

A photograph of the East Bank development in London, featuring the UAL building, BBC building, and Sadler's Wells theatre. A large crane is visible in the background. The foreground shows a canal with boats and a row of white swans. The text 'EASTBANK' is overlaid in a bold, black, sans-serif font.

**EASTBANK**

# Media Pack

April 2025



# About East Bank

**East Bank is the UK's newest cultural quarter at the heart of Queen Elizabeth Olympic Park. The place where everything happens – entertainment, inspiration and discovery – and open to everyone who visits, lives and works in East London.**

London College of Fashion, UAL, and UCL East (University College London) opened the doors of their new campuses in Autumn 2023. Sadler's Wells East opened in February 2025, V&A East Storehouse will open in May 2025, followed by its David Bowie Centre in September 2025. V&A East Museum is scheduled to open in spring 2026, and BBC Music Studios in late 2026/early 2027.

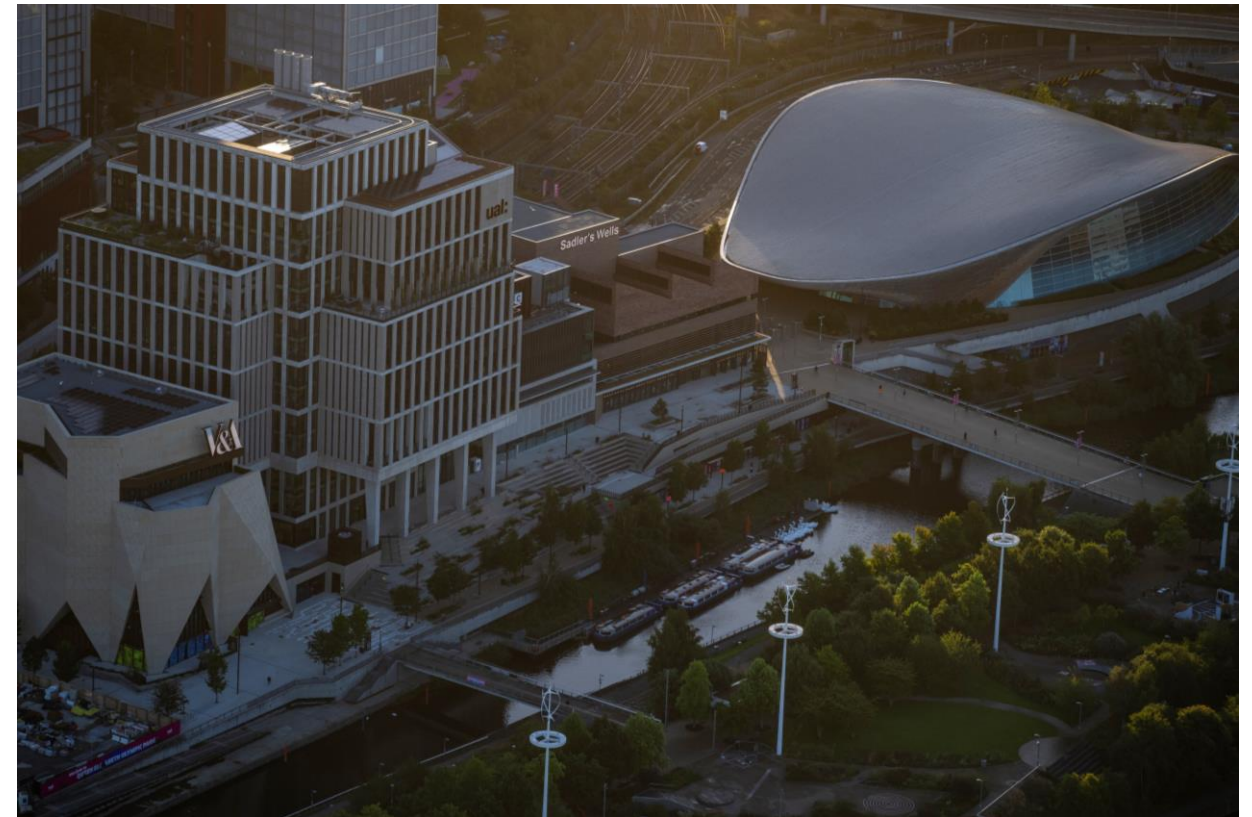


East Bank Site ©Queen Elizabeth Olympic Park

# About East Bank

East Bank represents the biggest ever cultural investment by the Mayor of London, with support from HM Government and the four boroughs surrounding Queen Elizabeth Olympic Park (Hackney, Newham, Tower Hamlets and Waltham Forest).

A powerhouse for innovation, creativity and learning in Queen Elizabeth Olympic Park, East Bank is rooted in the diverse communities of East London and is a reflection of the creative spirit and the legacy of the London 2012 Olympic and Paralympic Games.



East Bank Site ©Queen Elizabeth Olympic Park

# Key Facts and Figures

## East Bank

- East Bank represents the biggest ever cultural investment by the Mayor of London.
- An estimated £1.5 billion will be generated for the local economy.
- 5 new neighbourhoods will be built on the Park (Chobham Manor, East Wick, Sweetwater, Stratford Waterfront, and Pudding Mill).
- East Bank will bring an additional 3.7 million visits to the Park and surrounding area each year.

## Queen Elizabeth Olympic Park

- 40,000 jobs on and around the Park by mid 2030s.
- 33,000 homes will be built by 2036 on the Park and surrounding area.
- More than 20 million visits per year to the Park.
- 10,000 hours of volunteering across the Park annually.
- Over 310 young people have benefited through apprenticeships.
- 32 public artworks including 3 new pieces situated at East Bank.
- 560 acres with ten different habitat types and home to hundreds of different species of birds, plants, fish, insects, and six species of bat.
- Awarded the coveted Green Flag Award for 11 consecutive years.
- Over 25 must-visit food and drink vendors with well-known brands and unique hidden gems.



# The evolution of East Bank

This part of London has always been a place of firsts where canals and lock gates opened early industry; rocket technology was developed at Three Mills (Congreve rocket factory on the site of what became the Bromley-by-Bow gasworks) and soft paste porcelain at the Bow Porcelain Company at Bromley-by-Bow; and Joan Littlewood transformed theatre into a people's palace at Stratford Theatre Royal. Spread across three sites on Queen Elizabeth Olympic Park, East Bank is at the heart of a growing cluster of commerce, technology, manufacture, retail, education and the creative arts delivering unprecedented new job opportunities in the digital age.

The London 2012 Olympic and Paralympic Games were a huge boost for the capital, as London became the first city to host the modern Games three times. With over 10,500 athletes and 204 national Olympic committees, the 2012 London Olympics and Paralympic Games broke records across the board. Over the past decade, Stratford has become better connected and its surrounding areas have since seen considerable change.

The London Legacy Development Corporation (LLDC) was established in 2012, and formed as a mayoral development corporation, to make sure that the transformative legacy had a positive and long-lasting impact on the lives of local residents, visitors and all Londoners. East Bank is an extension of the Olympic legacy and a once-in-a-generation project with extraordinary partners, alongside talented, passionate, diverse and creative local communities, incomparable globally.



Former East Bank site ©David Ramkalawon/Alamy Stock Photo

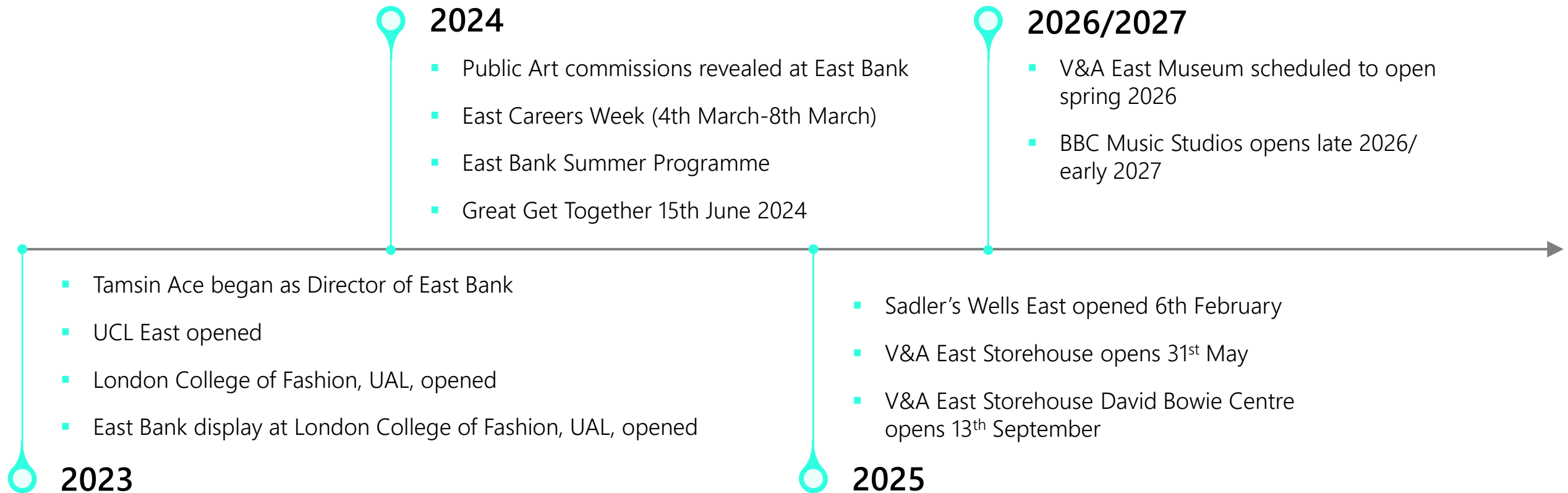


Current East Bank Site ©Queen Elizabeth Olympic Park

# Over the last 10 years...

- The Mayor of London has invested more than **£600 million** in East Bank.
- More than **5,800** construction jobs have been created onsite across East Bank.
- New neighbourhoods with bustling communities have been created with over **55,000 people** expected to live on and around the park **by 2031**.
- More than **17,000sqm of brownfield land** has been reclaimed in order to construct East Bank's buildings.
- East Bank has collectively engaged more than **40,000 children and young people from 326 colleges, schools, and further education colleges** in a range of ongoing programmes and projects.
- East Bank's location on Queen Elizabeth Olympic Park is one of the **most accessible** parts of London with multiple tube and rail lines serving Stratford Station including the Elizabeth Line. Stratford station is now the **5th busiest station** in the UK.
- The 2012 Olympic Park was the first to integrate artworks into the landscape right from the start, a legacy continued in what is now Queen Elizabeth Olympic Park. Three new public art offerings have recently been revealed at East Bank, with works by **Lubna Chowdhary, Michael Landy** and **A.A.Murakami**, the artists behind Studio Swine, as well as public artworks at UCL East Marshgate by **Luke Jerram, David Blandy** and **Larry Achiampong**, and **Emma Hart** at One Pool Street.
- New restaurants, cafes, and public spaces will further open up the park, situated next to Stratford Cross, the ArcelorMittal Orbit, London Stadium, and London Aquatics Centre.
- To see what has been achieved so far, please see the attached [2021 – 2022 Impact Report](#) outlining the partners' collective commitments.

# Timeline of recent and upcoming activity





# East Bank Partners





# Mayor of London

- London 2012 went down in history as one of the **best Olympic & Paralympic Games** ever held. It was a summer of sporting and cultural excellence hosted by our capital city that captivated the world.
- Since then, its **legacy** has been about creating new opportunities for Londoners and visitors alike, with more **homes, businesses, jobs, education**, travel links, culture and creativity all around Queen Elizabeth Olympic Park.
- That's why in June 2018, the Mayor of London, Sadiq Khan, set out his **£1.1billion** vision for East Bank – a new powerhouse of culture, education, **innovation and growth**.
- He unveiled new plans and building designs for Sadler's Wells, London College of Fashion (part of University of the Arts London), UCL East, BBC and the V&A East across Stratford Waterfront, as culture and education were placed at the heart of this development and the **Olympic legacy**.
- East Bank represents the **biggest ever cultural and education investment by the Mayor of London** with more than £600m funding, and further support from Government and the four **Olympic boroughs**.
- East Bank is the most ambitious new project of its kind for decades and will help to cement the capital's reputation as a **world leader** in culture, education and innovation as London's centre of gravity extends east.
- The Mayor is committed to ensuring that all Londoners, regardless of their background, are able access the world-class culture and education and the benefits its brings, and will continue to work with the East Bank institutions to inspire young Londoners as part of his work to build a better London for everyone.

# BBC Music Studios

A core purpose of BBC Music is to perform, record and broadcast live music across a full range of genres to the widest possible audience. The relocation of its music studios to East Bank is driven by this purpose and builds on the BBC's role as Olympic Broadcaster.

The new site will feature modern recording facilities, be the home of the world-renowned BBC Symphony Orchestra & Chorus and BBC Singers, and provide administrative space for the BBC Concert Orchestra. It will host recording sessions and live performances across all genres from global stars to emerging talent. These facilities, alongside an extensive programme of learning and outreach projects and collaborations with partners in the cultural district, will contribute to establishing East London as a world destination for music.

[www.bbc.co.uk/mediacentre](http://www.bbc.co.uk/mediacentre)



BBC Music Studios external render © Allies and Morrison

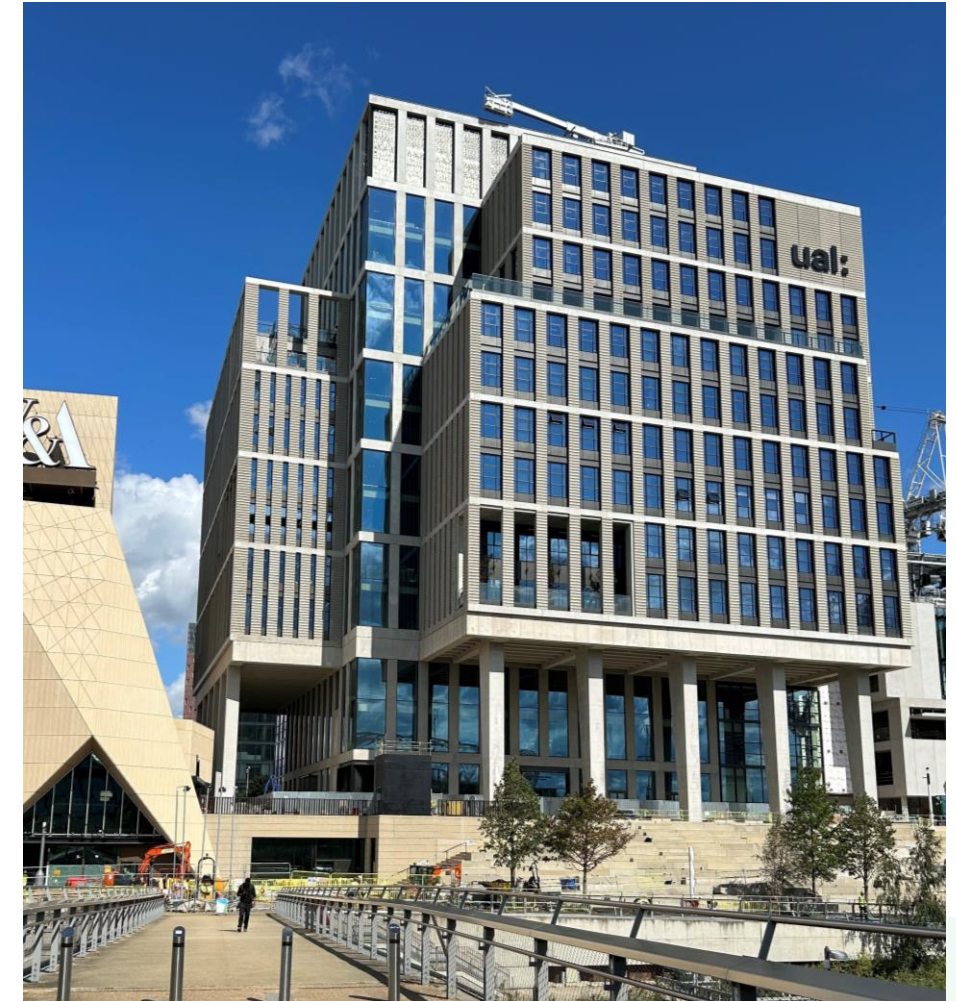


# London College of Fashion, UAL

Founded in 1906, London College of Fashion, UAL is a leader in fashion design, media and business education. Part of University of the Arts London, it has been nurturing creative talent for over a century, offering courses in all things fashion. It encourages students to examine the past and challenge the present, to form their own ideas. It gives them the skills, opportunities – and above all, the freedom – to put those ideas into practice.

At East Bank, London College of Fashion has a unique opportunity to bring together our community of 6,500 students and 1,000 staff for the first time, and to invite the public into our open campus. Here, digital developers will work alongside designers; psychologists will collaborate with image creators; and marketing theorists will join forces with curators. London College of Fashion, UAL will redefine what fashion is by connecting its range of disciplines for the first time and under one roof and show London and the world what these possibilities look like.

[www.arts.ac.uk/colleges/london-college-of-fashion](http://www.arts.ac.uk/colleges/london-college-of-fashion)



London College of Fashion, UAL, exterior © Jo Sait

# Sadler's Wells East

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**SADLER  
WELLS** **East**

Sadler's Wells East, now open, is a new kind of cultural destination, with local roots, national impact and global perspectives. It will be a hub for creativity – open all day with free activity, educational and community programmes, two schools, extensive rehearsal facilities and home to a state-of-the-art midscale theatre with a flexible auditorium.

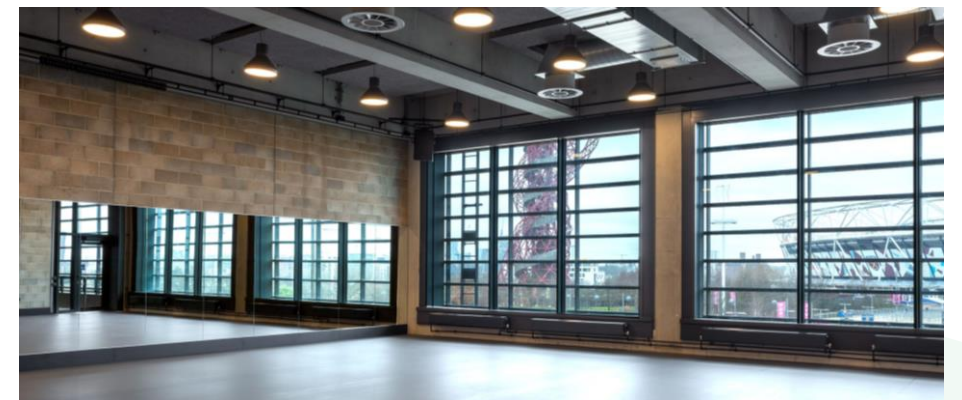
The programme will reflect the breadth of dance being created in London, the United Kingdom and around the world, with everything from hip hop to bharatanatyam, ballet to dance theatre, vogue, house and waacking. It is a resource for the whole of the UK, offering a destination venue for dance companies around Britain to tour to the capital, and hosting the best work from international choreographers. The opening season features over 20 productions including 8 UK premieres and 10 Sadler's Wells co-productions. The new venue opens with Vicki Igbokwe-Ozoagu's *Our Mighty Groove* in February 2025 – a celebration of the dance floor, which features a community cast from east London alongside professional dancers.

Being part of the community in Stratford is key to us at Sadler's Wells East. The Dance Floor, a public performance space in the theatre's large wrap-around foyer, will give a platform to community groups and guest artists and will be a welcoming space for all styles of dance. Sadler's Wells East will support artist development and training, and the creation of new work. For our opening season, 20,000 tickets, will be available for under £25, with £10 tickets available for young people for every single performance. It's also our aspiration that 50% of all jobs at Sadler's Wells East will go to residents in the four local boroughs, Newham, Tower Hamlets, Waltham Forest, and Hackney, and we're currently tracking well over that figure.

Sadler's Wells East is home to two educational facilities. Academy Breaking Convention is the UK's first free Level 3 Extended Diploma in Performance and Production Arts specific to Hip Hop Theatre, and will welcome its first students in 2025. We are holding Open Days in November 2024 and January 2025. The Rose Choreographic School is an experimental research project – and its first cohort of dance artists have already begun on an intensive two-year course to develop their own choreographic practice.



Sadler's Wells East opening February 2025. Architects O'Donnell + Tuomey. Image © Peter Cook



Sadler's Wells East opening February 2025. Studio image. Architects O'Donnell + Tuomey. Image © Peter Cook



# UCL East (University College London)

UCL is consistently ranked among the top 10 universities in the world and is The Times and Sunday Times University of the Year 2024. Since 1826, it has championed independent thought and broken boundaries to make a positive impact in London and across the globe.

It was the first university to welcome students of all faiths, or no faith, and the first to educate women on an equal footing with men.

UCL's new university campus at East Bank is the biggest development in its nearly 200 year history, giving it the scale and space it needs to help find solutions to the biggest problems facing people and the planet.

Around 4,000 students and 700 staff will work together and collaborate with local communities and businesses in cutting edge new centres specialising in ecology, robotics, urbanism, culture, disability, heritage, engineering, technology and health.

UCL East's One Pool Street base is full of multidisciplinary research labs and studios with a lecture theatre doubling as a cinema, a shop, café and homes for more than 500 students. Marshgate, which opened autumn 2023, includes eight floors of hi- tech research labs, workshops, collaboration spaces and a library.

UCL East will be accessible, sustainable and open to the public with exhibition spaces and specially commissioned art by local artists.

[www.ucl.ac.uk/ucl-east](http://www.ucl.ac.uk/ucl-east)



UCL East Marshgate © Morley von Sternberg



BBC Singers join with students from three East London schools around the Gaia globe artwork by Luke Jerram in UCL East campus's Marshgate building © BBC / Mark Allen

# V&A East

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V&A East is dedicated to creative opportunity and its power to bring change. V&A East Storehouse and Museum are two free cultural destinations created in partnership with young people and inspired by east London's creative heritage. Working directly with the voices that are shaping global contemporary culture, V&A East will bring the V&A collection and archive to life in new ways, celebrating making in all its forms and opening up new possibilities and discoveries for everyone.

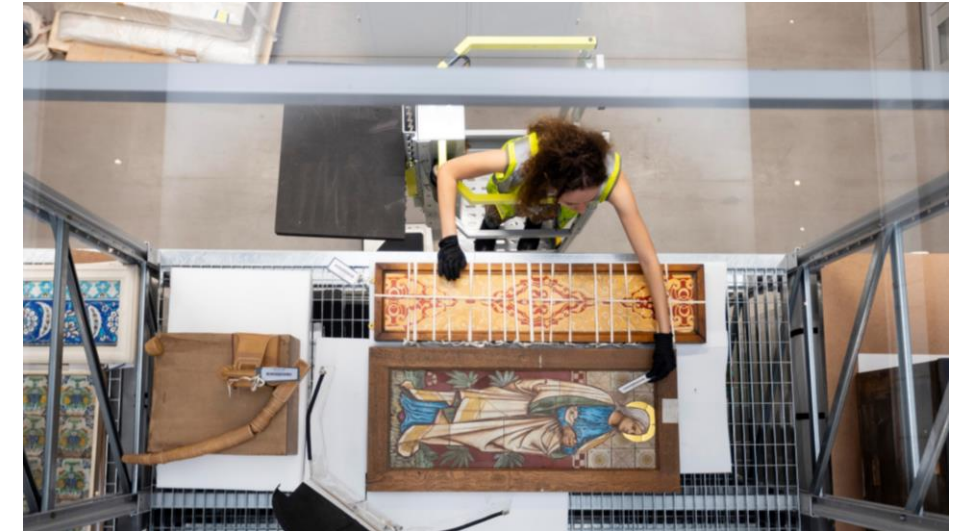
V&A East Storehouse is a unique new museum experience opening up the V&A collection to everyone. Go behind-the-scenes to make new discoveries, explore untold stories and share ideas. V&A East Storehouse will be opening in east London on 31<sup>st</sup> May 2025.

[www.youtube.com/watch:](https://www.youtube.com/watch:) [V&A East Storehouse flythrough video](#) © DS+R, courtesy of V&A East

V&A East Museum celebrates making and creativity's power to bring change. Created with young people and rooted in east London's heritage, V&A East Museum explores what's shaping our world with the voices leading contemporary culture. Two galleries explore why we make, alongside a major exhibition space, restaurant, shops and spaces for social gathering and events.

In Spring 2026, V&A East Museum will open its first major exhibition, *The Music is Black: A British Story*, revealing the extraordinary contribution Black British music has made to British culture and around the world over the last 125 years. V&A East Museum's exhibition will inspire a new season of programming across East Bank, and beyond, in collaboration with the BBC, Sadlers Wells East, UAL's London College of Fashion, and UCL East.

[www.vam.ac.uk/east](http://www.vam.ac.uk/east)



Ceramics moved into storage in V&A East Storehouse, Queen Elizabeth Olympic Park, opening 2025  
© Image by David Parry for V&A



V&A East Museum © Victoria and Albert Museum, London



# Queen Elizabeth Olympic Park

East Bank's home is Queen Elizabeth Olympic Park, a world-renowned destination nestled in the heart of east London. This iconic Park captivates and inspires visitors with [world-class cultural offerings](#) from large concerts at London Stadium and ABBA Voyage, to unique public art pieces. Alongside [beautiful open spaces](#) and a myriad of [London's best restaurants](#), the former London 2012 Olympic and Paralympic venues continue to stand as a testament to the city's rich history and are open for public use and events year-round. There are endless opportunities on the Park in 2025 with exciting new restaurants, bars and attractions opening alongside East Bank. [See what's on](#) now and discover something new. For more information on the Park you can visit the [Queen Elizabeth Olympic Park press pack](#).



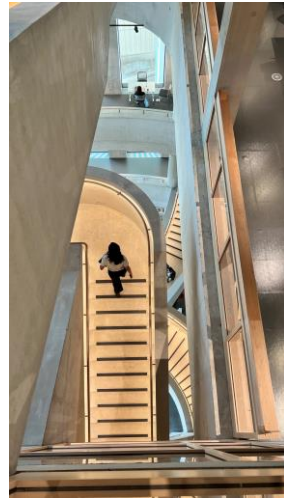
Summer day at Queen Elizabeth Olympic Park © Queen Elizabeth Olympic Park



# Image Sheet: East Bank Buildings



London College of Fashion, UAL, exterior © Tony Lall-Chopra



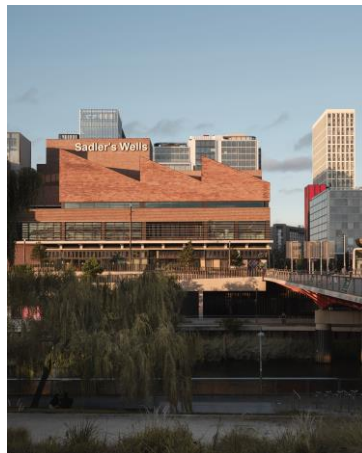
London College of Fashion, UAL, interior © Tony Lall-Chopra



BBC Music Studios external render © Allies and Morrison



East Bank © Queen Elizabeth Olympic Park



Sadler's Wells East opening February 2025. Architects O'Donnell + Tuomey. Image © Peter Molloy



Justine Simons CBE Deputy Mayor for Culture and Creative Industries, Sir Sadiq Khan Mayor of London and East Bank partners © Queen Elizabeth Olympic Park



UCL East Exterior © Morley von Sternberg



# Image Sheet: East Bank Activity



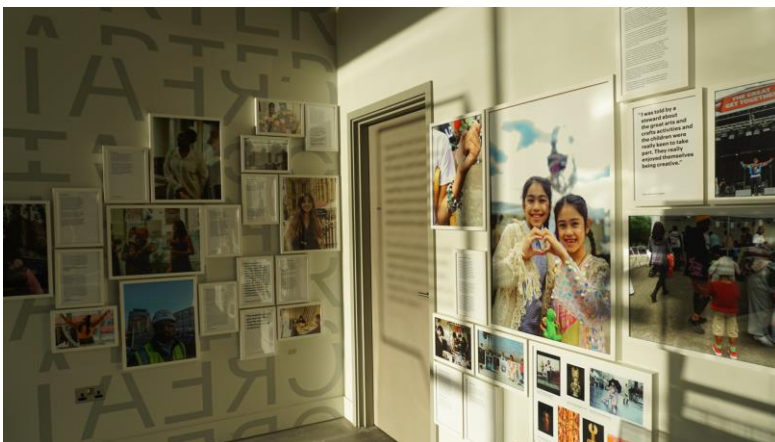
Hip Hop Games August 2024 © Scott Carroll LDA Design



Inside V&A East Museum's The Music Is Black: A British Story Mixer, BeauBeaus, east London, 7 March 2024 © Alistair Valentine, courtesy of V&A East.



Hip Hop Games © Scott Carroll LDA Design



East Bank exhibition at London College of Fashion, UAL © Neneh Brathwaite



The Great Get Together, 2024 © Queen Elizabeth Olympic Park



The Great Get Together, 2024 © Queen Elizabeth Olympic Park



# Image Sheet: East Bank Activity



Folk crafts at London College of Fashion, UAL's May Day Rave  
© Alex Picasso



East Careers Week, London College of Fashion, UAL, workshop  
© Rahil Ahmed



Morris dancers at London College of Fashion, UAL's May Day Rave  
© Alice Zoo



Graduate work on display at London College of Fashion, UAL's, Post Class of 2024© Ana Blumenkron



Guests at London College of Fashion, UAL's May Day Rave  
© Alice Zoo



Vicki Igbokwe-Ozoagu, Our Mighty Groove © Image Rich Lakos



# Image Sheet: East Bank Art & Exhibitions



BBC Singers and local school children sing in front of the Gaia Globe at UCL East Marshgate © Mark Allen



Michael Landy's "Lemon Meringue" © Ben Westoby



Michael Landy's "Lemon Meringue" © Ben Westoby



Mounted board of costume designs and notes by Derek Jarman for the opera Don Giovanni, Sadler's Wells Opera 1968 © Image by Niall Hodson for V&A



Eva Rothschild in front of tapestry commission at Sadler's Wells East. Image © Rick Lakos



Graduate work on display at London College of Fashion, UAL's Undergraduate Class of 2024 (LCF24) © Ana Blumenkron



Lubna Chowdhary, Temporal Trace © Thierry Bal



Trëow of Time installed in UCL Marshgate building lobby © James Tye



A photograph of the BBC East Bank building at dusk. The building is a modern structure with a facade of vertical slats and large glass windows. The BBC logo is visible on the building. The image is overlaid with a semi-transparent dark grey shape that contains the text. The background shows some blurred foliage in the foreground.

# East Bank Spokespeople



# Tamsin Ace, Director of East Bank



Tamsin Ace © Em Fitzgerald

Tamsin Ace © Em Fitzgerald

Tamsin became the first Director of East Bank in September 2023. East Bank is the UK's newest cultural and education quarter on the Queen Elizabeth Olympic Park in east London. East Bank is made up of London College of Fashion; UAL, UCL East (which both opened in September 2023) Sadler's Well's East (opening February 2025), V&A East Storehouse (opening May 2025 and V&A East Museum (opening in spring 2026) and BBC Music Studios (opening in late 2026/early 2027). As Director of East Bank, Tamsin is developing opportunities with the partners and local community to develop a programme of creative activity – with opportunities for visitors to experience everything East Bank has to offer. The aim is to maximise collective potential, delivering world-class culture and education, and ensuring that the 2012 legacy thrives in ways unmatched by any other host city.

Tamsin has held a number of leadership roles including most recently as Head of Cultural Programming at London College of Fashion from 2021-2023.

Tamsin's previous experience also includes her role as Director of Creative Programmes and Collections at the Museum of the Home, where she introduced a new cultural strategy as part of the organisation's transformation programme. Prior to this role Tamsin spent 12 years at Southbank Centre, eventually becoming Head of Public Programming. Tamsin's responsibilities included curating an ambitious programme of annual festivals and special projects. Tamsin led several innovative festivals including Imagine Children's Festival, Winter/Summer Festivals and Unlimited. In her time at this organisation, her work saw her collaborate with a wide range of partners and collaborators which ranged from hundreds of schools, high-profile artists, and commercial partners.

# Justine Simons, OBE, Deputy Mayor for Culture and Creative Industries



Tamsin Ace © Em Fitzgerald

Justine Simons is Deputy Mayor for Culture and the Creative Industries. She has played a central role in the cultural transformation of London for two decades. She was awarded an OBE in 2015 by Her Majesty the Queen Elizabeth for Services to Culture in London.

She led the capital's biggest ever festival for the London 2012 Olympic and Paralympic Games with over 5000 events and is now overseeing its legacy. East Bank in Queen Elizabeth Olympic Park, is a new £1 billion culture and education district, the most significant for over 150 years.

Justine founded and is Chair of the World Cities Culture Forum – the principle leadership network on culture and the future of cities, now grown to over 40 global cities reaching across six continents.

She shapes London's Investment Strategy for the Creative Industries covering film, fashion, games and design, growing their influence on the world stage. She has designed new policy innovations including the world's first Creative Enterprise Zones, a new Culture at Risk Office to protect fragile cultural infrastructure, established the London Borough of Culture and hardwired culture into London's planning system with the first Cultural Infrastructure Plan.

Justine established the Fourth Plinth as the UK's biggest public sculpture prize, is co-chair of London's Commission for Diversity in the Public Realm and chaired the Mayor's Suffrage Statue Commission placing the first statue of a woman in Parliament Square, suffrage campaigner Millicent Fawcett. She positioned culture at the heart of the Let's Do London recovery campaign, attracting 800,000 visitors and bringing London back to life post pandemic.



# East Bank Key Spokespeople



**Tim Reeve**  
V&A Deputy Director and Chief  
Operating Officer and Chair of East  
Bank



**Sam Jackson**  
Controller, BBC Radio 3



**Sir Alistair Spalding CBE**  
Sadler's Wells Artistic Director  
and Chief Executive



**Britannia Morton**  
Executive Director and  
Co-Chief Executive at Sadler's  
Wells



**Niquelle LaTouche**  
Director of Academy Breaking'  
Convention



**Rob Jones**  
Associate Artistic Director at  
Sadler's Wells East



**Dr Gus Casely-Hayford**  
Director of V&A East



**Prof. Paola Lettieri**  
Pro-Provost UCL East and  
Professor of Chemical  
Engineering in the Faculty of  
Engineering Sciences at UCL



**Polly Mackenzie**  
Chief Social Purpose Officer,  
University of the Arts London



**Professor Andrew  
Teverson**  
Pro Vice-Chancellor and Head  
of London College of Fashion,  
University of the Arts London



**Shazia Hussain**  
Chief Executive of the London  
Legacy Development  
Corporation (LLDC)



**Michelle May**  
Executive Director, Inclusive  
Growth, at London Legacy  
Development Corporation  
(LLDC)



# East Bank Resources





# Press Releases

Please click the links below to access our key resources

- [4 September 2023: Tamsin Ace Appointed As Director of East Bank](#)
- [East Bank November 2023 Project Update](#)
- [East Bank February 2023 Project Update](#)
- [East Bank Summer Programme Release, May 2024](#)
- [East Bank Year Ahead 2025](#)

# Key Resources

Please click the links below to access our key resources

- [East Bank Impact Report 2021-2022](#)
- [East Bank page on Queen Elizabeth Olympic Park website](#)
- Please email [EastBank@brunswickgroup.com](mailto:EastBank@brunswickgroup.com) for access to Images and Press Releases



BRUNSWICK ARTS

**EASTBANK**

