

Legacy Now 2: Visioning a future for the Olympic International Broadcast Media Centre (IBC MPC) – Outcomes.

This event was held Tuesday 5th December 2006 at SPACE. The aim was 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. For our second annual Legacy Now event we focused on the potential of this resource:

- to harness the passions of young people
- to bring benefits to the area
- to incorporate future patterns of global distribution of news information

The event was 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

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Appendix

During the Legacy Now event, groups were formed to build a brief for a specific aspect of the media centre and its legacy to ensure:

- a) Benefits to Creative Sector
- b) Benefits to Young People
- c) Benefits to East London

Recommendations were as follows:

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

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- 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

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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

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Benefits to East London

Cultural Olympiad programme is still currently ambiguous.

- 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

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

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