
From: Charlotte Sidwell <csidwell@brunswickgroup.com>

Sent: Thursday, March 28, 2024 2:47 PM

To: Charlotte Sidwell <csidwell@brunswickgroup.com>

Subject: Re-send: East Bank Project Update, February 2024: Careers and learning opportunities at East Bank

It has come to our attention that the materials we previously sent through in the thread below inadvertently left off a required disclaimer relating to FARA. We are attaching a corrected copy, with no other changes made. Sorry for any inconvenience and please let us know if you have any questions.

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East Bank Project Update, February 2024:

- **As part of National Careers Week, East Careers Week returns from 4 – 8 March. East Bank partners join forces to showcase career pathways for local students, from digital to design, business to the built environment.**
- **East Bank is the UK's newest cultural quarter – a unique collaboration between cultural institutions, world leading universities and the people of the four Growth Boroughs of Hackney, Newham, Tower Hamlets, and Waltham Forest, at the heart of London's Queen Elizabeth Olympic Park. The four Growth Boroughs previously hosted the London 2012 Olympic and Paralympic Games.**
- **In addition to East Careers Week, there are multiple year-round opportunities available to support young people, aged 12-30, including apprenticeships, internships, training courses and co-designed youth-led programmes.**

- **Made up of London College of Fashion, UAL, and UCL (now open), Sadler's Wells East (opening 2024), V&A East Museum & Storehouse and BBC Music Studios (opening 2025), East Bank represents the biggest ever cultural investment by the Mayor of London, with support from HM government and the four Growth Boroughs, and partners Foundation for Future London and London Legacy Development Corporation.**



Images left to right: East Summer School © LLDC, photographer Rahil Ahmad | V&A East Museum © Victoria and Albert Museum, London | QEOP Waterfront © Morley von Sternberg | New Talent Future Leaders © Maria Quigley

28 February, 2024, London. Since 2016, East Bank has collectively engaged more than 40,000 children and young people by creating a space for collaborative and creative content, rooted in the diverse communities of the Growth boroughs.

Opportunities include career mentoring, technical skills training, apprenticeships and support for aspiring and practising freelancers. From podcast creation to hip-hop taster-sessions, to music making and creative programming, there are multiple programmes to explore, inspiring the next generation of talent in east London.

Activity includes initiatives for those in primary and secondary education, young adults as well as budding entrepreneurs, freelancers and local businesses.

In addition, [London College of Fashion, UAL](#) and [UCL East \(University College London\)](#) opened their doors in 2023, and offer a wide range of undergraduate, postgraduate and short courses across arts, design, science and technology, with Open Days upcoming.

Tamsin Ace, Director of East Bank says: “To inspire the next generation of leaders, thinkers and creators in our cultural and education sectors, we must ensure that young people have access to the opportunities they need. At East Bank, alongside our local organisations and funders, we will continue to support the future innovators and entrepreneurs, working together to realise their aspirations and laying the foundation for a continued and robust creative economy.”

Annual and new opportunities include:

- **East Careers Week** (4 – 8 March) celebrates the breadth of what the creative and education sectors can offer, bringing together all five organisations that make up East Bank, as well as other organisations across Queen Elizabeth Olympic Park. Sessions include radio show workshops with the BBC, learning what it's like to be a fashion designer with LCF, a snapshot of careers in the museum and theatre sectors with the V&A East and Sadler's Wells East, and tours of university life at UCL.
- **East Summer School** returns from 29 July to 2 August, offering free interactive workshops in fashion textiles, skateboarding, dance, entrepreneurship, photography and journalism, for children aged 12-17 who live or attend school in the Growth Boroughs.
- **New Talent - Future Leaders Programme** is a career development programme for 18–30-year-olds. It is co-designed with the local boroughs for the community and aims to connect local talent to career and employment opportunities at East Bank and beyond. It includes:
 - **East Bank Shared Apprenticeship Programme**, provides access to apprenticeships. From digital marketing to creative programming, and from business administration to laboratory technicians, there are many opportunities for those looking to kick-start their careers.
 - **STEP**: A London Living Wage paid internship programme for young adults looking to start a career in the creative sector, pairing young people with local business, an industry mentor and careers support.
 - **Freelance Exchange**: a development and support programme created to empower local freelancers and entrepreneurs. Freelance Exchange is designed to nurture and equip emergent freelancers with the resources and knowledge needed to successfully launch their freelance careers and remain adaptable.
- **Business Builder Initiative**, launching 1 May, is a 6-week programme created and developed by academics and entrepreneurs to support emerging small businesses or individuals based in east London. Practical sessions will look at developing marketing strategies, using financial metrics and reviewing business models.
- **East Ed** brings together East Bank partners and businesses based on Queen Elizabeth Olympic Park, providing a bridge for teachers and young people to access unique learning opportunities connected to the cluster of global institutions on the Park.
 - From the V&A collections travelling to local schools to music making with the BBC and portfolio support from London College of Fashion, the programme will highlight skills development, STEAM learning opportunities and ways to engage with the universities and cultural venues that make up East Bank.

Working in tandem with the wider Park partners, ongoing opportunities also include:

- **SHIFT** - with an ambition to power better urban futures, SHIFT innovation district is a living testbed to develop and trial creative solutions focused on mobility, health and climate, bringing together academic institutions, businesses, start-ups, creative clusters, the science and tech community and local residents.
- **Elevate** – an inclusive leadership model designed for young people, by young people to create positive impact in their community, using their lived experience to drive innovation, shape change and uplift futures.
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Vivian Murinde, Head of Inclusive Growth & Skills at London Legacy Development Corporation, says:

“We want Queen Elizabeth Olympic Park to be a place where the diverse talent of east London contributes to the future success of East Bank. By investing in programmes like the Good Growth

Hub and East Education, we are able to collaborate with more young people, employers, and community organisations to deliver career opportunities that create equitable and inclusive routes into work. Our work together is already delivering life changing experiences for young people and is transformational for the East Bank organisations making east London their home.”

Sarah Nelson, Interim CEO, Foundation for Future London says: “The Foundation for Future London, in partnership with Westfield Stratford City, is pleased to invest £1.7 million in East Bank partners’ New Talent-Future Leaders creative employment programme, which is set to transform the lives of nearly 1900 young people, as part of our joint commitment to inclusive and accessible employment, training opportunities and true social impact. This programme is not just about opening doors; it is about breaking down barriers and creating a ripple effect of sustainable, sector-wide change.”

Angel Addo, STEP intern with Sadler’s Wells, says:

“STEP has been a key stepping stone to getting my foot in the door of the creative industries. Alongside valuable experience in one of the world’s leading dance organisations, in the past 6 months I have also been able to expand my creative community via the Good Growth Hub. STEP has definitely given me a better insight into what I can achieve in the future.”

*This material is distributed by Brunswick Group LLC on behalf of **the London Legacy Development Corporation**. Additional information is on file with the FARA Registration Unit of the Department of Justice, Washington, DC.*

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Full list of initiatives can be found in the attached.

More information on East Bank can be found at:

www.queenelizabetholympicpark.co.uk/east-bank

[Instagram: @queenelizabetholympicpark](https://www.instagram.com/queenelizabetholympicpark)

[X \(formerly Twitter\): @noordinarypark](https://www.x.com/noordinarypark)

For press inquiries please contact:

Brunswick Arts, +44 (0)20 7404 5959

eastbank@brunswickgroup.com

About East Bank

East Bank is the UK’s newest cultural quarter at the heart of Queen Elizabeth Olympic Park. The place where everything happens entertainment, inspiration and discovery and open to everyone who visits, lives and works in East London. It is a unique collaboration between cultural institutions, world leading universities and the people of the Growth Boroughs.

East Bank is comprised of V&A East; Sadler’s Wells East; London College of Fashion, UAL; UCL East (University College London) and the new BBC Music Studios. The scheme, driven with significant backing and funding from the Mayor of London and support from HM Government and the four Growth Boroughs, will provide skills and jobs for local people, bring over 10,000 students to the site, and attract thousands of visitors from London and beyond. East Bank will help cement the capital’s reputation as

a world leader in culture, education and innovation creating 2,500 jobs, £1.5 billion of economic benefit and 600 new homes.

East Bank is rooted in the diverse communities of East London and is a reflection of the creative spirit of the Growth Boroughs and the legacy of the 2012 Games. For over a decade, East Bank institutions have worked with communities across East London to ensure they benefit from the £1.1bn investment.

East Bank will build on the area's existing creative and innovation credentials, and East Bank partners have been building relationships and delivering projects with the thriving arts, fashion, education and community organisations based in the area, including the artistic community in Hackney Wick, East London Dance, Theatre Royal Stratford East, Studio Wayne McGregor and many more.

About Foundation for Future London

Foundation for Future London is an independent charity established to connect the local communities of Queen Elizabeth Olympic Park with the new East Bank and its globally renowned arts, culture and educational partners to ensure equitable opportunities and fair regeneration in East London. They do this through a genuine commitment to an innovative participatory grant-making approach, capacity-building objectives and sustainable development.

Since launching in 2015, the Foundation for Future London has connected people, places and institutions, from street markets and homeless shelters to galleries and auditoriums. The Foundation for Future London is dedicated to creating new creative employment and transformative life chances for people living, working, and studying in East London.

<https://future.london>

Westfield East Bank Creative Futures Fund

The Westfield East Bank Creative Futures Fund is a five-year programme, designed to invest £10 million into the communities of Newham, Tower Hamlets, Hackney, and Waltham Forest, supported and funded by Westfield Stratford City, in partnership with Foundation for Future London. The programme provides new jobs, learning, training, and educational initiatives through arts, culture, innovation and creative placemaking, catalysing the lives and careers of individuals in East London. Year 5 will open in 2024.

<https://future.london/programme/westfield-east-bank-creative-futures-fund/>

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Brunswick Group, 16 Lincoln's Inn Fields Holborn, ., . WC2A 3ED United Kingdom

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Full list of initiatives

Opportunities for Secondary School and Sixth Form/College students

[East Careers Week 2024](#)

East Careers Week takes place every year in the same week as National Careers Week. This is a programme aimed at Year 9 to Year 13 students and offers immersive workshops, industry insights and networking sessions across an array of sectors and industries. These are delivered by leading industry professionals at venues across Queen Elizabeth Olympic Park or in schools, nurturing talent and empowering students to forge meaningful careers.

[East Summer School](#)

East Summer School will be returning for its 7th collaborative year with East Bank partners and local community organisations such as BADU, Abba Voyage, Skate Gals and other Queen Elizabeth Olympic Park partners. This is for children aged 12-17 who are living or attending school in the four Growth Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.

This programme offers free interactive workshops for those eager to develop their creative skills and enhance their knowledge with industry experts. With skills development sessions across fashion textiles, skateboarding, dance, entrepreneurship, photography, journalism, activism and creating sustainable clothing, this programme is suited to all.

[Academy Breakin' Convention](#)

Academy Breakin' Convention is the ABC of hip hop theatre, offering a full-time further education programme for creative and talented 16–19-year-olds. Academy Breakin' Convention will cover the foundations of hip hop, ensuring graduates are well versed in all ABC elements: Breaking, DJing, Emcee, Graffiti, Music Production, Popping and Hip Hop Social Dance. ABC will provide global perspectives of the socio-economic studies around the communities that create hip hop with a focus on creating theatrical performance.

Applications for an upcoming ABC course are now open.

Created by Breakin' Convention, ABC is the brainchild of Jonzi D and one of the major initiatives at [Sadler's Wells East](#)

[East Ed](#)

East Ed brings together East Bank partners UCL, London College of Fashion, BBC, V&A, Sadler's Wells alongside wider organisations and institutions on Queen Elizabeth Olympic Park to ensure local children and young people benefit from these creative, high-tech, knowledge-driven institutions. It provides a bridge for teachers and young people to access unique learning opportunities connected to the cluster of global institutions on the Park.

Eastside Educational Trust has been appointed by East Ed to design and deliver a programme of events and professional development opportunities for educators across East London.

The programme will highlight skills development, STEAM learning opportunities and ways to engage with the cultural venues within the park. East Bank activity includes:

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- **Your Collection: V&A East** in Schools, led by V&A East Director Gus Casely-Hayford, brings objects from the V&A collection to schools in east London, to open up pathways into the creative industries and revolutionise access to the V&A collections.
- The **BBC** is supporting music making through teacher CPD, schools' concerts and workshops, collaborations with partner schools, and access to a wealth of classroom resources through BBC Ten Pieces, BBC Young Composer and BBC Teach.
- Aimed at key stage 3, 4 & 5, **UCL** offers a range of activities from across the university, from academic subject-related workshops to campus tours and Saturday clubs.
- **Sadler's Wells** partner with a number of schools in east London, giving their students access to world-class dance and creating more opportunities for students to watch, explore and learn through dance.
- **London College of Fashion**, UAL partners with schools across east London from primary to Further Education providing workshops, career fairs, Saturday Clubs, holiday programmes for young people and opportunities for teachers to come in and experience our world-class fashion resources and technology.

Opportunities for young adults aged 18-30

New Talent - Future Leaders

New Talent - Future Leaders is a 5-year career development and leadership programme, led by East Bank partners and delivered in collaboration with the wider east London community. The programme is funded and developed in partnership with London Legacy Development Corporation and Westfield East Bank Creative Futures Fund, funded by Westfield Stratford City and delivered by the Foundation for Future London.

The programme aims to provide access to inclusive career opportunities at East Bank and beyond for young adults traditionally under-represented in the creative, cultural and education sectors. It seeks to bring about positive sectoral change by working in partnership with local businesses to create opportunities that are inclusive and accessible, with the vision of embedded long-term change within East Bank organisations and the wider sector.

The programme is a key vehicle for delivering the Mayor of London's skills and inclusive growth priorities, making sure all Londoners, regardless of background, can benefit.

The programme delivers the following initiatives for 18-30 years olds from the Growth Boroughs:

- **East Bank's shared apprenticeship programme** is delivered by East Bank partners in collaboration with delivery partner, [Workwhile](#). This place-based collaboration between employers operating at East Bank and local small businesses will provide access to free workforce development, training and financial support to become more productive, resilient and inclusive. The programme will create 220 apprenticeships over 5 years, covering a wide range of roles across East Bank and beyond. The Good Growth Hub are working closely with local young people looking to access apprenticeships, offering careers support through their [Creative Connect](#) service.
- **Creative and Cultural Opportunities Programme** - a pre-employability programme that raises awareness of job and employment opportunities in the sector through, go-see visits, careers advice and coaching and technical skills training in areas such as podcasting and digital content creation.
- **STEP** is a 12-month, London Living Wage (LLW) internship programme that offers mentoring and paid work in the creative and cultural industries. Participants benefit from expanded networks, alongside accumulating the right skills and experience needed to progress in the sector. Organisations benefit from access to diverse local talent. STEP has been developed

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in partnership with founding partners Bow Arts, Sadler's Wells and London College of Fashion, UAL.

- Alongside their internship, participants are paired with a mentor and peer network, taking part in a series of twilight training sessions and industry-led masterclasses across the year.
- Applications for the next STEP intake close on the 23 February 2024, with priority given to those who also went to school or college in the Growth Boroughs. The intake will run from the 29 April 2024 to 29 April 2025.
- In line with the Mayor of London's Good Work Standard, it challenges traditional recruitment practices across the sector that can act as a barrier to young people without the "right" connections or financial backing. As a result, a series of resources and a Good Work Guide has been developed, taking learnings from previous cohorts. These are used to support employers adopt fair and inclusive employment practices and workplace cultures.

[The Good Growth Hub](#) a creative careers hub for east Londoners aged 18-30 to access training, advice, information, networks and paid opportunities in and around Queen Elizabeth Olympic Park. It connects businesses with local diverse talent and provides inclusive employment support for businesses looking to adopt fair and inclusive employment practises and workplace cultures. The GGH delivers NTFL programmes, STEP, Freelance Exchange, Creative and Cultural Opportunities Programme alongside providing support for local young people looking to access East Bank apprenticeships. The Good Growth Hub programme is delivered by A New Direction in partnership London Legacy Development Corporation.

Opportunities for local businesses and freelancers

[Business Builder Programme](#)

Launching 1 May, the Business Builder Programme is a 6-week opportunity created and developed by academics and entrepreneurs to support emerging small businesses or individuals based in East London.

Local entrepreneurs and small business owners taking part will benefit from expert teaching and implementable actions to develop an entrepreneurial mindset and key frameworks that will grow their business. Delivered from UCL East, alongside London College of Fashion, UAL, each student will also receive an additional 2 hours of individual mentoring throughout the programme.

Entreprise4Good, UCL School of Management (UCLSoM) and Fashion Business School, London College of Fashion, UAL (FBS, LCF) have worked in collaboration to launch the Business Builder programme.

[The Freelance Exchange](#)

Freelance Exchange is designed to nurture and equip local emergent freelancers with the resources and knowledge needed to successfully launch their freelance careers and remain adaptable.

Its modular self-selecting programme means freelancers can register to attend the sessions or activities of their choice from a robust curriculum co-created with our growing community of freelancers and industry partners.

Freelance Exchange provides:

- A bespoke London-based industry mentor (e.g., the BBC, Sadler's Wells, London College of Fashion, and more)
- Access to freelance contracts and networks
- Freelance Fridays – a free workspace at the Good Growth Hub

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- Advice about where to find work, and how to network, secure clients, manage your time, and get clued up about money

[SHIFT](#)

Established by founding members: London College of Fashion, UAL, Lendlease, University College of London, Loughborough University, Here East, Plexal and London Legacy Development Corporation, SHIFT is a catalyst for east London's innovators, bringing together business, academia, government, and local communities to find and scale solutions to the major challenges of city life. SHIFT's mission is to support and enable innovation that responds to the climate emergency, boosts health and wellbeing, and upgrades mobility in cities.

The initiative welcomes hearing from entrepreneurs, communities, institutions, organisations, businesses and government bodies who wish to test innovative products, services and systems in practice before they can be rolled out.

More information on East Bank can be found at:

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[X \(formerly Twitter\): @noordinarypark](#)

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