

# Here East Socio-economic Annual Monitoring Report 2021



# Contents

<u>Introduction</u>	<u>3</u>
<u>Background</u>	<u>4</u>
<u>Socio-demographic survey results</u>	<u>5</u>
<u>Target results</u>	<u>11</u>
<u>Case studies</u>	<u>12</u>
<u>Transport habits</u>	<u>15</u>
<u>OPESS review</u>	<u>16</u>

# 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



4,500 people working and studying on site

Over the past 12 months, Here East has continued to expand due to the growth of businesses based on our campus and also by continuing to wide the impact we make on East London and beyond.

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

Our approach is to work with our established and growing tenant base and local organisations to promote opportunities within Here East and to shape education and skills training, building a pipeline of talent for the future. This not only benefits the communities living around the Queen Elizabeth Olympic Park but is also a stimulant for growth and jobs across the country for the next generation. Here East and its tenants have developed a wide range of programmes and opportunities to promote local employment and to build relationships with the local communities within the Growth Boroughs.

In January 2021 Here East launched a scholarship programme, to support local people through higher education courses at the world-class institutions based on our campus, including LMA and Staffordshire University London. The socio-economic impact of the pandemic only hardened our resolve and we are delighted to have welcomed our first cohort in September 2021, who will also be supported to secure job opportunities across the campus.

Here East was recognised in the inaugural RICS Social Impact Awards as Project of the Yard and Commercial Building of the Year, through our continued positive contribution to society through education and employment initiatives.

The Here East campus is one of the largest employers in the local area. With a continued commitment to creating job opportunities for young people across the campus, the growth of tenants during the pandemic has created new jobs for local people in East London.

The continued pandemic through 2021 has put significant pressure on jobs, training and mental health. Even during the most disrupted years in recent history, we have continued to push on with our work within the local community. We have continued to run and support online mentoring schemes, promoted the many new positions of employment being created by businesses based at Here East and encouraged tenants to adopt a local first recruitment approach. We continue to signpost the wider community to these positions and help businesses understand the options for apprenticeships and the Kickstart programme. Through the Government's Kickstart programme, Here East has partners with the London Borough of Hackney to secure 11 placements across the Here East campus.

We have supported engagement through London Legacy Development Corporation (LLDC) developed programmes, such as the East Works initiatives, via the Good Growth Hub and by creating our very own Industry Insights programme.

With education disrupted, communities isolated and the employment landscape transformed across the country over the past year, 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, 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 2021. It provides an aggregated summary of results from all those who participated in a survey of employees at the Here East campus during October and November 2021. This survey provides a snapshot of the Here East campus, with more than 670 responses received from those who work here.

# 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.*



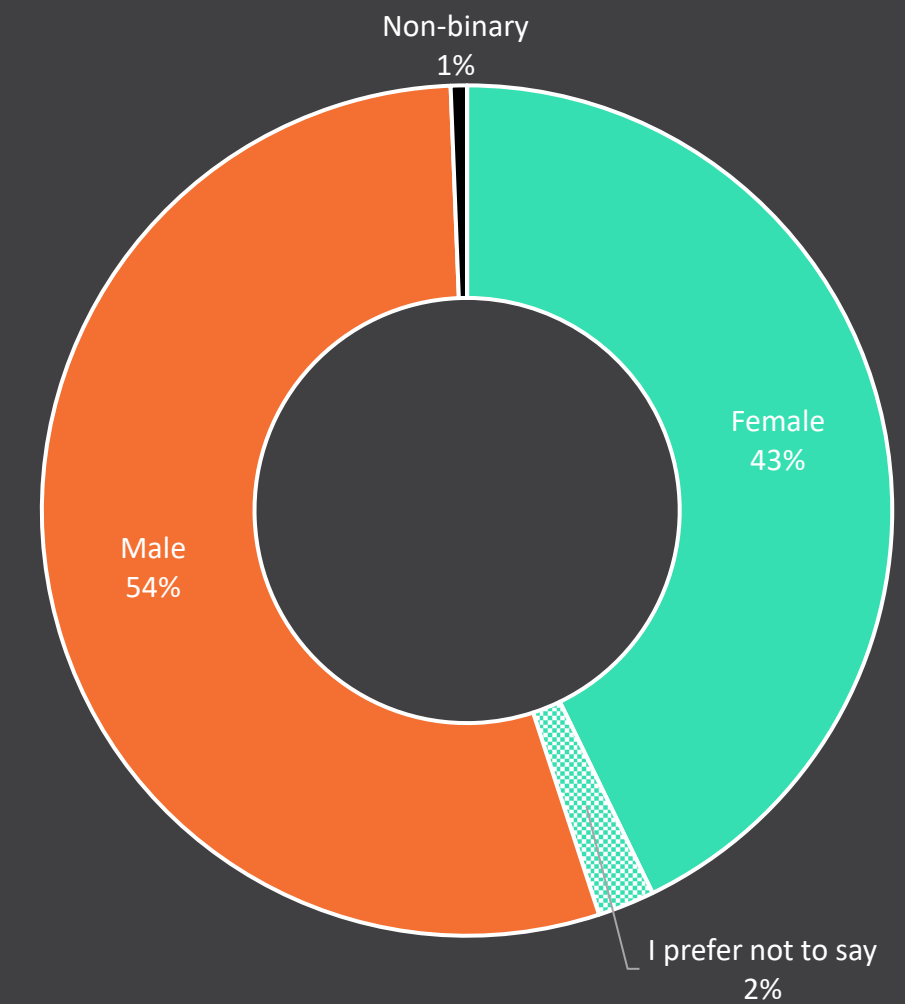
# Socio-demographic survey results



## Gender

Approximately 54% of survey respondents at Here East were male, with almost 43% identifying as female. This has demonstrated a closing of the gender balance gap from previous surveys, which identified 64% male and 35% female (2018).

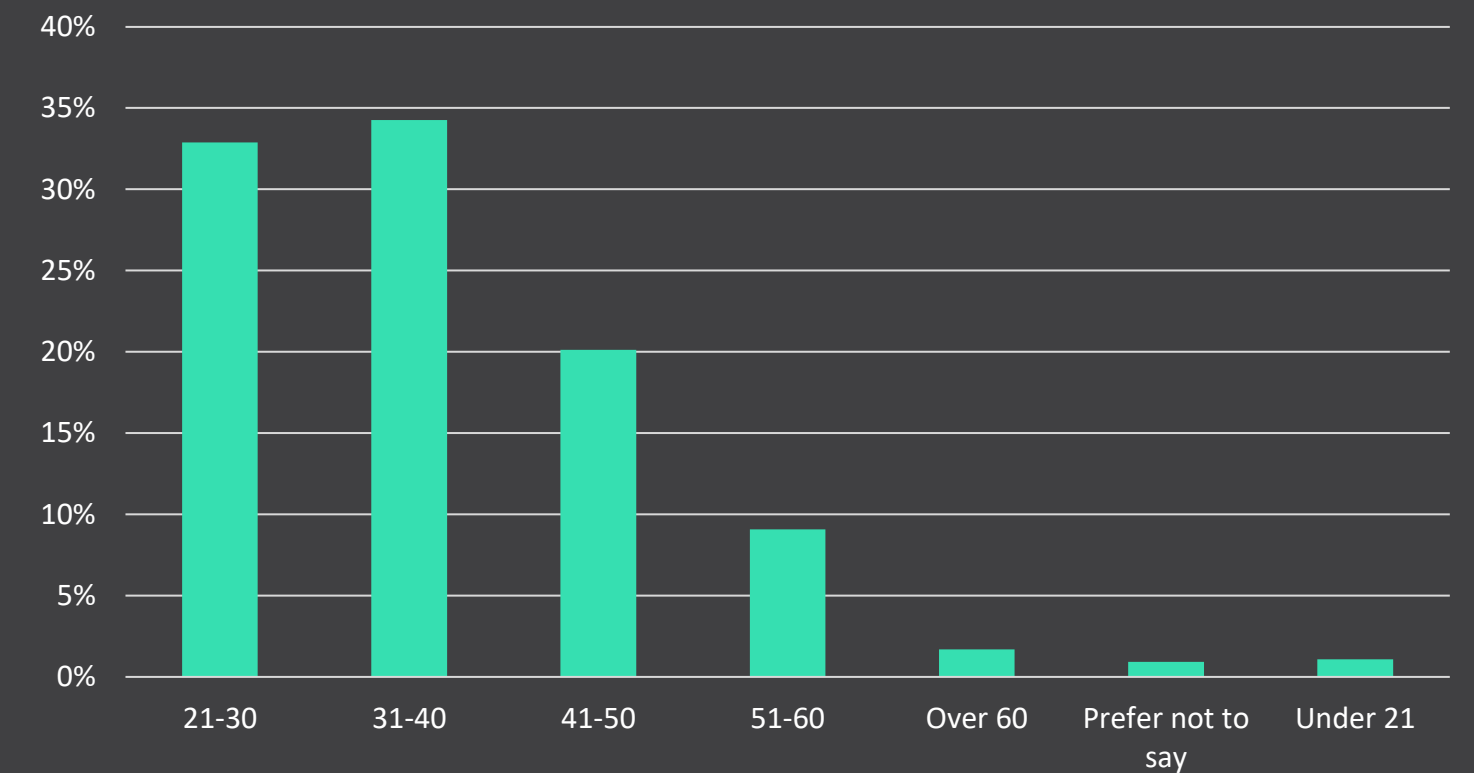
Respondents also included some persons who identified as Genderfluid, Pansgender and Genderqueer.



## 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



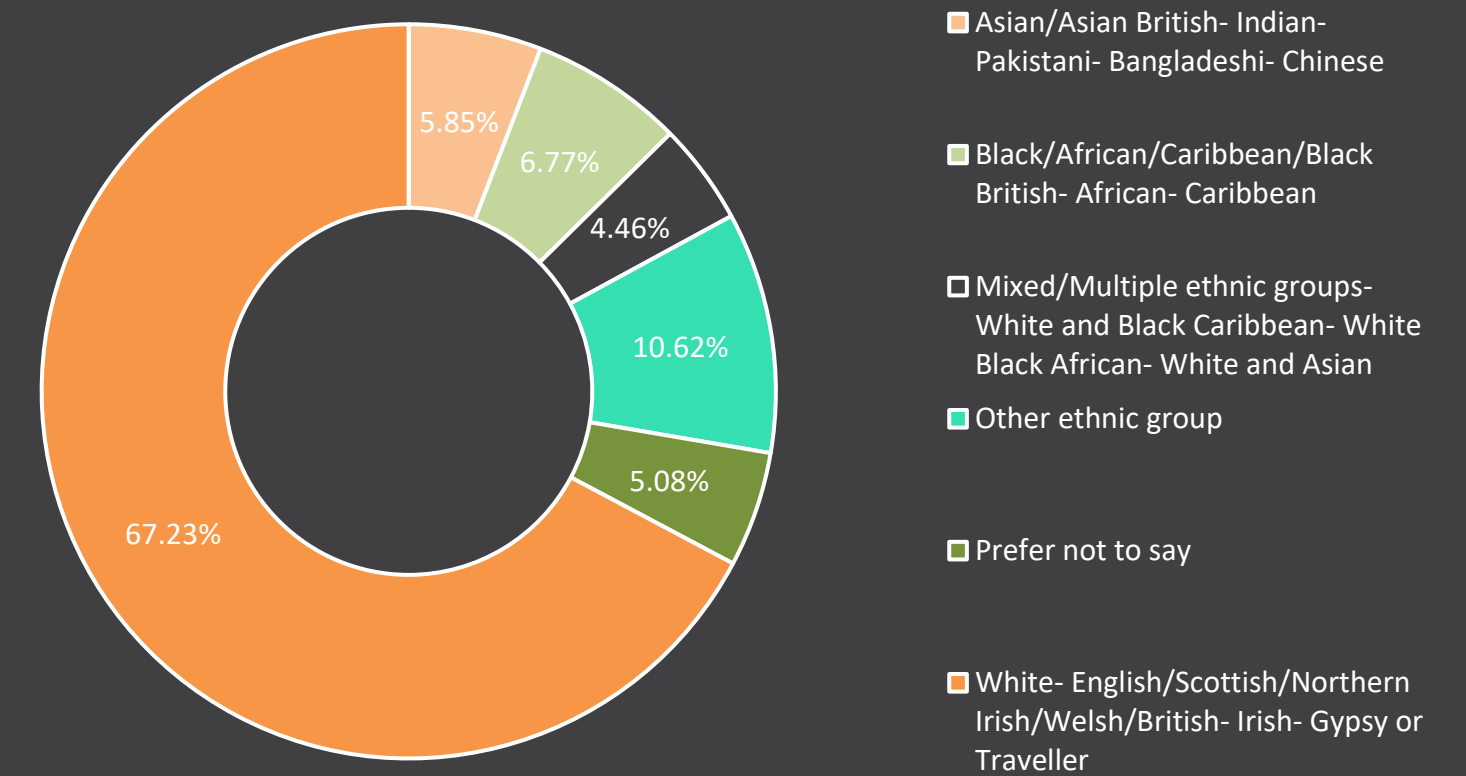
## Ethnicity and Disability

Case study 3 (page 13) highlights a selection of projects being undertaken across the Here East campus in relation to ethnic diversity.

Case study 4 (page 14) describes how Plexal is supporting start-ups and investing in accessibility. Whilst the majority of respondents do not identify as having a disability, across the Here East campus there are a number of disability-led organisations, including Scope who are leading disability programmes.

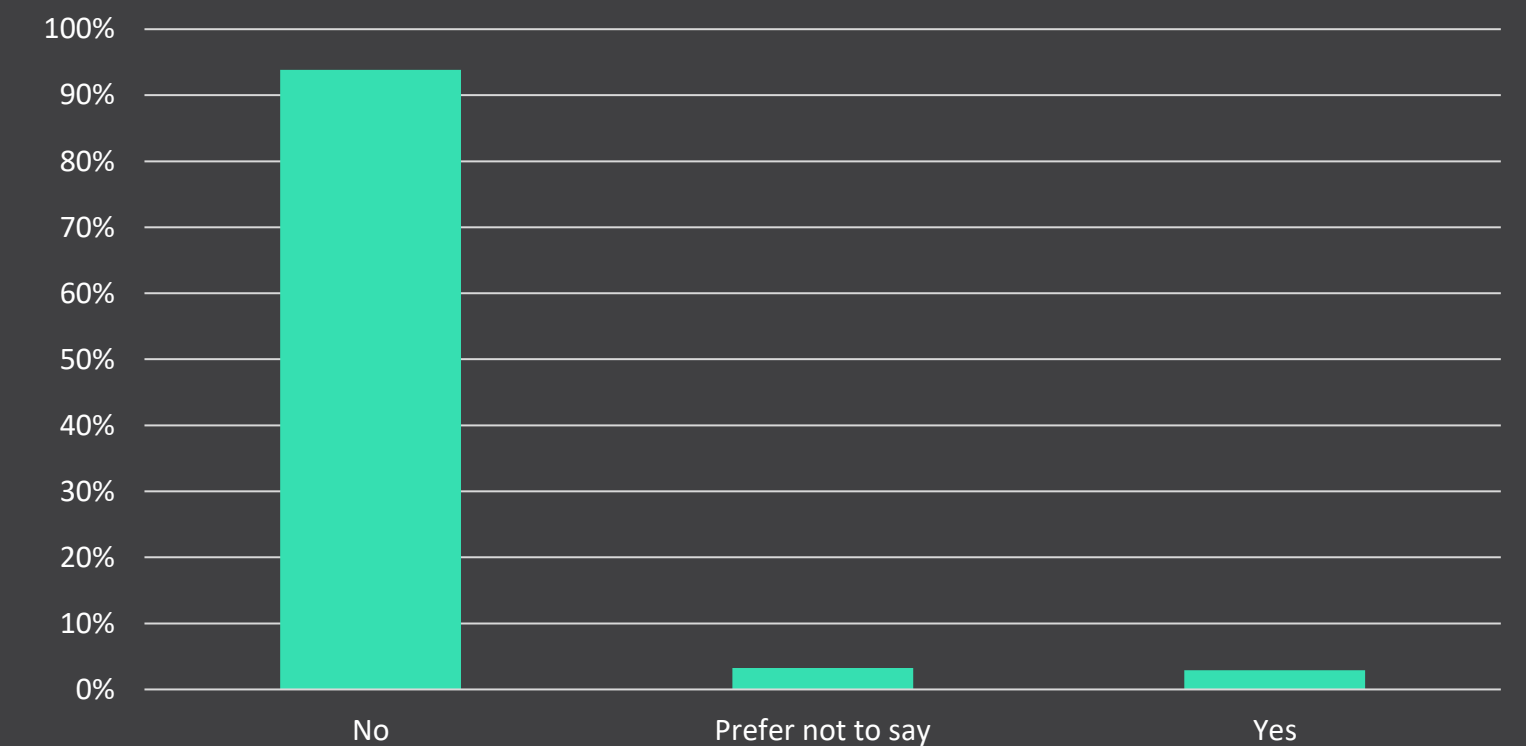
## Ethnicity

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.



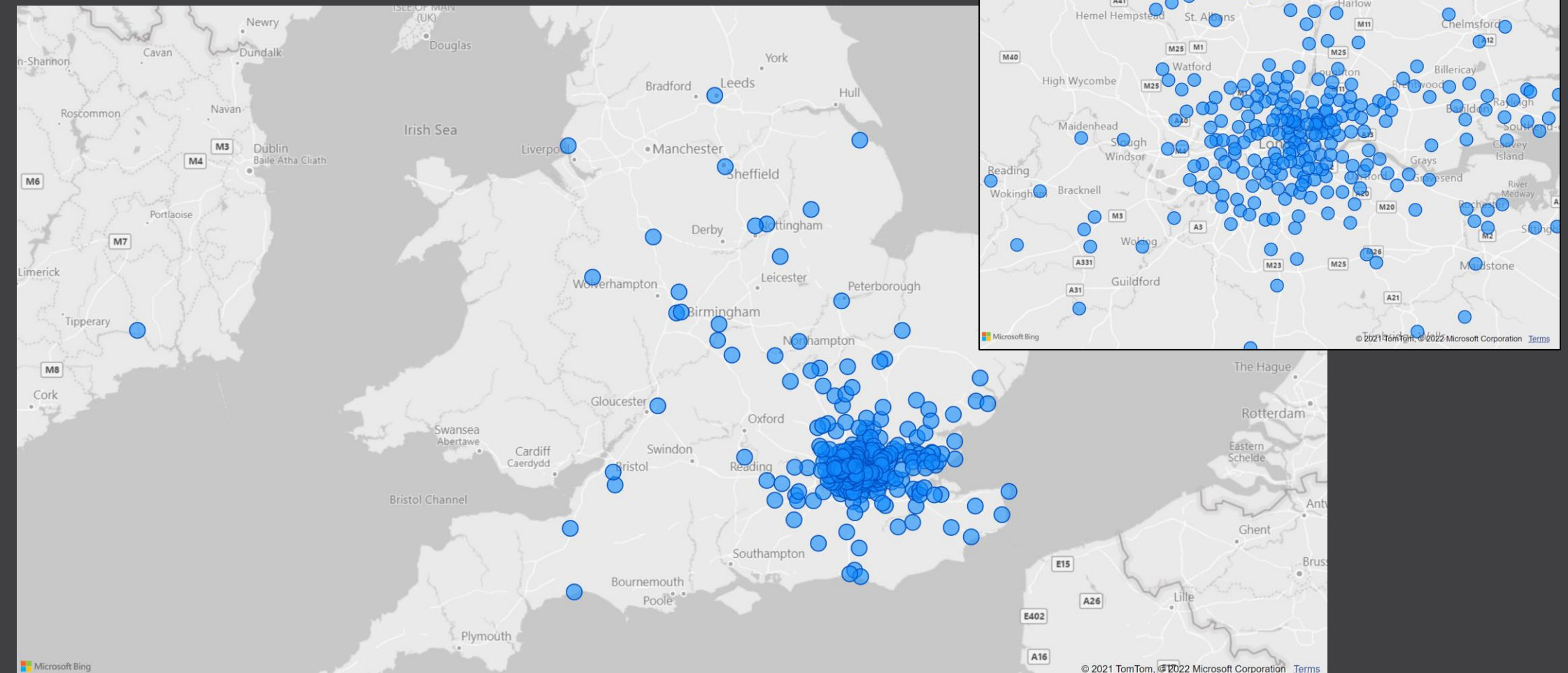
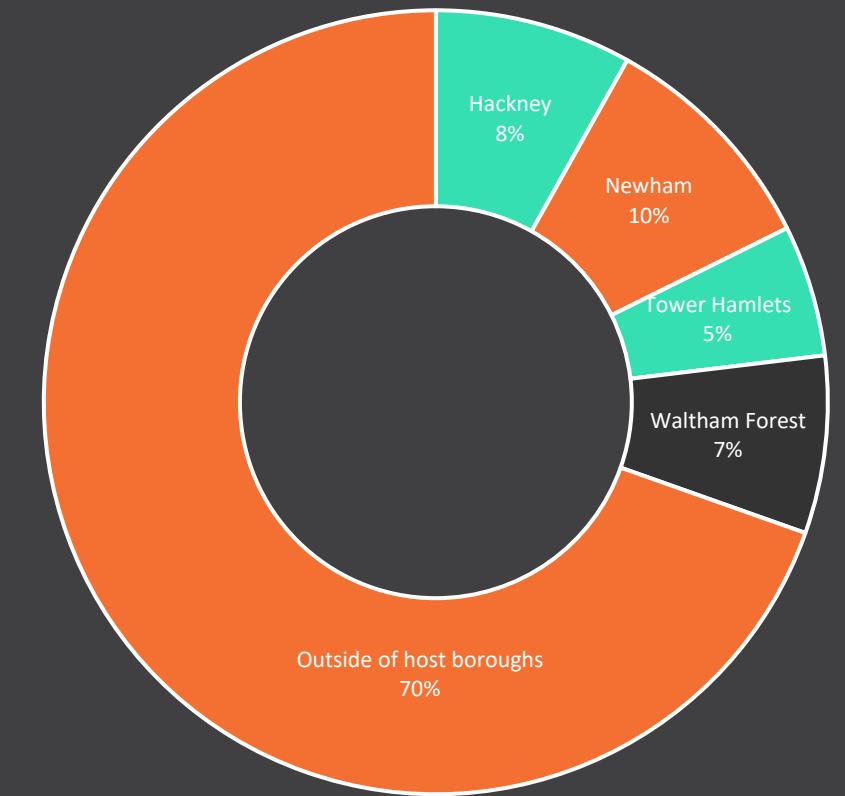
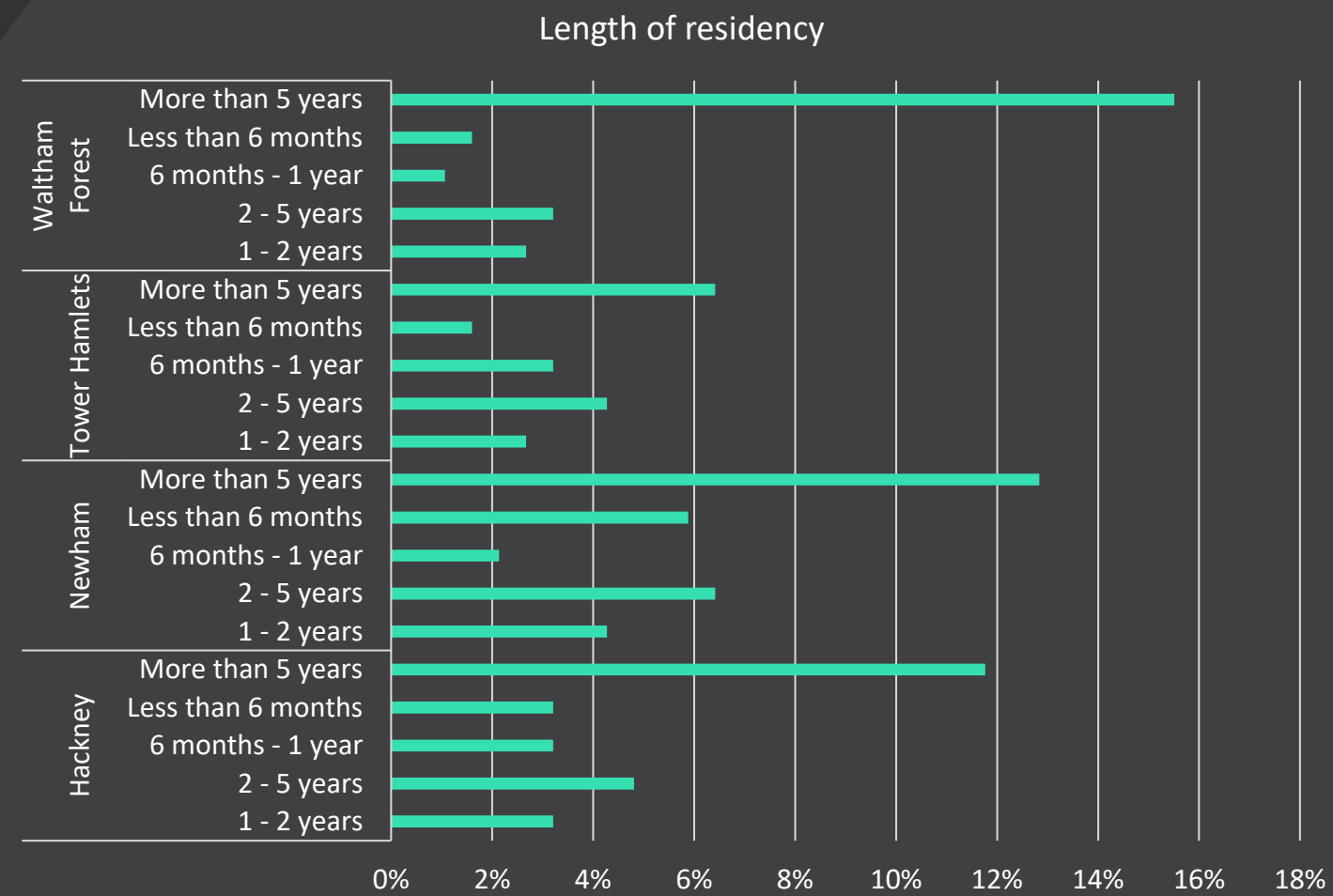
# Socio-demographic survey results



## Place and length of residency

30% 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 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 – 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.

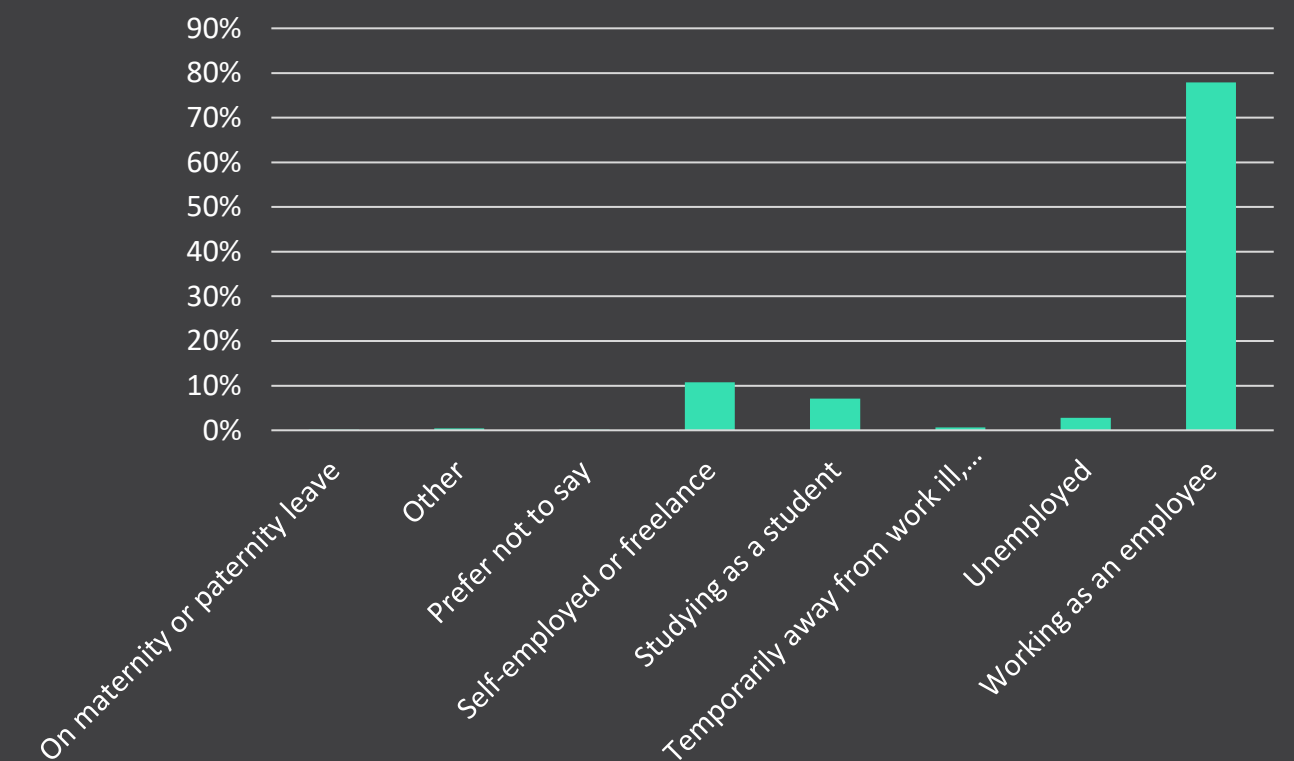
## Sub-contract value

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, Staffordshire University London have worked with local, female-led catering company Canababes to provide their services for events. Design east, Outfly, RCCO, all based either on the campus or in the immediate local area.

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

## Previous employment

A significant majority, 77% of survey respondents were working as an employee prior to their employment at Here East. Approximately 7% were studying as a student, c.3% were unemployed and just over 10% were self-employed or freelance.



# Socio-demographic survey results



## Here East training and skills initiatives

Here East's Industry Insights **the #Gaming edition** was specially curated for young people who want to kickstart a career in the games industry.

The 5-week programme provided the key steps young people needed to take to gain an entry-level position within the gaming industry. 18 young people joined the programme from the local boroughs where there were equipped with the tools, confidence and support in building a robust portfolio and CV to apply for opportunities. Many of them going into Kickstart roles, and 2 considering applying for the Here East scholarships programme. Further examples have been outlined in case studies 1 and 2.

## 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 9.5% of respondents are undertaking such opportunities whilst employed at the campus.

Of those who answered yes to this question, 44.5% are residents within the four identified Growth Boroughs. This is marginally below the Section 106 target of 50%, although it is recognised that the total number of opportunities (9.5%) 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.

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.

Additional case studies which describe the work undertaken by Here East to encourage and promote work-based training opportunities for Local Residents are set out on pages 12 and 13.

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.

**9.5%**

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

**44.5%**

**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	30%
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.
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 9.5% of respondents identifying their participation. A significant proportion of these were undertaken by Local Residents (44.5%) although this was marginally below the target of 50%.
1.1.4	To participate in and support the Legacy Careers project so long as project exists	This participation is ongoing via East Education as Good Growth Hub as outlined in the following case studies.

# Case studies



Further case studies can be found within the [Here East Impact Report 2021](#).

## 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 online 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.
- Businesses across the campus continue to support Badu Sports' weekly mentoring group.
- We developed an exciting new partnership with a local social enterprise Beyond the Box. This project saw London's first community space designed entirely by young people – a bold new project aimed at inspiring the next generation of budding engineers, architects, designers and curators from across East London.
- We developed the Here East Industry Insight programme in partnership with the Good Growth Hub. The 5-week programme provided the key steps young people needed to take to gain an entry-level position within the gaming industry. 18 young people joined the programme from the local boroughs where there were equipped with the tools, confidence and support in building a robust portfolio and CV to apply for opportunities. Many of them going into Kickstart roles, and 2 considering applying for the Here East scholarships programme. (see overleaf).
- Here East continue to support the Government Kickstart scheme through the London Borough of Hackney. Here East invited the skills and employment team to present at the Here East Strategic forum meeting. As a result 11 young local young people have been placed in jobs with businesses at Here East.
- Here East is also actively supporting, and making financial contributions to Shift, a new initiative across the QEOP to bring together thought leaders from academia, business and the local community. Shift focuses on real, everyday problems through innovation and experimentation, focusing on issues from the immediate locality, be it climate change adaptation, wellbeing or social justice.

# Case studies



The Industry Insights programme, run by Here East and The Good Growth Hub, was formed to help kickstart the careers of young people from across East London in the gaming sector. This included the opportunity for a work placement in the gaming industry through the Into Games KickStart scheme (a 6-month role at a minimum of London Living Wage) and an opportunity to apply for the Here East scholarship programme.

**Gavin Poole, CEO of Here East:**

*'Ensuring that young people across East London benefit from the businesses and academic institutions based at Here East has always been a top priority for us, and so we are delighted to launch this new Industry Insight Programme alongside The Good Growth Hub to help jump start careers into the gaming sector. The gaming industry is one of the most exciting high-growth sectors at the moment, and ensuring that young people have access to the education, support and experiences to capitalise on job opportunities within the sector is highly important.'*

**Michelle May, Director of Inclusive Growth, Education and Skills, London Legacy Development Corporation:**

*'The LLDC is committed to ensuring that diverse, local talent has access to the exciting career opportunities at Queen Elizabeth Olympic Park. This first collaboration between the Good Growth Hub and Here East will offer local young people an insight into Esports, a key growth sector making Queen Elizabeth Olympic Park its home. We hope to announce many more collaborations of this kind with Here East, and our other Park partners including East Bank in the coming weeks and months.'*

**Oliver Benjamin, Director of Employment and Skills, Good Growth Hub team:**

*'Gaming is a big and growing market that represents a wealth of varied and exciting career job roles. Much like other creative industry sub-sectors, however pathways to work can be confusing. This partnership with Here East and the industry partners, Into Games and Games Anglia will provide participants with roadmaps for how to unlock the great and many opportunities that exist within Gaming. The immersive training will connect with inspirational speakers and practical masterclasses and signpost to a range of job roles. At the Good Growth Hub, we are on hand to offer ongoing support for non-linear career paths. Industry Insights #GamingEdition is one of the inaugural programmes that we are running and are excited to be partnering with Here East to help bridge and connect local talent with local jobs in an evolving sector.'*



# Case studies



Further case studies can be found within the [Here East Impact Report 2021](#).

## Case study 3 (Ethnicity)

- [Matchesfashion.com](#): After consulting with its diverse colleagues, the company has established a Black Employees Forum to put into action a racial equality learning program across the business. The company plans to step up efforts to achieve greater diversity among the designers they carry and will publish an annual breakdown of the designers they support by ethnic background. They will also work harder to improve representation of different communities at every level of their business and have committed to publishing an annual breakdown of colleagues at different levels of seniority by ethnic breakdown.
- The Trampery on the Gantry launched a Black Entrepreneurs Video Series. The initiative is dedicated to supporting and amplifying marginalised groups to provide a platform for their black members and entrepreneurs.

## Case studies 4 (Ethnicity and Disability)

- Plexal have teamed up with Orlene Badu Consulting to offer their members [unconscious bias workshops](#).
- Accessibility and inclusion have been priorities for Plexal in the last year. As a delivery partner for the East London Inclusive Enterprise Zone (ELIEZ), they have collaborated with businesses across the Here East campus including Scope, GDI and disability rights UK to champion the inclusive innovation sector through their accelerator for 30 cohort members. They have also made Plexal more accessible for people with a range of seen and unseen disabilities by introducing height adjustable desks, improving the acoustics of our main hot-desking zone and many more subtle but impactful changes.

# Transport habits

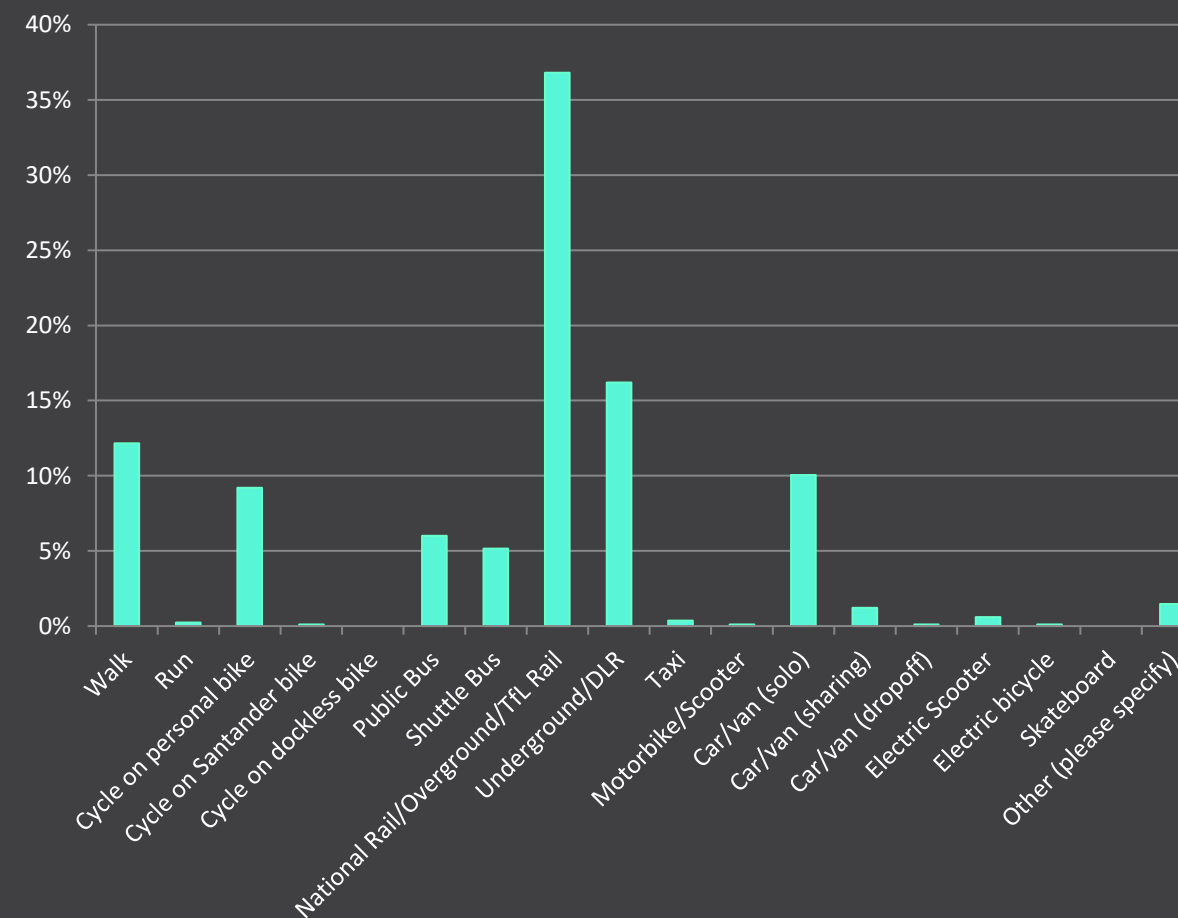


## Transport habits

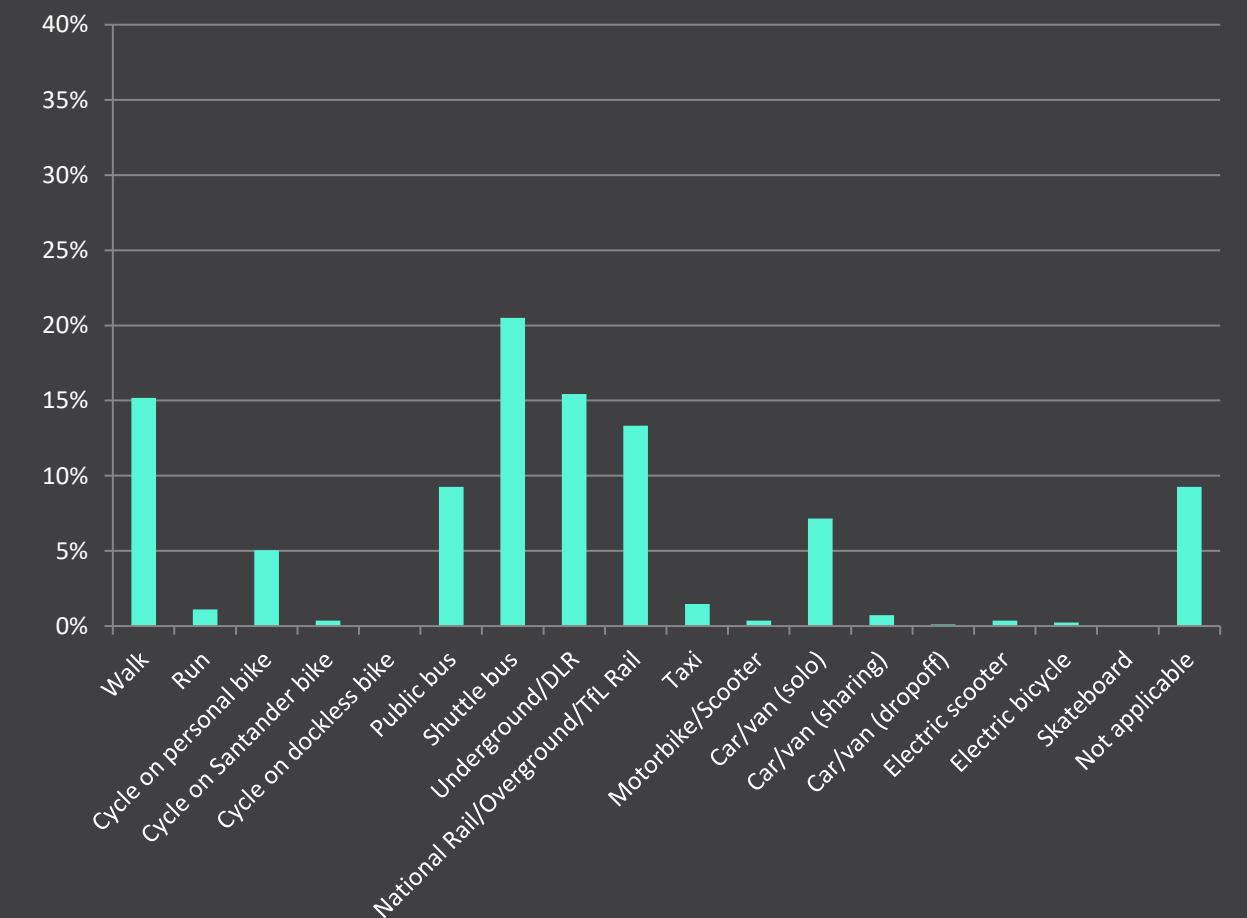
Complete Travel Plan Monitoring Reports shall be separately prepared which detail the transport habits of survey respondents at Here East. These reports shall consider the trends associated with accessing Here East and provide commentary on the methods of transport employed during the pandemic.

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.

What is your primary mode of transport to get to Here East?



What is your secondary mode of transport to get to Here East?



# OPESS review



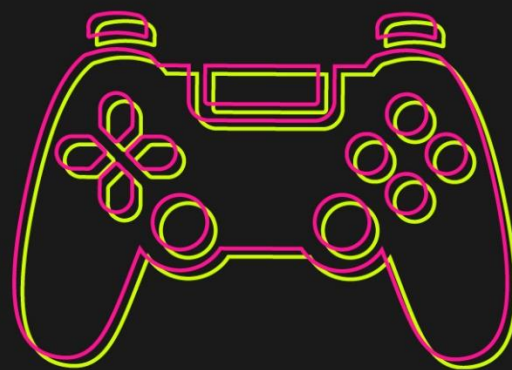
## Progress and success in implementing the OPESS

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 now 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.

## Industry Insights

#Gaming Edition



Powered by Here East  
and the Good Growth Hub.  
Apply by 10<sup>th</sup> October 2021.



Are you a prospective student living in Hackney, Newham, Tower Hamlets or Waltham Forest?

Here East  
Scholarship  
Programme  
Apply now  
>>>>>>>>>>

