



# A DECADE OF BROADGATE | connect

A new socio-economic report reviews the impact and lessons from the first decade of British Land's employment and training partnership with East London Business Alliance.

Broadgate Connect has been helping East Londoners gain fulfilling jobs in and around Broadgate since 2012, enabling diverse local hiring for our campus customers and suppliers.

“The beauty of the Broadgate Connect model is that it's both locally tailored and replicable; a transferable framework for inclusive growth. We hope that the evidence in this report encourages greater cross-sector collaboration to drive inclusive economic growth across the UK.”

**DAVID WALKER**  
Chief Operating Officer, British Land

“I hope that London's businesses can look to this model and see that investing in skills and wrap-around employment support will provide benefits to them, as well as adding significant value to the economy.”

**RAJESH AGRAWAL**  
Deputy Mayor for Business,  
Greater London Authority (GLA)

## CREATING VALUE

New research reveals that, based on £0.7m investment, Broadgate Connect has generated:

**£10m** economic value

generated for the UK economy through upskilling and getting jobseekers into employment.

**£8.9m** social value

generated through Broadgate Connect supporting people into employment and to gain new skills.

**£7.3m** fiscal value

generated through financial savings or income to the Exchequer, including reduced welfare payments or increased tax revenue.



**39:1** total return on investment<sup>1</sup>

For every £1 invested, Broadgate Connect generated £39 of economic, social and fiscal value.

## SOCIAL IMPACT



**839** people trained

839 East London jobseekers received employability training, developing skills for the future.



**545** jobs

545 East London jobseekers supported into employment and apprenticeships, creating positive futures for themselves.



**2/3** Global Majority

67% of all candidates supported into work are Black, Asian or from the Global Majority, reflecting diverse local communities in Hackney and Tower Hamlets.

“Collective action is required to build a society that prioritises fairness, inclusivity and equal opportunity for all.”

**JULIE HUTCHINSON**  
Deputy Chief Executive,  
East London Business Alliance



## COMMERCIAL SUCCESS

Our priority now is to introduce Broadgate Connect to every business and partner across the campus – reaching all employers who have recruitment needs.



**84** businesses

based in and around Broadgate recruited talent through Broadgate Connect.

“Broadgate Connect has helped us find excellent candidates for our team. It’s a real win-win – supporting jobseekers while bringing in talented locals to join our team.”

**CECILIA ODENGRAN**  
Senior HR Manager, UK & EMEA, Eataly

## EMBEDDED EMPLOYMENT PARTNERSHIPS - A MODEL FOR THE UK

Here are the key success factors identified through our partnership:

- 1 Prioritise cross-sector collaboration
- 2 Flex and pivot
- 3 Open doors for people facing barriers

“There’s still more to do. With in-work poverty on the rise, inclusive employment partnerships are more important than ever. We know this model works. It gives us – and others – the right ingredients to adapt and change, creating a long-lasting positive social impact.”

**ANNA DEVLET**  
Head of Social Sustainability, British Land

Get ahead by joining Broadgate Connect if you are based at Broadgate:  
[www.britishland.com/BroadgateConnect](http://www.britishland.com/BroadgateConnect)