

# Here East Socio-economic Annual Monitoring Report 2023



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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



More than 6,000 people working and studying on site

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; 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.

At Here East, our commitment to convening the best and brightest minds in technology remains steadfast. The campus is home to some of the most inspiring talent and innovative individuals in East London, the capital as a whole and the entire UK – people shaping the future of global innovation. We take great pride in fostering a vibrant community that contributes to the growth and regeneration of this region, adding to the vibrancy of Hackney and the Olympic Park.

# 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, SHIFT, East Bank, Hackney Quest, Inspire, Black Bullion, 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 2023. This report also serves to fulfil our headlease requirement to satisfy our lease obligation. 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 2023. This survey provides a snapshot of the Here East campus, with more than 1,106 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.*

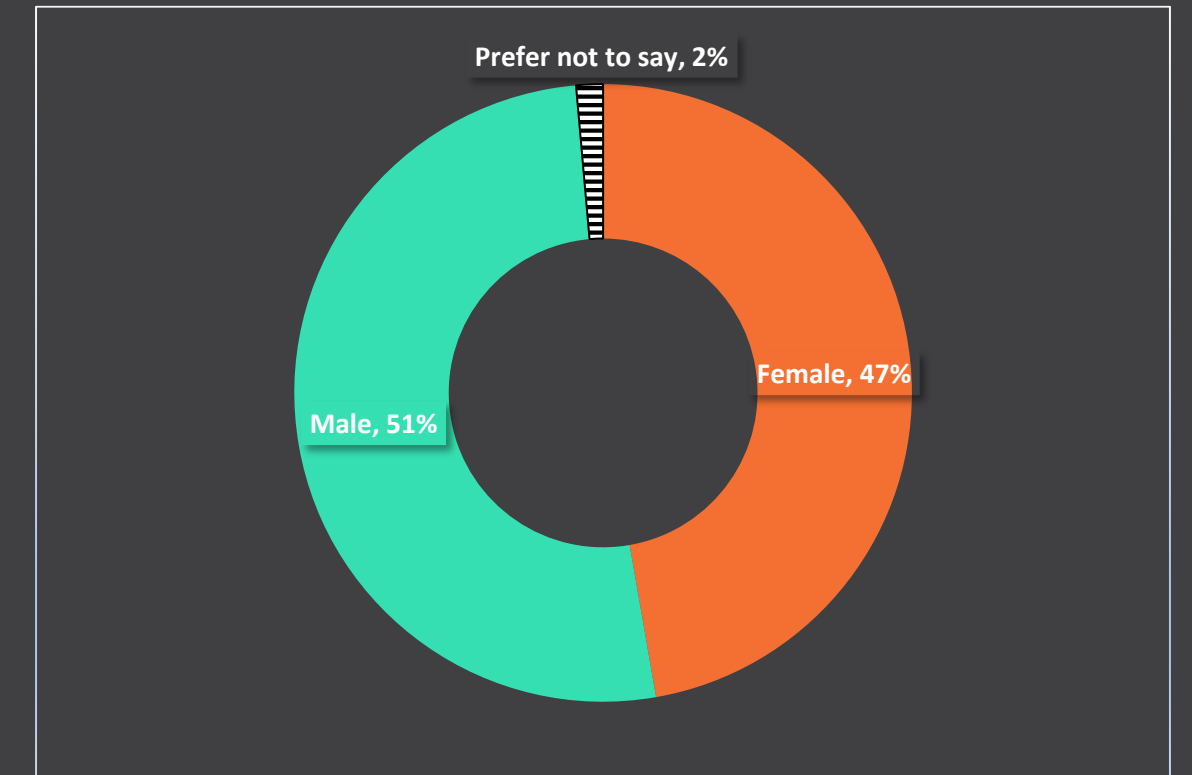


# Socio-demographic survey results



## Gender

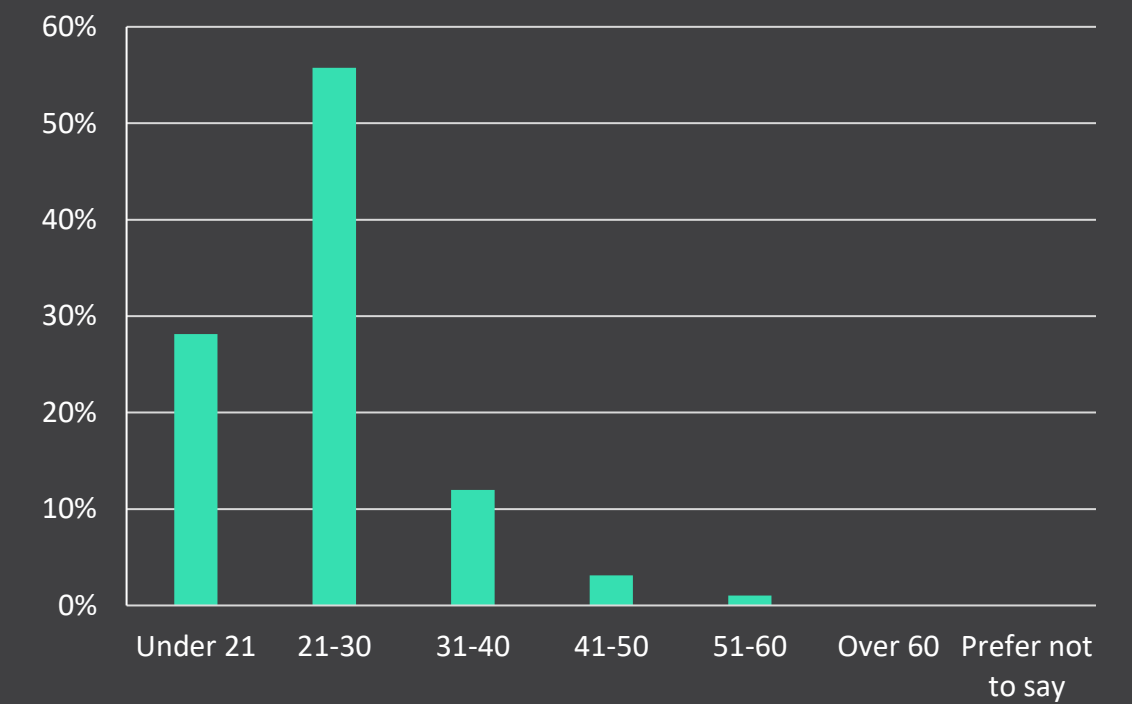
The graph opposite shows that approximately 51% of survey respondents at Here East are male, with almost 47% identifying as female, which is almost identical to 2022 – 49% male and 47% female.



## 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

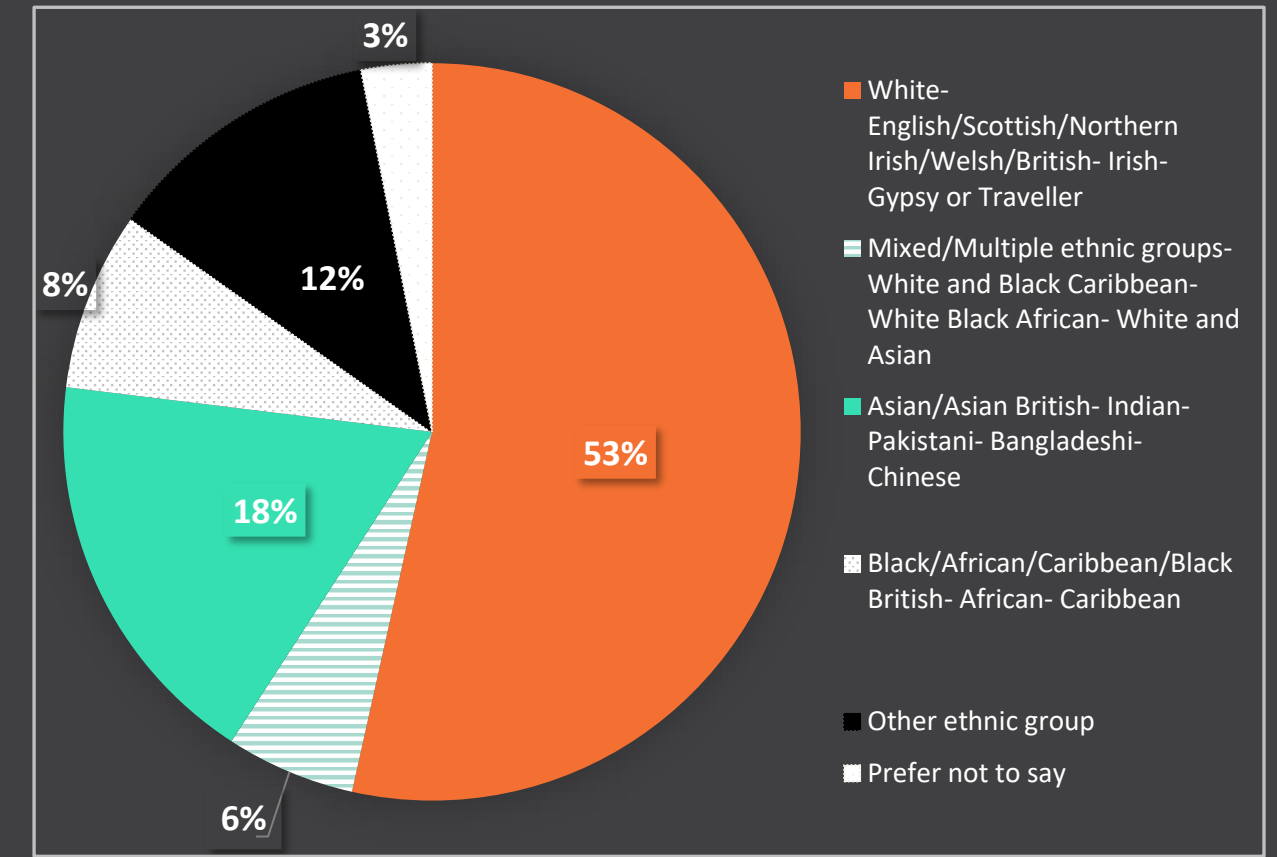


## Diversity and Inclusion

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.

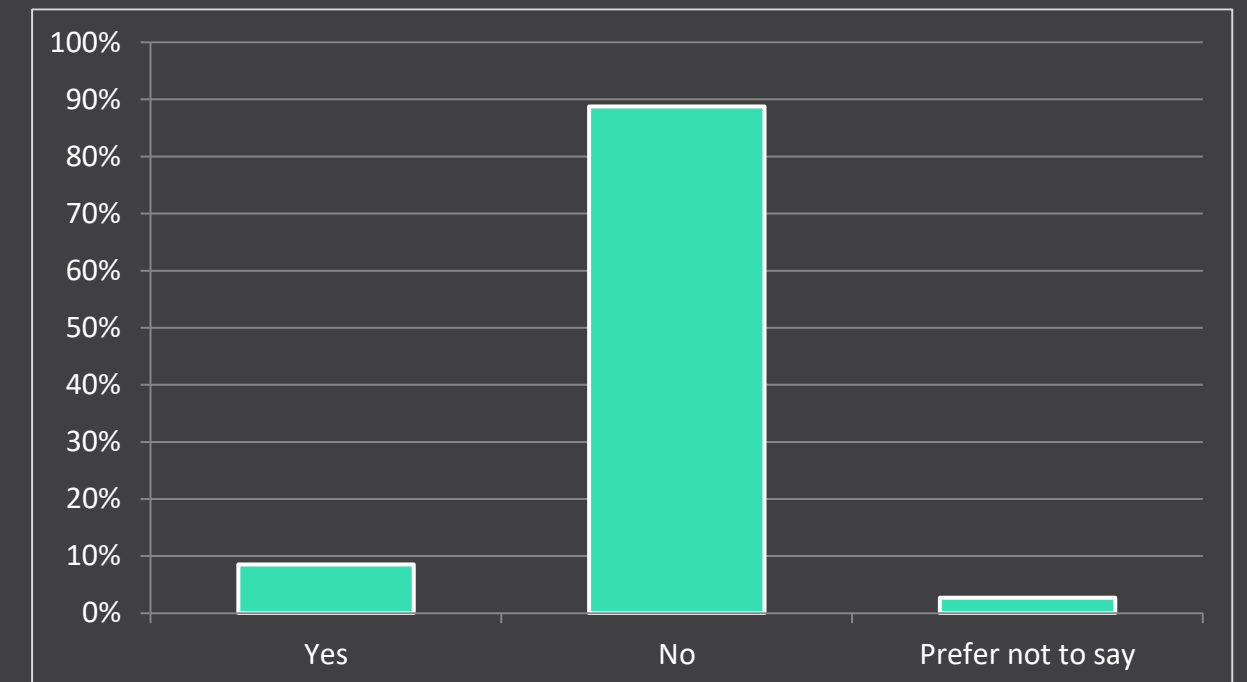
## Ethnicity

The graph opposite illustrates the ethnic diversity of respondents on the Here East campus. There has been a slight increase in non-white respondents to 44 % from 42 % in 2022.



## Disability

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



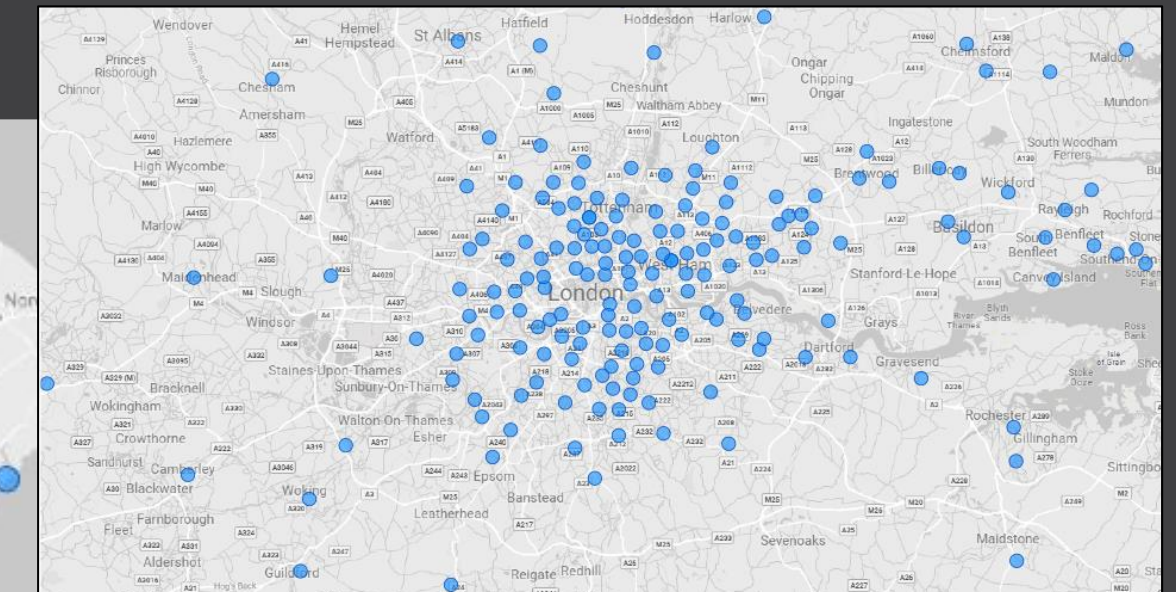
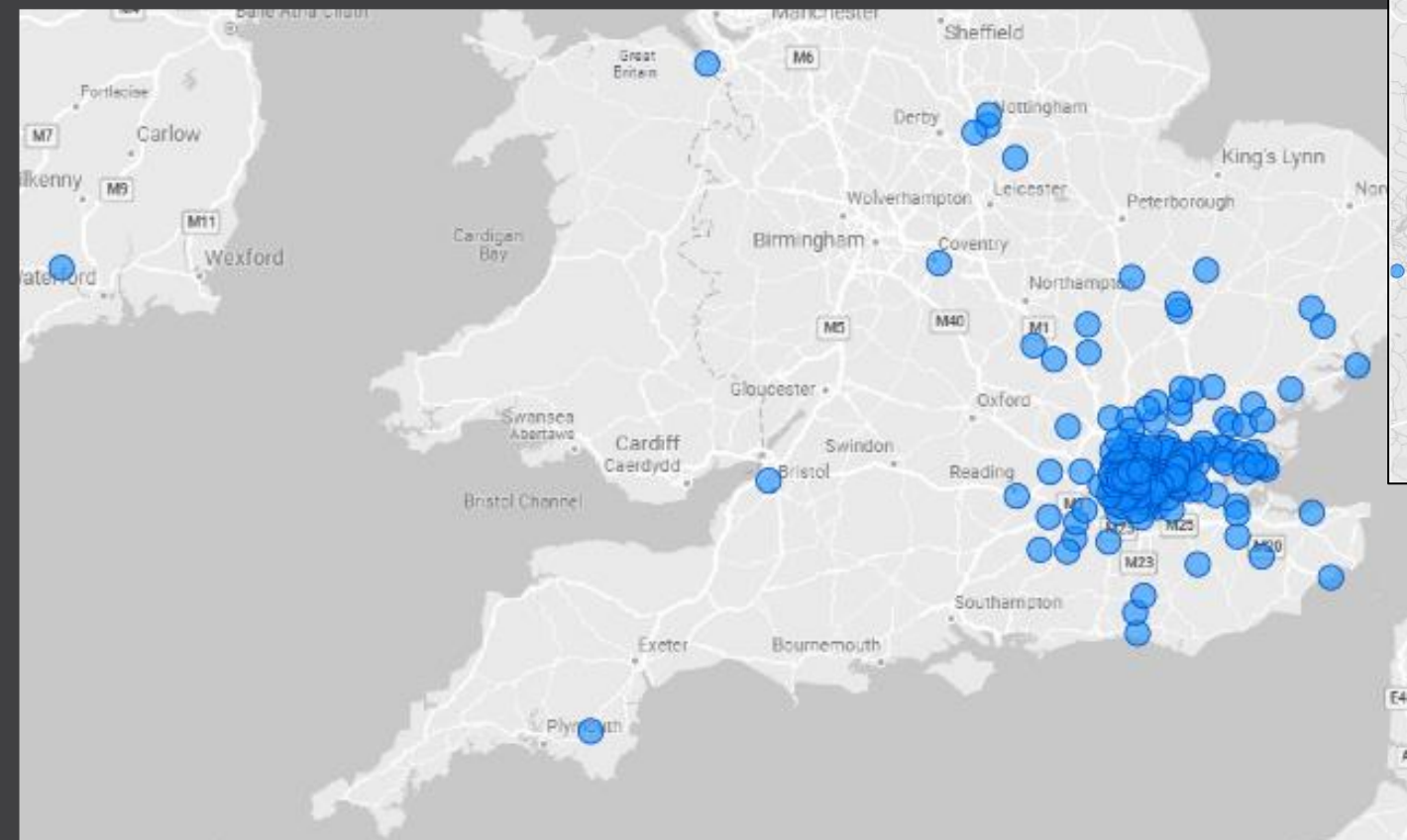
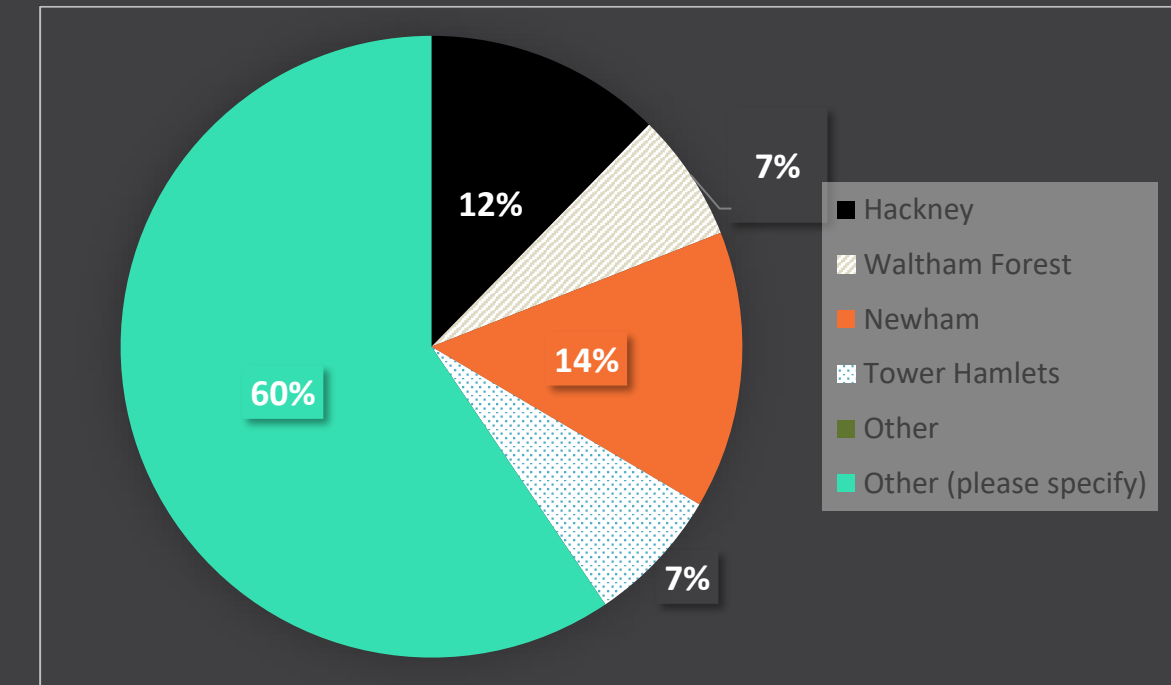
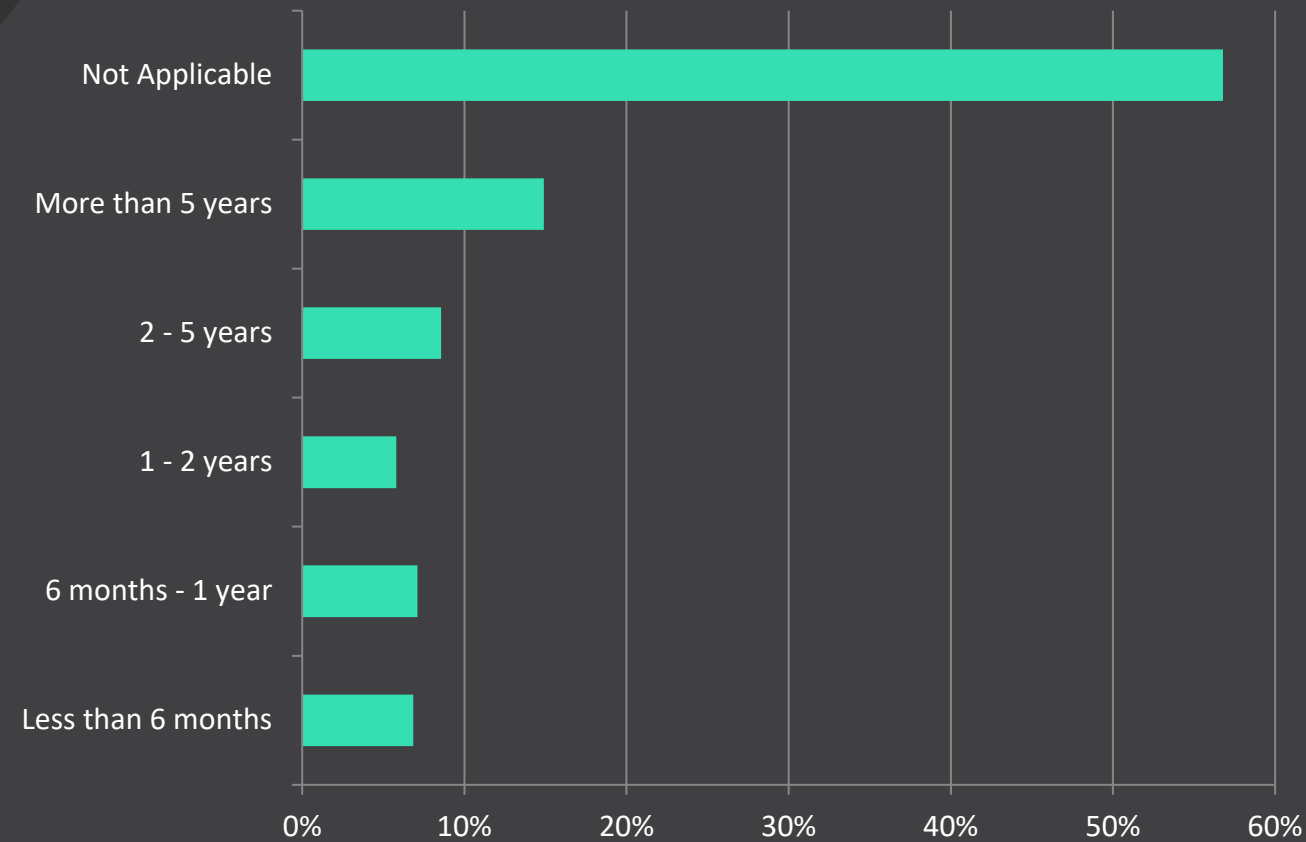
# Socio-demographic survey results



## Place and length of residency

40.5 % 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

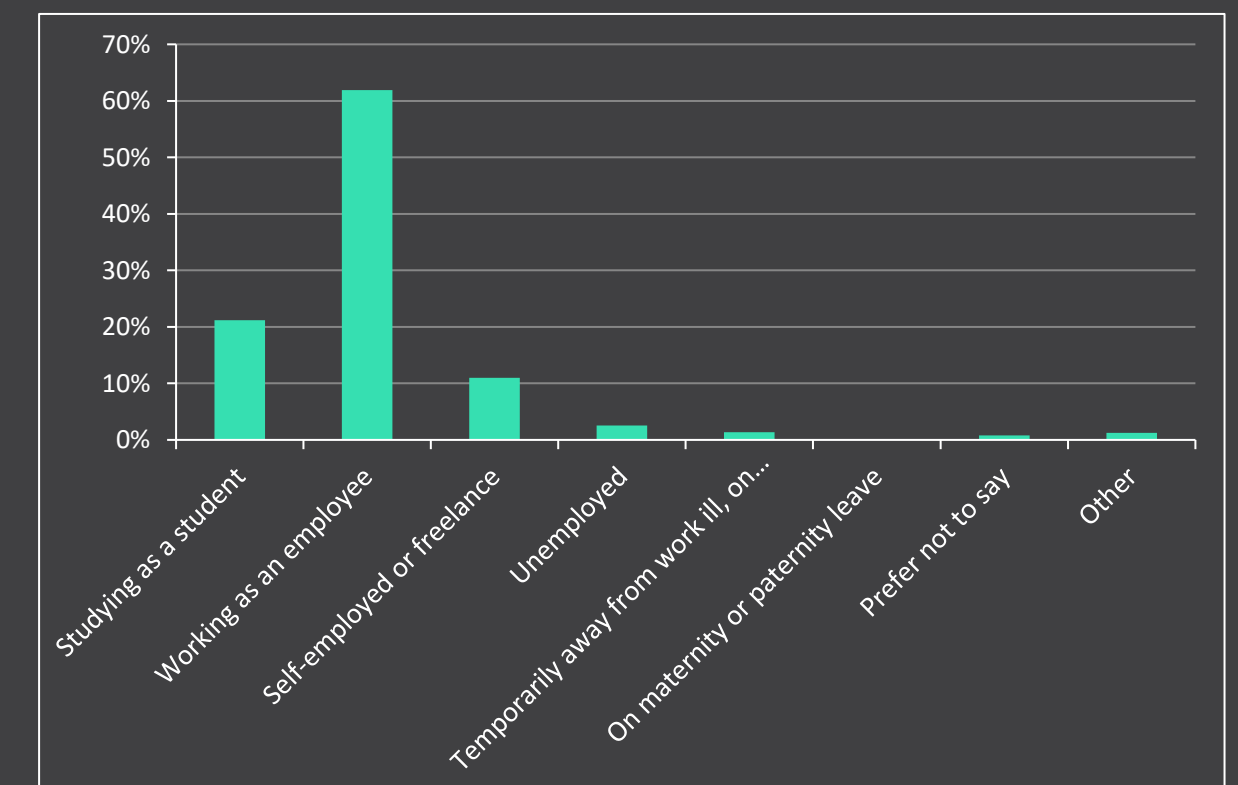
Here East continues to encourage its tenants to support local businesses where possible through the services that they procure/use. This could be catering i.e Here East, Plexal, and universities at campus have worked with local companies Canababes, Easy Gourmet, Breakfast club, Signorelli Pasticceria, Door Stop 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 Inspire, the Yard Theatre, Badu Sports, Made in Hackney and Hackney Arts.

## Previous employment

A significant majority, 62% of survey respondents were working as an employee prior to their employment at Here East. Approximately 21% were studying as a student, 3% were unemployed, and just 11% 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 11.37% of respondents are undertaking such opportunities whilst employed at the campus.

Of those who answered yes to this question, 49.45% are residents within the four identified Growth Boroughs. This almost meets the Section 106 target of 50% and has demonstrated an improvement in results in 2022 which was 46.1%. It is recognised that the total number of opportunities (11.37%) 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.

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.

**11.37%**

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

**49.45%**

**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	45%
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 11.37% of respondents identifying their participation. A significant proportion of these were undertaken by Local Residents (49.45%) which has improved from the 2022 result of 46.1%.
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 2023](#).

## Skills and employment

A series of case studies from the Here East Impact Report outlines 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 Great Get Together and encouraged Here East Businesses to partake in these programmes via Here East Quarterly Strategic Forum meetings and fortnightly Here East newsletters.
- Through a partnership with the charity 'Inspire', Here East is developing a number of programmes in schools. The first of these is the Tech Master programme, which aims to break stereotypes and help primary school students envision themselves in future tech roles. Additionally, the Tech Star programme targets secondary school students, promoting competition while enhancing their problem-solving, communication and team building skills. The highlight of this programme is the opportunity for students to visit Here East, meet with businesses and participate in technology-related competitions.
- In February 2023, Here East also worked with the universities on campus to organise the Project Hackney Road Show, which aimed to showcase the opportunities available to young people in Hackney. It was recently found that up to 2,000 young people leave Hackney each year to seek opportunities elsewhere – whether in education or employment – but many return unsuccessful. Here East brought together more than 300 students to explore the possibilities within their borough. The collaboration and enthusiasm witnessed during this event between Here East universities showed the power of collective efforts in promoting education and career prospects.
- 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.'

# Case studies



Further case studies can be found within the [Here East Impact Report 2023](#).

## Case study 3 (Diversity and Inclusion)

- In line with the commitment to promote diversity, equity and inclusion (DEI) in the tech sector, Here East partnered with Hackney Council to address the barriers faced by residents and employers. The resulting report, Diversity in Tech: Breaking the Barriers, highlighted the challenges faced by the community in accessing digital tech skills and jobs. Here East took the opportunity to engage with the community and employers through events and panel discussions, seeking tangible projects that would benefit the local Hackney community. By focusing on education, raising awareness, providing role models, training and resources, Here East aims to bridge the gap and create opportunities for diverse talent in the digital tech industry.

## Case studies 4 (Skills and Training)

- D-Ford offers a Design Camp in collaboration with Leytonstone School. It offers a hands-on programme for students who have shown an interest in science and technology but lack exposure to design careers. The Design Camp provides a unique opportunity for students to explore the world of design, discover industry practices and ignite their creativity. The impact of this programme has been remarkable, with 80% of its first cohort pursuing design-based subjects in sixth form
- 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 awarded nine students facing barriers to higher education full undergraduate tuition to attend Staffordshire University London, LMA and Teesside University London. 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

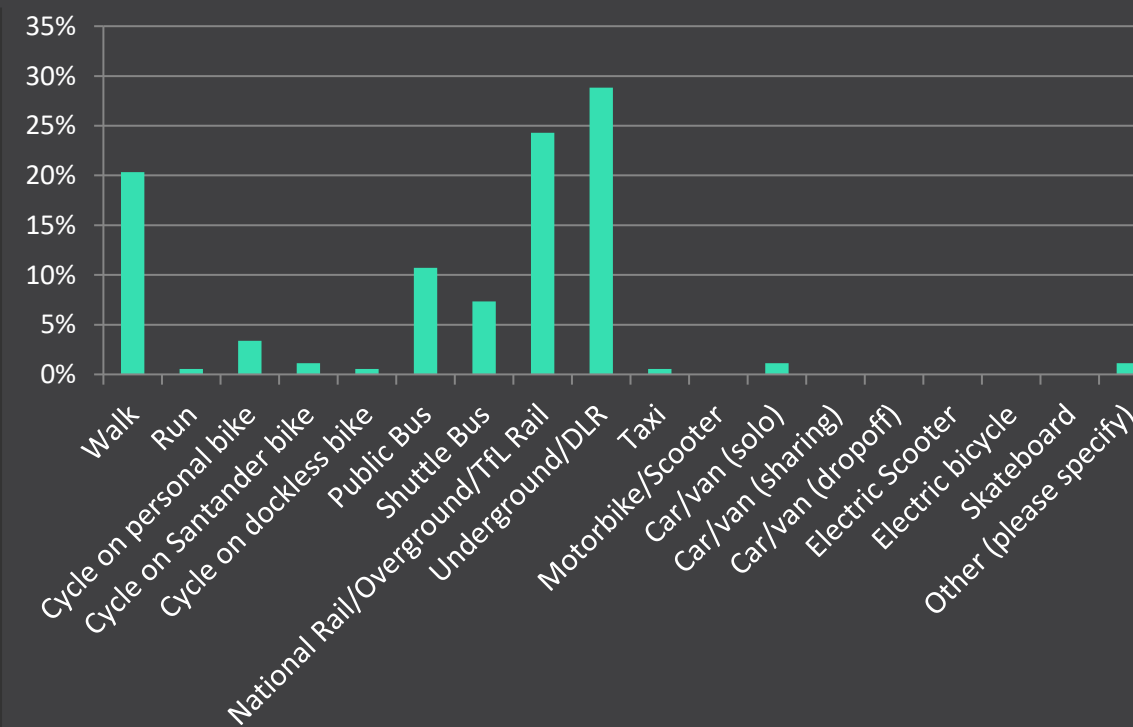


## Transport habits

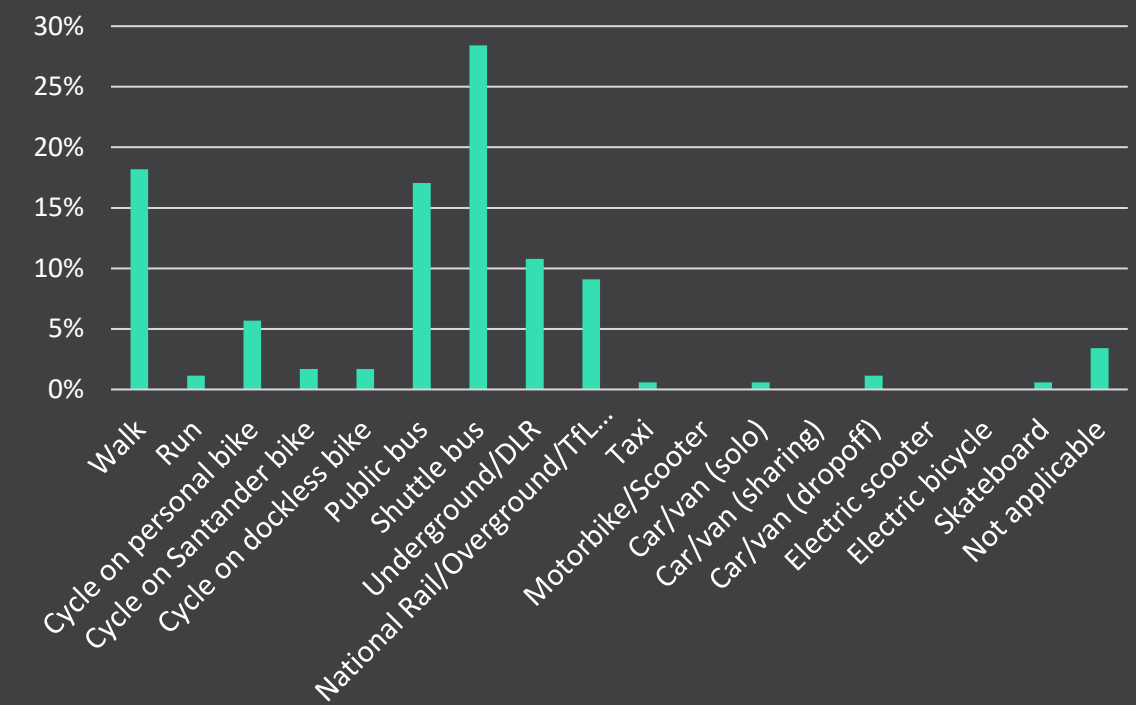
Complete Travel Plan Monitoring Reports shall be separately prepared, which detail the transport habits of survey respondents at Here East. These reports will consider the trends associated with accessing Here East and provide commentary on the methods of transport employed during the pandemic.

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



# Occupation Phase Employment and Skills Strategy (OPESS) review



## Progress and success in implementing the OPESS

In 2022 Here East prepared and submitted to PPDT an update of the OPESS 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.

