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TV production centre set for state-of-the-art technology

EPIC, the Norfolk County Council run production centre in Norwich, will take a step nearer making TV programmes for the next broadcasting generation thanks to a £1.5 million grant from the East of England Development Agency (EEDA).

The funding will convert the three studios at the East of England Production Innovation Centre (EPIC) on Magdalen Street, Norwich, to high definition, transforming them to become one of the most advanced studio production centres in Europe.

The centre will be provided with new HD studio cameras and lenses, vision mixers, graphics and audio equipment. All the equipment will link to the centre's advanced computer system, which puts EPIC at the forefront of production technology - also equipped to stream video services to the internet and other 'new media' platforms.

EPIC, based in former Anglia TV studios, is run by Norfolk County Council and was set up to maintain Norwich and Norfolk's credentials as a centre for the creative media, following the regional shake-up of ITV and the subsequent closure of Anglia TV's studio.

The centre was bought by Norfolk County Council in 2006, following a grant from EEDA. It then underwent a major refurbishment programme - which was designed and managed by NPS Property Consultants Ltd, a company wholly owned by Norfolk County Council.

In the past, the main EPIC studio was used for recordings of, among others, Trisha, Graham Norton, Vanessa Feltz and cult classic children's show, "Nightmare."

The centre's aim is to act as a hub for production and communications excellence and innovation in the county, offering support to start-up and established businesses, training opportunities, the chance to share best practice and access to the latest technology.

The technology re-fit will position the studio for drama and other high profile production.

Mark Wells, Centre Director, said:

"Thanks to previous funding from EEDA, and from Norfolk County Council, we had already become one of the best equipped centres in the UK to educate and train the digital talents of the future, as well as being major post-production facility.

"The additional funding, to re-equip our studios to the HD standard, means we shall also become one of the most advanced studio production centres in Europe. EPIC, and the Eastern region, will become major players in the UK broadcast, online and production industries. It's great news for Norfolk - both on economic and cultural grounds."



Christopher How, Cabinet Member for Economic Development, said: "Norfolk has a long-standing and well-earned reputation for excellence in its creative industries. We believe the EPIC centre is vital to helping the industry maintain - and build - on this reputation, providing a source of inspiration for the creative talents of the future."

Richard Ellis, Chair of EEDA, said:

"We are delighted to be supporting EPIC in the creation of a thriving culture of innovation and creativity in Norfolk. The move to transform the studios to HD will ensure EPIC's position as a state of the art production and new media centre. This is a fantastic opportunity for Norfolk and the region as a whole".

For further information

Further information on EPIC - contact Mark Wells 01603 727727, or mark.wells@epic-tv.com, www.epic-tv.com.

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For political comment

Economic Development

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