



**SETTING**  
**THE**  
**STAGE**  
**FOR**  
**REGENERATION**

**RIVERSIDE**

LONDON'S LIVE MUSIC HOME

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# INTRODUCING RIVERSIDE ENTERTAINMENT ARENA

What we're proposing is unique in its ambition and vision. It is a bold project that will create new opportunities for Barking and Dagenham and build on the area's existing strengths.

Riverside Entertainment Arena will be a 6,300-seat venue that can be used flexibly to accommodate more intimate audience sizes of 2,000 and even 800. Such a versatile space will enable the hosting of music concerts, sporting events, live theatre, graduation ceremonies, business conferences and local festivals. The venue will also create an opportunity for co-working, nurturing a creative community of local entrepreneurs and artists.

The venue will not only create a thriving entertainment hub for Barking Riverside, it will increase opportunities in an area which has already been earmarked for development, including housing, commercial space, schools, parks and a new station and commuter riverboat stop.

*"We have this incredible site, rich in east London industrial power heritage, all along two kilometers of south-facing River Thames. At the heart of it, we always planned to deliver something spectacular that would attract visitors and make the local community proud." - Matthew Carpen, Barking Riverside*

Regeneration is about more than buildings and infrastructure. It's about soul, people and helping a place recapture its magic.

We have an opportunity to do just that. The Riverside Entertainment Arena will sit at the heart of the neighbourhood.

London is a fantastic example of a city that has embraced its creative spirit. Known the world over for its vision, its art and its ability to inspire - this is a place with a unique and special charm. It attracts millions of people each year who come to see the world's best musicals, operas, ballets, plays and musical performances. Riverside Entertainment Arena is the perfect next piece in this cultural puzzle.

The Arena will be delivered by an experienced team. The Jacobsen Corporation has been operating under various arena brands for over 20 years, including Riverside Entertainment Limited, and has built or operated 15 of the world's leading arenas, theatres, convention and exhibition centres. Its venues include: Singapore Sports Hub, Asia Pacific's leading sports and entertainment facility; Auckland Vector Arena, a 12,000 multipurpose sports and entertainment arena - one of the highest performing centres globally; and the Brisbane Convention and Exhibition Centre, one of the world's most profitable convention centres.

CHAPTER  
ONE

THE  
POWER  
OF  
PERFORMING  
ARTS



Performing arts are unique in their ability to connect and move people. Stage shows, concerts and exhibitions can leave us with experiences and memories that last a lifetime. They inspire, lift spirits and bring people together – but they also have a lasting economic impact.

## OUTREACH CULTURE

Cultural organisations and destinations are ingrained in the hearts and minds of their local communities. They can offer so much more than a couple of hours' entertainment – delivering emotional experiences and creating lasting attachments.

The English National Ballet's recent work with people suffering from dementia and the collaboration between the Royal Liverpool Philharmonic and NHS Mersey Trust are just two great examples of modern community outreach in action.

## SMART CULTURE

Boosting cultural offerings is proven to increase educational achievements. Taking part in drama activities improves literacy, while structured music activities lead to better performance in maths and languages.

Outside the school gates, culture has an educative value for all of us – regardless of age. The arts cause us to stop and think. They encourage us to see our lives as part of something bigger. A refusal to recognise the power of performing arts will leave society "bereft of a national conversation," says former chair of Arts Council England, Sir Peter Bazalgette.

## EVERYWHERE CULTURE

Riverside Entertainment Arena can become a proof point for Barking and Dagenham Council's Culture Everywhere vision: "If we can achieve a far-reaching, courageous approach to culture in the borough, we will see an increase in civic and cultural activity, levels of engagement and participation and significant changes in how it feels to live in the borough and how we are perceived beyond."

The performing arts will continue to deliver intrinsic, social and economic value as long as we provide innovative spaces for new audiences to access them. A failure to do so will slow down a borough's growth and underserve the communities that call it home.





**WHY  
LONDON  
NEEDS  
THE  
RIVERSIDE  
ENTERTAINMENT  
ARENA**

## London is a global cultural capital. It has a rich pedigree in the performing arts and one of the biggest theatre audiences of any city in the world.

In 2015, London was the most Googled city for performing arts, galleries and innovative art and design. It hosts more live comedy than any other city, is home to three of the world's top 10 museums and galleries and has four UNESCO world heritage sites.

**But despite being a cultural powerhouse, it is the only western city without a mid-sized arena.**

London has large venues, for example the O2 Arena (20,000) and Wembley Arena (12,500), and it has smaller venues including the Eventim Apollo (3,500) and the Shepherd's Bush Empire (2,000).

With a capacity of 6,300, Riverside Entertainment Arena will provide that all-important middle-ground for London, creating a flexible space for emerging global talent as well as London's local heroes.

It will boast state-of-the-art technology, its design will suit acoustic, personalised performances and its workspaces will nurture the talent of tomorrow.

New York, Paris, Amsterdam, Sydney, Los Angeles, Moscow and Miami are just a few of the global cities with examples of mid-sized arenas. New York's Radio City, Paris's Zenith, Miami's Hard Rock Live and Melbourne's Margaret Court Arena have capacities that range from 5,500 to 7,500.

These venues provide something that larger venues, such as the O2 and Wembley, can't provide – a level of intimacy that suits well-known acts looking for a close connection with their audience and smaller acts making a move into the mainstream.

## WHAT LONDON SETS TO GAIN

Multi-use arenas are proven to be successful drivers of economic growth and urban renewal. The flow of visitors to arenas attracts and sustains other businesses such as restaurants, bars, shops and cafes. As well as bringing much-needed commerce opportunities to an area, entertainment arenas are also associated with an uplift in local property prices.

The Staples Centre in Los Angeles is one such example, contributing to a 151.2% increase in property prices in downtown Los Angeles between 1999 and 2014. Closer to home, Manchester's Etihad Stadium Arena has been credited with increasing residential and commercial property sales, with prices rising 350% over a 10 year period.

## CULTURE FINDS A NEW HOME

A mid-sized arena has the power to breathe life into a part of London which has not benefited from the same levels of investment and regeneration as areas such as Stratford and King's Cross. The demand is certainly there. The total population of people within two hours of the site at Barking and Dagenham is an estimated 22.9 million, a figure which is expected to rise to 25 million in the next 10 years.

While UK resident visitors are expected to travel up to two hours to an entertainment arena, tourists are more likely to travel for an hour. The total qualified tourism market within the one hour catchment area of Barking and Dagenham is estimated to be 33.6 million. This is forecast to grow to 38.2 million in 2027.

The Riverside Entertainment Arena is a compelling solution for a city without a mid-sized venue. As well as providing a platform for the continued growth of the city's performing arts schedule, the arena will become a vibrant focal point in a borough that will drive London's future growth.

CHAPTER  
THREE

**WHY  
BARKING  
AND  
DAGENHAM?**



## When the Victoria and Albert Museum announced its intention to open a site on the Olympic Park, it came as further confirmation that London's cultural centre of gravity is shifting eastwards.

In fact, the staple of the South Kensington arts scene is just one part of a cabal of cultural institutions seeking to secure bright futures by going east.

We now know that the 18,000 sq. metres V&A East will be joined by the world's number one venue dedicated to international dance, Sadler's Wells, and a branch of Washington D.C.'s flagship museum, the Smithsonian.

Locating Riverside Entertainment Arena in Barking and Dagenham will continue this trend, and will assist in positioning the borough as one of London's new cultural destinations.

**"We have to stretch the mindset of what we can achieve and where we can go. People in Barking and Dagenham deserve what you get in Westminster," Barking and Dagenham council leader Darren Rodwell told The Guardian in 2016.**

This encapsulates the vision that drives the Riverside Entertainment Arena. It is a vision set to deliver economic benefits, social impact and a changed perception of who is welcome to enjoy arts and culture.

Arts and culture events and venues have, for too long, been seen as the preserve of central London. Places where people go when they are fortunate enough to live close by – or after planning ahead for several months.

The Guardian reports that the people with the UK's highest level of cultural engagement live in Kensington and Chelsea – those with the least live just 12 miles east, in Newham. Locating Riverside Entertainment Arena in Barking and Dagenham will help change this: creating a venue that gives the local community more opportunities to enjoy culture close to home.



### LOCAL CULTURE FOR LOCAL PEOPLE

"Our residents need to get more out of living in one of the most dynamic cultural capitals in the world," concluded Culture Everywhere. The Riverside Entertainment Arena responds directly to this need, bringing arts and culture opportunities to an important London borough.

There is evidence that it will boost the health and cohesion of the local community. Arts Council research reveals that those who had attended a cultural place or event in the previous 12 months were almost 60% more likely to report good health compared to those who had not.

### ECONOMIC BENEFITS FOR THE AREA

London & Partners estimates that London's event leisure tourism contributes £2.8 billion to the city's economy. This contribution comprises £1.8 billion from domestic day visitors. Locating a mid-sized venue in Barking and Dagenham means giving the borough the opportunity to benefit directly and indirectly from this spend.

What we're proposing will create an estimated 400 jobs during the construction period and an additional 300 part-time jobs when the venue is fully-operational. The arena will stimulate SME development through its bars, restaurants and shops, and provide creative shared working space that enables the next generation of entrepreneurs and creatives to thrive.

# CONNECTIVITY

As with any major destination, the Riverside Entertainment Arena will need to be well-served by the local public transport infrastructure. Due to the wider regeneration programme of Barking Riverside, the Arena will be well-connected to surrounding transport options.

There will be the new Barking Riverside station, which will provide a quick and direct connection to Barking Station, which links to onward public transport connections via mainline rail, London Overground and London Underground.

Along with the London Overground connection to Barking Riverside station, the arena will be accessed using the range of different transport modes available. Alternative rail stations, buses, coaches and riverboat services will help with the efficient movement of people on the local and strategic network.

A high-quality bus interchange will be created in proximity to Barking Riverside station, which will serve a network of routes that provide onward connections to Barking town centre, Ilford and other key local destinations.

An in-depth assessment of the station capacity has found that, with adequate queue management measures, the station will be able to accommodate the surge in visitor numbers expected during full-capacity events.

# DELIVERING A VISION FOR THE FUTURE



Our goal is to create an attractive and unique waterfront complex, within the wider regeneration area of Barking Riverside, which will act as a new entertainment and lifestyle destination for a rapidly expanding part of east London.

We will contribute to community empowerment by generating new employment opportunities and attracting significant numbers of people to the area.

Barking Riverside Arena will be more than a venue for the performing arts, but a thriving, state-of-the-art hub that creates a vibrant space for the local community and an attractive lifestyle destination for visitors and residents across the capital.

**"It is rare to be given the opportunity to grow and make a place. The responsibility to get it right is part of the challenge and the enjoyment. We look forward to welcoming new and existing residents and visitors to experience this new part of London."**

**- Matthew Carpen, Barking Riverside**

Studies have proven that entertainment venues drive growth because they help to create 'a sense of place' that draws in visitors, residents and businesses alike. The intention is to increase the flow of local residents as well as visitors, who will be encouraged to spend time in the area.

What we're proposing will help foster neighbourhood identity and civic pride. We will create an extensive community programme that will include free local and multicultural events and the use of the venue by schools and community organisations.

# RIVERSIDE

LONDON'S LIVE MUSIC HOME