


Impact Report

22/23



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Another landmark year for our campus

Welcome to the fifth edition of the Here East Impact Report, a celebration of another landmark year for our campus.

Words by Gavin Poole, CEO, Here East

“ A highlight for me over the past year has been seeing the attraction Here East holds for influential leaders. The presence of senior politicians, including Tony Blair, Rishi Sunak, Jeremy Hunt and Sir Keir Starmer, demonstrates that elected officials recognise the important role Here East plays.”



Last year was our 10th anniversary, and we reflected not only on the highlights of the previous 12 months but the entire Here East journey – from the first bid to take over the International Broadcast and Press Centre in 2012. The celebration of that milestone and indeed, the Impact Report that came with it, alongside the many individuals and organisations who have contributed to our journey, was a momentous occasion for us.

It allowed us to celebrate a decade of hard work, collaboration and transformative impact within East London and reminded us of the incredible power that commercial real estate holds in transforming cities. It's a power that has been recognised at the highest levels of government.

A highlight for me over the past year has been seeing the attraction Here East holds for influential leaders. The presence of senior politicians, including Tony Blair, Rishi Sunak, Jeremy Hunt and Sir Keir Starmer, demonstrates that elected officials recognise the important role Here East plays in economic regeneration. Engaging with these leaders and their teams has illuminated a shared vision and a realisation that what we are doing on a micro level is precisely what they aspire to achieve on a macro scale, across the entire nation.

The critical catalysts for growth that politicians yearn for within their regions, the influx of large businesses, educational institutions, substantial investments and the creation of new job opportunities are precisely the outcomes we have accomplished – bridging the gap



between government objectives and the real-world implementation of enterprise-scale businesses.

Our collaborative efforts, exemplified through Plexal's consultancy, have successfully linked government intentions with the transformative power of start-ups, who are providing innovative solutions that drive economic progress. It is in this spirit that we have intensified our focus on immersive technologies, particularly within the realm of the Metaverse. These are not just novelties but tools that hold profound impact and potential. They facilitate the building of an international presence, amplifying what we do and showcasing the benefits of Here East to a global audience.

A year ago, we were just beginning to explore the vast potential of immersive experiences. Now, we have successfully propelled our virtual twin into the cloud – creating a new digital gateway for anyone to experience our vibrant ecosystem, reducing the need for physical travel and with it, our environmental impact.

The realisation of this potential came during the COVID-19 lockdowns, when we conducted site tours through video calls. It became clear that a virtual world could offer a richer, more accessible experience, and this breakthrough has become the cornerstone of our immersive technology journey.

We are transcending the traditional uses of virtual twins, which generally focus on future buildings and ideas yet to be realised. Instead, we deploy our virtual twin within our existing space to showcase our capabilities, inviting individuals from all corners of the world to immerse themselves in the Here East experience. With this digital world as our canvas, we can narrate compelling stories, guide visitors through the Olympic Park, explore our cutting-edge facilities and demonstrate the myriad components that make Here East a unique and thriving ecosystem.

This journey is a work in progress. Our commitment lies not only in building and showcasing this remarkable digital environment but also in continuously exploring its potential applications. We envision hosting events, running presentations in virtual auditoriums and even offering businesses the opportunity to establish virtual headquarters within our twin, as well as a physical



space on campus. This pioneering approach positions Here East at the forefront of the immersive technology landscape and strengthens our ability to drive change, influence industries, build a sustainable future and attract new organisations who call Here East home. Ultimately, our ambition in this space comes from us never being satisfied. We are almost fully let, and we could have said 'job done'. But instead, we are always looking to the future: not only the next 12 months, but the next five years.

We are preparing for the businesses of the future. That means making sure we have the real estate, technology solutions and talent pipeline that will attract them. That is why we are continuing to expand our educational offering, with Teesside University London, and our commitment to reach out to schools in the local boroughs.

We know that when people go to university the likelihood of them getting a job within a defined radius of where they studied is very high. Our message to potential tenants therefore is: if you've got a business and an eye for the best future talent, you are going to find them here.

I want to extend my sincere gratitude to everyone who has contributed to the Here East journey this year. Together, we are reimagining what is possible and positioning ourselves at the forefront of the immersive technology revolution. As we move forward, let us continue to push boundaries, embrace new opportunities and shape the future of Here East and the industries we serve.

Building bridges to the future

Words by Mike Magan,
COO, Here East



“Our campus is home to some of the most inspiring talent and innovative individuals in East London, the capital as a whole and the entire UK – people shaping the future of global innovation.”



Our commitment to innovation and our unique culture have been instrumental in shaping and expanding the value of Here East as a hub of ideas, talent and technology over the past decade. But as I reflect on the past year, I think we have established ourselves as more than a convener of new technologies. We are fully embracing their potential ourselves and seeking our own applications for them.

This was no more evident than in Austin, Texas, in March, where we sparked a global conversation at South By South West (SXSW), through a series of roundtables that explored the applications of the Metaverse in various sectors.

We were thrilled to bring together brilliant voices from both sides of the Atlantic, fostering collaboration, knowledge sharing and learning. These discussions have not only widened our understanding of the Metaverse but also provided valuable insights into its sustainable future and the talent pipeline necessary for its growth.

At Here East, our commitment to convening the best and brightest minds in technology remains steadfast. Our campus is home to some of the most inspiring talent and innovative individuals in East London, the capital as a whole and the entire UK – people shaping the future of global innovation. We take great pride in fostering a vibrant community that contributes to the growth and regeneration of this region, adding to the vibrancy of Hackney and the Olympic Park.

As we consider future sectors that will shape our world, the combination of AI, robotics, and automation also emerge as areas of immense potential. Here East, with its research partners at the UCL Robotics Institute, is well-positioned to lead the way in this field. But as technology and our exploration into the digital realm has

advanced, so have social and economic challenges in the real world. The digital divide, which impacts diversity and access, is a concern we take seriously. Investment in skills and training is vital to bridge the gap between traditional learning and the evolving demands of the digital era. It's why we believe so passionately in bringing all of these different skills together and creating a circular pipeline of talent within our space. The Metaverse application helps us to open this up to even more people.

We understand that the power of technology lies not only in its functional capabilities but also in its ability to drive positive change. We recognise the importance of the social component within the ESG framework and actively seek ways to make a difference in our local community, as you will see in this report.

By fostering strong connections and promoting inclusivity and diversity, we encourage our tenants to embark on a similar journey, ensuring that our collective impact is far reaching.

Looking to the future, Here East remains committed to growth – physical, virtual and economic. We are actively exploring opportunities both nationally and internationally, seeking regions, cities and nations that align strategically with our model. By expanding our footprint, we aim to replicate the success we have achieved, bringing the Here East ethos to new communities and fostering innovation on a broader scale.

Here East will continue to be a place where collaboration, creativity and knowledge sharing flourish. We will strive to provide an environment that nurtures innovation, supports the growth of talent and empowers individuals and organisations to thrive. It is a journey that continues. And we invite everyone to join us in shaping a future that is both transformative and inclusive.

Making an impact

Our purpose is to drive positive change that benefits local communities, promotes employee well-being and equality and ensures meaningful engagement. We believe that the things that make us different have the power to make the biggest difference.

The Here East Impact Report is all about spotlighting those things that make us – and the people who make up Here East – different. It is something we celebrate every year, with new and exciting projects always on the horizon.

This section will give you a small flavour of our last 12 months and the impact we strive to make.

View of the Yard at Here East, looking across to the Broadcast Centre.



From education to empowerment: A year of impact at Here East



“By igniting students’ passion for their future and exposing them to the possibilities within the tech sector, Here East aims to break stereotypes and broaden their career aspirations.”

Over the past year, Here East has continued to make significant strides in its commitment to positively impact our community. For us, it is about moving beyond the perception of being a real estate business and demonstrating that we are focused on transforming lives and contributing to societal improvement.

One of the key enhancements introduced since I joined as Community and Partnerships Manager last year is the expansion of our programmes to engage with young people in the local area in a wider range of age groups. Through the Here East Scholarship Programme, established in 2021, we have been supporting young people to study at university. Now, through a partnership with the charity Inspire, we are developing a number of programmes in schools.

The first of these is our Tech Master programme, which aims to break stereotypes and help primary school students envision themselves in future tech roles. Additionally, our Tech Star programme targets secondary school students, promoting competition while enhancing their problem-solving, communication and team-building skills. The highlight of this programme is the opportunity for students to visit Here East, meet with businesses and participate in technology-related competitions.

Teachers play a pivotal role in shaping students’ futures. And so, alongside Inspire, we conducted a gap analysis to assess the curriculum and identify areas for improvement. The resulting programme led to workshops that enhance teachers’ digital skills to keep them up to date with the evolving tech sector.

The success of these programmes has been evident, with five school visits and more than 300 students visiting the campus since we launched at the beginning of 2023. The interest expressed by the community, including parents seeking opportunities for their children has demonstrated the relevance and importance of these initiatives.

By igniting students’ passion for their future and exposing them to the possibilities within the tech sector, Here East aims to break stereotypes and broaden their career aspirations. While the immediate results may not be tangible the long-term impact we know will be significant.

A key factor contributing to Here East’s success in community impact is collaboration. Almost all tenants within Here East actively participate in our programmes, fostering a strong sense of community and shared purpose. Studio Wayne McGregor, Plykea, Fiit, and Staffordshire University London are among the businesses that have organised workshops for students, offering them first-hand experiences and inspiring them to pursue careers in the tech and creative industries.

Words by Onaba Payab,
Community and Partnerships
Manager, Here East

In line with the commitment to promote diversity, equity and inclusion (DEI) in the tech sector, Here East partnered with Hackney Council to address the barriers faced by residents and employers. The resulting report, *Diversity in Tech: Breaking the Barriers*, highlighted the challenges faced by the community in accessing digital tech skills and jobs.

Here East took the opportunity to engage with the community and employers through events and panel discussions, seeking tangible projects that would benefit the local Hackney community. By focusing on education, raising awareness, providing role models, training and resources, Here East aims to bridge the gap and create opportunities for diverse talent in the digital tech industry.

Additionally, the Here East Scholarship Programme for university students has continued to make a positive impact. We now have six students enrolled in the programme – three in their first year and three in their second – and we are exploring with multiple partners the possibility of expanding the programme to bring in more applicants and successful scholars, too. The arrival of Teesside University London, opening in September, should help us to do this.

Our current scholars are not only maximising the opportunity of their education but attending and actively participating in events hosted by Plexal and Here East. These engagements provide networking opportunities and enable scholars to build relationships, setting them on a path to success.

In February, we also worked with the universities on campus to organise the Project Hackney Road Show, which aimed to showcase the opportunities available to young people in Hackney. It was recently found that up to 2,000 young people leave Hackney each year to seek opportunities elsewhere – whether in education or employment – but many return unsuccessful. We want to demonstrate that they can find educational and career opportunities on their doorstep at Here East. And so, we brought together more than 300 students to explore the possibilities within their own borough.

The collaboration and enthusiasm witnessed during this event between our universities showed the power of collective efforts in promoting education and career prospects.

In this report, you’ll see that collective effort in action. Our tenants continue to do incredible work together, as well as with ourselves at Here East and the wider community. A commitment to collaboration is in the DNA of Here East, and that leads to such a positive impact on people outside our walls.

2022



July

Celebrating 10 years of Here East

Here East celebrates its 10 year anniversary Impact Report.



Sept

Freshers Fest

2,000 students attended Freshers Fest on campus as students at Staffordshire University London, LMA and Loughborough University London prepared for the new academic year.

Here East Scholarship Programme

Here East welcomed Nyla Rawlins, Carlita Franco and James Henry, who were awarded full scholarships to our campus-based universities through the Here East Scholarship Programme.



Nov

Diversity in Tech

Here East collaborated with Hackney Council to launch the *Diversity in Tech: Breaking the Barriers* report at Plexal. To celebrate London Tech Week's tenth anniversary, Here East welcomed the Hackney Diversity In Tech Commission's *Opening Doors to Diverse Talent* showcase to Here East.



Dec

Merrymaking

It was the return of the annual Here East Merrymaking event, a festive community evening of music and fun held in The Yard with delicious free food and drink, festive live bands and winter-themed games.



Jan

Here East hosts Future Talks event

Our first Future Talks event asked: 'What is the point of the Metaverse?', bringing together leaders from business, government, and academia to explore the role the Metaverse can play in creating new growth opportunities.

Rishi Sunak and Sir Keir Starmer

Both the Prime Minister, Rishi Sunak, and Leader of the Opposition, Sir Keir Starmer, chose the Here East campus to deliver their priorities for the year ahead – the former at Plexal and the latter at UCL.



Feb

Teesside University London

Teesside University London announced it has chosen Here East as the home of its new campus, opening in September 2023.

International Association of Science Parks

Gavin Poole joined the annual International Board Meeting for The International Association of Science Parks and Areas of Innovation, convening leaders from around the world.

Hawk London

Film industry innovators Hawk London, who are pioneers of high-end cinematography lenses, announced it is joining the creators and collaborators based on campus at Here East.



Mar

Treasury Connect

The Chancellor, Jeremy Hunt, launched his series of Treasury Connect Conferences at Plexal, bringing together key stakeholders from the finance industry and regulatory bodies to explore how to drive growth across green industries.

Armed Forces Covenant

Gavin Poole and Andrew Roughan committed to the Armed Forces Covenant in the presence of General Sir Jim Hockenhull, Commander of UK Strategic Command.

SXSW

Here East returned to Austin, Texas, for South by South West (SXSW) to host a series of six Future Talks roundtables that explored potential applications of the Metaverse. Each conversation was spearheaded by an industry expert from the arts, education, commercialisation, gaming, design, and the workforce.



Who's Here

This year, we celebrated our campus being 94% let. This is down to the incredible organisations that have chosen to make Here East their home and the thousands of people who work for them, with them, and in them.

Each company and individual has their own story – stories you will read about in this report – they are all unique. Their commitment to collaboration with one another and with our local community is inspiring, and we love to see each of them go from strength to strength as a part of Here East.

94%
of the Here East
campus is now let.

The Breakfast Club on Canalside, a busy café offering delicious food and drinks along the canal.



Who's Here

The people at Here East make a habit of pushing the boundaries of business, technology, education and art. Everyone here believes that in order to solve tomorrow's challenges, we must collaborate wherever possible.

Plexal

Plexal is an innovation centre and co-working space combining open innovation and a community of start-ups to help enterprises and government unlock the potential of technology.



Teesside University London

Teesside University London offers a range of innovative degree and master's courses to empower learners to effect positive impacts and innovations within a global digital economy.



V&A East

V&A East is about celebrating global creativity, building on 150 years of heritage, transforming access to their collections and connecting with communities in new and meaningful ways.



Sports Interactive

Sports Interactive is the world's leading developer of football management simulations through its Football Manager series of games, there are more than 250 full-time team members.

D-Ford

D-Ford is an innovation design hub of Ford Motor Company, with its UK branch based at Here East. Its philosophy is a belief in placing the customer at the centre of every design decision.



Fiit

Fiit lets you stream interactive fitness classes. Led by the most in-demand trainers, take HIIT, combat, strength training, yoga, pilates, and breathwork classes on one simple app.



Matches Fashion

Matches Fashion is a global luxury retailer for men and women, offering the work of more than 400 luxury brands like Gucci, Prada, Stella McCartney, Saint Laurent, and Alexander McQueen.



Loughborough University London

Loughborough University London combines influential thought leaders, pioneering researchers and creative innovators. Each degree is based on real-world issues and industry challenges.



Hobs 3D

With a host of creative services from 3D printing, model making, CGI and VR to high-end printing and design services, the Hobs Group boasts a comprehensive variety of creative solutions.



Scope

Scope aims to achieve everyday equality and fairness for the 14 million disabled people living in Britain today. This decision was inspired by the London 2012 Paralympic legacy.

UCL

A joint venture between UCL's Bartlett Faculty of the Built Environment and Faculty of Engineering Sciences, this creative campus houses a unique fabrication, robotics and prototyping facility.



Barratt London

Barratt London's goal is to provide high-quality homes for Londoners, focused on excellence in design, construction and customer service. New housing is essential to the growth of London.



APL Logistics

APL Logistics provides a great environment for its people and a location where the company can showcase its approach to information-driven international supply chain management.



Quadient

Quadient is a global supplier of business communication solutions that optimise sending and receiving mail, parcels and emails. Quadient can help businesses grow and improve efficiency.



LMA London

LMA delivers BA (Hons) degrees in the creative media, music and performing arts sectors, with state of the art facilities and tutors steeped in industry experience.



Ford Drive

Ford Drive is an initiative of Ford Next, a division that incubates and launches new businesses that create value for Ford by complementing Ford products and creating new business models.

Esports Engine

Esports Engine partners with the world's top game publishers and stakeholders to operate leading esports leagues, produce gaming broadcasts and provide global studio infrastructure.



Staffordshire University London

The institution offers a specialist selection of undergraduate and postgraduate courses designed to corner the industries of tomorrow, including games, cyber security and esports.



The Trampery on the Gantry

The Trampery on the Gantry is a joyous experiment in utilising open space to provide 21 freestanding, low-cost, single-storey and double-storey studios for local creative businesses.



Hawk London

Hawk London is an industry leader in high-end cinematography. Well known in the sector, its products are highly sought after by directors of photography and those involved in film-making.



Plykea

The Plykea workspace is an innovative showcase environment for customers and staff. Plykea specialises in designing and manufacturing beautiful custom fronts and tops for IKEA kitchens.



Studio Wayne McGregor

Studio Wayne McGregor is a creative arts space for making. It is the home for multi-award-winning choreographer Wayne McGregor CBE and his company of dancers.

Faces of Here East

Now you know the companies that are here, what about the people? There are thousands of stories we could tell, so choosing just six is always a challenge. Those we have chosen for this year's report are a broad spectrum of fascinating individuals who represent the best of Here East: from the next generation of talent through to pioneers of inclusion.

Two of the 2022/23 Here East Scholarship Programme cohort, Nyla Rawlins and James Henry, with Onaba Payab, Community and Partnership Manager at Here East.





**Mandesh Shrestha
and Peter Farkas**
Sports Interactive Interns

Taking a break from their studies to gain a sense of the working environment, Mandesh Shrestha and Peter Farkas began their university work placements at Sports Interactive (SI) last summer.

As interns in Accounts & Operations and Software Engineering respectively, SI's placement opportunities offer students their first full-time roles within their chosen field of study. Working across upcoming titles and updates for previous releases, the company provides a diverse and hands-on placement experience in the gaming industry. The placements also grant Mandesh

and Peter the opportunity to enrich their year in industry with the option to engage with SI's community impact and DEI projects.

Mandesh personally assists in the operation of the SI diversity committee, organising free workshops with the vision to make the industry accessible to people of all religions and cultures. Peter has enjoyed working alongside many of SI's charity partners, notably Special Effects' 'One Big Game' – a charity match at St. George's Park, which raised £30,000 and gave Peter the opportunity to play at the iconic training centre.



**Nyla Rawlins, James Henry
and Carlita Franco**
Here East Scholars

Nyla Rawlins, James Henry and Carlita Franco are the second cohort of students to benefit from the Here East Scholarship Programme. Focused on developing the next generation of talent in East London, the programme offers prospective students in the local area enrolment opportunities at the world-class academic institutions based here on campus. The Scholarship Programme reduces the financial pressure that often comes with further education, the scholars are provided the freedom and support to study and devote their time to nurture their personal and professional passions.

As home to a uniquely curated community of innovators and disruptors, Here East grants students like Nyla, James and Carlita the opportunities to explore the industries of tomorrow through work experience, tailored mentoring and an array of lively events and networking sessions taking place around the Here East campus.

Through collaboration with tenants on site, the scholars have the opportunity to gain valuable industry expertise first hand – opening doors to their future career prospects.



Isaac Vale
Front-of-house, Here East

Isaac Vale is at the heart of Here East. As one of the front-of-house team, Isaac is often the first person that people see when they walk through the door and is responsible for curating a positive and collaborative environment for everyone that passes through.

Isaac plays a vital function in Here East's ecosystem and while also studying for a master's degree in Environmental Sustainability at the University of London, he was offered an apprenticeship in Bennett Hay's Corporate Responsibility and Sustainability team. Perfectly aligning with his studies, Isaac clocks in for both

of his roles at Here East during the day and completes his studies in the evening. Working at Here East provides Isaac the opportunity to put the practical aspect of his studies into practice.

During Zero Waste Week, Isaac organised an initiative that showcased local zero waste businesses on campus and highlighted easy, accessible steps to implement sustainable living.

Isaac has enjoyed working alongside environmentally forward-thinking businesses such as Carbon Quota and looking ahead, he hopes to explore a career in green growth and investment in a green economy.



Sammi Adhami
Co-founder, Fiit

As co-founder, Sammi Adhami has helped to navigate Fiit – the fitness app and studio – through multiple iterations of its workspace at Here East.

From its beginning in a smaller, free-to-rent space, to a temporary base in Plexal and finally, a TV-grade studio along the Canalside.

Sammi leads the 'Fiit For Work' service, bringing well-being solutions to the workplace and overseeing partnerships with organisations such as Accenture.

His team works with some of the biggest brands in the world, including Vodafone, Samsung and Vitality. Recently, he has also begun to work

with the strategic forum on campus, fostering collaboration between businesses and academic institutions at Here East.

Sammi believes it is the responsibility of companies to fund projects that can directly effect change. This thinking is reflected in Fiit's own community initiatives, including a free version of the app and workout sessions for Plexal tenants.

In 2019, Sammi kickstarted Fiit's year-round support for grassroots organisations, such as the Outrunners, which nurtures youth development and provides mentoring for underprivileged young people in the local community.



Claire McKeown
Project Director, V&A East

Claire McKeown is the Project Director of V&A East, one of the world's most significant new museum projects and the largest cultural move to East London since before the Second World War. She oversees the development of two sister sites in Queen Elizabeth Olympic Park, scheduled to open in 2025: the V&A East Storehouse at Here East and the V&A East Museum.

V&A East Storehouse at Here East offers a new type of museum experience designed around the V&A's collection. Taking visitors behind the scenes, it will enable unprecedented access to the nation's collections in a purpose-built home for more than 250,000 objects, 350,000 books and 1,000 archives. V&A East Museum, just a short

walk away, celebrates global creativity and making, presenting diverse stories that address pressing contemporary issues. The vision is to inspire future pioneers and critical thinkers by championing radical visionaries of the past and present, capturing the spirit of East London's history. It is this history that inspires Claire to provide a gateway for the next generation, supporting young people into creative industries and generating opportunities to fulfil their potential, with a particular emphasis on engaging 16-to-24-year-olds from the surrounding boroughs. Collaboration lies at the core of V&A East and Claire recognises that its future success hinges on the enthusiasm of the existing communities based around the park.



Naomi Bottrill and Rezene Woldeyesus
Co-founders, Love Language

At Love Language, co-founders Naomi Bottrill and Rezene Woldeyesus are working to remove barriers, inspire inclusive collaboration and build awareness about the inclusion of deaf and hard-of-hearing people.

As a deaf and interpreter-led organisation with diversity at its heart, Love Language is the model of inclusion and social values its founders wish to promote.

Focused on high-impact projects around inclusion, Love Language works with Microsoft, Barclays, the NHS and City Hall to facilitate awareness training, sign language interpreting, BSL media and access consultancy services. Within the last year, Love Language has collaborated with

Barclays Eagle Labs to host a first-of-its-kind deaf entrepreneurs event – sharing barriers to founding and funding that deaf people are met with when starting their own business ventures.

In 2015, Love Language worked with Loughborough University London to make its MA course BSL-accessible for its first deaf student. That inadvertently led Naomi and Rezene to be introduced to Here East and Plexal.

The founders recognised that where there is a huge acceleration of technology in society, there is a responsibility for innovators to ensure inclusivity is intrinsic in these advancements. In 2017, Love Language found a new home in Plexal to turn this ambition into reality.

Tenant Spotlight

Here East continues to grow, with new tenants joining every year and others choosing to expand with us.

What leads these incredible companies to come here? And how are they delivering for people in and around East London? We've spoken to a range of our tenants to find out why their work matters, and what makes Here East the best place to deliver that impact.

Here East is home to a vibrant mix of innovators, visionaries and like-minded locals looking to challenge the status quo.





Hawk London: Bringing cinematography and creative collaboration to Here East



Hawk London chose Here East as the location for its new headquarters in early 2023. With a reputation for providing exceptional lenses for cinematographers, Hawk London brings a wealth of experience and a unique artistic touch to the city's film industry.

The journey for Vantage as a wider company began with the need for a specific set of anamorphic lenses for the Star Wars prequels, propelling the company's growth under the leadership of founders Peter Martin and Wolfgang Baumler, who rapidly expanded their lens offering to meet demand.

The company name 'Hawk' is used in English-speaking markets, including Los Angeles, where it has become the go-to lens rental facility for many high-profile movies, including most recently *The Little Mermaid* and the latest instalment in the *Fast and Furious* franchise.

Hawk London brings with it a reputation for delivering top-tier work and maintaining high standards. One of its creatives, Charles Heales, says: 'Our lenses offer a distinct character and artistic quality, setting them apart from the pristine sharpness of other lenses in the market. Cinematographers appreciate the versatility and unique visual aesthetics that our lenses provide, resulting in a demand that spans across the globe.'

Here East was chosen as the home for Hawk London's rental facility and within days of announcing it would be joining the campus, it had received booking enquiries for its equipment for the entire year.

'The advantages of establishing in East London were many,' says Charles. 'Its excellent transport links and proximity to City Airport and the

Eurostar makes travel convenient, ensuring smooth logistics for our clients and staff. The area's creative history also aligned with our desire to be part of a vibrant and artistic community.' The Here East space itself offered a blank canvas for Hawk London to design and tailor its specific needs. This flexibility allowed it to create a bespoke facility that perfectly caters to its operations. The campus' features, including shuttle bus access and large loading bays, complemented Hawk London's logistical requirements.

But the benefits of Here East extend beyond physical infrastructure. 'Being surrounded by like-minded creatives in a collaborative environment fosters innovation and synergy,' Charles adds. 'The Here East community, especially [CEO] Gavin and [COO] Mike, have shown genuine enthusiasm for our work, offering support and the opportunity for collaborations.'

To build on this, Hawk London plans to launch programmes such as a camera trainee initiative, providing opportunities for aspiring film-makers who lack industry contacts.

Hawk London is set to open its doors in late summer 2023. As the company settles into its new location, Charles looks forward to exploring collaboration opportunities with other companies at Here East, from prototyping firms to university students interested in film.

Hawk London's arrival at Here East marks a significant addition to the creative landscape in East London. Through exceptional lenses and commitment to collaboration, it is poised to contribute to the growth and success of the film-making community.

“
The advantages of establishing in East London were many. Its excellent transport links and proximity to City Airport and the Eurostar makes travel convenient, ensuring smooth logistics for our clients and staff.”

Charles Heales,
Creative, Hawk London

Vantage One4 lenses are original designs that deliver their full optical power to new, larger formats with mechanical robustness.



The Hawk lenses produced by Vantage Film are considered cutting-edge, enabling film-makers to translate their artistic visions into compelling visual statements.





Teesside University London will offer animation, gaming, visual effects, business and computer science degrees at its Here East campus.



Teesside University London aims to equip students with the skills, knowledge and influence to thrive in today's digital world.

Tenant Spotlight



Teesside University London is exploring apprenticeship programmes, a unique offering among the universities at Here East, to further enhance opportunities for students and forge strong links with local businesses."

Kathryn Elliott, Head of Partnerships, Teesside University London

How Teesside University London will widen participation in higher education

Teesside University London is establishing an exciting and innovative new campus at Here East, with the first students starting their studies in September 2023. The decision to establish a campus in London at Here East stems from the university's commitment to widening participation and its focus on being a community-driven institution.

Kathryn Elliott, Head of Partnerships at Teesside University London, explains the university's mission: 'By establishing a presence in East London, a community that shares some socioeconomic similarities with Teesside, we want to reach out to a diverse group of students who may have financial concerns or lack previous family exposure to university education.'

The university emphasises its commitment to being community-facing, with a particular focus on engaging with East London boroughs. Here East offers an ideal environment for this goal as it brings together educational institutions and businesses on one campus.

As the fifth university to open on the site, Teesside University London draws inspiration from the successful precedents set by its fellow institutions. This collaborative environment allows for the exchange of ideas, joint projects and research

initiatives among the universities, promoting a culture of innovation and excellence. The unique proximity to businesses and the opportunity for hands-on industry engagement sets the universities based at Here East apart from others nationally.

Teesside University London intends to collaborate closely with partners in and around the campus to co-design and co-deliver courses, ensuring a strong industry focus and alignment with the needs of businesses.

Its courses will focus on three key areas: digital-focused programmes – such as computer science, data science and cyber security – general business studies courses, and esports/gaming, which will include game development and design, creative art working and programming.

Teesside University London has already been engaging with other tenants at Here East to provide opportunities for student engagement, work experience and potential employment. The university aims to establish similar collaborations with various companies on site, across the Olympic Park and further into East London and beyond, ensuring that courses are structured to meet the needs of employers and foster

career pathways for students. 'Additionally, Teesside University London is exploring apprenticeship programmes, a unique offering among the universities at Here East, to further enhance opportunities for students and forge strong links with local businesses,' Kathryn says.

'We are actively seeking partnerships with local schools, colleges and businesses to foster mutually beneficial relationships. Rather than simply recruiting students, we want to understand the needs of schools, colleges and our community, offering support and facilitating connections.'

Teesside University London will offer scholarships to students from the London growth boroughs, demonstrating its commitment to accessibility and affordability.

In its inaugural year, Teesside University London expects a small intake of students to ensure a high-quality learning experience. This approach aligns with the university's commitment to provide exceptional support and resources to its initial cohort, with the goal of expanding enrolment in subsequent years. 'By focusing on delivering an outstanding student experience,' Kathryn says, 'Teesside University London aims to establish a strong foundation for growth and success.'



LMA London: A showcase for performing arts talent

LMA is a leading institution specialising in creative and performing arts education. With its origins in Liverpool, LMA has brought its expertise and passion for the arts to the heart of East London since 2020, creating a thriving hub for aspiring artists, performers and industry professionals.

This year represents a significant milestone for LMA, as its first cohort of London graduates prepares to enter the industry. Under the leadership of Principal Jenni Tyler-Maher, the institution has championed a student-centric approach that goes beyond academic support. As Jenni explains: 'With us, students not only gain a degree but the passion needed for a successful career.'

LMA actively engages with the local artistic community, utilising iconic theatre spaces in East London for performances, thereby forging valuable relationships. By showcasing student talents in venues such as the Hackney Empire, Theatre Royal Stratford and Stratford Circus, as well as Studio 92 in Hackney Wick, Chats Palace and the Castle Cinema in Homerton, LMA not only provides students with valuable exposure but also creates opportunities for future collaborations and employment.

'The cultural spaces that we have in East London are iconic,' says Jenni. 'And the results of using them are that we build relationships that open doors for our students, with our showcases leading to many already securing jobs and agents.' Here East has proved an ideal location for LMA's growth and expansion. Jenni says: 'We are set to welcome a significant increase in student numbers in September 2023.'

The key courses of Acting & Performance, Dance Performance, Musical Theatre, Music Performance & Industry, and Digital Film & TV Production are all set to double or even triple in size, with Digital Games Art a more recent addition to the roster.

Here East also provides unique opportunities for the students: 'We work closely with Studio Wayne McGregor. Our students have been lucky enough to watch their performers in previews, which is absolutely priceless. You don't usually get to see professional companies right on your doorstep and offering access,' Jenni adds.

'Being campus-based also allows for collaboration across courses, with film and TV students supporting acting students in creating their showreels, for example. And we've used a lot of the wider Here East premises to create some really interesting films for our students.'

There is also significant engagement with schools and colleges in the growth boroughs, through open days and workshops led by industry professionals including West End actors and performers. These offer students a glimpse into the world of performing arts and inspire them to pursue their dreams.

The impact of this is significant: 'We are seeing more applications from the local community and the growth boroughs around Here East. Last year, 44 of our applicants matched the qualifying criteria for a Here East scholarship, which includes being the first in their family to go to university.'



“ We are seeing more applications from the local community and the growth boroughs around Here East. Last year, 44 of our applicants matched the qualifying criteria for a Here East scholarship.”

Jenni Tyler-Maher,
Principal, LMA London

LMA students use state-of-the-art equipment to pursue careers in television production.



LMA's freshers' week tour, for new students starting at the university.



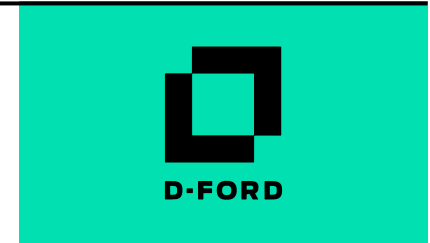


D-Ford uses human-centred design to create meaningful experiences.



D-Ford's creative office space located in the Press Centre at Here East.

Tenant Spotlight



How D-Ford is driving human-centred design and diverse innovation



It's wonderful now to see Leytonstone School's students going on that same journey, learning about human-centred design, creating ideas that solve real problems and then bringing those ideas to life in tangible prototypes."

Usha Raghavachari, Lab Director, D-Ford

D-Ford is an innovation design hub of Ford Motor Company, with its UK branch based at Here East. Its philosophy is to place the customer at the centre of every design decision.

D-Ford employs an extensive research process to identify the challenges faced by both commercial and passenger vehicle customers. It explores current obstacles and considers future trends and societal changes that may impact mobility and urban infrastructure.

'To truly understand our customers, we spend countless hours engaging with drivers, observing their experiences and uncovering opportunities to enhance their lives,' says Usha Raghavachari, Lab Director at D-Ford. 'By employing a human-centred design approach, D-Ford leverages insights to design products and services our customers love and can't live without.'

A notable recent example of D-Ford's work was the creation of a tilting steering wheel for the new electric Ford Transit van, which transforms it into a table: 'It provides convenience for drivers who spend much of their lives within the cab of the van while on the road,' Usha adds. 'We offer support throughout the lifespan of our designs, ensuring their realisation and alignment with the overall vision of the company as they go from idea to delivery.'

D-Ford prides itself on its diverse team, which comprises professionals from various design disciplines, gender and ethnic backgrounds. These wide-ranging perspectives enable the company to deliver more creative and inclusive

solutions. This commitment is exemplified by D-Ford's Design Camp. In collaboration with Leytonstone School, it offers a hands-on programme for students who have shown an interest in science and technology but lack exposure to design careers.

The Design Camp provides a unique opportunity for students to explore the world of design, discover industry practices and ignite their creativity. The impact of this programme has been remarkable, with 80% of its first cohort pursuing design-based subjects into sixth form.

'We believe in the power of diversity to drive real innovation and our team has incredible backgrounds, experiences and perspectives that help us create better ideas,' says Usha Raghavachari, Lab Director at D-Ford.

'It's wonderful now to see Leytonstone School's students going on that same journey, learning about human-centred design, creating ideas that solve real problems and then bringing those ideas to life in tangible prototypes.'

'It's a tonic for our team, a chance for us all to give back a little bit to the community, and I really hope it will inspire these students to consider opportunities in design and technical careers.'

D-Ford finds further inspiration within the dynamic Here East ecosystem. Collaborations with the likes of Loughborough University London allow it to tap into academic expertise and foster mutually beneficial relationships.

Affordable, durable and sustainable: Plykea's solutions for modern living

At Plykea, we take immense pride in not only selling our products but in making and manufacturing them ourselves. Our mission is simple: to provide customers with plywood kitchen and wardrobe solutions that are not only visually stunning but also affordable.

At Here East, we found the perfect modern space that allows us to work in an environment we genuinely enjoy, all while continuing to produce high-quality products at accessible prices.

Our journey began in 2016 with our co-founders, Tim Diacon and Adam Vergette. They believed that they could fill a crucial gap in the market by offering beautifully designed, high-quality plywood fronts that perfectly complement the functional and consistent kitchen and wardrobe products by IKEA.

We've since become the go-to solution for customers seeking a furniture design aesthetic that combines affordability, durability and exceptional craftsmanship.

Sustainability is a top priority for Plykea. We go to great lengths to ensure that all our wood materials suppliers are FSC certified which verifies our responsible sourcing practices. From the plywood itself to the wood veneers and laminates, we prioritise sustainability at every step. Our partnerships with suppliers like Fenix, which operates on a carbon-neutral setup with solar panels and CO2 offset initiatives, further contribute to our environmental stewardship.

But sustainability goes beyond sourcing materials. We actively repurpose our plywood offcuts, donating them to colleges and other design practices for creative projects. When reuse isn't feasible, we use a company that transforms the offcuts into particleboards for construction purposes. We've also embraced eco-friendly packaging

and transportation, wrapping all our products in cardboard and minimising the use of plastic. To ensure green deliveries, we've partnered with Zhero, an electric courier service based at Here East.

Moving to Here East was a game-changer for us. Previously, we faced challenges with space constraints at our old location. But when Adam and Tim met with Gavin [Poole] from Here East, we knew we had found our new home. Here East provided us with a space that not only accommodated our showroom, working area, and manufacturing space but also reflected our values and aesthetics. Being part of this vibrant community has given us increased visibility among customers and fellow businesses, paving the way for collaborations and meaningful connections.

Whether it's fellow businesses reaching out for assistance or passers-by seeking guidance for their projects, we are delighted to be a part of their journey and contribute to their visions. Here East's focus on circularity and sustainability aligns perfectly with our values, creating a harmonious ecosystem where innovative ideas thrive.

We have also had the pleasure of welcoming a local school to our premises, which was organised by Here East's Jo Beta, where we showcased our work and we hope to inspire young minds with the possibilities of design and manufacturing. It was heartwarming to see their excitement as they witnessed our vacuum lifter arm in action and observe the machines at work. Looking ahead, our vision is simple: we want to bring joy to people's lives, producing exceptional-quality products while working in a space that inspires and uplifts us and continuing to enhance our manufacturing processes to reduce our environmental impact.



“
Moving to Here East was a game-changer for us. Previously, we faced challenges with space constraints at our old location. But when Adam and Tim met with Gavin [Poole] from Here East, we knew we had found our new home.”

Words by Kathryn Dyer,
Managing Director, Plykea

The Plykea workspace is a high-specification, innovative showcase environment.



Plykea's solutions are all beautifully constructed, with each piece carefully finished by hand.





Aura Organics' wonderful treatment room on the canal, with access to a large yoga studio.



Nyla Rawlins from LMA enjoying a winter nail treatment at Aura Organics.

Tenant Spotlight

Pura Vida: Why Aura Organics is changing beauty for the better



Words by Danielle Andean, Founder, Aura Organics

The mission of Aura Organics Spa and Wellness Studio is 'Pura Vida', meaning 'pure life'. We are unique in the industry as an organic and eco-friendly beauty salon.

While we offer the usual treatments that most spas or beauty salons would, our products are made locally, in Hackney, in small batches using only the highest-quality organic ingredients: free of synthetic fragrances, parabens, sulphates, phthalates and other harsh chemicals. We never test on animals.

From body scrubs that are made with repurposed coffee beans sourced from local independent coffee shops to face oils made with repurposed strawberry seeds and bamboo cotton buds and pads. We are proud to offer products that are good for our customers and for the environment.

This goes for our suppliers too. And we ensure that we only purchase materials made by companies with fairtrade practices. We also use very limited amounts of plastic.

Our products come in recyclable, biodegradable glass packaging, and our own branded products are refilled at the manufacturing stage, keeping products free from preservatives.

I was a beauty therapist before setting up Aura Organics, having worked for brands that were not eco-friendly at all. They used a lot of harsh chemicals and products with very toxic ingredients and an extreme amount of single-use plastic. This did not sit right with me. I care about the environment and decided I did not want to work in an industry that did not align with my values. Rather than leave the industry though, I decided to change it. I began making my own eco-friendly products and working with my own clients, which led to me and a small team opening up Aura Organics at Here East in 2020.

We fell in love with Here East because of its own passion for sustainability, from energy to waste management through to biodiversity. It is a supportive environment,

and we proud to be a part of its vision to support small eco-friendly businesses.

Since opening, we have grown to a team of seven and added another location in Greenwich. We are also expanding our offering at Here East, having just gained approval to build an eco-friendly wet spa and an infrared sauna to allow us to offer more treatments.

Most of our clients are from on and around the Here East campus. We have worked with the universities to provide free meditation and yoga classes for the students, as well as to local residents every week. We also focus on issues such as mental health and have worked closely with Mind on a donation-based workshop focused on raising awareness and breaking the stigma. For us, it is about getting people talking: whether it is about the environment, mental health or well-being, and we are excited to go from strength-to-strength, with Here East as a supportive partner on that journey.





Trampery on the Gantry Spotlight

AI as a creative director: oio studio

Oio is a design studio working out of The Trampery on the Gantry at Here East. We are dedicated to the creation of an accessible and ultimately sustainable future for humans and beyond.

As craftsmen over developers, we are not so interested in using extremely powerful algorithms that can create realistic but run-of-the-mill products with the press of a button. Instead, we adopt a slow process and consult AI as a way to brainstorm, explore and ideate as part of a creative exchange.

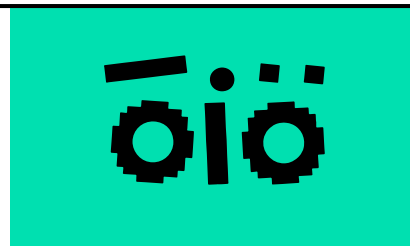
In an effort to align AI with people, we try to pair algorithms with actual craftsmen, harnessing generative power to create something tangible and based in reality. A process we coined 'artisanal intelligence' saw the creation of 'the spawns collection', the first in our line of 'silver eating accessories' completely designed by machine but brought to reality by jeweler Giosampietro.

Many believe in the near future that the workforce will be formed of part human and part machine, but in reality, we are already there. At oio, our team is formed of seven people and a team of bots. Our Creative Director – an AI named Roby – runs and manages its own Instagram account.

Inspired by Charles Darwin's theory of evolution, we developed the Updatables experiment to imagine what the natural evolution of furniture would look like. In collaboration with Space10, we achieved this through pairing genetic algorithms and generative power to create a collection of furniture for IKEA. The aim: to form a new connection with an item past its best and giving it a new life to save it from landfill.

Campaigning for this co-creation process, we took to academic institutions with the 'Design with Other Intelligences' workshop. Collaborating with art and design students, the core aim of the workshop was for participants to experience a conversation with an algorithm.

The Trampery on the Gantry is not your traditional co-working space. It is a home for creators. Each house is central to innovators developing future forward projects and nurturing emerging technologies. Our arrival to The Trampery on the Gantry in 2020 coincided with the very early beginnings of oio. Since these formative days, it has been a privilege to watch each member of the Gantry return, to slowly populate each home after the pandemic and reinvigorate this lively, collaborative community.



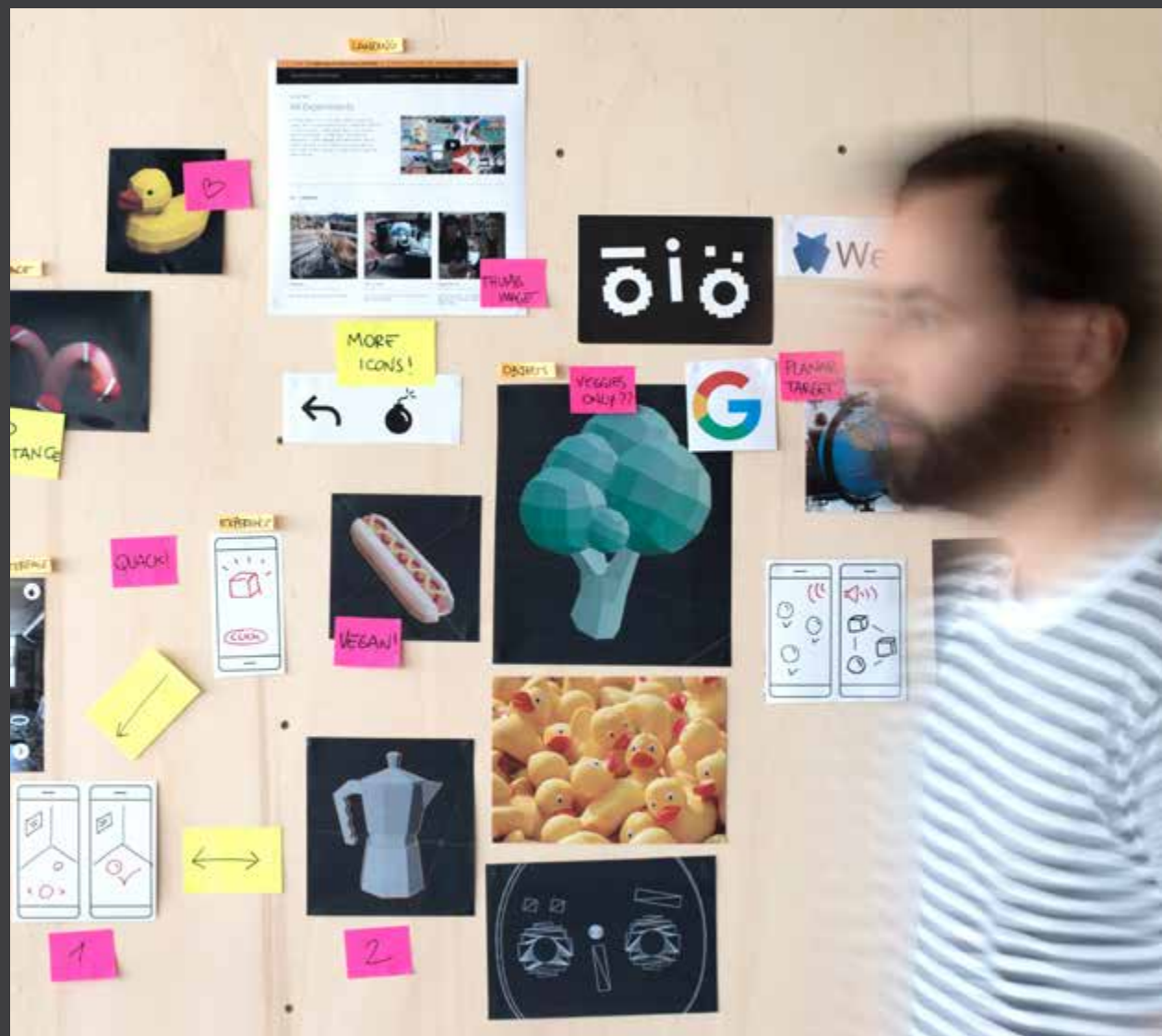
At oio, our team is formed of seven people and a team of bots. Our Creative Director – an AI named Roby – runs and manages its own Instagram account."

Words by Matteo Loglio, Founder and Design Director, oio

Matteo Loglio, Founder and Design Director of oio in the studio on the gantry at Here East.



Inside the oio creative studio space, part of The Trampery on the Gantry at Here East.





Modern studio complex in the Broadcast Centre at Here East, a proven production studio that has been home to BT Sport for more than ten years.



More than 20 edit suites in a dedicated post-production village with over 27,338 sq ft of class-leading office space.



Tenant Spotlight



A fond farewell to 10 years of BT Sport

This summer represented the final broadcast for the BT Sport brand, which has been based out of Here East since its launch a decade ago and was one of the very first companies to join the campus.

We are saying a fond farewell after a decade that has been characterised by innovation, advanced how we consume sport, how television is produced, and supported the next generation into the broadcast industry.

Milestones included the launch of Europe's first 4K Ultra HD channel in 2015, described by SVG Europe as 'the biggest game-changer in European sports broadcasting'. Now an industry norm, it was BT Sport that pioneered it from our Broadcast Centre.

Four years later, BT Sport became the world's first channel to feature regular High Dynamic Range (HDR) programming through BT Sport Ultimate, and another year on, the first UK channel to broadcast sports in 8K.

Through 2020, BT Sport became a pioneer in cloud-based remote production, something it has continued beyond the pandemic, demonstrating how to turn unexpected challenges, into unprecedented opportunities.

At this time, it also created a 'Watch Together' feature, with a split-screen interface, to connect people through watching sport at a time that we were physically apart. And that's not all. In partnership with EE, BT Sport carried

out the world's first live broadcast over 5G, while in 2022, it delivered a new way to watch and experience sports with 5G and extended reality (XR) technology.

BT Sport has been a regular feature in our Impact Reports over the years, where we spotlighted the positive difference it has made in our East London community as well as its innovative broadcast technology. BT Sport Takeover offered an annual opportunity to 12 students from NewVic Sixth Form College in Newham to produce a lifestyle magazine show based on key events in the sporting world.

The students' exposure to the media world and the hands-on experience they received from the three-month process proved incredibly valuable to the participants' career prospects, helping to drive them into media careers.

Alongside Takeover, BT Sport worked with School 21 in Stratford on a business-skills-focused programme, which engaged young children over the course of the academic year to learn project management and commercial skills.

The company was also a headline sponsor for *Rise Up*, a wider initiative with fellow broadcasters that involved working with children who were choosing their GCSEs. Volunteers from each broadcaster went into the schools with all the kit they needed to build their own TV studio and make a programme over the course of a day.

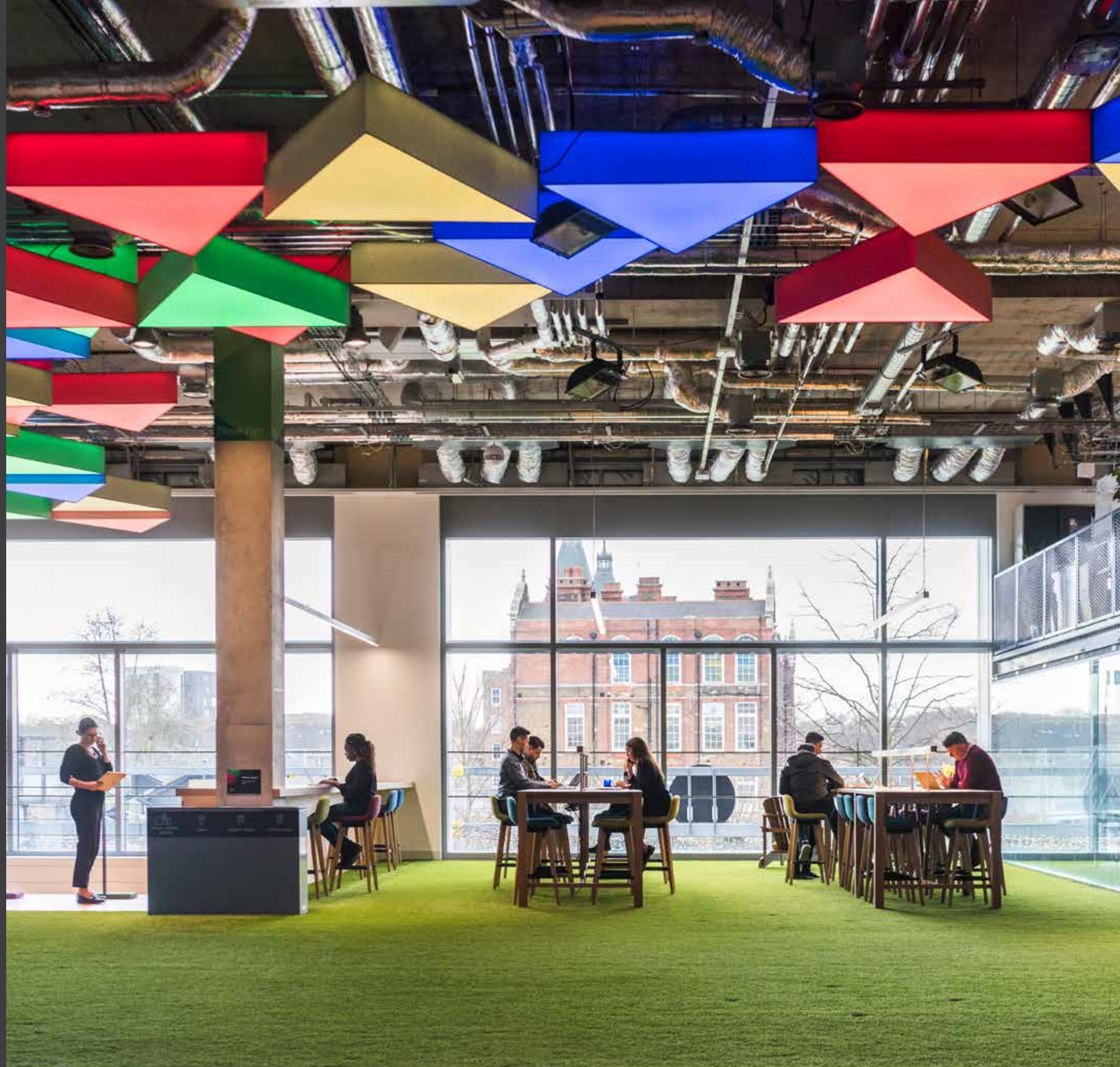
Plexal

As our sister company, Plexal is absolutely central to Here East. A hub of activity, its members are the innovators of the future, supporting us in our mission to be a home to the creative industries and new technology.

Each year, its relationship and importance to government becomes even stronger, acting as a consultant on the most important issues of our time as we move towards a more digital economy.

Hear from CEO Andrew Roughan on how Plexal is closing the innovation gap, as well as two of its brilliant and innovative members making a difference for the future of industry.

Plexal Park is a central hub, an expansive space for events, gatherings and meetings.



Closing the innovation gap

Plexal

Words by Andrew Roughan, CEO



“We are a go-to provider for government innovation consultancy, continuing to lead the way in cyber security expertise, collaborating with the Department of Science, Innovation and Technology, as well as the National Cyber Security Centre.”

Plexal’s innovation programmes revolve around three main themes: national security, emerging technology and prosperity. We are a go-to provider for government innovation consultancy, continuing to lead the way in cyber security expertise, collaborating with the Department of Science, Innovation and Technology, as well as the National Cyber Security Centre. Our focus extends to the national security and defence communities, where we drive bleeding-edge technology innovation. We also work closely with the Foreign, Commonwealth and Development Office to enhance our strategic advantage, particularly in the Middle East. We collaborate with the Home Office through initiatives like ACE (Accelerated Capability Environment), which solves public safety and security challenges.

This year, Plexal and Here East had the privilege of hosting Prime Minister Rishi Sunak’s New Year’s speech, which underscored our compelling position as a forward-thinking hub of ideas. With the Leader of the Opposition Sir Keir Starmer, the Chancellor Jeremy Hunt, and former Prime Minister Sir Tony Blair also having visited in recent months, it wasn’t the first and certainly won’t be the last time we see the Prime Minister at Plexal.

As a result of the continued expansion of both our consultancy and our workspaces not only in East London but across the country – with teams operating in seven locations – we have grown our staff from 38 to 72 and hope to double our revenue in the next 18 months. Our acquisition of Workshop Group in January further strengthened our capabilities and reach. To drive our expansion, we have developed a

proprietary offering that guides us when establishing new innovation ecosystems, rooted in the existing success story of Plexal Stratford at Here East. We assess existing communities, define a common mission and implement our framework to foster better clustering and growth.

Collaboration remains core to what we do, whether through organising talks and spotlights or facilitating connections between companies through both professional and social engagements. We ensure inclusive world-class facilities and actively promote peer-to-peer feedback within the community. Our commitment to these principles sets us apart. Notable members we have worked closely with in the last 12 months include Block Dojo – a blockchain and distributed ledger technology-focused accelerator programme – and Canopy, a joint venture between Ford and ADT, focused on in-vehicle security capabilities.

Outside our workspace, we launched the Grown in Hackney impact programme in partnership with Hackney Council. This initiative, with diverse participation, focuses on supporting five organisations in the borough with strategy and growth support. Through individually tailored plans, we aim to ensure these companies thrive in the local area. At Plexal, we are fuelled by our passion for innovation and our dedication to closing the gap between different sectors, communities and organisations. Our success lies in our ability to foster collaboration, create meaningful connections and provide an inclusive and inspiring environment for all those who join our vibrant community.





Plexal Member Spotlight

Canopy: AI's answer to automotive safeguarding

Canopy

Words by Raj Sharma,
General Manager and Chief
Information Security Officer



An industry first, Canopy is in the process of developing a multi-sensor security system, powered by advanced low-frequency radar and AI/Machine Learning.

Our technology is designed to spot potential threats and differentiate between an attempted and successful intrusion. It will alert the user when it is unsafe to return to their vehicle, as well as providing video footage to share with emergency services.

Set to launch later this year, our technology will form a new category of protection and will be available for purchase for both professional and personal vehicles starting with trucks. Developed for users in a variety of

settings, from an industrial loading bay to a commercial car park. As we are a relatively new company, the value of working within the innovation cluster that is Plexal is unmatched. A unique aspect of our field in AI is that we are constantly moving forward. Our neighbours share this motion and thus, collaboration is second nature. It is symbiotic.

I am similarly inspired as I look out of my window and see the incredible universities that make up such a key aspect of Here East. In respect to the sheer force of talent the students studying on the campus possess, Canopy will aim to work to build and offer meaningful work placements to forge a brighter future.

Plexal Member Spotlight

Building real businesses that solve real problems

Block Dojo

Words by Alex Ball,
Programme Director
and Co-founder



Block Dojo is the global blockchain incubator responsible for 24% of all blockchain start-up fundraises in the UK in 2022. We invest in people and not ideas, seeking out entrepreneurially-minded individuals, working together to identify a problem and conceptualise a solution before even considering the financial model and building blocks of a business.

Over the 12-week process, we accelerate the development of these concepts and, with our support and network, founders are provided access to investment funding rounds.

At Block Dojo, we are mission-led and our distinct method ensures that we build real businesses that solve real problems.

Since beginning our journey at Plexal just last year, we have already incubated 41 companies, raising £5.9 million collectively. Most notably, we incubated the book

publishing platform Libraro, whose pioneering crowd-reading model is revolutionising the publishing industry.

For our team, Plexal is the perfect launching pad for these ventures. As home base for a collection of leaders within the creative and innovation industries, Block Dojo's network is expanded through the Plexal extended family. As the backdrop for the Prime Minister's New Year's speech and the Chancellor's Treasury Connect event series, Plexal also provides valuable connections with government bodies for our founders.

In the start-up world, success is dependent on speed. As active members of the Plexal community, we are grateful to be able to short-circuit discussions with potential customers, distributors and regulatory bodies – to fast-track our solutions.



Now, Near and Next

You've seen what we have achieved, together with our tenants, over the past 12 months. We must ask ourselves, what comes next? We can never be satisfied and are only becoming more ambitious to continue delivering impact.

We have identified immersive technology as a key focus area for ourselves and for the future of industries more widely, while our sustainability commitments continue to push us forward as we look to become greener and cleaner. This is what comes next for Here East.

Local schoolchildren enjoy a tour of Here East, meeting the iconic robot head in the marketing suite.





Now, Near and Next

Into the Metaverse: Launching our virtual twin

Partnering with digital design specialists SquintOpera, Here East has taken a pioneering step into the virtual world, with our state-of-the-art virtual twin. We are one of the first to introduce this technology, paving the way for a new era of digital innovation.

The virtual twin is a replica of the Here East campus in the online world, harnessing the latest in real-time technology that will allow people from all over the globe to visit remotely. It will enable visitors to explore the campus on their own terms, immersing them in a way that is fun and engaging as well as informative.

The virtual twin constitutes a revolutionary way to showcase the campus. Leveraging Epic's Unreal Engine 5, SquintOpera created an immersive 3D replica of the Here East campus, which is experienced online and in real-time.

SquintOpera is an expert in blending digital media with physical reality. Using the power of narrative, it helps companies to craft digital content that can communicate, enhance or immerse an audience.

The platform is powered by SpaceForm, which hosts immersive remote meetings, allowing potential tenants, investors and communities to experience the campus without leaving their computers; the detailed insights it provides expedite decision-making processes far beyond what traditional architectural communication tools can offer. SquintOpera created a finely detailed replica of the campus. By integrating existing data with on-site captured elements – like photographs, recorded sounds, animated components and dynamic natural lighting, it crafted an experience that is vibrant and deeply engaging.

Here East is a catalyst for growth and we are London's fastest-growing technology and innovation campus. We have always been at the forefront of technology and innovation, and now, with our new virtual twin, we will inhabit a unique space – expanding our one-million-square-foot site into a limitless and internationally accessible realm, paving the way for future expansion.

The ability to replicate our vibrant campus in a virtual forum and show people from all over the world our site, while having real-time conversations with them, is an exciting step for us.

We are continuing to experiment with the twin in this phase of research and development, and we look forward to being able to open up our East London home to more people around the world in due course, showcasing the collaborative environment we have cultivated and fostered over the last decade to new audiences.



The virtual twin has the ability to demonstrate how the sun affects the campus at different times of the day.

A guest at the Future Talks event tries the virtual twin for the first time, exploring the Here East campus and discussing the virtual model.



Esther O'Callaghan OBE invites roundtable guests Dr. Christina Yan Zhang, Dominic Dunn and Orfeo Nicolai to discuss the Metaverse.



Solar panels on the Press Centre roof feed back into the building's power supply, generating enough electricity to power 27 homes.



Here East is situated within a 45-hectare Biodiversity Action Plan Habitat, which has been thoughtfully created from the site's former industrial landscape.

Now, Near and Next

A sustainable legacy for East London: Here East's environmental commitment



At Here East, we firmly believe that tackling the climate crisis requires us to step out of our comfort zone and embrace new and unconventional methods. We are dedicated to bringing together a diverse group of businesses, makers and local communities, with a shared focus on making a positive impact on our planet.

Our commitment to environmental sustainability encompasses a comprehensive approach that covers carbon emissions, energy and water usage, waste management and biodiversity preservation.

We have established Here East Planet as the umbrella initiative for this activity. To that end, we collaborate with stakeholders across our campus and beyond to analyse and reduce our ecological footprint while maximising our positive impact. Transparency is key to our sustainability journey, and we are committed to setting ambitious targets and openly sharing our progress so that others can join us in creating a more sustainable future.

As the importance of ESG reporting continues to grow, we have taken the opportunity to review our previous commitments, track our progress and celebrate our achievements. This reflective process has enabled us to ensure that we consistently deliver on our ambitions. Our ESG goals serve as a roadmap for continual improvement, allowing us to measure the success of our actions and demonstrate our commitment to these ideals.

One of our proudest sustainability accomplishments is the existence of Here East itself: the repurposing of 2012 Olympic infrastructure – the Press and Broadcast Centre – which stands as a shining example of post-Olympic regeneration. By transforming this into a thriving workspace, we have not only saved a significant amount of embodied carbon but also breathed new life into a previously underutilised space.

Our refurbishment efforts have focused on retaining 80% of the existing structure, minimising our life-cycle emissions and preserving valuable resources. The innovative businesses that have joined our community are driving industries at the forefront of technology and creativity, contributing to economic regeneration beyond our campus.

80%

of the existing structure has been retained from the refurbishment efforts, minimising our life-cycle emissions.



Looking to the future, Here East remains committed to growth – physical, virtual and economic. We are actively exploring opportunities both nationally and internationally, seeking regions, cities and nations that align strategically with our model. By expanding our footprint, we aim to replicate the success we have achieved, bringing the Here East ethos to new communities and fostering innovation on a broader scale. Here East will continue to be a place where collaboration, creativity and knowledge sharing flourish. We invite everyone to join us in shaping a future that is both transformative and inclusive."

Mike Magan, COO, Here East



Here East is owned by clients of Delancey, a specialist real estate investment advisory company. There are 37 organisations based on the campus, including Plexal, Here East's innovation and consulting centre.

@hereeast
#HereEast
hereeast.com

