

HERE EAST APPOINTS LOUISE CONOLLY-SMITH AS HEAD OF SPECIAL PROJECTS (CREATIVE)

MAY 2019

• **Louise Conolly-Smith will join Here East as Head of Special Projects, Creative on six-month secondment from London & Partners**

LONDON, May 7th: Here East has appointed Louise Conolly-Smith as Head of Special Projects (Creative) with a focus on video games and eSports for the tech and innovation campus.

The move comes as Here East becomes home to a growing video games and eSports cluster, and is set to become the first hub dedicated to video games and eSports in the UK, with the likes of leading video games and eSports businesses Sports Interactive, Bidstack and BT Sports already situated at the campus.

Louise Conolly-Smith will be on secondment at Here East from London & Partners, where she is currently Head of Creative, promoting London internationally as a leading world city in which to invest, work and visit. She will continue her Creative Sector work for London & Partners during this secondment.

Louise will be joining Here East as Head of Special Projects (Creative) with a focus on video games and eSports to support the growth of the hub, ensuring the relationship between Here East and the booming video games and eSports sector continues to grow.

The UK video games sector currently has a market value of a record £5.7bn. The sector employs over 47,000 people across the country and there are over 2000 active games companies in the UK.

In addition, Staffordshire University announced last month that they are moving their specialist eSports hub: Digital Institute London to the Here East campus. The institute will offer degrees to train the next eSports managers, shoutcasters and broadcasters, as well as hosting eSports competition.

Louise brings a wealth of experience to this role. Prior to becoming Head of Creative at London & Partners, Louise was working with North American technology companies based in London, aiding them in their expansion. Louise is also a mentor for the London & Partners Business Growth Programme and has worked at the Design Council delivering a national business support programme as well as at Business Link as a coach and mentor to high growth companies.



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As the most successful post-Olympic transformation of an International Press and Broadcast Centre in the world, Here East is now home to a curated community of tenants, spanning start-ups, global corporates, creative businesses and academic institutions.

The campus has brought more than 3,900 jobs to the Stratford area and is home to academic institutions such as Loughborough University London and UCL, fast-growth businesses including MATCHESFASHION.com and Fiit, and global companies such as BT Sport and Ford. Here East is fast becoming a cultural hub and a leader in the creative industries, with the announcement of the arrival of the V&A Collection and Research Centre and the opening of new state-of-the-art studios for creatives opened with The Trampery.

Louise Conolly-Smith comments,

"I'm really thrilled to be working at Here East and am looking forward to using my experience of promoting London to help amplify the amazing work that has been taking place here. London is a global leader in video games and eSports is a huge growth opportunity that Here East is perfectly placed to help develop."

Gavin Poole, Chief Executive of Here East, comments,

"We are delighted that Louise will be joining Here East, bringing her wealth of experience on fast-growth tech businesses in London to the campus. The games sector is expanding at a phenomenal rate and we are aiming to cement our reputation as the eSports hub of the UK."



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Gavin Poole,
Chief Executive,
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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 Delancey

Delancey is a specialist real estate investment, development and advisory company whose activities encompass retail, residential and commercial real estate across London and the UK. Collaborating on a wide range of assets, partners and clients, Delancey is recognised for its innovative and diverse approach to creating long term value from real estate. Delancey also advises clients on appropriate capital structures, financing and provides asset management and development services. Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus schools group and the Elephant & Castle Shopping Centre in Southwark. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; it is delivering over 3,000 homes for rent at the multi-award-winning neighbourhood East Village, the former London 2012 Athletes Village in Newham. For further information visit delancey.com



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