



**PRESS RELEASE: Strictly Embargoed: 12:00pm, Thursday 14<sup>th</sup> November**

**For information and media enquiries please contact:**

**Nick Colwill: 07717 897 701 / [nick.colwill@champollion.co.uk](mailto:nick.colwill@champollion.co.uk)**

**Millie Shuter: 020 3544 4952 / 07967 028 372 / [millie.shuter@champollion.co.uk](mailto:millie.shuter@champollion.co.uk)**

## **iCITY submits planning application in major milestone for delivery of London 2012 legacy**

iCITY has today (14<sup>th</sup> November) submitted its planning application to the London Legacy Development Corporation (LLDC) in a landmark moment for delivering the legacy from London 2012. Once approved, iCITY will transform the former Press and Broadcast Centres on Queen Elizabeth Olympic Park into a world-leading creative and digital cluster, delivering thousands of jobs, apprenticeships and training opportunities for the local community.

Following public consultation earlier this year, iCITY refined its designs and today unveils a new set of images by leading architects Hawkins\Brown providing a stunning visual depiction of how iCITY will look following the transformation works.

iCITY, a joint venture between special real estate investment company Delancey and Infinity SDC, the UK's leading data centre operator, will provide a new home with state-of-the-art infrastructure for the creative and digital industries, the fastest growing sector of the UK economy. It will include a range of versatile spaces for individual start-up businesses to locate and grow, and a new yard will provide a unique space for activities from film screenings to markets, pop-up stalls and street food vendors, as well as a whole host of community events. The former briefing facility between the two buildings will be developed into a 1,000 seat auditorium.

Following planning approval early next year, iCITY expects to begin construction work on the former Press and Broadcast Centres in the summer of 2014. Key tenants Loughborough University, Hackney Community College and Infinity SDC will locate at iCITY from 2015, and the entire iCITY area will be fully operational by 2018. BT Sport is already broadcasting live directly from iCITY with a state of the art 80,000 square foot production hub, underpinning the development and demonstrating the attractiveness of iCITY to the technology, media and creative sector.

The refined designs mean that iCITY will now create over 7,500 jobs. This includes 5,300 directly on-site and a further 2,200 in the local community through the impact of using local supply chains. iCITY has committed to working closely with its tenants to ensure they create employment opportunities and create pathways for local people through training and apprenticeships into full employment. Both Hackney Community College and Loughborough University will locate at iCITY, training thousands of students a year with the skills to take advantage of jobs in the digital economy.

Commenting, Gavin Poole, CEO of iCITY, said:

**“The submission of our planning application is the culmination of a vast amount of work to develop a creative vision for over 1 million square foot of space. Our vision to provide a new home for east London’s flourishing and rapidly expanding creative and digital industries today takes a step closer to becoming a reality.**

**“As well as creating thousands of jobs and training opportunities, our plans will provide a new community destination for east London with new facilities for local residents and opportunities for local businesses.**

**“iCITY will attract the best talent, companies and investment from around the world. We now very much look forward to moving into the construction phase and delivering a lasting economic and social legacy from London 2012.”**

Dennis Hone, Chief Executive of the London Legacy Development Corporation, said:

**“We are delighted that iCITY has come up with such an innovative design for the conversion of the former Press and Broadcast Centres. This world class creative and digital hub will create thousands of jobs and training opportunities.**

**“Today’s submission of the planning application is another landmark moment for Queen Elizabeth Olympic Park, bringing us one step closer to delivering a fantastic legacy for east London.”**

Jules Pipe, Mayor of Hackney, added:

**“This application represents a major step towards ensuring an Olympic legacy for Hackney which will unlock the full potential for regeneration and investment in this part of the borough. These exciting proposals will generate thousands of jobs and, alongside existing business, will firmly establish Hackney as the UK's centre for innovation in the broadcast, media and tech sectors.**

**“Hackney Council will be working with iCITY and its tenants to ensure local residents benefit from the many job, apprenticeship and training opportunities and can begin building meaningful careers in the Queen Elizabeth Olympic Park.”**

Jamie Ritblat, CEO of Delancey, said:

**“We are excited to be moving one step closer to transforming the former Press and Broadcast centre into a world-leading digital and creative cluster at the heart of Queen Elizabeth Olympic Park. As with the development of East Village, Delancey is committed to driving forward and delivering the legacy promise, and to pioneering this truly unique development. It will not only create a new destination for east London but, most importantly, champion London’s young creative talent and create new jobs through apprenticeships and training opportunities for the local community.”**

Stuart Sutton, CEO of Infinity SDC, said:

**“Today is a further milestone towards delivering one of the largest and most connected data centres in Europe, at the iconic location of Queen Elizabeth Olympic Park with unrivalled connectivity, power and efficiency. We look forward to opening Infinity Stratford in 2015.”**

### **Notes to Editors**

**For information and media enquiries please contact:**

**Nick Colwill: 07717 897 701 / [nick.colwill@champollion.co.uk](mailto:nick.colwill@champollion.co.uk)**

**Millie Shuter: 020 3544 4952 / 07967 028 372 / [millie.shuter@champollion.co.uk](mailto:millie.shuter@champollion.co.uk)**

**For lettings enquiries please contact:**

**Chris Lewis, Deloitte LLP: 07920 806 002 / [chrilewis@deloitte.co.uk](mailto:chrilewis@deloitte.co.uk)**

**Michael Davis, Cushman & Wakefield: 07793 808 509 / [michael.davis@eur.cushwake.com](mailto:michael.davis@eur.cushwake.com)**

### **About iCITY**

iCITY was created to transform the Press and Broadcast Centres on the Queen Elizabeth Olympic Park into a world-class centre of innovation and enterprise, driving the regeneration of east London and stimulating long-term economic growth in the UK.

iCITY is a joint venture between Delancey, a specialist real estate investment and advisory company, and Infinity SDC, the UK’s leading data centre operator.

It will feature three main buildings: a 300,000 sq ft innovation centre; a 1,000 seat auditorium; and a 850,000 sq ft building housing educational space, broadcast studios, office space, and a state-of-the-art data centre.

iCITY will be a new community destination for east London, featuring a public area and landscaped canal side along with cafes, shops and restaurants.

iCITY has already secured a number of tenants and is over 40% pre-let:

- **BT Sport** is based at iCITY with an 80,000 sq ft production hub. This will contain three studios, 20 edit suites, three main interoperable galleries, four sports galleries, and an audience holding area for a 160 strong audience.
- **Loughborough University** will create a multi-disciplinary postgraduate teaching, research and enterprise facility.
- **Hackney Community College** will deliver its pioneering digital apprenticeship scheme within a new Tech City Apprenticeship Academy.
- **Infinity SDC** will develop one of the largest and most efficient data centres in Europe, featuring 260,000 sq ft gross internal area, fed by multiple power grids and providing 40MVA of power with exceptional resilience.

iCITY is in ongoing commercial discussions with a number of organisations and expects to announce further deals with tenants in the near future.

For further information visit <http://icitylondon.com>

### **About Delancey**

Delancey is a specialist real estate investment, development and advisory company with over 15 years' experience and a portfolio that covers retail, residential and commercial developments across London and the UK. Working with a wide range of assets, partners and clients, Delancey takes a diverse approach to creating value from property. As well as sourcing and negotiating direct property and corporate transactions, Delancey advises on appropriate capital structures, procures third party financing and provides pro-active asset management and development services. One of Delancey's most high profile assets is the East Village (formerly known as the Athletes' Village), which it co-owns with Qatari Diar. Adjacent to iCITY and Queen Elizabeth Olympic Park, East Village offers a once in a lifetime opportunity to be able to develop and deliver a vibrant new neighbourhood and community for London.

For further information visit [www.delancey.com](http://www.delancey.com)

### **About Infinity SDC**

Infinity SDC is the fastest growing provider of data centre services in the UK. Since their launch in 2006, Infinity has gained a significant share of the UK wholesale data centre market. Infinity data centres support the critical operations of some of the world's leading investment banks, insurers and telecommunications operators.

Infinity has a proven track record of providing reliable, efficient data centres that match their customers' needs. They design, build and manage bespoke, shared and modular colocation data centre solutions, with a portfolio of sites that stretches around London's M25. Infinity pride themselves on providing an uninterrupted, transparent and responsive service for some of the world's leading companies.

For further information visit <http://www.infinitysdc.com>

### **About Hawkins\Brown**

Hawkins\Brown is a design led award-winning architectural practice formed in 1988 by Roger Hawkins and Russell Brown. It has grown steadily over 25 years to 18 partners and over 100 staff in the studio. The practice has never limited its architecture to a particular style, type or scale of work, bringing a distinctive collaborative approach to each project. It has developed a determinedly broad built experience of universities, schools, transport, housing, offices and arts projects across the UK and increasingly across the world as HBI. The practice was a finalist in this year's RIBA Stirling Prize for the on-going regeneration of Park Hill, Sheffield.

For further information visit [www.hawkinsbrown.com](http://www.hawkinsbrown.com)

### **About Deloitte Real Estate**

Deloitte Real Estate (DRE) has been the principal property advisor to iCITY since the project's conception, providing a full range of services including investment, development, town planning, environmental impact, property management and leasing services. Utilising the DRE Planning team has enabled a seamless transition from bid phase through to the planning phase.

For further information visit <http://www.deloitte.com/uk/realestate>

**ENDS**