

Impact Report 2.0

East London's Catalyst for Growth





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Introduction

From Gavin Poole, CEO, Here East

Realising a vision

The vision for Here East eight years ago was to create a space that housed ground-breaking technology-driven and creative businesses, to deliver jobs and education for east London and the whole of the UK as part of the Olympic legacy.

Four years after opening our doors, Here East has become a catalyst for growth and an innovation campus home to London's fastest-growing sectors and businesses. We can proudly say we have achieved everything we said we would and more. Today we have over 4,500 people on-site – 1,200 students and more than 3,000 employees and have 25 per cent of our space available for future growth.

Each year we have felt increased pride in our accomplishments, leading to the launch of our first-ever Impact Report last year – celebrating the work done with our tenants, stakeholders and community. With even greater success this year, we are delighted to bring you our Impact Report 2.0 – a showcase of the tangible impact we continue to have locally, regionally and nationally.

A year of achievement

In 2019/20, we have maintained our position as a world-leading hub for innovation and creativity.

We have delivered hundreds of events, most notably the launch of London Tech Week in 2019 with then Prime Minister Theresa May and a series of events celebrating 50 years of the internet. We have seen the arrival of new universities, including Staffordshire University London and Liverpool Media Academy, and continue to curate a highly collaborative community with more than 4,500 people on the campus driving innovations set to define the future.

We were also delighted to be awarded Project of the Year and Commercial Building of the Year, at the inaugural Royal Institute of Chartered Surveyors (RICS) Social Impact Awards 2020 for London. The Award recognises the positive and transformational contribution of built environments to society, showcasing the best projects and initiatives from across the UK.

For Here East, the take home of these two awards is confirmation of the impact we have continued to make locally. Through our vision to support employment, education, enterprise and the environment, we are creating a sustainable legacy for the Olympics.

This Impact Report is a record of the inspiring community engagement driven by this community. From our universities to our creative hubs, from our corporate innovators to our pioneering start-ups - there are countless examples of individuals and businesses working tirelessly to create opportunities and economic growth in the local area.

In these pages, we have also spotlighted specific verticals that have seen exponential growth on our campus in the past year - esports and mobility - and the stories of collaboration that are leading to unique partnerships and business opportunities.

In 2019, our presence at SXSW in Austin, Texas allowed us to engage with an esports audience on a global scale and demonstrate to the world the rapidly growing sector that is developing right here in east London. Over four years, we have tracked the development of esports, looking at digital game development, the growth of online-game playing and increase of teams, players and influencers in the sector.

We recognise that for the sector to grow, space and connectivity is key. Here East's large and adaptable studio spaces could become the

perfect home for this sector to flourish: for content production, game creation and events.

We have also cemented our status as a home for some of the world's most innovative mobility companies. Many of them are working with our closest partner, Plexal, a purpose-built centre for innovative start-ups to thrive, with bespoke consultancy programmes connecting academics, corporates and government. Our tenants include electric scooter unicorn Bird, and Ford Smart Mobility. Plexal is delivering mobility projects in partnership with the Mayor of London and Transport for London (TfL).

Plexal has been a central part of the Here East journey from the very beginning – helping us to support the rapid growth of innovation businesses on the campus and to continue to support the growing tech and creative community, and drive regeneration. Its growing membership base puts Here East at the centre of the conversation on the growth of mobility technology and debates around issues such as carbon neutralisation, electrification and last-mile delivery logistics.

What comes next?

Despite the incredible success of the past year, it would be remiss not to mention the challenges that have emerged over the last three months, and which will undoubtedly inform the year ahead.

But while the landscape has changed beyond recognition owing to COVID-19, our ultimate goal has not. We want to continue to attract exciting, technology-driven creative businesses to Here East. We want to identify ways to drive collaboration and innovation across the campus, and we will engage the local community in a way that delivers on the legacy of London 2012.

The current crisis leaves us steadfast in our determination to do even more for the local community. We will continue to operate with a local-first recruitment campaign that brings jobs and education, and think about how we can go further in skills uplift and training.

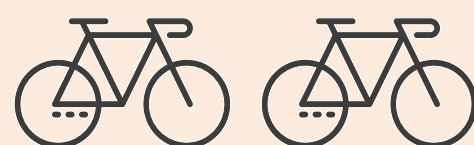
We hope this report gives you just a flavour of what has been happening on the campus and why we believe our work to be vital for east London and the economic recovery of the UK.



Here East Milestones

4,500

people working
and studying on
the campus



80%

of team members use
sustainable transport

43%

of tenants use the shuttles

800

cycle spaces provided

30

Cherry pies
made from the
urban orchard



46

pots of
honey
produced

100%

renewable
energy



more than

40,000

journeys on
Bird scooters



95,678

annual visitors
to the campus
in 2019



47,650

people attended
events in 2019

1.3m

shuttle passengers

from Jan 19 - Jan 20

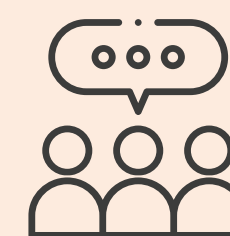


up 60% from
previous year



73%

space let



100+

young people
engaged via Here
East's Insights
programme.

What's Happening



Jun 2019
Here East opens
London Tech Week

Aug 2019
Website refresh
launches with a
new jobs section

Jan 2020
ISAP Membership
awarded

Aug 2019
Welcomed young
people for the EAST
Summer School

Jan 2020
Here East brings
together European
and US tech hub
leaders

Jun 2020
East London
Innovators
microsite launches

Aug 2019
Saint Espresso
open their doors

Jan 2020
UKIE Membership
awarded

July 2020
Aura Organics
announce opening
site on campus

Jun 2019
Open House
Families hosted

Mar 2019
Staffordshire
University London
establish their
presence

Mar 2019
Here East at SXSW

Feb 2019
Launch of East
London Innovators

2019

2020

Feb 2019
APL Logistics
open their doors

Apr 2019
English National
Ballet come to
campus

Jul 2019
First esports
leaders dinner
hosted

Nov 2019
Here East takes on
WebSummit

Feb 2020
Launch of the Here
East Food Market

Aug 2020
Liverpool Media
Academy set to
open its doors

Mar 2019
Here East and
Plexal partner with
Capital Factory

Jun 2019
Here East Insights
launched

Aug 2019
Family Fun Day
at Canalside

Dec 2019
MerryMaking
on campus

Jun 2020
Evolve joins
Canalside





Chapter 1

Looking Forward to Legacy

Delivering in partnership with local communities and fostering collaboration is at the heart of Here East. When we set out our vision, we knew that in order to be successful we needed to ensure that Here East was making a positive impact in the wider community through employment, education and enterprise development.

In this chapter, you will read insights from our Community and Partnerships Manager Jasel

Nandha, on the progress we have made so far, and how we have been working to curate a community that engages local people and contributes to the rich cultural and industrial history of Hackney. We will also introduce you to some of our community partners and tenants, including: Hobs 3D and their skills academy, Loughborough University London and The Trampery on the Gantry, all of whom are delivering exciting projects across east London.

Delivering in partnership with local communities and fostering collaboration is at the heart of Here East



Living up to the Olympic Legacy

Jasel Nandha, Community and Partnerships Manager

Since Here East opened, we have seen the incredible work done by the London Legacy Development Corporation (LLDC), the Mayor's office, local councils and national government to deliver on the promise of the 2012 Olympic Games.

As one of the longest standing businesses on Queen Elizabeth Olympic Park – and perhaps the largest in scale – we have worked tirelessly to deliver opportunities and partnerships that have driven a positive impact on the people living and working in the local area.

We have worked closely with the employability teams at LLDC, Hackney Council and neighbouring boroughs to ensure that local people benefit from opportunities that arise on the campus. We have outsourced our wellbeing programmes and services locally wherever possible and encouraged tenants to use local services to boost the local economy.

Our Insights programme launched in June 2019, delivered in partnership with local employability provider Create Jobs (A New

Direction), provides an insight into the types of careers available on the campus and offers employment support to young people. Pathways into the digital sector are complex, and we understand that there is no clear formula, no one university course that will prepare or guarantee young people work.

Through our Insights programme, community coffee mornings and school engagement workshops, we offer local people the opportunity to meet and network with like-minded peers and businesses, listen to inspirational industry professionals and make valuable connections. We want our community impact to be self-perpetuating. The students at the universities on our site: Staffordshire University London, Loughborough University London, UCL and the soon to open Liverpool Media Academy, engage daily with our tenants. Students develop entrepreneurial skills with our businesses, or gain internships and work experience at Here East. The Hobs Academy, featured in this report, is another key programme that channels young talent directly into advanced technology careers.

We galvanise our full tenant base as well as the great relationships we have brokered with local councils, schools, businesses and residents at our bi-monthly coffee mornings. Around 60 members of the local community attend these meetings to better understand our tenants and build relationships for potential collaboration.

Here East Insights is informative, interactive and thought-provoking

Britny Virginia, Insights Day participant

These curated events are vital to connecting people with employment and networking opportunities that exist on their doorstep.

It is important that Here East is not viewed as something dropped into the community that works only behind the scenes. We have to throw our doors open and welcome people in so that local businesses and residents can see how valuable our work is and be a part of that.

With this in mind, we will continue to welcome as many people as possible and ensure they are aware of the opportunities that exist within our space – whether it is the jobs on offer, the events we run or the opportunities our tenants are creating.

The new jobs section on our website, launched last year, has been a really important step forward – providing our community with a one-stop-shop to find out what opportunities are available on the Here East campus. This will become an increasingly important tool as we look to continue to help those in the community affected by the economic impact of COVID-19 – just as so many brilliant initiatives from our tenants have done since March.

We've worked tirelessly to create opportunities but equally, we are continuing to work with our tenants here to ensure this can be maintained, developed and sustained in the years to come through the connections we help them to make.

What has been special about Here East's development over the past six years is that we have curated an environment where each tenant brings a different perspective to the community. And so, we work with our tenants to connect, develop and forge local partnerships. With such a diverse range of companies on-site, we are able to customise the programme to suit individual interests.



Bridging the skills gap between education and employment



Katie Hermon, Hobs Academy

Who is Hobs 3D?

Hobs 3D is the largest 3D printing and visualisation bureau in the UK, with studios in Manchester, Bristol, Glasgow and London. We provide a range of high-quality 3D solutions for architectural, construction and engineering sectors as well as for product designers.

Why set up your London studio at Here East?

Here East was designed to operate as a creative hub filled with innovators, disruptors and visionaries. We felt it was important for our Hobs 3D team to be surrounded by like-minded people within the tech industry. In doing so, we have made a number of valuable partnerships, including teaming up with the London Legacy Development Corporation (LLDC) to develop Hobs Academy.

How was Hobs Academy created?

We identified a significant gap between how technology is taught in education and what is needed in the industry. Our board recognised that new recruits were missing vital skills. With further research, we noticed it wasn't just an issue within our company,

but within the entire tech industry. We're passionate about 3D technology being accessible to everyone and wanted to find a solution to bridge that gap and allow 3D tech enthusiasts to gain the skills they need to succeed in the industry.

How are you responding to this gap?

In response, we developed Hobs Academy – a state-of-the-art training programme for individuals to gain invaluable skills in the industry. This will allow them to enter the workplace with a wide range of knowledge and the necessary skillset for the tech industry.

Over a twelve-week course, participants in Hobs Academy undergo an in-depth curriculum in 3D Printing, Digital Visualisation and Architectural and Product Model Making, exploring the future of these technologies. They will work alongside industry experts and use advanced 3D tech equipment to develop their skills.

The course is aimed at supporting those from underrepresented backgrounds. To qualify, you must be over 18, have an interest in 3D technology and reside in the boroughs of Tower Hamlets, Newham, Waltham Forest or Hackney.

What has been the response to Hobs Academy?

Since its launch, we've been delighted to see overwhelming demand for Hobs Academy. Our first cohort of participants has now successfully completed the programme, gaining a level 3 qualification in 3D Tech Skills, and we welcomed our second cohort of participants in June.

Who else are you collaborating with through Hobs Academy?

We have collaborated with Ravensbourne University and the LLDC (London Legacy Development Corporation) to develop the programme. The course is funded by the LLDC and Hobs, and classes are located between our Here East branch and Ravensbourne University.

We have also worked with the London Design and Engineering UTC, which has hosted us for a Careers Fair. Stoke Newington Sixth Form is also using the Academy as a case study to develop their media and engagement skills. Furthermore, we've been working in youth engagement in areas such as Tower Hamlets, where we did a series of Spotlight education sessions, focusing on how to use various VR applications.

How has the Hobs Academy responded to the challenges posed by COVID-19?

Due to the unforeseen circumstances that the pandemic has caused, we have been forced to adapt our curriculum for online learning. While some of the practical elements and work placements have had to be put temporarily on hold, Ravensbourne University has excelled in setting up online classes and our participants have commented that they are still learning and developing their skills.

Away from the Academy, Hobs 3D itself has played a significant role in the COVID-19 response. Through our 3D design, development and prototyping

capabilities, we have been producing PPE, such as masks and respirator valves, for those on the frontline.

What is your ambition for the future?

We strive to develop Hobs Academy in more communities. Four more pilot programmes are set to launch over the next 18 months, with the aim of expanding Hobs Academy across the UK to be able to offer a unique, free, inclusive and accessible educational experience, and bridge the skills gap between education and employment.

We are keen to get the right recruits and so anyone who is interested in applying can get in touch with me, or the director of Hobs Academy, Denis Delaney. For further information visit our website hobs3d.com/services/hobs-academy/





Inspiring success for the future

Ben Cole, Strategic Stakeholder Manager and China Anya, Senior Outreach Officer, Loughborough University London.



A lack of access to the best talent is one of the greatest barriers that businesses face. A PwC CEO survey released in 2017 found that 83 per cent of CEOs were concerned about this issue – and it is why, since opening its doors, Here East has been committed to housing not only innovative businesses, but world class educational institutions.

Loughborough University London was the first of these to open at Here East. A London campus was established for postgraduate students, to provide what was already a world-leading university with greater global visibility to boost its reach and reputation, while making an impact.

“This was a real opportunity to be a part of the regeneration of east London,” says Ben Cole, at Loughborough University London. “This was going to be a campus where we would be able to link with new partners to do innovative impactful research, and to apply that research.”

“But more and more since we opened we’ve connected with the talent that’s in east London, which has been a transformational opportunity for the university and for the local area.”

A scholarship for local students was the first initiative brought in to benefit the community. For those who took their GCSEs and A Levels in the closest boroughs to Here East, Loughborough University London would offer a 50 per cent scholarship on a Master’s programme to unemployed and underemployed postgraduates. “What we’d found in our research,” says Ben, “is that even in Newham, which is one of the most highly educated boroughs in London, east London was suffering from an excess of unemployed and underemployed graduates.”

“They were getting an undergraduate degree, but not a career.”

With match funding from the London Legacy Development Corporation (LLDC) to cover the remaining 50 per cent of student fees, Loughborough University London is now in the sixth year of its scholarship programme, with more than 40 postgraduate students offered a full scholarship; 22 of whom have now graduated, of which 16 are now employed.

This was a real opportunity to be a part of the regeneration of east London

The campus also looks younger in its talent engagement. China Anya is the university’s Senior Outreach Officer, with the role of working with local schools and teachers to engage them with both the university and other tenants at Here East.

Working with the likes of Sports Interactive, BT Studios, Badu Sports and Staffordshire University London – who collaborate with Loughborough in encouraging local school students into higher education, no matter which university they end up attending – China has helped to bring the community closer to Here East and advocate for the potential impact of young people on the campus.

“For a number of the other tenants at Here East, they don’t get the opportunity to meet with young people on a regular basis, and so I’m privileged to be able to create that engagement,” she explains. “For a company like Sports Interactive, which has a young workforce, it’s really enjoyable and beneficial as they can see these 16 or 17-year-olds could be their employees in six years’ time.”

Visiting Here East has an equally positive impact on the students themselves, China says: “Here East is not a very traditional work environment, all the tenants have really modern ways of working. So, when young people come in and see that it is a

place of work, but not one that follows the stereotypes they would associate with this, it really encourages them.”

In lieu of fewer opportunities for physical access to Here East during the COVID-19 pandemic, Loughborough University London has maintained its community support remotely. Digital Skills, a programme to support small businesses, moved online to help businesses through the lockdown, while a number of students were able to complete valuable virtual placements with local companies.

Moving forward, Ben hopes to double down on its community engagement: “Our building is a resource, our staff is a resource, our students are a resource, and we are doing all we can to make sure the community can really access them.”

“I also hope we continue to build trust with the community, so that they know we are responding to issues they care about and are providing them with opportunities that go above and beyond their expectations.”

China echoes the importance of continuing to build community trust: “Here East has been doing fantastic work for years in engaging the local community, and we are keen to help maintain this by ensuring it is a place that any young person with questions about university, careers or jobs in the local area can come for us to point them in the right direction.”

Here East is not a very traditional work environment; all the tenants have really modern ways of working





A space where creatives thrive

Patrick Scally, former House Manager, Trampery on the Gantry

The Trampery is a collection of shared workspaces for entrepreneurs and creative businesses. First launched more than 10 years ago in Shoreditch, over the next decade we expanded across London – from Old Street to Tottenham, East India Dock to the lower Lea Valley, where in 2018 we opened The Trampery on the Gantry at Here East.

We are a social enterprise, and all our income is re-invested into new projects and workspaces.

Our mission is all about building and creating – building thriving communities of artists and entrepreneurs, who create across sectors.

We wanted to revolutionise a property industry that had simply not been innovative up until the beginning of this decade in terms of mixed-use space. To challenge the ideas of what neighbourhoods were being developed, and who they were developed for. To breathe new energy into historic parts of London and innovate with human-centric design spaces.

That's why Here East was such a perfect partner for us, both being innovative

architectural projects. Our individual workspaces are on a smaller scale, but the ethos is the same: locally-driven, sustainably run, ethically minded. We felt that we could fit into this larger space and deliver on our broader mission.

Within six months of opening, The Trampery on the Gantry was at full capacity – with all 21 studios and eight desks filled with a mix of music, architecture, non-alcoholic beer, set design, fashion and much more. We have not had an empty space since, with members including urban design and development studio REMI.CT, music management, label and brand Disturbing London, and the British Journal of Photography.

Being based at Here East has been a fantastic opportunity for us to forge tremendous partnerships. Loughborough University London for example, have been big proponents of our work – and we have worked with them closely on our sustainable fashion accelerator programme, which gives their students a unique perspective on the challenges that industry faces.

Just to be sharing the space with high calibre academic institutions like Loughborough, Staffordshire and UCL is inspiring and allows us to start so many open dialogues on key issues for the tech and creative sectors.

In that vein, we have also worked with Hobs 3D to curate an event series on campus, aimed at starting fluid conversations on challenges such as bringing more women into the 3D printing industry, and shining a new lens on emerging technologies – showing that futurist ideas can still be grounded in humanity, and looking at the future of tech and who it is serving.

Having large scale – companies so close to us has been the invaluable thing that makes The Trampery on the Gantry very different to any other of our spaces. All the others are surrounded by other innovative businesses but not on a campus like this.

One challenge that has emerged from this, however, is that we are not immediately visible to the local community, which means we have to work hard on forging that fluid interaction. To do this, we are working with schools in the local area via partners, who take young people from the local area on tours of Here East and into The Trampery on the Gantry, where they get the opportunity to meet young founders in our space.

This is a truly valuable experience for young people from the community to see the opportunities and diversity of the creative industries. We have been lucky that due to the demand to be a part of The Trampery on the Gantry, we are able to curate a working space for businesses from different sectors,

of different sizes, at different stages of their journey.

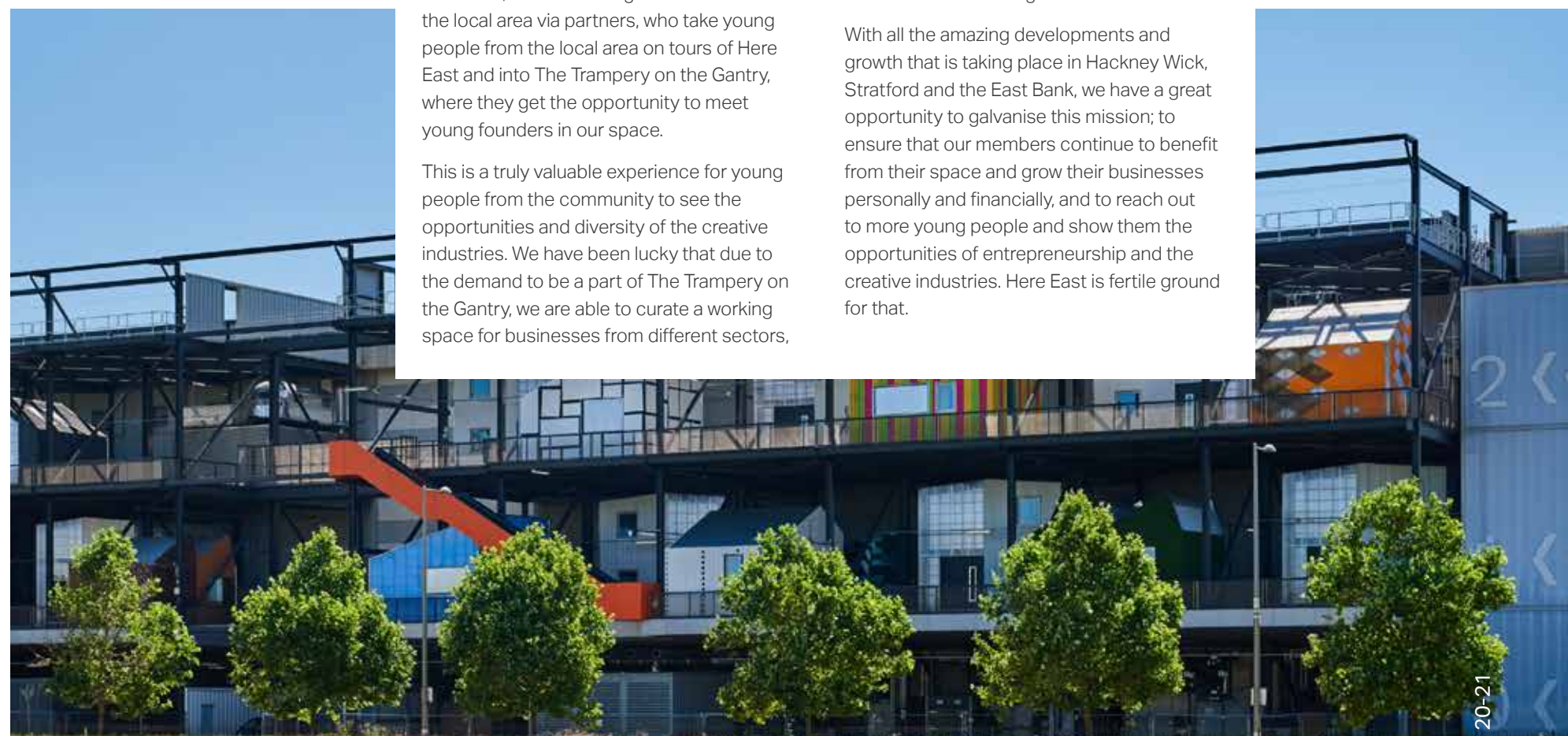
We are particularly fortunate that while we consciously look to develop and foster a community in our space, collaboration between our members is something that very much permeates on its own. This organic relationship made it easier to maintain a sense of community during the COVID-19 lockdown, which saw our doors closed, and we were able to create a virtual community experience with The Trampery at Home to ensure continued engagement.

We have done all we can to maintain support for our members – offering rent relief to those who need it, or pointing them in the direction of resources that could help, whether that was business or mental health support.

As we re-open, we are looking once again to the next 10 years – the second decade for the business as a whole. With a new strategy, Trampery Evo, we are continuing to look at how we can create entrepreneurial communities with a big social mission.

With all the amazing developments and growth that is taking place in Hackney Wick, Stratford and the East Bank, we have a great opportunity to galvanise this mission; to ensure that our members continue to benefit from their space and grow their businesses personally and financially, and to reach out to more young people and show them the opportunities of entrepreneurship and the creative industries. Here East is fertile ground for that.

Having large scale companies so close to us has been invaluable



Here East Community Collaborations

Through East Works, the LLDC's employment, training and enterprise programme, and in partnership with the local boroughs, we have worked closely with Here East and its tenants to connect local diverse talent to an exciting range of businesses at Here East, with the aim of ensuring local people benefit from the training and employment opportunities being created, and that employers locally continue to attract and train the talent on their doorstep.

This has led to:

- Over 400 local people aged 12-17 accessing training through the EAST Education Summer School.
- 90 local people accessing employability support and careers advice and guidance to access employment opportunities in the creative sector.
- 20 local people accessing training in the inaugural cohort of the Hobs Academy.
- 20 local people accessing apprenticeships, internships and paid work placements in the creative and tech sectors with organisations at Here East.
- 100 local people accessing employability support through the Inspiring Success Programme and 40 local people benefitting from 100 per cent bursaries to Loughborough University London.

Looking to the future, we hope to develop an annual collaborative programme that builds on the work that is already taking place across education, employment and youth programming on the campus.

Vivian Murinde and Layla Conway,
London Legacy Development Corporation,
East Works



The community is who Badu Sports serves and Here East has been key in supporting all that we do in engaging young people from some of the most deprived backgrounds.

The team have been instrumental in providing opportunities for young people, including mentorship and work placements that are not usually available to them. As a result, this really has helped these young people to build their self-worth. It means they feel included, not marginalised, and can see the bigger picture of their future.

Here East has also sponsored our football teams from under-eights, all the way up to our under-13s. They have been kitted out with Nike tracksuits, training tops and match kit fitted with the Here East logo, and they look extremely stylish!

Here East has been a great support to our team and we thank them for their contributions to us so far. Our collaborative work has been a huge success all round.

Nana Badu, Badu Sports



Echo has been collaborating with Here East since before it opened and now through its partners across the campus. Through our work with Loughborough University London and UCL East, we've gained access to high-quality skills and expertise, which have fed into our programmes, directly benefiting many small businesses and community leaders in east London.

More broadly, our members have been able to visit and explore Here East, many for the first time, by attending Echo events taking place on campus, inadvertently sparking new connections with organisations that they might not otherwise have met.

Here East has brought a new variety and calibre of organisations into our immediate vicinity, and really opened up the scope for interesting collaborations and opportunities for local people. By working with organisations based at Here East, we've been able to broker connections for the small businesses and local residents in our community that would not have been possible before.

We have great ambitions to continue working together, as part of the HWFI Creative Enterprise Zone steering group, and LLDC's East Works programme, and also hope to work with a whole host of new Here East tenants in the years to come.

Stuart Duncan and Sarah Henderson,
ECHO



We have been at Here East for over three and half years – we are focused on making organic plant-based food from local farms affordable and accessible for people. We believe it is essential that we rethink and redesign our food supply chains, so we are less dependent on overseas producers and maintain the quality and longevity of the soil that is underneath our feet for the generations to come. We can create local jobs and a more robust food system that focuses on everyone having enough. For a small independent, family run business, this is an aspirational vision - so it is essential that we get support from established and big corporations who also have big dreams. I think this an important part of the change that we need to see in the UK - collaboration between businesses, so that grassroots thought leaders can be given the platform to have a voice and help shape the future. Whenever we have needed support, whether that was assistance with legislation, community event ideas or, in particular, financial support during this difficult period (COVID) - the door has been open to have a conversation.

Owing to the fact we were able to stay open during this period we were able to provide over 120 meals a week to three local hospitals. This would not have been possible without the support of Here East.

Charlie Hill, MOTHER



Here East Community Collaborations

Over the past year the Create Jobs team were commissioned by Here East to deliver 'Here East Insights' - a series of talks and masterclasses with Here East tenants that showcased job roles and the businesses within the community. The aim of the events was to bring local young people into the Here East space and to develop relationships with employers.

Just under 100 young people were brought onto the campus for the programme. Participants gained greater insight into job roles within the tech and digital sectors through masterclasses, panel discussions and networking. They networked with like-minded peers, mentors and visited unique spaces, broadening their understanding of the different types of businesses based at Here East and the variety of job roles that exist.

Here East has brought a range of exciting employers to the park creating an innovation space within the east London community. Having such a range of innovative companies can raise aspirations, broaden horizons, and very much enable local people to enter work in sectors they might not have considered.

Looking forward, I hope this continues and businesses continue to reach out to local residents. Through Create Jobs we very much hope to be able to support, signpost and connect opportunities.

Oliver Benjamin,
A New Direction, Create Jobs



We've worked and spoken with Here East in various capacities since they opened in 2016. In 2019, Here East kindly supported The Yard with £2,000 for our Christmas Challenge, which was valuable funding in and of itself, but also acted as a great match-funding incentive for others to support our work as part of the scheme.

The Christmas Challenge supported our young makers to access high-quality, free creative activities on their doorstep and we were very pleased to have Here East's contribution towards making it possible.

We are extremely keen to work with Here East and its companies in the future, believing that they have a key responsibility towards the community of east London.

Katherine Igoe-Ewer,
The Yard Theatre



Here East has had a profound effect on the local economy and communities in Hackney Wick and the wider east of Hackney area. With many of Here East's tenants now established as Hackney-based businesses – aligning with the borough's values and forming local partnerships – we have seen an increase in targeted Education, Employment and Skills initiatives.

The last couple of years have seen an increase in collaboration between Here East and the Hackney Council's Employment and Skills team, leading to innovative discussions and plans for the creation of a diverse range of employment related opportunities.

We will continue to build strong working relationships with Here East and its tenants both in terms of employment opportunities and through the Creative Enterprise Zone programme, which seeks to protect Hackney Wick's creative cluster and ensure the area promotes inclusive opportunities through jobs, enterprise and skills.

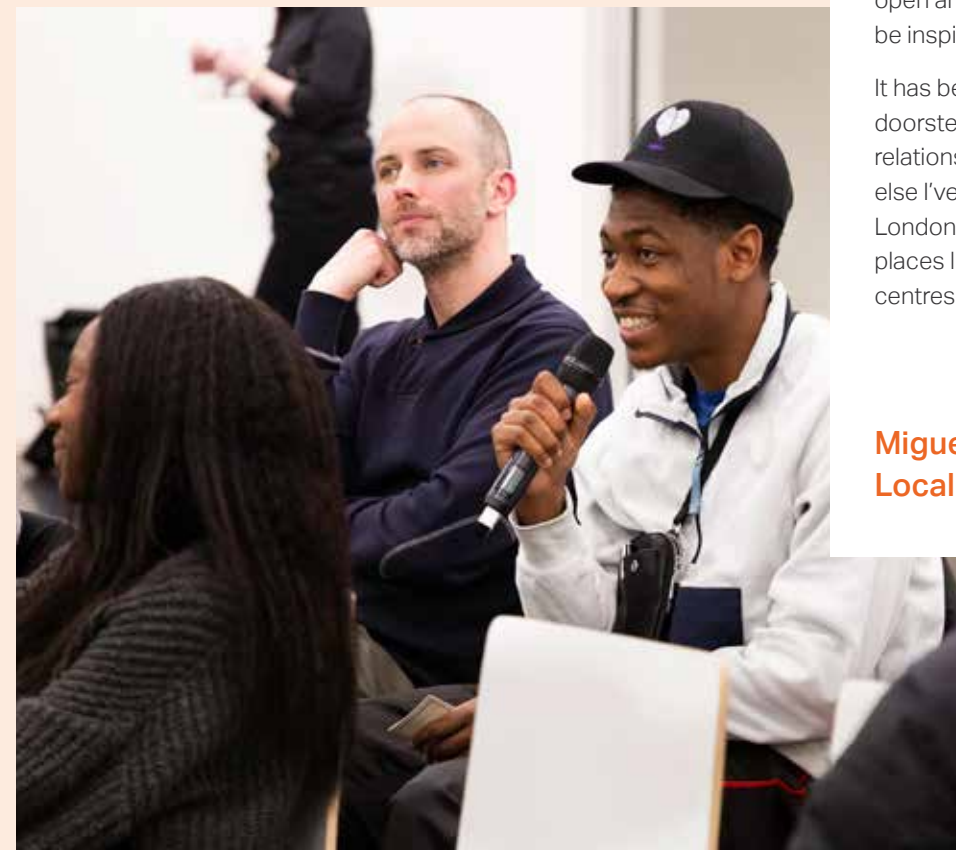
Andrew Munk and Dujon Harvey,
Hackney Council

Through working with Here East, since the summer of 2016 my organisation Fylo Learning has helped thousands of young people to find work experience and job opportunities within the community, thanks in no small part to the digital skills and employability workshops we have run with Plexal and Loughborough University London. If it weren't for their trust and willingness to innovate I would not have a business today.

As a local resident, I also really value Here East as a part of the neighbourhood. It's interesting because when people refer to Here East, it can actually mean so many things! From the companies based there, to the events, to its canalside restaurants, as well as the universities, workshops, start-ups and cutting-edge initiatives, it has offered everyone from the smallest entrepreneur to the largest corporate an area to connect with each other and thrive. People are open and friendly, and young people can go to be inspired by the future.

It has been a blessing living on Here East's doorstep. The people I've met and the relationships I've built have been unlike anything else I've experienced in more than a decade in London. I feel that during these uncertain times places like Here East can be the community centres we desperately need.

Miguel Garcia,
Local Resident



Chapter 2

Esports: Beyond the Games

Esports has become an important vertical for Here East over the past few years, with an increasing number of esports start-ups coming to the campus to collaborate and innovate. But our work in this area is also about bringing through the next generation of talent, and through Staffordshire University London's new esports degree, we are demonstrating the value of the sector to aspiring young innovators.

Here, you will read about the work Staffordshire University has done to develop this degree and how it is capitalising on the booming nature of the industry to give more young people opportunities to enter the sector. You will also find the story of Sports Interactive, one of the UK's fastest growing gaming companies, and hear about their work in the community, how they are collaborating with students on campus to power new ideas, and what the future holds for the company as esports become increasingly influential.

Our work in esports is about innovation and bringing through the next generation of talent

Supplying a booming esports industry

**Rachel Gowers, Director,
Staffordshire University**



Staffordshire University has been at the forefront of digital education for more than five decades. Since becoming one of the first universities in the UK to introduce a Computer Science programme in 1965, we now have over 1,500 games design students on our Stoke-on-Trent campus, one of the country's top 10 Events Management courses, and we were the first university in the UK to offer an esports degree in 2018.

Last year, we brought this expertise to Here East by establishing the Staffordshire University London Digital Institute, whose degrees focus on equipping students with the digital skills they need to enter careers in emerging sectors such as esports, game design and – as of the next academic year – cybersecurity. More than 350 students – almost 18 times the number of our closest competitor – are enrolled in the esports course for 2019/20 across our campuses in Staffordshire and London, and we are still growing.

Our esports degree teaches students about the business environment of the industry, from human resources and financial planning to content development and events management. At a time when inventors and innovators are in demand more than ever before, students

everywhere need to be learning a diverse range of skills – creative, technical and interpersonal – to be truly prepared for the changing workplaces of tomorrow.

The types of job available in the field of esports are becoming increasingly varied and, as a new and rapidly expanding industry, vacancies are growing faster than the supply chain feeding into them. With more than one in five global esports jobs based either in the UK or remotely – and 10 percent available at entry level across a variety of sectors from software engineering to marketing and design – Staffordshire University graduates are in a prime position to secure their first graduate job after studying with us.

Employment prospects are more important to consider now than ever before.

We are at the beginning of a Fourth Industrial Revolution and industries everywhere are undergoing huge transformations that will reshape their very nature. Students need to be prepared for these changes and degrees in up-and-coming sectors like esports will no doubt become increasingly desirable.

Like the rest of our sector, we are naturally facing a number of short- and medium-term challenges due to the coronavirus

outbreak, which is changing education as we know it. However, thanks to the technological resources at our disposal, this global crisis has offered an opportunity for us to demonstrate how teachers and students alike are adapting. Staffordshire University's 'Adapt. Change. Thrive. (ACT)' campaign highlights how we have become increasingly agile in our teaching methods, both in our immediate response to the pandemic and over the longer term.

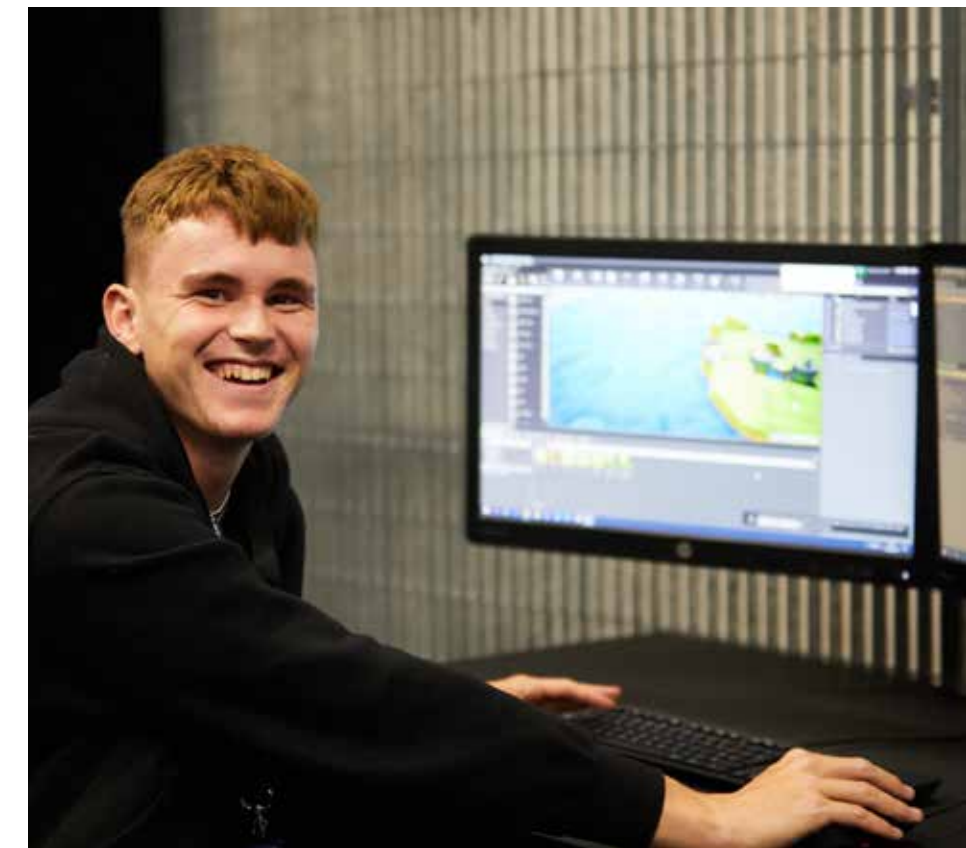
Whatever the global landscape, we will continue to provide the sector with the talent it needs to continue on its current growth trajectory, while equipping our students with the skills necessary to succeed in this fast-paced and rapidly developing industry.

Staffordshire University London's presence at Here East has been vital in seeing us become a market leader in esports education. By setting up at a location that is home to an established culture of innovation, a broad array of industry leaders and hundreds of students studying at relevant institutions, our intake has been given the opportunity to work alongside dozens of tech businesses, all of which are creating, innovating and pushing the boundaries of what's possible.

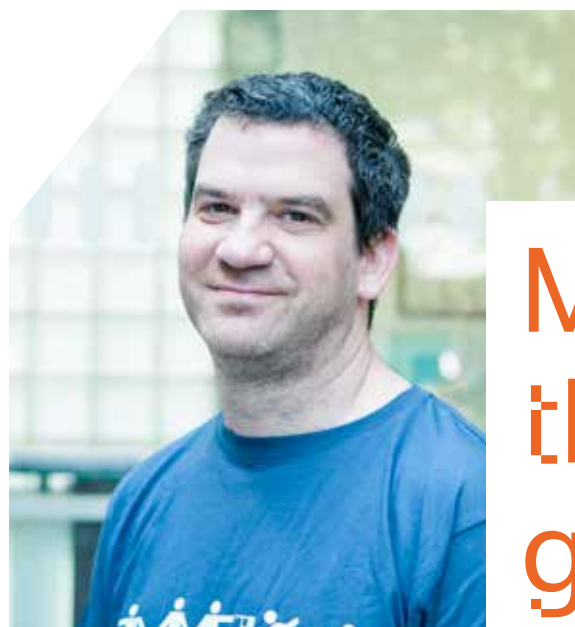
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Since our establishment in September 2019, we have continued to build on our relationships with the businesses at the Here East site. The industry figures based here, including Plexal, Sports Interactive,

Hobs 3D, BT Studios and more, have been keen to work with us – wanting to find out about our students and offer them work placements and mentoring programmes. A number of representatives from these industry leaders now sit on Staffordshire University London's advisory board, helping to bring our curriculum to life. In turn, our students are eager to get involved with these organisations and learn from the vast experience and insight they have to offer.



In short, Staffordshire University London's first year at Here East has been an unmitigated success. The partnerships we are building and the space available to us will allow our esports degree to grow exponentially and, ultimately, enable the industry as a whole to continue booming.



Mentoring the next generation

Miles Jacobson OBE, Studio Director and Matt Carroll, Chief Operating Officer, Sports Interactive



"As soon as my colleagues first visited Here East they told me I had to come and see it, and when I did a few days later I fell in love with it straightaway," says Miles Jacobson, Studio Director of Sports Interactive, who was drawn to the campus while looking for a regeneration project to be a part of, after outgrowing their Old Street office space in 2018.

"It is such a fantastic complex and we were so impressed by the other tenants; from the universities, to Plexal and all of its start-ups, to what we saw as a brother-in-arms in BT Sport as a fellow sports technology business."

Being part of the Olympic legacy was also a massive tick box for Miles, as was Here East's dedication to ensuring all tenants provide the real London Living Wage and operate with green energy suppliers.

As it has grown within Here East, Sports Interactive has formed a number of key partnerships, starting with BT Sport, with whom the company has used the television studio for many of its trailers and promotional films. It has also teamed up with Plexal and its members; including Bidstack, who serve the advertisements that appear

inside the Football Manager game, and Badu Sports, with whom Sports Interactive send staff members to speak at their mentoring sessions.

But its primary collaborations have been with tenants bringing through the next generation of talent, working closely with Loughborough University London on a project with one of its Master's programmes – to generate a new way of optimising the data collected in Football Manager to power the game's AI and algorithms.

This involved workshops with the classes, inviting them into the studio to meet key staff members who can help to develop their ideas. Students then presented their projects and received feedback, with the best selected to present again at a showcase held in Plexal.

The first cohort of Staffordshire University's esports degree has also given Sports Interactive a further opportunity to engage with young talent: "We have been able to use each other's facilities in one way or another: whether it's the students coming in to see how we build the game, us going to see how their esports development works, or hosting events for one another," says Miles.

Further afield, Sports Interactive have worked with the external community, including a collaboration with Hackney Council, where young footballers come to learn about potential careers in technology and games. Sports Interactive Chief Operating Officer Matt Carroll explains: "We actually use it as a recruiting opportunity. So, we have a few fixed-term seasonal roles and last year we were successful in bringing one young man through, who joined us from July to November as a game tester.

"He actually left to go and continue his football dreams – but it was a real example of giving an opportunity to local talent."

The studio has also worked with a sixth form college, ELAM based in Bromley-in-Bow, where Miles sits on the board. Sports Interactive runs masterclasses and hosts games jams for the students, and offers them career mentors. "Perhaps most significantly," adds Matt, "we pay a scholarship bursary to one student to go onto higher education. We will pay their fees for four years and then offer them unlimited paid work experience in the studio."

Mentoring young people is not just a nice-to-do initiative for the company. It is an opportunity to work with those who will take Sports Interactive into a new

era: "Sports Interactive is not primarily an esports business and Football Manager is not primarily an esports game, although increasingly we are introducing live competitive elements. But we've not got anywhere near to our esports potential."

Why? "Because I'm old! I'm the wrong person to be designing an esports game. That's why we engage with young talent in Here East and the community – they are the future of Sports Interactive."

As a company, Miles describes Sports Interactive as 28-years-young, not years-old, and says he wants to ensure the company continues to be young in years to come: "And so we have to bring through the next generation. They will end up taking our jobs, but we will have smiles on our faces when they do.

"That's the key thing in our future planning – finding the next generation of people that mean we aren't allowed to work anymore. Here East is the ideal place for that, surrounded by so many great universities and schools. That's why I can sit here and say comfortably I'm not the right person to design the esports side of the business, because we can see right in front of us the people who will."



Promoting the growth opportunity for esports in London



Louise Conolly-Smith, Head of Creative and Games, London & Partners

Tell us about London & Partners' relationship with Here East.

London & Partners has worked with Here East since the very beginning. We totally bought into the vision and as the international trade, investment and promotion agency for London, we are always looking at up-and-coming areas, so Here East's work in maintaining the Olympic legacy and regenerating east London was a very strong story for us.

Since then we have played a role in introducing innovative start-ups from overseas to Here East, including Bird, the California-founded micro-mobility unicorn which has had its UK base on the campus since 2018.

You took up a six-month secondment at Here East last year as Head of Special Projects. How did this come about?

London & Partners have identified that external secondments add value to the development of staff as well as adding value to companies who take on a secondees. I was given the opportunity of a secondment and, having worked in partnership with Here East for so long, I suggested that this would be a strategically beneficial secondment.

As Head of Creative, I had identified esports as a key sector for growth and one that the UK, and London specifically, could lead in. It is a space that is driving an increase in tourism and revenue, as a result of the growing number of tournaments and events held around the world. Most notably, a Fortnite World Cup held at the Arthur Ashe stadium in New York last year brought in more than 20,000 spectators.

There is such a great opportunity for esports to thrive in London, and I knew that Here East and Plexal could be the catalysts for this – with so many key stakeholders on-site already, such as Sports Interactive, Staffordshire University London, BT Sport and Bidstack. I was tasked with helping to grow that proposition.

What were the main projects you worked on during your time at Here East?

The time I spent at Here East was an incredible experience. Everything and everyone here operates at 100mph and I was able to take a deep dive into new esports projects.

We held three dinners in July, September and November; for the tenants working in

esports here, investors in the sector such as Beringea, external stakeholders such as Unilever and McLaren, and prospective companies that we felt could work in partnership with Here East. These included Fnatic, a global esports entertainment brand; FACEIT, a production company; and Excel Esports, a leading esports team based out of Twickenham stadium, who BT Sport later invested in.

The aim of these dinners was to get people who had never been to Here East before to see what was on offer here, to platform Here East as a hub of esports activity and to create new connections; demonstrating the potential for esports to grow both on the campus and in London more widely.

I also helped to develop a collaborative project with Loughborough University, called 'How to grow a global esports cluster'. I was particularly interested in doing this because of Loughborough's really strong body of international students – particularly from China – which is the largest esports market in the world in terms of revenue. I felt that having insights from that demographic of students would be incredibly valuable and interesting.

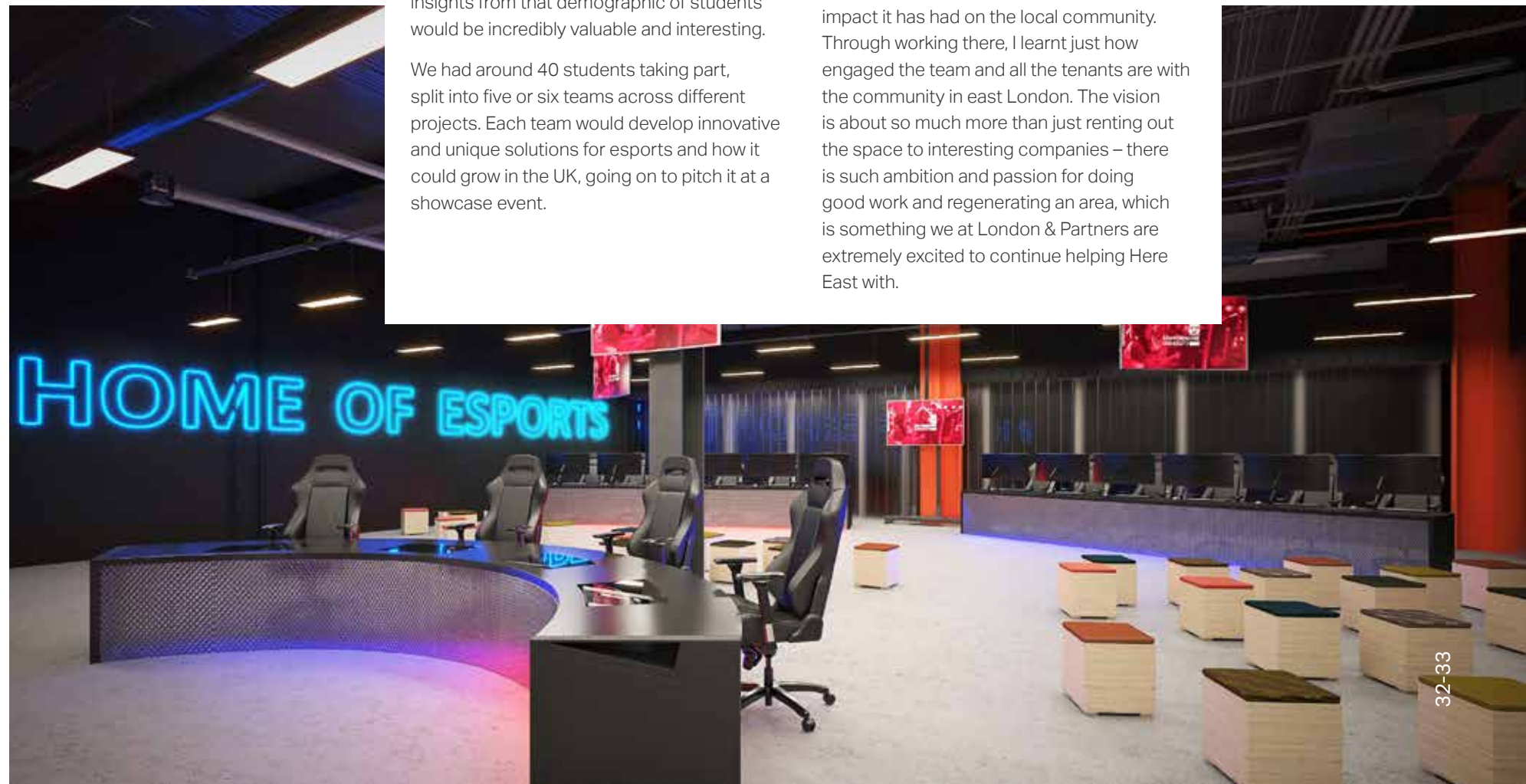
We had around 40 students taking part, split into five or six teams across different projects. Each team would develop innovative and unique solutions for esports and how it could grow in the UK, going on to pitch it at a showcase event.

Beyond these activities, the day-to-day aspect of the job was bringing key stakeholders to Here East to show what was happening here on a daily basis. We brought the likes of Games London and the Department for International Trade to see our esports activity, and they in turn introduced us to more potential partners and overseas organisations looking at starting operations in London. Their minds were blown by Here East and it helped to frame London to them as an esports powerhouse.

Now you're back at London & Partners, what do you hope for from your future relationship with Here East?

Here East is such an important stakeholder for us and I think my secondment was a great opportunity to strengthen that relationship. It provided a new clarity to the rest of the team at London & Partners about what the visions of Here East and Plexal are, both together and separately, and what benefits each can bring to the companies we work with.

On a personal level, I actually live in walking distance of Here East and so I have seen the impact it has had on the local community. Through working there, I learnt just how engaged the team and all the tenants are with the community in east London. The vision is about so much more than just renting out the space to interesting companies – there is such ambition and passion for doing good work and regenerating an area, which is something we at London & Partners are extremely excited to continue helping Here East with.



Chapter 3

Mobility: Creating Tomorrow's World

Mobility solutions are central to addressing some of the most crucial challenges we face today, from climate change to more recently, COVID-19. Even in the past few months, we have seen an increased urgency from governments and companies around the world in accelerating their mobility technology, to find safer modes of transport. This is a sector that Here East and our closest partner, Plexal – home to multiple mobility start-ups – have recognised as being crucial to our future for a long time.

In this chapter, you will hear from Plexal's Programme Director for Mobility, Francesca Lavey, who explains why this is a vertical that has become so important to the organisation since it opened its doors and talks through some of the collaborations happening in the co-working space. The Smart Mobility Living Lab is just one of these, and here General Manager Lucien Linders talks through the future for automated vehicles and the testbed it is building at the Olympic Park.

Mobility solutions are central to addressing some of the most urgent challenges we face today. This is a sector that Here East and Plexal have recognised as being vital to our future



The collaborative home for mobility innovation: plexal

Francesca Lavey, Programme Director (Mobility), Plexal

Mobility is one of Plexal's core innovation themes for two main reasons. Firstly, it's so central to people's lives and forms one of the pillars of the government's Industrial Strategy. The sector is responsible for the future of our climate, overcoming barriers in accessibility and driving growth for the economy. It's also closely entwined with cybersecurity, which is an area of focus for Plexal's innovation team.

Secondly, a mobility cluster was already forming at Plexal and Here East as companies like Ford Mobility and Bird, the electric scooter unicorn, began to move to the campus organically.

We recognised that we were in the perfect location for a mobility innovation hub. Queen Elizabeth Olympic Park (where a number of pilots have taken place in the last year) is private land with plenty of open space. More than that, you have local residents living in the park, major retail and transport hubs at Stratford, businesses and universities at Here East and a thriving startup community in Plexal. All the ingredients for a real-world mobility testbed, in other words.

We wanted to accelerate this by bringing more innovators to Plexal to share ideas and imagine the future of mobility together. We also actively pursued projects in this space, which led to us delivering programmes such as London RoadLab and London FreightLab for Transport for London (TfL) and the Innovate UK Scaleup Pilot for Innovate UK. With London RoadLab, we worked with members of our cohort to conduct pilots all over London, including the Here East shuttle bus, before they pitched their solutions to TfL after the 10-week accelerator.

The momentum has kept on building, with Plexal hosting a number of important mobility events and government announcements on the future of transport. We've also been joined by some very exciting mobility members in recent months, including e-scooter company Ginger and the Smart Mobility Living Lab, which conducts pilots across the park and other parts of London.

What makes the mobility work at Plexal so special is the collaboration we see from the SMEs in our ecosystem with the largest mobility companies and the public sector. We believe that significant step-changes in mobility will only happen by combining the agility of startups with the budgets and scalability of larger organisations.

And solutions at speed are perhaps more necessary than ever. COVID-19 has accelerated the need for last-mile delivery solutions and transport solutions for those cut off from the best national infrastructure, while the climate emergency is just as urgent as ever.

In this regard, our members and partners have already been innovating at pace. One company we work with is looking at developing self-cleaning handlebars on shared mobility devices and other means of improving the hygiene on public transport. Meanwhile micromobility startups like Bird and Ginger are ready to play a key role in enabling people to avoid public transport without contributing to more car usage.

We're going to see a real influx in creative solutions to emerging challenges being created by mobility startups and a more urgent approach to innovation from larger organisations. When this happens, Plexal and Here East will be ready to partner with them to make sure solutions can be piloted, taken to market quickly and scaled.

We're going to see an influx of creative solutions to emerging challenges created by mobility startups





Driving mobility technology forward

**Contributions from Lucien Linders,
General Manager, Smart Mobility Living Lab**

The Smart Mobility Living Lab (SMLL) joined Plexal as an official member in early 2020, but for two years before it has been utilising Here East and the Olympic Park for its connected and automated mobility trials. It is part of CAM Testbed UK – a collaboration between six initiatives around the country focused on developing and building mobility solutions.

Across two sites – Plexal and a second base in Woolwich, south-east London – SMLL is able to test automated mobility in two significantly different environments: “We do real world testing using public roads to validate our new solutions,” says Lucien Linders, SMLL’s general manager. “It’s the only way we can prove to ourselves, our investors, our engineers, and of course the public that our solutions are sustainable, accessible and safe. We wanted to be a

part of the Stratford innovation community, specifically Here East and Plexal, where the configuration of the Olympic Park makes it an ideal spot for our physical testbed.”

Using the existing environment of the park, SMLL is mapping out a physical testbed, applying geofencing and monitoring equipment at numerous infrastructure features along 24-kilometres of road that cover many driving scenarios. This allows SMLL to test and demonstrate that automated vehicles can safely negotiate their way around the features they may encounter, such as junctions, roundabouts, and the sharing of road space with other road users.

Designing this testbed has been a long journey for SMLL. Close to finishing in March, the lockdown put a delay on its progress.

People won't accept any margin for error and so while the technology is 95% there, the last 5% is the most difficult

We found that people actually felt very safe in our automated vehicles

But with work resumed to install the cameras and power supplies that will allow SMLL to monitor the testbed and how solutions are performing, the project is close to being finalised.

Using a virtual testbed created with a Building Information Modelling (BIM) 3-D platform – all aspects of the testbed design had already been digitised, from lampposts to curbs and the markings on the asphalt itself.

“What we have done already is hold limited trials with participants in the vehicles, using the simulated testbed, so that they could respond to the experience of being in an automated vehicle,” says Lucien. “What we found is that people actually felt very safe in the vehicles, even when they were negotiating bends and curves, passing pedestrians and delivery vans parked on the side of the road, which was extremely encouraging.”

Safety has been one of the biggest questions hanging over the progress of autonomous cars, but Lucien believes the clear benefits and a steady introduction of automated driving systems technology into new vehicles will lead to its acceptance: “Like every transition, this will take time, which is why we do these trials with participants to see how they respond. There will always be people who say ‘it’s not safe’ or that automation is a threat to their job, but the sector needs to make it clear that there are huge benefits for the environment, for road safety, and for society in general.”



Lucien adds that he still believes it will be another decade before fully autonomous vehicles become mainstream for the general population, but he can see the transition beginning already and deployment for service vehicles far sooner: “It will be small-scale at first, vehicles for last-mile delivery in low-speed environments, before we bring these into 30-40 miles-per-hour zones.

“But on the other end of the spectrum, we may see much earlier adoption of automated technologies, for example platooning trucks on motorways, with their speed and braking controlled by the leading lorry, where the controlling system makes them drive automatically in perfect synchronisation. Or passenger vehicles, which are allowed to be driven in a ‘hands-free’ mode on the motorway, but the driver is in full control on other roads.”

The challenge for the mobility sector is that while human error is the cause of most incidents, and automated vehicles will cause and be involved in fewer incidents, there is still a degree of mistrust in the technology. “People won’t accept any margin for error,” says Lucien, “and so, while the technology is 95 per cent there, the last 5 per cent required to achieve zero road collisions is the most difficult because that involves holding vehicles to a higher standard than is applicable for human-driven cars.”

For pushing autonomous technology into that last 5 per cent, Lucien says there is no better environment for SMLL to be operating in than Here East. “There are so many mobility members of Plexal and the Here East community that we want to work with, in whatever capacity we can, collaborating on innovation, testing equipment and software, or thinking about implementation and demonstrations.

“But what Plexal also gives us is access to the UK’s best cybersecurity companies. Cyber is a key aspect of automation – it is vital to prevent people hacking the system and overriding the controls of vehicles, or manipulating the data feeds, and so the cybersecurity community in LORCA can help us with this.”



Chapter 4 Collaboration In Action:

Meet The Tenants
Designing Our Future

Here East is all about collaboration. With more than 4,500 people on-site and our number of tenants growing all the time, the opportunities for synergy and new ideas to flourish within the campus and beyond are incredible. We bring together unexpected but beneficial partnerships, between our universities – each of which is part of decades or even centuries-old institutions – and small start-ups just beginning their journeys.

In the report already you have read about so many of these collaborations, but in this chapter we really wanted to spotlight a few: a deeper dive into the partnership between Here East and Plexal, as well as the ongoing work we have done with Russ Shaw, founder of Tech London Advocates, over the last five years through the events he has brought to our campus. We also spotlight Studio Wayne McGregor, a collaborative studio space for creatives from across London and the UK that brings together art and technology.

With more than 4,500 people on-site and our number of tenants growing all the time, the opportunities for synergy and new ideas to flourish within the campus and beyond are incredible

The innovation hub at the heart of Here East: Plexal

Andrew Roughan, Managing Director, Plexal



The concept for Plexal was simple: to act as a catalyst for collaboration between innovators, academic institutions and larger corporates – especially those based at Here East.

Collaboration was and remains at the core of Plexal and Here East's shared missions. We believe in the power of getting a diverse range of people and businesses into a space that's physically designed to encourage engagement between people who wouldn't normally meet.

None of this would happen as fluidly if we were based in central London – you just don't have the opportunity to walk through the door of another business and enable an idea to be sparked by a casual conversation over a cup of coffee. It's those watercooler moments and serendipitous connections that we try to encourage.

The opportunity to collaborate with so many people across so many sectors has been a huge driver of growth in Plexal's membership. We officially opened less than three years ago, and from the end of year one to today our membership has more than doubled. We now have around 900 members from over 120 companies based in our space.

Many of them have scaled rapidly since joining Plexal. Most notably, Fiit has expanded and taken studio space within the Here East

campus as demand for its app grew, but still they have remained Plexal members to stay plugged into our community, which we're very pleased about.

We've seen a huge growth in member companies working in cybersecurity, mobility and social inclusion, which have become core themes for our innovation consultancy team. We made a conscious decision to select those themes because of the impact they have on society and our economy, as well as the opportunity for innovation in each area.

In terms of cybersecurity, Plexal is delivering the UK government-backed programme LORCA. Its aim is to bring the UK's cybersecurity ecosystem closer together and scale the best solutions that make society and industry more secure online. As of July 2020, we will have selected 72 companies for our accelerators since the programme launched, making Plexal the home for cybersecurity innovation in the UK.

Collectively, LORCA members have raised over £141m and delivered over 650 contracts. They're also playing a key role in securing some of the most vulnerable individuals and companies in the UK and most recently, have supported SMEs struggling with cybersecurity and enabled secure collaboration between NHSX and volunteers during a health crisis.

In the mobility space, which you'll read more about in this report, we've forged close relationships with the Department for Transport and Transport for London to design solutions to mobility challenges. Our mobility community has also expanded, with companies such as the Smart Mobility Living Lab, Bird, Ginger and XRAIL joining us, among many others.

Inclusion is our third focus area and is part of our commitment to delivering on the 2012 Olympic legacy.

I would argue that Here East is now the world's leading campus for disability-led innovation. It's home to the Global Disability Innovation Hub (which is pioneering cutting-edge innovation projects), Scope (a disability equality charity) and Plexal members Disability Rights UK (which lobbies for disability rights) and Love Language (a tech-driven sign language services company).

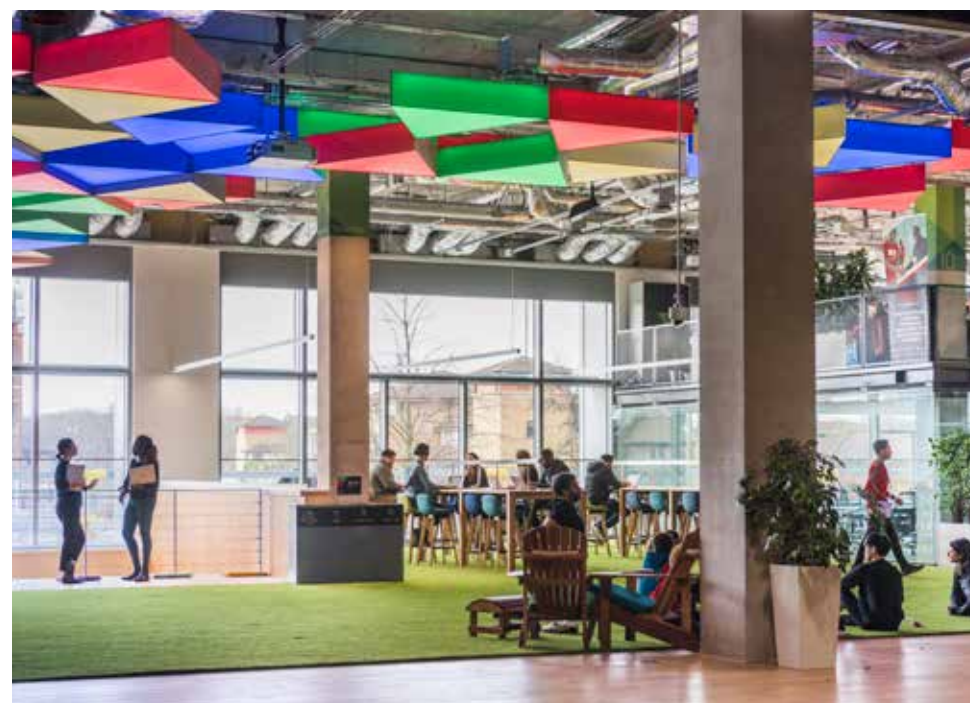
But these organisations aren't just co-existing at Here East: we're collectively co-creating solutions.

Plexal has partnered with Here East tenants such as UCL to launch the east London Inclusive Enterprise Zone, which is aimed

at supporting disabled entrepreneurs. We're also delivering an inclusive innovation project with Here East tenants such as Hobs 3D and UCL Innovation & Enterprise to improve the supply and availability of adaptive musical instruments, while earlier in the year our inclusion team kicked off a project with BT to explore ways of using technology to enable people with disabilities to play football in new ways.

Beyond accessibility, Plexal has delivered an accelerator to support under-represented founders and a number of our members are focused on other aspects of inclusion. For example, Badu Sports uses the power of sport to empower young children in east London and My Life My Say is a charity focused on youth participation in the democratic process.

It's been eight years since the concept of Here East and Plexal was first pitched to the London Legacy Development Corporation (LLDC) and the fact we're growing and making such a tangible impact on major societal challenges almost a decade later is testament to the commitments we made at that time. We'll continue to go above and beyond for our members and foster even further collaboration.





Creative Collaborations

Jasmine Wilson, Director of Learning and Education

Studio Wayne McGregor has been a model of Here East's collaborative ethos from the very beginning.

Here East provided the dance organisation with its first permanent home after more than 20 years with a touring model. "The idea was to have our own permanent space for our dancers to rehearse, to support artists, and for us to develop our programmes and community outreach," says the studio's director of learning and education, Jasmine Wilson.

The studio's unique selling point is its inter-disciplinary work, working not only in dance but across the arts, science and technology. Its history operating learning and engagement programmes in east London – where artistic director Wayne McGregor began his own career – made Here East the perfect fit.

"When the opportunity came up to be housed in east London and to be a part of the Olympic legacy, it was an ideal partnership for us," adds Jasmine. "We saw that Here East would be a campus with links across education, science, technology, academia and research, so we were really keen to be involved with that vision."

The permanent Studio Wayne McGregor opened in March 2017; from which it has seen Here East's expansion continue and with it, opportunities for collaboration. One such project is QuestLab Network, a three-year development initiative that provides artists with a two-week residency at the studio, to open up new ways of thinking and develop the potential for technology to be augmented with artistic creativity.

When the opportunity came up to be housed in east London and to be a part of the Olympic legacy, it was an ideal partnership for us

In exchange for the space we ask that our artists offer engagement activity either for the local community or beyond

Throughout each artist's residency, they take part in seminar sessions and visits with a number of Here East partners, including Hobs 3D, to gain an understanding of what they do and inspire creative thinking. Parts of the programme have been developed with creative technologists at UCL Robotics, which itself will be housed at UCL East in the Queen Elizabeth Olympic Park from 2022.

QuestLab Network was an offshoot of Studio Wayne McGregor's long-running Free Space initiative. Jasmine explains: "Unusually for a dance studio we aren't a public building, so have no weekly programme of classes, but we are committed to bringing artists into our space to develop."

To do this, the studio gives away more than 5000 hours of free space each year to over 400 artists. It is an open access and open-ended programme for any artist to sign-up: "There is only one condition, our 'barter'," explains Jasmine. "In exchange for the space we ask that our artists offer engagement activity either for the local community or beyond; whether that is classes in the building or workshops with other artistic groups, so that we can build links with more community organisations."

Studio Wayne McGregor remains open to building further-reaching partnerships as Here East and the wider East Bank continue to grow. A developing collaboration is with Badu Sports, a sports mentoring and development programme based

out of Plexal. The studio plans to mentor Badu's coaches to deliver an after-school contemporary dance programme for its east London schools, providing an opportunity to impact on the way dance is taught in schools and training others in new skills.

With the studio's day-to-day activity naturally compromised by social distancing guidelines, it remains dedicated to ensuring it can deliver its grassroots community work, including one centre for stroke and head injury victims: "These are the kind of services everyone is most keen to get going again," says Jasmine. "People are hungry to bring back social cohesion and communication – all of which we cover in our dance and health work."

"We create live art, and so our priority is to be back in the studio doing that. But what is great about us is we are many things to many people, and so even if the dance company cannot come back straight away, there will be other elements that can."

For the long-term, Jasmine hopes to further increase Studio Wayne McGregor's visibility to the community by increasing the number of chances for people to come to Here East and see what is happening there: "Here East has given us the opportunity to ask, 'who are our local community and what do they want?' We are really keen to maximise being here and with the right partners, be a company that the community knows all about."





Creating Unforgettable Moments

Russ Shaw, Tech London Advocates & Global Tech Advocates

Here East is the tangible manifestation of what an innovation district or an innovation zone should look like. Around the world, many of these districts are government-led, and while it is important that the public sector backs innovation, what Here East has done is create a model that really shows how successful the private sector can be in creating and fostering technology hubs.

I have worked with Here East for five years now through Tech London Advocates (TLA) – a network of more than 9,000 tech leaders, entrepreneurs and experts in London, across the UK and in over 50 countries worldwide. Our journey began at around the same time as Here East, launching in 2013 to champion London to be a world-beating tech hub, and address some of the biggest challenges facing tech companies.

What I have seen over that time is that the team at Here East really understand the spirit of collaboration and see the opportunities to work closely together to drive forward London's tech ecosystem. You could not ask to work with a better organisation under better leadership – they make collaborating a delight.

The first event we held at Here East was in 2015, before the campus was fully open, and from that point onwards it has become a key partner and I would say, the home of TLA events – from Many Faces of London Tech in 2015, to DebateTech in 2016 with the London mayoral candidates, and our Investor Showcase for more than 800 leading figures in the tech community in 2018 and 2019.

But the event that perhaps best summed up the power of Here East, its draw and its collaborative spirit was last summer when Prime Minister Theresa May opened London Tech Week at Plexal. It took months of discussions to make this happen, with plenty of obstacles in the way – not least her decision to step down as Prime Minister just weeks before the launch.

But she stayed true to her commitment and her being present, walking through the doors of Here East and Plexal, was a moment you cannot forget. We had positioned it as a 'VVIP', but nobody had made the connection of who it might be. There were audible gasps around the room!

It was a moment that demonstrated the growing power of London's tech scene.

As Mayor of London, Boris Johnson and Michael Bloomberg were a part of opening London Tech Week five years earlier – an amazing moment in itself – but at that time there was not the venue to match. Here East and Plexal were just so professional, so impressive, so accommodating around security, there could not have been a better place to say 'this is London and this is how we do tech.'

I have no doubt that once it is safe and feasible to do, we will bring more events to Here East with London Tech Week and TLA, including DebateTech 2021 ahead of the rescheduled mayoral election and our next investor showcase. But I also look forward to working with Here East as they begin connecting with other spaces in Europe and the US – we want to support them as they reach out abroad and show their skillset – and that of London's wider tech scene – to cities around the world.

When it comes to writing the story of London as a world-leading tech hub, I have no doubt Here East and its ecosystem for collaboration will have played a very important role in that journey. They demonstrate the best of tech and innovation that we've got to share and continue to deliver what they pledged they would to east London eight years ago.

East London itself is an area steeped in historical innovation, and so for TLA we have always really wanted to showcase it as an important part of our tech community. Here East, Plexal and all their tenants and members are perhaps the defining example of how you leverage the legacy of a moment like the 2012 Olympics and drive greater progress in an area. It is a powerful story of academia, start-ups, scale-ups and established institutions coming together.



Chapter 5 Looking Ahead



2020 and ongoing impact

Mike Magan, COO, Here East



The foundations for the incredible work and inspiring collaborations you have read about in these pages were laid almost a decade ago, when we first submitted our proposal for a regeneration project on the site of Queen Elizabeth Olympic Park.

The success of that project was contingent on building a campus that was big, small and different; for everyone from Fortune 500 companies, to education institutions, to brand-new start-ups working from Plexal. We wanted to bring them together to show a strategic view of what education, tech, innovation and creative industries can provide for a community.

And now in 2020, we can say with pride that our vision was implemented, is succeeding and as we look ahead to the decade to come – it is a vision that is expanding.

The Olympic legacy will always be a part of Here East, but we are increasingly starting to pivot in our communications, and are now increasingly looking at the wider, international role of a tech and innovation campus like ours. By no means are we moving away from the Olympic legacy, that will always be a part of our DNA, but having achieved so much already, we are confident we can maintain this legacy while expanding our horizons.

With the ongoing increase in the number of companies calling Here East and Plexal home, we continue to look at how we can attract the best talent to take space on-site, and also look to position ourselves as a thought leader in the impact a development like this can have internationally as well as in its local community.

We have begun to look at what the internationalisation of Here East would look like – convening with similar concepts in the US and Europe such as Ann Arbor SPARK in Michigan, Capital Factory in Texas, b. Amsterdam and Factory Berlin. We hope to learn from each other and to work collaboratively to highlight the kinds of creative spaces we have, to encourage more cities around the world to adopt similar approaches, and to demonstrate the impact of private investment in this space.

Our strategy will be to continue showcasing the location of our campus, in the heart of Zone 2 of London, accessible to the rest of the city and based in an area historically famed for its innovation. We are close to talent and that talent will thrive as a part of Here East and Plexal.

Like all workspaces, Here East has faced disruption due to COVID-19, but this does not change our view of our ambitions and strategy. In fact, it will be more important than ever in the months and years to come to attract the best talent onto the campus, in order to work on the technological and creative solutions that will help the economy recuperate. Mobility solutions, for example will only become more important with the impact on transportation that long-term social distancing may have.

We also feel a responsibility to promote new employment opportunities that will arise as a result of more businesses locating to Here East and Plexal, to continue positively impacting on the local community. We want to embrace them through the hard times, and whether through jobs, education or impactful programmes we will ensure this does not change.

We hope you have found the insights shared in this Impact Report meaningful and that it has provided you with greater context about the importance of our work in our community and beyond. With more new tenants and projects still to come in the years ahead, including the opening of the V&A East Project – a brand-new collection and research centre of the historic V&A, set to open in 2023 – and a new campus of the Liverpool Media Academy – a media, music and performing arts institution co-owned by Robbie Williams – we know that as monumental and successful Here East has been over the past five years, our best days are yet to come in the next five and beyond.





Here East would like to thank all of the community partners and tenants who contributed to this report. It has been a fantastic year for the campus and we could not have done it without you.