



The Archives

TOTTENHAM

Purpose

The Archives

The Archives is a 1960's 6-storey industrial warehouse converted into a new creative and social hub in South Tottenham.

Operated by Purpose Group since December 2019, The Archives is a meanwhile space located in the Crossrail 2 Safeguarding Zone. Given the site's situation, Purpose Group aimed to maximise the potential of the project to support and create a diverse mix of uses. The over 100,000 square feet building comprises of a café, climbing centre and workspaces of a variety of sizes. It also holds a performance/exhibition space which is often used by known brands to create their marketing content.

The changing landscape of South Tottenham with its rich creative community seemed to be a perfect site for a new creative hub. The Archives set within High Cross Centre, itself part of The Mayor's designated Creative Enterprise Zone, are just ten minutes' walk from the Tottenham Hale Station. The project itself represents the underway regeneration of the area, sensitively and resourcefully repurposing a disused industrial building.



Purpose Group

Purpose Group delivers affordable, flexible and productive workspace in buildings that would otherwise remain vacant, unused and unloved.

Purpose Group was established in 2017 by its founder Dan Cohen, starting with a 30,000 sq. ft office building in London Bridge that was earmarked for redevelopment.

We take on the refurbishment and management of buildings of any size and condition to repurpose them into customisable workspaces housing communities of SMEs, makers, creatives and artists.

Purpose Group has now transformed more than 500,000 sq. ft of commercial space across London, including buildings in London Bridge, Clerkenwell, Borough, Bethnal Green, Kings Cross, Hackney Wick and Tottenham. To enhance their tenant offering, London North Studios was launched in June 2021 as well as a managed office brand, MILO, and a food, beverage and events business, Full Steam.

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 IS ONE
OF LONDON'S MOST
CREATIVE AREAS, WITH
ALMOST 1 IN 5 RESIDENTS
WORKING IN THE CREATIVE
INDUSTRIES, LONDON'S
FASTEST GROWING SECTOR**

660 BUSINESSES

127% GROWTH IN 5 YEARS

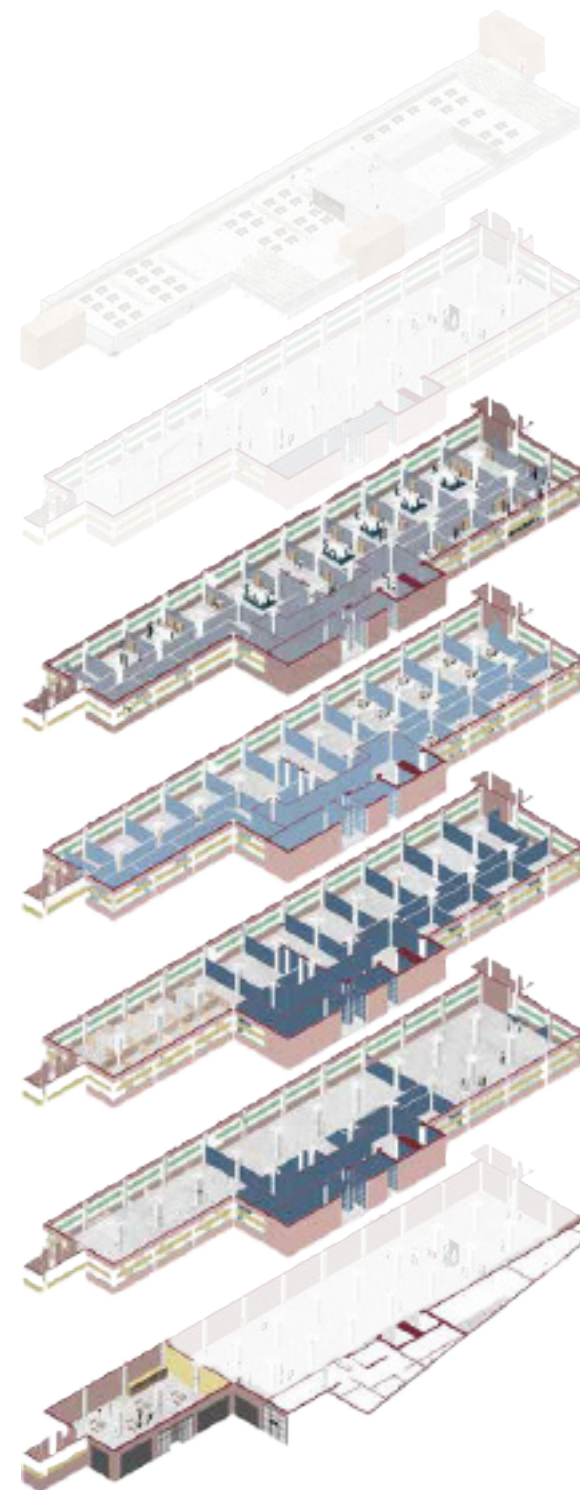
Purpose

TOTTENHAM

Phase 1 development

Phase 1 of the project was completed in the midst of the pandemic in June 2020. This phase saw the development of floors 1-4, and the creation of the reception area, 3,500 sq ft Full Steam cafe, a full replacement of services and the addition of an all floors passenger lift. Each floor comes equipped with communal services including WCs, showers, kitchens and meeting rooms.

With the climbing centre occupying the first floor, the second floor was designated as an open-plan maker's space with separate studios. The third and fourth floors were divided into thirty-six studio spaces of a variety of sizes. The well serviced, blank canvas studios helped to ensure a diverse portfolio for Purpose Group but also guaranteed that the spaces will be fully adaptable to the potential tenants' needs. The ground floor provides a public entrance and café.



Phase 1 development

The Archives is accessible 24 hours a day, 7 days a week through secure access fobs, with building manager coverage throughout the day and an onsite security guard from 5pm - 1am.

The building is now at full occupancy and home to a diverse creative community including artists, designers, photographers, radio stations, chefs and even a florist. In some studios dividing walls have been demolished to combine spaces and mezzanines constructed to increase square footage without increasing rent, highlighting the designs flexibility. The individual studios are flooded with light and wrapped in acoustic insulation to ensure comfort.

Operating the 1st floor climbing centre is Stronghold who have been part of the Tottenham community since 2017. Open 7-days a week, the climbing centre works directly with local schools providing access for 300 children a week to promote health and wellbeing. On the 2nd floor maker-space is MAES London, a luxury womenswear manufacturer created with the intention of reconnecting designers with local manufacturing.

Recognition

In October 2021, at The Haringey Design Awards, The Archives took home the award for "**Best New Inclusive Design**", with the category looking for good examples of buildings achieving physical accessibility, social accessibility and community accessibility, which saw us pitted against such well know developments as Tottenham Hotspur Stadium.

More recently, the phase 1 development has been shortlisted in the work place category at the Retrofit awards.

Purpose



Phase 2

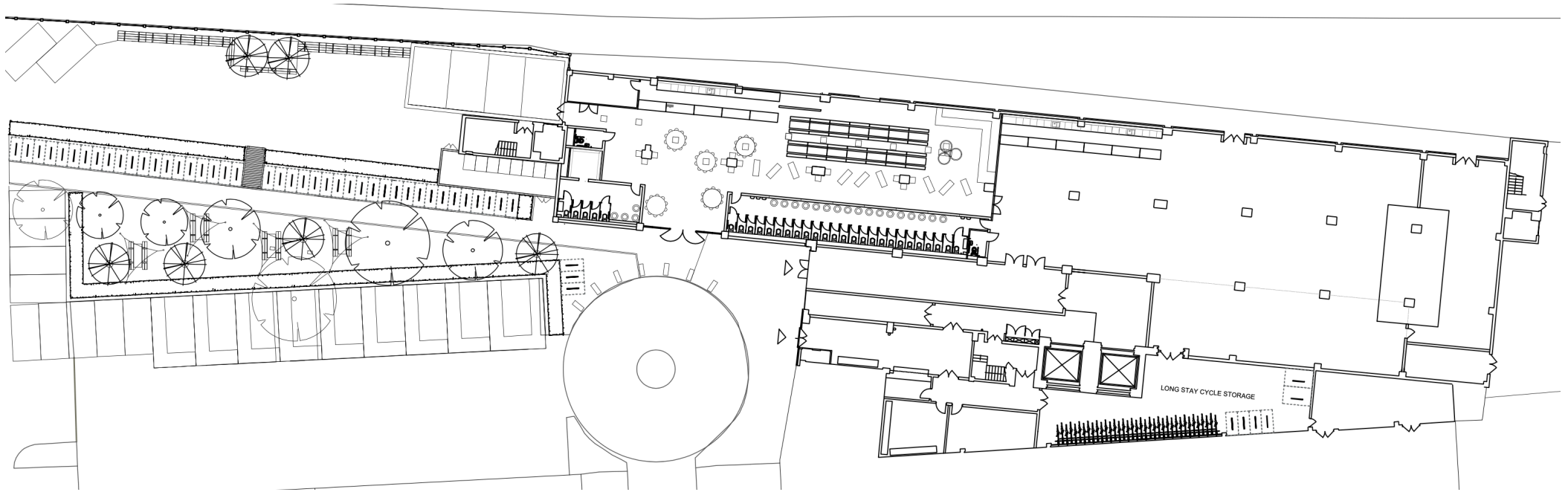
Phase 2 of the project is about to commence, pending the planning and licensing approval, and sees the development of the ground floor and external car park to a larger cafe / bar area with wider food offering, multi purpose event space and external seating area, the fifth floor developed into further studio space including music studios, and the addition of a rooftop terrace.

The existing building cores are to be extended, providing access to the new opened roof terrace. The vertical extrusions are to be clad in polycarbonate panels and function as lanterns being a part of wider wayfinding strategy. Mural artwork, by local community engagement artist studio, Hanna Benihoud Studio, is also proposed on the lower sections of the cores.



Purpose

Ground floor



Development on the ground floor will see ca 15,000 sq ft internal space and 5,000 sq ft external space transformed. Careful consideration has been taken, to ensure private tenanted spaces are secure from public areas (ground floor and roof) of the building, accessed through separate entrances.

Frankton Group, are contracted as our security partner for the site, to manage event and building security. A crowd management plan is under development, however each event will be risk assessed by our own Venue Management Team, which includes security, safety team members.

For noise management plan and mitigation measures, Sound Services <https://www.sound-services.co.uk/> to work as a hire partner for any sound equipment on the ground floor who have also offered sound testing services, having worked with large venues across London such as Print Works, Night Tales and E1. Once we've completed the main construction on the ground floor, we're looking to schedule x2 sound tests with Sound Services and our acoustic consultant, firstly to identify any leakage points, then secondly, after proofing measures have been taken, to confirm the success of the works, at which point we can complete the full noise management plan and dispersal policy and allocate continuous monitoring points. We've assigned budget and contingency to complete these works depending on the results of the sound tests.

Purpose

Ground floor bar & events

+ THE ARCHIVES TOOLKIT

+ MOVEMENT + LIGHT

01 TOILET BLOCK



- Toilet block design related from initial design ideas pack
- Potential to use cement board and varnish to reduce use of OSB (TBC)
- Detail drawings/ method statements and contractor quotation to be provided if requested
- Sourcing of fixtures and fittings to be confirmed with AG



+ DIVERSITY IN SPACE

02 SOCIAL SEATING



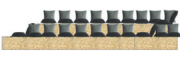
- Concrete drainage rings re-purposed as seating elements
- Rings stacked on top of each other and filled with timber frame and OSB side top
- Off the shelf (modular) string stools to be supplied
- A unique seating element that creates a bar like atmosphere, encourages people to interact and promotes conversation within the bar area
- 6-10 persons per table. Approx 50 people Max

03 SOCIAL EATING



- Existing tables/benches re-oriented into 2m strip tables
- Existing tables/benches to be re-filled with OSB
- New tables total
- Re-orienting the tables into strips encourages social interaction, increase seating provision, maximum use of space
- 6-8 persons per table. Approx 112 people Max
- Benches to be movable for space creation/events

04 LOUNGE SEATING



- Timber frame/ OSB clad double tiered lounge with cushions
- Max height 900mm AGL
- Potential for out our stage
- Provide a sense of enclosure for a more relaxed environment
- A flexible seating option for various activities
- Additional bean bags to be provided around perimeter area
- 30-40 people Min

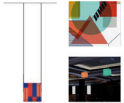
05 PODS



- Large concrete drainage rings re-purposed as private reflective seating elements
- Potential for rings to be empty decorative, display artwork, or hang plants
- Used between seating columns to define space
- 1-2 persons Max

+ ARCHIVE CONCEPT

07 HANGING ARCHIVE



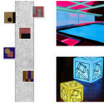
+ INTRODUCING LIFE

10 PLANTERS



- Concrete drainage rings re-purposed as a large planter
- See also shown on plan to provide enclosure to lounge space
- Potential for more budget permitting
- Plant list for shade tolerant plants to be provided alongside information of watering and maintenance

08 FIXED ARCHIVE



- Cubes of timber or steel budget permitting
- 300x300x500mm cubes attached to the ceiling
- Cubes to be illuminated from within
- The cubes double up as a congregation point and a place for your items
- Polycarbonate faces with printed transfers of historical data artwork
- An opportunity to pay homage to the building's history and create a unique atmosphere for its users

09 SURFACE ARCHIVE



- Surface level artwork paying homage to the building's historical architectural context
- Artwork to provide colour and interest
- Actual artwork TBD
- Potential for seating features to contribute with seat reduction volume

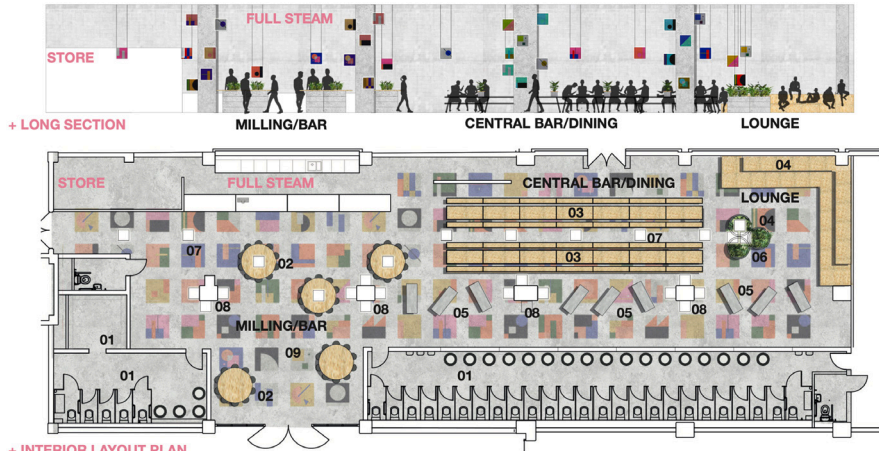
**+ HIGH CROSS
+ INTERIORS
+ DESIGN IDEAS 02**

The current Full Steam cafe (central section) will be extended to include a galley kitchen, cellar, extra seating and a large toilet block, separated from the event space by a removeable partition wall. The new cafe bar will operate 7 days per week until 11pm on an evening, serving beverages and food throughout, and employ 6-10 full time employees at london living wage.

The event space (which can be hired as a stand alone unit or combined with the cafe bar space to host larger capacity events) will house a private events bar, performance and backstage area, with acoustic and sound treatment works to be completed to ensure symbiosis with both internal tenants and external neighbours, with the potential to employ a further 10 FTE at london living wage.

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.



+ INTERIOR LAYOUT PLAN

+ THE ARCHIVES INTERIORS CONCEPT

Located in a developing area of North London, The Archives Bar/Cafe/Events space must draw people in from further a field, as it's location does not have the benefit to maintain it. The overall design strategy aims to create a flexible and dynamic space, embracing a design concept that pays homage to the building's architectural heritage and historical/cultural context, to design, furnish and decorate the industrial space and to prepare it for flexible future use by other users in their various lifetimes.

The Archives, formerly high rise flats, stands as a beautiful and iconic building. It stands, also known as Brutalist architecture, in a style that emerged in the 1950s and grew out of the early 20th century modernist movement. Brutalism was generally characterised by its rough, unadorned surfaces, unusual shapes, heavy concrete materials, straight lines, and small windows. This style of architecture and forward thinking notion has been woven into the interior concept with the use and re-purposed use of heavy industrial materials, a balance of steel and concrete shapes and connecting elements to create modern workspaces.

Three spaces have been defined within the Ground Floor of The Archives. The primary millinery space is centrally positioned through the large glass opening in the facade where concrete drainage rings have been re-purposed as large table/seating areas. As people wander through the space, concrete drainage rings provide ambient light and an extension of the building's design language. The central space opens up to two long concrete rings to provide a unique seating space if required. The arrangement of seating encourages the main and aims to influence social interaction between different groups of people. Concrete drainage rings are re-purposed again to create 'narrow' chairs and provide intimate seating elements, additional spaces for bar artwork or a place to incorporate hanging vegetation. The lounge area is open and provides concrete drainage rings to provide a unique seating space and a place to sit. A space where people can come to take a walk away from the main bar and dining area. The steel beams, based on the Brutalist design language are artfully placed in membranes and provide a choreography of movement and light in a dark space through the polycarbonate layers. The user surface within the space will further activate the building, encourage people and support their growth in the private and public areas.

The layout and furniture design aims to accommodate a large amount of people whilst providing a variation in seating opportunities. The Brutalist architectural concept aims to draw people from further a field to visit on the weekend or other work during the week. The concept can be built on engineering as elements can be added over time depending on budget.

**+ HIGH CROSS
+ INTERIORS
+ DESIGN IDEAS 1**

Event Space (continued)



The Archives Ground Floor has already attracted keen interest from a number of local and national organisations. Including festivals celebrating a diverse range of ethnicities, cultures and the LGBTQI+ community.

The Archives is set to be a hive of activity and a space for artists' creative vision to be fulfilled. We take a proactive stance on reinvigorating the area of Tottenham and collaborating with the Arts Community to ensure the space is inclusive and affordable.

The ambitions of The Archives Ground Floor are to bring employment, work opportunities and training to the local community, to focus on sustainability and the environment and support offer a safe space with diversity at its heart.

We've already worked with many local musicians including Dun D and Jvck James but also been approached by larger event companies including CWT Meetings & Events and AEG Worldwide.



100,000

NUMBER OF POTENTIAL ANNUAL VISITORS TO THE SITE FROM ENQUIRIES FOR 2021

Purpose

Outdoor area

The external area of the building will be redeveloped into a communal space to serve both the tenants and visitors to the building.

Sustainable transport is to be encouraged to the site, with sheds to house up to 100 bicycles, and x2 electric car charging ports, to be installed.

We aim to keep the space as flexible as possible, offering shaded seating and open spaces in which to host events and markets.



LANDSCAPE ELEMENTS

- Bike Park:**
Each bike shelter holds 4 bike stands, set in tarmacadam. The shelters are composed of a steel butterfly wing canopy roof. A 1.5m high Beech hedge sits below the structure to capture surface and roof water run-off. Entrance to the cycle stands is staggered in alternate bays to create the butterfly effect roof.
- Smoking Shelter:**
A lightweight permeable structure provides shelter close to the building. Construction and materials TBC at detail design stage.
- Timber Bench/Platform:**
These timber units create an active edge to the site set back from the railway boundary, with a number of possible uses, including areas for seating, lounging, outdoor gym, informal group meetings and outdoor cinema.
- Metro Gardens:**
The gardens comprise a combination of shade trees, pollinators and grasses, planted to frame flexible seating and enclose informal seating. Canvas sails provide shade on summer days. The Metro gardens provide space for outdoor working, socialising and enhance the ecology through the choice of plants.
- Gravel Surface:**
20mm Moonstone grave surface laid to create an extensive rain garden increasing permeability of the existing landscape. The use of this permeable surface around the trees will optimise their growth enhancing the ecological value of the site.
- Path:**
A direct access path utilises and recycles the broken paving slabs on site to create a crazy paved path, providing level access through the site. The path drains in to the extensive rain garden.
- Flexible Surface + Street Graphics:**
Tarmacadam surface, with access for food and beverage trucks, providing flexible open space for community and outdoor leisure events. Community led street art creates a connective visual element across the site, providing information on the local and global sustainability of the project.
- Boundary Fence:**
A 2.0m high concrete post and steel mesh fence provides a secondary boundary set back from the rail line. The fence provides a structure for climbing plants and opportunities to display local art work.
- Cafe + Entrance:**
Space for the cafe is defined by 1.5m high gabion baskets set back from the road, providing a protective edge from vehicular overrun. The gabions contain a variety of climbing plants, which define a flexible seating space adjacent to the cafe entrance.
- Electric Car Charging Points:**
Two number electric car charging points are situated to the north of site.
- Disabled Parking Spaces:**
Nine number fully accessible parking spaces are provided in line with the requirements for the project.
- Refuse Point:**
The refuse point has been located on the corner of the site next to the main vehicular route to provide easy access for refuse vehicles.
- Lighting:**
Lighting will be located across the site in different formats to optimise the use of the landscape at night as well as defining clear pathways to and from the building.



Outdoor area - Mural

THE PROJECT

CONCEPT

Tottenham is growing upwards... Literally. What about what's already here?

'When we grow up' creates Tottenham's largest mural project teaming local school children with a local artist, daring them to dream big. The project will ask kids to imagine their future, reflecting the community, inspiring the mural work.

'When we grow up' engages the local community and knits new development into the existing demographic. Using an existing building to celebrate art and culture in Tottenham right now, this project will stand out for all the right reasons.



Future of Tottenham



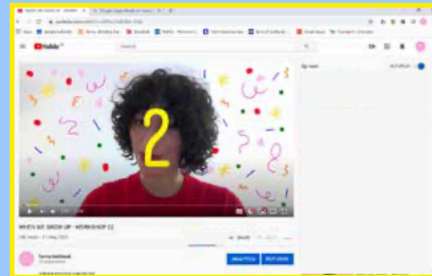
PHASE 1

WHO WE ENGAGED?

Gladesmore School & Haringey CAMHS
Aged between 11- 14 years old
High number of BAME representation
70% of students are from low income families.

HOW WE DID IT?

During lockdown we used youtube to run online workshops to engage young people



ENGAGEMENT NUMBERS

53 students involved
750 views on the online workshops
48 hours of watch time on workshops
140 pieces of art created

WHAT WORKSHOPS WE RAN?

We ran 3 workshops that explored what the young people would like to be doing in the year 2030



ARTWORK

THE RESPONSES

We have a huge amount of ambition in Tottenham. From Olympic dreams to Activists, from chefs to bankers! The students of Tottenham have BIG DREAMS.



'I have enjoyed this project because I have really had the chance to explore what I would like to do in life. I didn't quite know what I wanted to do and still kind of don't, but this project has helped me explore my choices and I have a bigger idea of what I want to do.'

I think this mural is important because it shows other children that they have many choices. It also tells the community that us teenagers have dreams and we are dedicated to making them come true.'

-Natalia, Student

PHASE 2

WHAT'S NEXT?

We are raising money to fund phase 2 of the project which uses the students artwork to create a mural adding their dreams to the Tottenham skyline



Outdoor area - Mural

'When We Grow Up' is a large-scale mural project. It is an ongoing collaborative project with Gladesmore Secondary school reframing the conversation of the future of Tottenham, not around infrastructure or buildings but around the next generation. This mural will contribute towards the transformation of a new local cultural hub through Purpose Group at The Archives building.

The phase 1 engagement process happened in the spring of 2020 during full lockdown. Without the ability to run the engagement in real life Hanna led the workshops via YouTube. The work created by the young people was absolutely incredible. The students were asked to dream big and think about what they wanted to be when they grow up. The dreams fell into 5 categories; Carers, Sports, Women in Business, Arts and Science and Educators and Advocators.

The images illustrate the mural artwork and polycarbonate extended cores. The community led artwork brings the former industrial building to life, whilst retaining a vital link with the local community. The glowing extended cores with The Archives branding announces and identifies the building as a new destination.

We're now exploring different elements of funding to support the final delivery of this project.



Purpose

Roof Garden & Food Market

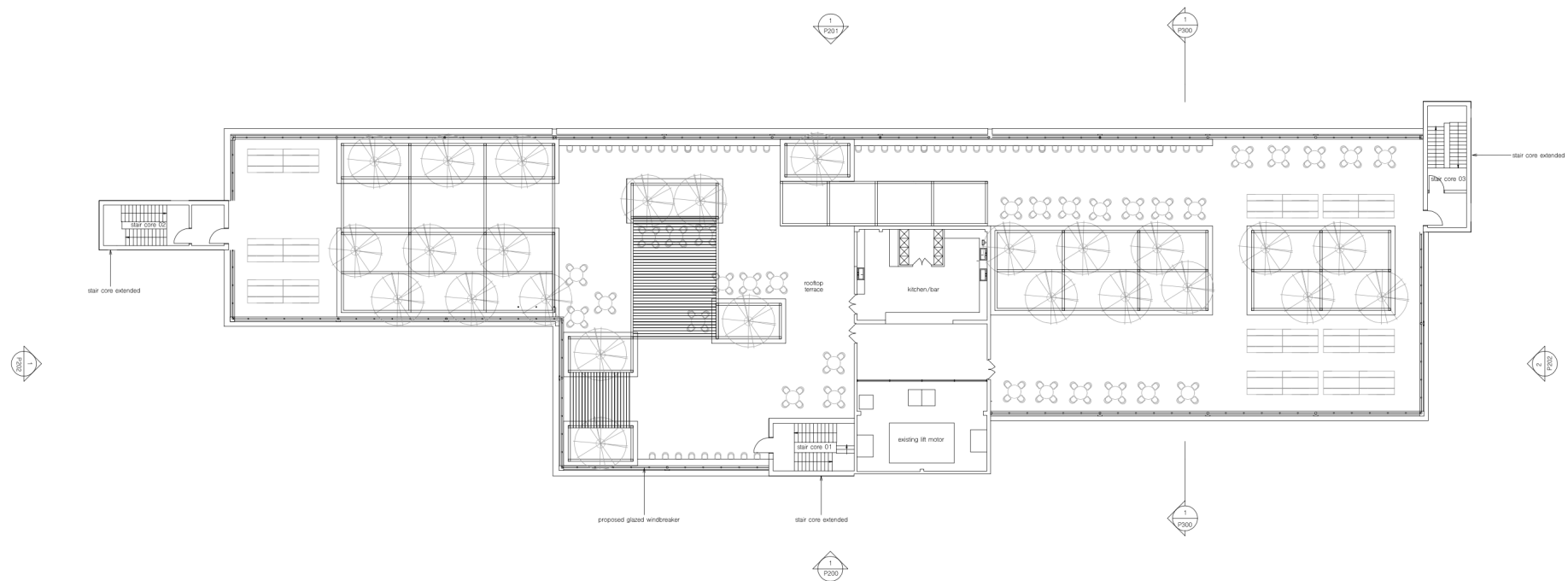
Our all weather roof garden and food market, with seating up to 400 people, will provide uninterrupted views across the the Wetlands, Alexandra Palace, stretching to central London, for both visitors and tenants to enjoy. Our food market will provide both an iconic location, and an affordable, flexible start up space for local food businesses, giving them the opportunity to grow and develop, and will look to employ a further 10 FTE at london living wage.

Licensed until 11pm, 7 days per week, sound testing and mitigation measures are to be taken to ensure compliance with our own noise management strategy.



Purpose

Roof Garden & Food Market



The views from the opened roof terrace will outstretch across London from Alexander Palace, through Canary Wharf, to Walthamstow reservoirs. The proposed opened roof terrace will be able to facilitate events as well as pop up restaurants and bars, providing a new destination for visitors. It will be populated with abundance of planting to help reduce the urban heat effect of the site and free-standing furniture to ensure maximum flexibility for the space.

Newly proposed rainwater harvesting system will be used for plants irrigation and toilets flushing. While the views of the Walthamstow Wetlands combined with signage boards are to educate users about the reservoir site which is the main source of water supply for 3.5 million people.

Purpose

Messages from our tenants...

I'm really excited about the potential new Phase 2 developments at The Archives. With such a rich and varied number of businesses and creatives within the building this would be a great opportunity for tenants to network and collaborate with each other as well as with the wider community. Having an event space of this nature on the doorstep of my business would enable me to offer my clients a fully-rounded service with a hire-space perfect for PR launches, fashion shows, private events and exhibitions. Tottenham has always been a hub of creativity and diversity and I feel the area and it's residents would truly benefit from having a space like this available to them for makers markets, workshops and talks.

JESS RUNCIMAN, FOUNDER - FLUORESSÉ

The archive building is a great hub of Tottenham based businesses providing spaces which offer cross pollination and creative thinking.

Being based in Tottenham for our 10 years and since moving in early this year the studio the space has allowed us to grow our team, increase our capacity for our E-Shop inventory and connected us with other businesses/services which can aid out businesses in the local area.

During a time of difficult for all business The Archive has been a positive move for my business and increasing economic growth in Tottenham.

NICHOLAS DALEY, FOUNDER - NICHOLAS DALEY

'The Archives has become a great base for Bud Studio. Their discounted rent has enabled us to offer some of the cheapest studio spaces in Haringey, helping us continue our support for creatives in the borough.

We think opening up the space for events would only further The Archives offer to Tottenham residents and beyond. Through the redevelopment of Ashley Road Tottenham Hale is in desperate need for a new cultural hub and The Archives could help fill the void!'

ALBERT CLEGG, FOUNDER - BUD STUDIO

'As a year-long tenant of The Archives and eight-year-long resident of the area (Lawrence Road N15) I'd like to add my enthusiasm for the next phase of The Archives development.

Spaces in The Archives, along with the dozens of other studios in the area (High Cross, Markfield Road, Millmead) means that Tottenham Hale (and Tottenham/Haringey in general) has become the centre of London's photography scene.

To me it seems vital to build on that with success with spaces where professionals can socialise as well as work. I would argue that Tottenham Hale isn't currently overburdened with these facilities.

The management at The Archives have always been excellent and dealt with any issues quickly and efficiently. I would every confidence that any extension of services would be well run and take in consideration the needs and concerns of tenants and the local area.'

PHIL SHARP, FOUNDER - PHIL SHARP PHOTOGRAPHY

Messages from our tenants...

The Archives is best described as buzzing with lots to do, quirky, characteristic and is welcoming to people from all walks of life – following its league from being as trendy as Hackney to as jam packed as the Southbank!

With office spaces, to wall climbing, fashion shoots there's never a dull moment in the building itself. With friendly staff always on site, with the Health & Safety of the building always a top priority I would absolutely have to rate The Archives as the place to be...The Full Steam Café has got to be my face serving the best hot milk lattes, beans from only the best – Terrone, you have stolen my heart. Thank you to all the staff & management for making this a very comfortable place not just to work but also have some fun. Looking forward to seeing much much more happening around here.

JUBEDA HAKIM, SERVICE MANAGER - CENTRAL ENGAGE HARINGEY

We moved our luxury garment manufacturing company from Bethnal Green to The Archives, Tottenham at the start of 2021 and it has definitely proved to be the right decision. The studio itself provides the wow factor that we were looking for, but what really cemented it was the wider vision of The Archives and the regeneration of Tottenham.

We were attracted by the prospect of building a community of creative businesses in the area and that's what The Archives is looking to achieve. Despite the continued challenges of the pandemic, a community is forming. We've already put a few clients of ours in touch with our neighbours who specialise in fashion photography. And one of our prospective clients had recently moved into a studio a couple of floors above.

Having Tottenham Hale Retail Park nearby is handy and great for our staff, but what will attract new people and businesses to the area is The Archives. This building has the potential to offer the area something truly unique. I imagine people coming here to attend an art exhibition, a fashion show or browse some market stalls. We are keen to get involved as well and are looking to host a few events and open our business to the public on select days next year for a studio tour, offering people insight into the garment manufacturing process.

We are proud to be in Tottenham and we support the development of The Archives.

DIANA KAKKAR, FOUNDER - MAES LONDON

As a tenant of The Archives, I believe Purpose Group has been spot on in developing work spaces that benefit each business in the building and also brought the right amount of opportunity and interest in the High Cross Centre and Tottenham Hale area. Specifically in the High Cross Centre vicinity, I think The Archives provides a great hub of community and creativity amongst businesses and individuals while also maintaining a strong standard of cleanliness and security. As a freelance photographer, many of my clients visiting the building has been pleasantly surprised by the way the building has been designed and the spaces and scenic views it provides. I believe by developing more food, beverage and entertainment facilities within the building this will further enhance the benefits in the area and attract more visitors locally and around London.

DAVID REISS, FOUNDER - DAVID REISS PHOTOGRAPHY