Knowledge Quarter: CAZ Consultation Response

About the Knowledge Quarter

1. The [Knowledge Quarter](#) (KQ) is a partnership of 57 academic, cultural, research, scientific and media organisations located in a one-mile radius around King's Cross, Euston Road and Bloomsbury.[1] Collectively, the geographic area of the Knowledge Quarter contains possibly the greatest knowledge cluster anywhere in the world.

2. The KQ links world centres of research, science, higher education, culture and media to create opportunities for knowledge exchange, collaboration and partnership. Through the creation of formal and informal networks and partnerships the KQ works to drive economic development, creativity and innovation.

3. The KQ's partners range from internationally significant research institutes to emerging organisations in the creative industries. Partners include the British Museum, the University of the Arts London, Google, the Digital Catapult, Wellcome Trust, The Guardian and the British Library.

4. The KQ can arguably be considered as London's largest innovation district. The emergence of innovation districts has been a global shift in the role of cities and the patterns of innovation. According to the Brookings Institute they "capture the remarkable spatial pattern underway in the innovation economy – the heightened clustering of anchor institutions, companies and start-ups in a small geographic area."[2]

5. The geographic area of the KQ is largely within the CAZ and the London boroughs (LB) of Camden and Islington.[3]

The KQ Area

6. The KQ area will continue to play an important economic and cultural role for the CAZ in the future and for London's knowledge economy. It contains one of London's greatest concentrations of firms in the science, technology and creative sector as well as a significant number of important cultural institutions. The LB Camden, in which the KQ largely sits, is projected to be one of London's highest growing boroughs.[4]

7. Research shows that the LB Camden has London's second highest turnover in terms of Science and Technology companies (£22.2bn) and the second largest number of Science and Technology companies (7,435).[5] Most of these firms are clustered within the boundaries of the KQ. Camden contains London's leading clusters of activity in the areas of biotechnology research and development, architecture, audio-visual broadcasting, higher education, precision engineering, publishing, marketing and graphic design and scientific research and development.[6]

8. The KQ is also a thriving cultural area with a significant cluster of cultural organisations including those of international significance such as the British Library and British Museum.[7] In addition, the creative and cultural sector in Camden accounts for 7.5% of the entire sector in London.[8]

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[1] Full membership of the KQ is contained in Appendix.
[2] Katz, B., Vey K. & Wagner, J. (2015). One year after: Observations on the rise of innovation districts. Brookings Institution.
[3] The geographic area of the KQ can be found in the Appendix.
[4] Camden. (2014). LB Camden Employment Land Study Final Report.
[5] SQW and Geovation. (2015). Tech Map London. Retrieved from: http://www.techmap.london/
[6] SQW and Geovation. (2015). Tech Map London. Retrieved from: http://www.techmap.london/
[7] Camden. (2014). LB Camden Employment Land Study Final Report.
[8] Camden Council. (2011). Camden: Local Economic Assessment.

9. According to the ONS, the LB Camden also has the third number of start-ups in London with 4,180 new enterprises being set up in 2014.[9]

Response 1.6 supporting specialist clusters

10. The KQ welcomes the recognition in 1.6.1 of the importance of specialist clusters and the benefits derived from clustering. In particular, we support policies 1.6.2, 1.6.3 and 1.6.4 which are in support of these clusters of activity.

11. Within 6.2, we welcome the recognition of the growing digital and tech clusters in Clerkenwell, Angel and King's Cross as well as the life science research clusters around the Euston Road. The Academic Character A1 in figure 6.1 is welcome as well (although perhaps needs to be expanded to include the Royal Veterinary College and Central Saint Martins.)

12. However, we would appreciate recognition of the area of the KQ as an existing cluster, and as an innovation district within the CAZ. We believe that the make-up of the KQ is unique in London. The vibrancy and diversity of specialisms the clusters represent provides the perfect conditions for innovation and policies 1.6.2, 1.6.3, and 1.6.4 would benefit the area greatly.

13. We would want to ensure that the KQ area can continue to accommodate new business start-ups and SMEs in the area. The KQ has arguably the largest cluster of "anchor institutions" (which are "large, spatially immobile, and mainly non-profit organisations that play an integral role in their local economy"[10]). It also has unique transport links to Europe and the whole of London. Emerging firms can derive benefits from co-locating in proximity to these institutions, which might be greater than being accommodated in other parts of London.
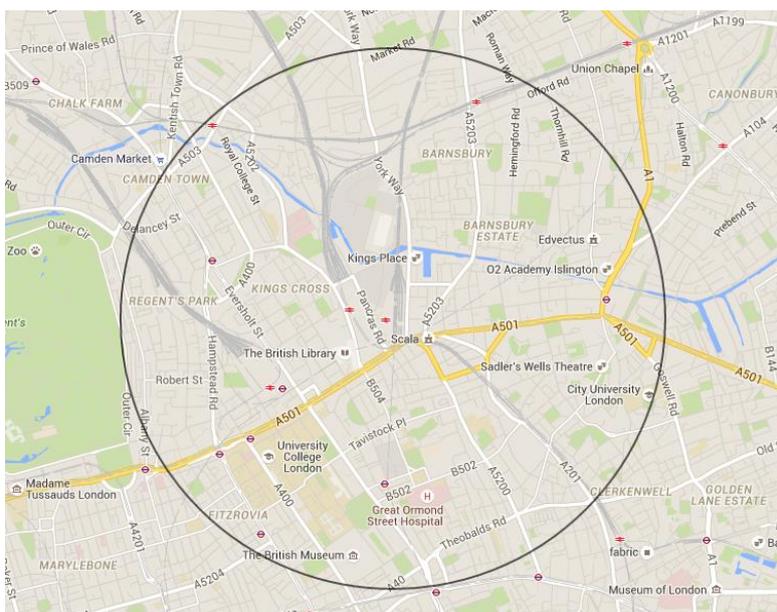
Response to Section 2 managing the attractions of the CAZ as a global, retail, cultural and visitor destination.

14. The KQ welcomes the new focus on culture and the creative industries within the CAZ. In particular, the use of "Kings Cross Granary Square" and "Angel" as examples within 2.2.5 and the move to ensure that mixed use development in opportunity areas should support new cultural attractions. The KQ also welcomes 2.2.18 and 2.2.19 and the recognition of the contribution of the creative industries in Kings Cross and Mid-Town.

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[9] ONS. (2015). Business Demography 2014.
[10] UKCES. (2015). Anchor institutions and small firms in the UK.

Appendix: Knowledge Quarter Geographic Area[11]

Appendix: List of Knowledge Quarter Members

Aga Khan University
Art Fund
Bertha Dochouse
Bio Nano Consulting
Birkbeck, University of London
BMJ
Briffa
British Library
British Museum
Camden Council
Central Saint Martins, University of the Arts London
CILIP
Connected Digital Economy Catapult
Conway Hall
Crafts Council
Creative Industries Federation
Design Council
Dickens Museum
Foundling Museum
Futurelearn
Gasholder
Google
Guardian News & Media
Impact Hub Kings Cross
Institute of Physics
King's Place
Local Government Information Unit
London Canal Museum
London Metropolitan Archives

London Universities Purchasing Consortium
Macmillan Education and Science
MRC Technology
NCUB (National Centre for Universities and Business)
Netley Primary School
Paul Hamlyn Foundation
Poet in the City
Regent High School
Royal College of General Practitioners
Royal College of Physicians
Royal Veterinary College
Scriberia
SOAS, University of London
Society of College, National and University Libraries
Somers Town Community Association
SQW Ltd
Tête à Tête
The Francis Crick Institute
The Institute of Ismaili Studies
The Institute of Materials, Minerals and Mining
The Place
The School of Life
University College London
University of London
Urban Partners
Wellcome Trust
Westminster Kingsway College

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[11] Google Maps. 2015.