

Here East Socio-economic Annual Monitoring Report 2022



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Introduction



Home to a vibrant mix of innovators, visionaries and like-minded locals looking to challenge the status quo



1.2m sq ft of flexible space



3 discrete buildings



Central Yard area



Canalside setting



5,400 people working and studying on site

Over the past 12 months, Here East has continued to expand through the growth of businesses based on our campus and also by continuing to widen the impact being made on East London and beyond.

Here East is home to some of this country's leading universities and fast-growth start-ups; which are delivering future innovations from within our innovation centre, Plexal, including those making us the largest esports cluster in the UK.

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

Central to Oxford Economics' findings was the indirect impact the campus has had. Beyond the thousands of people employed or educated at Here East, 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 made by Oxford Economics in 2012.

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. This includes bringing people to the campus, and providing educational and employment opportunities, as we involve the community and everyone who invested in this important regeneration project.

The Here East campus is one of the largest employers in the local area, and alongside its tenants, has a continued commitment to creating job opportunities for local, young people in East London.

With education disrupted, communities isolated, and the employment landscape transformed across the country since 2020 as a result of the pandemic, our resolve to be a leader in East London has only been strengthened. It is more important than ever that we deliver on our goals and, where possible, accelerate activity to provide even greater support for our community. Our tenants have done the same, remaining resilient, adaptable, and community-focused. Even while experiencing their own challenges, they have been seen to come together in more innovative ways to support our community.

Introduction



To ensure an aligned approach, Here East's Head of Community and Partnerships collaborates with companies on the campus to meet objectives by building strategic partnerships with local agencies, councils, education establishments, and both existing and new businesses in the community.

Our strategic partners include International Quarter London (IQL), Good Growth hub, East Bank, Hackney Quest, Scholarship Hub, A New Direction, and Badu Sports with introductions supported by the Legacy Careers Programme and Hackney's Business Networking forums.

As an active stakeholder and a major agent of change based on QEOP we continue to take our own role extremely seriously and continue to look for, or create future opportunities, for the community.

In 2021, we published a report with Arena Consulting and LLDC which outlined a roadmap to accelerate the growth of an esports cluster. This was borne out of our collective view that QEOP and Here East together have all the required building blocks to become the leading esports cluster in London and the UK.

Our Esports Feasibility report, makes a strong case for our collective efforts to create this world leading cluster using Here East, the Copper Box Arena, London Stadium and the two education providers of Esports education on QEOP, Staffordshire University London and Pearson. Couple this with the outreach pathways and programmes already in existence, the impact that this fast-growing sector could have in a location where sport and technology collide will be significant.

The following report sets out the findings of Here East's annual socio-economic monitoring report for 2022. It provides an aggregated summary of results from all those who participated in a survey of employees at the Here East campus during November and December 2022. This survey provides a snapshot of the Here East campus, with more than 570 responses received from those who work and study here. Here East promoted this survey widely over a period of more than 5 weeks, with QR codes to access the survey posted on adverts on the shuttle bus, reception areas, elevators, and an e-newsletter was sent out to the tenants twice a week.

Background



This report has been prepared pursuant to Schedule 8 of the Here East Section 106 Agreement, dated 1 April 2014.

Schedule 8, Monitoring and Review Section 106 Extract

For a period of ten (10) years from the date that the Developer acquires a freehold or leasehold interest in the Site the Developer will itself (if in occupation of the Development) and will encourage each Tenant (including using Reasonable Endeavours to include the obligations in this paragraph in any lease or licence of any part of the Development where appropriate) to complete an annual demographic socio-economic survey of Tenants within the Development to include (if required):

- A. Employee and visitor transport habits;*
- B. Social, economic and demographic information on employees including but not limited to age, gender, ethnicity, disability, place and length of residency in the relevant Host Borough (if relevant);*
- C. Payment of the London Living Wage;*
- D. Previous employment status of employees;*
- E. Training/skills gained by employees including the completion of any apprenticeship skills courses or vocational qualifications;*
- F. Types of jobs e.g. full time, part time, professional, entry level;*
- G. Details relating to sub-contracts including, but not limited to, the value of contracts let to business in the Host Boroughs, and to small and medium sized enterprises;*

In each case in respect of employees engaged wholly at the Development and subject to any legislative or regulatory restrictions on the disclosure of such data and information. The Developer will procure that an appropriate representative attends a regular monitoring forum to be established for Queen Elizabeth Olympic Park (provided such attendance will not be required more than once a quarter).

For the period of no more than ten (10) years from the date of first Occupation the Developer working with the Tenants Action Group will submit a draft OPESS Monitoring Report to the LCSPG and the LPA every 12 months. The first such report will be submitted no later than 31 March following the first anniversary of first Occupation of the Development. In respect of each twelve (12) month period to which an OPESS Monitoring Report relates, each report shall contain the details of:

- A. the progress and success in meeting or exceeding the Employment and Skills targets set out in Paragraph 1 of this Schedule;*
- B. the progress and success in implementing the Occupation Phase Employment and Skills Strategy;*
- C. any updates and/or revisions to the Occupation Phase Employment and Skills Strategy which the Tenants Action Group consider will support or help exceed the local employment, and skills targets and activities set out in this Deed.*



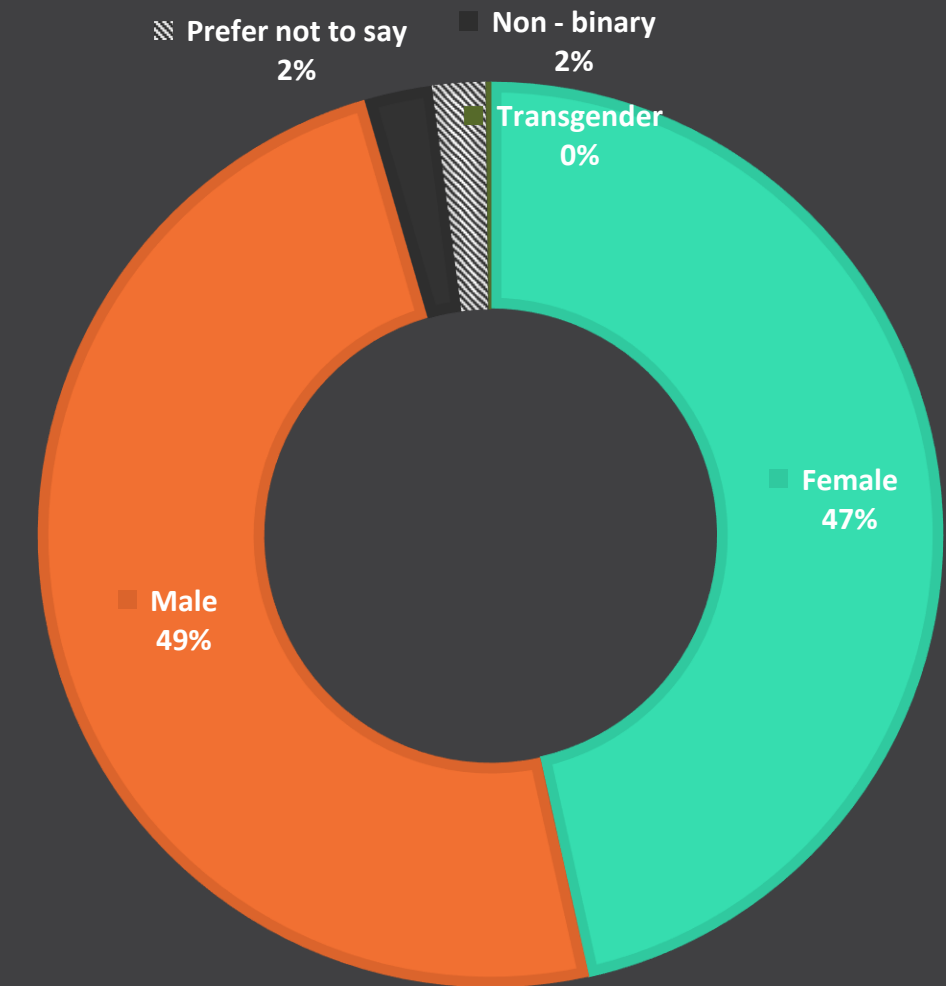
Socio-demographic survey results



Gender

Approximately 49% of survey respondents at Here East were male, with almost 47% identifying as female. This has demonstrated a closing of the gender balance gap from previous surveys, which identified 54% male and 43% female (2021).

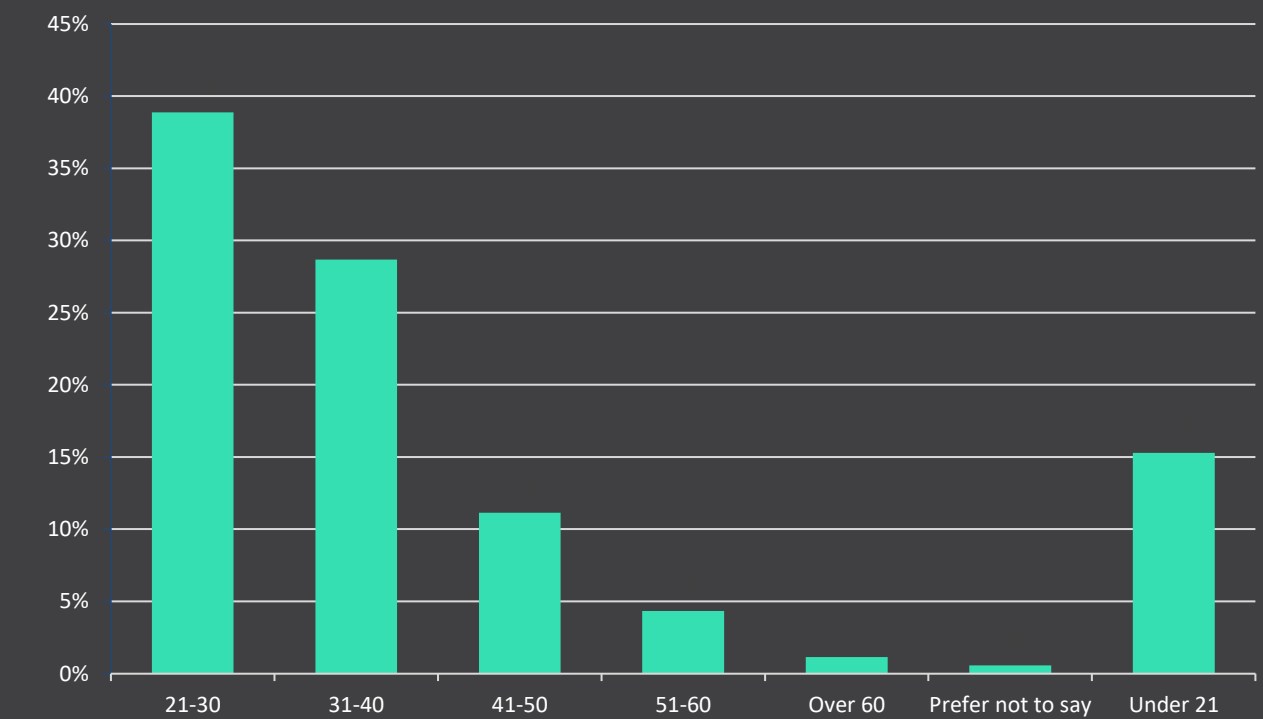
Respondents also included some persons who identified as Genderfluid, Transgender and Genderqueer.



Age

The table opposite shows the age distribution of respondents at Here East, which is reflective of the typical working age in the UK.

Here East continues to work with local schools and tenants to promote opportunities for young people on the campus.



Socio-demographic survey results

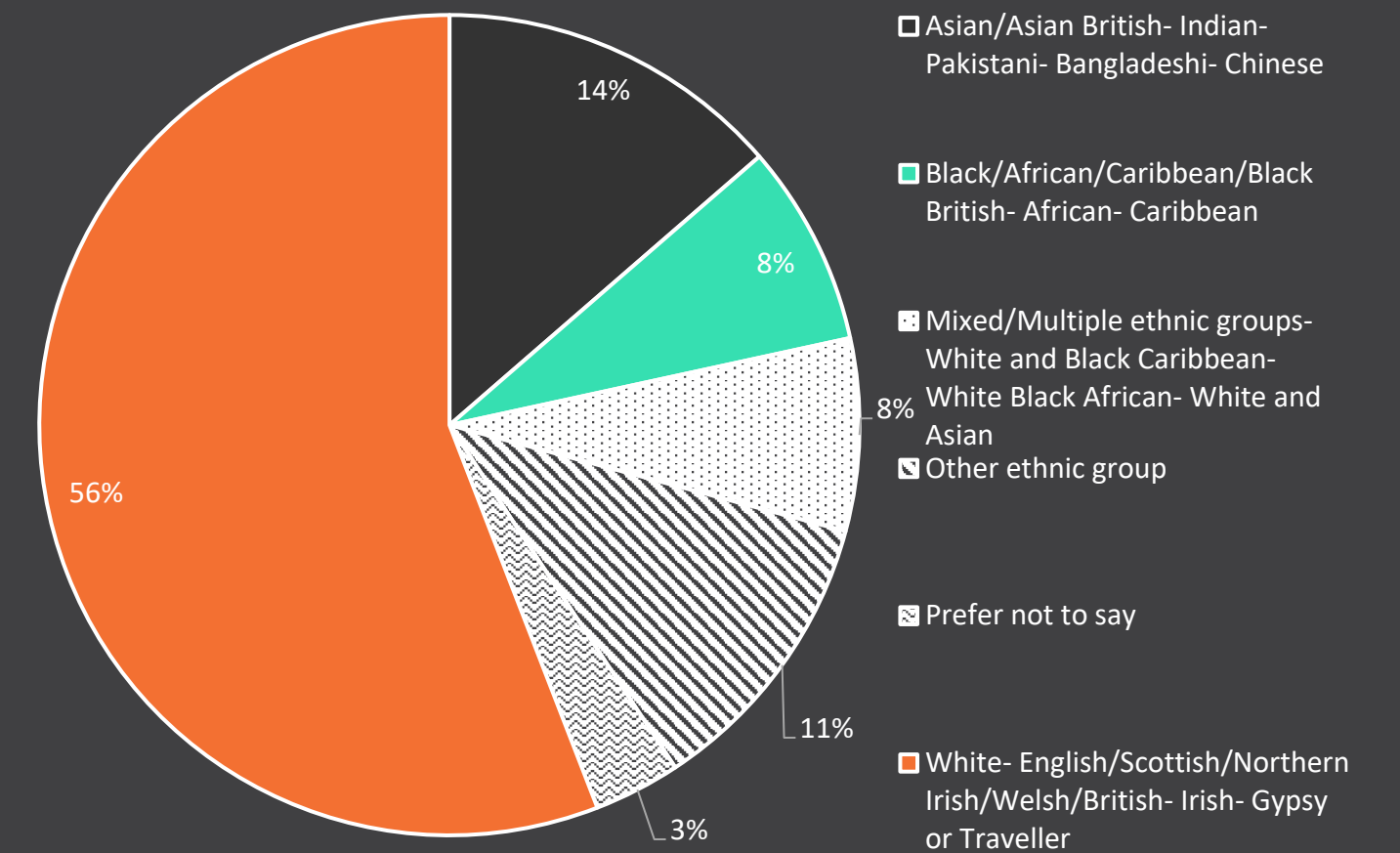


Diversity and Inclusion

Case study 3 (page 13) describes how Here East is collaborating with Hackney Council to tackle the challenges of local young people accessing tech careers.

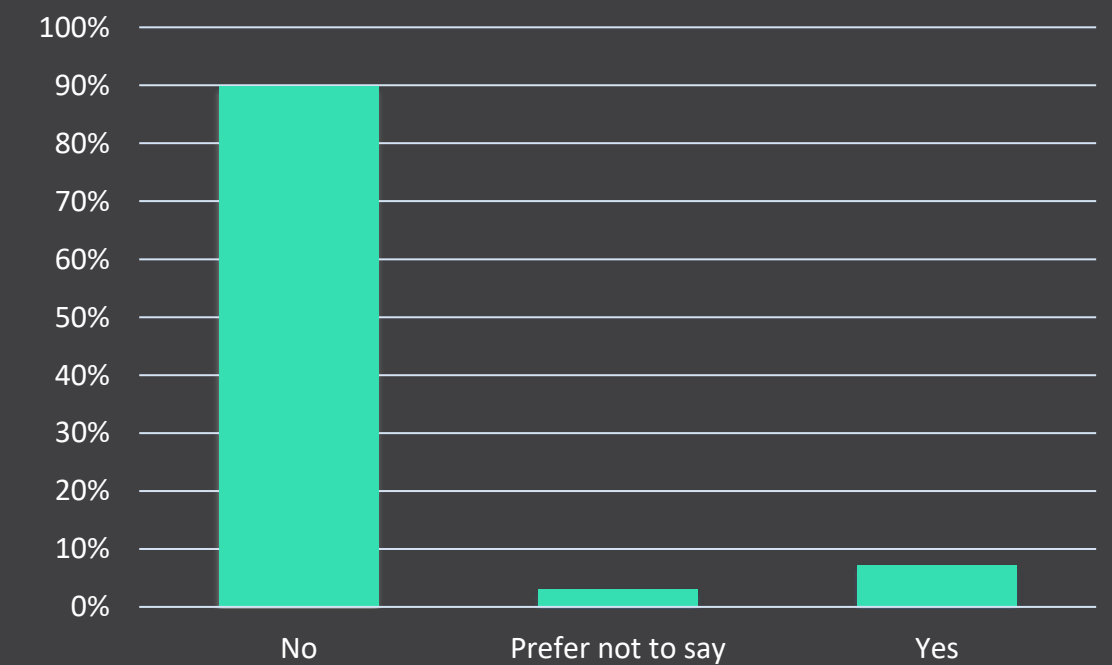
Ethnicity

The graph opposite illustrates the ethnic diversity of respondents on the Here East campus. There has been an increase in non-white respondents at the campus from previous surveys (>80% in 2018).



Disability

A significant majority of survey respondents identified that they do not live with a disability.



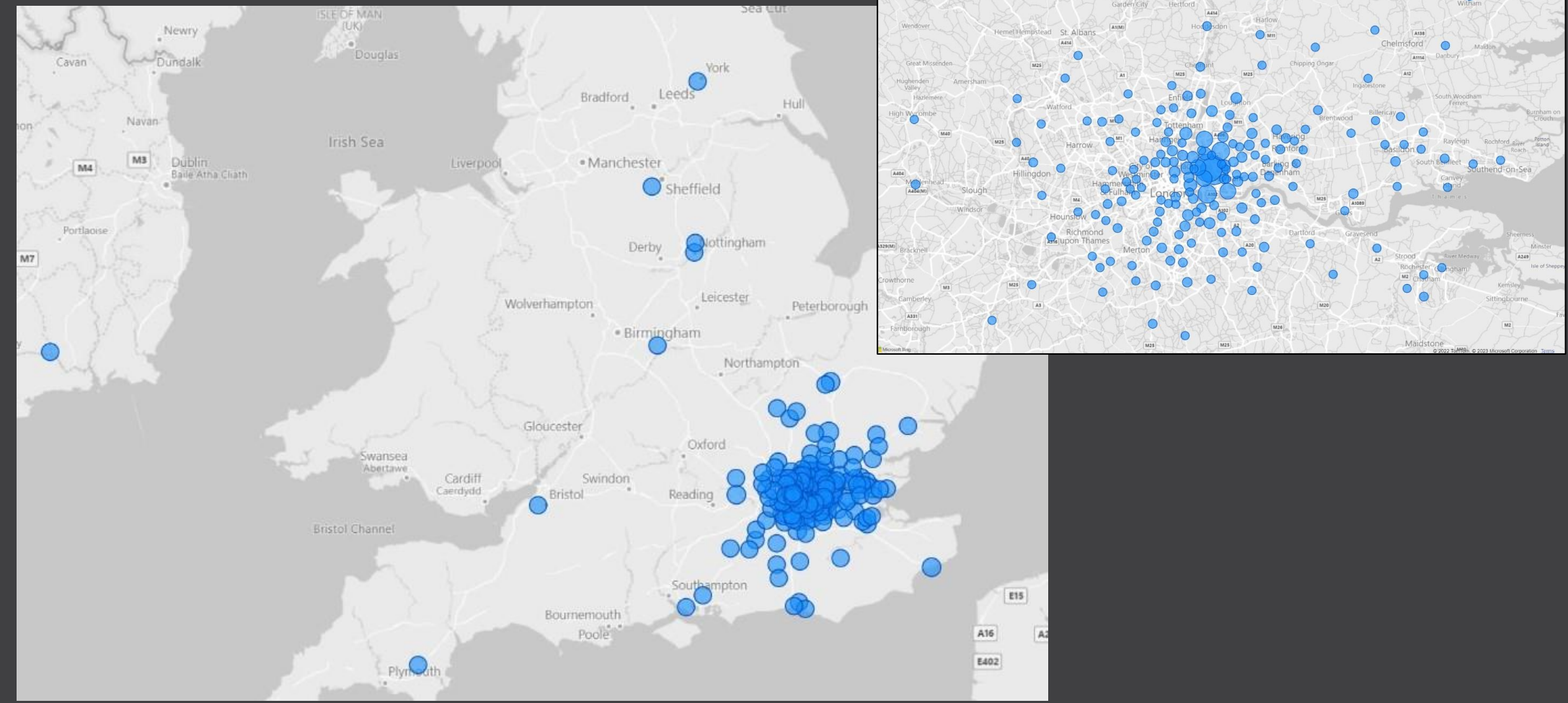
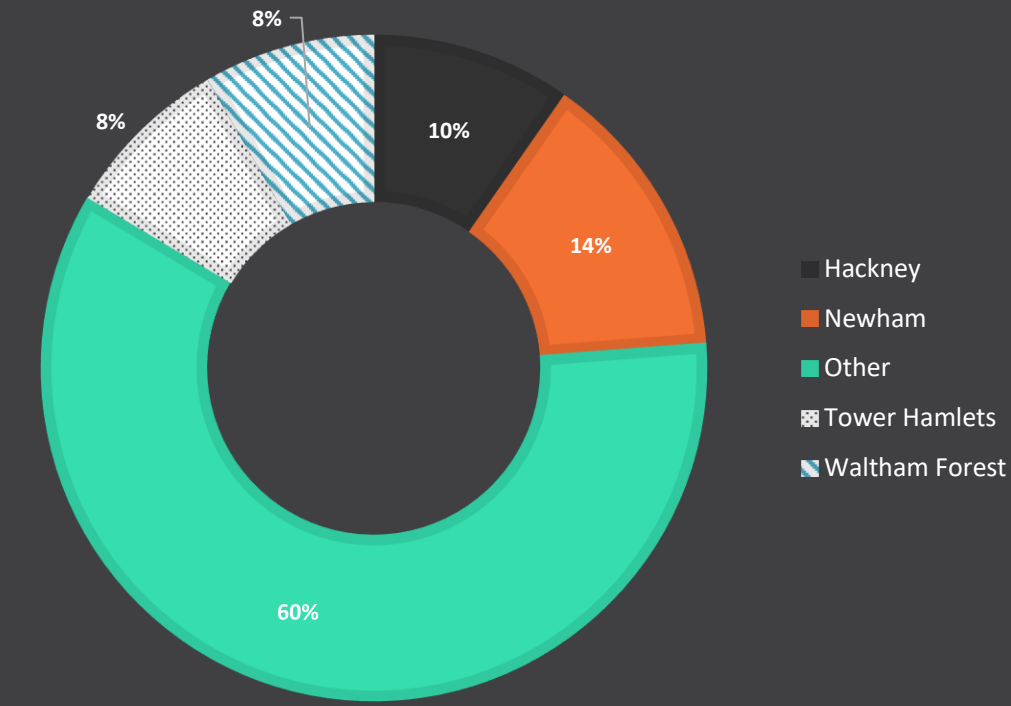
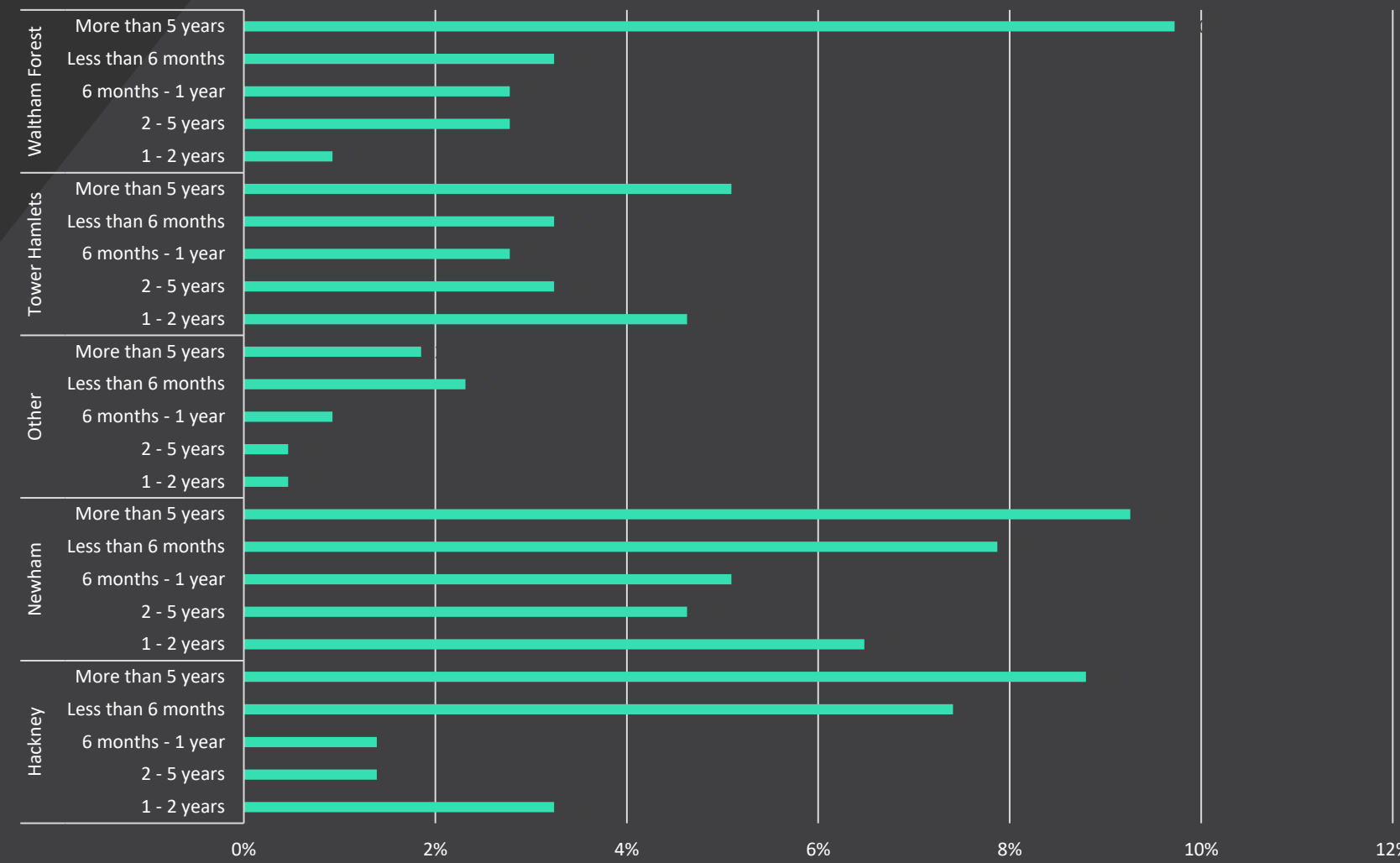
Socio-demographic survey results



Place and length of residency

40% of survey respondents reside within the four identified Growth Boroughs (Hackney, Newham, Tower Hamlets and Waltham Forest). This exceeds the target of achieving 25% of employees being Local Residents across the campus. Within the Here East management team 39.5% live within the Growth Boroughs.

The length of residency within the Growth Boroughs – a significant proportion of which are more than 5 years. This demonstrates the success in reaching longer-term local residents within the community.



Socio-demographic survey results



London Living Wage

Here East has sought confirmation from its tenants that the London Living Wage is paid to employees on the campus. Of the respondents to this question, all tenants confirmed that they paid the London Living Wage.

Sub-contract value

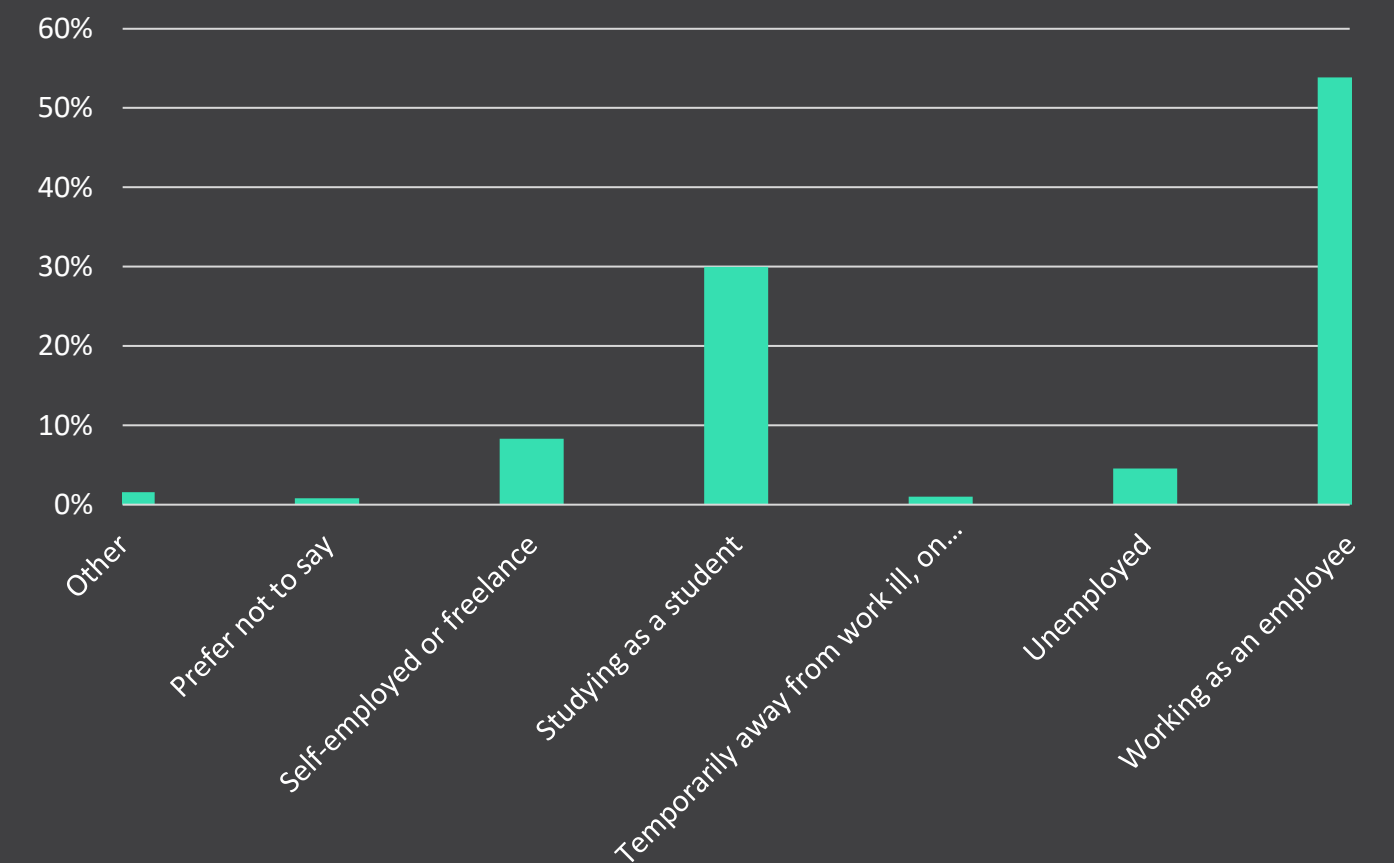
Here East continues to encourage its tenants to support local businesses where possible through the services that they procure/use. This could be catering i.e Here East, Plexal, and universities at campus have worked with local companies Canababes, Easy Gourmet, Breakfast club Signorelli Pasticceria to provide their services for events. Hackney Colliery, Elior, CIS security, Design east, Outfly, RCCO, all based either on the campus or in the immediate local area.

Businesses have partnered with local charities such as Badu Sports, Hackney Quest, Outrunners, Made in Hackney and Hackney Arts.

Previous employment

A significant majority, 58% of survey respondents were working as an employee prior to their employment at Here East. Approximately 30% were studying as a student, 5% were unemployed, and just 8% were self-employed or freelance.

Whilst the range of respondents could have changed, this could also indicate a growth in graduate jobs being available on the campus.



Socio-demographic survey results



“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...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.”

Lyn Garner, Chief Executive at London Legacy Development Corporation

Training and skills

Here East is working to promote work-based training and apprenticeship opportunities amongst its tenants, with an overall target of providing at least 5% for end-use jobs. The survey results identify that 10.1% of respondents are undertaking such opportunities whilst employed at the campus.

Of those who answered yes to this question, 46.1% are residents within the four identified Growth Boroughs. This is marginally below the Section 106 target of 50% but has demonstrated an improvement on results in 2021. Although it is recognised that the total number of opportunities (10.1%) materially exceeds the target of 5%.

Here East is working to improve access to work-based training opportunities for local residents. LLDC launched the Good Growth Hub in late 2021, and Here East has quarterly meetings with the LLDC team to develop joint initiatives for local residents. It is anticipated that as this programme matures, an increasing number of opportunities to promote across the Here East campus will be developed. We continue to monitor the activities of Good Growth Hub and participate where appropriate.

It is also acknowledged that opportunities for work-based training and apprenticeships could have been impacted by the effects of the COVID-19 pandemic, which resulted in some companies focusing on core activities and significant periods of working from home, which may have restricted the effectiveness of some training opportunities.

Survey responses identified that work-based training and apprenticeship opportunities were often identified through online publicity. These opportunities included the Just IT Sports Interactive apprenticeship, the Ford Higher IT Degree Apprenticeship and Training for Control Room Officer.

10.1%

**work-based training including apprenticeship opportunities
of which**

46.1%

**work-based training including apprenticeship opportunities
for Local Residents**

Target results



Section 106

The original planning permission for the Here East campus includes a Section 106 Agreement (dated 1 April 2014) with obligations to promote local skills and employment. In respect of end-use jobs, Schedule 8 of the Section 106 Agreement sets out the following obligations. The Developer shall use Reasonable Endeavours to, and shall require that its Tenants (in respect of end-use vacancies and jobs) use Reasonable Endeavours to achieve the following targets.



Obligation	Details	Result
1.1.1	Local residents to account for 25% of end use jobs in all categories	40%
1.1.2	Promote and encourage the payment of all employees of the development in end-use jobs at least the London Living Wage	Here East has sought confirmation from its tenants that the London Living Wage is paid to employees on the campus. Of the respondents to this question, all tenants confirmed that they paid the London Living Wage. Here East and its subcontractors all pay 14 per cent above the London Living Wage. According to the Oxford Economics the average pay at Here East is more than £5,000 above the London average, and we have delivered a gross value add to the UK economy of £700 million.
1.1.3	Provide work-based training opportunities, including apprenticeships opportunities, at the development for 5% of the end-use workforce and of those at least 50% shall be offered to a Local Resident	The target to provide work-based training opportunities was exceeded, with 10.1% of respondents identifying their participation. A significant proportion of these were undertaken by Local Residents (46.1%) although this was marginally below the target of 50% and has been improved from the 2021 result.
1.1.4	To participate in and support the Legacy Careers project so long as project exists	This participation is ongoing with Good Growth Hub.

Case studies



Further case studies can be found within the [Here East Impact Report 2022](#).

Skills and employment

A series of case studies from the Here East Impact Report outline how local skills and training opportunities are being promoted and delivered for local residents.

- Here East has continued to support and deliver activities and events for families and local young people through the LLDC's EAST Education programme and encouraged Here East Businesses to partake in these programme via Here East Quarterly Strategic Forum meetings and fortnightly Here East newsletters.
- At BT Sport 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.
- Randy's Wing Bar continues its work 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.
- Here East developed a partnership with the London Borough of Hackney to develop a series of placements with Here East businesses as part of the Kickstart Scheme a government Plan for Jobs. As a result, Here East employed a Front of the House through this scheme from April to December 2022. The aim is to generate six-month work placements for 16- 24-year-olds who are currently on Universal Credit and at risk of long-term unemployment
- UCL at Here East has 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.
- In collaboration with ECHO (Economy of Hours), Here East worked with aspiring entrepreneurs to turn their early-stage ideas and projects into businesses, supporting them with mentorship, networking opportunities, workshops and fundraising.

Case studies



Further case studies can be found within the [Here East Impact Report 2022](#).

Case study 3 (Diversity and Inclusion)

- Here East collaborated with Hackney council to launch Diversity in Tech: Breaking the Barriers report at Plexal. Tech skills are in demand across all sectors creating many new job opportunities across London, and specifically Hackney - yet the tech sector still has a diversity problem. This led to the London Borough of Hackney Council forming a special commission to understand residents' barriers to digital tech jobs, culminating in a report to highlight the issues, and provide solutions.
- 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. It 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.

Case studies 4 (Skills and Training)

- The launch of the innovation district – SHIFT – at Here East during London Tech Week saw us mark ten years of the Olympic legacy with a further commitment to driving job creation and economic regeneration in East London. With a mission to solve some of the pressing issues of 21st-century city living, it will drive inclusive innovation in climate adaptation and resilience, health and wellbeing, and advanced mobility solutions. Most importantly – SHIFT will focus on inclusive innovation projects that include local communities and citizens in their design, testing, and delivery. Local people will benefit from the training and skills programmes and job opportunities
- The Here East Scholarship Programme is helping to unlock the potential of young people in the local community through the world-class institutions and businesses at Here East. We award six students facing barriers to higher education full undergraduate tuition to attend Staffordshire University London or LMA. The Here East Scholarship Programme provides full undergraduate tuition and supporting loan supplement to local students from east London to study at these leading universities.

Transport habits

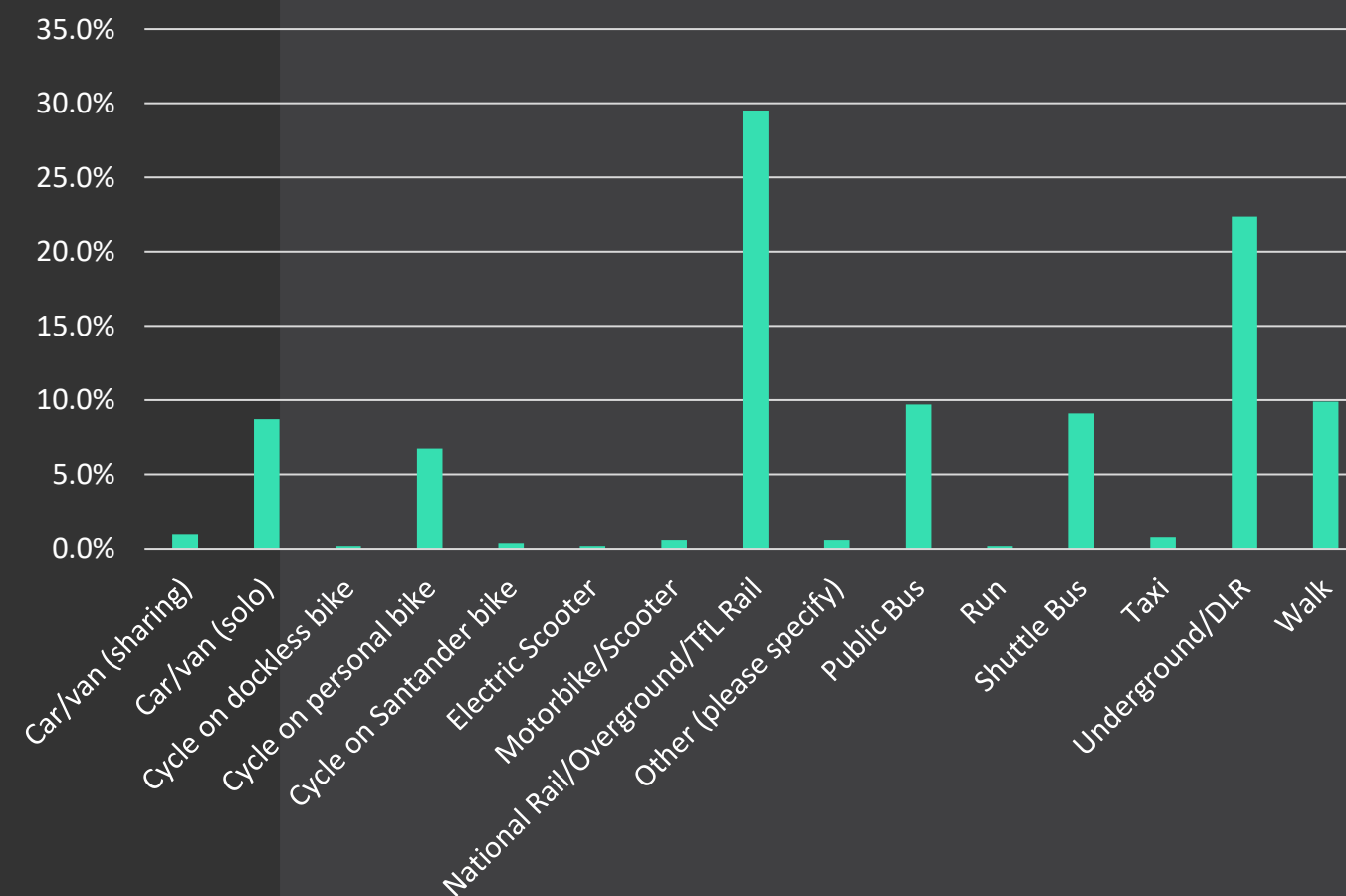


Transport habits

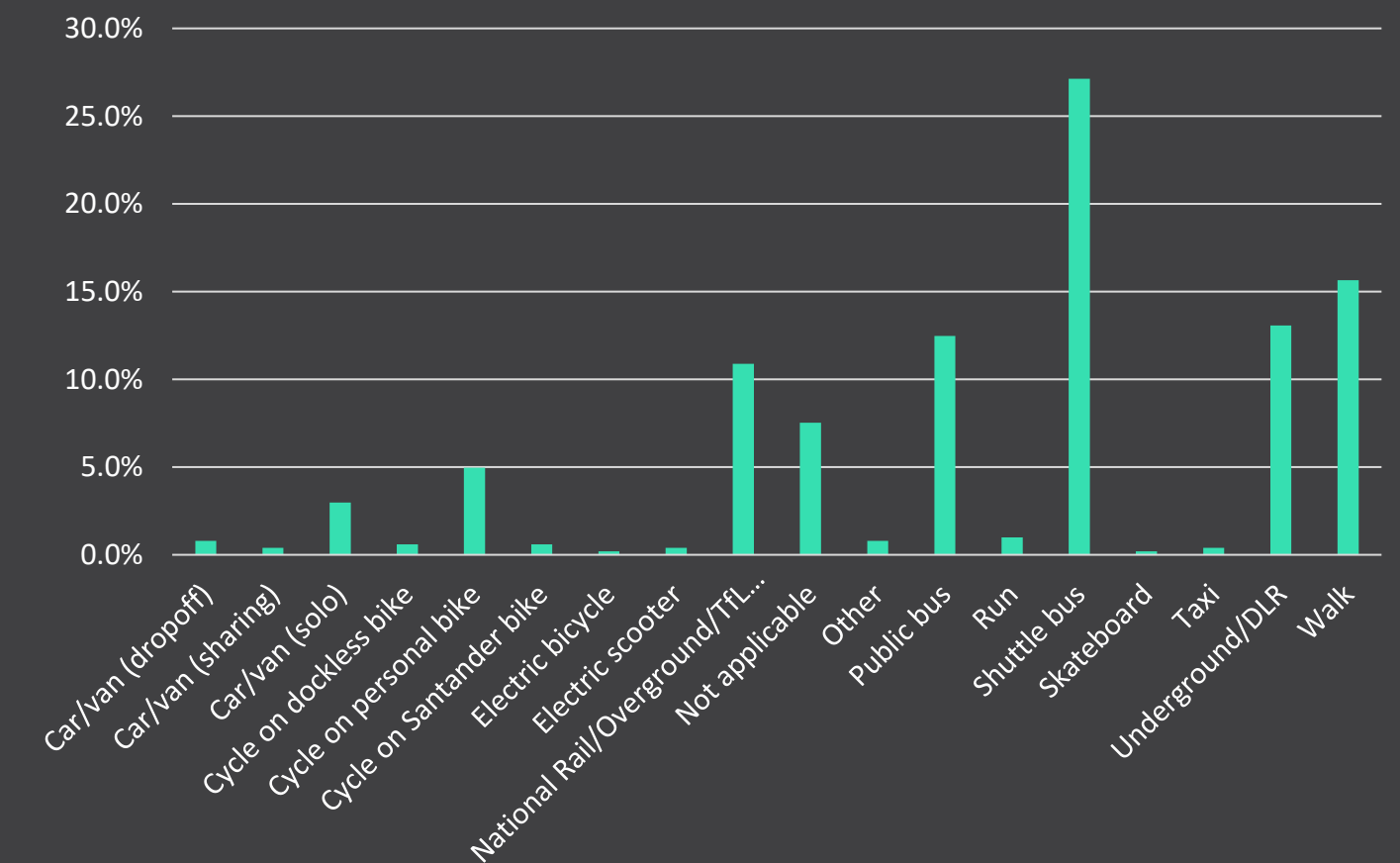
Complete Travel Plan Monitoring Reports shall be separately prepared in 2024, which detail the transport habits of survey respondents at Here East. These reports shall consider the trends associated with accessing Here East and provide commentary on the methods of transport employed during the pandemic.

The graphs below demonstrate the range of modes of transport used (both primary and secondary), with sustainable modes continuing to be the focus of employees on site.

Primary mode of transport to get to Here East



Secondary mode of transport to get to Here East



OPESS review



Progress and success in implementing the OPESS

In 2021 Here East prepared and submitted to PPDT an update of the Occupation Phase Employment and Skills Strategy for the campus. This OPESS update was prepared to reflect changes in the sector focus of Here East and programmes and initiatives that have been launched since the opening of Here East in 2016.

Given the recent update to the OPESS, further amendments shall not be required until the impacts of implementing these changes have been reviewed. However, given the results of this survey – which identifies an opportunity to focus on work-based training opportunities for Local Residents – Here East shall continue to actively engage with its Tenant Strategic Forum to identify mechanisms to help exceed this target and continue to deliver on its existing initiatives across the campus. Engagement with the Strategic Forum may recommend further updates to the OPESS, which shall be submitted to PPDT for approval as necessary.

