

# Here East Scholarship Programme 2022



Further your education with  
a full scholarship to study  
with LMA or Staffordshire  
University London at Here East.



# Welcome to Here East

Here East is a campus located in Queen Elizabeth Olympic Park specially designed to encourage innovation and collaboration between the businesses, universities and startups who work and study here. Once the former Press and Broadcast Centre for the London 2012 Olympic and Paralympic Games, it has been transformed into a thriving technology-driven community and is the most successful post-Olympic regeneration project in the world. Here East is home to a community of 4,500 people and growing.

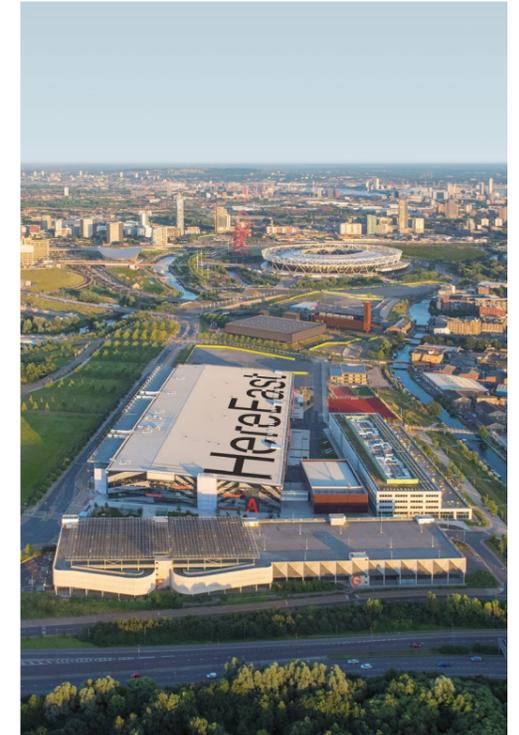
## Why are we offering these scholarships?

Here East is committed to celebrating and nurturing diverse, local talent and as part of that commitment, we will be supporting three people each year through our Scholarship Programme, ensuring that local people are able to reap the many benefits offered by the world leading education institutions, businesses and individuals that call Here East home.

Through our Scholarship Programme, we want to support the next generation in East London, to instil them with the confidence, skills and ambition to fulfil their potential, by providing a truly life changing package, including financial support for undergraduate study, high quality work experience with industry-leading employers, and tailored mentoring from our community of innovators, disruptors and visionaries.

In return, we are looking for dedicated people who have a passion for their chosen subject and who are keen to play an active role in the Here East community, acting as an ambassador for the programme and helping to shape our offer and extend our reach beyond our campus into the wider East London area.

This is an excellent opportunity for talented students to be supported to achieve their educational goal, gain valuable work experience and industry connections, and become important members of the Here East community.



## About The Scholarship Hub

The Scholarship Hub is a social enterprise established with the aim of helping students to find additional sources of funding for their higher education from scholarships, grants and bursaries. The Scholarship Hub also works with companies to help create and run new scholarship programmes.

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



# About the Here East Scholarship Programme

The Here East Scholarship Programme supports local people through higher education courses at the world-class institutions based on the innovation campus.

The programme will cover the full tuition fees for up to three people a year living in local boroughs. We especially welcome applications from students who are first in their family to go to university, where the cost may be prohibitive.

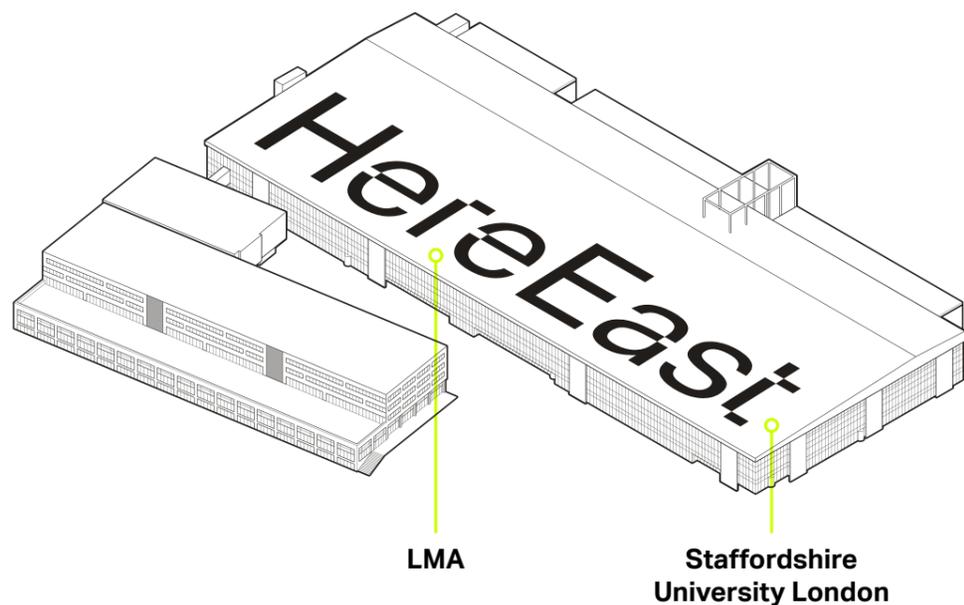
Here East will be working with higher education institutions based on campus. These academic institutions include Staffordshire University London and LMA.

We will aim to facilitate a work placement for our scholarship winners within one of the companies based on the Here East campus. We will take the time to understand their career ambitions and find something that will support those ambitions.



**"Ensuring that local people in east London benefit from the academic institutions and businesses at Here East has always been a high priority for us. The universities based on our campus offer world-leading undergraduate courses across a range of subjects. Students at Here East will also benefit from the lively business communities that offer opportunities for placements, training and employment."**

**Gavin Poole, CEO of Here East**



# Scholarship awards 2021 winners



"I applied for the Here East scholarship as it was an amazing opportunity to gain work experience. After visiting Here East, I am even more excited about starting my course and I am most looking forward to networking and the opportunities Here East is offering. This is key as it's an amazing way for me to develop networks and skills which will aid me during my degree as well as after."

I have decided to undertake a Cyber Security degree at Staffordshire University London as it is a subject area I have always been interested in learning about. In the foreseeable future, I hope to work within a company specialising in Cyber Security, and in the longer term, I want to start my own company."

**Leon Maduro, studying Cyber Security at Staffordshire University London**



"Winning this scholarship has provided me with the opportunity to focus on my studies without worrying about the financial aspects of going to university, and I am looking forward to the new experiences and support the programme will provide, which will hopefully open more doors to me in the future."

I have decided to pursue a degree in Computer Games Design at Staffordshire University London as I wanted to push myself out of my comfort zone, and study a creative subject whilst staying in the field of STEM, and I am hoping the course will help me discover a career path I can excel in."

**Jenny Hoang, studying Computer Games Design at Staffordshire University London**



"This scholarship has provided me with a sense of financial security and it will also enable me to get more involved in extracurricular activities. I grew up in care, and the majority of care leavers never usually go onto further studies like university. I will also be the first in my family to go to university so this scholarship is inspiring for those who are struggling financially or feel like they do not have access to further education."

After winning the scholarship to LMA, I was very excited, it gave me that extra step of encouragement and I'm especially happy with the support that I am, and will continue to receive."

I studied film studies at school which made me realise film making is something I love and want to pursue, so I have decided to study Film and TV. After my degree, I am hoping to pursue a career in film production, hopefully in cinematography or as a film editor."

**Maryam Hussain, studying Digital Film and TV Production at LMA**



"We're excited to be welcoming students back onto campus, especially Leon and Jenny who have won scholarships to study on programmes we offer. At Staffordshire University, preparing young people for careers of the future is at the heart of everything we do, so we're thrilled we'll be able to help the scholarship winners pursue careers in the cyber and gaming sectors. With many young people in East London facing barriers when it comes to attending university due to socio-economic circumstances, we are delighted to be working with Here East to remove the barriers to higher education so students have the opportunity to fulfil their potential."

Matt Brindley-Sadler, Director of Staffordshire University London

# Study with... Staffordshire University London

## About Staffordshire University London

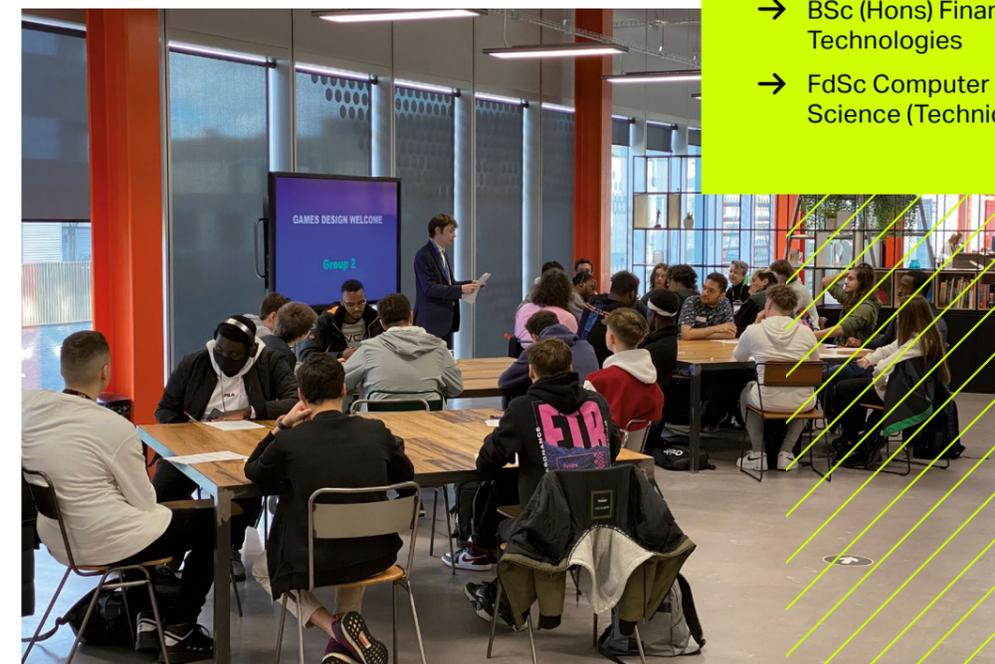
With the esports, gaming and cyber security industries evolving at a fast pace – it's important to get the best foundations to build your career. There's no better way to develop your expertise than to study with one of the biggest and best gaming universities in the UK and the pioneers of the esports degree at Staffordshire University London.

Located in East London, we provide innovative and flexible courses in a state-of-the-art centre designed to mix hands on learning with industry networking spaces. What's more, its location means it's right on the doorstep of some of the leading employers in the world.

[staffslondon.ac.uk](http://staffslondon.ac.uk)

## Staffordshire University London courses

- BA (Hons) Concept Art for Games and Film
- BSc (Hons) Computer Science
- BSc (Hons) Computer Games Design
- BA (Hons) Esports
- BSc (Hons) Cyber Security
- BSc (Hons) Artificial Intelligence
- BSc (Hons) Data Science & Informatics
- BSc (Hons) Financial Technologies
- FdSc Computer Science (Technical)



# Study with...

## LMA

### About LMA

LMA specialise in Media, Music and Performing Arts.

When you join LMA you are surrounded by like-minded people in an environment where hard work brings great reward. You are taught by world class tutors in state of the art facilities. The LMA team gives you the creative freedom you desire, to explore, discover yourself and give you the confidence to be the absolute best version of YOU. LMA has amazing campuses in London and Liverpool and is co-owned by global superstar Robbie Williams.

LMA - Love Media. Love Music. Love Arts.

[lma.ac.uk](http://lma.ac.uk)



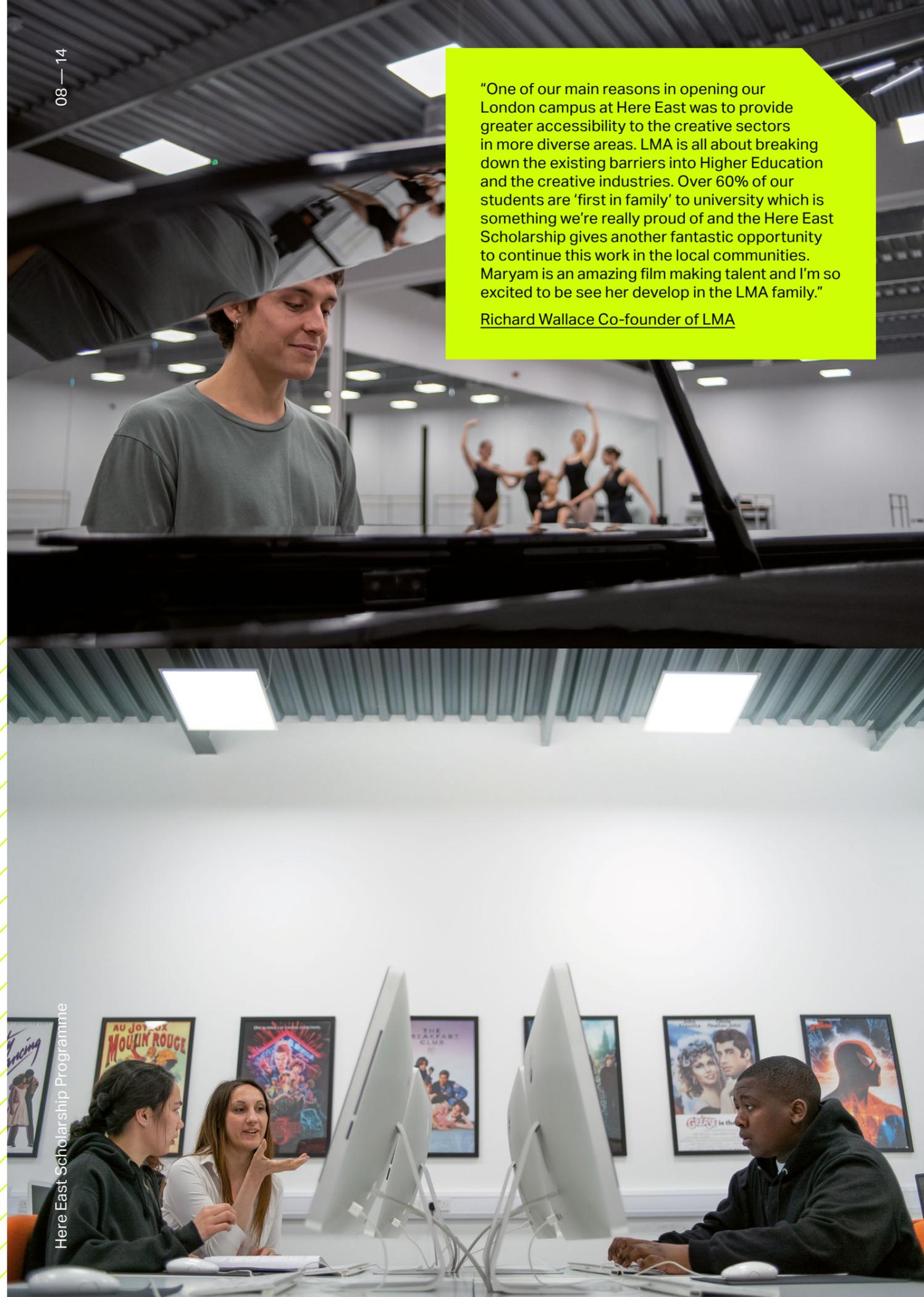
# LMA

### LMA courses

- BA (Hons) Acting
- BA (Hons) Screen Acting
- BA (Hons) Dance Performance
- BA (Hons) Digital Film and TV Production
- BA (Hons) Digital Film and TV Production: Directing
- BA (Hons) Digital Film and TV Production: Post Production
- BA (Hons) Digital Film and TV Production: Scriptwriting
- BA (Hons) Digital Film and TV Production: Cinematography
- BA (Hons) Music Performance and Industry
- BA (Hons) Music Performance and Industry: Drums
- BA (Hons) Music Performance and Industry: Guitar
- BA (Hons) Music Performance and Industry: Piano
- BA (Hons) Music Performance and Industry: Vocals
- BA (Hons) Musical Theatre

"One of our main reasons in opening our London campus at Here East was to provide greater accessibility to the creative sectors in more diverse areas. LMA is all about breaking down the existing barriers into Higher Education and the creative industries. Over 60% of our students are 'first in family' to university which is something we're really proud of and the Here East Scholarship gives another fantastic opportunity to continue this work in the local communities. Maryam is an amazing film making talent and I'm so excited to be see her develop in the LMA family."

Richard Wallace Co-founder of LMA



# How to apply and eligibility criteria

## Eligibility criteria

To apply for the scholarship, you must be;

Currently a resident in Hackney, Newham, Tower Hamlets or Waltham Forest, and have resided in the borough for at least 3 years.

Must be eligible for and applying to Student Finance (England) for funding. (NB: Whilst your loan application does not need to have been approved by the time you apply for the scholarship, the tuition fee element of the award will be paid in to your student loan account. You will therefore need to be approved for the loan in order to receive the award).

The student must have applied to, and received an offer of a place on an undergraduate programme for the academic year 2022/23 from one of the institutions on the Here East campus (Staffordshire University London or LMA).

Scholars will be expected to act as ambassadors and role models for future scholarship winners.

## How to apply

To apply for the Here East Scholarship Programme, please use the link on the Here East website. Please read the full terms and conditions prior to submitting your application, which can be found on the website.

[hereeast.com/about/here-east-scholarship-programme](https://hereeast.com/about/here-east-scholarship-programme)

## Enquiries about the application

For enquiries about the Here East Scholarship Programme or for general enquiries about Here East or any of the associated universities please contact Onaba Payab, Community and Partnerships Manager at Here East.

[onaba.payab@hereeast.com](mailto:onaba.payab@hereeast.com)

→ **Apply online here...**  
[hereeast.com/about/here-east-scholarship-programme](https://hereeast.com/about/here-east-scholarship-programme)

## Application timeline

- Applications for scholarships open 15 October
- Applications close 30 June
- Shortlist and review applications early-mid July
- Winner announced mid-August subject to meeting any entry requirements of the institution



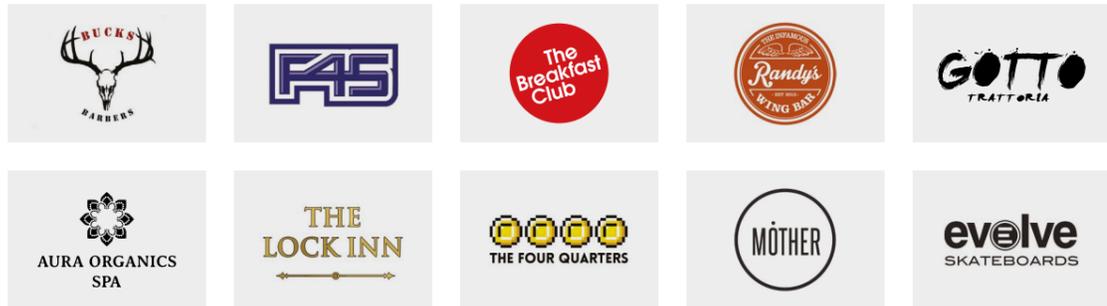
# East London campus life

Here East is home to a whole host of extra-curricular perks. Our Canalside retailers range from a vegan cafe to retro video-game bar, and much more. You can also find a barber, F45 gym, yoga studio and the very best pancakes on campus. If it is street food you are after, you can make the most of our daily street food pop-ups in the Yard.

Our events schedule is second to none, Here East has hosted everything from London Tech Week to the F45 Summer Games. Health and wellbeing are a priority and we have previously invited in experts on sleep, mindfulness, and public speaking to deliver lunchtime sessions. Our regular community coffee mornings help you get the most out of networking and collaborating with our community of 4,500 people working or studying here.

Find out more at the [Eat, Drink, Do and Events](#) section of [hereeast.com](#)

Live music on Canalside throughout the Summer



## How to get to Here East

Within easy reach of Stratford and Hackney Wick, a free shuttle bus and well connected to cycle paths, Here East is easily found by locals and long-distance travellers alike. Be sure to check our last-mile solutions with our free shuttle bus service from Stratford City and Stratford International. More information on getting Here can be found on our website.

[hereeast.com/get-here](#)



# Frequently asked questions

## I am a mature student. Am I still eligible to apply?

Yes, there is no age restriction as long as you still meet the other eligibility criteria.

## How long must I have lived/attended school in one of the boroughs to be eligible to apply?

A minimum of 3 years.

## I am classed as an international student for the purposes of tuition fees. Am I still eligible to apply?

Unfortunately not. This scholarship is for students who have UK/Home fee status.

## What if I don't live in the borough but went/go to school there?

You need to be living in the borough currently and have done so for a minimum of 3 years.

## What happens if I am offered the scholarship and then decide to defer my course for a year? Will I still receive the scholarship?

This scholarship is for 2022 academic year. We will not accept deferrals but you can reapply next year.

## What happens if I drop out of the course? Will I have to repay the scholarship?

You will not be required to repay the cost of your tuition fees, but you may be required to repay some of your living costs (see terms and conditions on the Here East website). This will be assessed on a case by case basis.

## What subjects does the scholarship cover?

Please refer to pages 6 and 7 of the Here East scholarship prospectus for courses on offer.

## If I am awarded the scholarship, what will being an ambassador involve?

Here East and the universities will work with you to support future recruitment and outreach of the Here East Scholarships. This might involve going in to schools to speak with students about the scholarship or joining us at suitable industry events or workshops.

## Do I have to do a work placement as part of the scholarship?

You will not be obliged to take up a work placement if you do not wish to, but we will do our best to facilitate one that will be beneficial to your career and we hope you will want to take it up.

## Can I choose where to do my work placement?

We will aim to facilitate a work placement for our scholarships winners within one of the companies based on the Here East campus. We will take the time to understand your career ambitions and find something that will support those ambitions. If you are not happy with the options available you are free to find an alternative which we will aim to support.

## Once I have submitted my application, how will I know it has been received?

You will receive an automated email when you submit your application. If you do not receive this, please check your Spam folder first and if you still have not received anything you can contact us to confirm that we have received your application.

## Am I eligible for the scholarship if I already have a degree and this will be my second undergraduate degree?

Unfortunately not. This scholarship is only for students applying for their first undergraduate degree.

"Many young people still face barriers in attending university due to socio-economic circumstances and it is right that we work to remove these to ensure students can live up to their full potential"

Onaba Payab, Community and Partnerships Manager at Here East



## Enquiries

For enquiries about the Here East Scholarship Programme or for general enquiries about Here East or any of the associated universities please contact Onaba Payab, Community and Partnerships Manager at Here East.

[onaba.payab@hereeast.com](mailto:onaba.payab@hereeast.com)

## Find us

Here East, Queen Elizabeth  
Olympic Park, London, E15 3GW

## Apply online here

[hereeast.com/about/  
here-east-scholarship-programme](https://hereeast.com/about/here-east-scholarship-programme)

Please use the following contact if you require an alternative version of the application form.

[community@hereeast.com](mailto:community@hereeast.com)