

# cre.8

 London Coaching Foundation  
Athletics Education Excellence  
A London Coaching Foundation initiative  
[londoncoaching.org](http://londoncoaching.org)

Cre8 Life Style Centre Official Opening  
March 20 2013

[cre8lifestylecentre.org.uk](http://cre8lifestylecentre.org.uk)

**LOVE**  
**SOMETHING SPECIAL**  
**IS HAPPENING IN HACKNEY**

Cre8tive Journeys into music, art,  
sport & drama

Cre8 Life Style Centre,  
The Old Baths, 80 Eastway,  
Hackney Wick  
London, E9 5JH  
020 8533 1691

cre8lifestylecentre.org.uk

**Cre8**



## Welcome to Cre8

Cre8 is a new social enterprise which draws together like minded creative businesses, organisations, community groups and media and sports training providers to effect a real and meaningful London 2012 legacy.

Over the past 14 months, the London Coaching Foundation and a team of volunteers has been working hard to renovate this iconic building ready for its official opening. Now we can start to deliver on our five year strategic partnership. We have a very clear vision and goals. To create stronger communities by working with challenged individuals, including those in excluded, marginalised or disadvantaged groups.

To help individuals to become better qualified, to raise educational aspirations and broaden their horizons.

To promote sporting opportunity, health and socio-economic well-being for all. To provide a vibrant and diverse destination where people can safely learn, train and spend time together. And to attract critical investment and enterprise to Hackney Wick, becoming part of the E Business Gateway programme.

None of this can be achieved without your valued help and support. LCF receives no government funding for its work. Supported by the London Borough of Hackney, we rely entirely on the generosity of funds, trusts, sponsors and donors supporting our projects and outreach events.

In this age of Government cuts and restricted spending, facilities such as Cre8 are even more important and essential.

On behalf of the LCF & Cre8 Life Style Centre, I want to thank you all.  
CEO, London Coaching Foundation



**This space is dedicated to all our generous sponsors, supporters and volunteers without whom this venture and this centre would still be a figment of our Cre8tive minds. They include:**

Adidas	Heritage Lottery
Awards For All	Learn Through Sport
Boulevard Events	London Borough of Hackney
Balfour Beatty	London Legacy Development Corporation
Chelsea FC	Norwich Union
Defra	The Pavilion, Victoria Park
Essex Flour and Grain	Sport England
Estilo String Quartet	The Big Lunch, An Eden Project
ETDE Bouygues Construction	Tesco
Femi Lewis	The Foundation for Sport & the Arts
Football Foundation	Transform
Galloway Glass	UK Athletics
Glen Insurance	Wick Award
GLL	95.8 Capital FM
Groundworks	14:59

**And the 200 or so volunteers who have given so much of their time, expertise and homemade cake.**

Here at Boulevard we put together exceptional events for any occasion, whether you're hosting for 10 guests or 10,000. We have decades of experience and a commitment to excellence that means your event will be absolutely unforgettable. If you're organising a private party, a wedding or a corporate event – together we can create the perfect event, theme, and of course, a sumptuous menu.



## **Cre8 Something Special**

### **Cre8 Arc**

London's first eco-building and gardens is a passive, off grid lodge and permaculture garden using recycled materials from the Olympic Park and local organisations.

Built by the community, for the community the Cre8 Arc is a template for innovation in sustainable design and community engagement. It is a voluntary project led by professionals from local companies and universities. These experts will be guiding a local volunteer network through the build by imparting skills and knowledge relating to sustainable development and innovation. After the build, the local community will be invited to manage and curate the garden.

### **Cre8 Art**

Our art gallery, design and performance space showcases the London 2012 creative legacy movement in the "emerging East". The Gallery supports new and lesser known British artists by offering them accessible gallery space and an environment in which to work with and exhibit alongside established artists across all mediums. Our opening exhibition is a UK premiere, featuring selected pieces of black art and artefacts from the Denmark Vesey collection.

### **Cre8 Media**

Working in partnership with likeminded organisations including the IVCA, Creative Skillset and The Alternative, Cre8 is introducing a suite of training programmes to identify and provide "work ready" employees for the media and creative industries.

Our Future Leaders programmes will provide employers with a well-trained, highly capable and diverse talent pool of individuals who have the practical, technical and personal skills necessary to succeed in the UK creative and communications sector.

### **Cre8 Sports**

LCF works at the grassroots, sending qualified coaches and elite sportspeople to work with schools and colleges alongside PE staff to coach track and field athletics and other sports to all young people. We use our programmes to develop life skills, improving confidence, discipline, motivation, behaviour and educational attentiveness.

The provision of accessible and inclusive programmes such as these is now more relevant than ever.

Our "Have a Go Day" Community Athletics Days and Coaching Excellence Programmes introduce young people and the wider community to sport, develop their performance, introduce new disciplines and create a competitive environment designed to unearth the champions of the future.



LOVE

[cre8Lifestylecentre.org.uk](http://cre8Lifestylecentre.org.uk)

cre8



LOVE

[cre8Lifestylecentre.org.uk](http://cre8Lifestylecentre.org.uk)

cre8

## **Cre8tive Giving Delivering on the London 2012 Legacy**

**£1,000** helps us to upgrade our ground floor café facilities

**£4,500** supports one young person through our three month media training programme, giving them the skills and support they need to enter the creative and media industries

**£5,000** funds a week long football skills and mentoring programme for 50 young people

**£10,000** allows us to refurbish our production and training kitchens, helping us to deliver training programmes for people looking for work in the food, hospitality and catering industries

**£15,000** funds the cataloguing and curation of the extensive Denmark Vesey art collection and helps towards the costs of developing an educational programme around the London exhibitions

**£20,000** allow us to deliver 12 Have a Go Days getting young people of all abilities up, outside and into a range of sports across London

**£60,000** means we can pay the costs of running and maintaining this important facility for one year

**£139,000** will allow us to complete the Cre8 Arc, London's first eco hub and permaculture gardens, inspiring further self builds for the future

**£163,000** means we can fully fund the Cre8 Media training hub for 12 months, placing 160 young people into jobs

**£250,000** gets your name over the door of this historic community building and crucial legacy project

## **Cre8tive Friends Getting involved**

Become a Primary Sponsor to help provide learning and training opportunities within our facilities and boundaries.

Donate an item or items of equipment that will help us to achieve a true Olympic legacy for the Hackney Wick community.

Donate your time by offering expert and proven business advice for the new trainees that we are looking to deliver through the Cre8 Media Centre, just one of our flagship programmes for 2013.

### **Community Support Champions**

Valued contributors will automatically become a Community Support Champion of the London Coaching Foundation and your name or company and your contribution will be recognised on our Hall of Fame Golden Wall installation. This will be seen by thousands of visitors to the Centre each year and is just a small thank you for helping us to achieve our goals of providing lasting cultural, educational, training and economic change.

To find out more please contact John Herbert, CEO, telephone 020 8533 1691, email [jherbert@londoncoaching.org](mailto:jherbert@londoncoaching.org)

Thank you.

We are staging our inaugural fund-raising Gala on Thursday, September 26 at City Hall. To reserve your tickets, please email [info@cre8lifestylecentre.org.uk](mailto:info@cre8lifestylecentre.org.uk)



ESSEX FOODSERVICE GROUP



We are the London and Home Counties member of Country Range Group. We are relieved to have survived the worst that 2012 could possibly have thrown at us, ie the London Summer Olympics right on our doorstep.

We are now gearing up to supply new and old customers to the ever more demanding standards rightly expected by the best. Like swans we work hard under the surface to maintain a calm and efficient customer experience!

We are proud to provide employment in inner East London and we continue to be deeply concerned about the environment and our impact on it. We hope you will recommend us to your friends!

Michael Spinks, Chairman

**EFG London**

28 Lee Conservancy Road, Hackney  
London E9 5HW  
Tel 020 8985 9000  
Fax 020 8985 9699

**EFG Walter Clarke**

Unit 2 Ashville Trading Estate  
Royston Road Baldock SG7 6NN  
Tel No 01462 893711  
Fax No 01462 892064

**EFG Tredgar's**

28 Lee Conservancy Road, Hackney  
London E9 5HW  
Tel No 020 8510 4780  
Fax No 020 8510 4771

Email: [info@essexfoodservicegroup.com](mailto:info@essexfoodservicegroup.com) [www.essexfoodservicegroup.com](http://www.essexfoodservicegroup.com)  
(all companies are subsidiaries of Essex Flour & Grain Co Ltd)



[cre8lifestylecentre.org.uk](http://cre8lifestylecentre.org.uk)

## Cre8 Contacts

LCF Trustees: Sir Eddie Kulukundis OBE, Kate Hoey MP

LCF Chairperson: David Brady

LCF CEO: John Herbert

Cre8tive Director: Leon Herbert

Operations Director: Richard Gyesie

Coaching Director: Frank Attoh

Communications Director: Susann Jerry

Events Consultant: Lester Batchelor

Head of Development: Byron Biroli

Gallery Curator: Patson Ncube

Centre Manager: Murad Zeq

Cre8 Arc Site Manager: Kenton Murray

London Coaching Foundation,  
80 Eastway,  
Hackney Wick,  
London  
E9 5JH

T: 020 8533 1691

E: [info@cre8lifestylecentre.org](mailto:info@cre8lifestylecentre.org)  
[cre8lifestylecentre.org.uk](http://cre8lifestylecentre.org.uk)

[www.londoncoaching.org](http://www.londoncoaching.org)

 London Coaching Foundation  
Athletics Education Excellence

cre:8 **MEDIA**