

HERE EAST ANNOUNCES PARTNERSHIP WITH CREATE JOBS TO STRENGTHEN TIES BETWEEN THE CAMPUS AND LOCAL COMMUNITY

JUNE 2019

- **Here East and Create Jobs announce new partnership that will leverage the expertise of Here East's community of innovators and pioneers**
- **Aimed at local people between 16-25, the events will provide opportunities to gain skills and employment through workshops and networking**

London, June 11th: Here East, the technology and innovation campus and Create Jobs have announced a new partnership that will provide opportunities for the community in East London to gain skills and employment through lectures, workshops and networking.

The initial programme will be a 3-part event series, aimed at local people aged 16-25. Each event will spotlight a different area of industry, bringing in expertise from Here East's community of innovators and global tech leaders. Through workshops and discussion, the events will help young people build skills such as teamwork, communication, confidence and resilience to help prepare them for success in the future.

The first event will be an 'Evening with Sports Interactive' on Thursday 13th June and will be hosted by Sports Interactive, creators of the world-famous Football Manager video game. During the evening there will be opportunities learn to about the gaming industry as well as practical workshops that will give insights into team functions. [Staffordshire University's Digital Institute London](#) will also be talking about their dedicated gaming programmes with degrees in Esports, Computer Games Design and Community Management that will be launching at Here East in September 2019.



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Event details:**Time:** 6-9pm**Date:** Thursday 13th June**Venue:** Here East, Queen Elizabeth Olympic Park

For further information about the event and how to get involved go to: Eventbrite link [HERE](#).

Here East is home to a diverse community of start-ups, global corporates, creative businesses and world-renowned academic institutions who are collaborating and sharing ideas. The campus is fast-establishing a cluster of industry leaders in sports and gaming, who are shaping the future of the industry this includes Sports Interactive, Loughborough University London, Bidstack and BT Sport, and Staffordshire University's Digital Institute London opening in September this year.

Oliver Benjamin, Director of Employment and Skills, Create Jobs said:

'We are excited to be partnered with Here East to bring young Londoners this series of Here East Insights events which showcase and demystify the great many jobs that exist in east London and on the Olympic Park. Pathways into the digital sector are complex and certainly not straightforward; there is no clear formula, no one university course that will prepare or guarantee young people work. By collaborating with Sports Interactive, we offer young people the opportunity to meet and network with like-minded peers, listen to inspirational industry professionals and make connections on how the puzzle is put together for them in their terms. These events are a vital component part of connecting people with employment opportunities that exist on their doorstep.'

Jasel Nandha, Community and Partnerships Manager for Here East said:

"This collaboration provides an opportunity for us to work with businesses across the Here East campus to build an understanding of the future of work and the skills required to navigate this. These insight events which bring together young local people and established businesses will work to build on our commitment to the legacy and the regeneration of the area."



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Director of Employment
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Notes to Editors

About Here East

Here East is located at the heart of Queen Elizabeth Olympic Park in London and provides over one million square feet of dedicated and versatile space for creative and digital companies. It is designed as a place for start-up entrepreneurial businesses to co-exist and collaborate with global established businesses and academic institutions to deliver genuine innovation.

Here East is a tech and innovation campus and includes shared workspaces and public areas which provide cross-sector collaboration, fostering a tight community, with space for discussion and events, a landscaped canalside and artisan cafes, shops and restaurants.

Here East is home to an array of organisations, including Studio Wayne McGregor, UCL/Bartlett School of Architecture and Loughborough University London as well as BT Sport, Ford's European Smart Mobility Innovation Office, Matchesfashion.com, video game company Sports Interactive and Plexal - a world class innovation centre.

Here East is being developed by iCity, a company owned by clients of Delancey, a specialist real estate investment advisory company.

www.hereeast.com

About Create Jobs

Create Jobs is an employability programme for young Londoners. Since 2011 we've been transforming London's workforce by supporting and developing individuals who are underrepresented in the creative and digital industries. By 2030 we will have supported the next generation of creative talent into 40,000 new jobs. Create Jobs is powered by A New Direction, a London-based non-profit generating opportunities for children and young people to unlock their creativity.

www.createjobslondon.org

www.anewdirection.org.uk



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About Sports Interactive

Sports Interactive (SI) is the world's leading developer of football management simulations through its Football Manager series. Founded in 1994 and based at Here East in the Queen Elizabeth Olympic Park, Stratford, SI has a full-time staff of more than 100 and employs the services of roughly 1,300 part-time researchers across the globe (alongside more than 200 offsite Beta testers). SI has ongoing relationships with some of the biggest names in professional football, including the Bundesliga, the League Managers Association, EFL and many other leagues and national associations. Sports Interactive became a wholly owned subsidiary of SEGA in 2006. Further information on the company and its games is available at www.sigames.com

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