



**Creativity Makes Places Better**

# **Sustainable Creative Placemaking and Community-Led Regeneration in Hackney Wick & Fish Island**

**Mutual Support Guide**

**2025/26**

**creative  
wick**

**LOCO** THE  
LOCO



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## Introduction

This guide explains how you or your business can support Creative Wick's and The Local Content Company's social creative placemaking infrastructure, currently consisting of the following;

 **CIG** TheWick #WickWednesdays  
Cultural Interest Group

As we look to secure long term sustainability, we are inviting our valued members to make an annual financial contribution to support the costs of delivering the creative placemaking network that will allow us to deliver increasing value and member benefits in the years to come.

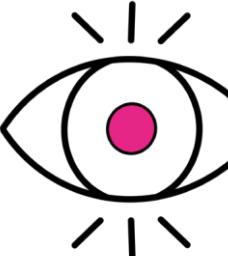
## Delivery Partners

**creative  
wick**

**Creative Wick** is an independent non-profit, social enterprise, Community Interest Company, established to help preserve Hackney Wick, Fish Island and the wider Olympic Park area as a permanent, sustainable creative cluster.

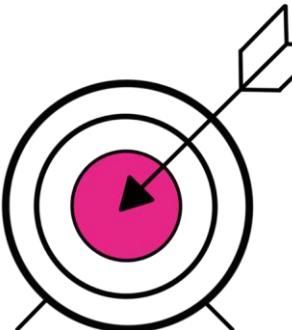


**The Loco** creates innovative platforms for furthering the goals of local stakeholders – of all sizes. We do this via full- service management of authentic, premium media content.



### Our Vision

To facilitate 'inside out regeneration' that supports a vibrant, inclusive and sustainable creative economy through networking, resource sharing, collaboration and continuous consultation



### Our Mission

To engage our social infrastructure model to connect and inform the creative and wider business sectors to demonstrate that creative place-making leads to a stronger, more resilient, cohesive, and better connected community



# Cultural Interest Group

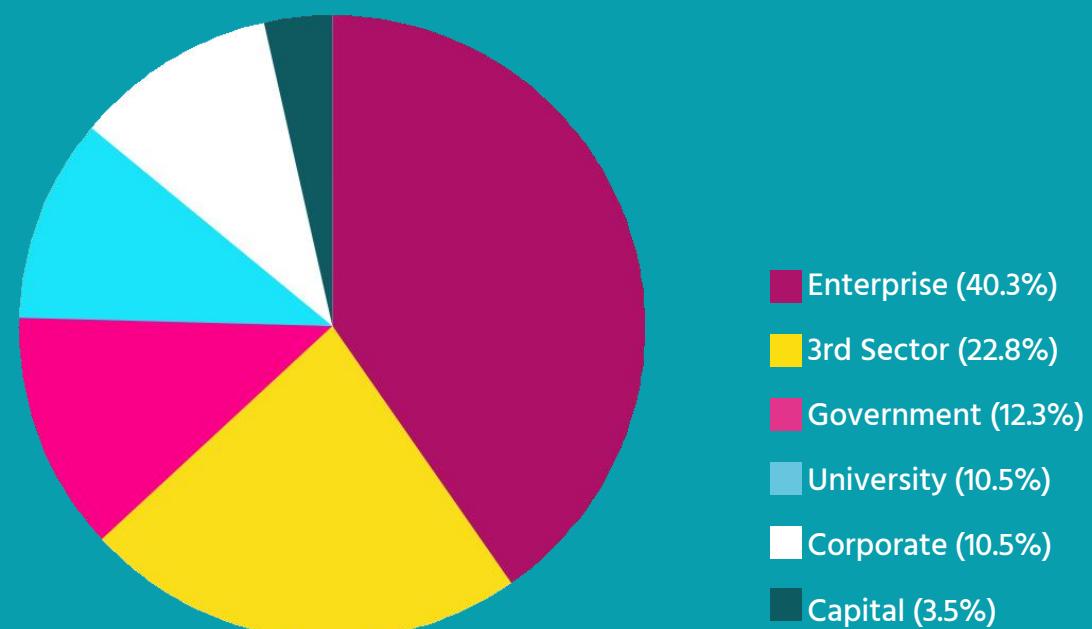
The Cultural Interest Group (CIG) is a monthly creative business to business innovation network founded by Creative Wick in 2010 to build a local network of stakeholders with the shared goal of working together towards a permanent sustainable creative cluster. We call it engineered serendipity.

The CIG seeks to connect and inform the local creative sector to encourage collaborative working towards a shared vision that demonstrates that creativity makes places better.

It offers free, open and equal access to local residents, businesses, artists, entrepreneurs, cultural and education institutions, local authority elected councillors and officers, as well as the development sector. Everyone is welcome. The CIG supports:

- The local creative sector
- Sustainable creative placemaking
- Continuous consultation between community members and key stakeholders
- Community cohesion and collaboration
- Co-designing the future of HWFQEOP
- Long- term community resilience
- Lobbying and campaigning on behalf of the local creative community

A breakdown of CIG attendees by category:





# The Wick email newsletter

## Weekly Email Newsletter

The Wick weekly email newsletter provides a platform for local businesses to promote themselves to over 6,000 inboxes every week. The newsletter allows local businesses to submit details of events, offers, new openings, local jobs and everything else that keeps HWFI and the wider Olympic Park area so dynamic, plus there's a dedicated CIG section at the bottom of each email offering the latest updates from the network, including details of the hybrid monthly meetings.

## Newspaper

The Wick is a hyperlocal print newspaper and accompanying [website](#), The Wick Newspaper was first published annually in 2011, 2012 and 2013, and was re-founded as a quarterly publication in 2020.. The Wick has since established itself as a trusted free local communication platform, celebrating the area's diverse creativity, culture, innovation, and industry. See the rate card here: [WickLink/ratecard](#)

**11k**

Copies of The Wick printed  
every quarter

**44k**

Average readership  
per edition

**198**

Distribution points across  
the Olympic Boroughs

**6k +**

Active subscribers to The  
Wick email newsletter

**49%**

Open rate of The Wick  
newsletter

**10%**

Click rate of The Wick  
Newsletter



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# Digital Creative Place Platform

Currently in development and supported by the Westfield East Bank Creative Futures Fund, funded by Westfield Stratford City and delivered by Foundation for Future London, we will soon be building a new pilot digital creative place platform. This Web3 digital project will:

- Improve local communication, connection and commerce
- Innovate a new Web3 local directory platform concept
- Support and reward circular economy practices
- Partner with educational research projects
- Explore and encourage best practice in placemaking by all stakeholders
- Create meaningful employment and training opportunities in East London
- Gather valuable data insights about the local community
- Foster better collaboration between all public sector, commercial and creative stakeholders
- Promote HWFI and the QEOP neighbourhoods' creative, business, sporting & educational clusters to the world

See our current digital platform here: <https://thisisthewick.com/>



**WESTFIELD | EAST BANK  
CREATIVE  
FUTURES FUND**

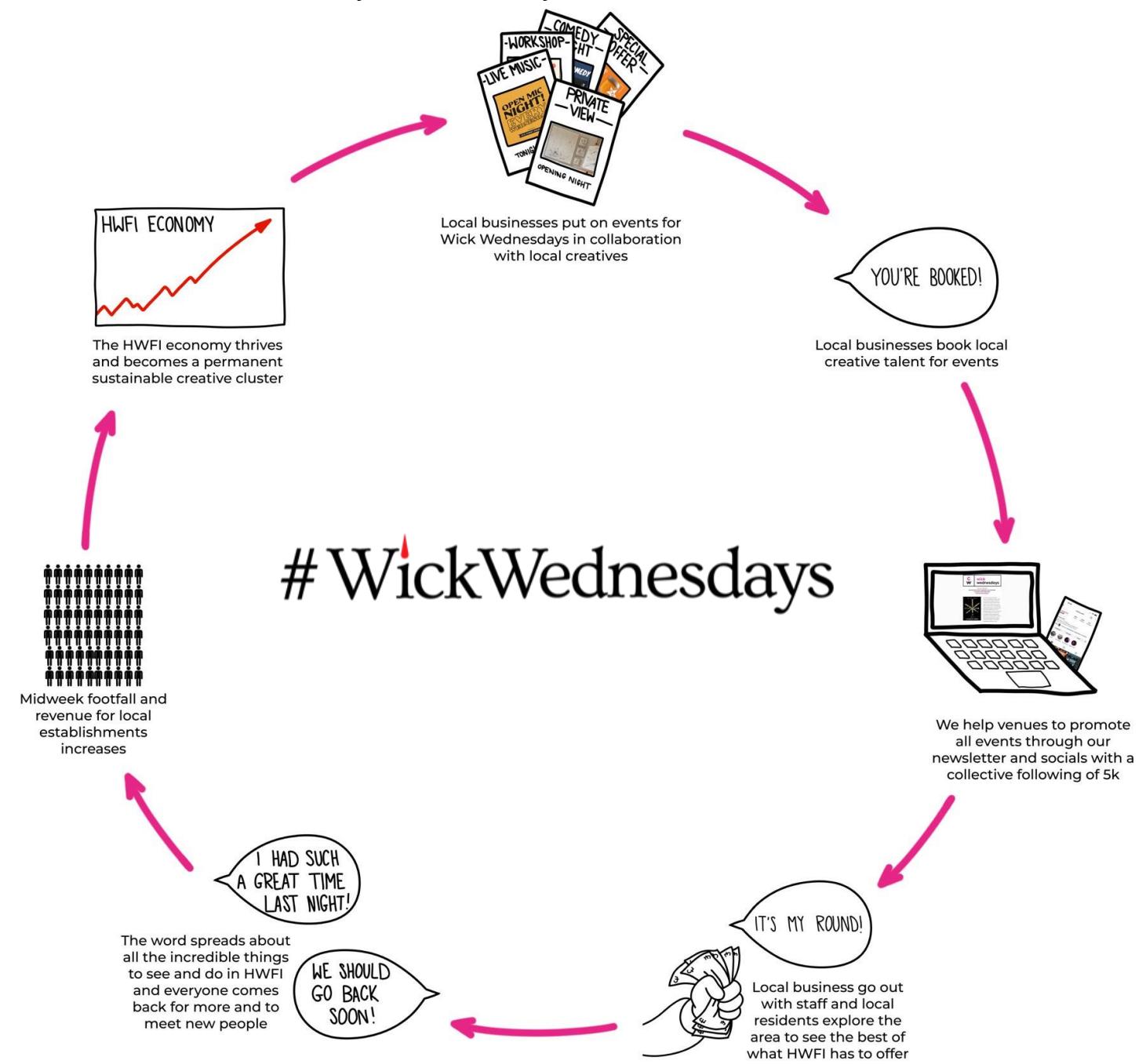
**Westfield**  
STRATFORD CITY



# Wick Wednesdays

Wick Wednesday is a monthly showcase that seeks to bring together the creative community and local residents and businesses of HWFI. It promotes a variety of artistic, creative, cultural and educational events and experiences and encourages local businesses to create bespoke events and special offers. Held on the third Wednesday of every month, the aim is to encourage local residents, businesses and visitors to support the local creative economy and help increase mid-week footfall and commercial activity.

## How does Wick Wednesday benefit Hackney Wick & Fish Island?





# Supporter Contributions & Benefits

## Supporter contributions

Platinum supporter:	Bespoke Package	£10,000 p.a
Gold supporter:	Corporate and Developer	£5,000 p.a
Silver supporter:	HEI, Cultural Institution	£2,500 p.a
Bronze supporter:	Established SME	£1,000 p.a
Community supporter:	Small third sector, SMEs (e.g. 2-20 people)	£250 p.a
Personal supporter:	Individual, resident, sole trader, freelancer	£60 p.a / £5 p.m

## Your annual contribution supports:

**12 monthly CIG meetings**

**52 weekly email newsletters**

**4 issues of The Wick newspaper**

**12 Wick Wednesdays**

**1 annual Wick Award Ceremony**

## Supporter Benefits:

**Positive regeneration vs negative gentrification**

**Increased community cohesion and resilience**

**Access to networks and stakeholders**

**Peer support and collaboration**

**Continuous Consultation**

**Re-investment loop**



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## Testimonials

"Over the last twenty years, East London has seen a remarkable transformation and nowhere more so than Hackney Wick. The area is home to one of the largest concentrations of artists in Europe as well as the site of extensive regeneration near to the Olympic Park. That both these elements co-exist is down to the extraordinary work of the Hackney Wick and Fish Island Cultural Interest Group led by William Chamberlain, which has worked to protect the creative energy of the area. It has galvanised local groups and artists, engaged intelligently with councils and developers and made the case for improvements. This model of local cultural entrepreneurship is vital if London is to remain a world capital for culture."

**Munira Mirza, former Deputy Mayor for London**

"Home to some of the capital's most awe-inspiring artists, musicians and designers, East London is synonymous with nurturing its creative communities, maintaining its reputation as one of the city's most exciting cultural melting pots. Since 2010, the Hackney Wick and Fish Island Cultural Interest Group has been positively contributing to this rich and diverse landscape, building meaningful relationships with creatives, local authorities and developers and helping to raise the profile of the area's Creative Enterprise Zone (established 2018), while at the same time striving to preserve the identity of existing neighbourhoods. This work will be more valuable than ever as the plans for East Bank – one of the world's largest and most ambitious culture and education districts – are realised, opening up even more opportunities for local residents."

**Justine Simons OBE, Deputy Mayor for Culture and the Creative Industries, London**

"Hackney Wick and Fish Island CIG is the pivotal anchor of the Hackney Wick creative economy."

**Juliet Can, Stour Trust**

The Hackney Wick and Fish Island Cultural Interest Group has my full and whole-hearted endorsement. Since its inception it has been the go-to forum for those wanting to meet residents, creatives, businesses, developers and politicians. As a local Hackney Wick politician it has put me in touch with the movers and shakers beyond the boundaries of my own ward in a way in which no other organisation has. It is an invaluable forum for challenging the established norms of regeneration policy and I believe it has played an important part in forging Hackney's approach to the preservation of affordable work-space. As this area of London booms in the post-Olympic era, the CIG is a vital voice for the local businesses and creative artists who first led the area's renaissance."

**Cllr Chris Kennedy, LB Hackney**



ARTIST: © TEDDY BADEN  
PHOTO: © MATTHEW BOOTH

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