

STAFFORDSHIRE UNIVERSITY OPENS SPECIALIST ESPORTS HUB AT HERE EAST

12TH MARCH 2019

- **Digital Institute London will be a specialist Esports hub**
- **The new department joins burgeoning Esports cluster already prominent throughout the campus**

London, 12 March 2019: Here East, have today announced that Staffordshire University will be opening a new digital innovation centre, at the award-winning campus located in Queen Elizabeth Olympic Park.

Digital Institute London will offer specialist teaching, and from September the University will be introducing its specialist games industry courses at the new facilities in Here East. The University, who was the first to launch a dedicated Esports degree last year, will be joining a community where a dedicated Esports cluster has been forming.

Digital Institute London, the University's specialist Esports hub is designed to train the next Esports managers, shoutcasters and broadcasters and will be an exciting addition to the digital and tech campus. They will be joining companies such as Sports Interactive, BT Sports, Bid Stack, and will be the perfect addition to the already prominent community at Here East.

Esports has exploded over the past few years, with countless companies emerging to offer their services in the sector. Staffordshire University's latest course offering Games PR and Community Management will attract students from across the nation to this newly formed cluster.

Gavin Poole, CEO of Here East, comments, "Welcoming Staffordshire University's Digital Institute London to Here East is a significant step for our community. The institute will be joining leading companies, start-ups and our existing academic institutions, providing a fantastic opportunity for further collaborations."

Here East has a thriving academic and e-sports community, and we have no doubt that the arrival of Digital Institute London will further accelerate the sectors presence at Here East"



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Professor Liz Barnes, Vice Chancellor and Chief Executive of Staffordshire University, comments, *“We’ve been impressed with the rapid transformation of the Here East super-campus environment which will position us alongside a diverse community of exciting business start-ups and creative industries. We believe this is the right fit for the Digital Institute London and we look forward to playing a key part in Here East’s success as a location for growth and innovation.”*

Paul Goswell, Managing Director of Delancey comments, *“Our vision for Here East is to create a unique environment which lends itself to the formation of innovative clusters. The legacy of sports has always been in the area, and it’s fantastic to see a cluster around sports and Esports start to form. Staffordshire University’s Digital Institute London will be a great fit alongside the growing number of tech businesses and academic institutions at Here East, and we look forward to seeing what they bring to the campus.”*

Lyn Garner, Chief Executive, London Legacy Development Corporation, comments, *“It’s great to see the higher education offer extended on Queen Elizabeth Olympic Park. The Park is fast becoming known as home to the next generation of creative and digital talent in east London – one of the world’s fastest growing industries.”*

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.

Through this approach to collaborative working, Here East is now referenced globally as one of the best examples of creating a new technology and innovation ecosystem.

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