



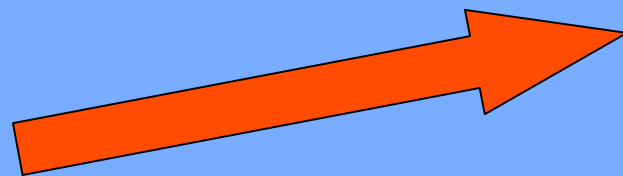
Teo Greenstreet
Chief Executive



**the best
environment**

**for creative
businesses to**

flourish.



Services

- 144 workspaces 63,000 sq ft
- Data and telephony services
- Cafe ollo and Conferencing
- Creative programme/ Media Lounge
- Front Desk - Virtual Clients & Bureau services
- Creative Lofts: Live/work space

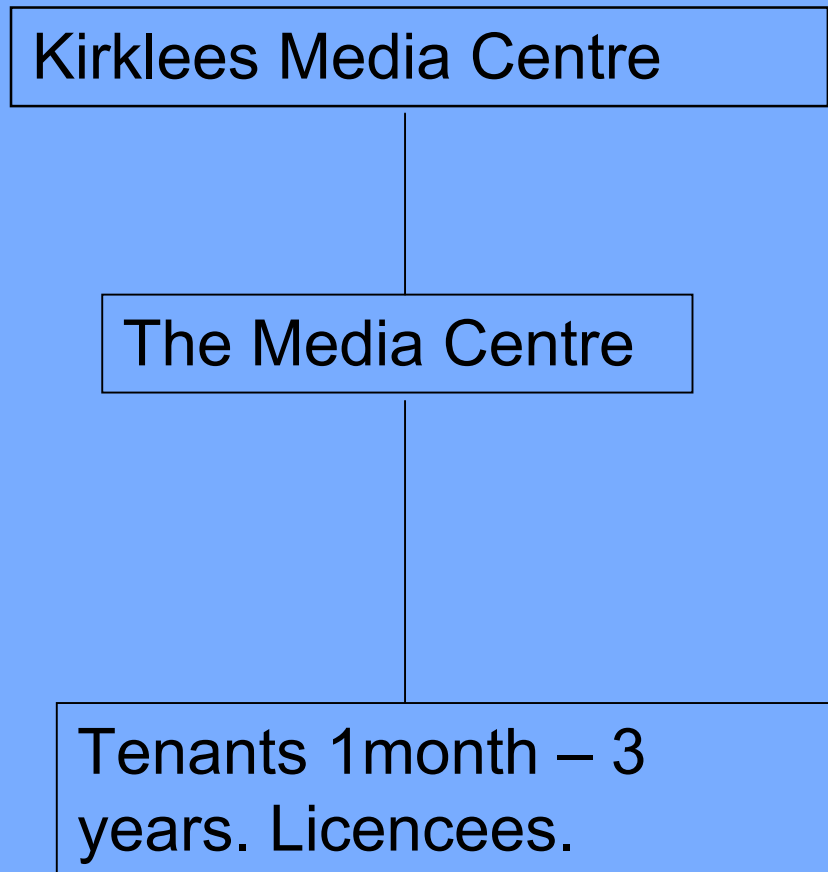
Media Centre Clients

- More than 120 companies
- Architects to musical training companies
- Collectively employ over 300 people
- Combined turnover of > £15million

Background

- Established by KMC 1995 through Creative Town Initiative and Chance to participate report
- Arms length company
- £1.3m initial investment
- Independent since 2000
- £1m TO 25 employees
- Facilities Management Agreement Friendly Street building May 07

Ownership



Non profit distributing company. Asset holder 125 year leases

Wholly owned subsidiary management co.

Management

The Media Centre

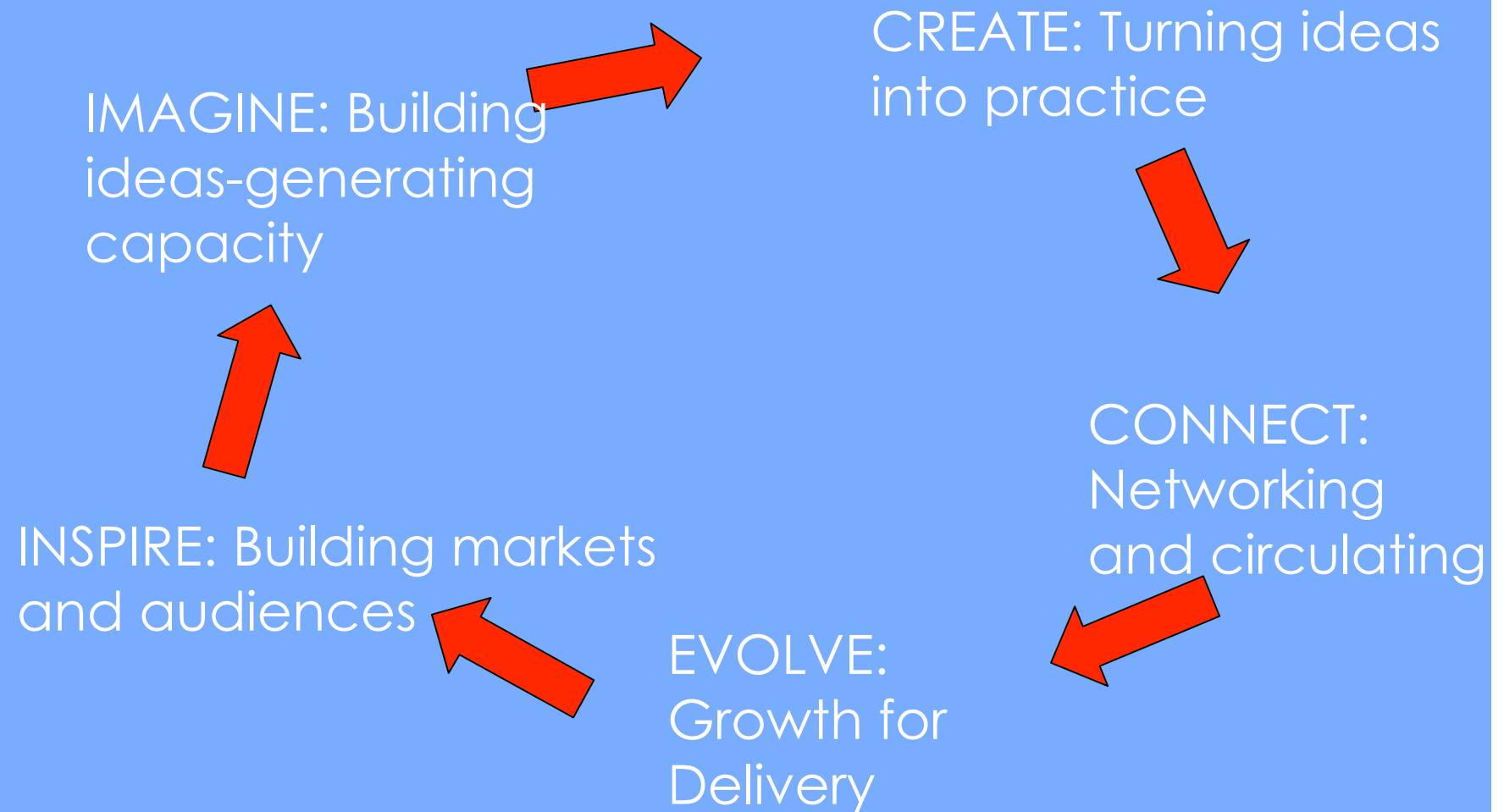
Facilities management Agreement

Kirklees
Media
Centre

Kirklees
Metropolitan
council

Places for
People
Group

The Cycle of Creativity



or The Cycle of Support

IMAGINE: building
ideas-generating
capacity

CREATE: Facilities
To turn ideas
into practice

The best environment
For creative business
To flourish

INSPIRE: Reaching markets
and audiences

CONNECT:
Networking
and circulating

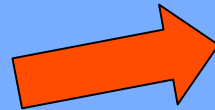
EVOLVE:
Growth
for Delivery



IMAGINE

- Programme
- Interaction
- Environment

IMAGINE: building ideas-generating capacity



CREATE: Facilities To turn ideas into practice

The best environment For creative business To flourish

INSPIRE: Reaching markets and audiences

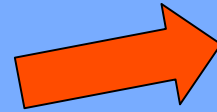
CONNECT: Networking and circulating

EVOLVE: Growth for Delivery

CREATE

- Range of spaces:
 - size
 - type
- Ranges of resources
 - IT/Comms
 - Bureau services

IMAGINE: building ideas-generating capacity



CREATE: Facilities To turn ideas into practice

The best environment For creative business To flourish



CONNECT: Networking and circulating

INSPIRE: Reaching markets and audiences



EVOLVE: Growth for Delivery



CONNECT

- Social environment
- Innovation environments
- Technology solutions

IMAGINE: building ideas-generating capacity

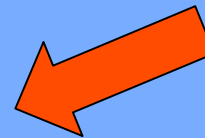
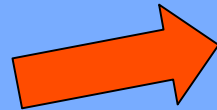
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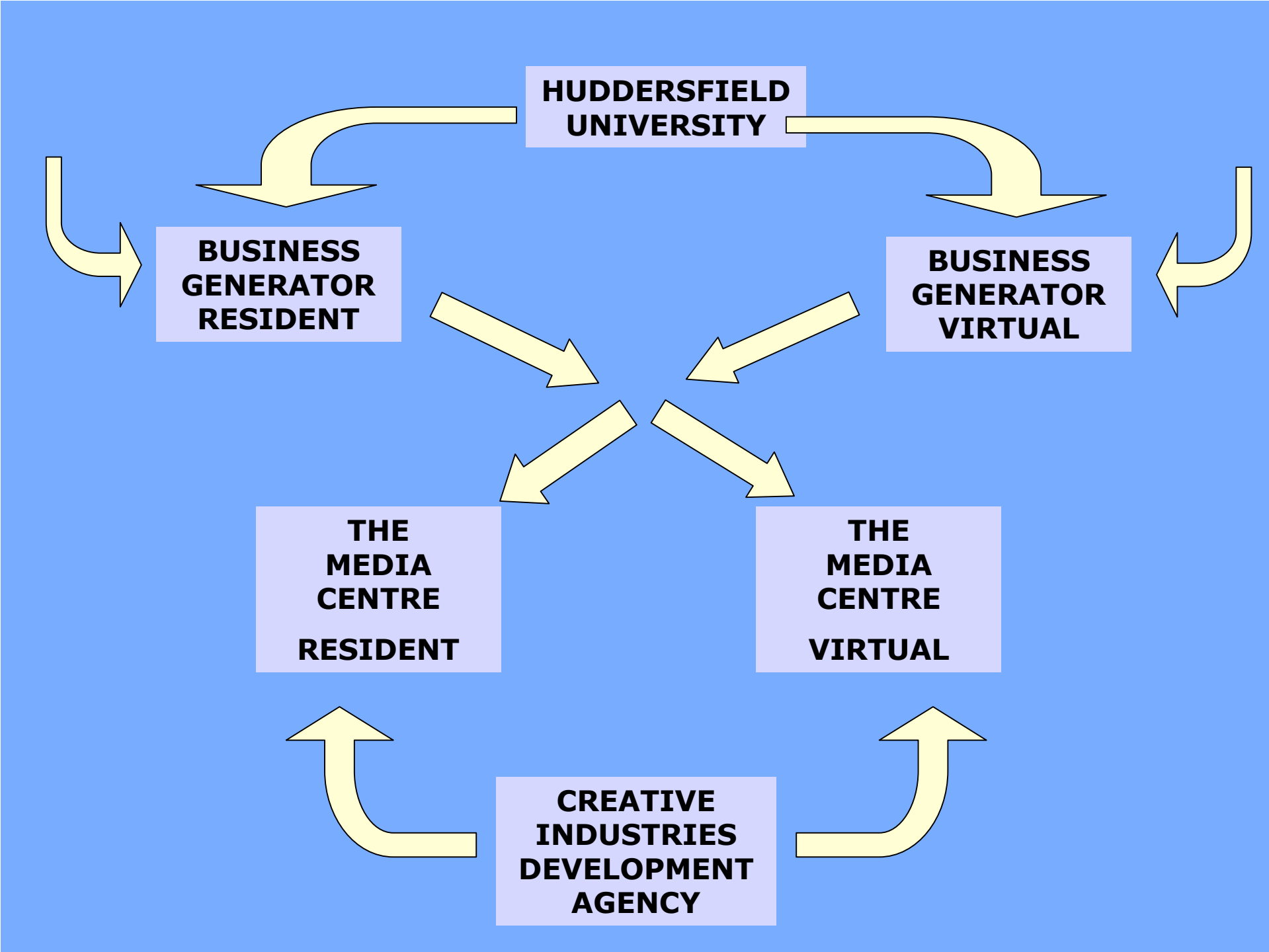
INSPIRE: Reaching markets and audiences

EVOLVE: Growth for Delivery

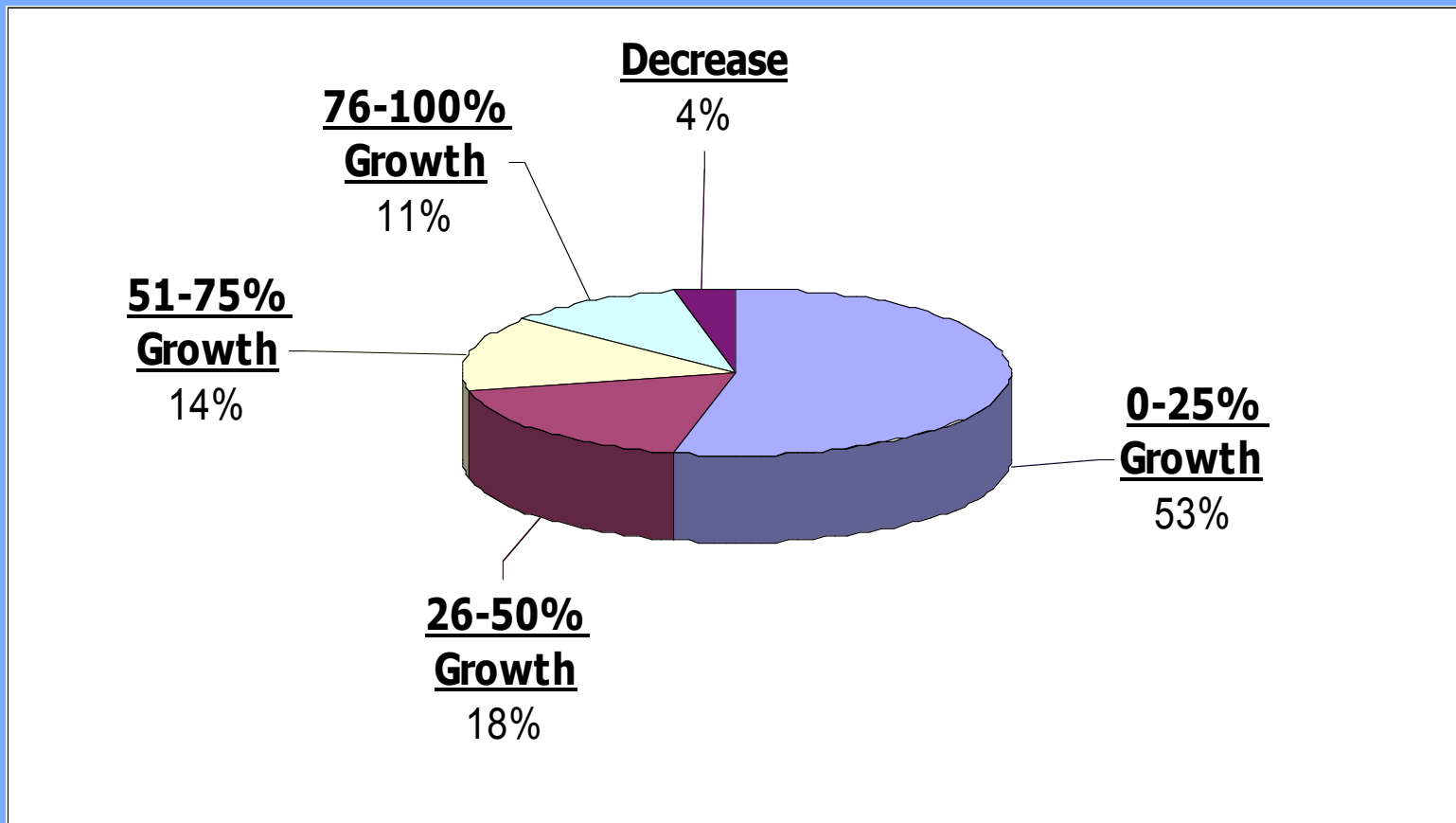


EVOLVE

- Right service range for progression
- Progression routes
- Partnerships
- Defining limits



Growth in Turnover



*** Due to the nature of the question the data is based on those clients who responded to the question (62% of clients)*

IMAGINE: building ideas-generating capacity

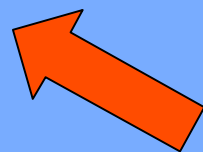
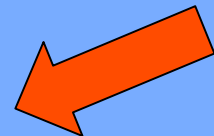
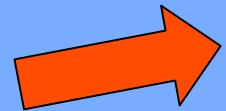
CREATE: Facilities To turn ideas into practice

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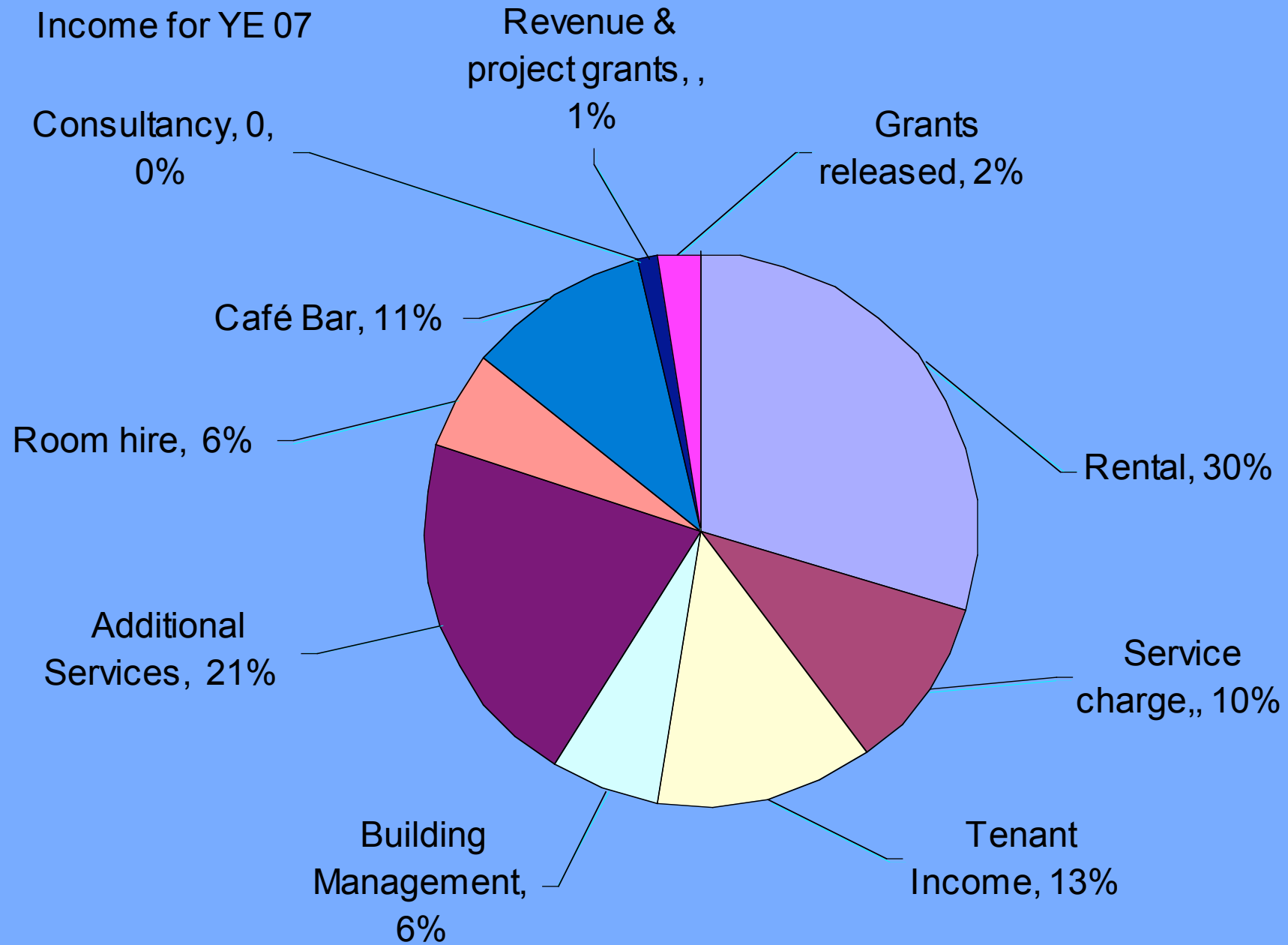


INSPIRE

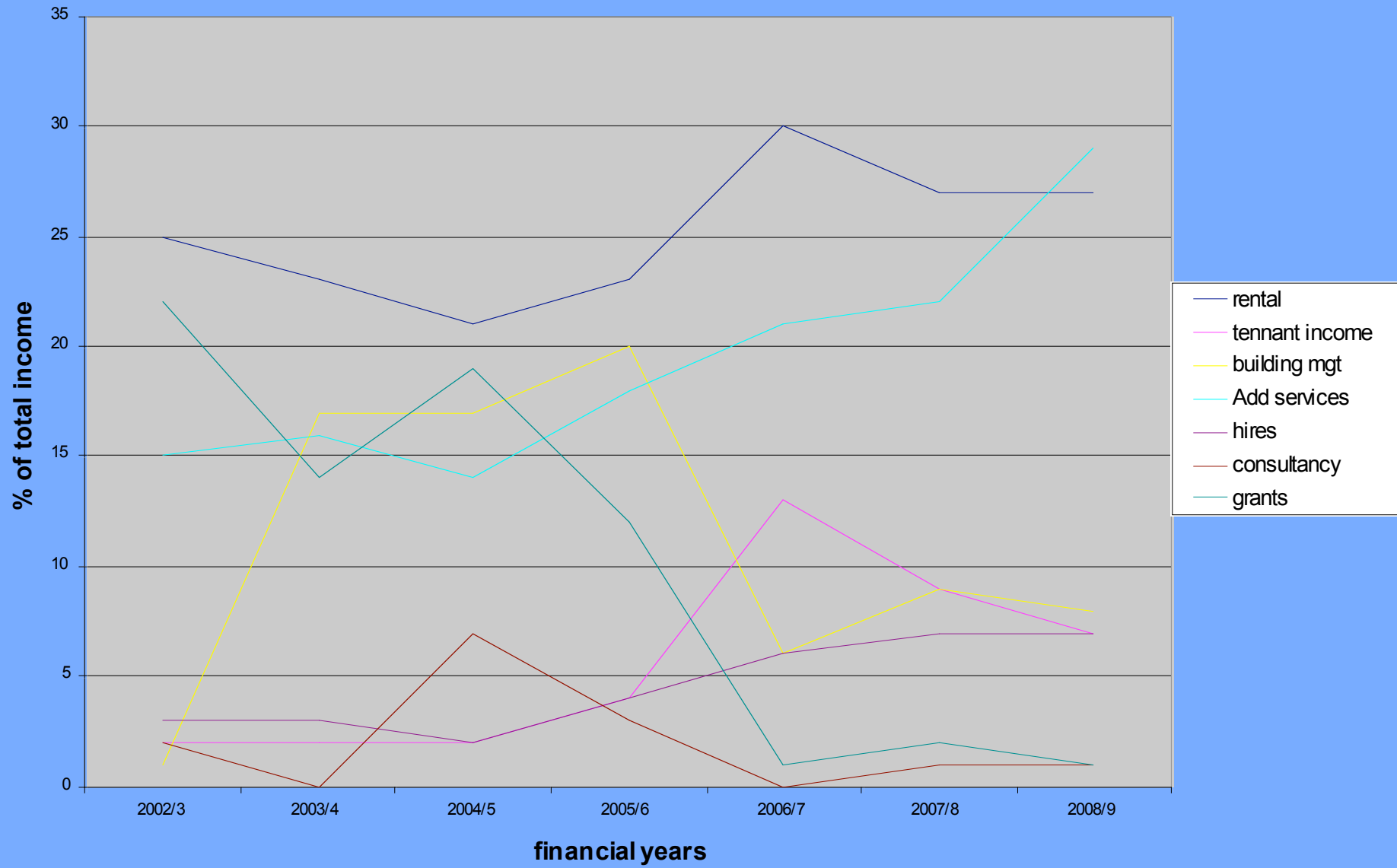
- Showcasing
- Sub regional/regional hub
- Advocate local to global

Friendly Street

- £5m landmark building for Huddersfield
- the first building of its scale in the UK to use a solar chimney to drive a passive heating and ventilation system
- Thermal comfort consistent with the BRE Best Practice Programme for Energy Efficient Offices
- created by the double skin façade of the building.
- Thermal mass of the building's concrete frame and groundwater from a dedicated borehole, provides a heat / cool store
- Thermal gain from the sun, the building's occupants and IT equipment provide a source of heat.



Income analysis 03 -09



Impact

- From 16 companies to over 100 over 10 years
- Av of 15 new companies established each year
- Four 2006 and 2007 Business Awards were TMC residents.
- Huddersfield 6th in Sharpie Index of Top 20 up and coming Creative towns/cities
- The largest Creative business campus in North England
- Creative focal point: programmes and partnerships with Universities/other agents

A Glance at Other Approaches

The Circus Space

A mixed economy approach





Income streams

- Space rental 20%
- Teaching programmes 50%
- Events 10%
- Grant income 20%

The Hub:

A time based model
Squeezing space and
maximising value of
connectivity.

It's not about the things, but the spaces between the things. About what happens somewhere between the photocopier and the wood burning stove. About the impact of chance encounters on endgame results. The hidden connection. The missing link. When you least expect it. But need it most

Sustainability through scale:
Establishing a creative quarter:
Baltic, Liverpool

Wirksworth: Town as workspace

Toyu, Cite des Arts du Cirque Montreal

- Art form specific
- economic development
- environmental strategy
- built around Cirque du Soleil and National Circus School.
- 48 hectares extending to 192.
- www.toyu.com

Issues/lesson

- Differentiated market
- Working with speculators/Short term
- The right kind of building/s and scale
- Sustainability: Minimising service charges & business rate, maximising service income
- New development/operation vehicles/mix
- Flexible response to need



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