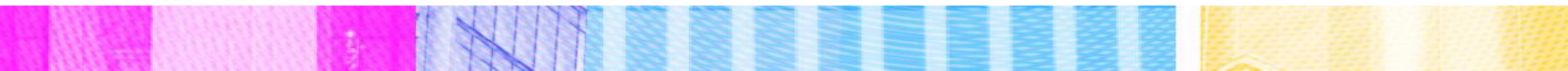


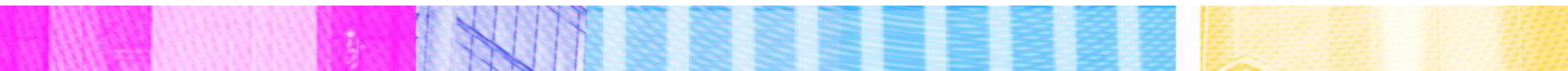
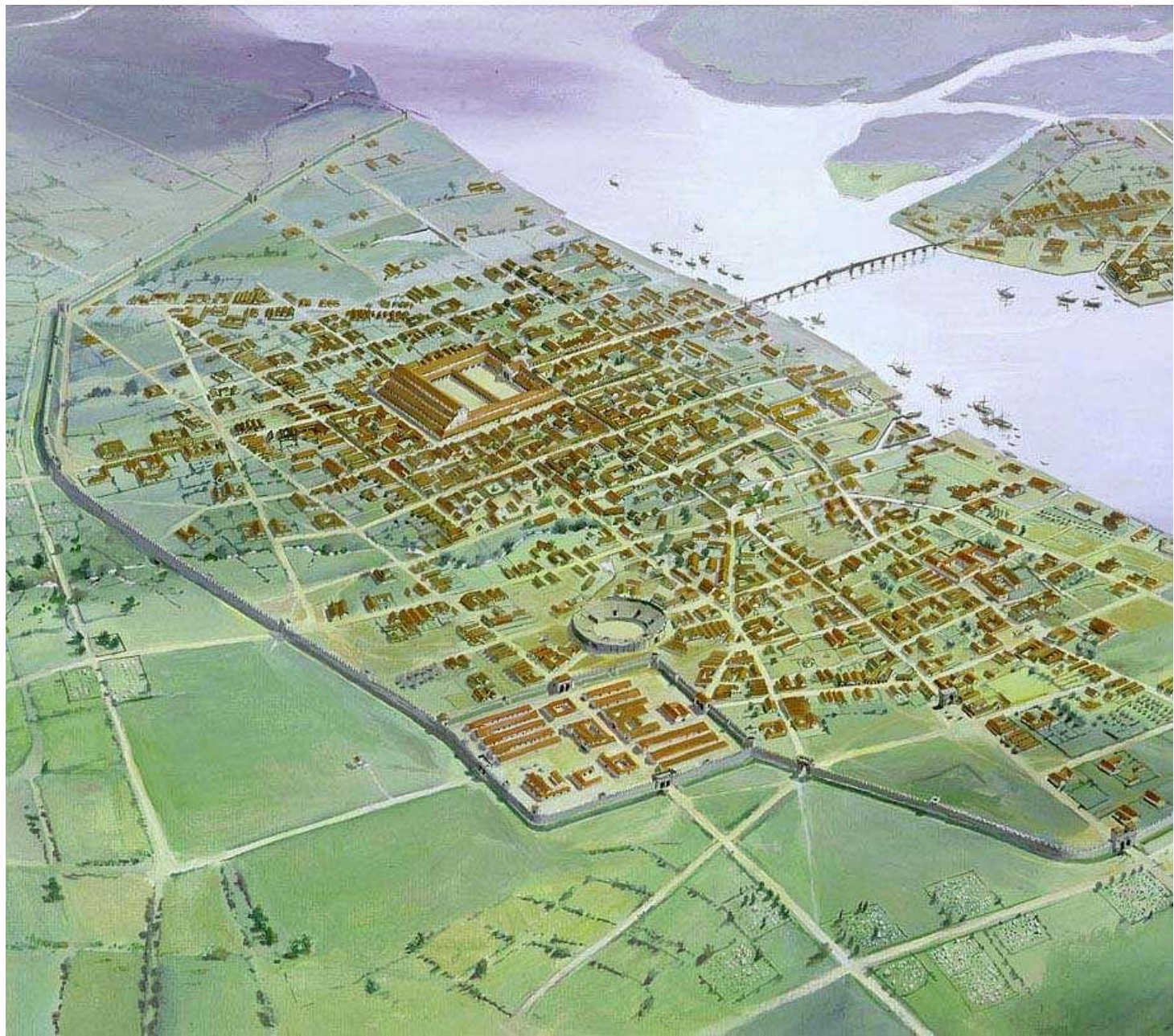
Tall Building Trends

The importance of the ground floor
experience in the future of our cities



EASTERN CITY





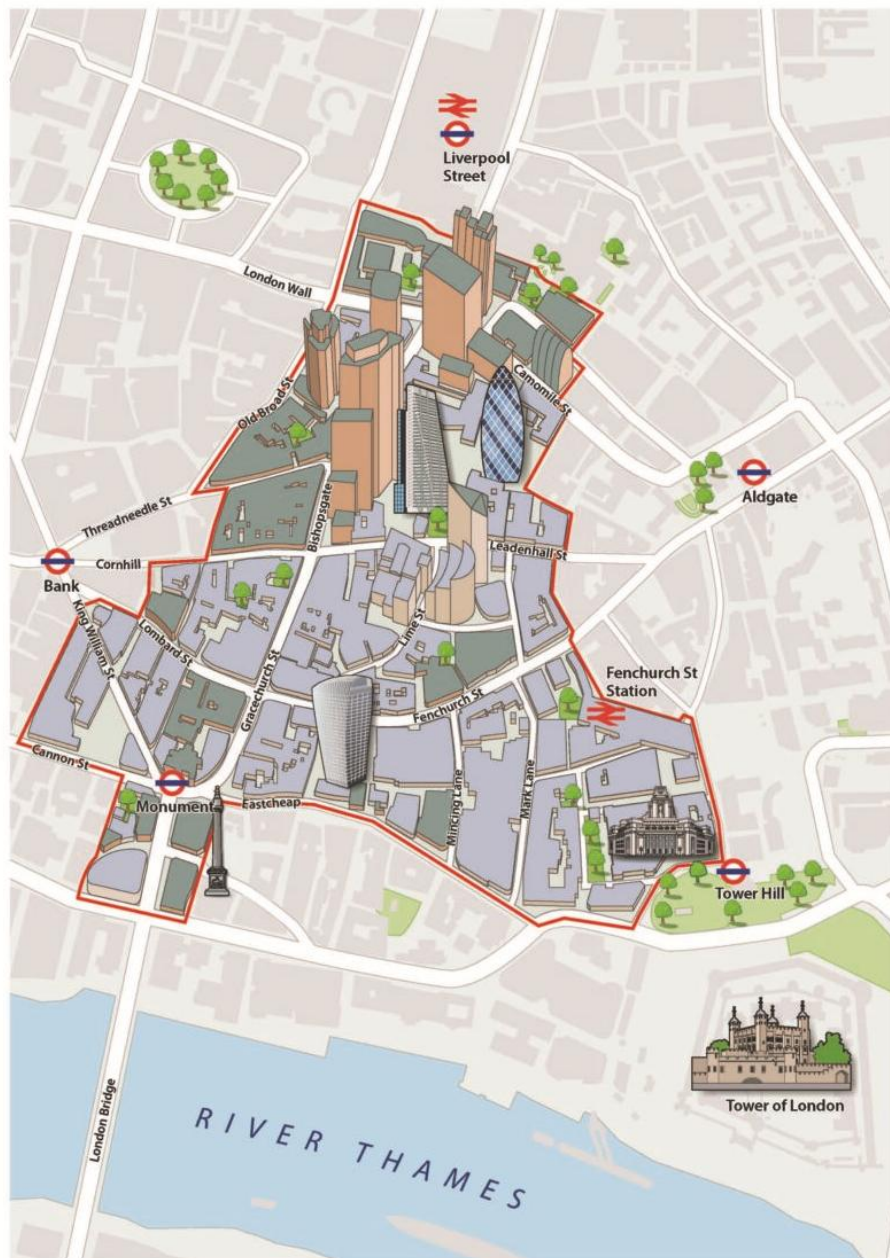


- Roman
- Medieval streets
- Medieval spaces
- 19th - early 20th centuries
- Postwar - contemporary









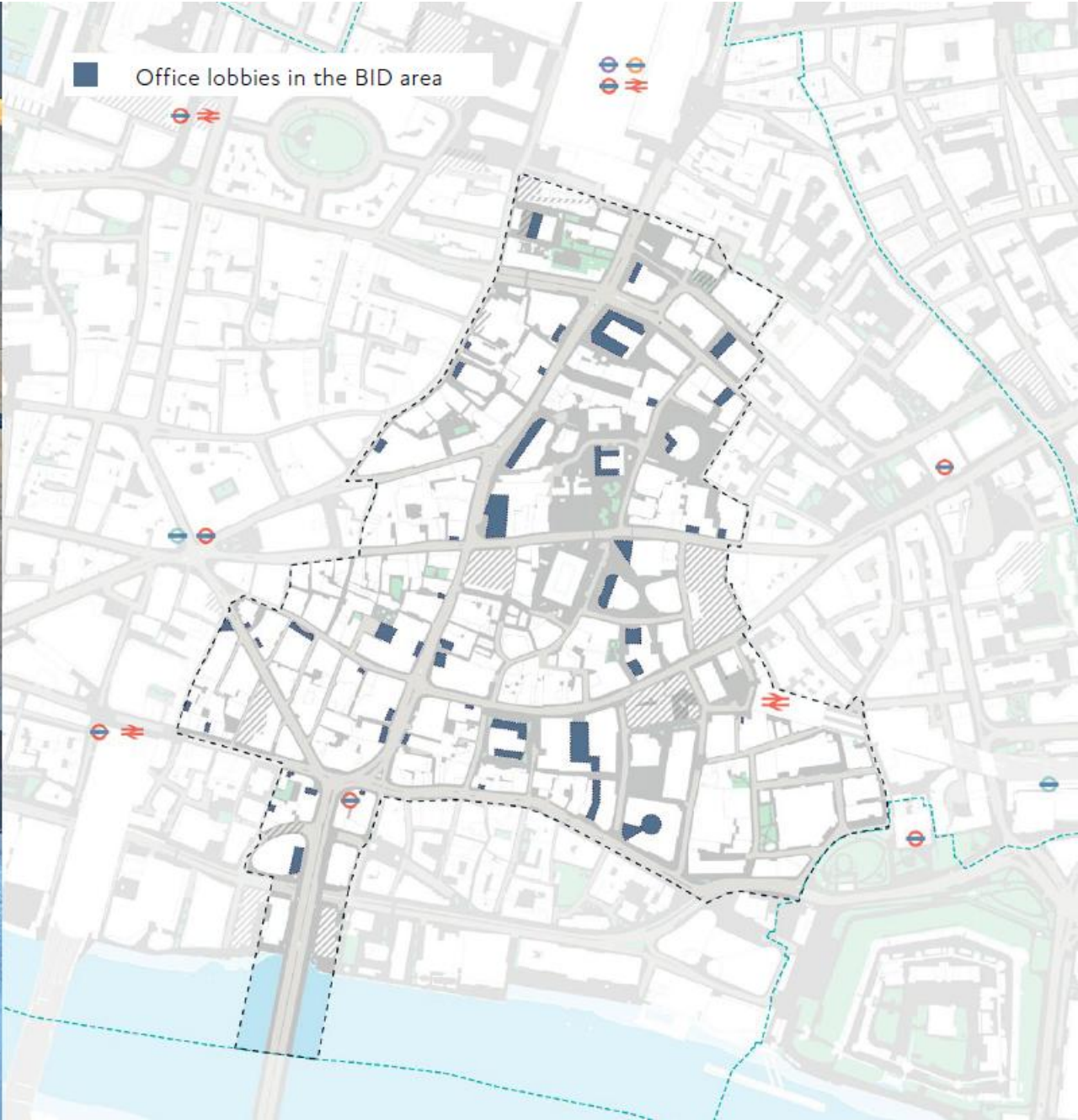
**The community
that drives change.**

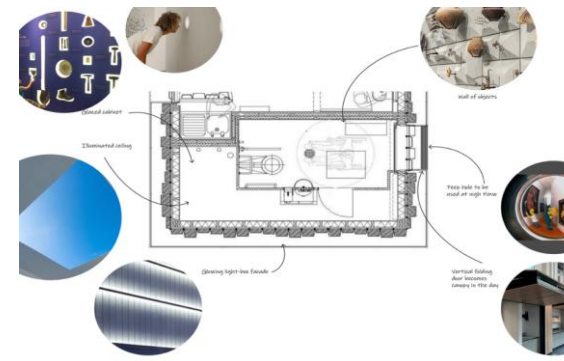
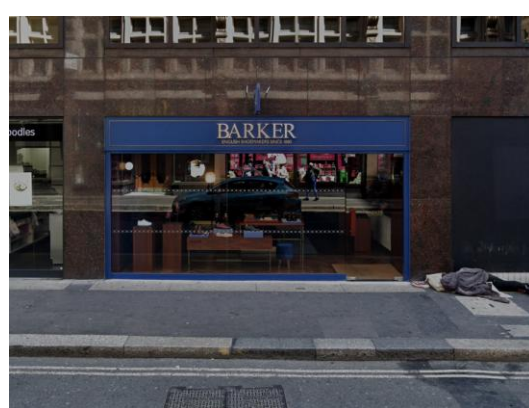












SET Ceramics LAUNCH

DRINKS & TILE DECORATING WORKSHOP

DATE: Opening Thursday 22nd May 2025
TIME: 7 - 9pm
LOCATION: 35 Crutched Friars, EC3N 2AE

SET invites you to the launch of our new community studio 'SET Ceramics'. The fully equipped studio features a 220-litre capacity kiln, four pottery wheels, hand-building and glaze facilities. This is an opportunity to see the space, get a feel for it and register interest in what the studio has to offer, including Studio Memberships, Throwing and Hand-building courses + more.

EASTERN CITY



BROADWORKS IMPACT REVIEW

Augarde Partners **EASTERN CITY**

EXECUTIVE SUMMARY

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

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

Broadworks is a small scale, timebound project, but has secured impressive outputs in 18 months. Maybe of greater value are the partners Broadworks provides to what community, scaling and longevity of similar offers could bring to the City.

To understand these, we measured Broadworks' impact against key local stakeholders' declared priorities for the City, and across four key impact areas:

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

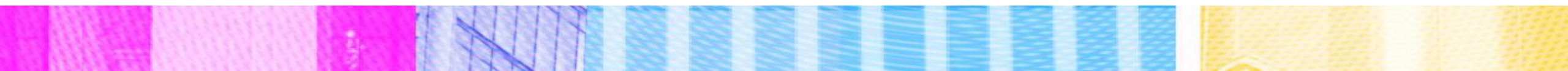
For every £1 of investment by Landsec & Eastern City BID, £32.65 social value has been delivered

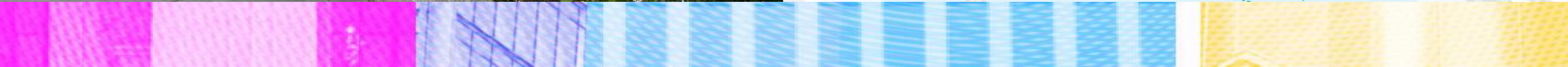
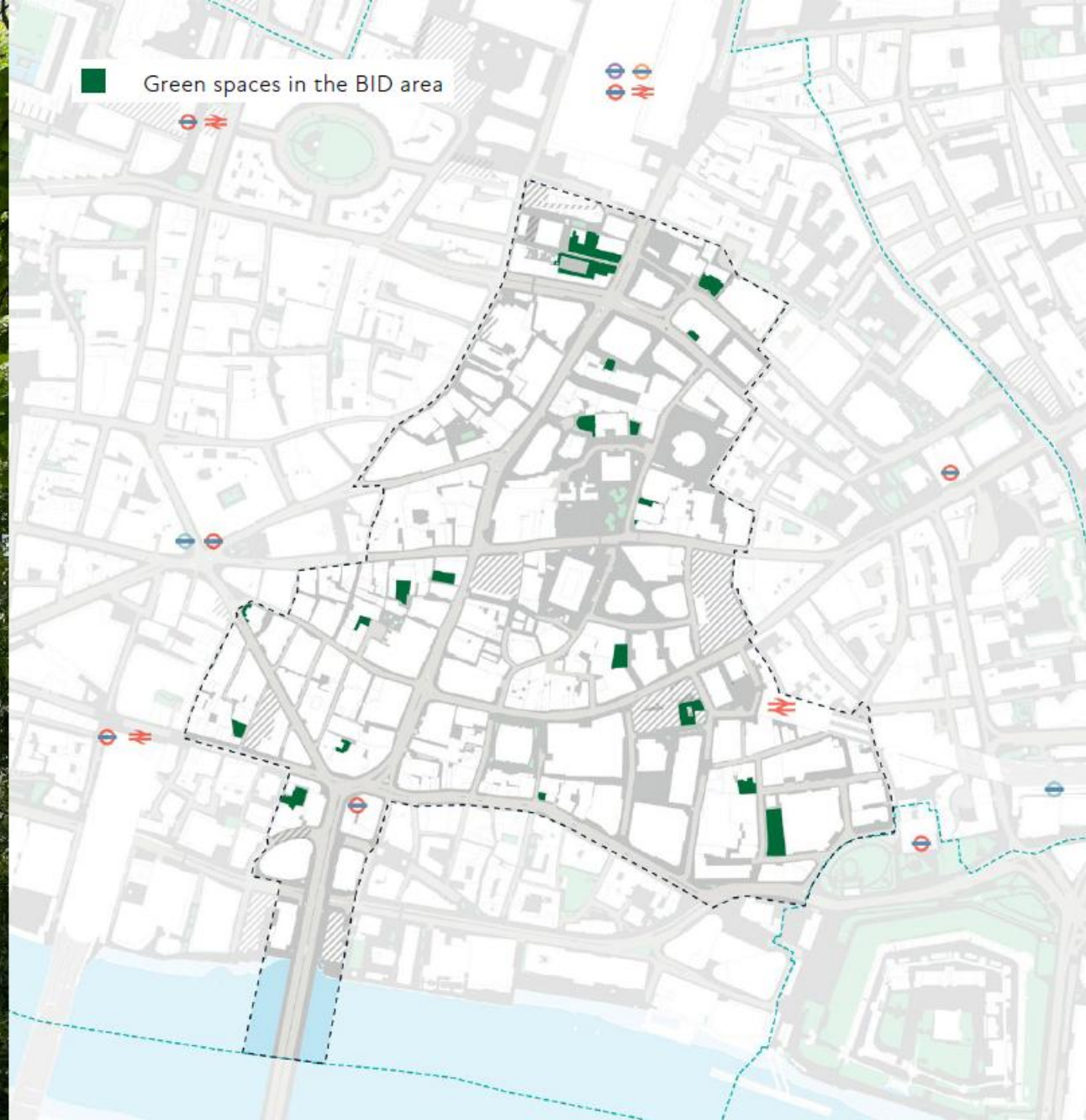
£7999,200 worth of social value delivered

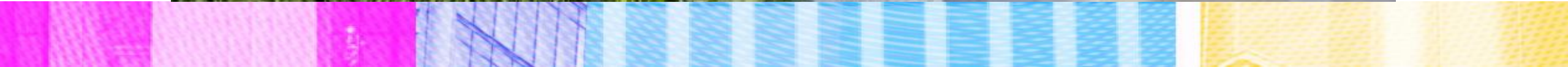
OUTPUTS

It is clear from Hive Curates' reporting, substantiated by sub-Broadworks has delivered strong numbers during its 18month

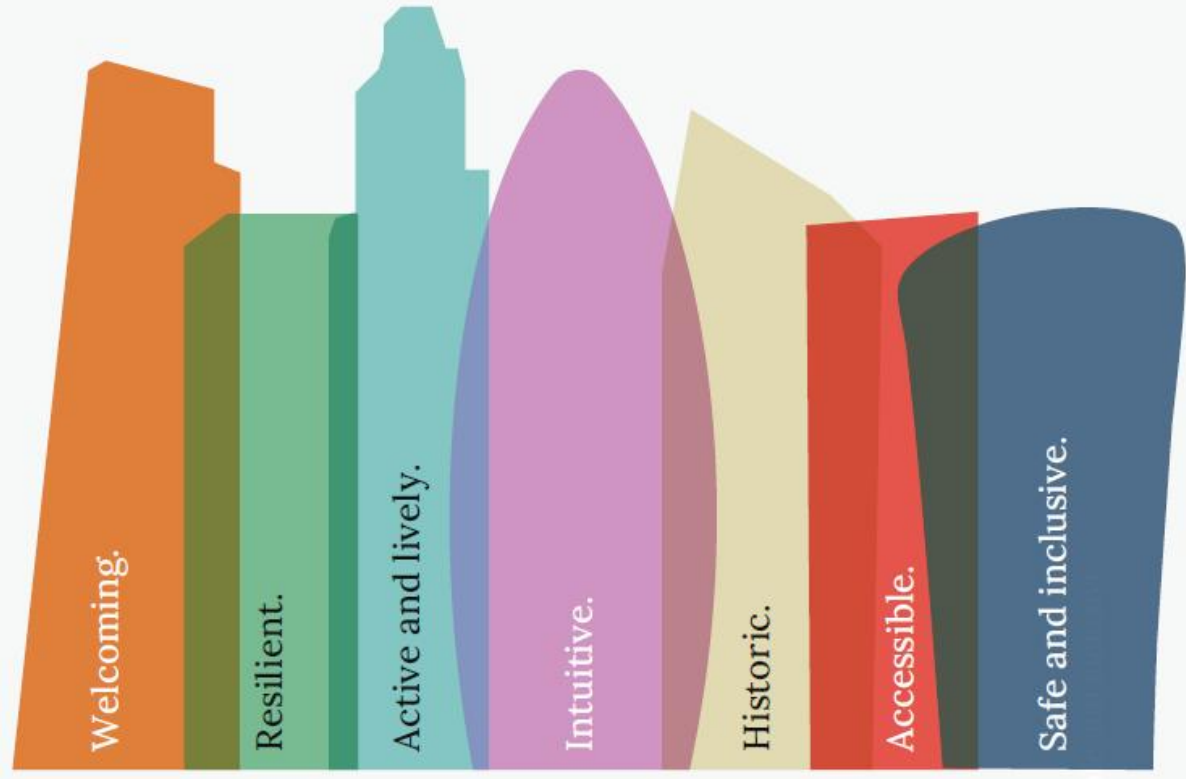
8,800 visitors	245 Creatives supported
246 creatives supported	17 jobs created
£18,000 spent at events	5,426 sqft of disused space reactivated
300% applications for space on opening	96% studio occupancy rate
£30/sf workspace rental value	Empty studio units relet in an average of 12 days
71 training sessions	34 different workshops
41 Events	245 Creatives supported
8,800 Visitors	£16,000 Event spend
300% Applications for space on opening	12 Empty studio units relet in an average of 12 days
96% Studio occupancy rate	130 Days of gallery lettings
£30/sf Workspace rental value	71 Training sessions
245 Creatives supported	34 Workshops



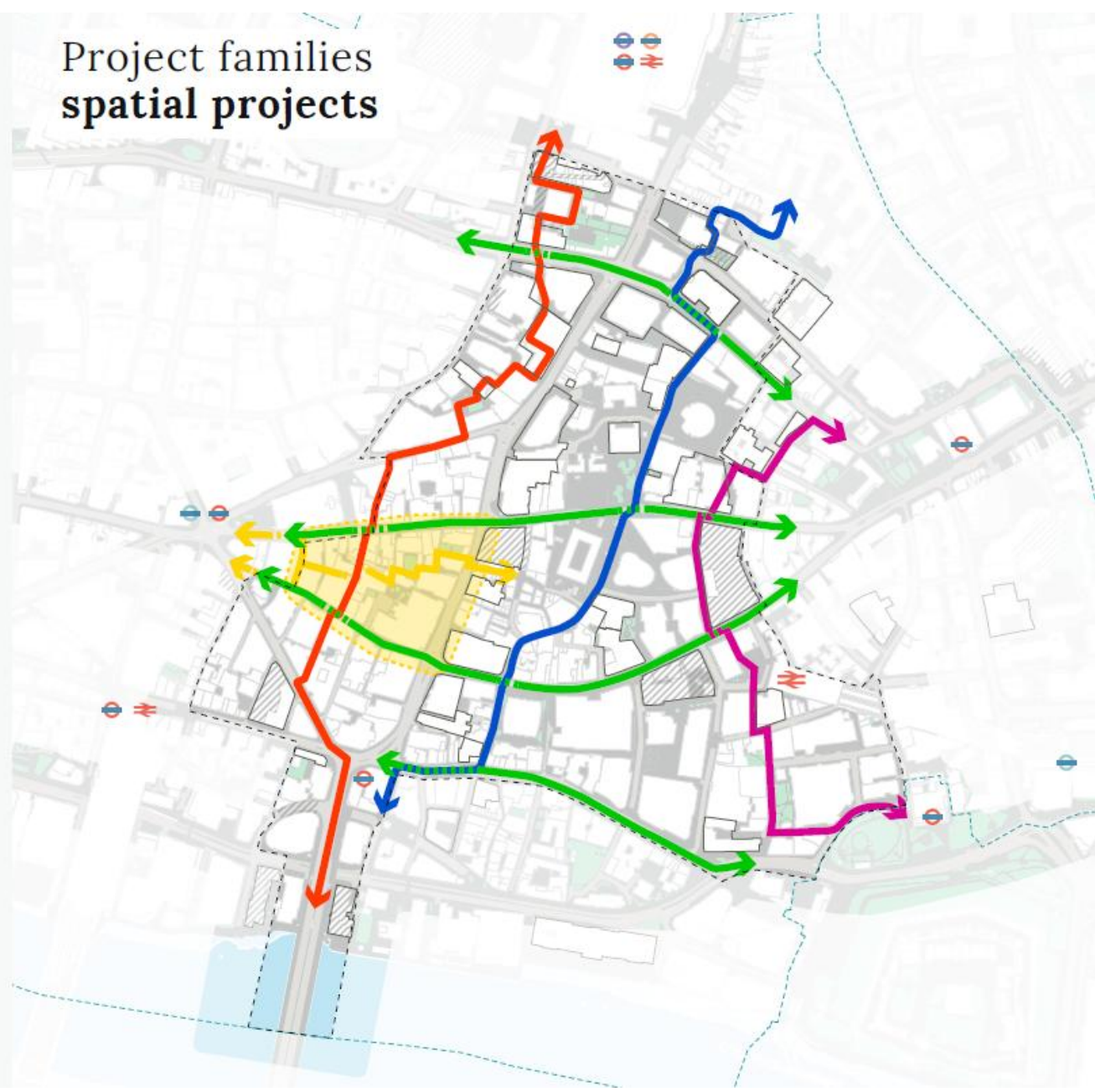


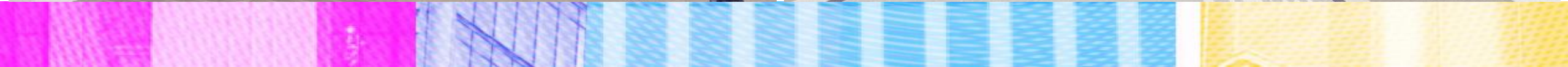
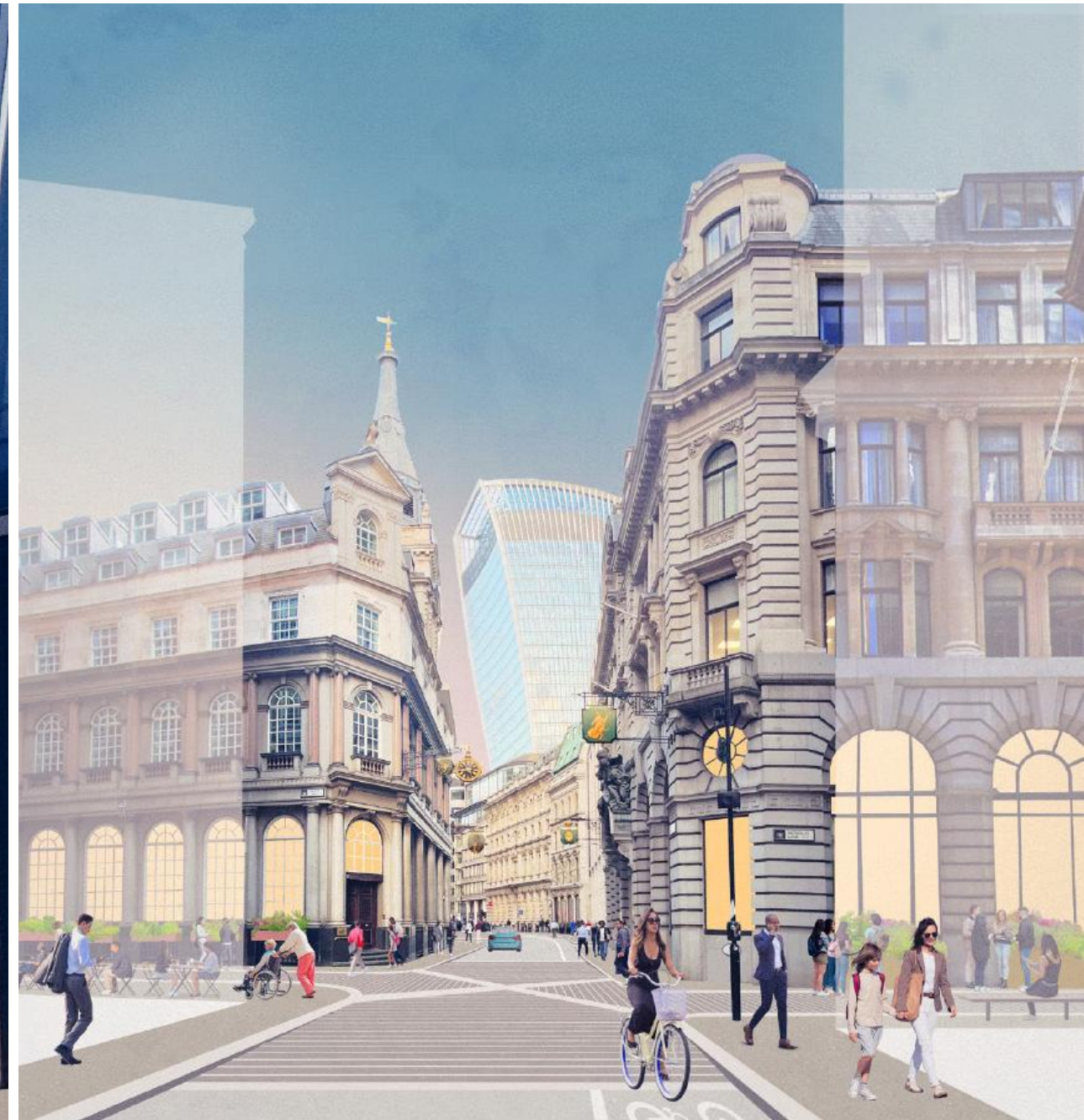


Aims and guiding principles Recommendations for area-wide projects



Project families spatial projects







Thank you

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Placemaking Director
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