



EASTBANK

Media Pack

BRUNSWICK

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.
- East Bank represents the biggest ever cultural investment by the Mayor of London, with support from HM Government and the four Olympic boroughs.
- East Bank is made up of BBC Music Studios; London College of Fashion, UAL; Sadler's Wells East; UCL (University College London); V&A East.
- 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 will open in 2024 with V&A East and BBC Music Studios opening in 2025.
- 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.

Key Facts and Figures

East Bank

- East Bank represents the biggest ever cultural investment by the Mayor of London
- More than 2,500 jobs will be created in East Bank
- 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)
- More than 45 million people have visited the Park since it began to reopen to the public after the Games
- East Bank will bring an additional 1.5 million visitors to the Park and surrounding area each year

Queen Elizabeth Olympic Park

- 40,000 jobs on and around the Park
- 33,000 homes will be built by 2036 in the LLDC area
- 125m visitors by 2031
- 10,000 hours of volunteering across the Park annually
- Over 310 young people have benefited through apprenticeships

The evolution of East Bank

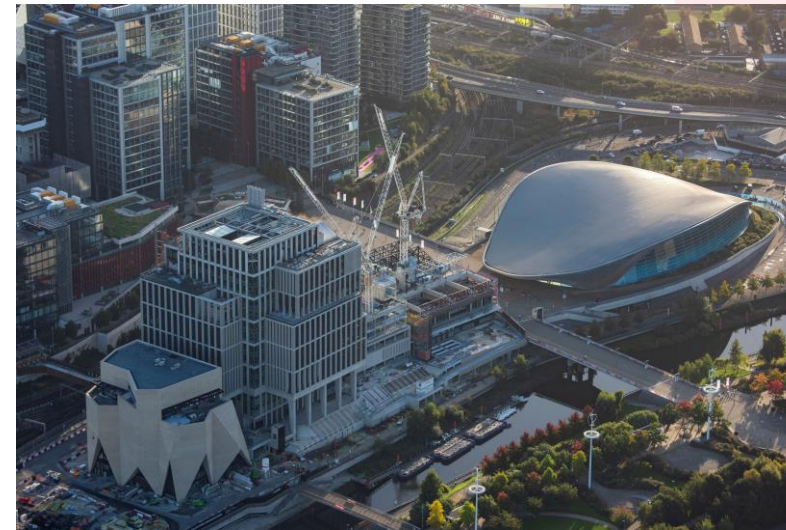
This part of London has always been a place of firsts where canals and lock gates opened early industry; rockets and bone china were first fired; and Joan Littlewood transformed theatre into a people's palace at Stratford Theatre Royal. Spread across three sites on Queen Elizabeth Olympic Park, East 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, incomparable globally.



Former East Bank site ©David Ramkalawon/Alamy Stock Photo

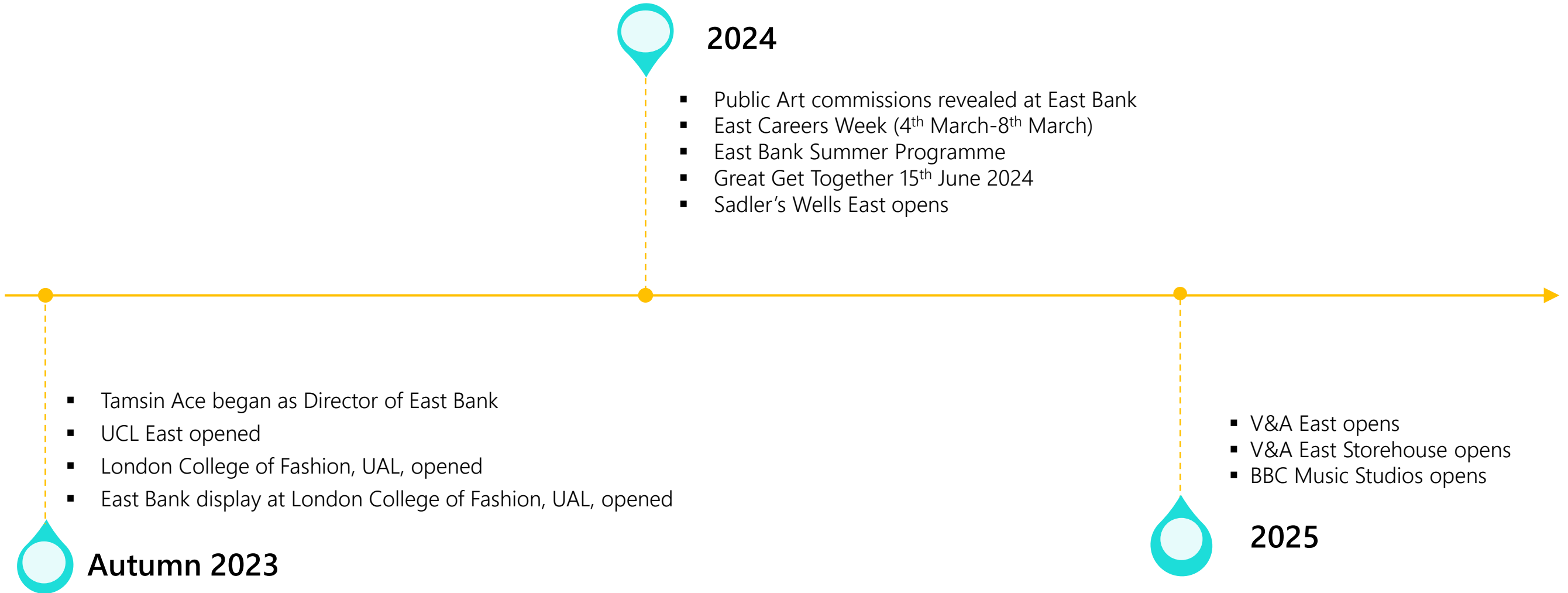


Current East Bank Site ©Queen Elizabeth Olympic Park

Over the last 10 years...

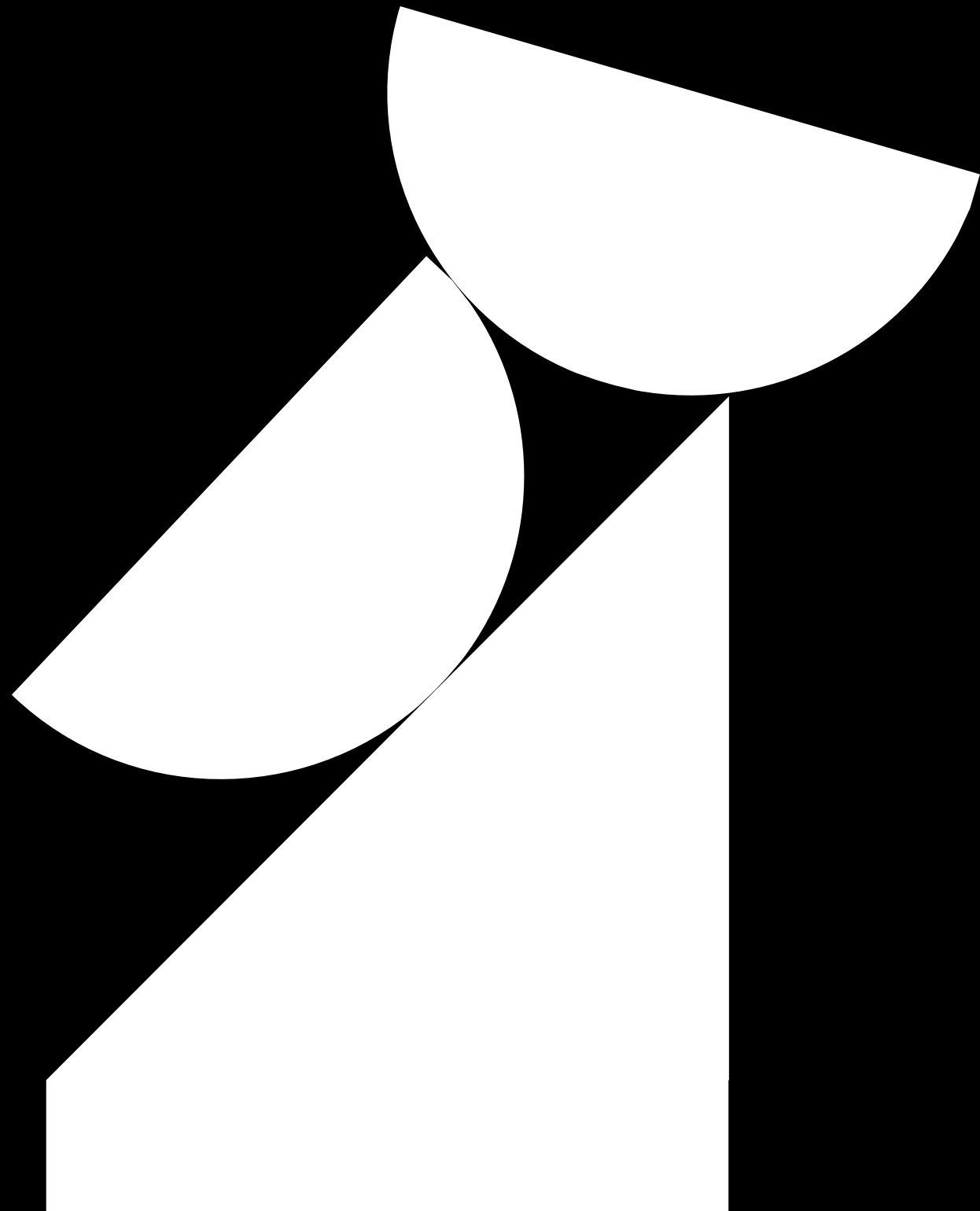
- The Mayor of London has invested more than £600 million in East Bank
- More than **5,800** construction jobs have been created onsite across East Bank
- New neighbourhoods with bustling communities have been created with over **55,000 people** expected to live on and around the park **by 2031**.
- 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 its 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 has become the 6th 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. Soon to be revealed are three new public art offerings by **Lubna Chowdhary, Michael Landy** and **A.A.Murakami**, the artists behind Studio Swine.
- 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 upcoming activity



East Bank Partners

BRUNSWICK ARTS



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, as well as embracing the history of Maida Vale. It will also be the home of the world-renowned BBC Symphony Orchestra & Chorus and BBC Singers, with an occasional presence from 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

EASTBANK



BBC Music Studios external render © Allies and Morrison

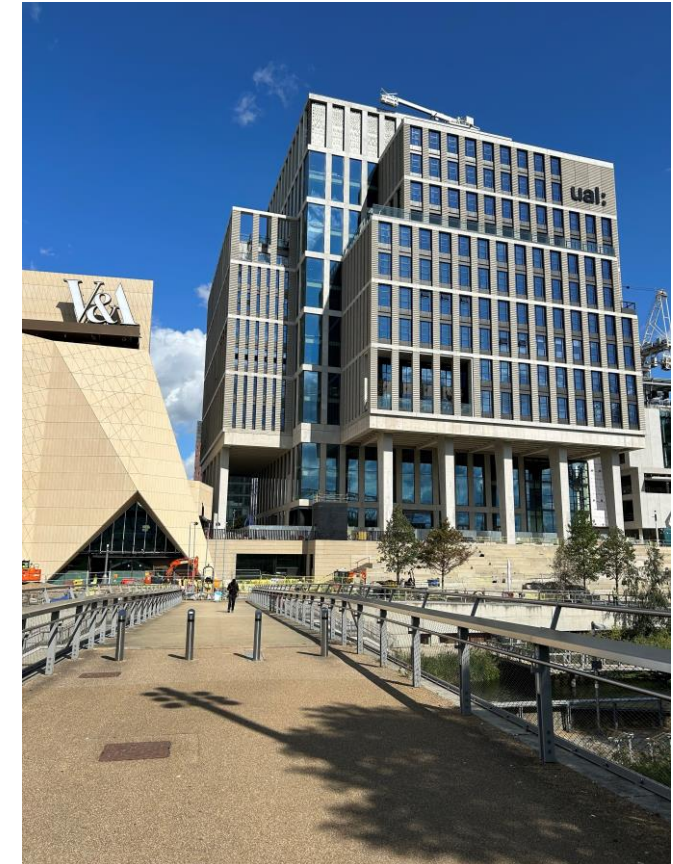
London College of Fashion, UAL

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

EASTBANK



London College of Fashion, UAL, exterior © Jo Sait

Sadler's Wells East

Sadler's Wells East will be a new kind of cultural destination with local roots, national impact and global perspectives. It will be a hub for creativity, home to Academy Breakin' Convention and Rose Choreographic School.

Sadler's Wells East will support artist development and training, and the creation of new work. 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. Performances developed on the Stratford stage will tour the UK and the world, reaching new audiences.

Being part of the community in Stratford is key for us, and Sadler's Wells East will play a crucial role in the economic regeneration of the area. Our aspiration is that at least 50% of jobs created for our new venue will go to people from the four local boroughs – Hackney, Newham, Waltham Forest and Tower Hamlets.

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. The building will be open all day and will offer visitors a range of food and drink options. We can't wait to open our doors and welcome audiences to Sadler's Wells East.

Artists can now apply for our major initiatives at Sadler's Wells East - [Rose Choreographic School](#) and [Academy Breakin' Convention](#).

Weavers at West Dean Tapestry Studio are working to create two tapestries designed by Eva Rothschild to adorn our foyer space at Sadler's Wells East. These are the largest tapestries the studio has woven to date.

Workshops are underway for the first show to hit our new stage, immersive dance production Our Mighty Groove. Choreographed and directed by Vicki Igbokwe-Ozoagu, it will immerse audiences in the transformative power of the club dancefloor. A cast of young east Londoners will join professional dancers in the life-affirming, interactive performance.

www.sadlerswells.com



Sadler's Wells East render © O'Donnell + Tuomey Ninety90

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 opening 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

EASTBANK



UCL East Marshgate, © Hufton + Crow



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

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 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.

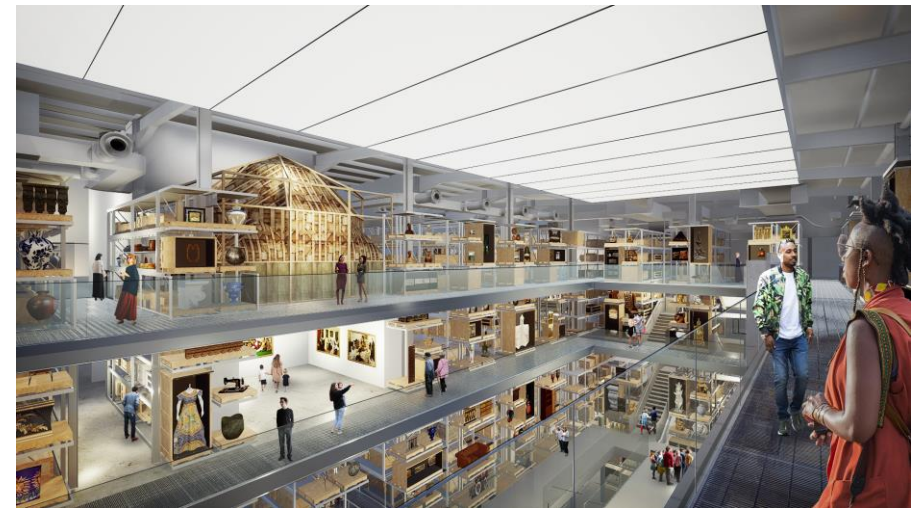
V&A East Storehouse is a unique new museum experience opening up the V&A collection to everyone. Go behind-the-scenes to make new discoveries, explore untold stories and share ideas. Both the V&A East Museum and V&A East Storehouse will be opening in east London, 2025.

www.vam.ac.uk/east

EASTBANK



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



View of the Collections Hall at V&A Storehouse © Diller Scofidio + Renfro

Queen Elizabeth Olympic Park

EASTBANK

East Bank's home is Queen Elizabeth Olympic Park, a world-renowned destination nestled in the heart of east London. This iconic Park captivates 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. 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

EASTBANK



Aerial shot of East Bank © Queen Elizabeth Olympic Park



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



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



EASTBANK

East Bank render © Queen Elizabeth Olympic Park



Making for Change Poplar Works banners at LCF Topping Out 2021
© Ana Blumenkron



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



London College of Fashion, UAL, Post Graduate Show © Ana Blumenkron



The Great Get Together 2023 © Queen Elizabeth Olympic Park



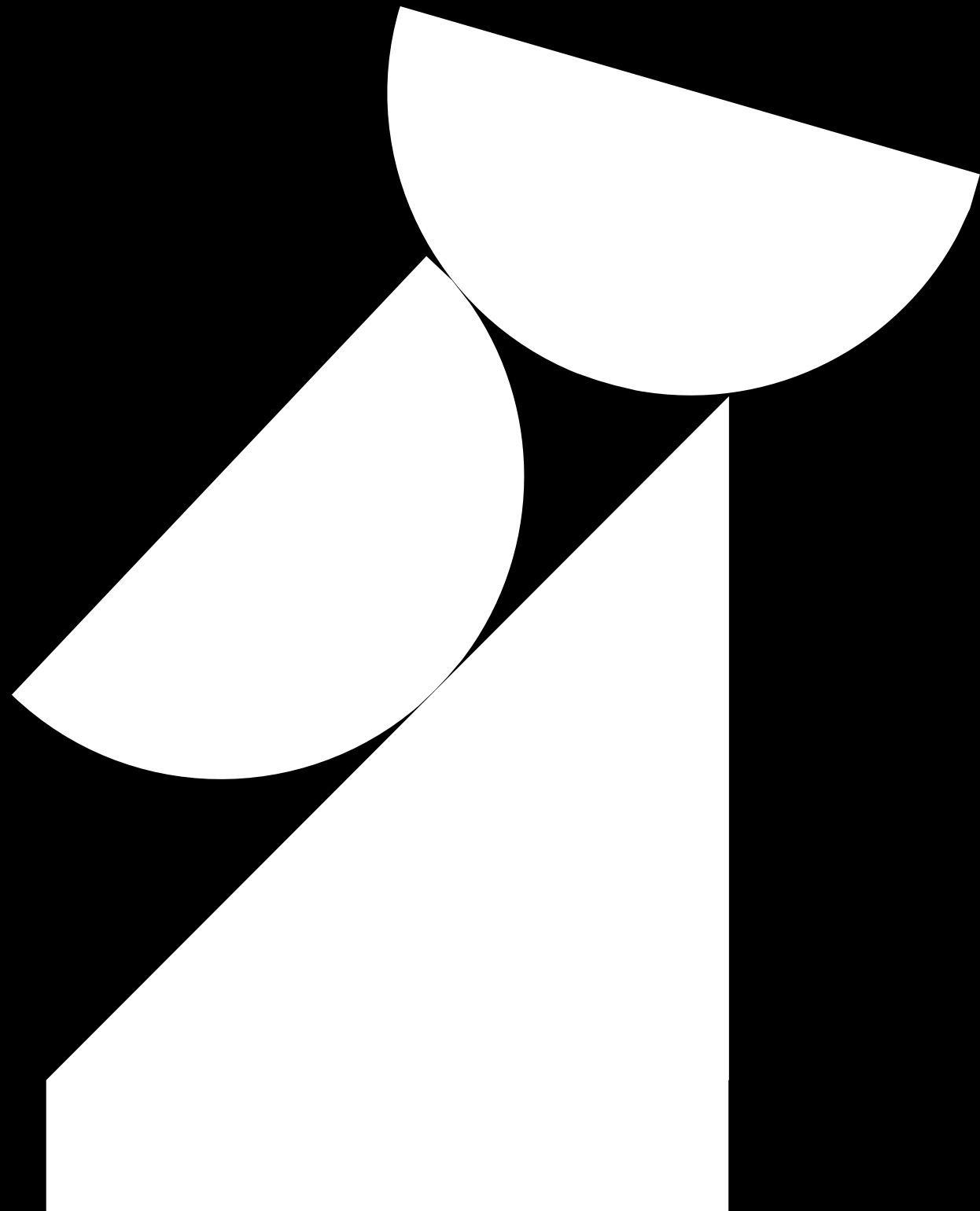
BBC Singers and local school children sing in front of the Gaia Globe at UCL East Marshgate © Mark Allen



View of The Clothworker's Centre for the Study and Conservation of Textiles and Fashion at V&A East Storehouse © Diller Scofidio + Renfro

East Bank Spokespeople

BRUNSWICK ARTS



Tamsin Ace, Director of East Bank



Tamsin Ace © Em Fitzgerald

Tamsin became Head of Cultural Programming at LCF in 2021, leading its inaugural cultural offer on the East Bank in the Queen Elizabeth Olympic Park. During her time at LCF Tamsin developed the new culture strategy, built a new programming team and led curation for the launch season. This included a dynamic programme of co-curation projects, live performance and exhibitions, highlighting world-class research, teaching and ideas of the LCF community and further building LCF's reputation as a pivotal cultural destination for fashion innovation and sustainable practice.

Tamsin was previously Director of Creative Programmes and Collections at the newly renovated Museum of the Home, where she also introduced a new cultural strategy and creative methodology 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

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 the 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 Partners' 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



Jonzi D, Associate Artist of Sadler's Wells



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



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



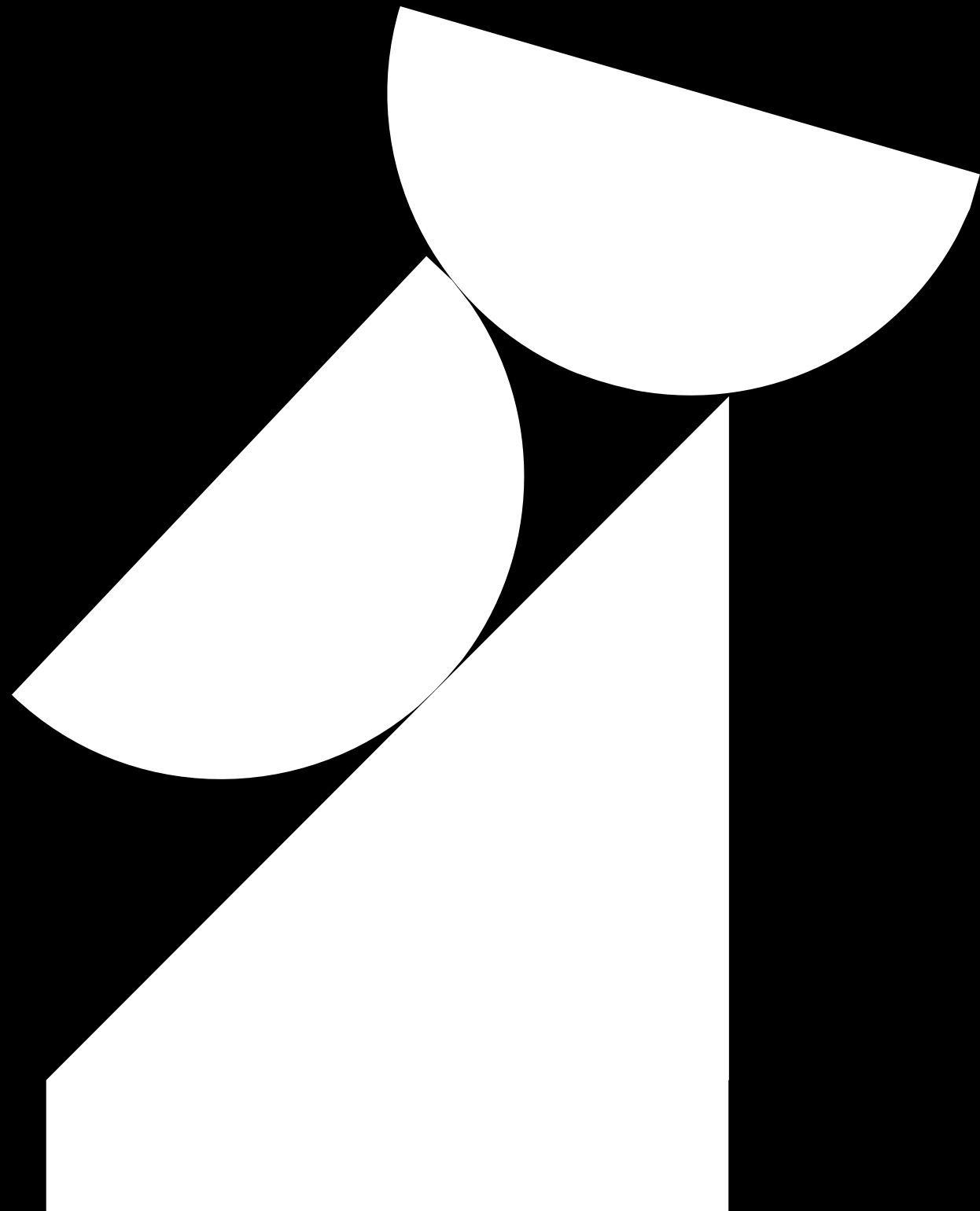
James Purnell, President and Vice-Chancellor, University of the Arts London



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

East Bank Resources

BRUNSWICK ARTS



Press Releases

- [4 September 2023: Tamsin Ace Appointed As Director of East Bank](#)
- [East Bank November 2023 Project Update](#)
- [East Bank February 2023 Project Update](#)

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 for access to Images and Press Releases

The logo for East Bank, featuring the word "EASTBANK" in a bold, black, sans-serif font. The letters "B", "A", and "N" are stylized with horizontal lines passing through them.