

[space]

Visioning a future for the Olympic International Broadcast Media Centre (IBC MPC)

Legacy Now 2: 5th December 2006

At SPACE, 129-131 Mare Street, E8 3RH

Our second annual Legacy Now event, held Tuesday 5th December 2006 at SPACE, aimed to develop a vision for the Olympic broadcast media centre. This facility, to be located in Hackney Wick, will become a major legacy for East London, offering employment workspace opportunities. We focused on the potential of this resource to harness the passions of young people, to bring benefits to the area and to incorporate future patterns of global distribution of news information

Introduced by **Anna Harding**, CEO, SPACE and Councillor **Guy Nicholson**

Speakers:

Ralph Luck, Head of Properties, Olympic Delivery Authority (ODA) presented the overall vision and development process for the IBC MPC.

Jon Bains, CEO, Lateral, award winning Hoxton based New Media Agency looked at future media consumption

UK Sound TV (www.uksoundtv.com) initiated by SPACE, Hi8us and Circle Anglia and currently the UK's 'number 1' youth Grime channel, was presented as a case study indicating how young people can be effectively engaged in broadcast media.

Nick Johnson, Urban Splash property developers

Adam Hart, Hackney Cooperative Development who have developed Gillett Square

Richard Pearce, TCN Property Projects, developers of the media park at Hilversum, Netherlands

The presentations were a catalyst for wide-ranging and inspiring discussion and ideas. SPACE's vision for the IBC MPC, informed by the Legacy Now 2 discussion, is that this important facility should be:

- Designed and built in collaboration with a consortium of end-users including higher education, workspace and training providers, media agencies etc.
- A hub for connectivity
- A model for a "Smart City" development utilizing applied technologies such as broadband convergence networks, radio frequency identification (RFID), WiBro, digital multimedia broadcasting, video conference technologies etc.

- An “Innovation Lab” to support entrepreneurial and media advancement and interdisciplinary initiatives.
- Groundbreaking in terms of private/ public partnerships
- User driven with an emphasis on public access

During the event, groups built a brief for a specific aspect of the media centre and its legacy to ensure:

- Benefits to Creative Sector
- Benefits to Young People
- Benefits to East London

Recommendations were:

Benefits to Creative Sector

- Priority needed for current/ local business and residents
- Employment opportunities to prioritise skilled local residents
- Generic shell space would maximise potential future use/ affordability
HOWEVER an interesting focal point could create a draw such as a museum/cultural centre
- Rather than one large “shed”, a variety of distinctive pavilions could be more beneficial
- Planning agreements for IBC MPC should specify percentage of space dedicated to affordable East London creative sector businesses
- Low rents could be fixed for a number of years of legacy use for local creative businesses
- Could be geared to cross-subsidize smaller facilities, perhaps elsewhere in the borough
- Media broadcasting facility and equipment provide focus for future development
- Ensure diverse mix of people benefit
- Should complement rather than compete with existing resources
- Partnership at core of development
- Genuine creativity should be the key driver - Creative edge, creative advantage, creative force
- Need cluster action to facilitate SMEs inclusion
- IBC MPC Steering group to drive actions forward
Needs to be funded/ paid for
- Use mechanism of E.L.B.A.
- Identify figureheads
- Representation should be taken to highest level
- Ethical investment/ payback
- Local knowledge and input, cross-borough collaboration, cross-London benefit
- Something that is more than the sum of its parts
- News media and creative media sector all have similar needs
- Connectivity is key

Benefits to Young People

- Set up framework for young people to be trained, funded by LDA and others, for people who wouldn't otherwise access this opportunity or existing opportunities.
- Put on the curriculum in local schools, universities and informal education
- Provide a youth voice via:
 - Youth Olympic channel
 - Young people's media think tank
 - Strategy for youth and community participation devised and delivered in collaboration with young people
- Quotas – local labour in construction of media centre
 - local labour for media agencies in the centre
 - for work experience opportunities for media agencies at the centre
- Local HE/FE access to broadcast facilities
- Leaflet outlining possibilities and information - Information sharing, Accessible
- “Alton Towers” for East London - skateboarding/ gaming interactive Media Centre
- Routes into Primary Schools SPACE egs of Planet Volco, UKSound TV and volunteering

Benefits to East London

- Media Centre in Hackney as training ground/ opportunity
- What will happen to the empty shell after 2012?
- How to keep link with existing East London artists and creatives? How to ensure sustainable, affordable spaces?
- Need to look at reality of the economy – City Fringe today
- Fully commercial – is there a benefit to people of East London? High investment
- Needs high public or private support to provide access

What might be left?

- Broadband connection of v. high speed
- Transmission facility
- Companies, organisations and community groups to make use of remaining resources.
- How to maintain/support legacy facility? eg building managers, cleaners, technical training/IT
- Additional service provision
- Podcast/Media stream

BEFORE is exciting. Get community in there with training, projects, use it to expand their imaginations. Then will know what is needed after. Create a media community around this project now

- Crucial points: Danger of sailing by. Where does engaging with local people come on the agenda?
- Building and procurement start summer 2007
- Could it be like Tate Bankside? Art/ Film/ Media

- Huge employment and training opportunity, not just entry level but right the way through
- We should provide social/ cultural training for corporates to see what's here - signposting. Big companies should take on young people now. Train corporate sector to get involved now. We can facilitate this
- Accredited media sourcing, supplying, servicing
- No college or university alone will deliver the technicians and employees. Young people will need open doors on work experience; currently not ready for employment
- Employers, Sector Skills Council, Business
- Social relationships are key

Where do we want Hackney to be positioned? What do we want it to look like - physical not media itself. Architecture should be visionary.