

Impact Report

2012 - 2022

ten
years of
creativity
innovation
collaboration
technology
education
thinking
community
inspiration
discovery

Impact Report

A decade of Here East

Pg **2**
10 years in, and we are just getting started...

We saw an opportunity to utilise the former Press and Broadcast Centre for the Olympic Games to spark an economic and cultural regeneration, the likes of which no Olympic legacy had ever seen.



Pg **18**
Oxford Economics – quantifying our impact

To mark our 10-year anniversary, we commissioned Oxford Economics to assess the economic contribution Here East has had on East London and the UK economy more widely.



8
How Here East's scale and ambition deliver for London

39
Plexal: creating collaborative ecosystems

11
How Here East lives up to the 2012 legacy

50
Building a better environment for learning

Pg **20**
10 stories to sum up a decade of impact

To reflect on the ways Here East has developed over the past 10 years, we share 10 stories from people who have been a part of the journey and represent the impact we look to create.



12
How Here East has driven investment into Hackney

61
Opening up the arts at V&A East

34
Widening impact with education and employment

62
An engine of esports growth in East London

We saw an opportunity to utilise the former Press and Broadcast Centre for the 2012 Olympic Games to spark an economic and cultural regeneration, the likes of which no Olympic legacy had ever seen.

10 years in, and we are just getting started...



Foreword by Gavin Poole,
CEO at Here East



Above: Architect's drawing of the vision for Here East back in 2012.

East London has been described as the historical beating heart of the Capital's creative and innovative heritage. But it had been left underserved for more than a century, with some of the highest levels of deprivation in the country, particularly in Hackney, Newham, Tower Hamlets and Waltham Forest.

The Olympics highlighted the potential for something more. And with a vision to bring urban transformation to what later became known as the four 'growth boroughs', came an opportunity to bring sustainable economic opportunities – better education, better jobs and better outcomes – to the residents living there.

We wanted Here East to be at the core of that proposition. And thanks to the unwavering support of Delancey from the moment the proposal was drafted, we can sit here in 2022 and reflect on that vision becoming a reality. Today, Here East is a vibrant community that generates employment for thousands and contributes to the well-being of the growth boroughs, London and the UK as a whole.

While many have envisioned the potential for this site, the journey has not been without its challenges. At the outset, public focus and opinion on the Olympic legacy were rooted in its sporting impact. And there is no doubt that London 2012 inspired a new generation of sporting talent, many of whom came through in Tokyo last year, to take up the mantle. But the ambition of the London Legacy Development Corporation (LLDC) was to take post-Olympics East London beyond just sports: it had a vision that included jobs and a regenerative strategy for an entire area. That is what Here East offered then – and that is what we are delivering now.

Our recent research with Oxford Economics proved that we deliver good jobs, fair pay and accessible opportunities. The average pay at Here East is more than £5,000 above the London average, and we have delivered gross value add to the UK economy of £700 million.

We are doing this with the involvement of the people living in and around the growth boroughs, particularly with young talent who want to enter new and exciting industries. And by bringing people to the campus, providing educational and employment opportunities, we look to involve the community and everyone who invested in this important regeneration project.

Community engagement is a responsibility we take seriously because getting your education and talent

recruitment right is an extremely powerful tool for social mobility. And without the support of people in these areas – if we had not been able to collaborate with them – we would not have developed Here East and built on our vision the way we have to date and aim to in the future.

A decade can feel like a long time. But when you are talking about the rebirth of an area that was underinvested in for perhaps ten times that long, this is just the beginning of East London's story of renewal.

Six years on from formally opening its doors, the Queen Elizabeth Olympic Park is now unrecognisable, and with the continued growth of East Bank alongside us – the largest cultural expansion in London since World War II – the Park will continue to transform. If we can achieve this much growth in less than 10 years – considering that regeneration and industry growth on such a level usually takes 50 years – then just think of what is yet to come.

As our partner, Plexal has helped us drive our advancement from the beginning of the journey – from conception to reality. The innovative businesses that have come through its doors are driving industries at the convergence of the technological and the creative, helping to power the economic regeneration and community impact we see far beyond our campus.

We are already thinking about what Here East will look like in the near future to make sure the best new and high-growth sectors continue to come here, just as esports and gaming have most recently and cybersecurity before them.

Now, our eye is on the future of TV and film production in the context of advancing technology, visual effects and, more recently, the impact of the metaverse and how the third web era could help shape society. Here East is already home to many businesses and people that can help to shape this, from BT Sport to Studio Wayne McGregor, Hobs 3D to MATCHESFASHION, and so many more, along with Plexal, the Trampery on the Gantry and our universities acting as hotbeds of start-ups and innovative ideas.

We will continue to adapt, adopt and accelerate the innovative businesses and institutions at the heart of our future economy. And in order to support our ambitions, we are looking at how we will work with our owners, Hackney Council, LLDC, businesses and the community to continue growing and accommodate more opportunities, more jobs and more growth.

One vision, 10 years, hundreds of businesses and thousands of jobs later, we really are just getting started.

Below: Here East today, a thriving technology campus in the heart of East London.

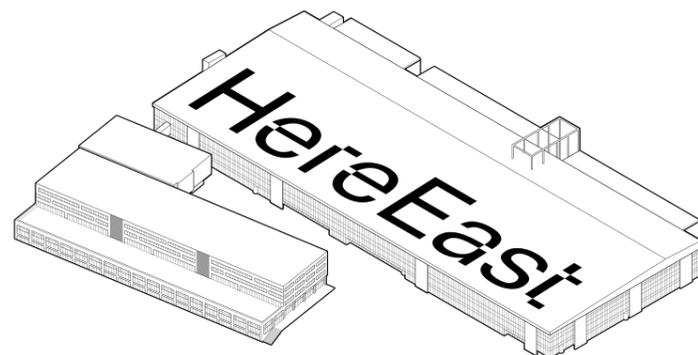


Who is here?



- Innovators
- Universities
- Education
- Fashion
- Makers
- Logistics
- Gaming and Esports
- Creatives
- Cybersecurity
- Canalside Retailers
- Charities
- Artists
- Assistive Technology
- Content Creators
- Mobility and Transport
- Visionaries
- Academics
- Software Developers
- Data Scientists
- Entrepreneurs
- Workspace

The UK's first campus for technology and innovation, Here East brings together a diverse community of start-ups, fast-growth businesses, global corporates, academics and creative industries. Here East fosters an environment for growth and knowledge exchange, with many of our community experiencing exponential business growth while based here. From software developers to modern dancers, data scientists to electronics engineers, student architects to entrepreneurs, we're working together towards a new way of thinking.



		
Electronic Arts		Fiit
	MATCHES FASHION.COM	Jobs 3D
ENYAMCGREGOR		FORD MOBILITY
		
	SCOPE	
	quadiant Because connections matter.	BARRATT — LONDON —

Hear from key voices in our 10-year journey about what has been achieved over the last decade, including Delancey, LLDC, the Mayor of Hackney and our community.

A decade of Here East

In this section:

8

Paul Goswell on how Here East's scale and ambition deliver for East London

i4

Here East timeline looking back on a decade of achievements and milestone events

i1

Lyn Garner on how Here East lives up to the 2012 Olympic legacy

i8

Quantifying our impact with insights from Oxford Economics

i2

The Mayor of Hackney on how Here East has driven investment into Hackney's economy

20

How to sum up a decade of impact? 10 years and 10 stories to reflect on





How Here East's scale and ambition deliver for East London

Words by Paul Goswell,
CEO at Delancey



“

WE ARE CONSCIOUS OF LIVING UP TO THE HIGH STANDARDS SET BY THE ORIGINAL VISION FOR THE OLYMPIC PARK AND ARE AWARE THAT TO MAXIMISE THE BENEFIT OF HERE EAST FOR THE LOCAL COMMUNITY, YOU REALLY NEED TO WORK AT IT.”

Here East is now over 95% let, with a diverse array of businesses providing jobs and opportunity for the local community.

95%



Delancey has backed the vision of Here East ever since Gavin Poole and Andrew Roughan came to us with the initial concept. The idea of a digital and creative campus in East London, at a time when those industries were growing rapidly, and office and studio space in and around the city core was expensive and often substandard, made perfect sense.

The key point was that Here East had the critical mass to create and subsequently deliver a broad, collaborative vision. What has made it a success is the melting pot of the academic and the cultural, the small businesses and the large, the centre we created at Plexal and the innovation that happens as a result. It sounds obvious now, but in 2012, the vision of collaboration that Here East presented was ahead of its time. Nothing like this had ever been done in London, and it can justly claim to be a pioneer.

Here East is now almost fully let. But it took time to get to this point, and work had to be done to persuade people that this was the right location for their organisation. Certainly, the conventional letting community and agency market initially struggled to buy into the vision. But Gavin and his team worked extremely hard to explain it and make it a place that people wanted to come to. Once the first businesses moved in and prospective tenants began to see the potential for collaboration and innovation, people

quickly began to 'get it'.

Here East's strength also lies in identifying future trends in the digital and other sectors, esports and online gaming being prime examples. We recently won a global competition with a leading production company, who chose Here East ahead of sites in Madrid, Atlanta, Manchester and Frankfurt to build one of the world's largest dedicated esports production facilities.

Our role at Delancey is to give guidance to the management and set the investment strategy, enabling Gavin, Andrew and their teams to then go ahead and deliver on the operational aspects.

We are conscious of living up to the high standards set by the original vision for the Olympic Park and are aware that to maximise the benefit of Here East for the local community, you really need to work at it.

Boosting the local economy is one thing, but integrating with it is another. For this reason, we have always offered as much free space to creatives as we can, as well as local employment schemes and scholarship programmes, working with the LLDC to ensure we are meeting their objectives for the Park.

I look forward to seeing Here East continue to strengthen. The proof of concept is in its economic and social impact, and while the sectors it focuses on will continue to evolve, I know that the values will not change.



“

TODAY, HERE EAST IS ALMOST FULLY LET AND HAS CREATED THOUSANDS OF JOBS AND FOSTERED THOUSANDS OF STUDENTS THROUGH ITS UNIVERSITIES. IT IS A WONDERFUL AND ECLECTIC MIX OF TECH INNOVATORS, ENTREPRENEURS AND HOUSEHOLD NAMES, ALL OF WHOM ARE CREATING SOMETHING VERY SPECIAL.”

Words by Lyn Garner,
Chief Executive at London Legacy
Development Corporation



How Here East lives up to the 2012 legacy

A decade from the London Olympics, it is exciting to reflect on the legacy we have built in East London. Here East is one of the jewels in the crown of the Queen Elizabeth Olympic Park. It has been a crucial part of the legacy and has lived up to our expectations for its impact when it bid for the Broadcast Centre site after the Games.

At the time, we felt that Here East's bid represented the best legacy in terms of the jobs it could create and the role it could play in fostering a thriving tech and creative sector, and adding value to the local and national economy. The prospect of working with tenants at Here East to create opportunities for the East London community to compete for these value-added jobs is bearing fruit, and the ambition to create a world-class tech hub has been realised, alongside so much more.

Today, Here East is almost fully let, and has created thousands more jobs and fostered thousands of students through its universities. It is a wonderful and eclectic mix of tech innovators, entrepreneurs and household names, all of whom are creating something very special.

And while the jobs are sought after, what really drives additional benefits to the Olympic legacy is the collaboration between Here East's members. As a result, we have seen the emergence of an esports ecosystem in East London, the creation of SHIFT – the Park's inclusive innovation district, which offers huge potential for

collaborations between Here East and other academic and business partners across the Park – and the Global Disability Innovation (GDI) Hub, which came from our Paralympics legacy programme and is a growing force for learning and advocacy around assistive technology.

The LLDC is the guardian of the 2012 legacy, so we pay close attention to developments across the Olympic Park. But I believe we are an enabler, and we are in constant dialogue with Here East to understand the possibilities and the potential of how its objectives can align with our legacy promises. That close working relationship means we can be clear with each other on priorities and identify further opportunities for collaboration.

Astonishingly, 10 years have passed since the London Olympics, and we are proud of the changes we have seen across East London. It is continuously evolving, with Here East at the heart, and there is so much more to come, with East Bank set to deliver further incredible impact with V&A, Sadler's Wells, UCL, the BBC and the London College of Fashion setting up there.

As a result, more and better opportunities will firmly establish themselves in a new part of the city: a place of innovation and making, with smaller, cleaner and smarter technologies compared to its industrial past. We are excited to see how the whole Park, Here East and the Olympic legacy continue to flourish in this ecosystem.

How Here East has driven investment into Hackney's economy

Words by Philip Glanville,
Mayor of Hackney

The relationship with Here East over the past decade is one of the longest-lasting strategic partnerships that Hackney Council has. Since my election as Mayor in 2016, our quarterly meetings have deepened that partnership, helping us to understand and support the breadth of innovative businesses and projects coming to the campus, and the scope with which Here East reaches out across the borough and beyond.

This sort of work is incredibly valuable. We have seen, for more than a decade, the rise of the tech and creative industries in Shoreditch and Dalston – important clusters that are powering our economy – but Here East is unique in its development of a homegrown talent pipeline and the circularity it fosters between education and employment on campus: from its academic partnerships and scholarship programme to its start-up ecosystem at Plexal.

Looking towards the future and the continued growth of esports, as well as the upcoming V&A East Storehouse and Inclusive Innovation District, and what this will deliver for both Hackney's visitor economy and creative collaboration, we can see real tangible benefits for the borough.

But beyond investment in the local economy, Here East is also a key driver of international investment through its relationships in Austin, New York, Oslo and more, with businesses from these cities whose London base is either at Here East or further afield in Hackney.

It is all part of our vision to offer more affordable workspaces and access to incubators right across the borough, creating the ripple effect that allows us to say to Here East's international partners that they can find a home in Hackney.

What Here East also offers is credibility for the long-term future of the Olympic Park. It was one of the first real legacy projects of the Games, fully functional within four years of the closing ceremony and effectively completely let six years after that. As the East Bank expands alongside the International Quarter, UCL East and East Wick, and we see the Olympic legacy mature in the next decade, Here East acts as a proof point for the opportunities available.

We have also demonstrated that commitments to community and economic regeneration go hand-in-hand. The development of affordable housing close to Here East and Mossbourne Riverside Primary Academy next door was delivered as Here East established itself. There has never been a question of developing Here East or the Olympic Park and letting the community infrastructure catch up. The two are inextricably linked. And if creative industries are going to be at the heart of Here East, then continuing to ensure that the diverse community of our borough is represented in the founders and workforce of these sectors will be crucial to its future success.

Moving forward, the question for Here East and indeed Hackney Council, must be: what more can we do? Employment outcomes for Hackney residents have no doubt improved over the past 10 years and we have tripled the number of living wage employers in the borough. But we need to ensure sustainable economic growth continues, increase accessibility and open up to new sectors, particularly as we work towards net zero and look to double the size of Hackney's green economy. I am excited to see what more we can do together to develop the ideas and solutions we need to solve these big challenges for Hackney and London.

“
WHAT HERE EAST ALSO OFFERS IS CREDIBILITY FOR THE LONG-TERM FUTURE OF THE OLYMPIC PARK. IT WAS ONE OF THE FIRST REAL LEGACY PROJECTS OF THE GAMES, FULLY FUNCTIONAL WITHIN FOUR YEARS OF THE CLOSING CEREMONY AND EFFECTIVELY COMPLETELY LET SIX YEARS AFTER THAT.”

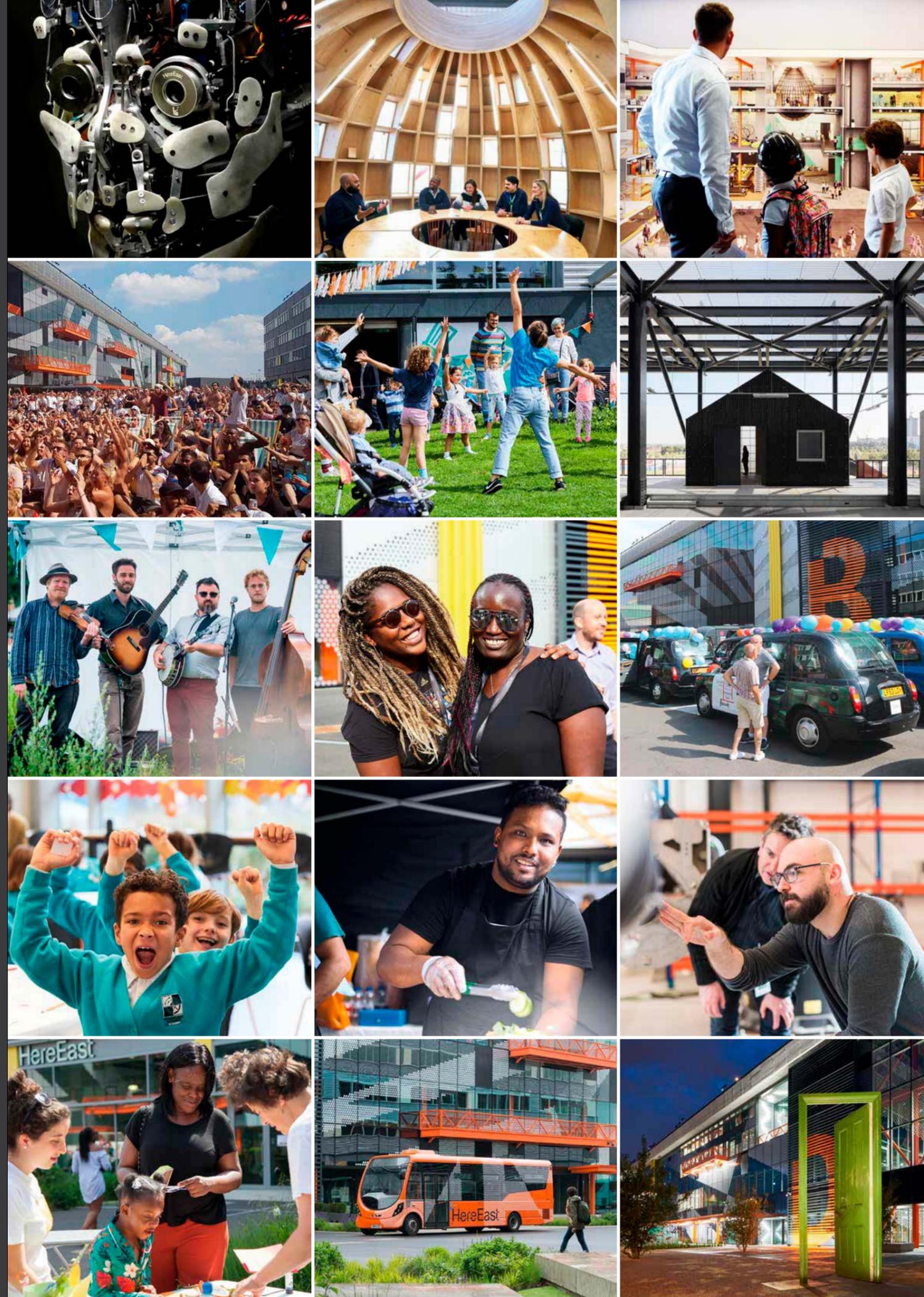


“
Here East is unique in its development of a homegrown talent pipeline and the circularity it fosters between education and employment on campus: from its academic partnerships and scholarship programme to its start-up ecosystem at Plexal.”

Philip Glanville, Mayor of Hackney

Looking back on a decade...

Choosing just a few milestones and highlights from 10 years was never going to be easy. We could have filled an entire report with stories from each year alone. Here, you can get a flavour of what we have achieved in the last decade.



2012

Bid submitted and awarded

How do you create an Olympic legacy like no other? That was the question for London 2012, and one we had the answer to. Our journey began with a bid for the International Press and Broadcast Centre (IPBC). The rest, as they say, is history.



Above: With the installation of our iconic sky sign, Here East was truly open for business.

2013/14

BT Sport goes live

The first active tenant was BT Sport, launching from the Broadcast Centre in February 2013. Since then, it has been live 24/7, without a single dropped day, and has broadcast iconic moments in sporting history.

Here East name and brand developed

In 2013, what had been known as iCity became Here East. Architects Hawkins\Brown presented the vision for the repurposing of the IPBC, with dn&co and Poke pitching the brand.

Lease granted

Two years of hard work came to fruition with the granting of the lease for the full IPBC site from Hackney Council, allowing us to build and develop the campus you see today.



Above: London Mayor, Sadiq Khan speaking at the Leading London Conference at Here East.

2015

Loughborough University London's first intake

Today, UCL at Here East, Staffordshire University London and LMA offer world class education from Here East. But the first of our universities was Loughborough University London, who opened to postgraduate students in 2015.

Below: Plexal is central to the innovation and collaboration we see every day at Here East.



2016

DebateTech

We have worked with and hosted events for Tech London Advocates since 2015. DebateTech brought candidates for the London mayoralty to Here East to debate how their manifestos would positively impact London's tech sector.

Boris Johnson farewell tour

Boris Johnson visited Here East as part of his farewell tour as Mayor of London. He set the stage for future visits from national politicians, including Rishi Sunak, Theresa May and Oliver Dowden.

Canalside launch

Canalside has become a staple of Hackney Wick's hospitality industry, with a range of retailers serving the community. It launched in 2016 and catalysed the growth of businesses right along the canal path.

Here East launched

With businesses active on site and Canalside up and running, all that was left was to complete the transformation. With the installation of our iconic sky sign, Here East was truly open for business and officially launched in October 2016.



2017

Plexal launched

Plexal is central to the innovation and collaboration we see every day at Here East. It has galvanised entrepreneurial activity on-site and beyond, and is now home to close to 100 member businesses. It launched at London Tech Week in 2017.



Above: Former Olympian Eddie the Eagle at the launch of the electric scooter sharing app, Bird.

2018

Award winners

Since launching, Here East has won multiple awards, including the BCO award for Best Recycled/Refurbished Workplace, the RIBA London award in 2019, and RICS Social Impact Project of the Year in 2020. The first was our AJ100 Building of the Year win in 2018.

Electric scooter trial

The electric scooter sharing app, Bird launched a two-year pilot at Here East, for people travelling from Stratford and across the Olympic Park, the first of its kind in the UK.

V&A Storehouse announced

The iconic V&A announced its intentions to open a new museum on the Olympic Park in 2025. The museum will be preceded by V&A East Storehouse at Here East in 2024, offering a new immersive visitor experience.

The Trampery on the Gantry opened

The Trampery opened its latest collaborative working space, On The Gantry at Here East. With 21 freestanding studios, it is London's most exuberant low-cost studio and desk space for creative businesses and artists.

2019

East London Innovators

East London Innovators launched in 2019 and ran again in 2020, each year bringing together 50 people working in truly innovative ways across the East London district, recognising them through an award and exhibition.

Innoskate Festival

Here East hosted the Smithsonian's seventh Innoskate Festival. In the UK for the very first time, Innoskate brought together skateboarders and non-skate audiences to appreciate creativity, invention and innovation.

Hosted opening of London Tech Week

London Tech Week 2019 opened with a flourish with a milestone event at Here East, which welcomed Prime Minister Theresa May alongside leaders in technology from across the UK and around the world.

50 years of the internet exhibition

Hosted by digital archaeologist Jim Boulton, we celebrated the 50th anniversary of the internet at an event and exhibition featuring PC pioneer Alan Kay and 'father of the UK internet' Peter Kirstein CBE.

Below: Here East hosted the Smithsonian's seventh Innoskate Festival.



2020

Covid-19 impact

In February 2020, 4,700 people came to Here East daily. By the end of March, only 63 remained due to the first national lockdown. But we never closed, remaining active for anyone who needed and offering constant support to the community.

Listen Here podcast

Adapting to Covid-19 through new ways of engaging with our tenants and community, we launched our first podcast in 2020, speaking to guests including BT Sport pundit Rio Ferdinand and choreographer Wayne McGregor.

2021

Electric shuttle launched

We launched our new all-electric fleet of shuttles, as part of our wider commitment to creating a greener, more sustainable campus. Provided by Go Ahead London, our four electric buses replaced diesel-powered ones used to transport visitors from Stratford Station to Here East.

Here East Scholarship Programme

We offer full tuition fees, maintenance loan supplements and facilitate work experience placements to three students per year residing in the growth boroughs. The scholarship is aimed at students who are the first in their families to go to university, face financial barriers or are caregivers.

Launch of the People's Pavilion

In collaboration with Beyond the Box Consultants and RIBA, we launched The People's Pavilion – a competition to create London's first community space designed entirely by young people.

To mark our 10-year anniversary, we commissioned Oxford Economics to assess the economic contribution Here East has had on East London and the UK economy more widely.

Quantifying our impact

Central to Oxford Economics' findings was the indirect impact our campus has had. Beyond the thousands of people employed or educated by Here East and our tenants, our community stimulates economic activity to the tune of more than 10,000 jobs across the UK, over 5,000 people either working or studying on campus, more than £300 million in wages and almost three quarters of a billion pounds in gross value add (GVA), outperforming estimations Oxford Economics undertook in 2012.

Information and communications – or more broadly, technology – is the strongest contributor to employment (43% of the Here East total) and GVA (around 50% of our direct impact) on our campus. Jobs at Here East in this sector are also monitored to be a third more productive than the London average.

Why is this important? Well, more productive sectors of the economy tend to offer more competitive salaries. And as a result, the average wage for an employee working for Here East or a tenant is higher than both the wider London and UK averages.

Higher education is similarly impactful, with around 1,800 people

either working for or studying with universities on our campus. We are creating jobs for the future, not just filling roles today.

The collaborative ethos we have fostered here has driven much of this impact. Half of the respondents to Oxford Economics' survey reported that they had increased employment as a result of collaboration with other tenants on campus. And every single business who took part said that they had either collaborated already or would be open to collaboration with others, citing outcomes of knowledge sharing and upskilling.

Similarly, nearly two thirds of business respondents reported that since coming to Here East, their turnover/sales had grown.

There is also significant indirect and induced impact from our tenants. Around 15% of Here East's UK-based procurement spending takes place in the four growth boroughs, and by creating roles for residents, they feed back into their communities through the purchasing of goods and services. This leads to a significant consumer spending impact. Around one third of Here East's induced GVA has gone back into Hackney, Newham, Tower

Hamlets and Waltham Forest, worth approximately £67 million to their economies, almost 1,000 jobs and over £24 million in wages.

Our targeted expansion as a campus is projected to generate a further £128.5 million of GVA to the Hackney economy, which will allow us to facilitate existing tenants as they scale and, with the site more than 95% let, help to accommodate future demand.

If our 10 years has exceeded expectations, then we can be positive this will continue for the next decade and beyond. Significant numbers of tenants reported their intention to grow their workforce across the campus, with the vast majority expecting sales originating here to increase for the long term.

Oxford Economics' complete data report will be released and shared in due course. But statistics can never tell the full story of our impact. Here, you will read stories from community members, tenants and our wider stakeholders about what makes Here East their home.

What follows is a powerful set of case studies that highlight our impact so far and the impact we can continue to have in the years to come.

10,000

The Here East community stimulates economic activity to the tune of more than 10,000 jobs across the UK, outperforming 2012 estimations



1/3

Around one third of Here East's induced gross value add has gone back into Hackney, Newham, Tower Hamlets and Waltham Forest



95%

The Here East campus is now over 95% let with significant numbers of the tenants reporting their intention to grow their workforce across the campus



43%

43% of the Here East total employment consists of information and communications or, more broadly, innovation and the technology industry



£300m

Here East creates economic activity of more than £300 million in wages and almost three quarters of a billion pounds in gross value add



100%

Every business (that responded to the survey) said that they had either collaborated already or would be open to collaboration with others



5,400

There are around 5,400 people working and studying on the Here East campus, which means we are creating jobs for the future as well as today



15%

Around 15% of Here East's UK-based procurement spending takes place in the four growth boroughs, and this creates roles for residents in these areas



50%

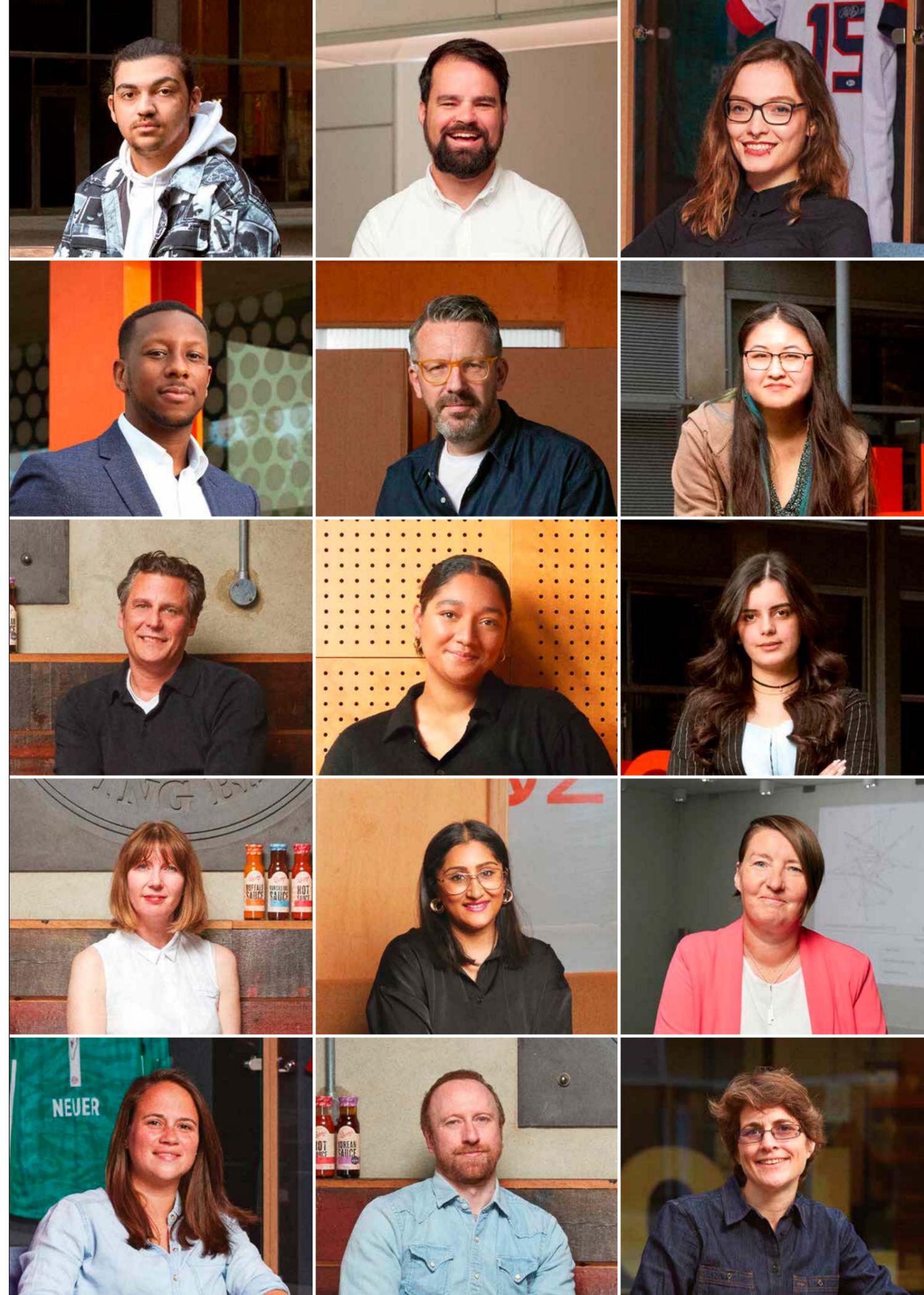
Half of the respondents to the Oxford Economics' survey reported that they had increased employment as a result of collaboration with other tenants



How to sum up a decade of impact?

As we reflect on the ways in which Here East, Queen Elizabeth Olympic Park and, more widely, East London have developed over the past 10 years, we want to share 10 stories from people who have been a part of the Here East journey and represent the impact we look to create.

Photography by Gary Morrisroe



TEN — YEARS TEN — STORIES



MIGUEL RODRIGUES

Front of House Team Leader, Here East

Miguel is the face of Here East, welcoming people through the campus doors since he first started in 2017 as a receptionist, and becoming a front-of-house team leader in 2021. In his role, he looks after the welfare of the front-of-house team by creating an environment of wellness, creativity and communication.

He leads by finding pleasure in going the extra mile, and Here East has supported and rewarded his efforts through his work ethic. With his passion for integrity and honesty, Miguel won the Here East Hero Award in 2021 in recognition of his remarkable determination.

Miguel and his team continuously find ways to enhance their experience and involvement with the local community. They are currently developing a VR training programme for the entire front-of-house team, which is an exemplary way of making work innovative and inclusive for all. Miguel has enjoyed seeing smaller companies start at the Here East campus and grow into pioneers in their industry. There is always something happening on the campus, and being so close to the impact that Here East has on the East London community and its stakeholder businesses has been hugely gratifying for Miguel.



JIM BOULTON

Digital Archaeologist and Naming Consultant

Jim had his eye on joining Here East when it was still called iCity, shortly after winning its bid for the International Press and Broadcast Centre on the Olympic Park. Jim's intention was to host a digital archaeology exhibition, celebrating the early days of the internet and showing how the World Wide Web was created. He was especially keen on portraying the generosity and the collaborative spirit that led to its construction. With that in mind, he wanted to get the local community involved in the project. And appropriately, the positive spirit of the early web, portrayed through his 64 Bits exhibition, was the very spirit he was met with at Here East.

Further to this work, Jim's naming agency Inqdrop has built an AI-naming platform that deconstructs historically successful brand names, breaking them down to their phonetic and semantic properties, to give new brands the best chance of emulating their success. Being part of the network of businesses based at The Trampery on the Gantry and the wider Here East campus has enabled Jim to connect with the various stakeholders and numerous start-ups who needed his brand-naming consultancy. This exposure also provided his project with the training data for the AI brand-naming platform to enhance its scope and service.



DIMPLE PRYCE

Scheduler, BT Sport

Dimple joined BT Sport as a Presentation Scheduler in 2015. In her role sitting on the company's Diversity & Inclusion board, she pitched an idea based on a previous student project she had taken part in, which would give young people from the local area the opportunity to develop their own TV show, produced at BT Sport. With the buy-in of the channel's head, Jamie Hindhaugh, BT Sport Takeover was born.

The idea was simple but has proven incredibly effective. Each year, 12 students are selected to produce a lifestyle magazine show based on key events in the sporting world. Their exposure to the media world and the hands-on experience they get from the

three-month process have proven to be popular and incredibly valuable to the participants' career prospects, helping to drive them into media careers. Putting work experience at BT Sport on students' CVs is something Dimple is proud to have been able to provide, particularly as a lifelong local resident who has seen the continued development of opportunities for young people in the area over the past decade.

Dimple's idea expanded the horizons for students from diverse backgrounds in East London, and BT Sport Takeover is now a well-established cornerstone of the channel's yearly activity, supported by the well-equipped campus at Here East and its state-of-the-art studios, made accessible to the local community.



TINA KEECH & NATALIE DONOHUE

Sports Interactive

Sports Interactive has been collaborating with researchers to build a women's football database, which considers the external factors of league levels, competition rules and skills abilities. Tina Keech and Natalie Donohue's work also focuses on the inclusion of women in the industry and how levels of diversity can be accommodated for organisations working in tech and sports, like Sports Interactive.

Their aim is to increase the visibility of women in sports, particularly football, both through the game and gaming platforms. Creating a new audience and user profiles on technological platforms that drive esports development is where they want to transform the field. Here East also has the talent pipeline

to break the barrier of including women in STEM, so the impact of being located at the heart of innovation in Here East has been a catalyst for their growth over the years.

Sports Interactive has also developed a paid art and animation internship programme to scale up the next generation of animators. By collaborating with the academic institutions at Here East, Sports Interactive has been engaging with various local community groups at the intersections of sport, art and technology. The Here East campus also has the infrastructure to show the real-world dynamics of integrating the future of sport and gaming, offering the perfect platform for young innovators just stepping into the industry.



CLAYTON THOMAS

Development and Planning Assistant, LLDC

Looking to take on a master's degree, Clayton Thomas was contacted by Ben Cole, Head of Strategic Projects at one of Here East's first tenants, Loughborough University London. Ben introduced Clayton to Loughborough University's scholarship scheme, which allowed Clayton to take up a master's degree at no cost.

The opportunities that came about as a result led Clayton to various roles working at Here East and for organisations in East London in research departments, recruitment, customer service and innovation management.

Now at the London Legacy Development Corporation (LLDC), Clayton has a leading role

in managing its Neighbourhood Priorities Fund, which takes 15% of the Community Infrastructure Levy (CIL) and makes it available to grassroots and community projects.

He has partnered with organisations, such as BADU Sports and Social Ark, which work with local young people to harness their talents and skills.

Clayton's experience, starting as an early student at Loughborough University London to being an employee at Here East to now working at the LLDC, is an exemplar of the positive impact Here East has aimed to make over the past 10 years – supporting local people into better education, careers and beyond.



MARYAM HUSSAIN, LEON MADURO & JENNY HOANG

Here East Scholarship Recipients

The first three recipients of the Here East scholarship, Maryam, Leon and Jenny, were scouted by Here East team members, who introduced them to the opportunity when it first opened in 2021.

These scholarships offer students financial relief throughout their education and ensure that the scholars are equipped with the infrastructure to build an excellent skillset.

The scholarship programme welcomes students from the local area who are the first in their families to go to university and those who may be deterred by the costs of pursuing a degree.

The scholarship has given Maryam, Leon

and Jenny, a range of opportunities to engage with businesses in the area, putting them on the radar of many for future employment prospects. The scholars have been positively impacted by the proactive community of Here East members keen on tailoring their focus towards exposing students to the best opportunities for their futures.

The commitment from community members and other stakeholders at Here East and how they lead by developing projects and enhancing the experience for the future workforce have helped develop the scholars' degree experiences and career opportunities during their time on campus.



PROF. CATHERINE HOLLOWAY

Academic Director, GDI Hub

Catherine Holloway is a creative leader who pioneers the disability interaction framework to accelerate the innovation and accessibility of assistive technology globally. The GDI Hub was born out of a collaboration with two other academics, Vicki Austin and Iain McKinnon. Vicki and Iain had worked for the Paralympic legacy programme and wanted to foster a lasting legacy for the Paralympics. The Hub was formed when the three came together to share their vision of a research and practice centre with the overarching purpose of improving the lives of disabled people globally.

Over the past few years, GDI Hub has created homegrown technologies and supported research programmes that have now reached millions of people. It launched a master's course in disability, design and innovation and is now

the WHO Collaborating Centre on Assistive Technology – the only one in the world. It also founded GDI Accelerate, a co-innovation ecosystem where creatives can come together and scale up their projects.

The biggest local impact of the GDI Hub is its tried-and-tested innovation curriculum that is going to be scaled on the Olympic Park and infused into the MSc programme. GDI Hub develops technologies by collaborating with local people in East London and global partners, connecting ventures to the right partnerships at the right time while simultaneously developing novel finance and business models to enable scale. All innovation activities are backed up by rigorous research, ensuring that the team continues learning and growing the disability innovation movement.



FIONA MEEKS

Doctoral Researcher, Loughborough University London

While working for the London Borough of Hackney to engage children and young people with opportunities at the Olympic Park during 2012, Fiona's role shifted post Games to focus on the Olympic legacy. While working for Hackney Council, Fiona witnessed first-hand the power of social and organisational networks, and experienced how collaboration and knowledge exchange was key to successful innovation.

These experiences piqued her interest in studying innovation networks, and she went on to pursue a PhD that would involve measuring innovation networks at the Queen Elizabeth Olympic Park, understanding what mechanisms enable innovation ecosystems and networks to evolve, and what the economic and social outcomes are.

Here East was the perfect place for this study to take place and for Fiona to have access to the resources she needed to facilitate her research. She found that people in the local community of East London are driven by a desire to connect and collaborate to exchange knowledge and ideas. Here East has cultivated this through many networking activities that bring diverse actors together in a unique space steeped in Olympic legacy.

For Fiona, the Olympic legacy is not just about sports participation, regeneration and the Queen Elizabeth Olympic Park as a new destination: in addition, there is a wealth of 'hidden legacy benefits' of collaborative and innovative activity that has led to an improved quality of life for Hackney residents and the wider community in East London.



**ANDREW WATTS, EMMA WHITTAKER
& ANDREW MCHERON**

Randy's Wing Bar

Randy's Wing Bar has been based at Here East for the past seven years and has become a staple of the iconic Canalside. Through this time, it has worked with charities to support the local community of Hackney Wick by offering free school meals during school holidays. The team developed the infrastructure to offer discounts to NHS workers, students and Here East employees to highlight their support for the local community during the pandemic.

Being a hospitality business meant that Randy's suffered as much as any through the challenges of the pandemic. But that did not stop it from supporting its people, from staff to the local community.

Its commitment has been recognised by the Mayor of Hackney, Philip Glanville and Hackney Council and has motivated Andy, Emma and Andrew to remain at the heart of their Canalside community. Over the years, it has invested in enhanced infrastructure and kitchen equipment for its Here East location, while investing in a second location, seafood restaurant Claw & Hammer in Tower Hill.

It also began investing in technology and making its production processes more inclusive and sustainable. This allowed the team to diversify its culinary offerings and develop new sauce lines by working with local providers and resources.



**OLIVIA
EASTWOOD-GRAY**

Brand and Project Manager, BADU Sports

Olivia is a lifelong East London resident and has been involved with BADU Sports since she was 11, taking part in its teams and extracurricular activities. This led to participation in larger events such as the London Youth Games, representing the borough of Hackney.

Olivia went away to university, and when she returned, she rekindled her connection with the BADU legacy. When she got in touch with Nana Badu, the Founder of BADU Sports, she was offered a job as a funding administrator. She now manages key projects and partnerships for the company while doing her master's degree at Loughborough University London.

Over the last few years, there has been a domino effect of bringing more young and ambitious people into the Here East space through collaborations BADU Sports has had with universities and academic institutions based on the Here East campus.

This effect has been a catalyst in bridging the gap between work and play, especially among young people, from underserved backgrounds and communities.

The variety of skills that Olivia has gained and developed throughout her experience have built a solid foundation that she says will be with her forever and that she hopes to carry into any opportunity.

Here East could not exist without our incredible partners and tenants. Here, you can get just a small taste of how they deliver for our community, now and into the future.

Community Impact

In this section:

34

Widening our impact through education and employment

44

Tenant impact from universities and businesses at Here East

39

Plexal: creating collaborative ecosystems

58

Looking at the future vision for Here East with V&A and Esports Engine

40

Design Agency Outfly on why Plexal is their perfect home

64

Mike Magan, COO at Here East, looks at what is next





CEO of Here East talks to local school children about Here East and Queen Elizabeth Olympic Park.

Widening our impact through education and employment

Here East is a campus that can transform the lives of local residents, and it has done so. But when I began my role this year, I joined with the intention of informing anyone in the community who did not already know what we offer about us and our tenants.

Words by Onaba Payab, Head of Community and Partnerships at Here East

Right: Prospective students at an open day hear from Jo Twist, CEO of Ukie, the trade body for UK games and interactive entertainment.



“WE ARE WORKING WITH ASPIRING ENTREPRENEURS TO TURN THEIR EARLY-STAGE IDEAS AND PROJECTS INTO BUSINESSES, SUPPORTING THEM WITH MENTORSHIP, NETWORKING OPPORTUNITIES, WORKSHOPS AND FUNDRAISING.”

They say you cannot miss what you have never had. But why should anyone in East London miss out on these incredible opportunities?

Since it opened, Here East has done incredible work engaging with schools in the community, demonstrating the breadth of education and employment options available here. Recently, we worked with 60 students from Drew Primary School in Newham, who met with Staffordshire University London, MOONHUB and Fiit, so they could see how technology can work in different sectors and hopefully, inspire them.

The value of this is clear in terms of youth engagement. Many of these pupils, like so many we have worked with in the past, will later come through our doors as students, volunteers or apprentices with our tenants, or even entrepreneurs themselves.

What truly stood out for me though, was the teachers, all of whom lived in the four growth boroughs but had not yet had the opportunity to understand what Here East was all about. Their excitement about the possibilities that lie on our campus for their pupils and their own children, tells its own story.

We are continuing to deliver projects that uplift local people. In collaboration with ECHO (Economy of Hours), we are working with aspiring entrepreneurs to turn their early-stage ideas and projects into businesses, supporting them with mentorship, networking opportunities, workshops and fundraising.

Our work with the Kickstart Scheme has also continued, with a trainee recently joining our front-of-house team. We will help to nurture her career, providing daily check-ins, a mentor and networking.

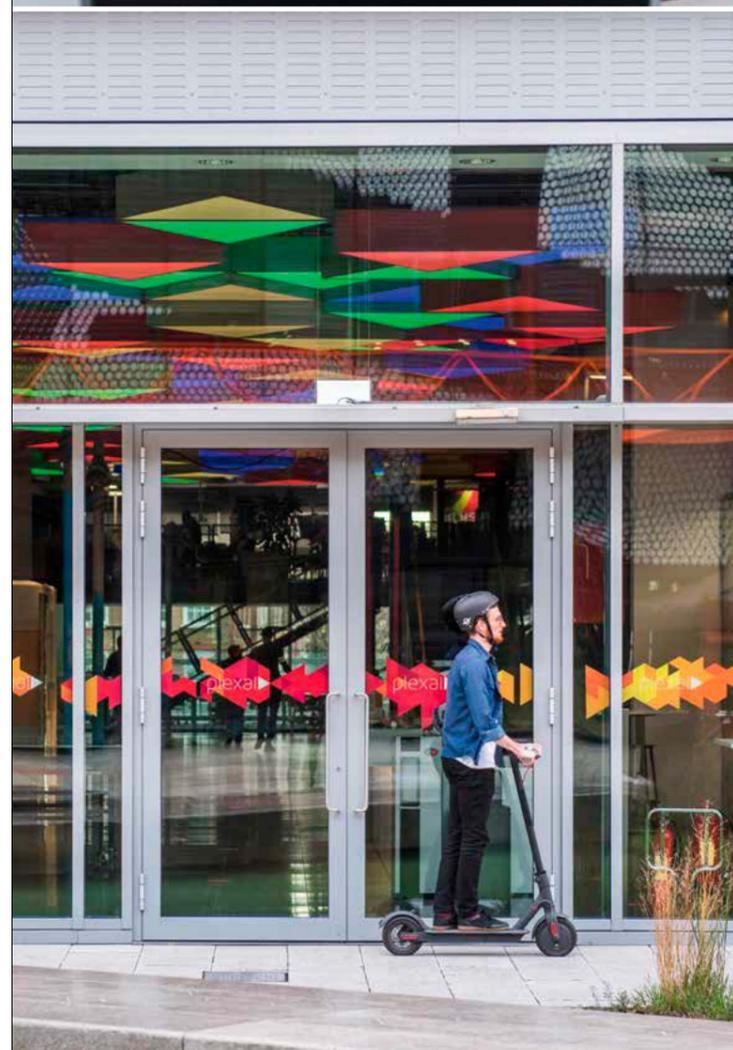
And of course, we have completed the first year of the Here East Scholarship Programme. Our first three scholars, Maryam, Jenny and Leon, have been fantastic, and I regularly have one-on-one meetings with them to discuss their progress. Our tenants have also been incredibly supportive in providing internship opportunities for them.

We have been able to provide everything they need for an accessible education, equipping them with knowledge and skills that will allow them to succeed in their careers; it has been so inspiring to see them become agents of change in their communities. Three more scholars will join us in September 2022, and we will continue to expand this programme in the years to come. We are already in conversation with a number of partners to discuss funding that will open up this offer to even more aspiring students in the future.

Employment and education has been embedded in the vision of Here East from the very start. And as this report shows, we have more than lived up to this, with world-leading universities and businesses all in one place, collaborating together. I hope you enjoy reading about the incredible offering we see here and share the stories in these pages with anyone who could benefit from these opportunities.

Plexal Impact

Featured in this section:



Andrew Roughan,
CEO at Plexal.



Saj Huq,
CCO at Plexal.



Plexal: creating collaborative ecosystems

Words by Andrew Roughan, CEO at Plexal, and Saj Huq, CCO at Plexal

In 2011, at the onset of the digital revolution, Andrew Roughan joined Gavin Poole in his vision to turn the International Press and Broadcast Centre on the Queen Elizabeth Olympic Park into a creative cluster that delivered for the Olympic legacy, East London and the wider economy.

‘We saw that people’s lives were set to be dominated by technology and that industry verticals were becoming blurred. We felt that a collaborative economy would emerge and that bringing different sectors and businesses of all shapes and sizes together, in one place, could power that new era of collaboration,’ Andrew, Plexal’s CEO, says. ‘The location spoke for itself: close to the emerging technology cluster in Shoreditch, but in a previously underserved area of East London that was primed for regeneration in the wake of the Olympics.’

If Here East was the campus of collaboration that emerged as a result, Plexal became its hotbed of innovation, filled with entrepreneurs building their businesses and connecting with their peers around them, to inspire ideas and growth. And in this spirit, it became a core part of Plexal’s mission to align closely with the government’s strategic policy objectives around technology: ‘Tech has become increasingly important over the past decade from an economic prosperity perspective,’ says Saj Huq, CCO at Plexal. ‘We see ourselves as playing a key role at the heart of that, with a responsibility to bring together private sector innovation with public sector ambition. The idea of public-private partnership was core to the whole proposition of both Plexal and Here East.’

One of the unique developments of Plexal has been the agility it has to move across domains of expertise. By bringing together partners big and small, public and private, supply and demand sides, it has been able to build the engagement mechanisms that enable clients and partners to work together within an ecosystem to develop solutions.

‘This is a methodology that we have honed over the years,’ Saj explains.

‘Agility is crucial because technology is increasingly horizontal across verticals. Cyber has been a key focus area, but our projects also cut across the future of mobility, AI, quantum and much more. We take an ecosystem-led approach to innovation, which means we bring the right people together, with the right mechanisms, and create solutions to a shared challenge.’

As well as having an innovation consultancy, Plexal manages a workspace at Here East that’s home to over 800 members. Andrew explains how Plexal supports them: ‘It was always the ambition for members to support each other and that Plexal would be a community where all the services a business would need to scale existed. What has emerged more organically, though, is a spirit of partnership between ourselves and our members that means we have deeper, personal engagement with organisations.’

Plexal has played a role in enabling the creation of high-value jobs in East London and beyond, and has been central to Here East’s success. It has collaborated with almost every single tenant at Here East on some level, whether informally through hosting events and meetings to becoming customers and suppliers to one another, or even sitting on their advisory boards.

Over the past 12 months, Plexal has been on a strong growth journey, delivering projects for IBM, Amazon Web Services, the National Cyber Security Centre, the Information Commissioner’s Office, the Centre for Connected and Autonomous Vehicles, the Foreign, Commonwealth and Development Office, the Department for Digital, Culture, Media & Sport and more.

The Plexal team is now spread across London, Manchester and Cheltenham, where it’s helping both public and private sector organisations solve innovation challenges and unlock the potential of emerging technology.

Government-led innovation – helping the government stimulate change in specific sectors while enabling the private sector to understand and respond to policy objectives – remains at the core of Plexal’s proposition.

Outfly

Paul Manning,
Founder & Managing Director



Outfly is a design innovation agency and the first of its kind. We blend innovative business consulting with the output of a full service agency. And we do that by essentially providing everything a start-up needs to grow and thrive. While we have been through a number of models in our 12 years of operating, the aim now is to come in alongside the founder as a partner, advisor and, in many ways, an additional arm of their team.

What I love is seeing disruptors who understand that an industry needs constant innovation, with an idea of how to change it. Outfly's job in this is helping them to navigate the pitfalls start-ups often fall into, supporting them in business strategy, branding and marketing, financing and crowdfunding, website building, lead generation and whatever else they need to succeed.

Our model tends to work on an equity basis, sharing in revenues and profits once we have helped a company achieve set deliverables, rather than charging for our time up front. This allows me to spend as much time as necessary with founders, without them worrying about a fee, and for us to be agile as a team and adapt to priorities.

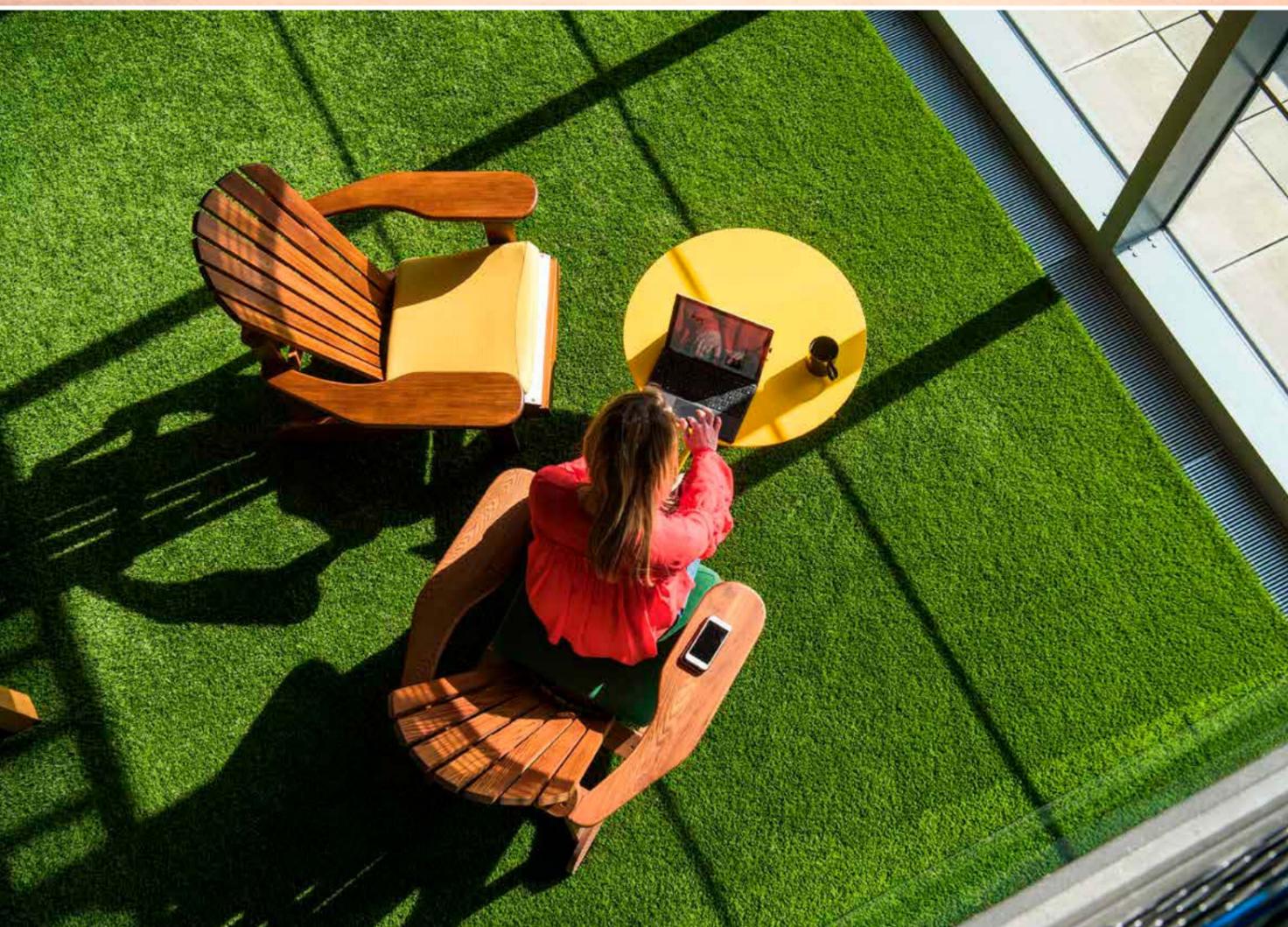
Plexal was our perfect home. I am based locally, and the idea of a new innovation cluster on my doorstep was somewhere I wanted to be, surrounded by interesting, fledgling start-ups. We ultimately played a role in the branding and design of Plexal itself, before moving in to support the businesses based there.

Every Olympics talks about leaving a legacy, but how many actually do? Here East, though, has truly helped to transform East London, and it is filled with people who are ambitious and innovative.

It is no surprise that the majority of people who work in this space live in the growth boroughs. It is therefore a genuine community as well, with synergies and relationships between such a diverse group of businesses, of all sizes.

I have been privileged to be a part of the Plexal community and to work directly with so many of these brilliant entrepreneurs and companies, supporting their own journeys. I find it incredible to see founders come in with just a hot desk and soon after, have an office with 25 people. You really get to see the growth first-hand.





Taso Advisory

Ben Greenstone,
Managing Director



“WE SEE THAT TECHNOLOGY IS CHANGING EVERYTHING; AS A RESULT, GOVERNMENT POLICY AND POLITICAL INTEREST ARE VERY MUCH FOCUSED ON THAT.”



Chancellor of the Exchequer, Rishi Sunak, speaking at Treasury Connect with Plexal.

Taso Advisory is a public policy consultancy founded in 2019, which focuses on policy areas related to digital and technology businesses in the UK and EU.

We see that technology is changing everything; as a result, government policy and political interest are very much focused on that. This makes it something really important to get right, in terms of relationships between innovators in the private sector and policy leaders in the public sector. They need to understand each other's priorities, why these matter and what a future regulatory framework for the technology industry needs to look like, particularly with the accelerated digitisation we have seen over the past two to three years.

Our work falls into four buckets: analysis – what is happening in public policy that matters to tech businesses, what it means and what it might require them to do in terms of business adaptation and engagement; development – working with businesses to constructively feedback and provide alternative solutions to government on policy they may oppose or think could be improved; messaging – understanding the various messages you need to give to different stakeholders in different sectors and how each is likely to respond; and finally, engagement – having those conversations directly with the necessary stakeholders, with and on behalf of clients.

When I moved into Plexal in June 2020, the business was just me and a hot desk, supporting a few clients. Today, we have a team of five and are hiring for more at the moment, having moved twice into larger offices in Plexal.

This is one of the core benefits

of Plexal. There is no sense of seeing out a contract or tenancy in a space you have outgrown. It supports businesses' growth trajectories and fosters a sense of being in it together, giving entrepreneurs the flexibility and support to grow.

But perhaps the greatest collaboration opportunity we found was with Plexal itself. In fact, Andrew Roughan approached me completely coincidentally, at the time I was applying to be a Plexal member, to suggest there were ways we could work together. And we have done ever since.

Having that proximity has been incredibly valuable. Simply being in the same building allows for fast-moving conversations and action around government and industry priorities, while Plexal and Taso Advisory's individual work complements each other's. Combining that expertise can be extremely useful in serving our respective clients.

In many ways, Plexal also acts as a matchmaker for us, putting us in the same ecosystem as the businesses we want to be working with. Even if we do not have a formal partnership, being in and around Plexal leads to organic conversations and ideas, which can provide mutual value.

For any new business, the first client is always a landmark moment as is the first time you earn enough to hire outside of your founder team. The third pivotal moment for us was our move to Plexal, which transformed our business significantly, with the opportunities for collaboration we found there.

We are excited about how we can continue to develop this relationship in the years to come and work together to engage in public policy around technology.

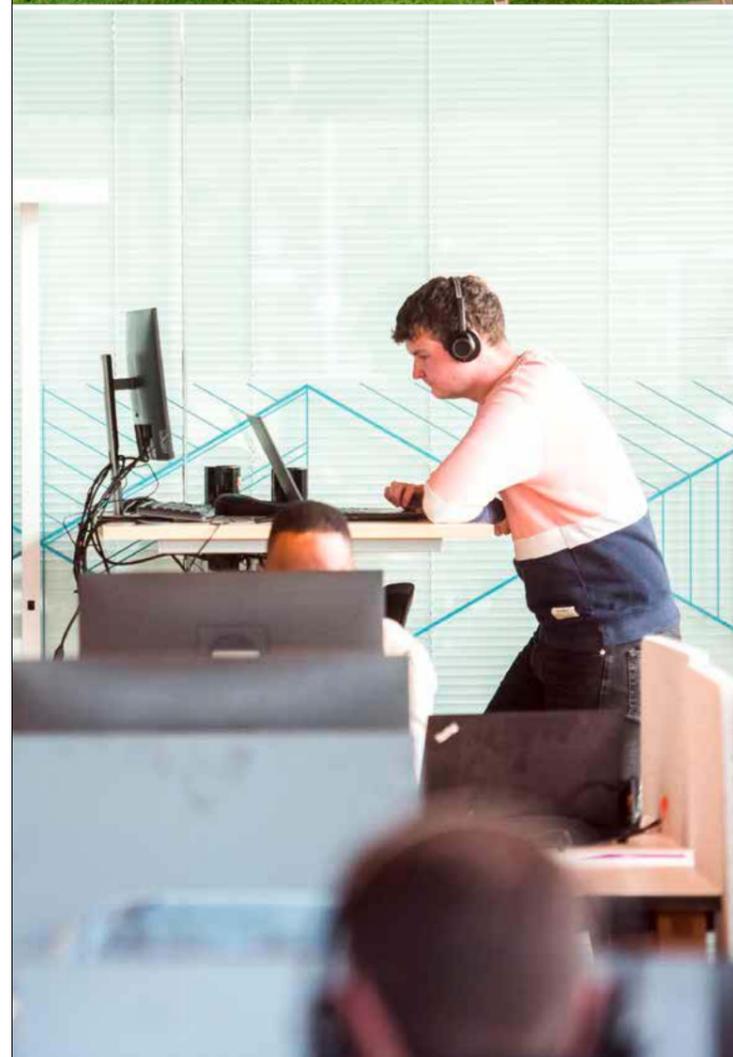
Tenant Impact

Featured in this section:



ROSEWAYNE

THE
TRAMPERY



From education to employment and impact beyond

Karim Ramadan ElSayed is a marketing and communications strategist for MOONHUB, a VR training platform based at Plexal. But his Here East journey started with Loughborough University London: 'I moved over from Italy to reinvent myself and find new opportunities in London. I had worked for a communication agency in Rome, but I wanted more freedom to create,' he says. Karim began a digital marketing MSc in 2020, which meant that part of his learning experience took place remotely. 'But when I came to the campus for the first time, I was astonished by the incredible buzz around, particularly at Plexal – a beehive of innovation and collaboration.'

After being offered an internship opportunity at MOONHUB, Karim has gone on to a full-time job with the company. His story demonstrates the circularity Here East aims to foster, from education to employment – and perhaps, to entrepreneurship: 'Ultimately, my dream is to start my own creative agency, base it out of Here East and hire graduates from Loughborough University London.'

Simeon Marriott-Dixon is another example of that circularity. Through his role as a volunteer with Hackney Council, he learned about Loughborough University London's Inspiring Success scholarship programme. Part of the university's first cohort of students in 2015, he has since gone on to a full-time role as a senior youth support and development worker with the council. Simeon says: 'I am interested in how sport can be used to positively affect communities, particularly young black men. Loughborough's master's degree in Sports, Business and Innovation allowed me to explore this passion

further, giving me access to different networks.'

Inspiring Success is just one example of accessible educational outreach from Here East's academic partners. All of the universities on campus, alongside the Here East Scholarship Programme, have provided opportunities to local residents.

'The degree gave me the confidence and practical skills to apply for a more senior position within the council and deliver a more considerable impact with the community,' Simeon adds. 'As part of my current role, we develop projects that give young people better access to the facilities available at Here East.'

Diversifying participation opportunities is part of Loughborough University London's mission, and one of its senior lecturers in entrepreneurship, Dr Angela Martinez Dy, led a recent research initiative as project evaluator of OneTech, exploring how London's tech scene can become more inclusive.

'I supported OneTech in achieving a far-reaching impact, giving critical and constructive feedback at every step of the process,' she explains. 'I then published a written and video policy brief upon completing the study, including a good practice checklist for organisations to assess their progress.'

Previously, Dr Martinez Dy has partnered with Digital Women UK and Words of Colour to deliver a series of personal and professional development workshops at Loughborough University London for diverse women working in tech and digital.

She continues to research equity, diversity and inclusion in digital entrepreneurship, and encourages those interested in this space to review the policy brief and reach out to her to discuss potential collaborations.



Above: The Loughborough University London library is open 24 hours a day, 7 days a week.



I AM INTERESTED IN HOW SPORT CAN BE USED TO POSITIVELY AFFECT COMMUNITIES, PARTICULARLY YOUNG BLACK MEN. LOUGHBOROUGH'S MASTER'S DEGREE IN SPORTS, BUSINESS AND INNOVATION ALLOWED ME TO EXPLORE THIS PASSION FURTHER, GIVING ME ACCESS TO DIFFERENT NETWORKS."





Above: The Data Junction at Staffordshire University London has advanced wireless casting and presenting facilities.

The power of knowledge exchange and collaboration

Staffordshire University London opened at Here East in 2019, aiming to foster the next generation of digital innovators and to build opportunities in research and enterprise.

But while the university has completed its third active year at Here East, Laura-Jane Filotrani, who joined the university as Associate Dean in September 2021, says that it is only now beginning to live up to its ambition: 'This year feels particularly important in terms of creating that full university experience in a way that we have been unable to before,' she says. 'Our first cohort in 2019 contained just 25 students, and while 100 more joined us last academic year, the pandemic limited in-person teaching.'

During the 2021/22 academic year, Staffordshire University had around 300 undergraduate students studying for six different degree courses, and with pandemic restrictions lifted, it has since been able to provide that full university experience for its students and truly plug into the collaboration opportunities available at Here East. 'My remit is to look at the portfolio and curriculum, thinking about how we develop our courses for the future and capitalise on the innovative ecosystem on our doorstep,' Laura-Jane adds. 'And so, we are looking at how we build up our postgraduate provision and attract international students to this amazing London campus.'

The idea driving Laura-Jane and Staffordshire University London is one of knowledge exchange. In addition to collaborating with other Here East tenants and bringing in talent from overseas, Laura-Jane is keen to connect the London branch of the university

with its main campus in Stoke-on-Trent, utilising the assets and connections it has in the Capital to help level up the community in Staffordshire itself.

This vision of knowledge exchange stretches beyond geographical connections and into how Staffordshire University London's academics teach their courses: 'We aim to be interdisciplinary in our approach. The skills we teach in our degrees should not be siloed but applied to a vast range of sectors,' Laura-Jane says. 'Skills our students learn in esports and gaming, for example, are transferable to areas such as virtual economies, production and consumption of media, development of virtual reality, augmented reality, business planning, data analytics, cyber security and so much more.'

The number of students is set to rise to 500 for 2022/23, which will include MSc and MA students in both Cybersecurity and Esports. There are also plans to develop postgraduate provision in Fintech, Data and Informatics and Artificial Intelligence. Any new courses must add value, says Laura-Jane: 'This is an enormous period of growth for us in terms of our student body, our educational offering and our people power. But we need to ensure this is sustainable and that we consolidate what we do best before rolling out too much too soon. It must be about quality over quantity.'

Laura-Jane is keen to continue connecting Staffordshire University London with other tenants at Here East, looking at how it can collaborate on research with Loughborough University London and the new V&A East on the East Bank. 'Our next stage is to really build on these partnerships.'



My remit is to look at the portfolio and curriculum, thinking about how we develop our courses for the future and capitalise on the innovative ecosystem on our doorstep. We are looking at how we build up our postgraduate provision and attract international students to this amazing London campus."

Laura-Jane Filotrani, Associate Dean,
Staffordshire University London



THE NUMBER OF STUDENTS IS SET TO RISE TO 500 FOR 2022/23, WHICH WILL INCLUDE MSC AND MA STUDENTS IN BOTH CYBERSECURITY AND ESPORTS."



THE PROGRAMMES WE RUN OUT OF HERE EAST AND THE VISION FOR THE SPACE IS FOR IT TO BE A VERY HANDS-ON, COLLABORATIVE ENVIRONMENT.”



Above: UCL is home to a soft haptics and robotics lab.

UCL at Here East

Building a better environment for learning

UCL at Here East is a joint venture between the Faculty of Engineering Sciences and The Bartlett Faculty of the Built Environment. It houses a unique fabrication, robotics and prototyping facility, alongside world-class programmes, short courses and research. Lauren Gillett, Operations Manager for UCL at Here East, explains its approach: ‘The programmes we run out of Here East and the vision for the space is for it to be a very hands-on, collaborative environment. We aim to test the boundaries of different types of research and technology and encourage our students to interact with one another and these technologies in person.’

Part of UCL at Here East’s mission is to engage with community-focused programmes, including skateboarding workshops for City Mill Skate, a research project that uses a shared design process to build a proposal for the construction of permanent skateable objects at the soon-to-be-opened UCL East campus. It is part of a wider set of initiatives across UCL that seek to broaden participation in education and change the perceptions of who university education is for.

The university has also worked with the education project In2scienceUK, which aims to bring young people from underserved backgrounds into STEM. ‘Our science and technology facilities have made UCL at Here East a great place for In2scienceUK groups to visit,’ says Lauren. ‘From this, we have set up mentorship programmes to give these young people a good example of what it’s like to work in STEM and how it

can be applied in the real world.’ The Bartlett also continued its long-running collaboration with MATT+FIONA – which works with young people to design better and more empowering built environments – working with three schools in London on a programme called Renew. ‘It looked at climate change, reusable energy and how that can relate to young people’s built environments,’ says Kemi Hassan, Senior Outreach Officer at The Bartlett. ‘We also piloted a project with sixth-form students who want to study architecture, running advice sessions for them and giving them an opportunity to speak to our current students and academics.’

In supporting the Olympic legacy, UCL at Here East’s Architectural Design and Mechanical Engineering first-year students ran a project around the 10-year anniversary of the Games, building temporary pavilions that will be showcased across the Olympic Park in the summer: ‘It was a great example of how our students interact with both what they are learning and the spaces around them,’ Lauren adds, also highlighting a desire to work more closely with Here East in its community interaction and activities with the LLDC.

UCL at Here East will be joined by its partner campus, UCL East, opening in September 2022 on the East Bank of the Olympic Park.

Lauren hopes that the two sites can work closely to interact with the communities around them in Hackney and Tower Hamlets: ‘UCL is both a global and local university, and a key ambition for us is to see how we can be a good neighbour to our communities as we expand.’





LMA students socialising outside in the Yard at Here East.

Making the most of East London's cultural assets



Above: LMA London students preparing for an upcoming show.

“
WE HAVE ALSO MADE THE MOST OF THE INCREDIBLE CULTURAL ASSETS AROUND HERE EAST. OUR DANCERS PERFORMED THEIR END-OF-YEAR SHOW AT THE ICONIC HACKNEY EMPIRE.”

Our first year at Here East was a disrupted one. While the campus remained open for those who needed it throughout 2020/21, our teaching was not face to face for parts of the academic year. This meant that while we were a part of this amazing collaborative space in East London, our students were unable to gain key benefits.

Conversely, we did not close for a single day in the 2021/22 academic year, and our student body almost tripled from 120 to nearly 350. The reopening of theatres has also been a massive boon, as it has meant many of our pupils and tutors have been able to spend their evenings performing in the West End before coming back to teach in the day, bringing that first-hand experience with them. They are getting that true educational experience alongside real-world opportunities, and all of that adds to the sense of buzz around LMA.

We have also made the most of the incredible cultural assets around Here East. Our dancers performed their end of year show at the iconic Hackney Empire. Our actors took theirs to The Yard Theatre across the canal, our TV and film students to the BT Sport studios and our musicians to Grow, an independent creative space in Hackney Wick.

Our presence at Here East is therefore not only incredibly valuable for our students, but we can also support local independents and collaborate with other like-minded companies in the area.

We chose to come to East London rather than establish our London base in the West End because of our desire to engage with the local community and help build on the Olympic legacy. Performing arts have not been particularly well represented, partly because there are perceptions that it is rare to make a success in the creative industries.

Our courses, however, are vocational and prepare people to work in the industry. We want to show that you can earn a living from studying at LMA while promoting the arts to the community, changing people's assumptions and demonstrating the thriving cultural heart of East London.

As we continue to grow and establish our presence in the community, we are keen to reach out to schools and work with them to bring through the next generation of creative talent. In the past year, we have had several different schools come to participate in workshops on campus, while our team have gone to open career evenings at the schools.

We are excited that over the next couple of years, we will be joined in the area by Sadler's Wells and the London College of Fashion, adding to the thriving artistic hub in the Olympic Park, of which we and Studio Wayne McGregor are already a part. As we continue to make our students industry-ready and our first cohort of graduates prepares to leave next year, the more incredible partners and links we have around us, the more opportunities we can create for them.

Studio Wayne McGregor using a temporary space at Here East to rehearse during the pandemic.



Blending physical art with digital technology

Photography supplied by Studio Wayne McGregor

Right: Part of the innovative Studio Wayne McGregor space at Here East.



Studio Wayne McGregor

While in-person performances returned in 2021, a prolonged period of reduced overseas travel had the Studio Wayne McGregor's leadership team considering its international touring model.

'We were already thinking about our environmental footprint as a company, and reduced travel catalysed and accelerated our action on this,' explains Jasmine Wilson, Director of Learning and Engagement at Studio Wayne McGregor. 'One of the main reasons Wayne wanted to be a part of Here East was because of the influence of digital technology in his work – as a tool, a dissemination model, a way of thinking and creating. And so, we made a conscious decision to pivot and increase our activity in this domain.'

AI, AR and VR are now central to the distribution of Studio Wayne McGregor's artistic products, and with funding from Bloomberg Philanthropies, one of the company's spaces at Here East is being transformed into a smart, multi-camera broadcast studio. 'It's a tech facility, the likes of which we have not had before. And so, we want to use it as an asset for the entire sector, for creatives across the campus and beyond to use,' says Jasmine.

The innovation hub around Studio Wayne McGregor at Here East is crucial to its operations, allowing for significant collaborative scope. It is currently undergoing conversations with Staffordshire University London, V&A East and others about what new working and digitisation models mean for a mixed-reality future, particularly in broadcasting and production.

Mil Vukovic-Smart, Director of Development at Studio Wayne McGregor, says: 'We want to look at

how we can apply our knowledge from dance and physical intelligence into the innovation space, particularly the embodied internet and the metaverse.'

'In parallel to all of this activity, we have remained focused on local engagement and sector support,' Jasmine adds. 'Coming out of the pandemic, there were a number of projects and partnerships we had established that we wanted to continue.'

This included working with Shoreditch and Hoxton Art Fund and Hackney Council to co-author an artwork piece with the local community and working with stroke survivors through Shoreditch Trust to create a dance film. 'This also involved English-as-a-second-language students from New City College, Hackney, whom we worked with for around three months to create material for the film before hosting a screening and photography exhibition of the participants at our studio,' says Jasmine.

Studio Wayne McGregor is also looking at how it can further open up its building to local residents, running a series of public events that include a live dance performance, a digital experience and an interactive workshop: 'It's a chance to promote the building as a social and cultural asset, as well as a workspace.'

With weekly youth groups and school holiday residencies, Studio Wayne McGregor continually opens its doors to the next generation.

It is also working with recent dance graduates on a national programme with mentors and relationship building, skills workshops and creative experiences to help bridge their transition from studying into the professional dance world.



ONE OF THE MAIN REASONS WAYNE WANTED TO BE A PART OF HERE EAST WAS BECAUSE OF THE INFLUENCE OF DIGITAL TECHNOLOGY IN HIS WORK – AS A TOOL, A DISSEMINATION MODEL, A WAY OF THINKING AND CREATING.”



OPENING THE TRAMPERY ON THE GANTRY IN 2018, WE HAVE SINCE LIVED UP TO BOTH OF OUR MISSIONS WITH A MORE THAN 80% LOCALLY-BASED MEMBERSHIP.”

A workspace with a social heart

The Trampery on the Gantry

Charles Armstrong,
Founder and CEO

In 2009, I was based in Shoreditch, where I could feel this great upswelling of energy around creativity and entrepreneurship.

But as more people looked to start their businesses, I could see many struggling to find a place to do so. It is easy to forget now when they are so widely available, but co-working spaces were in their infancy, and long-term leases on offices were clearly unaffordable to budding entrepreneurs.

I saw a need that was not being met. And with experience in social entrepreneurship myself, I looked to combine the need for workspace with a venture that would provide social benefit.

The Trampery was born at that moment. And from the very beginning, we had a plan to support entrepreneurs that were being excluded from the mainstream community. I saw it as an injustice that needed to be rebalanced, and since then, our spaces across East London have housed some of the UK’s most successful start-ups.

Having started in Shoreditch, I looked to expand the offering to Hackney Wick, which meant the proposition of Here East fit perfectly. Like The Trampery, it would be a home for creatives – and one with a desire to offer affordable spaces to the community’s entrepreneurs. We saw ourselves as having a specific role on the campus as a vital part of the offering to small businesses in the area.

Opening The Trampery on the Gantry in 2018, we have since lived up to both of our missions with a more than 80% locally-based membership. Demand has only grown since the pandemic, with more start-ups looking

to move their operations out of the City and considering how they can grow their businesses closer to home.

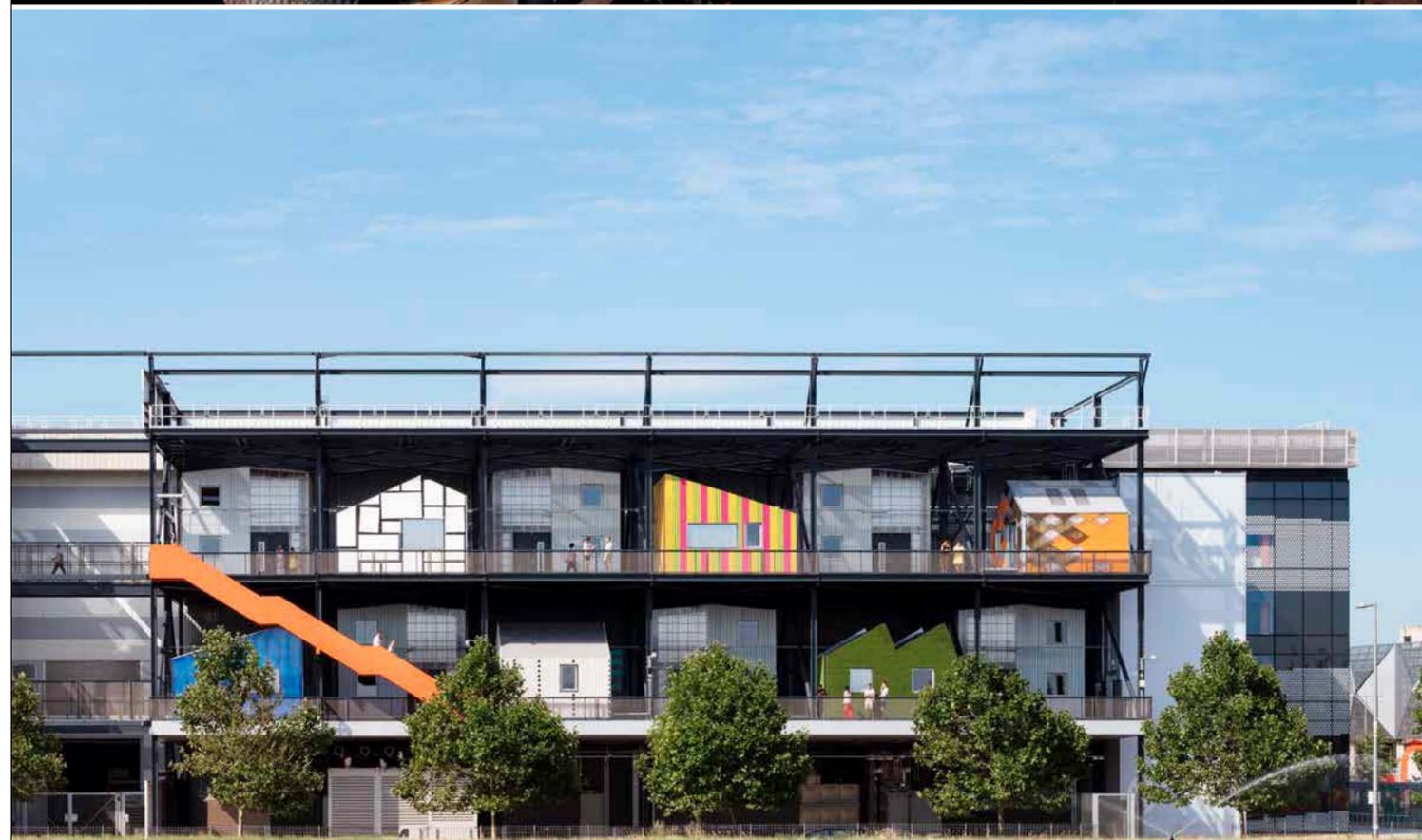
The Gantry is part of our Evo Pioneers initiative, which offers a portion of our workspace for free to entrepreneurs from under-represented backgrounds, as well as local community groups and charities, who otherwise would not be able to afford it. This comes alongside a programme of dedicated business support, helping start-ups to develop their strategy and overcome growth challenges.

Our members at The Gantry are solving real-world problems: BADU offers relatable mentorship, guidance and training programmes to families, schools and young people in the local community; &U is an architecture practice focusing on sustainable place-making and low energy architecture; while MOONHUB is using VR to create cutting-edge training for healthcare professionals.

More widely, The Trampery on the Gantry and Here East have been catalysts for an organic development of the arts and creative industries in Hackney Wick. The aspiring and young entrepreneurs with whom we work have demonstrated that our community truly is a fertile hotbed of innovation, which has opened the door to larger institutions coming to the Olympic Park.

Here East was, in my view, the prototype for the rest of the East Bank, and as the first real agent of change we saw in the area, it has bred success and growth beyond. And as we continue to expand to our next Trampery site in Fish Island Village, we want to continue to be a bridge to Here East from the growth boroughs.

Below: Inside a studio space on the Here East Gantry.

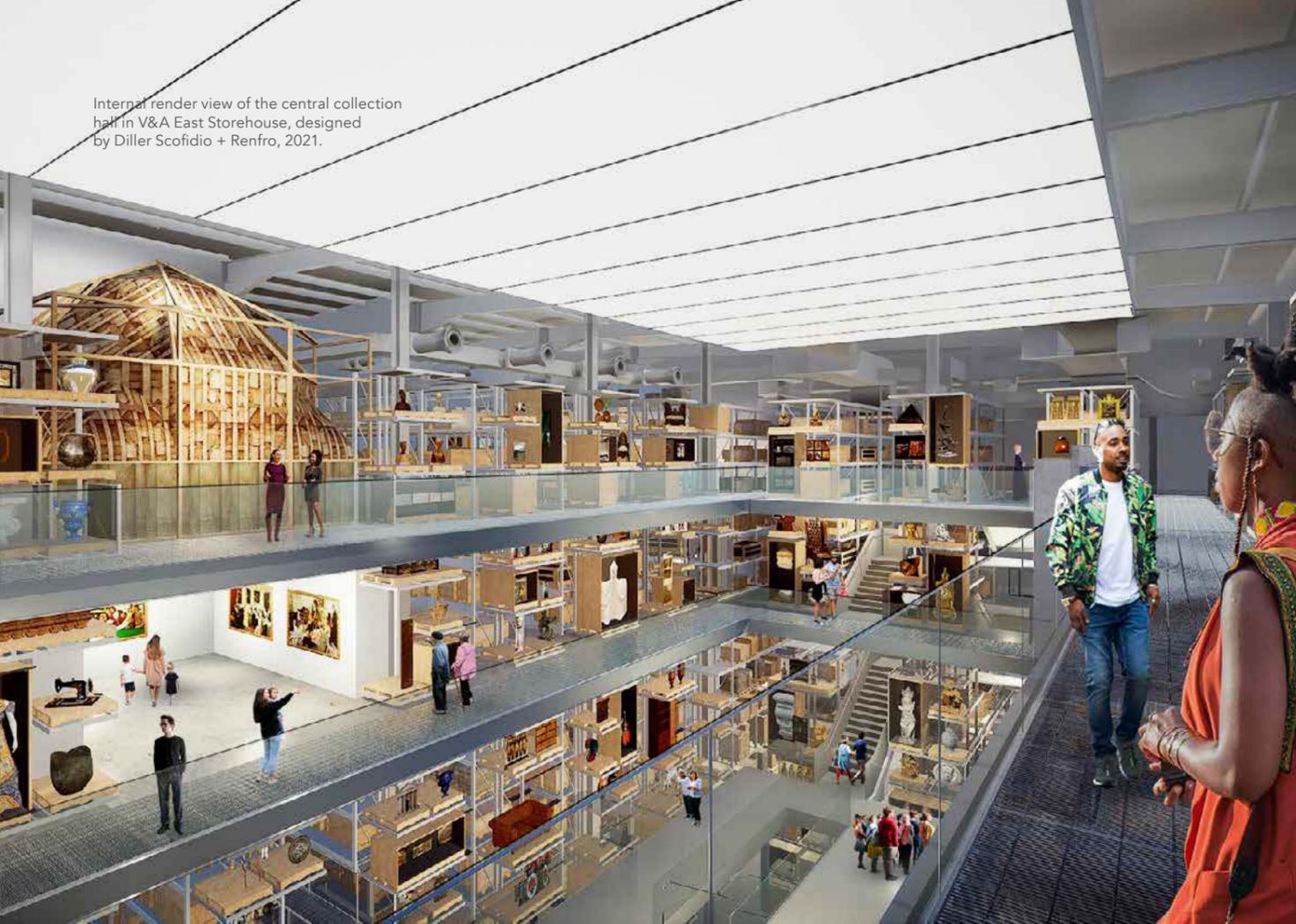


Future Vision

Featured in this section:



Internal render view of the central collection hall in V&A East Storehouse, designed by Diller Scofidio + Renfro, 2021.



“

We want to form a 360-degree view of museum life. It is designed around our stored collections, spanning 5,000 years of global art, design and performance. It is a purpose-built space for 250,000 objects, 350,000 books and 1,000 archives, and it will be a constantly changing hive of activity.”

Tim Reeve, Deputy Director and Chief Operating Officer, V&A

“

PARTNERSHIPS AND COLLABORATION ARE CENTRAL TO V&A EAST, AND OUR TEAM IS SPENDING TIME ON-SITE FORGING RELATIONSHIPS AT PLEXAL; IN ADDITION, WE HAVE A SERIES OF INTERDISCIPLINARY RESEARCH PROJECTS RUNNING WITH PARTNERS INCLUDING UCL AND LONDON COLLEGE OF FASHION.”

Words by Tim Reeve, Deputy Director and Chief Operating Officer, V&A

V&A East

Opening up the arts

V&A East is about celebrating global creativity, building on 150-years of heritage in East London and our founding mission to make the arts accessible to all. It is an opportunity to create two museums for the future, transform access to our collections and connect with communities in new, meaningful ways. We want to be for everyone, to create a new institution designed for a younger and more diverse audience in one of the most historically creative parts of the UK.

This encompasses two sister sites that are currently under construction: V&A East Storehouse opening at Here East in 2024, and V&A East Museum, opening at East Bank in 2025. Both will focus on making, highlighting under-represented voices, advancing cultural conversations, and creating opportunities.

At V&A East Storehouse, we want to form a 360-degree view of museum life. It is designed around our stored collections, spanning 5,000 years of global art, design and performance. It is a purpose-built space for 250,000 objects, 350,000 books and 1,000 archives, and it will be a constantly changing hive of activity. There will be self-guided routes taking visitors behind the scenes, opening up the V&A's collections like never before.

Just a 10-minute walk from our museum at East Bank and close to the creative community of Hackney Wick, Here East combines unparalleled infrastructure with a unique creative neighbourhood, and the space to accommodate our ambitious plans.

Partnerships and collaboration are central to V&A East, and our team is spending time on-site forging relationships at Plexal; in addition, we have a series of interdisciplinary research projects running with partners including UCL and London College of Fashion. Our commitment to creating opportunities and pathways into the creative industries for young people is central to the project. As part of our extensive outreach, which has involved consulting with more than 20,000

people locally to date, we recently welcomed our second cohort of the V&A East Youth Collective Programme. This is a rolling six-month, paid opportunity for locals aged 16–25 to play a key role in shaping V&A East.

Recently, the interdisciplinary design collective, RESOLVE, worked with organisations across the Olympic growth boroughs to run a series of hands-on, creative workshops exploring young residents' connection to their local area. This culminated in a large-scale installation made from upcycled museum materials that took over the V&A's Grand Entrance Hall in South Kensington during the 2021 London Design Festival.

We also collaborated with creative agency A Vibe Called Tech on a series of digital content experiments to explore what young audiences would want to see on V&A East Storehouse's social media channels.

In addition, we worked with LLDC and our East Bank colleagues, as founding partners of the Good Growth Hub, to provide ideas, resources and networks to ensure new employment and training opportunities.

From this, we co-created two schemes with the potential to deliver real benefits for local young people. The Creative and Cultural Opportunities Programme is a three-week boot camp that provides them with the tools they need to apply for entry-level routes into the creative, cultural and digital sectors.

In addition the Shared Training and Employment Programme is a 12-month paid traineeship, where they are matched with committed local businesses to provide an entry-level role.

Being part of this community within East London and the Olympic Park means that possibilities for collaboration are limitless. As a place where small, creative businesses looking to scale sit side-by-side with established companies seeking to become more entrepreneurial, Here East is a great fit and an exciting home for V&A East Storehouse and the V&A's stored collections.



Esports Engine

An engine of esports growth in East London

Words by Martin Wyatt,
SVP Client Services, Esports Engine

Esports Engine is a turnkey esports solutions company, working with gaming publishers, rightsholders, brands, and teams to provide production, broadcast, tournament and programme design.

With more than 20 years of experience and production expertise, we bring a deep understanding of consumer culture to manage publishers' esports operations top down, through a holistic solution that meets the bespoke needs of game publishers, competitors and fans.

As esports continues to grow globally, it is immensely gratifying to see the UK become a growing destination for top class esports. Our international expansion into the country, therefore, was always going to be built upon the foundation of continuing to do innovative and excellent work for our clients. This means we need to attract world-class talent from the region to join our team. And there is no better place to do this from than Here East and the Olympic Park, who have been championing the sector for a long time.

We want to make a big splash and have an impact on the esports sector and the wider technology ecosystem in the UK. Here East gives us the opportunity to create a home, a destination and a beacon for exceptional esports work, at the same time as allowing us to embrace and leverage the exciting community of like-minded businesses and professionals based there.

You only have to look at the number of top-level esports tournaments that have taken place at

the nearby Copper Box arena to see the potential of this community. In addition, the number of businesses that are at the forefront of the industry who are now choosing Here East as the destination to realise their ambitions, is testament to how the campus and surrounding areas have embraced our growing industry and those who work within it.

Here East has a real diverse community of tenants and professionals, and we can only hope to add to the dynamic. We are open to meeting and collaborating with and supporting our fellow community members as best we can.

This will be a significant part of how our business develops during our time at Here East, aiming to ensure that we can represent and support the local community wherever we can. We are at the forefront of a young, diverse, dynamic, creative industry and want our workforce to reflect that.

We will grow rapidly and will be looking to create opportunities for young people in the area to experience the work that we do, gain an understanding of some of the roles that exist within the esports industry and, hopefully, attract local talent to join our team.

As part of this ambition, we would love to hear from local schools, colleges and other relevant associations on how we can collaborate.

We are incredibly excited to be joining the Here East community, and to bring some of the biggest and most exciting esports tournaments to East London. We look forward to working together to make this the number one destination for our industry.



HERE EAST HAS A REAL DIVERSE COMMUNITY OF TENANTS AND PROFESSIONALS, AND WE CAN ONLY HOPE TO ADD TO THE DYNAMIC. WE ARE OPEN TO MEETING AND COLLABORATING WITH AND SUPPORTING OUR FELLOW COMMUNITY MEMBERS AS BEST WE CAN."



When I reflect on our first 10 years, I know we can be proud of so much that has taken place: the companies that have grown here, the young people who have graduated from our universities and gone onto successful careers, and the residents in the growth boroughs whose lives have been positively impacted in other ways.

What's next for Here East?

Words by Mike Magan,
COO at Here East



Above: Here East first floor in the Broadcast Centre.

“
WE HAVE POWERED THE GROWTH OF EMERGING SECTORS, SUCH AS CYBER AND ESPORTS, WE ARE CONNECTING WITH CULTURAL INSTITUTIONS LIKE THE V&A, HAVE ALMOST FILLED THE CAMPUS TO CAPACITY, AND EITHER DIRECTLY OR INDIRECTLY SUPPORT MORE THAN 10,000 JOBS AND £700 BILLION IN THE ECONOMY.”

Future Vision

Something that really stands out whenever I step off our shuttle bus from Stratford or take the short canal walk from Hackney Wick, is what a community hub Here East as a place has become. And in such a short space of time, too. Prior to the pandemic hitting in 2020, while our tenant and student bodies were expanding significantly and making the most of our facilities, you would not necessarily see people from the community choosing to use our retail and hospitality on Canalside.

As soon as these businesses reopened, we saw thousands of people, who – in exploring their local area and Here East perhaps for the first time in lockdown – had discovered what an incredible space this is, no doubt in part influenced by the fact that we remained open to support local residents throughout those challenging months.

This has been maintained ever since. Now, our Canalside businesses are a staple of Hackney Wick's hospitality scene, opening up Here East to so many more people and accelerating our growth story. I believe this would have happened in time no matter what, but we certainly saw a catalysing effect from our circumstances of the past two years, where people have increasingly begun to appreciate what they have on their doorstep.

It is just one part of our trajectory and story. And as the Oxford Economics data shows, our impact has been far-reaching and stretches way beyond our campus. We have powered the growth of emerging sectors, such as cyber and esports, we are connecting with cultural institutions like the V&A, have almost filled the campus to capacity, and either directly or indirectly support more than 10,000 jobs and £700 billion in the economy.

The stories you have read in this report offer just a glimpse at what has been achieved. There are so many more brilliant people, businesses and milestones we could have called out.

One I will mention is F45 Training, which offers a fantastic case study of what we want a Here East tenant to be. The majority of its members come from local neighbourhoods such as

Hackney Wick, Fish Island, East Village and others, and they are a vibrant part of the greater Hackney community, engaging with residents and offering them a space to enhance their fitness and well-being at Here East.

If we can do all of this in 10 years, a significant portion of which was spent building the site and establishing our presence, then the potential is limitless for the next decade.

Having made ourselves heard in East London, the next step is to continue projecting the voice of East London to the world. We had presence this year at South by Southwest (SXSW) in Austin, Texas, and are working with the International Association of Science Parks and Ann Arbor SPARK in Michigan, to demonstrate what works about our model and how creative campuses like ours can power economies and community impact.

Fostering these relationships is important not only to our growth but also to regeneration in Hackney. As Mayor Philip Glanville pointed out in this report, Here East has been a driver of international investment into the region, and as a result, we are seeing companies from around the world set up their UK headquarters if not at Here East, then in the Olympic Park or East London more widely.

And if Olympic legacy has been the motivation behind everything we have done for the last 10 years, it will remain at the heart of our growth into the future. But alongside that, we are working with the growth boroughs to develop further-reaching strategies that connect Here East with other projects and businesses in the area, exploring opportunities to build on our impact, drive further growth and continue the successful trajectory we have started on.

We will, of course, be doing this in collaboration with local residents, ensuring that our next phase of growth works for them and sets a benchmark for how large-scale projects like this can catalyse regeneration.

Sustainability is also on our minds, and all of our plans will meet the highest standards for environmental and social impact.

All I can say is, watch this space.



@hereeast
#HereEast
hereeast.com

