

# Studio 306

Pamela Anomneze is the driving force behind Studio 306 Collective CIC. The creative collective aims to empower disadvantaged locals recovering from mental illness by giving them the space and guidance to make high quality ceramics, jewellery, sewing craft and screen printed products which can then be sold.

## Tell us some more about Studio 306...

We describe it as 'art for recovery'. People here use creative arts and craft as a catalyst for mental health recovery. We have over 30 makers that come in at different times and they can make things for the not-for-profit collective and themselves. Specialist tutors guide them in the collective work which can then be sold at events, street markets and open studios. Equally they can make and sell their own products through Studio 306 and they'll give the collective 20% commission. So they now have a source of livelihood and they are no longer on benefits but making something for themselves. They are able to become well again and what's greater than that?

## Tell us about your new place...

It was important for us to stay in Wood Green so we're moving from the Chocolate Factory into the old post office near Morrisons. It's a slightly bigger, open space and we'll be on the ground floor so there is easier access for our clients. We're happy to be moving because we can now use our kiln. We haven't had the opportunity to use it before now. Every time

we had to fire our products we had to transport them and half of them would break which was a big palaver. This won't be the case in the new space!

## Why do we need Studio 306?

Over the years we have helped hundreds of people. We have helped the disadvantaged people of Haringey to feel like they belong and we have helped them into university and employment. We also signpost those who need help and when people have relapses we are still there for them. They know they have someone, somewhere who cares. In many ways we are a family in Haringey for those downtrodden and disadvantaged who really have nobody. What we do is unique – art, recovery and wellness together. And we also make great products that people love!

[www.studio306.co.uk](http://www.studio306.co.uk)



## SHINE COFFEE SHOP

More than a café, Shine is a community hub that offers training and volunteering opportunities for local people and hosts a wonderful variety of groups and events. Everyone is welcome and staff can signpost and offer advice to those in need. We spoke to the lead Shine project officer, Kevin Farrell, who also runs the café.

## What is Shine?

We are a socially inclusive coffee shop open to everyone. We don't turn anyone away. We are trying to help people reintegrate into the community without a label so we can give advice to people and we are 100% not for profit. We offer such things as art groups, sewing groups, smoking cessation sessions, jam music sessions - where you can play one of the ukuleles we have on our wall! – and the groups don't cost anything. All we ask is that you buy something from the coffee shop.

## What services are delivered at Shine?

Many! Besides the diverse weekly groups, the next phase is that an organization called BoB (Build on Belief) is going to come in and work alongside me and turn the office area into a training kitchen. We are going to offer training opportunities for local people. Also, if someone is looking for career advice I'm happy to help them draw up a CV.

## What's your personal experience been, Kevin?

Ten years ago I was homeless. I was in and out of a psychiatric unit and had drug and alcohol issues but someone believed in me. They said, "Look, Kevin. All this stuff you've been through – turn it to your advantage. Go out and have an impact." So I did an apprenticeship with St Mungo's, a homeless charity, and here I am! If you plant something in someone they tend to grow and the



biggest thing is not labelling. If you give someone a label you've already ruined it. So everyone who comes through this door comes in with no judgement.

## How can the community get involved?

The first step is coming through our doors! Just pop in and have a cuppa and see what we're about. We are always looking for more volunteers. Let's talk!

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

# Business Improvement District (BID)

The BID was set up in Wood Green earlier this year after a successful ballot of town centre businesses who, for a five-year term, will collectively fund nearly £2 million of improvements to the area. We met chair of the board, Harry Rashid, and BID manager Paul Collins.

## What is the BID?

Harry: A business improvement district is there to support businesses in the BID area by improving the environment and focusing on whatever are the issues in that particular BID area. So, in Wood Green, one of the top priorities is safety and security so it's how we work with key stakeholders such as the council and police and the businesses on tackling those issues. And other parts of the BID are about supporting local businesses in training classes, development and marketing – whatever they need – and we're all about enhancing the area as well. So we're looking at projects such as greenery on the High Road amongst other things. It's about improving the area and making it attractive to locals and visitors. This is the first BID in Haringey and a sign that Wood Green is on the up!

## What area does it cover?

Harry: Broadly speaking it's from Wood Green tube station to Turnpike Lane station. But it does also include other bits such as the bus garages and some buildings like the one we're based in on Cumberland Road.

## Can businesses outside the BID area also participate?

Harry: Yes, indeed. Businesses just outside the BID area can join in. That would be voluntary membership. The businesses wouldn't get all the benefits as those in the BID area as they would be paying less but they would get some of the benefits.

## Can you tell us some more about the Street Rangers?

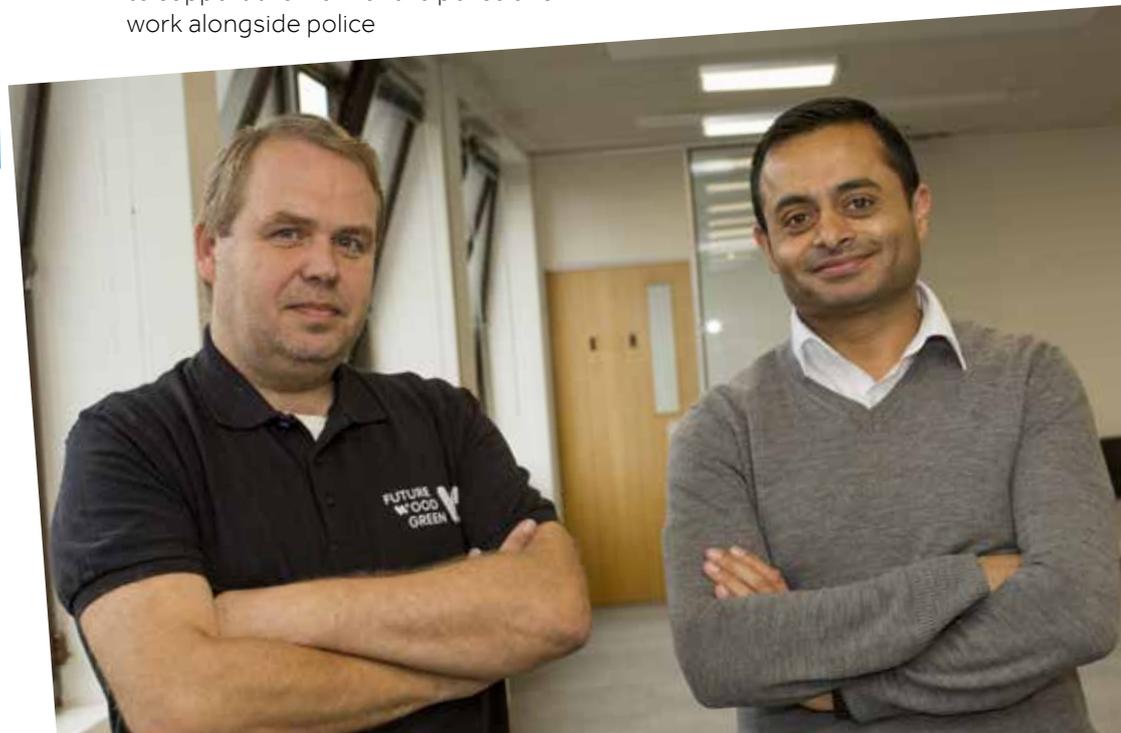
Paul: A major part of the BID remit is to provide a safe and secure place around the High Street and streets off the High Street which the BID covers. To help with that we'll have the Street Rangers. They are there to support the work of the police and work alongside police

officers to deal with things such as anti-social behaviour, shop lifting, that kind of thing. The rangers get paid and fully trained. Part of their training is customer-focused so they are not just there to pin people down but to work with the businesses, customers and visitors. It's a way of BIDs providing support for businesses by providing additional safety and they are up and running now.

## What else do you have coming up?

Paul: We'll be producing a new guide for small businesses and independents. We'll also be launching a new brand called Enjoy Wood Green which will have a dedicated website and promotions for the the town centre. Businesses will be able to utilise it to advertise their jobs and events. We also plan to launch a town centre radio scheme for Wood Green in the new year.

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



# Wood Green WORKS



Wood Green is a place bursting with character, full of potential and inspiring people. The area has fantastic strengths, including culture, diversity and a superb location. It has shops, restaurants and many open spaces, but through a number of consultations, residents have made it clear they want more for Wood Green, and we do too.

As a council we want there to be more employment and training opportunities on your doorstep and more employment space available for businesses. Wood Green should be a destination of choice for Haringey residents and beyond.

This transformation will take place over time but we are working now to support existing small businesses and grow the local economy. This newsletter focuses on a number of the great businesses and business people who are making a real difference to the area.

2018 has been a great year for Wood Green. The Wood Green Business Improvement District is up and running and making a real impact on your high street. Local businesses are thriving and in some cases expanding. Wood Green's future is an exciting one!

For all the latest updates visit [www.haringey.gov.uk/woodgreen](http://www.haringey.gov.uk/woodgreen)



## WOOD GREEN AREA ACTION PLAN

At the start of 2018, Haringey Council consulted with residents on the Wood Green Area Action Plan (AAP). Results are being analysed, and it is expected that we will be consulting on a revised version of the AAP in early 2019. The intention is that the Mall and Bury Road Car Park site allocation will no longer be a redevelopment option. Instead there will be a comprehensive refurbishment and repurposing option. This means that the demolition of Sky City and Page High is no longer proposed.

## Understanding Wood Green

A Wood Green Economy and Employment Space Study has recently been completed. The study focussed on creating a better understanding of Wood Green's current non-retail economy, its potential future growth, and its spatial needs: what type of premises and buildings do current businesses occupy, how might this change in the future, and what kind of town centre environment would be beneficial to businesses?

Wood Green has a great variety of businesses, from office-based to industrial activities to creative industries and the social purpose sector, altogether providing over 6,500 non-retail jobs. One of the aims of this study was to understand more about the social enterprises in the area and how they benefit the local economy. You will read more about some of these organisations in this newsletter.

This study has given us an insight into what businesses want and need to be successful now and in the future. It will help us make sure Wood Green is a place where business can, and will, thrive.



# Blue House Yard

The brightly-coloured, award-winning Blue House Yard is rapidly becoming one of the most photographed areas in Wood Green. It features nine sheds and 13 studios full of creative, independent businesses and entrepreneurs who make, do and sell.

The space on Station Road is situated on a previously unused site owned by Haringey Council and is a five-year "meanwhile" or interim project with High Street Works - a partnership between Jan Kattein Architects and Meanwhile Space, creating a go-to creative space in Wood Green.



## MEANWHILE SPACE

Alex Lauschke is a Project co-ordinator for Blue House Yard. Alex works for Meanwhile Space which is a social enterprise that transforms empty spaces for the good of the community.



### Why are spaces like this so important?

Blue House Yard has become a bit of a landmark due to its architecture. It puts a smile on peoples' faces and adds a bit of colour to the area and we've created a public space where people can come and have a coffee and buy something or just marvel at the architecture.

But, more than this, it's important for small, local businesses starting out. For retail businesses, testing their ideas, this is quite affordable and it couldn't be much cheaper for them – especially considering its great location near the tube. Some businesses might stay, because not every business wants to grow and employ ten people, but we've already had businesses start here and then do so well that they've had to move out and expand which is good for them.

### What are the benefits of being here?

We offer people below market rate, affordable workspace or retail spaces to rent. And we have low barriers for people to get into the space. For example, we don't ask for a deposit and we don't tie people into a long lease – it's a two-year lease with a six-month break clause as we believe six months is a good time for you to decide whether the space works for you or not.

[www.bluehouseyard.com](http://www.bluehouseyard.com)

## CAKES AND LADDERS



Ruth Knox co-runs Cakes & Ladders – 'the only board game café in the world on a double-decker bus!' The café only opened a few months ago but has already become a hit thanks to its locally sourced coffee, cake and sandwiches and its many board games which you can play on tables inside and outside the bus.

### Why did you choose Wood Green?

We just like this area which feels very vibrant and up-and-coming. So we started to look around but it was quite difficult to find the right space because with board games, obviously, you need shelving and enough table space.

### Tell us more about the board games...

We have over 400 board games of different varieties including: child-friendly games, strategy games, co-operative games, two player games. The idea is you come along and pay a small cover charge and you can play as many games for as long as you want. We can also explain different games to you and recommend certain ones for your group – we're board games gurus!

### What's next for the café?

Well, I love it here at Blue House Yard and we certainly see ourselves being here for a good few years. Because we want to encourage people to interact and make friends we're running Open Play sessions. People can just turn up or come along with their mates and we will match them with a game and a group. We also hold introductory sessions to various board games. Everyone is welcome to come on board!

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

## EARTH ALE

Alex Lewis not only runs the Earth Ale tap room in the double-decker bus in Blue House Yard but also owns Bottle Shop Heroes, selling craft beer, wine and spirits, and runs his own brewery in The Chocolate Factory, just down the road.



### What is Earth Ale?

I moved into the brewery site just a few months ago and that provides three of the beers on tap in the bus (out of ten). Our big niche is going out and foraging for wild ingredients to add to our beers. Our focus is using from the land to create our unique style of beers and that's where the name comes from. Bottle Shop Heroes is an off-licence here in the yard, just across from the bus which I run with the good people of Cakes & Ladders café.

### How did you come to Blue House Yard?

The first opportunity that came up was renting the space for Bottle Shop Heroes just over a year ago. And then the bus became available and I realised that would make the area so much more positive, and the footfall would increase, and it would bring new life to the place – which it has done.

### What's next for you?

Well, I am really keen to employ some people now. It is essentially myself but I've just managed to get someone to work in the bottle shop over the weekends and more opportunities will become available. The future is exciting.

[www.earthale.com](http://www.earthale.com)

## MARTHA TODD

Martha runs Studio1Ceramics in Blue House Yard. Containing a wonderful assortment of Martha's work, it's also the base for her evening and daytime ceramics classes for locals of all abilities.



### Tell us more about you and your business...

About 12 years ago I was working in a call centre and it was the worst thing in my life and I had an early mid-life crisis! I went to the local university and I did a ceramics and textiles degree and then I went to the Royal College of Art and never looked back! Besides holding classes I make things here which I generally sell through galleries, museums and other places. I've just done a commission of hands for the Freud Museum and I make feet for the John Soane's Museum – no two days are the same!

### So how did you come to Blue House Yard?

I came here because I live just three minutes around the corner and I saw it being advertised. Before this, I had a shared studio in Hackney and I really wanted to set up as my own business and be able to teach, which I couldn't do there. So this was kind of perfect. We opened in May 2017.

### What do you like about Blue House Yard?

There are a lot of things good about it. It's a lovely community and everyone gets on really well. All the businesses are really different and no-one is in competition with each other. We help each other and pass on business. For me it was quite tricky setting up, with the kiln and everything, but they were really supportive and helpful. In addition they have very reasonable rents and no deposit so it's perfect for start-up businesses.

[www.marthatodd.info/studio1ceramics](http://www.marthatodd.info/studio1ceramics)

## MOVING ON...

Blue House Yard gives creatives the freedom to test their business ideas in a low cost, low risk space. Some businesses don't go the distance but there are many others who have done so well they have moved on into bigger premises.

## HERON HAWKER

Rob Slade runs Heron Hawker, an indoor plant and terrarium shop on Middle Lane, Hornsey. A terrarium is a glass container containing soil and plants, elegantly arranged to create 'mini gardens'. Rob also runs terrarium and other craft workshops.



### What part did Blue House Yard play in launching your business?

I love it and it's a fantastic place to trial and test ideas for a business in an actual physical location without too much commitment. Also, you are immediately in a mini network of people rather than working from home which can actually be quite isolating. Working in the sheds fitted the brand well which is very crafty and focused on the handmade.

### Where are you now?

We now have our own shop just down the road in Middle Lane, Hornsey. I don't know if we would have been here now if it wasn't for Blue House Yard as it's a big leap from working from home to working here.

### What's next for you?

We're employing people on a consultancy basis and we plan to stay here for a while. We are also looking to expand other parts of the business because we actually do quite a bit of installation work. We are also partnering up more with interior designers and we go in and flesh out their drawings with lots of greenery!

[www.heronhawker.com](http://www.heronhawker.com)

## SOKKO

Raquel Serafim is the founder of this charming printing and design studio which combines traditional print and finishing techniques with beautiful papers. Thanks to a recent expansion Sokko can now house the other side of its business – print photography – in one space.

### Tell us more about Sokko...

'Sokko' is a funny Georgian word which means 'mushroom'. It suits my hairstyle and since becoming a vegan mushrooms are my favourite! We love print, design and photography and take pleasure in traditional techniques.

### What part did Blue House Yard play in launching your business?

The yard allowed me to say, "This is it. I'm going to stop working full-time in the job I was doing and start working full-time with my own shop; my own business". They have very reasonable rents and there was no deposit so it meant we didn't have to worry it would be a big financial risk. There is also a great sense of community – almost like a family – and we met new people and learnt about other business models and ideas.

### What's next for you?

Well, thanks to the launch pad of Blue House Yard, we have just moved into bigger premises in The Chocolate Factory



(also in Wood Green). Previously the other side of our business – photography – was separate but now we can have it all in one space. We are also looking to take on more people and planning to turn the product photography side into a mini photography school for young people. We needed more space to provide mentoring and a stepping stone for youngsters to go into a job. We also want to launch a new stationery brand next year. We have lots of plans!

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



## WOOD GREEN WORKS

Wood Green Works is a business hub for entrepreneurs, creative makers and small enterprises based at 40 Cumberland Road. It combines flexible and affordable workspaces, co-working, training rooms and creative spaces ideal for local entrepreneurs and start-up companies, as well as access to finance, business advice and masterclasses from Nwes, one of the largest not-for-profit enterprise agencies in the UK.

[www.nwes.org.uk/workspace/spaces/wood-green-workspace-haringey](http://www.nwes.org.uk/workspace/spaces/wood-green-workspace-haringey)

## WE IN SOCIAL TECH

An inspiring new business accelerator for women, We in Social Tech, is coming to Wood Green. The programme has been created to support 60 ambitious women-led social tech businesses over two years.

The accelerator will be delivered by Nwes, one of the largest not-for-private-profit enterprise agencies in the UK, and is supported by Deutsche Bank, through its social enterprise program Made for Good. Three cohorts of 20 female founders will receive individual and bespoke support during each six-month span as they start to grow and scale their businesses that contribute towards change in society.

The two key criteria for participation are that businesses must be at least 50% owned by women and geared towards boosting positive social impacts. The accelerator is based at Wood Green Works, a new workspace supported by Haringey Council and operated by Nwes.

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