

## Creative Land Trust Announces Andy Martin as the New Chair of the Board of Trustees

Creative Land Trust, a charity backed by the Mayor of London, Arts Council England and Bloomberg Philanthropies, has appointed Andy Martin as its new Chair.

With its mission to secure permanent affordable workspace for artists and creatives, the Creative Land Trust plays a pivotal role in sustaining London's cultural vibrancy and fostering creative communities across the city. It achieves this by acquiring buildings that are leased to artists at affordable rates, by partnering with specialist studio providers.

Incoming Chair, Andy Martin has enjoyed a lengthy and distinguished career in property, including as senior partner of Strutt & Parker before becoming UK chief executive of BNP Paribas Real Estate after the two firms merged. He was also a previous chairman of the Urban Land Institute. He will use his tenure to help Creative Land Trust expand its property portfolio and reach across the real estate and investment worlds.

With this new leadership in place, Creative Land Trust is well positioned to work alongside developers to create affordable workspaces within their own developments, by using its network of specialists and helping to unlock further investment.

[Research warns of the ongoing risk of artists being priced out](#) due to rising costs and a lack of affordable space. Many investors share a desire to support London's cultural heart and break this cycle. They also recognise that this is mutually beneficial, creating value over time when properly incorporated into new property developments, as outlined in the recent study, [Creative Places Create Value](#).

Creative Land Trust was set up in 2019 with seed funding from the Mayor of London, Arts Council England, and Bloomberg Philanthropies, and support from Outset Contemporary Art Fund. The Board of Trustees, thank outgoing Co-Chairs Alexandra Notay and Catherine Webster who have supported the charity in its start-up phase, laying foundations for it to enhance its impact further across the sector and the capital.

Creative Land Trust currently owns or has long leases on four buildings, providing workspaces for around 200 artists and creatives across London. It operates within the creative workspace sector, forging links between property owners and developers, local authorities, government bodies, and studio providers.

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outset.

Andy Martin, new Chair of the Board of Trustees, said:

“The Creative Land Trust model is truly a world-leading and innovative approach that brings substantial benefits to everyone, particularly for local communities within the property sector. I am excited to take on this role and want to thank the team and Trustees for the hard work in securing property in perpetuity to help support the future of artists in London, which in itself is a fantastic achievement but doing so through Covid and then economically challenging times is magnificent”.

Justine Simons OBE, Deputy Mayor for Culture and the Creative Industries, said:

“Artists are the lifeblood of our capital and help drive our economy, but many continue to struggle to find affordable studio spaces. That’s why the Mayor and I supported and invested in the creation of Creative Land Trust to protect and expand these vital workspaces. The appointment of Andy Martin as Chair of the Board of Trustees to oversee the Trust’s next stage of development is very exciting and I look forward to working alongside him to continue to provide valuable support to our creative sector, as we build a better London for everyone.”

Sir Nicholas Serota, Chair of Arts Council England, added:

“As a founding partner, Arts Council England is proud of what Creative Land Trust has achieved so far. Andy Martin’s appointment comes at a pivotal time for the Trust, and we’re excited to see its continued growth in securing permanent, affordable workspaces for artists.”

Alex Notay and Cath Webster, outgoing co-chairs of Creative Land Trust, said:

“Creative Land Trust is an amazing organisation that has come a long way from inception five years ago, not only securing affordable creative workspaces across London but also advocating for the sector and raising awareness of the need for more affordable space. We wish Andy every success in his new role which comes with our full and ongoing support.”

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## **Notes to Editors**

### About Creative Land Trust

Creative Land Trust was founded to tackle a long-standing problem for London, and indeed other global cities—the loss of affordable workspace, and the consequent outflow of artists and makers, presenting a serious threat to the wellbeing and prosperity of a city so reliant on creativity for its success. Artists are unable to focus their time on their practice due to the instability inherent in relying on temporary workspace, and expert studio providers are displaced from their locations despite years of building equity.

CLT addresses this issue by building a new financial and operating model to secure workspace that would otherwise be unattainable, demonstrating best practices in selecting and supporting its studio provider partners.

Creative Land Trust's principal objective is to facilitate and secure permanent affordable space for artists and creatives, enriching communities and strengthening London's cultural and economic future. The charity's delivery model is based on blended finance comprising equity, debt, and donations from trusts, foundations, and philanthropists, providing returns to social investors based on its property portfolio. CLT works to influence policy development to ensure the availability of affordable workspace in the long term.

Greater London Authority, [Artist's Workspace Data Note \(2023\)](#) has revealed:

- Artist's workspace is a resilient sector, but there is churn and instability due to short leases.
- The number of mapped artists' workspace sites in London increased slightly between 2018 and 2022, from 264 to 270.
- In total, 48 sites closed (18%) and 52 new sites opened.
- A large proportion of the newly opened spaces are meanwhile uses, the recent changes in artists' workspace provision in London have led to a decrease in tenure security.
- A survey of cultural space providers in 2022 carried out on behalf of the GLA revealed that the managing organisations own the freehold on only 6.2 per cent of the sites that provide artists' workspaces in London. The [2014 Artists' Workspace Study](#) showed that 17 per cent of reported sites were owned by freehold. The number reported in the 2018 [Artists' Workspace Annual Data Note](#) was 13 per cent.
- The cost of workspace is rising. Information collected in May 2022 from 80 artists' workspace sites across London suggests that the average charge to workspace occupiers increased by 22 per cent since the previous data capture.
- There are continued pressures on workspace operators. These figures are likely to understate the actual increase in the cost of artists' workspace between 2017 and 2022. The timing of the study means that the data captured do not fully reflect the inflationary pressures of 2022.

Creative Land Trust's work is directly aligned with this need to provide stability and affordability for artists, reinforcing London's position as a leading creative capital.

## Support Us

We seek donors, funders, and investors to join us and increase the support we can offer. If you are interested in finding out more about how to support our work, please visit our website: [www.creativelandtrust.org](http://www.creativelandtrust.org). To collaborate with studio providers, artists, and creatives or to discuss project opportunities, please contact us at [info@creativelandtrust.org](mailto:info@creativelandtrust.org).

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