

LADBROKES CORAL LOCATES NEW INNOVATION AND TECHNOLOGY HUB AT HERE EAST

12 SEPTEMBER 2017

Here East is today announcing that leading bookmakers Ladbrokes Coral has chosen the campus as the home for LC2, their new 26,336 square foot technology and innovation hub.

Ladbrokes Coral's new facility will bring together software engineers, analysts, architects and sport product specialists under one roof to work on bridging the gap between sports and technology to improve fans' experience.

This is the latest sports technology company to locate at Here East. BT Sport has broadcast live from an 80,000 square foot production hub on the campus since 2013 and Loughborough University, a world-renowned sports technology and science university, opened a London campus at Here East in 2015.

Here East brings together digital businesses, technology firms, universities and media organisations in a dedicated 1.2 million square foot campus for established businesses like Ladbrokes Coral to coexist and collaborate with start-ups and education institutions. It is also home to Plexal – a world class innovation centre offering 70,000 square foot state-of-the-art incubator, accelerator and collaborative workspace, along with a full suite of services to support scaling companies.

The Here East cluster demonstrates how the digital revolution across all sectors has the opportunity for unique relationships to be forged as technology cuts through traditional industry norms. This summer, global car giant Ford selected Here East as the new home for its European Smart Mobility Innovation Office and fashion retailer MATCHESFASHION.COM announced its plans to build a new digital studio capable of creating over 2,000 pieces of content each week.

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



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Here East continues to draw in innovators from more and more sectors, Ladbrokes Coral's new digital product development centre fits well within the campus.

Gavin Poole,
CEO of Here East

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Commenting Gavin Poole, Chief Executive of Here East said: “As Here East continues to draw in innovators from more and more sectors, Ladbrokes Coral’s new digital product development centre fits well within the campus. Their newly joined up sport-technology team builds on Here East’s reputation as a centre of innovation for established companies and start-ups to collaborate, test new ideas, prototype new products and learn from each other’s expertise.”

Paul Goswell, Managing Director of Delancey, said: “Bringing in Ladbrokes Coral’s newly combined technology and sports team is a landmark moment for Here East as we create London’s leading technology and creative hub. LC2 joins BT Sport on campus and cements Here East’s position as a leading centre for digital innovation and technology in the sports sector.”

Graham Calder, Ladbrokes Coral CIO, said: “With the creation of LC2 our goal is to deliver excellence for our customers by leveraging the best digital technology, to hire the best digital talent to build the best digital future. With our passion for sports, we can’t help but be inspired by the great sporting legacy that comes with being a part of the Olympic Park.”



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Notes to Editors

About Here East

Here East is London's home for making, located at the heart of Queen Elizabeth Olympic Park in London. It is a dedicated place for individuals and companies who embrace and pioneer technology, share expertise and are creating the products of tomorrow.

It is a unique campus where creative businesses growing quickly in scale join businesses growing in creativity. It is designed as a place for start-up entrepreneurial businesses to co-exists and collaborate with global established businesses and support genuine product innovation.

Here East provides over one million square feet of dedicated and versatile spaces for creative and digital companies. It combines unparalleled infrastructure with a unique environment to facilitate collaboration and the exchange of ideas. Here East includes shared workspaces and public areas to foster a tight community, alongside a shared yard with space for discussion and events, a landscaped canalside and artisan cafes, shops and restaurants.

Here East is home to Loughborough University London, Studio Wayne MacGregor, Signal Noise, Plexal – a world class innovation centre – and soon Ford's new European Smart Mobility Innovation Office. Online luxury fashion retailer MATCHESFASHION.COM will also be shortly moving to Here East and UCL's campus is due to open this month.

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For more information please see hereeast.com



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About Delancey

Delancey is a specialist real estate investment, development 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 Group, Elephant & Castle Shopping Centre and 185 Park Street on the South Bank. 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 East Village, the former London 2012 Athletes Village.

For further information visit delancey.com



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