

FOOD & BEVERAGE



The
Archives
TOTTENHAM

February 2021

Purpose

VALUES

To achieve Purpose Group's vision and values, the presence of a genuinely inclusive F&B offering is fundamental.

F&B within Purpose Group is not just about providing food and drink or a commercially driven social space, but provides a platform where ideas can be transformed into businesses, and they can flourish and grow, and where creativity and collaboration can be encouraged. An inclusive environment where culture and diversity is celebrated.

**STRIVING TO
CREATE SPACES
THAT TRANSFORM
TENANTS
BUSINESSES, LIVES
& SURROUNDING
COMMUNITIES**

The Community & Regeneration

Tottenham's community shows immense creativity and diversity, with reports stating parts of the area as the most ethnically-diverse in Europe, with over 300 languages spoken.

Tottenham confronts notable challenges, including communities which face significant deprivation and inequalities, highly polarised employment rates and a low level of qualifications.

Truly harnessing the potential of our creative sector would make Tottenham a more prosperous and resilient place by contributing to local identity, providing higher wages, inward investment, and a range of employment and upskilling opportunities.

London Borough of Haringey are committed to growing, celebrating and strengthening Tottenham's creative businesses in tandem with providing tangible opportunities for local people to access and benefit from the creative sector.

Having been designated a Creative Enterprise Zone (CEZ) in 2018 by the Mayor of London, and with the regeneration projects currently underway, there is a buzz of excitement in the area around what the future holds.

49% AGED 18-44
12% HIGHER THAN NATIONAL AVERAGE

BY 2025...

10,000 NEW HOMES

5,000 NEW JOBS

750M INVESTMENT

TOTTENHAM

Purpose

"TOTTENHAM IS ONE OF LONDON'S MOST CREATIVE AREAS, WITH ALMOST 1 IN 5 RESIDENTS WORKING IN THE CREATIVE INDUSTRIES, LONDON'S FASTEST GROWING SECTOR PRIOR TO THE PANDEMIC. NOW MORE THAN EVER, IT IS VITAL TO SUPPORT & CELEBRATE THE CREATIVE ECONOMY, WHICH WILL BE A DRIVING FORCE TOWARDS LONDON'S ECONOMIC RECOVERY."

660 BUSINESSES

4,400 JOBS

127% GROWTH IN 5 YEARS

Social Spaces @ The Archives

The ambition through our F&B offering, across the ground, fifth and sixth (roof) floors, will aim to reflect the vibrancy and diversity of the local area and help to champion and celebrate this rich cultural heritage, as well as offering a fully inclusive destination to showcase what this local area has to offer.

Authenticity and honesty will be celebrated and true to what we deliver, served in each coffee we serve and each business we help to build and grow.



Purpose

Roof Garden & Food Market

Our all weather roof garden and food market, with seating up to 400 people, will provide uninterrupted views across the the Wetlands, Alexandra Palace, stretching to central London, for both visitors and tenants to enjoy. Our food market will provide both an iconic location, and an affordable, flexible start up space for local food businesses, giving them the opportunity to grow and develop, and building their relationships with local authorities, providing food safety guidance and the opportunity for toolbox talks from industry experts across legal, procurement, development and menu engineering fields.



purpose

Events

Our event spaces create a destination that from day to night can accommodate and adapt to a range of activities and events. We will create and deliver a packed seasonal calendar, curated in conjunction with our own short term hire team, which celebrates and invites the best of London's creativity and diversity.

From art exhibitions, exercise classes and fashion events by day to theatrical performances and a live music venue into the night, with foundations rooted in supporting the local community through employment and opportunity.



Purpose

What sets us apart?

Amazing building in the heart of cez
Authenticity
Community centric
Generosity
Supporting regeneration
Serving the community
Reliant upon community support
More than just commercials

THANK YOU

Purpose