



**HERE EAST'S TEN YEAR ANNIVERSARY: THE
ECONOMIC IMPACT SO FAR
EXECUTIVE SUMMARY**

JUNE 2022

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June 2022

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EXECUTIVE SUMMARY

AN INNOVATION AND TECHNOLOGY CAMPUS...

Here East is an innovation and technology campus situated in the Queen Elizabeth Olympic Park in Hackney, East London. At the time of writing there were 34 unique tenants based within the complex, representing a wide range of industry sectors. However, the total number of economic entities present on the campus is much larger as many of the tenants collaborate with other organisations. A survey exercise was rolled out across the complex's occupants and the findings suggest that the majority of respondents have experienced growth in sales and/ or employment levels since locating there.

The campus exhibits a strong industry mix, geared towards higher value-added sectors of the economy. This is reflected through the tenant survey, which shows the prevalence of relatively high productivity levels, a collaborative environment, above average wages and high educational attainment among those employed throughout Here East.

...WITH A SUBSTANTIAL ECONOMIC FOOTPRINT...

We estimate there were close to 3,800 jobs directly within Here East in 2021. This employment directly generated £330 million of GVA contributions to GDP and supported £155 million in earnings for those employed across the campus. However, the positive economic benefit created by Here East and its tenants extends beyond how many direct jobs or direct GVA it creates in Hackney. The purchasing of inputs for the goods & services created at Here East (indirect), alongside the resulting consumer spending impacts (induced), stimulates further economic activity at both the local and national level.

In total, we estimate that Here East's operations supported close to 10,300 jobs across the UK, sustaining £317 million in wages and contributing £700 million in GVA towards GDP in 2021. This is in addition to an estimated £161 million in fiscal benefits paid towards the public purse, via income tax, national insurance contributions and corporation tax.

5,400

Persons regularly based within the campus.

Here East hosts direct employment of close to 3,800 jobs, alongside a 1,600 strong student population.

Fig. 1. Here East's total economic benefits, UK, 2021

	Employment	GVA (£2019m)	Wages (£2019m)
Direct	3,790	330	155
Indirect	3,350	179	91
Induced	3,150	190	71
Total	10,280	700	317

Source: Oxford Economics, ONS, Here East Tenant Survey

Note: May not sum due to rounding

...THAT HAS SURPASSED EXPECTATIONS...

In 2012, Oxford Economics undertook an impact study on the then, proposed Here East development. A comparison between our 2012 estimates and the current economic impact of the campus shows that:

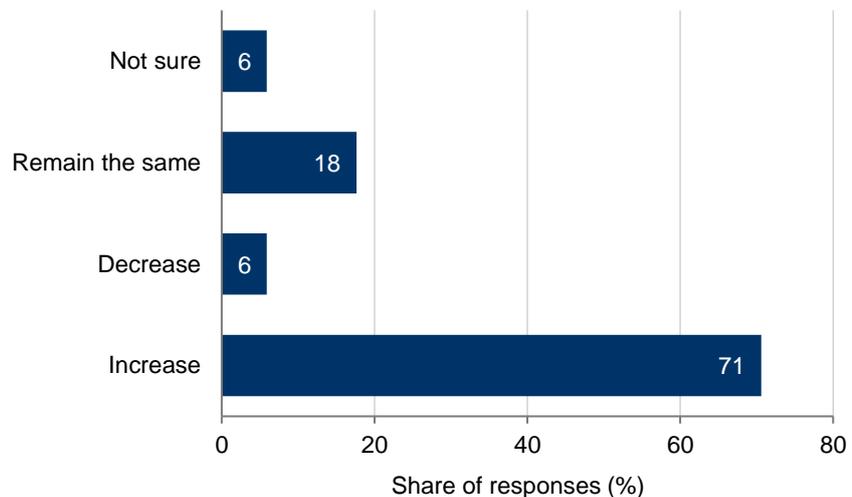
- Here East has went on to cater for a more diverse industry mix;
- Productivity levels have tended to be higher;
- A stronger employment multiplier has strengthened Here East's overall jobs impact and pushed it higher than our previous projections; and
- Here East's overall GVA impact has surpassed our previous estimate by over a third.

...AND THERE IS MORE TO COME

Finally, expectations surrounding the future at Here East remain positive. A high proportion of tenant respondents reported they expected to increase their workforce at the campus in the near future. Equally, commercial respondents were confident regarding the ability of their businesses to succeed at Here East, with close to 80% expecting sales originating within the campus to increase over the next five years.

Fig. 2. Expectations surrounding workforce change over the next 5-year period, Here East survey responses, 2021

(n=17)



Source: Here East Tenant Survey

This ambition is reflected at Here East itself which has plans to build on the success of the last 10 years by expanding and redeveloping the campus. Our analysis has shown that these plans could add further to Here East's already significant economic impact within the local economy.

Note: The expanded findings and technical approach can be found in Oxford Economics' full report.



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