

An aerial photograph of the Olympic Park in London, showing the red, spiral-shaped ArcelorMittal Orbit sculpture, the white, curved roof of the London Stadium, and the winding River Lee. The park is filled with green spaces, trees, and pedestrian paths.

# Olympic Park legacy plus

“London’s single most important  
regeneration project for the next 25 years”  
– The London Plan

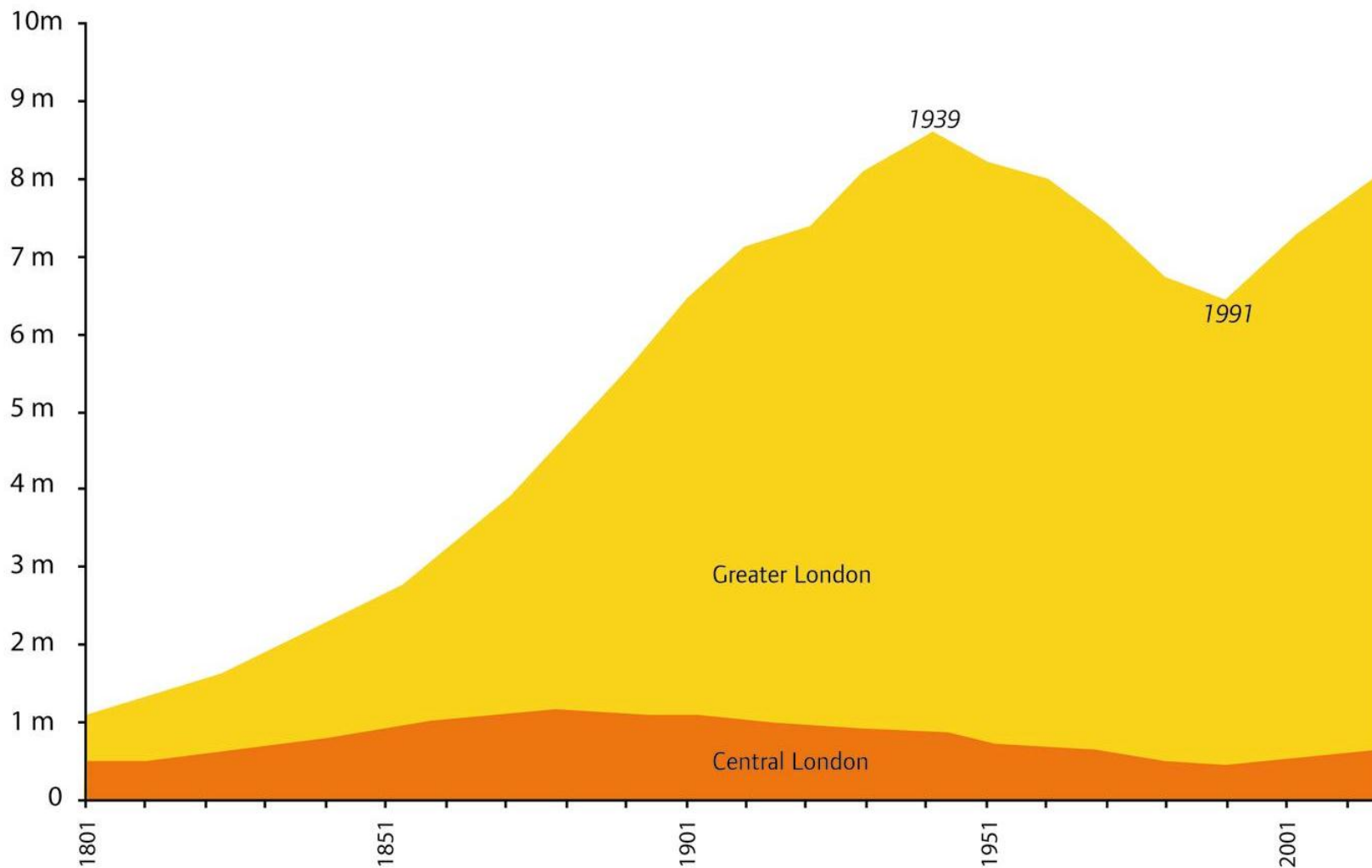
**Richard Brown**  
London Legacy Development Corporation

**London, Lower  
Lea Valley, LLDC**



**To see London's future, look East**





**London Population 1801-2016**







The site in 2005





## The Olympic Park site - 2005

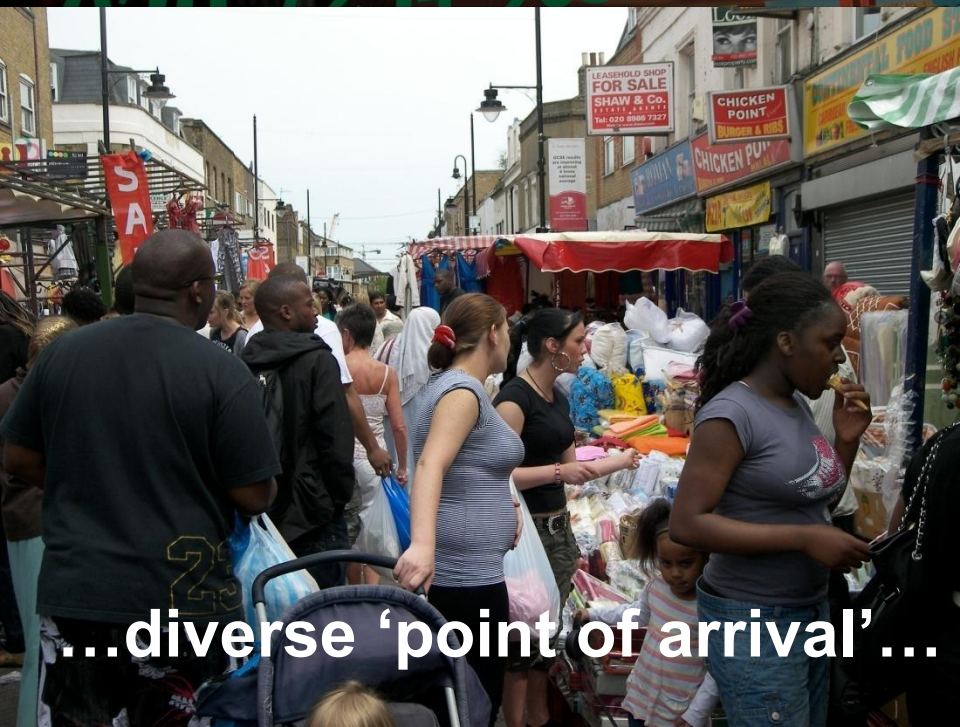






...extraordinary river valley topography...









...burgeoning creativity...

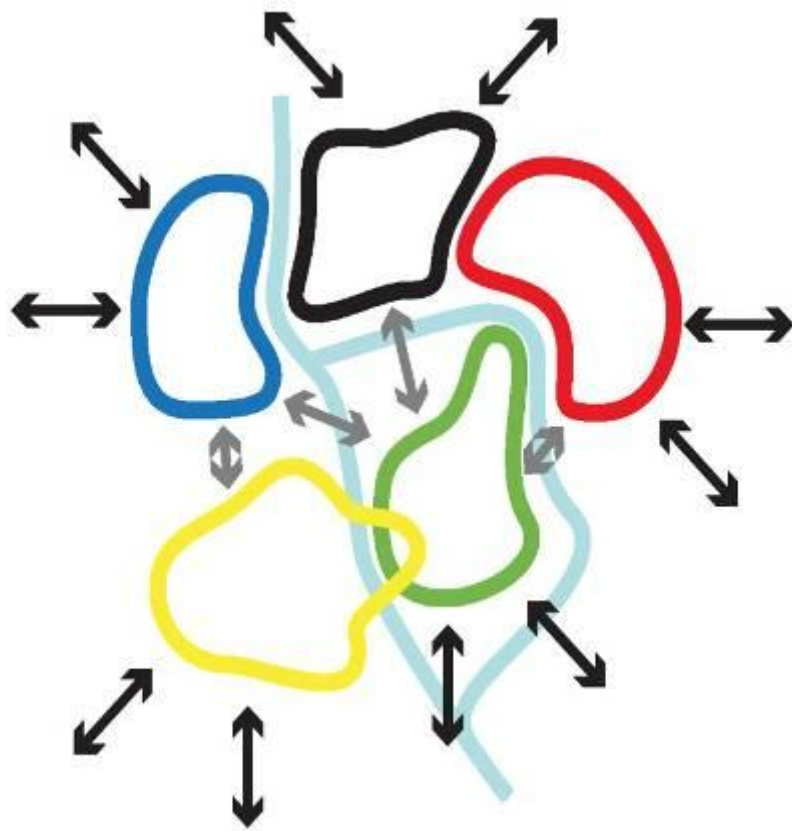
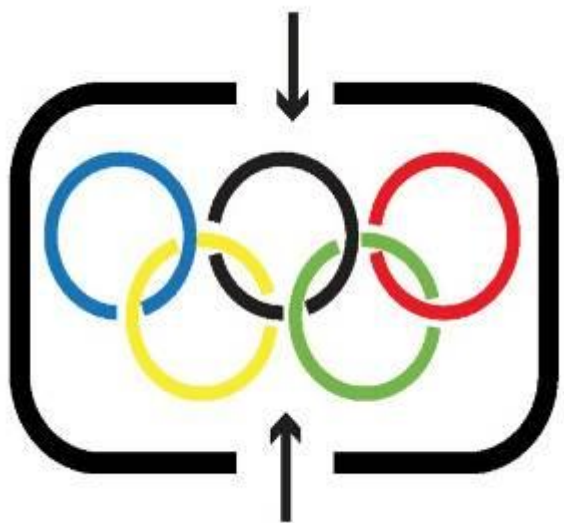














# London Legacy Development Corporation

- Regeneration body established under the provisions of 2011 Localism Act
- Like an urban development corporation, but Mayoral rather than central government accountability
- Powers include:
  - Land ownership
  - Compulsory purchase
  - Regeneration
  - Planning policy and decisions
- Main landowner in Olympic Park (but also LVRPA, LB Hackney, Lendlease, LCR, Westfield)
- Chaired by Mayor of London



Development Corporation: recommended

- Borough boundary
- LTGDC boundary
- ODA Planning Decisions boundary

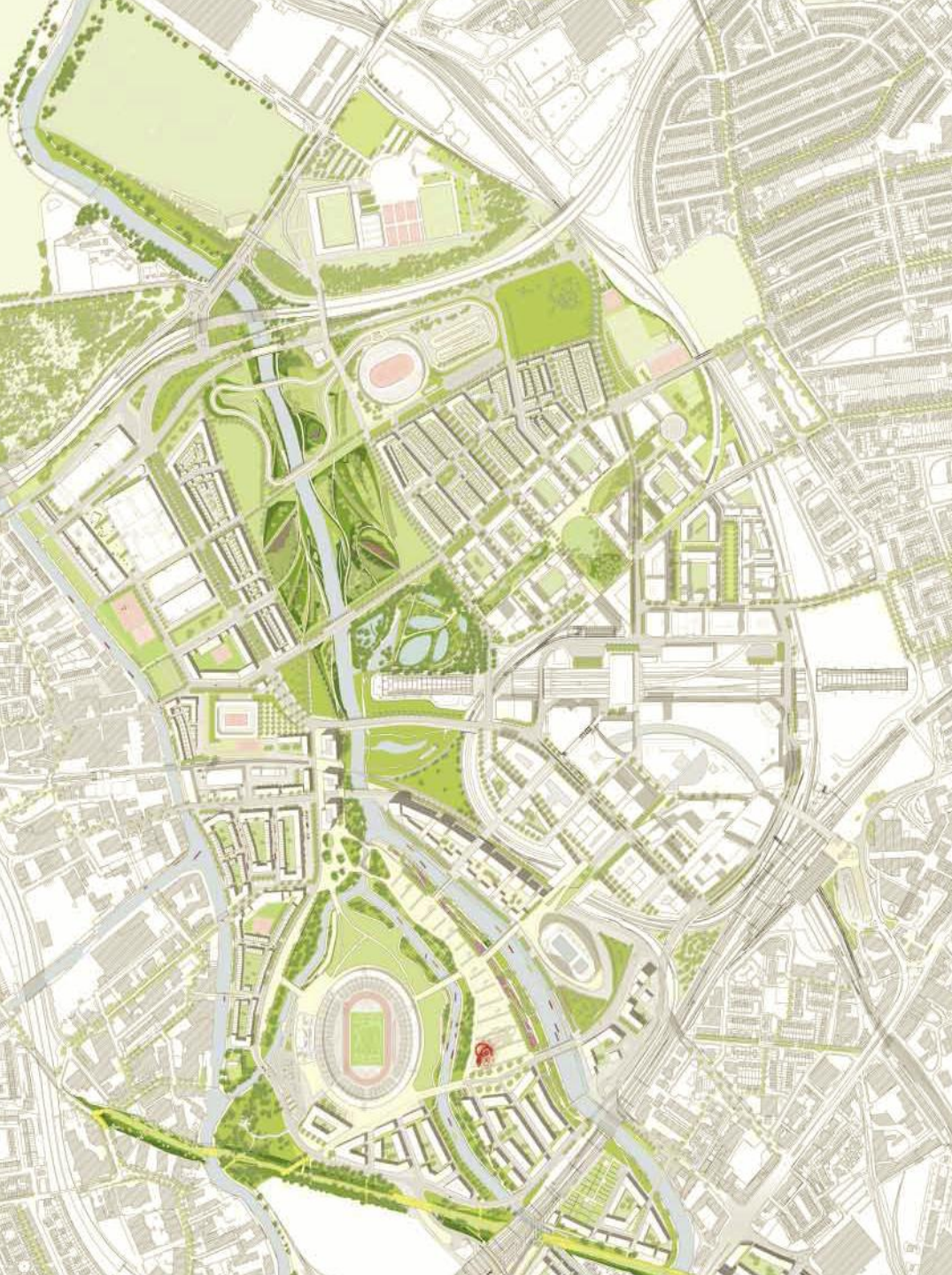




# Transformation



# Queen Elizabeth Olympic Park 2030









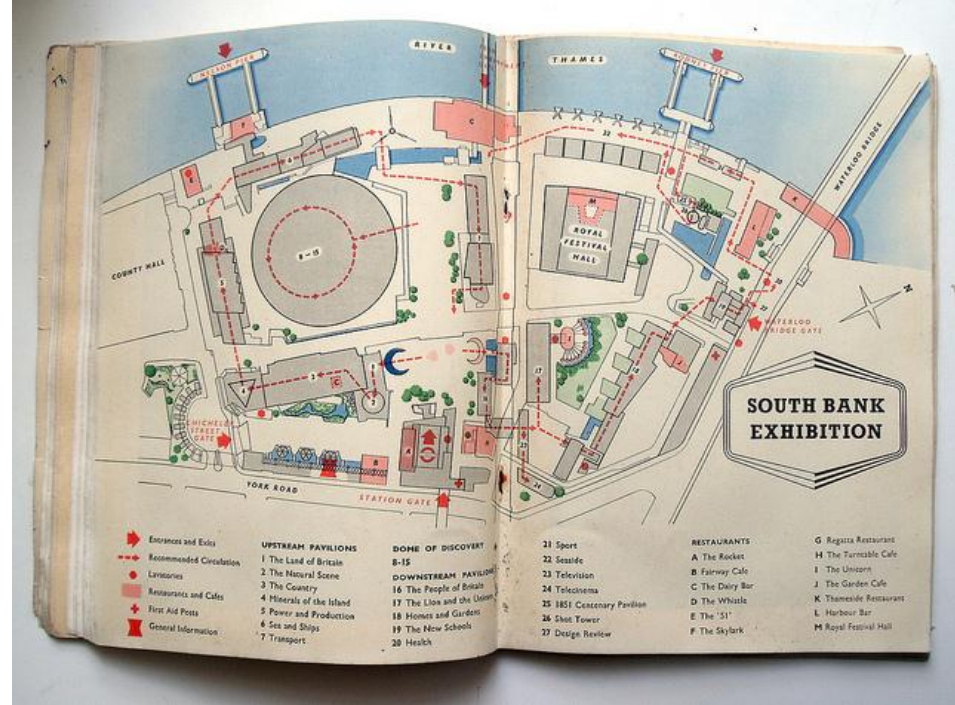
# Learning lessons



# Faliro, Athens, 01.01.10









- To operate a **successful and accessible Park and world-class sporting venues**, offering facilities for high-performance and community participation, enticing visitor attractions, and a busy programme of sporting, cultural and community events that will continue to draw crowds to Stratford;
- To create **London's most dynamic urban district**, attracting investment from across London and beyond, becoming a location of choice for current residents and new arrivals, acting as a fulcrum for wealth creation and entrepreneurship, and linking the Olympic Park estate with surrounding neighbourhoods; and
- To create **local opportunities and transformational change**, support convergence across its functions, and ensure value for money for taxpayers.



# Park and venues



**LONDON**  
**LEGACY**  
**DEVELOPMENT**  
**CORPORATION**

# Park and venues

Aquatics  
Centre

ArcelorMittal  
Orbit

Stadium

SOUTH PLAZA

Stratford  
International

Multi-Use  
Arena

Broadcast  
Centre


NORTH PARK

Velodrome





# Delivering the sporting legacy: The Stadium

- 
- New national centre for athletics and multi-sport facility with 60,000 seat capacity and two million visitors a year
  - 2017 World Athletic Championship host
  - December 2011 - process for stadium concessionaires launched
  - July 2012 – four bidders announced: West Ham United, Intelligent Transport Services/Formula One, Leyton Orient, College of Football Business
  - December 2012 – West Ham United identified as highest ranking bidder



# Delivering the sporting legacy The Aquatics Centre



- Two 50m pools plus 25m diving pool with 3,500 seating capacity
- Community swimming facility and regional centre for athletes' training
- Single operator appointed for Aquatics and Multi-use Arena – Greenwich Leisure Limited
- Generating jobs for local people
- Same price as a swim in a local pool
- First community event already held – borough championships
- 2016 European Championships bid
- Re-opens spring 2014
- 800,000 visitors per year



# Delivering the sporting legacy Multi-Use Arena

- London's third largest arena – 7,500 seats
- Sports hall the size of 12 badminton courts; gym, crèche, cafe
- Basketball, volleyball, gymnastics, netball, fencing, judo, taekwondo
- Exhibitions, concerts, shows and events
- January 2012 operator appointed – GLL
- Working with relevant NGBs
- First community sports participation event April 2012
- Re-opening 2013 – first venue to open after the Games
- Over 600,000 visitors per year



## ArcelorMittal Orbit

- Anish Kapoor sculpture, Cecil Balmond engineering
- Balfour Beatty Workplace contract
- 114m high, 2 viewing platforms
- Visitor attraction
- Corporate hospitality
- 880k visits each year
- Set to open in March 2014





## One Park – Two characters

### SOUTH PARK



### NORTH PARK



**ENTERTAINMENT/SPORT**

**CULTURE/RECREATION**

**ACTIVE**

**PASSIVE**



**A dynamic  
urban district**



Five new neighbourhoods

Up to 11,000 new homes

40% family housing

35% affordability

11 schools and nurseries

3 health centres



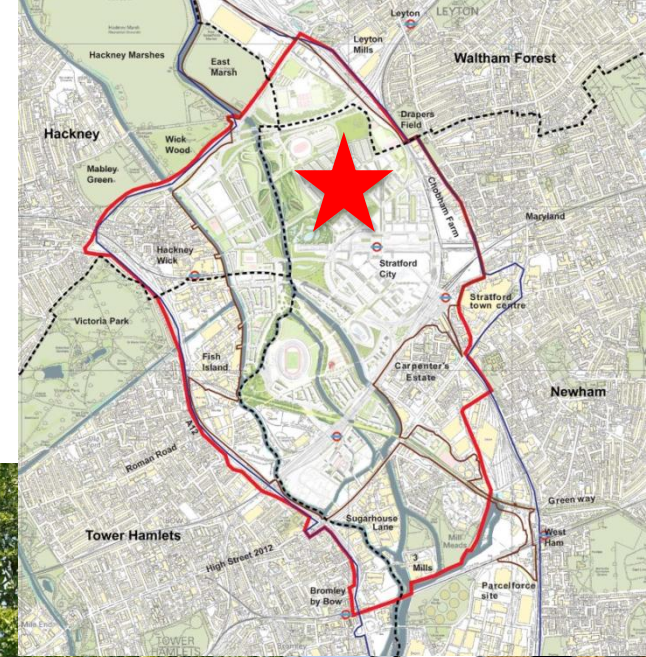


# Chobham Manor

- First new Park neighbourhood - up to 800 new homes, 70% of which will be family housing
- Chobham Academy – 1,800 places for pupils aged 3-19 years
- Exploring community land trust
- Preferred developer announced before the Games
- Early 2013 construction begins and 2014 first homes ready









## Press and Broadcast Centres

- New commercial district for the Park
- Thousands of new jobs to be generated
- Campus-style environment
- Over 90,000m<sup>2</sup> (1,000,000ft<sup>2</sup>) of flexible space
- iCity selected as preferred bidder; and BT Sport as first anchor tenant
- Centre for technology, design and research
- Generating more than 4,000 jobs



# Convergence and inclusion



## The challenge of convergence

“If you are one of the 1.25 million residents in the host borough area you are less likely to do well at school, get a good job, earn a living wage or feel you live in a good place than residents in any other area of London or the UK. Unfortunately, you’re more likely to live in a family which is in receipt of benefits, be the victim of violent crime, suffer from obesity in childhood and die early.

**“Within 20 years, the communities who host the 2012 Olympic and Paralympic Games will enjoy the same social and economic chances as their neighbours across London.”**

*Strategic Regeneration Framework 2010*



## Local partnerships

- Schools Programme
- Volunteering
- Discover young consultants (4 – 11 yr olds)
- Mouth That Roars filming project
- Legacy Youth Panel
- Changing places environmental programme
- Community forums/events
- Consultation roadshows and workshops
- Employment and skills programmes
- The Skills Place





- Three employment hubs
- Around 8,000 jobs on the Park
- 1000-1500 construction jobs during transformation
- Westfield: 10,000 jobs
- Venues, attractions and events driving local employment and training
- Building on London 2012 job brokerage scheme
- Working with host boroughs and FE colleges





# Embedding community benefits

- Embed community benefit requirements in all LLDC procurement processes
- Embed targets in contracts with Park operators/contractors/tenants and developer partners

Indicator	EFM	SEM	Transformation	Chobham Manor
% of the workforce that have permanent residency in the Host Boroughs	85	70	25	30
% of the workforce that were previously unemployed	-	-	10	15
% of the workforce that are from BAME groups	50	55	25	25
% of the workforce that are women	50	50	5	10
% of the workforce that are disabled	10	5	3	5
Total number of apprenticeship places	50	36 (pa)	3%	3%



# The former fringe

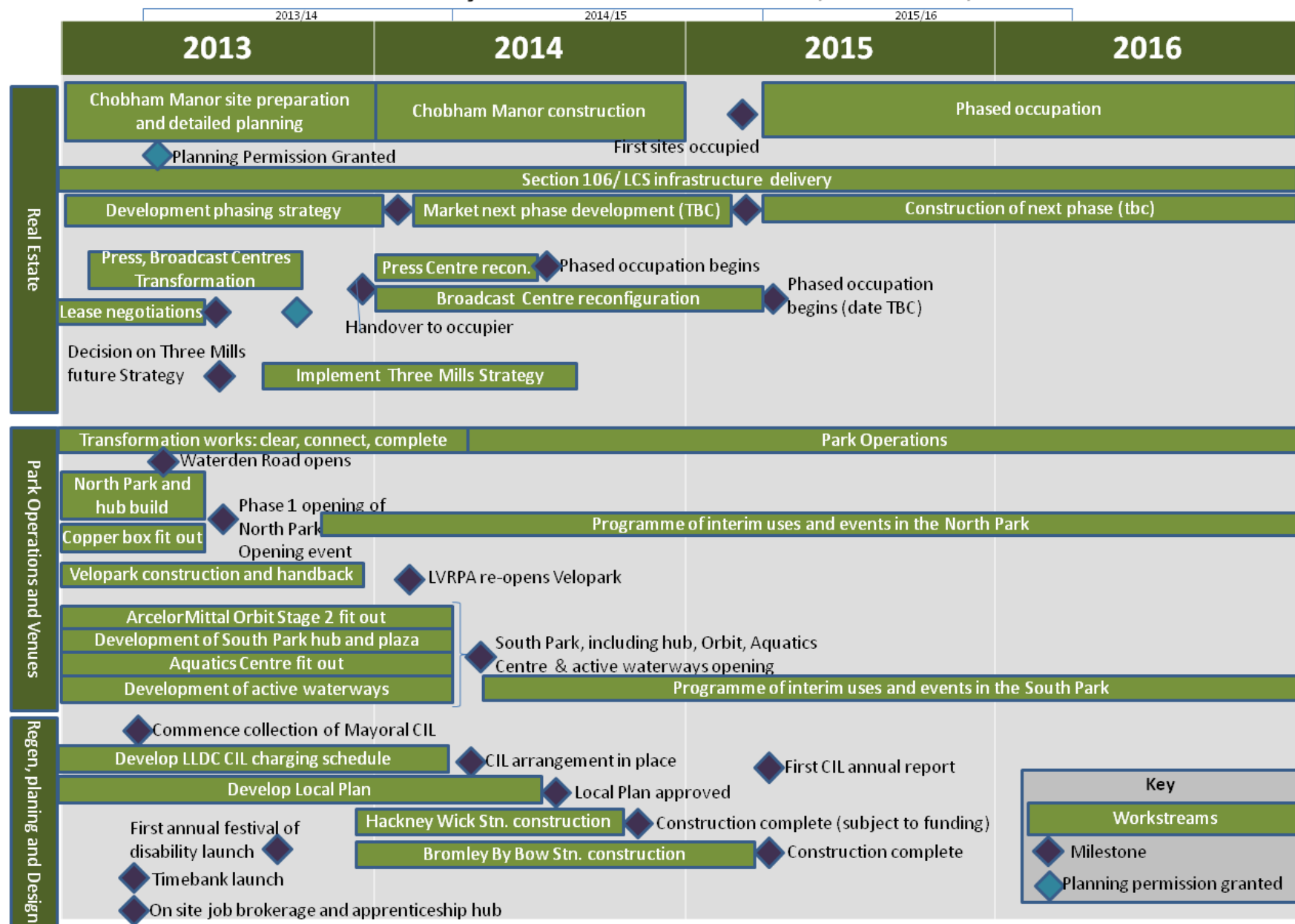
- Hackney Wick
- Bromley by Bow
- Stratford Town
- Carpenters
- Leyton Links
- Lea River Park
- Etc...



**Where are  
we now?**



# LLDC major workstreams for 2013/14 – 2015/16



**Note:** Stadium programme not shown.















- Extra – ordinary
- Local – national
- Commercial – community
- Inclusive – transformative