



**Spotlight.**

**ethos:**



Photography by Luke Williams, who grew up on the Teviot Estate around the corner from Spotlight, Chike Orakwue and the young people of Tower Hamlets.

[www.wearespotlight.com](http://www.wearespotlight.com)

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Spotlight is an initiative led by Poplar HARCA.  
[www.poplarharca.co.uk](http://www.poplarharca.co.uk)

Designed by The Champion Agency

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The background of the image is a blurred industrial or laboratory environment. It features several prominent orange-colored pipes or tubes that curve through the scene. The lighting is dim, with several bright, out-of-focus light sources that create a bokeh effect, suggesting an interior space with overhead lights. The overall color palette is dominated by the warm orange of the pipes and the dark, shadowy tones of the background.

**The Big Idea:**



# Inspiring Opportunity



# Vision:

For Spotlight to be the leading creative youth destination in London, providing outstanding opportunities for discovery, growth and inspiration.

**“We wanted to create a place where young people could think creatively, gain confidence and pursue opportunities they may not have thought possible.”**

Babu Bhattacharjee  
(Poplar HARCA Director of Communities & Neighbourhoods)



# What is Spotlight:

Spotlight isn't a youth club, or a youth centre - it's a multi-million pound creative youth space designed to inspire. It has been shaped by young people, for young people. It offers free, state of the art sound, film, design, art and broadcasting facilities, alongside performance, dance, boxing, fashion, styling and chill areas. Spotlight is partnered with organisations like the National Theatre, University of the Arts London, Barbican, IMD Legion, Poplar Boys & Girls Club, Whitechapel Gallery, The Tower Project, CM Sounds and the BFI. It's a unique, welcoming space that's open to all, and is dedicated to growing young talent.

We aim to inspire successful futures by providing world-class programmes and mentoring schemes in a safe, empowering and enjoyable environment.

# Spotlight Story:

Spotlight: four years in the making, 1,600 individual consultations with young people, seven facade designs, 400 square metres of oak floor, 55 theatre lights, 5 mixing desks, 250 dichroic metal panels, 10 km of data cable, 9 funders, and at least a thousand design meetings and we're finally ready to open our doors.

With a rapidly increasing youth population it was recognised that existing youth facilities in Poplar, Tower Hamlets were woefully inadequate. Poplar HARCA led a partnership of local stakeholders - including Langdon Park School and Poplar Boys and Girls Club - to look at making a lasting difference to the area. This is a once-in-a-generation opportunity to make a real impact to the lives of young people. The brief was to provide as much opportunity as possible,

empower as many young people as we could and galvanise the community in the process.

Early conversations with the planning team focused on music and art, but a broad range of activities were discussed with young people. We tried to bring everything together, safely under one roof, even boxing and ballet, for example, which rarely mix.

**“Poplar HARCA made sure we were involved from start to finish. There’s an ingrained sense of hope and anticipation now that Spotlight is open that this is exactly what we needed”**

Juliana Ben Salem  
(Former Chair of the Youth Empowerment Board)

As soon as you walk in you'll be greeted by an enthusiastic volunteer, you'll see our café which is run by the local disability youth charity, the Tower Project, and beyond that is our 260 square metre performance hall full of dancers, musicians and artists. And that's just the ground floor. When the blackout curtains for the performance hall didn't fit, we sent them back and demanded the

right size. The young people we spoke to didn't want a boring, white art gallery, they wanted a vibrant, colourful creative space. So, we made the building two-tone, put 50,000 spots on it and got the team that fitted out Google Campus to do the graphics. We pushed for perfection. If we hadn't we'd have been letting our partners and young people down.

**“Young people have been at the heart of everything we have done. It was vital that the focus stayed on what they wanted, and we've now got a fantastic facility because of their input.”**

Blossom Young  
(Strategic Development Manager)

We've worked with some fantastic designers, creatives, organisations, volunteers, administrators and locals to make sure that the space we built is perfect. Our location couldn't be better: Spotlight is right next to the Langdon Park DLR, a flagship station, which has made it easy and safe to reach.

Spotlight is an initiative led by and one third funded by Poplar HARCA with the DfE (via the Big Lottery/myplace programme), the Mayor of London, the East End Community Foundation, the Tower Project, Land Aid, British Land and the Canary Wharf Group. Poplar HARCA collaborated with Langdon Park School to design a building that is a brand new sixth form by day and a creative youth space in the evening.

The knowledge, dedication and guidance of our partners has helped us to transform Spotlight from a dream to a £7million creative youth space. Without such a brilliant combination of partners, volunteers, funders and management Spotlight would not be the fantastic facility it is today. Now you can help shape the futures of all the young people involved as we rewrite the rules on how to build a creative youth space. We're finally...

**open to  
inspire:**



# Inspiring Young Futures:

Spotlight was designed to inspire successful young futures. Young people have been central to the creation of Spotlight and we have worked closely with our Spotlight Youth Committee to ensure their vision of a world-class creative youth space is fulfilled. They chose a name that demonstrated how much they wanted to shine a light on the talent of young people in the area, and played a big part in the design and implementation of Spotlight's identity, through collaborative meetings and creative workshops.

We've created a safe and fun environment; from our music, art, fashion, broadcasting, dance and boxing facilities, to our mentoring schemes and 'one on one' rooms, we've gone the extra mile to give young people what they want and more. They asked for a space where they can express creativity, so we gave them one.



# Volunteer Futures:

Volunteering at Spotlight is an opportunity for everyone to get involved in a wide range of rewarding projects, from boxing to broadcast radio. We're dedicated to providing exciting opportunities to all from the moment they walk through the door.

We are purpose built to inspire successful futures. Our aim is to help young people realise their potential through fun and professional experiences. Volunteers at Spotlight will be helping young people to discover, learn and grow in a safe environment alongside some of the best professional talent in the business.

We have plenty of opportunities for producers, coaches, administrators, organisers, planners and volunteers. Basically, anybody open to inspire:



# Partner Futures:

Spotlight offers businesses and organisations the chance to work with inspiring young people in a unique environment. From the moment you walk in you'll be greeted by our café full of fantastic volunteers, you'll walk upstairs and hear the next chart topper blending together musical notes, and you might even see the next Olympic gold medallist in our boxing gym. This is a creative youth space designed to inspire different ways of doing things that we can all learn from.

What can we offer businesses? Firstly, it's the chance to give back to the local community and leave a lasting impact on young lives. In addition to that, your team will have the chance to get to know the young people at Spotlight, tapping into young minds and exploring new thoughts and contemporary ways of doing things. Spotlight offers unlimited opportunities for discovery and growth for all involved.



# Spotlight



# Values



# Spotlight Values:

We rewrote the rules on how to build a youth space. We wanted young people to care about their futures and understand that creativity isn't limited only to the arts. We've created a facility that young people can be passionate about and build a strong connection with; it's a platform that can be used to gain life skills and experiences. Spotlight is welcoming, empowering and aspirational, it's a safe and enjoyable environment created specifically for young people.



# Partnerships:

We don't exclude anyone; from engaging with young people and the local community to working with our volunteers and creative and support partners, we can attribute every success we've had to the collaborative effort of everybody involved.



# Creative Thinking:

We believe that there's no set answer or way of doing things. We approach all situations with an open mind and with the aim of finding the best solution that benefits all parties - not the easiest, quickest or cheapest.



# High Standards:

We have set out to offer the highest quality facilities, programmes, hospitality and environment possible. From our staff and volunteers to our partners, we've set the bar high and intend to ensure these expectations are met.

A woman with dark hair is shown from the chest up, wearing a dark, hooded jacket with a fur-lined collar and several metal eyelets on the side. She is looking upwards and to the right with a slight smile. The background is a brightly lit, blurred indoor space, possibly a hallway or a modern building interior, with warm yellow light and out-of-focus architectural elements.

**Spotlight**

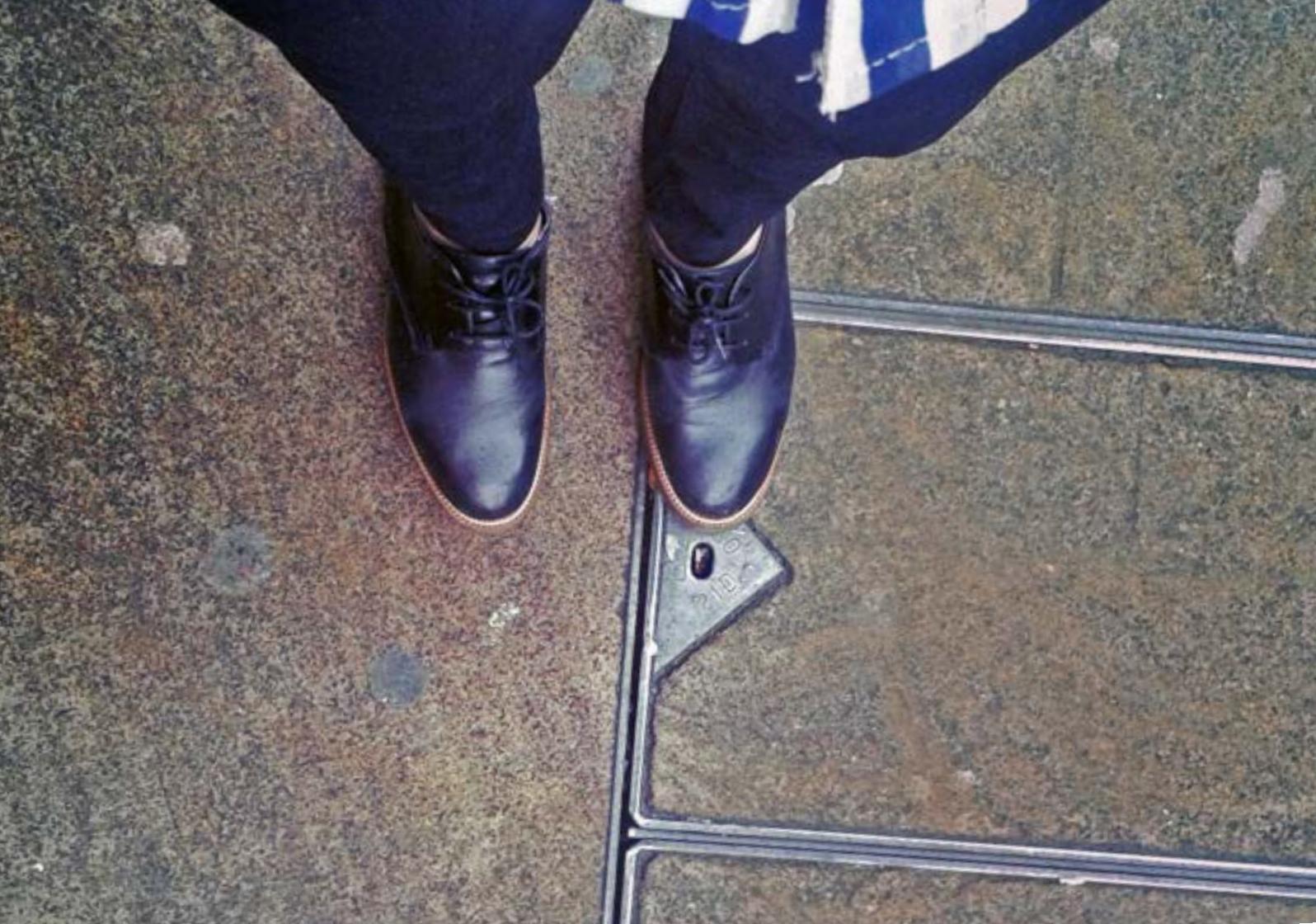


# Personality



# Enthusiastic:

We are privileged to be working on something that we feel passionate about. We approach our day-to-day tasks with care and dedication, taking a positive view on any challenges and committing ourselves to making Spotlight a success.



# Welcoming:

We encourage everyone to visit us and enjoy Spotlight and to interact with as many people as possible. We'll provide you with a fun, friendly and safe environment, so come on down.

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# Professional:

We realise that what we do has the potential to make a big impact on the lives of many young people and the local community. We ensure that everything we do along with our partners, is to the highest standards, with the utmost professionalism, due care and attention. Our goal as partners, volunteers, youth workers and management team is to ensure that we maximise all potential and empower young people and create inspiring opportunities.



# Trustworthy:

We believe that treating everyone with respect does more than create a safe and welcoming environment; it creates trust. We do everything possible to create an environment where everyone is treated inclusively to earn and retain the trust of our young people, the community and our partners, building rewarding relationships for everyone.



# Fun:

We enjoy what we do and we're not afraid to shout about it. We actively encourage everyone to contribute to a culture that is enjoyable and engaging for young people, partners, staff team, volunteers and the community as a whole.

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