

# LIVERPOOL MEDIA ACADEMY ANNOUNCES HERE EAST AS HOME OF LONDON CAMPUS

27TH SEPTEMBER 2019

- **The academy will take up 30,220 sq ft space in the former Olympic Press and Broadcast Centre**
- **LMA, co-owned by Robbie Williams, joins the thriving creative and education clusters flourishing at Here East**

**London, 27th September:** Here East, London's tech and innovation campus, today announced Liverpool Media Academy (LMA) has chosen the East London location as the home for their new London campus.

The Liverpool-based media, music and performing arts institution, co-owned by global performer Robbie Williams, will be taking up 30, 220 sq ft at Here East. LMA will join the fast-growing creative cluster at Here East and will sit alongside internationally-renowned creative organisations and artists, including Wayne McGregor dance studios, BT Sports, and the V&A's upcoming new Research & Collections Centre. The Trampery on the Gantry also houses 21 artist studios at Here East, providing local creatives with affordable working space.

LMA is also the fourth academic institution to choose the Here East campus as its home – the academy will join UCL faculties, Loughborough University London and Staffordshire University's Digital Institute London already onsite.

The new London campus will open in 2020 and will offer 14 BA (hons) degrees awarded by Staffordshire University, in a range of media, music and performing arts subjects including screen acting, digital film and TV production, music, musical theatre and dance performance.

Located in the heart of Queen Elizabeth Olympic Park, Here East is often recognised as the most successful post- Olympic transformation of an International Press and Broadcast Centre in the world. Here East is now home to a carefully-curated community spanning start-ups, global corporates, creative businesses and academic institutions. The campus encourages cross-sector collaboration across multiple industries.

**Gavin Poole, CEO of Here East, comments,** "There is huge value in academic institutions such as LMA sitting alongside world-class entrepreneurs, creatives and academics to share ideas, knowledge and expertise. We look forward to welcoming students from LMA into our community and further establishing Here East as one of the most exciting creative hubs in London."



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**Robbie Williams, co-owner of LMA said:** “I am delighted to now be an official member of the LMA family. As soon as I met them all I was so inspired by their passion and drive and wanted to get involved – I’m extremely excited for our new London campus! I know I can pass on my experience and assist in creating the next generation of pop stars, performers and creatives.”

**Richard Wallace co-founder at LMA, said:** “We are incredibly excited to be able to announce the new campus at Here East, which will help us enrich the lives and creativity of even more students in 2020.

“Since we first opened our doors in 2008, LMA has become a centre of excellence, for world class training and successful collaboration. Students don’t come to us just to gain a degree, they come to develop and enhance their passion needed to excel in the creative sectors. As soon as they walk through the door they become part of our LMA family.

“With a wide range of vision-led projects being celebrated in Here East, alongside the many cafes, shops and event spaces being showcased at the development, we feel it is the perfect place for our new students to explore their own creativity and succeed in their chosen subjects. We can’t wait to unveil our amazing new campus in 2020 and welcome our new students to the family.”

**Paul Goswell, Managing Director of Delancey, the specialist real estate investment, development and advisory company comments,** “The arrival of LMA is further testament to the growing cluster of academic institutions at Here East working alongside a vibrant community of start-ups, entrepreneurs and corporates.

“This collaborative environment is precisely what Here East was designed to cultivate and the students will benefit from the unique opportunities this community provides. LMA will become a vital part of East London’s reputation as a vital cultural hub in the UK.”

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**Richard Wallace**  
Co-founder at LMA



## 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, 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.

### About LMA

LMA is a specialist educational institution that lives and breathes music, creative media and performing arts. It was founded by brothers Simon and Richard Wallace in 2009 and is currently in its 10th anniversary year.

The current LMA shareholders are Simon Wallace, (30%) Richard Wallace, (30%) Sir Terry Leahy, (10%) Bill Currie (10%) and Robbie Williams (20%).

LMA delivers qualifications ranging from Level 3 through to Level 6 Bachelor of Arts degrees. LMA degrees are validated by Staffordshire University. The degrees offered include Music, Musical Theatre, Dance, Acting and Film & TV Production. All LMA courses are practically driven and are delivered by world class industry professionals.

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### 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](http://delancey.com)

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