resorted to opening a second site nearby for storage and distribution.

"It has hampered our expansion and made it far more expensive that it needed to be," said managing director James Morgan. "We are going to have to put more equipment outside, it's frustrating."

Truman's is not alone. Swaths of industrial land in London are being lost to residential developments each year, and rents are soaring on the sites that remain. In the rush to build homes for the city's swelling population, businesses that do everything from car repairs to food processing are being squeezed out.

Figure 72. AWB film 'Atelier Brussels The Productive Metropolis', Storyrunner (2016).  
Image: <https://vimeo.com/164552744>.

Figure 73. 'Manufacturers squeezed out of London by rush to build homes', by Michael Pooler in Financial Times (June 2018)

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