

A group of seven young people are posing in front of a modern building with large windows and a large circular sculpture. The building has a white and grey facade with large windows reflecting the sky. The sculpture is a large, light-colored circular structure with a cutout. The people are dressed in casual, contemporary clothing. The overall scene is bright and modern.

IPSWICH

**A
Creative
Hub**

May 2018

A perfect fit for Channel 4

Ipswich welcomes C4

Coming here would make a major difference – for my town and for my community.

Ipswich is one of the fastest growing places in the UK, we have England's newest university on a new-look Waterfront and we are at the heart of a major ICT hub.

All bidders will talk up the strength of their support, how wonderful they are, how they can offer this and that and everything in between.

But I don't think this is about corporate goals and business models – this is about a gritty and great town that is both steeped in history but is new and ambitious.

Ipswich is also a diverse community, with more than 60 languages spoken and different cultures on every street corner.

Ipswich has space to grow, new marinas and restaurants, good schools, a flexible workforce and a growing economy. We can offer you a lot. But every bidder will tell you that.

But I can say that having you here would have a huge impact on us. It would accelerate the change that is building a new and creative Ipswich for the next generation.

Help us make that change.

SARAH BARBER, NHS NURSE AND MAYOR OF IPSWICH

We have let the 5,000 words speak for themselves – we haven't produced loads of appendices and nor have we sought 'celebrity endorsements' or paid for snazzy films to be produced – our bid is simple – understated and (we hope) effective!



SUMMARY

Ipswich is the oldest Anglo-Saxon town in the country, has over a thousand years of history and is the birthplace of Cardinal Wolsey ... blah, blah, blah.

Actually, Ipswich is one of the fastest growing culturally diverse urban centres in the UK and is still writing that history.

We are fiercely proud of what we do and what we have become. Our Waterfront is re-emerging from a gritty dock to a vista of marinas, hotels, university buildings and restaurants – symbolising the new Ipswich.

Our town is also home to England's newest university and eight leading arts organisations. It is at the core of an ICT hub stretching out across the region. A thriving port lies in the heart of the town (the country's biggest in agricultural products). And we are just eight miles upstream from the UK's largest container port at Felixstowe (a delightful sail if you are into that).

We will be one of the smaller bidders but that will also mean you could make the biggest difference. We are an emerging cultural centre but if you locate a Creative Hub here it will herald a revolution.

In the following pages you will find out how and why we meet the strict criteria but this is about more than that. This is about people and place.

Let's sum up ...

Our working population benefits from Ipswich's training and skills agenda, a compact education quarter, a good mix of schools and a Waterfront Innovation Centre.

Our young come from all backgrounds, bringing a cultural mix that is the envy of many. This is a tightly-knit town proud of its diversity and its achievements.

But Ipswich is also home to entrepreneurs – it's in the DNA. Hundreds of them throughout the town and on the Waterfront.

Ipswich offers real value. We are not restricted by lack of space and over-heated property and rental values. We have Enterprise Zones, Assisted Areas and more – so you might benefit from that sort of stuff. As if you needed any more reasons to relocate here. Broadband connectivity? Oh please!

But if you do need further encouragement... we have opportunities for you to be less than ten minutes' walk from the railway station, the town centre, the Waterfront, a University and a 'good' further education college (Suffolk New College). It's one of the benefits of being small but sweet.

And office space at less than £20 per sq

ft is available. Even £10 per sq ft. So, on financial grounds alone C4 Ipswich makes sense.

The housing market offers choice and value for money and an opportunity to live in a town where historic and cutting edge sit cheek by jowl – Victorian terraces, 'docksides' flats and 1930s villas – and all within an hour of London and half an hour of the Suffolk coast.

Ipswich's size and ease of access means it is simple to do business with the dozens of creative screen companies in Suffolk and the hundreds more from across East Anglia.

Our bid is supported by a cast of thousands and Ipswich Vision – a unique partnership of private and public sectors set up to push change faster.

This is what we are doing. We are ready.

But let's talk about C4

We were thrilled you identified us as one of 20 potential locations for an HQ/ Hub within your promotional video for the pitch process ... we know we are one of the smaller places we see that as a strength.

If our bid is successful it would be innovative, edgy, unexpected. We are the unheard voice of the small city / large town against what one of our film industry supporters called the

'saturation of the large city and the metropolitan elite'. It's an opportunity for C4 to inspire change, nurture talent and to promote a platform for alternative views.

In some cities and towns your presence would create a ripple. Here you will create an explosion.



Ipswich is a new playground of opportunity that is already on its way to becoming a new creative hub outside the saturated markets of the big cities. Working together with other professionals – along with a newly formed film office, and independent organisations such as Film Suffolk – we now have access to a unique pool of film making talent living in Suffolk.

**ADAM COLLIER,
BEAUTY AND THE BEAR**



MEETING THE 5 KEY CONSIDERATIONS AND THE ENTRY GUIDELINES

For ease, we have decided to structure this submission around the 5 'key considerations' set out within the **A Call 4 All** document. We have incorporated addressing the three 'entry guidelines' for Creative Hubs within the most relevant 'key consideration'



Economic, demographic, diversity and environmental factors

(Including "Working population of 75,000+")

Ipswich boasts the fifth fastest growing economy in the UK. It is also in the top 10 cities and towns when it comes to opportunities for start-up companies.

A third of a million people live within 15 miles of the town centre and we enjoy thriving commercial and educational sectors, cultural festivals, theatres, museums and excellent sports facilities.

The area is home to BT's Global Research and Development HQ and Innovation Martlesham – a cluster of more than 100 high tech SMEs – and Ipswich Waterfront Innovation Centre at the University of Suffolk.

There is a significant and growing number of highly skilled finance, insurance and legal firms, including Willis Towers Watson, Birketts LLP and AXA, which sit alongside a growing number of 'fintech' businesses.

The Port of Felixstowe is the UK's largest container port, handling the world's very largest vessels, and the Port of Ipswich is the UK's largest exporter of grain. Both are investing in future expansion and support an internationally significant hub of port and logistics-related businesses.

Ipswich has four Enterprise Zone sites in and around the town, a new £70 million tidal barrier and government approval for a set of new Foster-designed crossings of the River Orwell.

The Informi business news website named Ipswich as the best place to start a small business in 2017, based on high digital connectivity and one of the lowest business churn rates in the UK.

Our population diversity is comparable to Nottingham, Bristol and Leeds. More than 60 languages are spoken here, 58 in one primary school – Hillside Community.

That diversity is reflected in the free annual events programme we stage in Ipswich – including the Indian Summer Mela, the Holi Festival and Global Rhythm.

The Travel to Work Area for Ipswich (as defined by the ONS) identifies a working population of about 180,000 of which about 75,000 live in the tight (4 miles across) geographic area of Ipswich Borough.



Can statistics tell our story? We don't think so. That diverse population consists of real people, with real lives, real jobs and homes and enjoying everything Ipswich has to offer.

The quality of life here is pretty clear: Ipswich has a variety of sports centres and fitness facilities, public pools (one a Victorian gem), athletics, a snowless ski slope, international-standard gymnastics and free holiday sport in the community. We have four theatres (bringing the best in cutting edge drama, dance, comedy and West End shows), three museums and a mammoth called Wool-I-Am. Within an hour, every summer, the world comes to the Aldeburgh Festival at Snape Maltings and Latitude near Southwold. Newmarket, the home of horse racing, is less than an hour along the A14.

Within minutes of central Ipswich we have some of Britain's least spoilt countryside and the Suffolk coast (think Britten, Hambling and Adnams). You can cycle through unspoilt countryside, hike through Tunstall and Rendlesham Forests (looking for UFOs on the way) or sail on the Orwell or Deben.

A green and healthy environment is essential not only for us but for the success of our economy. We have a compact and vibrant town centre, 800 acres of parks (with HLF-funded restorations and Green Flags) and a fleet of buses with 60% reduced NO2 emissions.

How green is that? Not enough? Well, a higher proportion of our workforce walk to work than in Cambridge (Ipswich is in the top six of UK major urban centres when it comes to pedestrian commuters) and we are 12th for cycling to work, too.

In 2014 the Government said we were the 3rd best urban area in the UK for CO2 emissions. And we're not on the WHO's recent list of 47 UK hot town and city spots for fine-particle pollution. There are some lists you just don't want to be on.

We are passing on our love of wildlife. 5,000 children in 19 Ipswich schools have benefitted from the work of rangers and volunteers through the Suffolk Wildlife Trust's HLF-funded Closer to Nature Project. They even have a dedicated hedgehog officer. Not many bidders can say that!



Ipswich has been a very well-kept secret. What I love about Ipswich is its surprising mixes: deep history and a wide range of contemporary global culture; a great diversity of ethnicities, faiths and languages reflecting its heritage as a port town and safe haven for immigrants going back centuries; and increasingly it functions as a regional centre. I can genuinely see a love affair becoming a fruitful long-term partnership between Ipswich and Channel 4.

**RICHARD JOHNS,
CORONA PICTURES**



£191,995
AVERAGE HOUSE PRICE
IN IPSWICH



£242,176
IN ENGLAND



£471,986
IN LONDON

(LAND REGISTRY, FEBRUARY 2018)

Housing is affordable compared to other places in the region. In 2017 our 'affordability ratio' was better than the national average and better than (almost) anywhere else in the East.

Our politics are diverse – we currently have a Conservative County Council and a Labour Borough Council, but both have been led by the other party in this millennium. The Ipswich Parliamentary seat is a 'marginal seat' and swung Labour in 2017, having been Conservative between 2010 and 2017. 58% of Ipswich Borough voters voted 'Leave' in the EU referendum.



Existing availability of talent and future pipeline including educational links

(Including “Proximity to a well-developed independent TV/Digital production community”)



TALENT

The Ipswich region has a broad talent pool of creative professionals with the skills and energy to welcome C4 into our diverse, resilient and sustainable community.

Taking Nesta's Geography of Creativity and Creative Nation reports, the Tech Nation reports of 2016 and 2017, and BEIS's East of England Science and Innovation Audit together, they show that Ipswich has a significant creative economy. The East of England is the sector's third largest concentration with only London and the South East larger.

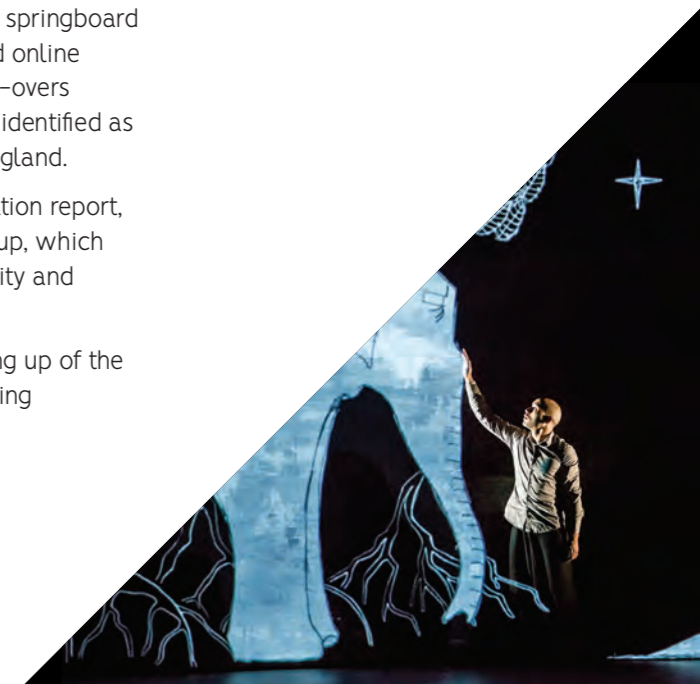
“ We are known for big skies. Skies that have captivated artists for centuries. A landscape that allows space to think, to grow, to breathe. No wonder the cultural industries are thriving in and around Ipswich. Cultivating new ideas, rich in content, unexpected in form. We are looking to the future and we see you as part of it. ”

ROBERT PACITTI, SPILL FESTIVAL

More importantly, Nesta, Tech Nation and BEIS mapping show that a range of technical, digital and creative businesses exist to provide the springboard for Channel 4 to diversify its content further into the digital and online realm, with potential for it to drive content and innovation spill-overs beyond entertainment. Both Ipswich and nearby Colchester are identified as two 'notable' areas of innovation concentration in the East of England.

Importantly, in line with the analysis provided in the Creative Nation report, the Ipswich area has the right businesses and is ready to scale up, which the report explains is the better approach to increase productivity and impact of the creative industries.

Channel 4's relocation could be the catalyst to propel the scaling up of the creative businesses and the talent pool that already exists, moving enterprises from micro-businesses to SMEs.



The area is also home to a cluster of high growth innovative digital and tech companies, attracted by BT's Global Research & Development Campus at Adastral Park, home to Innovation Martlesham's 100 tech firms.

Ipswich is at the forefront of cultural and creative development, with eight Arts Council England-funded National Portfolio Organisations carrying an international creative profile. Only major cities have more.

Bentwaters Park is a regional filming production hub which has been instrumental in producing major motion pictures and TV.

SPILL Festival of Performance, created by Pacitti Company, is one of the world's leading artist-led festivals of live art and performance. In 2018 it is estimated that over half a million people will experience free work in SPILL, which will also include the East of England's largest artwork marking the centenary of the end of the First World War with Clarion Call – 500 speakers placed on the roofs of buildings around Ipswich's Waterfront, carrying the voices of local girls and women in song.

8

NUMBER OF ARTS COUNCIL FUNDED
NPOS IN CENTRAL IPSWICH



EIGHT ARTS COUNCIL SUPPORTED
NATIONAL PORTFOLIO ORGANISATIONS

- Colchester and Ipswich Museums Service
- DanceEast
- Eastern Angles Theatre Company
- Gecko Theatre
- New Wolsey Theatre Company
- Russell Maliphant Company
- Suffolk Libraries
- Robert Pacitti Company

UNIVERSITY & COLLEGES

The University of Suffolk, through degree apprenticeships and related degrees for higher apprentices, has been heavily involved in the uplift of digital and other skills in the region. It also hosts the Ipswich Waterfront Innovation Centre, a collaborative workspace for the development of new entrepreneurs, technologists and innovative businesses, supported by academic expertise.

To demonstrate the pipeline of locally trained talent, University of Suffolk already runs a range of relevant courses at its main Ipswich campus, including:

- BA (Hons) in Digital Film Production
- BSc (Hons) Digital & Technology Solutions
- BA (Hons) in Film Studies
- BA (Hons) in Screenwriting
- BA (Hons) in Computer Games Design
- BSc (Hons) in Computer Games Programming
- MSc in Games Development

Suffolk New College also run relevant courses such as:

- Level 1, 2 and 3 Diploma(s) in Media
- Level 2 Diploma in Creative Media Production and Technology
- Level 2 Diploma in Media
- Level 3 Extended Diploma in Creative Media Production and Technology (Games Design)

They'd both love to work with Channel 4 on the onward development of these courses – and more. As would One sixth-form college (and its highly rated media department), West Suffolk College (and their students in games design, media, music and technology) and the University of Essex – no you don't need a passport to cross the Stour – with its Literature, Film and Theatre Studies Department.



Having a Channel 4 hub here would be a great opportunity for myself and all the other Digital Film Production students. It would also showcase the local creative talent at University of Suffolk and across the county.

BURCU SENTURKLER

**DIGITAL FILM
PRODUCTION
STUDENT**



SCHOOLS, SOCIAL MOBILITY, NEW IDEAS

Being honest, state education in Ipswich and Suffolk hasn't always been good enough – despite some pockets of excellence. Indeed, the county was very near the bottom of the league tables a few years ago. With partners, Suffolk County Council launched a major initiative – Raising the Bar – and this has helped to turn around the situation and Suffolk is now rising up the tables. 87% of schools are now 'good' or 'outstanding' in Ofsted inspections. Raising the Bar has just been relaunched with the aim of Suffolk being in the top 25% nationally for secondary education.

We try to ensure no one misses out. Ipswich is one of 12 'Opportunity Areas' working with the Department for Education to improve social mobility. The aim is to ensure all children and young people have the opportunity to reach their full potential. A key aim is to build young people's knowledge and skills and provide them with the best advice and opportunities. The areas were selected by HM Government using the Social Mobility Commission's index.

NUMBER OF
LANGUAGES
SPOKEN IN
ONE PRIMARY
SCHOOL

58



Young people in this region need to believe the creative industries are for them and I think Channel 4 being here would cement that belief. They would see on their doorstep a fantastic outlet for their talent. Channel 4 being in Ipswich would be great for the town not only in job opportunities but would allow creatives in the regions to share and capture stories that inspire.

REMI MORRISON, RED CACTUS MEDIA



In 2017, Ipswich held its first BFI Academy course; this was oversubscribed and successful applicants were from diverse backgrounds, including some of the most socially disadvantaged. The course introduced trainees to facilities at Bentwaters Park Studios, Ipswich Film Theatre and local youth organisations.

Screen Suffolk, the county-wide film office (set up via £170,000 of local authority investment) helps investors with locations, talent, crew and permits. They offer opportunities for runners and work experience on the set of large productions. We've had discussions with Screen Suffolk and other partners about creating a regional film and TV finance vehicle and look forward to taking this further, jointly with C4.

DanceEast's Centre for Advanced Training nurtures gifted young people and includes street dance and involvement in collaborative projects. These are producing a fantastic pipeline of entry-level talent.

The New Wolsey Theatre supplies specialisms in audience engagement and disability. These unique initiatives provide an opportunity for C4 to build on existing 4Talent programmes and create something new.



Local connectivity and broader infrastructure

FACILITIES: CONNECTED AND LINKED

Ipswich is an emerging tech and innovation cluster, anchored by Adastral Park (home to BT's Global Research and Development HQ) and Innovation Martlesham, and these complement the research and development taking place at the University of Suffolk. Access to this cutting edge technology and innovation is one of the big opportunities from locating in Ipswich.

The stated requirement of 1gbps connectivity over multiple redundant path connections can be delivered at all of the proposed Creative Hub locations in the town centre.

More than 99% of properties in Ipswich can now access superfast broadband (over 30mbps) with over 89% able to access ultrafast speeds of 100mbps. Ipswich was highlighted in the Centre for Cities 2017 league tables as being the 6th highest ultrafast broadband penetration rate of the 63 cities monitored by the organisation.

Exciting trials have also been carried out here – for example of G.Fast technology. A recent trial between the University of Suffolk, Huawei and Daisy Communications saw speeds of 40gpbs download and 10gpbs upload delivered over a single fibre connection, opening up potential for future proofing the network and providing world class network capabilities.

Some key Ipswich figures from the 2017 Tech Nation report:

Number of Digital Tech Economy Jobs	9,981
Digital GVA (Average 2013 – 2015)	£163 million
Average Advertised Digital Salary	41,025
Average Number of Startup Births per year (2011-15)	91
Digital Concentration	0.33
Digital Growth Optimism	61%
Digital Business Turnover Growth (2011-15)	27%

Ease and speed of travel
for C4 employees and
partners between hubs
(Including "Travel time to London up to 4hrs")



TRAIN

A new C4 creative hub in Ipswich would be located within 10 minutes' walk of Ipswich Station, which is (by train, naturally):

- ¾ hour from Norwich
- 1 hour from London Liverpool Street
- 1 ¼ hours from Cambridge
- 3¼ hours from Birmingham
- 3¾ hours from Newcastle
- 4¼ hours from Cardiff
- 5¼ hours from Edinburgh

Ipswich connects straight into London Liverpool Street with up to 5 trains an hour each way (and 4 direct trains each way each hour to London Stratford and connections to Crossrail). To go 'north' connections are via direct trains to Peterborough and the East Coast Mainline.

And you can soon do it in greater comfort: Abellio Greater Anglia is replacing its entire fleet with 1,000 brand new carriages by 2020 and 55% more seats on peak time trains to the capital, and doubling the frequency of trains to Peterborough to hourly. All these new trains plus £1bn of investment by Network Rail will bring journey times down.

59

**MINUTES
TO LONDON
BY OUR
FASTEST
TRAIN**



83

MILES BY CAR
TO CURRENT C4
HQ IN LONDON

CAR

The centre of Ipswich is 83 miles from C4's existing London HQ on Horseferry Road – less than two hours by car. The A14 and the A12 connect the town to the wider country (via A1, M1, M6 and / or M25).

PLANE

Less than two hours by car from four airports, with London Stansted being just an hour away.

BIKE

It's doable – if you want to be positively heroic you can cycle to Horseferry Road in 3¼ hours but only if you are Chris Froome or dressed in a yellow jersey. Or both.

Perhaps more relevant we have our own 'Boris Bike' scheme for those wanting to get around Ipswich at a more sedate cycling pace.

FOOT

Walking from Ipswich to another hub may be an extreme suggestion – but walking from an Ipswich hub to Ipswich Station (and its extensive connections) would take less than ten minutes and possibly as little as 60 seconds.



Effectiveness and Efficiency of Available Office Space

Ipswich has the right space at the right price in a compact urban centre. We can provide the perfect environment for your creative hub. Perfect in terms of location, value and availability. And buzz.

Let's make some promises ...

The C4 hub will be:

- Less than 10 minutes' walk from the railway station, the University of Suffolk and the town centre
- Within 15 minutes' walk of all of our theatres and cultural partners – eight Arts Council-supported National Portfolio Organisations (see p 12)
- Next to over 1,000 parking spaces (ok, so you might like driving)
- Less than £20 per sq ft and potentially as little as £10 per sq ft
- Ready for occupation in 2019

Quality office space is available throughout the town centre, but much of it is concentrated in the Princes Street corridor, which links the railway station to Ipswich's Cornhill (the main town square). You won't be alone! In addition to rubbing shoulders with Lord Foster's iconic Willis Towers Watson building, you will be neighbours to AXA, Birketts LLP, Ipswich Borough Council, Ipswich Town Football Club, Suffolk County Council, Suffolk Life, Royal Mail, Archant and a Crown Court.

We know you want a 'high-level' appraisal at this stage but we cannot resist setting out three options available now which would be perfect for you to lead the design and fit out to open next year.



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MAX COST IN
£ PER SQ FT
OFFICE RENTAL



Option #1

The Maltings

Location: Princes Street, IP1 1SB.
Within 100 metres of the railway station.

Size: 23,500 sq ft (or suites ranging from 1,000 to 4,700 sq ft)

Description: Listed former Maltings by the River Orwell. Currently undergoing refurbishment into quality office and meeting spaces by owners. Would act as a quality hub with space for co-located creatives.

Availability: Now. Conversion due for completion in spring 2019. Early involvement of potential tenants would enable fit out to be designed to their needs. Benefits from funding via New Anglia Local Enterprise Partnership.

Owner: Pertwee Estates



Option #2

The Burtons Building

Location: St Peter's Dock, IP1 1XG.

Size: Approximately 25,000 sq ft

Description: A long vacant former industrial building. Five storey concrete-framed building with adjacent single storey brick warehouse. Within an EU / HM Government designated Assisted Area. More of a 'Grand Design' project to provide bespoke space. This is the gateway to the Waterfront and is undergoing a transformation thanks to the Coastal Communities Fund.

Availability: Now

Owner: Ipswich Borough Council



OTHER OPTIONS ARE AVAILABLE

Some of these options are within an Enterprise Zone and would therefore come with a range of incentives.

Option #3

The Old Post Office

Location: The Cornhill, IP1 1DD

Size: Approximately 12,000 sq ft (of which around 8,000 sq ft is available across two floors)

Description: Detached listed former Post Office / Bank on the Cornhill (the main town square). Upper ground floor being let to quality national restaurant chain and lower ground and first floor space available. The Cornhill is getting a radical £3.8 million new look – just in time for your arrival.

Availability: Now

Owner: Ipswich Borough Council



Contact us

This submission has responded to the original bid document 'A Call 4 all: 4 all the UK' launched on 16th April 2018 and has been influenced by the Pitch Process Q&A publication of the 30th April 2018 and the long-standing public service remit of Channel 4.

If you require any further information or would like to discuss any elements of our submission please contact:

Russell Williams

Bid Co-ordinator
Chief Executive at Ipswich Borough Council
E: russell.williams@ipswich.gov.uk
T: 01473 432009

These great organisations will be a huge asset to Channel 4 in Ipswich. They all endorse this bid.

Aura Films	Pacitti Company & SPILL Festival
Beauty and the Bear	Pertwee Estates
Bentwaters Parks	Peter Findlay Production Designer
Bruizer	Punch Studios
Corona Pictures	Positive FX Studio
Creative Nation	Rebecca Gilles
Dance East	Red Cactus Media
Decoy Studios	Russell Maliphant Company
Eastern Angles	Sandy Martin MP
Eel Films	Screen Suffolk
Festival Bridge	Screen Systems
Film Suffolk	South Street Studios
FilmFeast Suffolk	Squash & Stretch Animation
Flipside	Start East
Gecko Theatre	Suffolk Chamber of Commerce
Indigo Entertainment	Suffolk Coastal District Council
Into Film	Suffolk County Council
Ipswich Borough Council	Suffolk New College
Ipswich Central	Suffolk One
Ipswich Community Media	Suitcase TV
Ipswich Vision	Summer Isle Films
Ipswich Waterfront Innovation Centre	University of Essex
Jacob Bailey	University of Suffolk
Kinura Ltd	Village Green Pictures
Latitude	West Suffolk College
Nat Bocking / pixlink	
New Anglia Local Enterprise Partnership	
New Wolsley Theatre & Pulse Festival	
Nick Woolgar Films	
Offshoot Films	
Old Jet	

C4 bid supporters

Ipswich  you



FOR US

