



PRESS RELEASE: FOR IMMEDIATE RELEASE

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iCITY invites the local community to view its plans for a world-class digital cluster on the Queen Elizabeth Olympic Park

iCITY, the preferred bidder for the Press and Broadcast Centres on the Queen Elizabeth Olympic Park, is hosting a public exhibition to seek the views of the local community on its plans to develop a world-leading digital hub to support the UK's flourishing creative industries.

iCITY's community consultation will launch on Friday 15th March, and iCITY will be hosting four days of public exhibitions ahead of submitting its planning application to the London Legacy Development Corporation (LLDC) to transform the buildings.

iCITY's public exhibitions will be hosted at the Cre8 Lifestyle centre in Hackney on Friday 15th and Saturday 16th March, and at Hackney Service Centre on Monday 18th and Tuesday 19th March. The exhibition will provide opportunities for the public from across the Olympic boroughs (Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest) to view iCITY's plans and speak to members of the iCITY team who will be able to answer any questions and explain the proposals and benefits in detail.

iCITY has been working with local organisations to support the community through the creation of jobs, apprenticeships and training opportunities. Hackney Community College will deliver the UK's first digital apprentice course with a new campus at iCITY, training and supporting 350 digital apprentices a year from the local community.

iCITY will create more than 6,500 jobs – 4,000 directly on site and a further 2,500 in the local community through supply chain effects – contributing approximately £340m to the local economy by 2018.

Commenting, Gavin Poole, CEO of iCITY, said:

"iCITY has engaged with local community organisations from the start of the project, and we want to make sure our plans are firmly rooted in the needs and desires of local people. This consultation will be an opportunity to learn more about how we plan to support the regeneration of East London, provide jobs, training and apprenticeship opportunities for local

people, and above all create an exciting community space with new facilities that are accessible to all.

“I want to extend an invitation to anyone with an interest in their local area to come and hear more about how we’re going to transform the buildings. This is a hugely exciting project and I look forward to meeting more local residents and community groups to continue the conversation about iCITY’s plans.”

Jules Pipe, Mayor of Hackney, said:

“Hackney Council has worked tirelessly to secure a valuable legacy for the former Press and Broadcast Centres in Hackney Wick, and these plans show the start of our long held vision for a digital and creative hub becoming a reality. I warmly welcome iCITY’s plans to create over 6,500 new jobs, including the UK’s first digital apprenticeship scheme, which will complement Hackney’s existing creative industries and provide a range of employment opportunities.”

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For media enquiries, please contact Sarah Norman on 07765 698 394 or sarah.norman@champollion.co.uk

For further information on the public exhibitions please contact Elizabeth Ricardo Binding on 0800 881 5445 or iCITY@londoncommunications.co.uk

Notes to Editors

1) About the public exhibitions

iCITY will host four days of public exhibitions at the following times and venues.

- **Friday 15 March, 2 – 8pm:** Cre8 Lifestyle Centre, The Old Baths, 80 Eastway, Hackney Wick, London, E9 5JH
- **Saturday 16 March, 10.30am – 4pm:** Cre8 Lifestyle Centre, The Old Baths, 80 Eastway, Hackney Wick, London, E9 5JH
- **Monday 18 March, 9am – 5pm:** Hackney Services Centre, 1 Hillman Street, E8 1DY
- **Tuesday 19 March, 9am – 5pm:** Hackney Services Centre, 1 Hillman Street, E8 1DY

2) About iCITY

iCITY will 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. It will create over 6,500 jobs,

apprentice and training opportunities, supporting East London's flourishing and dynamic creative industries.

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 was established to undertake the transformation of the Press and Broadcast Centres on the Queen Elizabeth Olympic Park.

iCITY will deliver a £350million investment into the Press and Broadcast Centres, providing a state-of-the-art data centre at 260,000 square feet delivered by Infinity SDC, one of the UK's leading data centre operators.

TechHub and SPACE Studios will develop and operate an incubator and accelerator space for start-up businesses. Hackney Community College will deliver the UK's first digital apprenticeship, and Loughborough University will develop a new postgraduate education and research centre in the Broadcast Centre, linking media and culture, business, sport, exercise and health.

iCITY recently announced it has signed a deal for BT Sport to be based at iCITY and broadcast live Premier League football from August 2013.

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

3) About Delancey

Delancey is a specialist real estate investment and advisory company with over 15 years' experience. We believe our edge is that we think and act like a principal.

For more information visit <http://www.delancey.com/>

4) About Infinity SDC

Infinity's data centres house some of the world's largest investment banks, insurers, international brokerages, telecommunication companies and outsourcers. Infinity's services deliver the non-stop operation of these organisations' most critical and visible applications, delivering the highest levels of customer service and reliability.

With one of the most experienced management teams in the industry and backed by two of the UK's leading financial institutions, Infinity has the capability and depth of funding to provide highly efficient data centre solutions matched to customers' operational needs.

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

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