



Titel
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EPIC Case Study

28/06/08

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European Community
European Regional
Development Fund



Interreg North Sea Region

Author

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PART A - IDENTIFICATION

1 - Name of the case

East of England Production and Innovation Centre

2 - Acronym of the case

EPIC

3 - Case Presentation URL

<http://epractice.eu/cases/EPIC>

4 - Case Logo

5 - Web address of the case

www.epic-tv.org

6 - Type of initiative

7 - Country of the case

England

8 - City/region

Norwich - East of England

9 - Start date 01/09/05- End date open ended

10 - Date on which the case became operational

July 1 2006

11 - Case Abstract

Please provide a brief abstract of the case (Max. 300 words)

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The East of England has traditional strengths in TV, video and creative industries generally. However the decision by the Independent Television Company (ITV) to withdraw TV production and commissioning from regional centres threatened to undermine this sector and risked individuals and companies moving to London or Manchester where the industry is now concentrated.

In particular the regional TV industry based around the Anglia TV service and studios in Norwich were vulnerable as Anglia supported hundreds of jobs in other companies and freelance staff as well as the 300 they employed directly.

At the same time Digital Switchover of TV services offered opportunities for SME's to offer programmes via this medium and iptv but this needed rentable facilities in order to prosper.

PART B - DESCRIPTION OF THE CASE

12 - Case domain

13 - Topic

14 - Tags

Broadband, creative sector

15 - Sector

Please identify the sector within which your case operates.

Multiple choices are allowed. Hold down the Ctrl key to add choices to your selection or to remove choices from the selection.

16 - Policy Context and Legal Framework

The work sits under EU policies for the creative sector, e-content and broadband services

17 - Target Users or Group

General

18 - Description of Target Users or Group

Public and private sector digital content creators

19 - Scope



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20 - Status

Ongoing

21 - Language(s)

English

PART C - PROJECT SIZE AND IMPLEMENTATION

22 - Type of initiative

Media Centre

23 -

The initial approach was to work with Anglia TV and ITV to try and find a private sector consortium to buy the Anglia TV studios in Magdalen Street and keep these operating as resource for the local independent sector and visiting production companies. However none of the consortia were able to develop a viable business plan to pay back the cost of acquiring the premises and equipment as well as provide running costs.

After a feasibility study, which is available on the BIRD website, EEDA decided to provide a grant to Norfolk County Council to buy the building and convert it to a combination of production studio facilities, media learning centre run by the Norfolk School of Art and Design and SME incubator centre. The centre is now fully open and operating with a three year sustainable business plan which minimises further public sector investment (outside of HE and FE subsidised training).

24 - Description of the way you implement and manage your initiative

The work was managed PRINCE2 under a regional board of stakeholder bodies.

24a - Technology choice

A wide range of technologies are used in the centre which is one of the best equipped HDTV studios in the UK.

24b - Technology solution

See above.

25 - Funding source

East of England Development Agency and Norfolk County Council

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26 - Implementation

The purchase and development costs of the studio were around £1m

27 - Yearly cost

The service aims to be commercially self sufficient.

PART D - IMPACT, INNOVATION AND RESULTS

28 - Please provide indications of real or expected impact and benefits; if possible with figures

The centre is now open and delivering training. A number of visiting productions such as BBC's Question Time have used the centre (which would otherwise have been lost to Norwich) and five SME's are now leasing space in the building including some which may have located outside of the county if facilities had not been available. The space is also being put to other uses such as events and conferences in order to optimise income including hosting the Norfolk Creative Sector Awards which recognise and encourage SME's in the sector.

Some of the SME's are developing content for iptv and Digital TV channels as well as broadcast TV which will stimulate broadband services and EPIC are partners in the INTERREG IVB project e-clic which was recently approved to develop skills, content and product in a triple helix co-production approach with the private sector.

28b - Economic effects

No quantified economic effects have been forecast but the initial business case identified benefits for the regional economy and creative sector SME's.

29 - Track record of sharing

The centre is part of the e-Click INTERREG IVB project.

30 - Lessons learnt

In order to build demand for broadband it needs to have good quality content. In order to avoid damage to the local Creative sector there need to be good quality affordable regional facilities to produce this, or the sector will migrate to major urban areas such as London and Manchester.

The EPIC studio development has shown that collaboration between public, private and academic sectors can produce viable ways of ensuring these facilities are kept or developed within a region.

Confirmation of publishing allowness

Location and Date

Name, Stamp and Signature



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