



**Press Release: For immediate release**

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## **Here East and Optimity bring super-fast connectivity to the Hackney Wick business community**

Here East, London's home for making based in the former Press and Broadcast Centres on Queen Elizabeth Olympic Park, is working in collaboration with Hackney-based internet service provider Optimity to deliver some of the fastest connectivity in London to local businesses in the Hackney Wick area.

This summer, local businesses are able to access Optimity's ultra-fast internet service that uses pioneering rooftop technology to replace the need to dig up the road to install fibre optic cables. Optimity's network fixes the problem that many of London's small and medium-size businesses face with poor quality broadband, which is particularly severe in Hackney Wick, where the existing broadband infrastructure is struggling to cope with demand.

In the pre-launch trial phase, 86 businesses on the Wick already have access. Unlike many other options, Optimity completely bypasses the existing cable networks to provide businesses a step-change in broadband speeds of up to 1,000 megabits per second (Mbps), compared to an average speed in London of 25.44 Mbps.

Here East is providing space on its rooftop to host the equipment that will connect local businesses on the Wick. In order to deliver the best value for the Wick's business community, Here East has agreed to waive the fees and rental it would normally charge to provide this access. In addition, local businesses will be able to access the Government's SuperConnected Cities Voucher programme, designed to help small and medium-sized businesses overcome the prohibitive cost of upgrading broadband connectivity. The result is that businesses on the Wick will now have some of the fastest and most competitive connectivity in London.

Gavin Poole, CEO of Here East, said:

**"In a digital economy, a high-performance, resilient network connection is essential to the core functions and performance of most businesses. At Here East, we are working to support the local business community, and our partnership with Optimity means local businesses will now be able to access super-fast broadband within days, with no hassle, and at an affordable cost."**

Anthony Impey, Founder and Managing Director of Optimity, said:

**“When it comes to broadband, London is being left behind. The existing infrastructure is outdated and struggling to cope with demand. Technology should be enabling UK businesses, not holding them back. It is only through pioneering technology and collaboration with local communities that we can escape the limitations of the existing networks and provide broadband with the speed, reliability and value that is essential to the business community.”**

Jules Pipe, Mayor of Hackney, said:

**“The arrival of superfast broadband in Hackney Wick is a welcome step forwards for the local area, supporting performance and encouraging growth of many local businesses who will benefit from increased connection speeds and a number of other networking technologies. The partnership of Here East and Optimity, a Hackney-based provider, will be hugely beneficial for the business community in need of modern, first class, affordable and reliable network in order to operate successfully.”**

Access to super-fast internet broadband has become one of the most pressing business challenges facing London. A recent report by the House of Lords Select Committee on Digital Skills warned that the capital is being held back by crippling slow broadband speeds. The city is ranked 38th place in the top 40 British cities and towns and 26<sup>th</sup> place in a league table of European Cities, with speeds one quarter of Bucharest (in first place) and 10Mbps slower than the European average. Mayor of London Boris Johnson recently announced a commitment to ensure 99 per cent of homes and businesses in the capital have super-fast broadband by 2018.

The cost of upgrading broadband is prohibitive for the vast majority of small and medium sized enterprises. Optimity has addressed this issue using pioneering wireless technology that can be installed in a fraction of time compared to fibre optics, and at a significantly lower cost.

**ENDS**

**Notes to editor:**

### **About Here East**

Here East is London's home for making, located at the heart of Queen Elizabeth Olympic Park in London. It is a dedicated place for individuals and companies who embrace and pioneer technology, share expertise and are creating the products of tomorrow.

It is a unique campus where creative businesses growing in scale join businesses of scale growing in creativity. It is designed as a place for start-up, entrepreneurial

businesses to co-exist and collaborate with global, established businesses and support genuine product innovation.

Here East provides over one million square feet of dedicated and versatile spaces for creative and digital companies. It combines unparalleled infrastructure with a unique environment to facilitate collaboration and the exchange of ideas. Here East includes shared workspaces and public areas to foster a tight community, alongside a shared yard with space for discussion and events, a landscaped canal side and artisan cafes, shops and restaurants.

Here East is being developed by iCITY, a company owned by clients of Delancey, a specialist real estate investment and advisory company. For more information please see [www.hereeast.com](http://www.hereeast.com).

### **About Delancey**

Delancey is a specialist real estate investment, development and advisory company with over 20 years' experience and a portfolio that covers retail, residential and commercial developments across London and the UK. Working with a wide range of assets, partners and clients, Delancey takes a diverse approach to creating value from property. As well as sourcing and negotiating direct property and corporate transactions, Delancey advises on appropriate capital structures, procures third party financing and provides pro-active asset management and development services. One of Delancey's most high profile assets is the East Village (formerly known as the Athletes' Village). Adjacent to Here East and Queen Elizabeth Olympic Park, East Village offers a once in a lifetime opportunity to be able to develop and deliver a vibrant new neighbourhood and community for London.

For further information visit [www.delancey.com](http://www.delancey.com)

### **About Queen Elizabeth Olympic Park**

London's newest visitor destination, Queen Elizabeth Olympic Park, is a place unlike any other. Visitors to the Park are able to enjoy beautiful parklands and waterways, world-famous sporting venues, arts and events and spectacular views from the ArcelorMittal Orbit. As a new heart for east London, the Park will also provide new homes, jobs and a cultural and education quarter.

The London Legacy Development Corporation promotes and delivers physical, social, economic and environmental regeneration in Queen Elizabeth Olympic Park and the surrounding area, in particular by maximising the legacy of the London 2012 Olympic and Paralympic Games.

For more information visit [QueenElizabethOlympicPark.co.uk](http://QueenElizabethOlympicPark.co.uk), follow us on Twitter [@noordinarypark](https://twitter.com/noordinarypark) and like us on Facebook [facebook.com/QueenElizabethOlympicPark](https://facebook.com/QueenElizabethOlympicPark)

### **About Optimity**

Optimity is on a mission to fix London's Broadband. By installing small antennae on rooftops, it is able to provide an exact equivalent service to dedicated fibre optic leased lines at a lower cost and shorter leadtime. Its wireless technology operates in part of the radio spectrum previously used by the Ministry of Defence and is not prone to interference from inclement weather or other wireless signals.

Optimity actively contributes to government policy, and leads the Broadband Infrastructure Group of Tech London Advocates as well as being a member of the Mayor's Connectivity Advisory Board.

Optimity also plays an important role in helping to tackle the issue of youth unemployment in East London. It operates its own apprenticeship programme and is committed to recruiting 20% of its workforce through this route. It has created a not-for-profit social enterprise to enable other tech businesses in East London to recruit local talent in this way.

It is winner of the Mayor of Hackney's Best Business Award, the Mayor's Fund for London's Best SME Employer, London Loves Business Skills Development Champion and the Worshipful Company of Information Technologist Social Innovation Award.

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