

# the **cause**



Landlord Deck. February 2022



# 'The Community-driven Nightclub London Needs Right Now'

DJ Mag, Oct 2018





# About us

The Cause is an innovative, award winning arts & cultural event space that is supported by a creative array of work studios that create a community and eco-system of local enterprise.

We are renowned for our fundraising efforts, helping multiple charities and organisations with donations raised via events at or associated with The Cause.

Our business model revolves around:

- a wide variety of events creating wet led-revenue (retail on-sales of alcohol)
- rental of studio space
- location work, e.g. film shoots, photo shoots

# Awards

Time Out London's 2021 Best of the City  
- Award Winner: Best Nightlife Venue'

DJ Mag Best Of British Awards 2019  
- Winner: Innovation & Excellence'

DJ Mag Best Of British Awards 2018  
- Nominee: Best Small Club'

Evening Standard The Progress 1000: London's most influential people 2019  
- Going Out: Clubs - 2nd in category - Stuart Glen, co-founder of The Cause

The Face: New Guard (2021) - 1 of 50 people selected in a directory of people shaping the future of nightlife in the city of London  
-- Stuart Glen, co-founder of The Cause



# Press

"The Cause Nightclub in Tottenham is known for its social conscience" -  
ITV News

"The Cause is one of London's most game-changing venues" - Mixmag

"Home of Adonis ' The queer night everyone's talking about' - i-D  
Magazine

"The leading light in a bright new crop of clubs" - Evening Standard

"The Cause is a club with a difference, a new space in Tottenham Hale  
looking to reverse the trend of music venue closures and simultaneously  
support local charities." - Haringey Community Press

The logo for the London Evening Standard, featuring the word "London" in a small font above "Evening Standard" in a larger, bold, serif font.The logo for Haringey Community Press (HCP), consisting of the letters "HCP" in a large, bold, serif font on a yellow background.The logo for Mixmag, featuring the word "mixmag" in a lowercase, bold, sans-serif font.The logo for i-D Magazine, featuring the letters "i-D" in a bold, sans-serif font, with a small dot above the "i".

# Our local offering

Since opening in 2018, The Cause has become a well-loved feature of the live music and dance scene in North London, with over 235K people through its doors. We are a grassroots DIY music venue, a community hub, a supporter of emerging talent, and a recognisable advocate for London's threatened nightlife scene.

We support underrepresented and grassroots artists, reaching diverse audiences, including London's underserved LGBTQI communities, and we enjoy a strong relationship with our local community in Tottenham Hale.

As well as being a consistently financially strong and growing organisation, in less than four years since launching, we've raised over £150,000 for local, national, and international charities and causes including:

- Mind In Haringey
- Hackney Winter Night Shelter
- Hackney Migrant Centre
- Project 17
- Centrepont
- C.A.L.M.

Alongside fundraisers, we are also deeply embedded in our local community, with the space playing host to huge numbers of projects, including DJ lessons to nurture local talent, in-kind use by local artists to aid development / creative skill-sharing, & hosting participatory opportunities for artistic expression.

# Community at our heart

Examples include our work with Grooveschool, who provide cultural opportunities for children & adults from disadvantaged backgrounds, or how we provide studio space for Threads radio, which has 300 shows providing a platform for local DJs, MC's, presenters and panelists, often tackling hard-hitting subjects and representing local youth movements.

We also provide our space at low & no cost for film & studio shoots by emerging artists, students & community groups, as well as a paid shoot location for chart toppers Example, Skepta & D Double E.

With the recent closure of two prominent grassroots music venues (Styx & Five Miles), our current site ending in January and the forthcoming loss of Drumsheds, The Cause's survival is essential for the cultural landscape of North London.

The Cause also provides affordable, low risk studios / work space for artists, creatives and small businesses and has helped create a real community hub, empowering and encouraging new local enterprises.

An example of a local success story that was incubated at The Cause is Idris Barbering Co - an independent barbers that ran a pop up for 11 months within our space that helped build revenue and a client base locally, leading the operator to invest in a full long-term site a short walk away.



In summer 2020, in the midst of a global pandemic, we pivoted our space into 'Costa Del Tottenham' (CDT), a socially distanced food, drink and entertainment complex.

Our innovative approach led to interviews with BBC Radio 6, The Guardian, The Financial Times, Mixmag, Vice and many other media sites, whilst our launch was covered by Time Out London, Evening Standard, The Metro, Seventh Sister, Secret London and many more local blogs / websites. CDT was also top of The National Geographic 'The 15 best bars and pubs in London for outdoor drinks'.

During sixteen weeks of 2020, CDT hosted:

- 40 + live music acts across Latin, neo-soul, hip hop, grime, Jazz, funk, folk and more. Over 90% of artists were grassroots music acts, independent / unsigned
- 30 + live comedy acts, spanning LGBTQI+ comics, Black-focused comedy, established and grassroots talent - 15 drag cabaret shows, serving a predominantly LGBTQI+ audience, with over 60 performers, all of whom identify as LGBTQI+
- 16 + Educational workshops spanning learning in music, a multi-week series of discussions and panels on racial equality, life drawing and more

In 2021, we took over a neighbouring site 'The Cannon Factory' and have expanded our workspace rental, with our building contractors Kia Hanga (who also produce locally made concrete furniture), Voice Show Media UK - a black-community focused, podcast and online media production company, our boutique independent rum supplier Pirates Grog, freelance T-Shirt printers and more taking residence.

After three months of operation, 90% of all studios were rented and all to local businesses. In addition to this, The Cannon Factory has a 5000 square foot warehouse which has hosted various events, such as:

### **Euro Warehouse**

- A socially distanced football pop up event concept, running between mid June and mid July 2021, showing over 30 football matches on huge screens, with an average attendance of 186 people per game. We cross marketed the show with Mundial - a London based creative agency, digital magazine, and award-winning podcast full of football enthusiasts.

### **Michelangelo's Sistine Chapel: The Exhibition**

- A unique exhibition in London that invites you to step into the universe of the greatest masterpieces of Michelangelo, seen from a totally new perspective. It is brought to you by the organizers of the finest themed exhibitions such as: Star Trek, King Tut, Titanic, Frida Kahlo, Michael Jackson and more.



# Our New Home?

We are looking for a large industrial unit, ideally with outdoor yard space.

Internal space - 8K - 50K square feet  
External space - 3K+ square feet

Our proposed use will continue to deliver a project similar in nature to our current meanwhile site at Ashley Road. This entails various multiple function event spaces and studio/office space for small businesses.

The larger the unit we take, the larger the proportion of workspace we would host, allowing us to scale up or down our needs.

Older, perhaps run down properties are of interest to us, as we have a large team of builders, labourers and interior designers who can design the space to our needs, including maximising sound-proofing for an operation like ours.



# Design

The Cause is and always will be 100% DIY. We work with a local pool of designers, creatives, labourers and production team who are familiar with revitalising buildings around the existing character and charm of each individual site.

In April 2018 we took a large, fairly worn down ex-car mechanics warehouse and from this blank canvas created an award winning, internationally recognised event space, that retained many of its original features.

# Attracting visitors

Our shows are programmed to be as diverse as possible in order to reach as many different audiences as possible, creating footfall up to seven days a week, resulting in over 235000 people attending events at The Cause since our doors opened.

Our managing director 'Stuart Glen' has over 20 years experience in marketing events, venues and festivals. He has a wealth of contacts within the industry, which The Cause leverages to create partnerships with a wide marketing reach.

Example shows include:

## Boiler Room Festival (13/10/2021-16/10/2021)

We partnered with Boiler Room, one of the world's leading dance music media platforms to host a four day music festival covering jazz, hip hop, electronic and bass led sounds.

Over 5000 people attended, attracting customers from across the capital and beyond. The event was filmed and streamed live on the internet showcasing our venue and performing artists to a global audience.



## Boiler Room Festival LONDON

16 OCTOBER 2021

**SAT**  
**CLUB**

**DAYTIME**

- Bradley Zero
- Carista
- Cici
- Gracie T

**POSSESSION**

- Anetha
- Brutalism 3000
- Cassie Raptor
- False Witness
- Parfait

**BOILER ROOM**

- JASSS b2b Pandora's Jukebox
- Manara b2b Yung Singh
- YCO CRU (aya b2b BFTT b2b georg-i)

**FILTH X PYSSY PALACE**

- allyXpress
- Bambii
- Basmati
- Fiyahdred
- Kikelomo
- Lady Shaka
- Nino Brown
- Shayn

**WEIRDCORE**

- Basic Rhythm
- Flora Yin-Wong
- Nyksan (TraTraTrax)
- Shannen SP

4:3

- Limitrofe Television Installation

**BOILER ROOM** **4:3** **ABSOLUT.** *Ballantine's* **BEEFEATER LONDON** **JAMESON**

## **RA x The Right to Dance (War Child) x Choose Love: Afghanistan Fundraiser (21/10/2021)**

In October 2021 we held a fundraiser to raise money for the Afghanistan humanitarian crisis, collaborating with the below organisations:

- Resident Advisor - an electronic music media company and ticketing agency
- R3 Soundsystem - a consortium of DJs, musicians, artists, crews, festivals, clubs, sound systems, activists, cultural organisations and, above all, music lovers
- War Child - the only specialist charity for children affected by conflict.
- Choose Love - UK-based non-governmental organization (NGO) which provides humanitarian aid to, and advocacy for, refugees around the world.

As this was a cause close to the hearts of many in our industry, many established artists we're approached to donate their time to perform free of charge so that 100% of ticket money and a proportion of bar sales could be raised for charity.

One of the UK's biggest dance music acts 'Bicep' played a rare DJ set, alongside some of the hottest artists within the electronic music scene. The show was marketed primarily online via our collective networks and those of all artists playing, ensuring a wide reach.

Over 1400 tickets were sold and £21K raised for charity.



# Employment

The Cause creates a lot of employment locally, beyond salaried staff, including 20+ regular SIA security and often over 30 bar staff per event (combination of casual hours PAYE, freelance & agency).

On a single large event we also host up to 60 DJ's / artists (approximately 50% London based), 3 production staff, 4 toilet attendants, 4 cleaners, 2 paramedics and multiple other roles.

In addition, The Cause has created a full eco-system of local businesses that feed into each other. Over the last year we've had twelve local street food traders serve our customers, we sell rum produced by our friends at Pirates Grog who also rent space in our offshoot The Cannon Factory, Threads radio rent space from us but host events in our space and so on. Each of these has its own employment opportunities for local people.

As a licensed business we have a responsibility to deliver a basic level of training to allow our employees to work safely & effectively. As part of our onboarding process all staff are trained on fire safety and our staff training handbook. An internal online staff utility portal acts as a centralised location for training documents and company policies that form part of our induction process.

In addition to this we provide opportunities for staff to attend third party vocational training which in most cases is certificated and provides the staff with evidence of advanced training that they can transfer to future employment opportunities.

In our most recent round of training we qualified 15 core staff for first aid at work on either the one or three day certificate, 16 for a full day session on WAVE (Wellness and Vulnerability Engagement) & Ask for Angela and 9 of our full time employees in the mental health first aid training "Adult MHFA half day course".

# Experience of operation & culture

We have successfully operate a fully licensed large capacity event venue at The Cause on Ashley Road with licensable hours until 6am on Fridays and Saturdays, until midnight Sunday to Tuesday, 3am Wednesday & 4am on Thursday.

We have worked hard to build excellent relationships with key stakeholders and have a good relationship with the local council Licensing & Environmental Health Teams and the North Area BCU Police Licensing Team. We have always complied with any requests from Responsible Authorities with a professional response in a timely manner.

Over the last three years we have operated over 100 weeks of trading with over 400 days of events, on many of these days we have run multiple events in different areas of the site simultaneously and on weekends in particular regularly run daytime events with evening events following afterwards.

In our day-to-day events, with an open-door policy & zero tolerance to discrimination, we provide a safe space for our audience to enjoy themselves & encounter acclaimed & emerging artists. We've made particular effort to welcome & engage LGBTQI+ & PoC communities, through our programming as well as policies, for instance, through monthly club night Adonis, 'the standard bearer for the queer underground clubbing renaissance' (Mixmag).

Adonis has become so well respected within London & Europe's LGBT scene that influential contemporary German artist Wolfgang Tillmans chose to photograph the crowd in 2019. He later donated a series of these prints to the Cause's 2020 crowdfunder as part of his Solidarity Project, aimed at supporting cultural & music venues, community projects & independent spaces threatened by the COVID-19 pandemic.

# Industry quotes

'In just three years The Cause has established itself as one of London's most important nightlife spaces. GLA's cultural Infrastructure team is supporting The Cause find a new home to ensure they can continue platforming and enriching grassroots music culture'

- *Arman Nouri, Senior Policy Officer, Culture & Community Spaces at Risk, Greater London Authority*

The Cause has made a historic impact on London nightlife and culture in a very short space of time'

- *Michael Kill, CEO Night Time Industries Association*

'The Cause are a vital part of London's dance music scene, pioneering philanthropy within the industry and providing a breeding ground for grass roots talent.'

- *Lewis Wild, UK & Club Development, DICE Ticket*

'How brilliant it has been to read about the innovative work you're doing with The Cause. It sounds like a great way to keep London's club scene alive, thriving and healthy!'

- *Amy Lame, Night Czar*

# Diversity & Inclusion

In a recent review of our employment diversity statistics, the following data was produced:

- 50% of our staff live within 3 miles of the business, 35% 4-6 miles & 15% 7-9 miles.
  - 55% identify as Male, 35% as Female and 10% as non binary.
  - Our ethnicity split is 75% White, 15% Black, 10% West Indian & 5% Latin American
  - Nationality split is 50% British, 30% European, 10% other
  - 20% of our team consider themselves to have a disability
- We actively seek out under-represented groups during recruitment process, ensuring jobs are shared beyond usual channels
  - We capture D&I data at recruitment stage to ensure we are able to report and evaluate on our progress
  - Our induction process includes D&I training and a clear and confidential reporting procedure for abuse, harassment or discomfort in their workplace
  - We build networks to increase recruitment of local young people, especially looking at pathways for those without formal education
  - Senior staff attend 'Know Your Bias' training to encourage discussion and action amongst the team
  - We work with an independent HR advisor 'HR Solutions' who produced our Equality & Diversity Policy
  - We continue to operate zero-tolerance approach to discriminatory behaviour with a 3 strike rule
  - We work with local charity partners to ensure we are able to signpost our team to mental health support
  - All security firms subcontracted will have to undergo similar training as standard
  - We will also continue exploring potential project-creation to build recruitment & training pathways for local people & non-graduates into the music industry

# Diversity & Inclusion

In addition to our workforce policies, our offering also represents our commitment to inclusivity as we:

- Offer promoters scalable affordable packages to attract broad spectrum of socioeconomic backgrounds
- Work with key promoters to support the challenges within their communities and advocate their diversity through tailoring our event space to their needs, including collaboration on live events
- Support grassroots ventures and creative individuals by acting as a creative community hub
- Supporting existing LGBTQ, Black, Female Promoters and DJ's and Entertainers
- Increase representation of women DJs at major DJ events In audiences
- Work to keep low ticket pricing options
- Maintain & develop community relationships



# An ecosystem of local business

The Cause is a key component of the local night-time economy, working with multiple local radio stations, DJ's, music booking agencies, event promoters, artist management companies, audio/visual suppliers, transport companies and many more. We also have excellent relations with the local businesses that our site incorporates via affordable studio rental. Examples over the last four years include:

- Johnstones Heating - Plumbing and Heating Services
- Kia Hanga Ltd - Creative workshop
- The Hidden Printer - Screen Printing
- Luke Humphrey - Welding
- Littlegig - Sound and Lighting
- Peoples Burger - Food Trader

Wherever possible we try to use local companies to supply our wet and dry stock, consumables and to meet our contracting needs, e.g. Five points brewing co, Jags supplies, Venus wholesale, Holland bazaar, Pirates Grog, Twinings Security.

We have chosen two stock suppliers and our security supplier as examples of our direct reinvestment into the local economy through direct payments made over the last 12 operational months (please note, Twinings are not based locally but recruit from the local area to meet our requirements whenever possible):

- Five Points Brewing Co - £156.000
- Pirates Grog Rum - £ 96.400
- Twinings Security - £ 200.000+

# Contact

Stuart Glen - Managing Director / Co-founder



Eugene Wild - Creative Director / Co-founder



## References

Available upon request