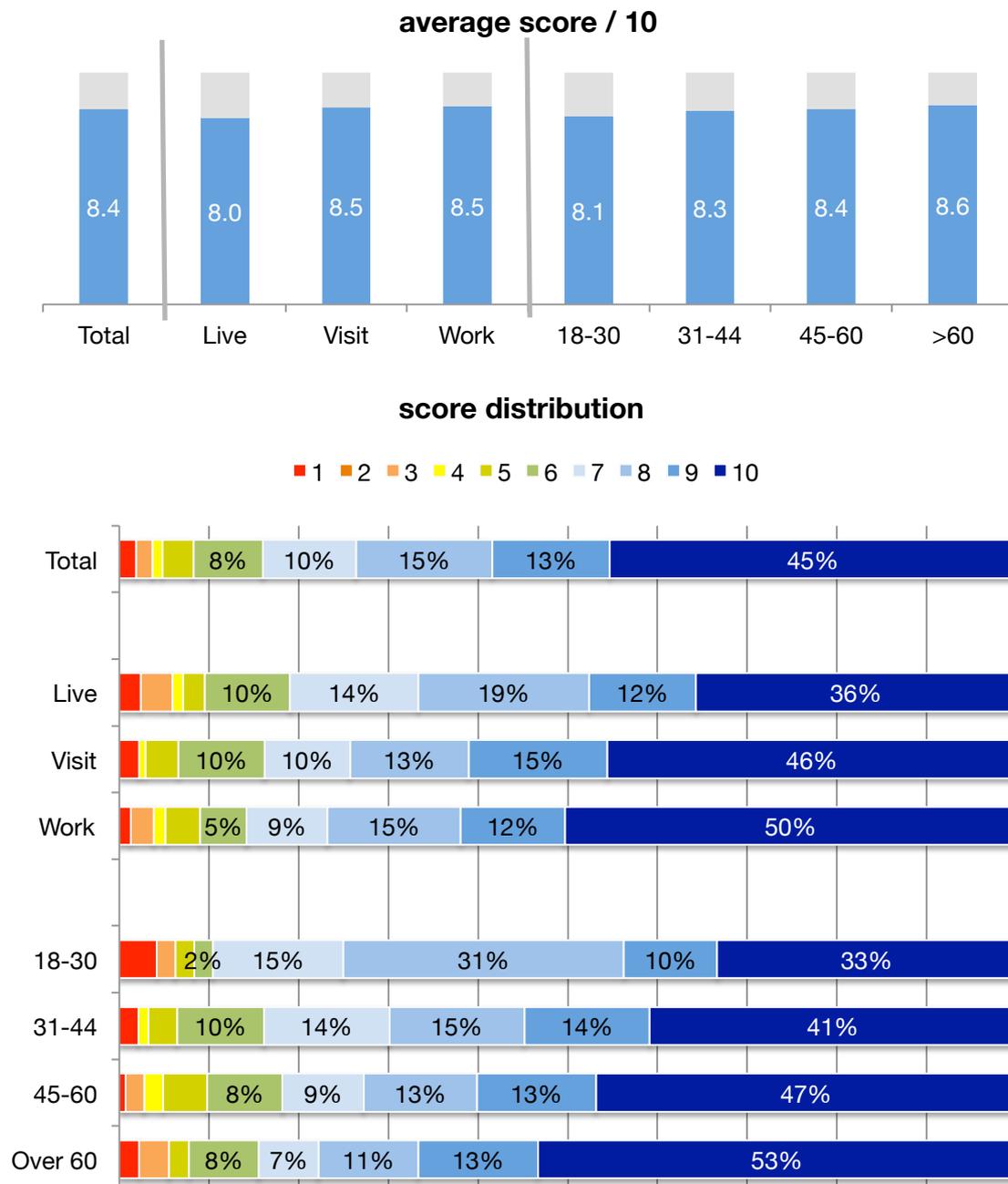


CREATIVE INDUSTRIES

To support the creative industry cluster in Soho to retain and grow this existing nationally and internationally significant creative hub, possibly through designating a Special Policy Area and thus support employment growth.

Soho is already part of a Westminster City Council-defined West End special retail policy area to improve and protect retail uses. A similar approach to the creative industries will help preserve the 'added value' that comes from the critical mass which has developed in Soho and which may be at risk. This will combine cultural and economic benefits and support employment growth.



CREATIVE INDUSTRIES COMMENTS	Age	Soho	Score
While creative industries are central to modern Soho, they should not be allowed to remove an active shop front. Functioning shops/galleries should not be replaced by business receptions.	45 to 60	Visit	10
Westminster City Council-defined, 'West End Special Retail Policy Area' that aims to improve and protect retail uses. Is this some kind of cruel joke? The destruction of the Berwick street community of interesting small shops and the kicking out of the small media companies above them shows that there is no such plan from Westminster. I attended the planning meetings for this development and it was clear that the developers simply lied to get the planning. "We respect the diversity of the shops and want to minimise disruption to these businesses" they said. Then kicked them all out.	45 to 60	Work	10
We could do from a similar organisation like they have in Brighton which helps all the creative and digital industries cross pollinate - it's called Wired Sussex - they do a great job.	45 to 60	Work	10
We are worried that with the opening of Crossrail the overheads for small businesses in the area will go up exponentially and all the small creative firms will leave Soho	31 to 44	Work	10
We are part of those same creative industries and adore being part of the Soho 'club' in that sense. There should be more public events in which local companies like ours contribute. Could we also sort out the generally awful IT infrastructure that plagues Soho	45 to 60	Work	10
We are a creative agency and we need to keep the availability of smaller affordable units available. Can this be balanced with potential for more profits for developers?	31 to 44	Work / Visit	10
Wardour St and a few others leading off it still have that feel of film/media with supporting industries around and being fed from bars/restaurants etc and there is also theatre and clubs. Must this be lost ?	45 to 60	Visit	10
This is the FUTURE of Soho	45 to 60	Work	10
There will be pressure from all the usual brands. But these can be resisted.	Over 60	Work / Visit	10
There has always been this type of creativity, it will always be there unless it is priced out of the area	Over 60	Visit	10
the loss of central Saint Martin's to the area has contributed to the creative energy of the area. Massively to community's detriment	Under 18	Visit	10
The creative industries in and around Soho generate not only cash for the council and other local business but attract a wide range of people into the area. Any way of helping these industries - red-lining properties, council tax breaks for new businesses - would be welcome.	Over 60	Visit	10
the city can fund and partner with the creative industry and help support it grow.	31 to 44	Visit	10
That's a good idea - now that St Martin's has migrated to King's Cross. This was one of the original creative areas (for music and art). If Canary Wharf can be an area for finance, why not develop what is special about the area of Soho. Sadly, I think it will be an uphill battle because nothing is more important in today's society than money...	45 to 60	Visit	10
TBD	Over 60	Live	10
Supporting market traders; incentives for small businesses.	Over 60	Live	10
Support an active local Business Forum, including LGBT businesses	Over 60	Work / Visit	10

Special policy area for creative industries should be used to encourage small groups as well as large movie and tv produces located in Soho. Speicla reduced rates should be allowed for small studios, editing suites etc.	Over 60	Visit	10
Sounds great.	31 to 44	Work / Visit	10
Soho without creative industries will just be an open shopping mall.	45 to 60	Work / Visit	10
Soho is quickly becoming a homogenized area with very little difference that sets it apart from other commmercial areas of London. Encouraging and supporting creative endeavors as well as attracting new creative organizations in the area should be a primary focus of the plan. Soho has already lost a great deal of the creative enterprises that have contributed to its unique reputation. This cannot be allowed to continue as a lot of the character of the area is quickly diminishing.	31 to 44	Visit	10
Soho is known for its association with film & media industry. Many companies being forced out due to extremely high rents & this hub could be lost if no cap / plan addressed	31 to 44	Work	10
Soho is famous; the world only needs reminding of the 'brand'. Soho is open for business and has been for decades	45 to 60	Work	10
Soho does not need more clothes shops, shoe shops. Soho is not Covent Garden - Soho is a creative craft area, not a clothing retail hub. Lower rents would help the small creative industries re-emerge.	Over 60	Work / Visit	10
Small subsidised workshops spaces, flexible and with shared facilities and resources for better efficiency and to encourage networking. Create affordable live-work spaces for small creative practitioners. Hold events or festivals to give them a selling and buyer-finding opportunity.	45 to 60	Visit	10
Shared small spaces for crafts and makers and designers, with small short rents	45 to 60	Work	10
See previous response. But make sure the membership body is an inclusive club, and not an elitist or prohibitive establishment.	31 to 44	Work / Visit	10
See other answer.	45 to 60	Visit	10
Retail use support for non chain business. ensure that Soho will never lose indie businesses A3 and Shops due to inflated rents and rates and more regulation and modern sex clubs and shops which is what soho is also renowned for . Fantastic small businesses like Camisa & Sons and so many other shops restaurants bars pubs and Soho needs more Nighclub live music venues built to restore Soho as the entertainment centre in Central London.	45 to 60	Work / Visit	10
Rents and property prices are spiralling out of control, so only the very wealthiest of people can afford to live here or try to run a small business. Inevitably, large multinationals with bottomless pockets fill the voids and turn Soho into yet another soulless mall. Or vacant 'luxury' - a byword for 'naff' in my humble opinion - flats owned by property speculators. We must insist that Westminster puts the brakes on here to protect Londoners. After all, what is London for?	45 to 60	Live	10
rent rates to high	45 to 60	Live / Work	10
Rent places	Over 60	Visit	10
Rent capping for small creative companies	31 to 44	Work	10

Rather than just office space, would be good to have workshops/light industrial spaces as part of developments so that there would be space within developments for these creative industries (not just office based ones) to thrive. There is an excess of office space in the London while workshops and light industry spaces are disappearing as they get developed. 'Creative industries' should be clearly defined so that it doesn't just include office based creatives such as web developers designers etc, but also music, art, dance, etc. Spaces such as Denmark Street are vital for parts of the 'creative industries' but are presently under threat.	45 to 60	Visit	10
Preserving employment in Soho is important, and more likely to be achieved by specialisms	Over 60	Visit	10
Partnerships with creative funding agencies and tourist industries might help establish a 'centre of excellence' reputation for Soho as a creative hub. The challenges are that property developers/landlords will just see the area as an investment, without regard to the unique qualities of Soho. As at present.	45 to 60	Visit	10
Office space is as important. Creative companies are leaving the area and everything is becoming a restaurant chain or shop.	31 to 44	Work / Visit	10
Of course it's essential that creative industries should be encouraged, especially when they are starting out. I would like to add here that we have lost too many craftsmen of every kind from the area, as workrooms and space of every kind has soared in price. Artists of all kinds have been affected, but so too have tailors, (the area was once famous for its workrooms full of tailors employed by Savile Row firms), carpenters, etc. How to get around this I don't know, unless Westminster City Council is forced to recognise how essential such work space is.	Over 60	Live	10
new and longstanding business (including the street markets) need to be able to sustain their businesses and current building and business rates compromise this aspiration.	45 to 60	Visit	10
Need a simple, coherent plan that works for micro businesses (most creative businesses are small) and one that can be supported by existing industry leaders/bodies.	45 to 60	Work	10
More to promote our businesses as a group, grants to creative businesses, ways of supporting and growing each others' businesses.	31 to 44	Work	10
More live music venues please and stop knocking down beautiful heritage buildings	45 to 60	Visit	10
Make the existing Soho Creative Festival a larger, wider event and create a year long programme of events, TED talks etc etc - it HAS to be continuous.	31 to 44	Work / Visit	10
	45 to 60	Work	10
lower business rates for independent shops, no need for big chains as Oxford St is so close	Over 60	Live	10
Look for 'carrot's to create demand from these industries - set up centres of excellence?	Over 60	Work	10
Like its venues Soho is also built on the creative element that frequents it. This must be preserved. Businesses must be protected from corporate greed.	31 to 44	Work / Visit	10
Keeping business premises floorplates small, ensuring that the ancillary local features that support creative businesses like the clubs, restaurants and night-time economy are encouraged, and that the urban environment is as welcoming and inviting as possible (see above).	45 to 60	Live	10
keep rents reasonable so creative businesses can flourish.	31 to 44	Work	10

Ive watched loads of companies and competitors move away from Soho as they cant afford the high rents. Its important we keep the creative industries	45 to 60	Work	10
ITS IMPORTANTANT WE KEEP THE HISTORY TO SOHO..THE CREATIVE INDUSTRIES NEED ECLECTIC, HISTORICAL PLACES TO FUEL THE CREATIVITY. NOT JUST THE CREATIVE INDUSTRIES...ALL MANOR OF SECTORS	45 to 60	Work	10
It's not just about retail. Creative companies come from ideas. Ideas that to many have no merit but then take root. Many creative companies start from a borrowed room and a chance encounter, soho must remain open to generosity and opportunity. Creative business is often social in nature.	45 to 60	Work	10
It's hard for small businesses to find space in Soho. Small businesses are the most creative and where much of the innovation happens. More shared working spaces would be a good start. Developers should of A-grade commercial space should be forced to make space available to small businesses as a condition of planning approval to counter the negative effect these soulless developments have on Soho.	31 to 44	Live / work / Visit	10
It seems like more and more hedge funds and financial companies are moving in and that the creatives are moving out based on the businesses around me, specifically where rents have increased. Sadly it looks already at risk. Little businesses like the tailors I visit on Lexington Street will soon be forced out. These too are creatives who cater to the creative industries. Where will they go? How can this be strengthened if what is already there is being forced out. It seems to me the biggest driver is rent, so how can this be subsidised to cater to interesting and relevant individual and businesses? Interestingly, I cannot think of a single florist in Soho, only the woman who sells at the market on Berwick Street: precisely one of the businesses which could be of use in Soho, adding a bit of greenery and colour.	45 to 60	Live	10
It maybe too late, but the most important strategy would be to develop the range of working environments for the creative sector, small, medium and large office space. The large but affordable floorplates are the hardest to create. Without these, the successful companies in post, VFX and SFX will all move further out in the next five years. There has to be some kind of rent and rate protection as Soho is already too expensive for many companies and as leases come up, more and more leave.	45 to 60	Work / Visit	10
Incentives for small creative businesses to move into the area; a label for SOHO as THE creative hub of London; maintain affordable and vibrant cafes and other services in the area to make it an attractive place to work	45 to 60	Work	10
I'm clicking 'Stronly agree' on every issue because I genuinely do strongly agree with every aspect of protecting Soho against the onslaught of gentrification and commercialisation which will simply turn Soho into an open air Westfield and break all our hearts. If the area isn't protected by some sort of legislation then it can't possibly resist the commercial interests that will seek to destroy it.	31 to 44	Work / Visit	10
I work in the film Industry, it is a hugely historic and important part of Soho, and helps generate billions to the UK economy	18 to 30	Work	10
I will get on and read the 70 pages of the West End Special Retail Policy Area report. But for now, yes, protecting not just the film and creative industries, but all the owner occupied business, especially the small to medium sized. Cafes, production companies, pubs. Protection from over inflated rent increases for long standing tenants might be helpful.	45 to 60	Work / Visit	10

I think the biggest challenge is the cost of rents and business rates. The creative industries notably operate on thin margins. I can only see all but the largest creative companies getting priced out.	31 to 44	Work	10
I like the idea of supporting employment growth for creative industries in Soho - i am sure TPG could assist	45 to 60	Work	10
I have loved in London for 49 years and 27 in Westminster. Soho is vital to the heart of the cultural heritage and creative life of music, theatre, night life, fashion, and space for the new and innovative that has made London famous. If this dies, why bother renovating into another sterile glass and concrete monstrosities, such as those around Victoria. What will replace it? Cafe Nero, Zara, and other boring neutral non-entities that you can encounter in every other sterile heart of too many UK cities today.	Over 60	Visit	10
I have already seen creative industries and actors' (of which I am one) agents leaving Soho, because of the appalling business rents and rates and think it's of paramount importance to keep the creative industries in Soho to preserve the unique atmosphere of the area.	Over 60	Live	10
However we need to ensure we retain diversity here & the possibility of off the wall projects, businesses and ideas to come along unplanned and surprise us.	31 to 44	Live / Work	10
Hmmm Westminster's policy making, especially by wizened Robert Davis, in practice equates up-market high price with the retail they welcome. And prices out much other business, especially small, creative, high street and off-street. Whatever we can do to counter that is to be welcomed.	Over 60	Visit	10
Historically this have been the creative voice of Gt Britain, & indeed the world that needs to be retained somehow? Rent control & maybe some kind of Cultural Asset charter? but again the financial pressure on this area are immense so there does seem be a need to recognize Soho contribution to the Exchequer for a case to support this aspiration	Over 60	Visit	10
High rents - art galleries and studios can't compete with many other businesses.	45 to 60	Visit	10
Get all the help you can from Council, grants especially. Publicise, showcase the creatives, who could object. Cagole them.	Over 60	Visit	10
FOI on how many 'creative' businesses have been forced out by rent/rates issues? Speak to those who have left and learn from them	45 to 60	Visit	10
Evidence of collaboration between Soho's creative industries and the value they create both in the UK and internationally.	45 to 60	Visit	10
Engage with the creative industries and stop being part of petty factions.	Over 60	Work	10
Encouraging creative industries is an excellent idea	Over 60	Visit	10
Encourage greater interaction between creative industries and the public so they see them as a living, accessible force. Trumpet the economic benefits of the creative industries to help to keep the vibe that made Soho so special	45 to 60	Visit	10
Don't now.	Over 60	Visit	10

Creative and independent retail industries struggle to cope with the ludicrously high rents that have emerged in recent years in the area along with the extreme hikes in business rates that go hand in hand. To often corporations, willing to pay these elevated rents, are smothering the area for the prestige of a presence Soho regardless of whether they generate a profit. Local businesses are then forced by landlords to pay similar rents, making it impossible for them to survive. The government needs to legislate against these rent hikes to protect these Special Policy Areas. Unfortunately the rent hikes increase the rateable values, therefore allowing the government to increase business rates, so vested interest is the problem with lobbying for this much needed legislation.	45 to 60	Work	10
continued provision of upgraded WIFI, infrastructure needed by creatives to include studio size space, continued online marketing campaigns worldwide to advertise our creative talents/businesses. This may seem indirect but it is important support...	45 to 60	Visit	10
challenges are greedy landlords	45 to 60	Work	10
But we don't need any more clothes shops. Harold Moore's has finally succumbed but we need more shopping diversity and support for enterprises that don't just turn in a big fast profit.	Over 60	Live / Work	10
Aspiration says all.	Over 60	Visit	10
as a metalsmith who would luv a workshop soho is untenable /RENTS SOHO should be a mecca for the arts and artizans	45 to 60	Visit	10
Again, attract more sympathetic supporters.	Over 60	Visit	10
Again this is a planning issue. Control change of use applications. So get WCC onboard	45 to 60	Live / Work	10
Again the Council needs to get behind this project	Over 60	Live	10
Affordable rents for small businesses! That's the key issue. Another problem is large, successful agencies end up leaving to get the space needed to be in one building. Maybe saving a few buildings for single occupancy to allow large agencies to stay in the area.	45 to 60	Work	10
Affordable rents for creative industries.	31 to 44	Work	10
Acknowledge that Kant creative and those in that industry cycle!	31 to 44	Work / Visit	10
A special "creative production policy area" would be more constructive than a special retail policy area - everywhere in central London is a retail area.	Over 60	Live	10
We need to keep our creative industries in soho by perhaps tax breaks, or some other incentives so that they don't move to Old Street or Stratford, etc..	45 to 60	Visit	9
We need to give support to small businesses in the creative industry - this means providing affordable work spaces. There needs to be a concerted effort to keep rent down, because increasing rent is pushing out small creative businesses and many of the spaces that engender creativity (like the society club for example) out of Soho. Also, new and existing developments should 'design-in' opportunities for creative entrepreneurship.	18 to 30	Work / Visit	9
Times are always changing so this must be flexible and not throllte change if needed - for example if creative industries falter or move then other options must be available but there should always be support for these industries wherever possible	31 to 44	Visit	9
This sounds like a great idea.	31 to 44	Work / Visit	9

This is a good aim, the experience at Westminster in creating and policing the Savile Row and art world SPAs, which has not been easy, will be of great value.	31 to 44	Work / Visit	9
These industries are fast moving and their needs may change - what would we need to do that didn't lock us into changes that then become quickly redundant?	45 to 60	Live / Work	9
Subsidizing or awarding tax breaks to creative companies may be a way to attract and retain their presence in Soho. One of the problems of being located in Soho is that residents compete for space with tourists.	18 to 30	Work / Visit	9
Stop greedy landlords raising there rents !	45 to 60	Live / Work	9
Small workshop spaces, at affordable rents, to encourage creative people to come into the area and keep it vibrant.	Over 60	Visit	9
Small creative industry hubs might be encouraged - perhaps Soho will have to consider more subterranean build - as these industries (like sound and vision production) often do not require natural daylight.	45 to 60	Live / Visit	9
rents and rates should be capped at an affordable level.	Over 60	Visit	9
Provide hubs and affordable offices and creative spaces for smaller creative businesses	31 to 44	Work	9
Provide affordable spaces and preserve the architecture. Don't allow buildings to be pulled down for more soulless hotels, 'luxury' flats or offices.	45 to 60	Visit	9
Protect small office spaces	45 to 60	Work	9
No comment	Over 60	Visit	9
Limit the number of restaurants	Over 60	Live	9
I'm in teh ctreativ industry and we should maintain the character of SOHO as the heart - certain shop/retail uses should be reviewed and some banned -	45 to 60	Live	9
I support Crossrail 2 in principle but it should be less destructive than 1 which has already meant that I go to Soho less than I used to. The Curzon Soho, one of my two local cinemas, should be preserved as should Berwick St. Market though a shadow of its former self.	Over 60	Visit	9
I don't want it to become an area where only people with money can come it needs to be able to support people from all walks of life.	45 to 60	Visit	9
How about a "Soho arts events this week" email to all interested people. Small arts organisations find their voice difficult to be heard	45 to 60	Live / Work	9
Goes for all industry- creative or not-find ways to get more into the area by making it less expensive for them in some way-lower business rates?I'm sure you/others can think of more ways than me since I'm NOT a business -person.	Over 60	Visit	9
Ensure they are not priced out of their premises by the hedge funds that a re creeping over form Mayfair.	45 to 60	Live	9
decrease rents and choose more independents brands to create more uniqueness to the area	31 to 44	Work	9
Creative industries are very important to the life of Soho - they support local retail and restaurants. Challenges are on the cost of accommodation and the ability of policy to affect market forces. There is also a focus in Soho on SMEs, due to accomodation sizes. The definition of creative business needs to be well thought through for an SPA to be considered in reality.	31 to 44	Work	9
cheap accommodation	45 to 60	Work	9
Big business and money will rule unless special exemptions are made.	Over 60	Visit	9

Already in hand, as I understand it. But there is an impulse to encourage and secure interest form very mainstream creative industries while disregarding the less high-profile or profitable ones. So anything to do with tech and film-production is encouraged, it is hard to find anything to do with creative arts education (dance, music, theatre), which by rights should be at the core of the city's entertainment district.	45 to 60	Work	9
within the community	45 to 60	Live	8
When granting permission for new office blocks make creative industries at discounted rent a compulsory part of the license. (Similar to affordable homes.)	45 to 60	Live / Work	8
We need our small, specialist craft and tech industries plus historic local restaurants--NOT huge commercial chains--so lower business rates for them.	Over 60	Live	8
WCC & the Mayor of London should pay attention.	45 to 60	Live / Work	8
To create a site for workshops re creative arts such as clothes design, pottery, jewellery, basket work, weaving and knitting.....cookingthe traders are there waiting to trade.....	Over 60	Visit	8
This should be instated sooner rather than later, much of the creative businesses that used to be based in Soho are long gone	18 to 30	Live	8
The rents are too high for new creative industries to even consider coming here	45 to 60	Visit	8
Stop developers turning commercial premises into over-priced 'luxury' homes.	45 to 60	Live	8
Scruffy and cheap workspaces must be left and encouraged, otherwise it'll be www.HipsterHeaven	Over 60	Visit	8
Range of unit sizes with a good range of facilities in the area. Affordable workspace is important.	18 to 30	Work / Visit	8
Protecting what is already proven to be creative. Encourage those that need help. Throw out the mainstream and deny permission to corporate plunderers	45 to 60	Work	8
Please. I am an artist and designer, and the office space I share, which is amongst yhe only we can afford, might be redeveloped into a luxury hotel... is creatives are being eradicated in soho because of uncontrolled redevelopment, and no one planning for how we can be fostered.	31 to 44	Live / Work	8
Not sure if special policy areas work, e.g. Chinatown & art gallery and tailoring areas due to the limited control afforded by UK planning uses classes and the upward pressure of rents.	Over 60	Live	8
Include caps on rent for small businesses, and ensure small independent businesses can survive in the area, especially relating to culture and markets and food.	31 to 44	Visit	8
Important - yes but why not encourage new businesses like high tech companies too ?	45 to 60	Work / Visit	8
If Soho wants to remain an attractor it will be important that if offers something different from the homogenised norm.	45 to 60	Visit	8
I work in the creative industry. It is one of the main reasons I love soho; it feels like a village of creatives bolstered by local businesses, entertainment, and hospitality outlets that we use on a personal level making it not simply the place we commute to and from for work but the area we live the majority of our lives in. I will regularly find myself in soho on days off. I'm not sure there are many parts of london that people could say are their hub for both work and leisure.	18 to 30	Work / Visit	8
How do you encourage this?	45 to 60	Work	8
Good	18 to 30	Work	8

Get locals involved	Over 60	Live	8
Ensure to include soho's world class bars and restaurants in the creative category.	31 to 44	Work	8
Encourage small creatives to work in Soho by providing workspace to foster the creative community	45 to 60	Visit	8
Agree that it is a concept to be used but needs to be properly defined to avoid any big company claiming to be "creative" getting some of these special treats but not necessarily keeping the expected creative hub. It is important to mostly, but not only, target SMEs. That means reasonable office rental spaces as well.	31 to 44	Live / Work	8
Again, sounds an obvious thing. Good luck with it.	45 to 60	Live	8
A lively, somewhat scruffy neighbourhood is in and of itself desirable for creative businesses. And should be sufficient.	Over 60	Work / Visit	8
Rent control : tenant control	31 to 44	Work	7
Its crucial the Neighbourhood Plan defines clearly the nature of 'retail uses' and/or 'creative industries' it wants to attract and restrict. In preparing the plan be aware developers will want to bring in commercially viable chain stores. I believe Soho should articulate itself as a prosperous and safe safe for independent small to medium sized businesses that can benefit from agglomeration and proximity to one anothers services.	18 to 30	Work / Visit	7
It's all part of how affordable and welcoming Soho is. It's up to policy to ensure an area is attractive to a particular industry or group of people.	45 to 60	Visit	7
Important but should be part of the mix not dominate. Retail policy doesn;t hold out much hope as all small independent shops are moving out as rents are too high and we get yet another chain.	45 to 60	Live / Work	7
If Soho is one giant building site the creative industries are going to be put off... well specifically film industries. You can't record a voice over next to hammer drill.	31 to 44	Live / Work	7
I have always worked in Soho in the creative industry. I regret the reduction of the moving image industry in Soho, but the issue is the cost of rents/rates. I don't what Westminster can do to protect or enhance the creative industries in Soho, but they are an essential component of the character of the area and the community	Over 60	Live	7
Focus on young people	Over 60	Visit	7
Flexibility in decision-making. Understand that specific initiatives may not fit some pre-imagined planning policy. Resist developments on too large a scale without strong confidence that they will operate in a beneficial manner over the long term.	45 to 60	Visit	7
Ease of access & a more people friendly environment.	Over 60	Visit	7
Develop creative industries is the key point for Soho, but we can't forget those place need to live in harmony with the residentes. Soho needs also more affordable houses	31 to 44	Work / Visit	7
Creative industries can only exist in Soho is property rental rates are not put under continued pressure from residential property developments.	45 to 60	Visit	7
Beyond my expertise	Over 60	Visit	7
Although there may be a germ of an idea in the text above it sounds like Council-speak and given Westminster's appalling treatment of issues in Soho in the past is probably not to be trusted. Perhaps best to back a number of people living in Soho to run for the Council and then infiltrate with some sensible voices.	Over 60	Visit	7
Again, it's about using all means at hand to keep out the high street chains.	45 to 60	Visit	7

There should be low rent business opportunities but conflicts with rising property values.	Over 60	Visit	6
The creative industries need to be as profitable as other industries to be able to afford prime central London rents. Soho is one of the most desirable central locations and they will need to be able to compete financially.	31 to 44	Work	6
The challenge is to make it pay in an area of rising property values	Over 60	Work / Visit	6
sounds good but could just make it more expensive.	45 to 60	Work / Visit	6
Not sure which 'creative industries' are covered in the description.	31 to 44	Visit	6
No view	Over 60	Visit	6
Need a good mix	45 to 60	Visit	6
May be too late. They've moved out or if not moving out now. Unless Westminster stops allowing developers new construction contract, no creatives will survive here.	45 to 60	Live / Work	6
Maintaining the space for long-term residents and businesses must be paramount.	31 to 44	Work / Visit	6
I think we need to protect work spaces from becoming residential,& protect residential from becoming holiday let's. I think landlords ought to be encouraged to offer long term let's, rather than short term.	45 to 60	Work	6
Forcing developers to provide affordable areas as part of development	Over 60	Live / Work	6
Challenges: rapidly rising rents in Soho forcing such creative industries out. Plus the conversion of work/office space to 'apartments' which are sold to rich people who do not take part in the community	45 to 60	Live	6
Bring back music	Over 60	Visit	6
Although I work in a creative industry, I'm not sure that it's as important today as it was to be in Soho.	45 to 60	Live / Work	6
The creative industries were attracted by the film industry and by the area's 'creative' character. We need to keep that character. If the council can help that would be good. But not at the expense of real creativity.	45 to 60	Work / Visit	5
No one should allow Soho alone	Over 60	Visit	5
It depends on what the definition of "creative" is	45 to 60	Visit	5
I am opposed to any form of government intervention but personally and professionally support the concept of maintaining the areas creative integrity. This can however easily be attained through market forces.	45 to 60	Work	5
Do not encourage over population	45 to 60	Visit	5
Create the right environment and companies will be attracted - we need a flexible approach.	45 to 60	Work	5
It depends on what you are actually talking about. If you think the sex industry is creative then I don't agree. I think graphic and fashion designers could have business there maybe. But it's known for Chinese restaurants eating places.	45 to 60	Visit	4
The only industry that is growing in Soho is the sex industry. An over-abundance of massage parlours.	45 to 60	Live	4
That is not how creative hubs work ! Make them a special policy area and they will run a mile !	45 to 60	Work	3
Soho needs to be cleaned up with regards to the homeless beggars and the drug addiction and pushers. This would make Soho an attractive proposition and encourage need business to the area.	45 to 60	Live	3
See 11	Over 60	Work / Visit	3
Make rates and rents cheaper. STOP BEING GREEDY.	45 to 60	Work / Visit	3

just let it happen. Enough planning	Over 60	Live	3
I would agree - but in fact the development will end up with big business rather than little local creatives. I've seen it happen.	Over 60	Live	3
When the creatives leave Soho, it will lose its appeal to everyone. It's already pretty much happened and most people are now going out and finding entertainment (and wanting to live) in Homerton, Dalston, Hackney... Instead	18 to 30	Live	1
This is a function of market rents. Creative types tend to leave in east London and ultimately their place of work will migrate there. As many of these businesses rely on tech one way to stop brain drain would be to have fiber optic cable so there would be high speed internet.	31 to 44	Live	1
The main challenge is the cost of rent for small businesses- we have seen many creative PR, media and digital businesses leave for the city for this reason.	18 to 30	Work / Visit	1
protectionism breeds dinosaurs	Over 60	Work / Visit	1
Challenge all development plans for the area that don't fit your plan. Encourage more media coverage & celebrities to support your efforts	Over 60	Visit	1
Again, Berwick Street is a classic example of a street of what made Soho a must for tourists and those examples of what makes London a creative hub...art galleries (The Outsider Gallery replaced with a specialist knife shop!?!), longstanding record shops (Music & Video Exchange- people would travel to London just to visit this store), vegetarian food places (Beetroot), market stalls and characterful bars all striped away/closed and in the process alienating a large number of consumers and regular shoppers /visitors to Soho. Everything creative never lasts	31 to 44	Visit	1