

# Value from the Olympics



**Boris Johnson**



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# My 9 point plan for a Greater London

1. Cutting waste at City Hall – freeing up £3.5 billion for services.
2. Putting £445 back in your pocket by freezing the Mayoral share of council tax.
3. Creating 200,000 new jobs over the next four years.
4. Making our streets and homes safer with 1,000 more police on the beat.
5. Restoring 300 acres of green space and planting 20,000 street trees.
6. Investing £221 million to transform local high streets, supporting small businesses.

**7. Ensuring a true Olympic legacy – 11,000 new homes and 10,000 new jobs.**

8. Reducing Tube delays 30% by 2015. Building Crossrail and orbital rail to link our suburbs. Extending the Bike Hire scheme.
9. Securing a better deal for London from No 10.

*Value from the Olympics details point 7 of my plan for Greater London, explains my Olympic Games pledges in addition to those listed in the 9 point plan for Greater London, and shows how they link-in with the whole plan.*



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# Introduction

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Dear Londoner,

This election comes at a critical time. Londoners are going through tough times but the Olympic and Paralympic Games present a huge opportunity to grow our economy. The choices we make now will determine whether we fully grasp this opportunity or squander it.

This year the capital will experience a summer like no other.

London will become the first city in history to host the Olympic and Paralympic Games three times<sup>1</sup>. It is also the first host city in history to finish building the Olympic stadium a year early – not just ahead of time, but under budget<sup>2</sup>.

The Olympic and Paralympic Games are about far more than just six weeks of amazing sport. I have worked to ensure they will lead to lasting economic, social and sporting benefits for London. I have ensured that these are the first Games where a host city has been building-in the legacy from the beginning.

However, seven years ago we may have won the Games but there was a real risk the opportunity they present would be squandered. Costs had quadrupled. There was no legacy plan. Taxpayers' money was being wasted on unnecessary venues which would have become white elephants, while great venues across the capital were being under utilised or ignored.

It was clear that there was no serious consideration of how to manage the huge influx of people expected for the Games and to minimise the disruption for ordinary Londoners.

I have worked with the Olympic authorities to turn this around. I have co-chaired the Olympic Board, overseeing the entire project. I promised to keep costs low, and the Games will not cost London council taxpayers a penny more than pledged<sup>3</sup>. I scrapped plans for unnecessary new venues and used existing venues across the capital, saving tens of millions of pounds and ensuring all parts of London feel part of the Games<sup>4</sup>. I have put in place a credible legacy plan, creating thousands of jobs and ensuring a major economic boost to the capital<sup>5</sup>. I have ensured the Olympic travel plans minimise disruption for Londoners and have greatly reduced the amount of Games Lanes.

I will go further: I will guarantee that the Olympic Legacy does not cost Londoners a penny more on their council tax. I will also ensure absolute transparency as the legacy plans transfer to the Mayor, requiring all expenditure to be published so Londoners know how money is being spent.

I will make sure that after the closing ceremony all Londoners continue to benefit from the hard work and investment of the last four years. That is why, using new powers secured from the Government, I have set up a new Mayoral Development Corporation to take responsibility for the Olympic Park. This will reduce the number of bodies involved, bringing focus and safeguarding the economic legacy of the Games by implementing our detailed plans to build 11,000 new homes and create 10,000 new jobs. I will use my good strong relations with the business community to make use of

1 International Olympic Committee, *Factsheet, The Games of the Olympiad*, January 2010

2 GLA Website, *Why the London Olympics mean business*, 18 February 2011

3 Mayor of London, Press Release, *Mayor delivers on unprecedented second freeze in City Hall's share of council tax*, 10 February 2010

4 GLA, *Mayor Questions*, 14 November 2009

5 Mayor of London, Press Release, *Mayor announces £20m programme to get London's unemployed into Olympic jobs*, 17 March 2010

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the Games venues<sup>6</sup> with strong interest in taking on some of the venues, including the Olympic Stadium. And I will explore creating a new science institute in the Olympic Park to boost London's hi-tech economy, including lobbying for the proposed Cell Therapy Technology and Innovation Centre to be located there.

We have made progress despite difficult times. At the Mayoral election on 3rd May this progress is at risk. The choice at this election is between a plan to ensure a true Olympic legacy that keeps costs low and putting the legacy at risk by cutting investment and damaging the city's international reputation.



**Boris Johnson**

6 GLA, *Olympic Park Legacy Corporation*, February 2011

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# My Priorities for a Greater London

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## Delivering the Games on budget

- Ensure value for money for Londoners from the events and legacy this year:
  - Deliver the 2012 Games on time and on budget.
  - Ensure that the Olympic legacy does not cost London taxpayers a penny more in council tax.
- Publish our legacy expenditure so Londoners can see how it is spent.
- Constructively lead London's relations with international partners this summer to bring new investment and jobs to our city:
  - Work with our tourism industry to capitalise on the high profile of summer 2012 for longer lasting campaigns.
  - Host London House – an international investment showcase to attract business – at City Hall.
- Provide an Olympics for all Londoners:
  - Expand grassroots sporting legacy through £30 million programme benefitting over 250,000 Londoners.
  - Oversee London Ambassadors programme with over 8,000 volunteers and ensure their continued engagement in volunteering programmes.
  - Upgrade the 'Look and Feel' of London with £50,000 already provided to every borough to ensure the capital looks its best for the Games.
- Enthuse young Londoners with a successful Games:
  - Guarantee 125,000 school children get Olympic and Paralympic tickets.
  - Work with the Government to deliver a successful National Schools Championship for London schools.
- Keep London moving during the Games, and open the Olympic Route Network to taxi drivers and other motorists.

## Delivering an economic legacy

- Transform East London through development, investment, and better transport links, including:
  - Oversee the Mayoral Development Corporation to secure the Olympic Legacy and create 10,000 new jobs.
  - Deliver 11,000 homes on the Olympic Park, including a community-led development at Cobham Manor.
- Ensure the Olympic Stadium is commercially viable with naming rights, concerts and sports facilities before the Games start in July 2012.

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- Explore creating a new science institute in the Olympic Park, including lobbying to bring the proposed Cell Therapy Technology and Innovation Centre to the Park.
  - Manage London's finances responsibly, including selling Olympic venues to ensure we pay back the debt.
  - Ensure all Londoners can benefit from new affordable housing at East Village.

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# Delivering the Olympics on budget

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## I will:

- Ensure Greater London benefits from the events and legacy this year:
  - Deliver the 2012 Games on time and on budget.
  - Ensure that the Olympic Legacy does not cost London taxpayers a penny more in council tax.
- Publish our legacy expenditure so Londoners can see how it is spent.
- Constructively lead London's relations with international partners this summer to bring new investment and jobs to our city:
  - Work with our tourism industry to capitalise on the high profile of summer 2012 for longer lasting campaigns.
  - Host London House – an international investment showcase to attract business – at City Hall.
- Provide an Olympics for all Londoners:
  - Expand grassroots sporting legacy through £30 million programme benefitting over 250,000 Londoners.
  - Oversee London Ambassadors programme with over 8,000 volunteers and ensure their continued engagement in volunteering programmes.
  - Upgrade the 'Look and Feel' of London with £50,000 already provided to every borough to ensure the capital looks its best for the Games.
- Enthuse young Londoners with a successful Games:
  - Guarantee 125,000 school children get Olympic and Paralympic tickets.
  - Work with the Government to deliver a successful National Schools Championship for London schools.
- Keep London moving during the Games, and open the Olympic Route Network to taxi drivers and other motorists.

## Getting the Games back on track

Londoners have invested in the Games; I promise to ensure Greater London benefits from the events and legacy this year.

In 2008, there was a real risk that the fantastic opportunity offered by the Olympic and Paralympic Games would be squandered. There was no concrete legacy plan, costs had quadrupled, and money was being poured into unnecessary venues. My predecessor promised in July 2005 that the Games would cost £2.375 billion<sup>7</sup>, only for the budget to nearly quadruple by March 2007 to £9.325 billion<sup>8</sup>. Yet just a few months earlier, in December 2006, Ken Livingstone told BBC Radio 4's *The World at One*, that 'talk about £10 billion is rubbish'<sup>9</sup>.

As soon as I became Mayor in 2008 I began working with my team to turn things around. We halted soaring costs, stopped building unnecessary venues, and put in place a proper plan to create a lasting economic and sporting legacy. In these difficult economic times, the 2012 Games will now show off this city as the best big city on earth.

7 GLA legacy website, *The Olympic Games bid explained*

8 Public Accounts Committee, *The budget for the London 2012 Olympic and Paralympic Games*, 31 March 2008, p. 3

9 Daily Mail, *Olympics will make profit claims London's mayor*, 28 December 2006

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I have co-chaired the Olympic Board, which oversees, coordinates and monitors the entire 2012 Games project. This has delivered:

- The Olympic stadium on time and under budget<sup>10</sup>. The Stadium in Stratford was completed in March 2011, taking just 1,000 working days<sup>11</sup>.
- Savings worth millions by using existing facilities, including scrapping the proposal for a £25 million Gymnastics and Badminton venue in Greenwich which had no legacy benefits. I have ensured that existing facilities at Wembley Arena are used instead, saving taxpayers £20 million<sup>12</sup>.
- A lasting landmark and major tourist attraction in the Olympic Park - the ArcelorMittal Orbit. Built with the support of private sponsorship it boasts spectacular views over the Olympic Park and London from its 115 metre high viewing platform<sup>13</sup>.
- A transformed East London through development, investment and improved transport links, with expansion and upgrades to Stratford station, the DLR, London Overground and river services.

In these crucial last few months, I will continue to personally lead on the Olympic and Paralympic Games, and ensure they are delivered on time and on budget.

I will also publish all legacy expenditure so that Londoners can see how it is spent.

## Keeping down the cost to Londoners

I pledged that the 2012 Games would not cost Londoners a penny more in their council tax than had been previously agreed, and I have delivered on that pledge<sup>14</sup>.

I have frozen my share of council tax for three consecutive years and cut it this year. This includes the £20 precept for a Band D property that is levied for the Olympic Games. This equates to 38 pence a week for the average London home<sup>15</sup>.

Under my leadership, the cost to every London taxpayer of the Games has not risen and will remain 38 pence a week<sup>16</sup> for a Band D property. I will ensure there is no increase to the London council tax payer after the Olympics.

## Constructively lead London's relations with international partners this summer to bring new investment and jobs to our city

It is vital that London and Londoners are represented positively at the Olympics – Britain's biggest moment in the global spotlight for decades. I will work constructively to showcase our city to international businesses and investors.

## International Investors

It is critical we use the Games to showcase London as the best big city in the world to invest in, but we must do so without squandering taxpayers money on unnecessary gimmicks. When I was elected, one of my first acts was to reduce the extravagance of the London presence in Beijing for the last Olympics and Paralympic

10 GLA, Press Release, *Why the London Olympics mean business*, 18 February 2011

11 London 2012, Press Release, *Olympic Stadium construction complete*, 29 March 2011; The Evening Standard, *An Olympic effort: 80,000-seat stadium is declared finished*, 29 March 2011

12 GLA, *Mayor Questions*, 14 November 2009

13 GLA, Press Release, *Anish Kapoor to design iconic visitor attraction for Olympic Park*, 31 March 2010

14 Mayor of London, Press Release, *Mayor delivers on unprecedented second freeze in City Hall's share of council tax*, 10 February 2010

15 Mayor of London, *Mayor's Background Statement in support of his Draft Consolidated Budget for 2011-12*, 2011, p. 6

16 GLA, *The Greater London Authority Consolidated Budget and Component Budgets for 2011-12*, February 2011, p. 68

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Games. I reduced the £4 million cost of the London delegation by over a quarter<sup>17</sup> – not by reducing the quality of London’s offer but by reducing the vanity costs, such as 18 of Gordon Ramsay’s chefs who were to be flown out to provide food for those working in the business area<sup>18</sup>.

I instructed that the proposal was redesigned to create London House as a place designed to do business and stimulate investment.

This summer I will host London House at City Hall itself, ensure the world’s top international investors come to London during the Games, and show them first-hand the opportunities our city offers. It will create fantastic opportunities for business and will help to deliver the best possible economic legacy for London.

## Grassroots sport: an Olympics for all Londoners

I committed to creating a sporting legacy and have funded sports projects in every London borough. I have set out my ambitions in ‘A Sporting Future for London’ and established the London Community Sports Board, chaired by Kate Hoey MP, which brings together a range of sporting groups to promote facilities, skills and participation. I have provided £15.5 million for grassroots sport<sup>19</sup>. This has been match funded, providing well over £30 million and benefiting over 250,000 Londoners<sup>20</sup>. The funding includes the Freesport project which has provided grants of up to £1,500 to around 300 local sports clubs<sup>21</sup> across the capital. Successful projects include freestyle gymnastics in Hounslow, family badminton in Barnet, and cricket coaching in Kennington.

## London Ambassadors

I want to ensure that London looks its best for the millions of visitors who will come to the capital, and the billions around the globe who will watch the Games broadcast. This is more than just delivering an unforgettable Games from the Opening to the Closing Ceremony. This is about the “look and feel” of every corner of the capital itself – whether the Host Boroughs, the West End, or the whole of Greater London.

That is why I will make sure visitors have a fantastic welcome to London through our London Ambassadors programme. This comprises 8,000 host volunteers welcoming people from the point at which they arrive in the capital to the Olympic Park<sup>22</sup>.

And I will make best use of the opportunities presented by the 90 official training camps, based across the capital for athletes, to bring local business opportunities, and by attracting huge numbers of people to enjoy the games establishing Olympic Live Sites in Victoria Park, Hyde Park, and Trafalgar Square.

But once the Games finish, I don’t want to lose the skills, experience and dedication of those who have volunteered to be London Ambassadors. So I will offer every Ambassador the opportunity to become engaged in volunteering activities through Team London, from helping young people with reading through to cleaning and greening the capital. I will also explore whether we can repeat the London Ambassadors project for other sporting events the capital will host in the future.

17 GLA, Press Release, *Mayor chairs his first Olympic Board meeting and reveals London's plans for Beijing Games*, 12 June 2008; Evening Standard, *Boris cuts £1m off cost of Beijing Games trip*, 15 March 2008

18 GLA, Press Release, *Mayor chairs his first Olympic Board meeting and reveals London's plans for Beijing Games*, 12 June 2008

19 Mayor of London, *A Sporting future for London report*, April 2009, p. 9

20 Mayor of London, *A Sporting future for London report*, April 2009, p. 9

21 Mayor of London, Press Release, *Mayor gives community sports facilities a boost with £1m cash injection*, 23 November 2011

22 Mayor of London, Press Release, *Mayor begins search for London Ambassadors*, 27 July 2010

BBC Sport Online, *London unveils “fantastic” 2012 Olympics plans*, 29 March 2010

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## Look and Feel

As part of our efforts to make London look its best for the Games, I have started a major programme to improve the look and feel<sup>23</sup> of the whole capital. It is critical the world will see all that London has to offer by improving the look and feel of London. So I have given £50,000 to every London borough to spend on dressing their area so that all Londoners, including those in Greater London, will feel involved in the 2012 Games<sup>24</sup>. And we will continue working with businesses, creative organisations, hotel groups, boroughs and London & Partners, London's international promotional agency.

We are planning a summer like no other, building on the momentum of the Queen's Diamond Jubilee to welcome the world for the Games. That is why I am giving every school in London a Union flag to mark the Queen's Jubilee, and demonstrate our pride in the capital. Across London we are working to create a party atmosphere with flags, banners, light displays and installations using some famous landmarks, like Big Ben.

I also want to leave a physical legacy that will benefit Londoners in the future and I have secured substantial sponsorship to upgrade the lighting of Tower Bridge in central London<sup>25</sup> to create a spectacular display of colour for the Games. There will also be a fully accessible walkway along the South Bank for disabled users, and improvements to the public realm in east London, including "High Street 2012".

And I am introducing other schemes, such as the "Love Clean London", application launched in March 2011, to engage Londoners in reducing litter and helping clean up the capital<sup>26</sup>.

I will also continue to work with the Government to put on the Cultural Olympiad, to showcase London's creativity.

## Enthuse young Londoners

It is particularly important that the 2012 Games engage young Londoners.

I promised that 125,000 London school children would get tickets to the Olympic and Paralympic Games<sup>27</sup>. I launched the "Get Set" programme, delivering 125,000 tickets to children aged between 10-18 years old, at London schools covering 92 per cent of London's school children – at no cost to the children, the schools or the taxpayer<sup>28</sup>. This includes:

- around 23,000 tickets for events in the Olympic Park, including the Stadium for track and field sports, and the Aquatics Centre;
- 18,500 tickets for events across London including Beach Volleyball at Horseguards Parade and Archery at Lord's Cricket Ground;
- more than 5,500 tickets for sports at venues on the outskirts of the capital, including rowing at Eton Dorney;
- The remaining 60,000 tickets will give youngsters access to the 2012 Paralympics Games athletics events being held in the Olympic Stadium<sup>29</sup>.

I will also work with the Government to ensure a successful National Schools Championship for London schools. I will explore what more can be done for amateur sports clubs across the capital to get involved, in particular if they work with local school children and vulnerable young Londoners, to ensure they benefit from the discipline and motivation that sport can offer.

23 Mayor of London, Press Release, *London to get dressed for 2012 Games*, 31 May 2011

24 Mayor of London, Press Release, *Eco-makeover of iconic Tower Bridge gets 'green light'*, 8 November 2011

25 Mayor of London Press Release, *Mayor launches assault on 'grime-crime' ahead of Olympic year*, March 2011.

26 Mayor of London, Press Release, *One in eight London schoolchildren to get free tickets to 2012 Games*, 15 October 2010

27 Mayor of London, Press Release, *Get Set for a summer like no other - Mayor and Seb Coe announce 2012 ticket windfall for London's schools*, 2 February 2012

28 Mayor of London, Press Release, *Mayor calls on London's schools to make one last push and 'Get Set' for the Games*, 6 December 2011

29 GLA, legacy website, *The 2012 Olympic Games and transport*

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## Keep London moving during the Games

I am acutely aware of the concerns some Londoners have about the potential impact of the 2012 Games on their everyday travel plans. I have worked hard with the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to minimise disruption for Londoners, and have instructed Transport for London to put in place detailed planning. This includes operating a “blue light” system on the London Underground, to get repairs fixed as quickly as possible using the emergency services to transport spare parts and engineers to the repair site.

## Olympic Route Network

In response to the frustration expressed by Londoners, I have sought to minimise and open-up the Olympic Route Network (ORN), the so-called Olympic Lanes, which are used by athletes and Olympic officials during the Games. I inherited a proposal from Ken Livingstone which would have seen 240 kilometres dedicated to Games lanes<sup>30</sup>, and have negotiated 75 kilometres<sup>31</sup> - a third of what it would have been under my predecessor. The ORN is restricted to just 1 per cent of London’s road network<sup>32</sup>, and I have encouraged officials to use public transport at every possible opportunity. Furthermore, following recent negotiations with LOCOG, I will also ensure the ORN will be opened up to ordinary motorists during times of low use<sup>33</sup> – reportedly the first time in the history of the Games this will have happened.

Many taxi drivers are also rightly concerned that everything is being done to allow them to do their job during the 2012 Games this summer. I have worked hard to find opportunities for them to make use of the ORN at certain times and have set up a range of dedicated communications channels to make sure they are fully informed.

The Games are a great opportunity for London’s cabbies to help show the city at its best and I am determined to help them do that. I have insisted on a number of concessions, specifically for taxis to use turns along the network that were initially banned for all traffic except buses. Locations where additional flexibility for taxis has already been agreed include:

- The northbound nearside Games Lane on Gloucester Place (north of Marylebone Road).
- Lisson Grove (northbound) right turn in to St John’s Wood Road (eastbound) – taxis will have access to the northbound offside Games Lane on Lisson Grove to make this right turn.
- Right turn from Marylebone Road at Balcombe Street to provide access into Marylebone Station.

## Olympic security

A key responsibility for the Mayor is to deliver a safer Olympic Games. Through my strengthened powers with the Mayor’s Office of Policing and Crime, I will oversee the biggest policing operation in living memory with the Olympic and Paralympic Games. I will work closely with the Commissioner and his team to ensure we achieve the twin tasks of keeping the city safe and securing the 2012 Games.

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30 Letter from Hugh Sumner, ODA to Caroline Pigeon, Transport Committee, 3 January 2012

31 DCMS Select Committee, Written evidence submitted by the Department for Culture, Media and Sport (OLY 04), *London 2012 Olympic and Paralympic Games*, 13 February 2012

32 Mayor of London, *Mayor’s Questions*, 22 February 2012, 0753/2012

33 Parliament Website, *Written evidence submitted by VisitBritain to Culture, Media and Sport Select Committee*, January 2010



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# Delivering an economic legacy

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## I will:

- Transform East London through development; investment; and better transport links, including:
  - Oversee the Mayoral Development Corporation to secure the Olympic Legacy and create 10,000 new jobs.
  - Deliver 11,000 homes on the Olympic Park, including a community-led development at Cobham Manor.
  - Ensure the Olympic Stadium is commercially viable with naming rights, concerts and sports facilities.
  - Explore creating a new science institute in the Olympic Park.
  - Lobby the Government for the proposed Cell Therapy Technology and Innovation Centre to be based in the Park.
- Manage London's finances responsibly, including selling the site to ensure we pay back the debt.
- Ensure all Londoners can benefit from new affordable housing at East Village.

When I was elected, there was a real risk that the fantastic opportunities provided by the 2012 Games to deliver widespread economic benefits would be squandered. There were no legacy plans in place for the Olympic Park. Working hard together with the Government, boroughs, and the Olympic Delivery Authority we have now put together a strong and credible legacy plan, which will realise the full potential of the investment which has gone into the Park and deliver a lasting, major economic boost for Londoners.

## Mayoral Development Corporation

To guarantee that legacy, using new powers which I persuaded the Government to give City Hall, I have set up a Mayoral Development Corporation (MDC), which will come into being on 1 April 2012. The MDC significantly reduces the number of public bodies involved in delivering the legacy, relieving costs on the public purse, bringing focus and making it more accountable to the Mayor and Londoners. The MDC also streamlines and accelerates the planning system in and around the Olympic Park, to ensure it is developed in-line with the wishes of local communities and the strong engagement of the boroughs.

I will also ensure absolute transparency over the legacy costs by requiring the MDC to publish all expenditure, so that Londoners know how money is spent, including the expenses of staff, and seek to make efficiencies where possible.

## Boosting London's economy

The preparations for the Games have already brought significant economic benefits to the business community, and have been available to all – not just big business but small and medium sized firms as well.

This boost is something which all Londoners can benefit from, whether a taxi driver or a coffee shop owner. It is estimated that the Games will provide a sustained economic boost worth £5.1 billion by 2015, and I am determined to harness those benefits for the capital, during which time the world's attention will be focused on London as never before. Our plans will help facilitate an additional £1.6 billion<sup>34</sup> worth of extra positive media coverage for Britain and are predicted to bring a £750 million consumer spending boost<sup>35</sup>, with 5.5 million day-visitors during the Games themselves and nearly 300,000 staying overseas visitors, primarily in London.

34 Visa Europe, *A Golden Opportunity: London 2012 Olympic and Paralympic Games expenditure and economic impact*, p. 2

35 DCMS, *Plans for the Legacy from the 2012 Olympics and Paralympics*, December 2010

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The construction of the venues and creation of the Olympic Park has generated significant contracts for businesses, large and small, with UK companies now well placed to export their knowledge and skills abroad to secure more work, as well as providing major employment opportunities for people across London, particularly within the Host Boroughs. These opportunities include:

- 98 per cent of the £5.5 billion worth of Olympic contracts have gone to UK-based companies<sup>36</sup> with two thirds going to small or medium sized enterprises<sup>37</sup>.
- 1,500 UK firms have won over £6.3 billion of ODA contracts<sup>38</sup>, with 68 per cent of firms micro-businesses or SMEs<sup>39</sup>.
- LOCOG is procuring a further £1 billion worth of goods and services from the open market<sup>40</sup>.
- Over 10,000 contract opportunities have been made available via CompeteFor<sup>41</sup>, the brokerage service set up for the Games and now used for many other major projects.
- 4 million extra people are expected to visit the UK over the next 4 years<sup>42</sup>. The additional spend by visitors to the UK during these 4 years is expected to be £2 billion<sup>43</sup>.

As well as supporting jobs and employment:

- 25,000 people working on the Olympic Park site itself for more than five days<sup>44</sup>.
- Over 25,000 previously unemployed Londoners have been assisted into jobs as part of the Olympics employment programme, including 457 construction apprenticeships<sup>45</sup>.
- 46,000 people have worked on the Olympic Park and Village<sup>46</sup>. Over 8,500 residents in the 6 Host Boroughs have worked on the Olympic Park and Village<sup>47</sup>.

## Olympic Park

The Olympic Park itself has gone through an astounding transformation. Two million tonnes of soil have been cleared, electricity pylons put underground, rivers and waterways cleaned and restored. Four thousand semi-mature trees have been planted, over 300,000 wetland plants bedded, and more than ten football fields worth of nectar-rich annual and perennial meadows designed and sown to flower during the Games. And not only will it provide a backdrop for the Games, but also a new green space afterwards for people and wildlife living in and around the area to enjoy.

Not since Georgian England has London seen such an ambitious and comprehensive vision for a new district.

Five new neighbourhoods with up to 11,000 new homes will be created around the Park<sup>48</sup>, each with its own distinct character – with modern squares and terraces, riverside living, a mix of apartments and houses, all close to the facilities communities need to develop and grow. Around 40 per cent will be family-sized homes<sup>49</sup>, and will be in addition to the 2,818 homes from the Athletes' Village<sup>50</sup>. There will be eleven new schools and nurseries and three health centres.

36 DCMS, *Plans for the Legacy from the 2012 Olympics and Paralympics*, December 2010

37 London2012 Website, *London 2012 Media Fact Pack*

38 ODA, Press Release, *UK businesses grabbing golden London 2012 opportunities*, 9 September 2009

39 London2012 Website, *London 2012 Media Fact Pack*

40 LDA, Press Release, *CompeteFor posts 10,000th chance to strike gold*, 29 November 2011

41 DCMS, *Government Tourism Policy*, March 2011, p. 4

42 DCMS, *Government Tourism Policy*, March 2011, p. 4

43 ODA, *ODA Facts and Figures*, p. 1

44 London2012 Website, *London 2012 Media Fact Pack*

45 London2012 Website, *London 2012 Media Fact Pack*

46 London2012 Website, *London 2012 Media Fact Pack*

47 Mayor of London, Press Release, *Mayor announces world class cycling festival*, 26 Jan 2012

48 Olympic Park Legacy Company website, *Homes*

49 Olympic Delivery Authority, *Olympic Village London Preliminary Information Memorandum*, September 2010

50 BBC Website, *Westfield Stratford City shopping centre opens*, 13 September 2011

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The development of the 500 acres of the Olympic park and the surrounding area is the biggest regeneration project for London for the next 25 years. Londoners are already benefitting from the opening of the Westfield shopping centre at Stratford which has created over 8500 permanent jobs<sup>51</sup> – reportedly the largest urban shopping centre in Europe. It is bringing a major area of East London back to life, providing a boost for the London economy.

I have helped oversee the sale of the Athletes' Village, now called East Village, and negotiated a deal to see that a proportion of the homes for social rent are made available to households across the whole of London, and am supporting plans to bring forward the Cobham Manor site to develop thousands of homes and an initial 10,000 jobs, including part of the site to be a community-led development through a Community Land Trust<sup>52</sup>.

After the Games, along with a legacy of world class sporting facilities in the main stadium, the Velodrome, Aquatics Centre and main indoor arena, the Queen Elizabeth Olympic Park will undergo another transformation. It will become a real centre, with thousands of new homes, new businesses, new jobs and a new visitor attraction in the ArcelorMittal Orbit that will draw people to come to the area and see the changes in east London for themselves.

The 2012 Games will leave a lasting transport legacy, with improvements to Stratford station, the DLR, London Overground and river services. There will also be a lasting tourism legacy, with an extra 1.1 million tourists expected to visit London in the five years after the games as a result of the Games effect<sup>53</sup>.

## Olympic venues

I have helped to enhance the commercial viability of the Stadium, which will offer naming rights, concerts and sports facilities, and will use my constructive relationship with the business community to guarantee it is a future success, with a competition seeking users of the Olympic Stadium launched last December and closing last week.

I will ensure through responsible management of the finances that the Stadium's future is set before the Games begin. The Athlete's Village has already been sold, and we are ensuring that the fantastic venues we have created as part of the Games have uses after the Closing ceremony, without being a burden on the taxpayer, whether the Aquatics Centre or the media centres. For example, the OLPC has already shortlisted three bidders who want to be the long-term tenant of the Press and Broadcast Centres, with the bids ranging from a cloud computing centre, a research lab and digital hub, a sports-led mixed-use 'village' and technology centre, and a dedicated fashion centre that would be a world-class destination for wholesalers, buyers and the creative industries.

I have also supported Britain's successful bid to host the World Athletics Championship at the Olympic Stadium in 2017 – the first time Britain has hosted the championship, which is one of the world's largest competitions after the football World Cup and Olympic and Paralympic Games itself.

## Boosting London's hi-tech economy

The Olympic Park could provide a focus for London's science community, and provide a major boost to the capital's hi-tech economy. This would boost London's hi-tech economy focusing on science, technology and graduate-level research, to expand the capital's supply of technologically-skilled workers, with the potential to become a centre of a wider web of collaborations among international, UK and local academic institutions and the private sector to attract inward investment to the area.

I will also strongly support the creation of a new science institute in the Olympic Park, lobbying for the proposed Cell Therapy Technology and Innovation Centre to be located in the Olympic Park, as a focus for developing London's biotechnology sector, and exploring plans for a major new campus on the scale of Michael Bloomberg's new university in New York City.

51 GLA, *Mayors Questions*, 0393/2012, 22 February 2012

52 London & Partners, 2012, *The Facts and the Fun*

53 Mayor of London, Press Release, *Mayor unveils £30m plans to kick-start London's 'Green Enterprise District'*, 27 May 2010

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## Transforming East London

The impact of the 2012 Games is not restricted to the Olympic Park itself. Its affect will be felt much more broadly, across the whole of East London, with an arc of opportunity that runs down to Silvertown and the Royal Docks to say nothing of the impetus it gives developments across the whole of London. After years of inaction and lost opportunity, we are now seeing the area surrounding the Olympic Park come alive. In spite of the tough economic conditions, the pace of change is accelerating. I have persuaded the Government to give the area Enterprise Zone status in the 2011 Budget. I have established a new Green Enterprise District, stretching across East London, which aims to attract new investment and develop new low-carbon skills and technologies<sup>54</sup>. I have also persuaded electronics giant Siemens to invest £30 million in a new exhibition and conference centre for sustainable technologies, which is expected to attract around 100,000 visitors a year<sup>55</sup>. And I have secured private sponsorship to support a new cable car spanning the Thames to take visitors between the Royal Docks to the Greenwich Peninsula.

I will continue this progress, creating thousands of jobs, including more than 9,000 jobs through the development of the Silvertown Quay site<sup>56</sup>. This site will see the development of pavillion space for top brands to showcase the future of their products, providing 228,570 square meters of commercial and retail space and generating an estimated £3 billion of additional economic benefits for Greater London.

54 Mayor of London, Press Release, *Mayor unveils £30m plans to kick-start London's 'Green Enterprise District'*, 27 May 2010

55 The Telegraph, *London Mayor Boris Johnson hails £1.2m plan for derelict city area*, 17 March 2012

56 The Telegraph, *London Mayor Boris Johnson hails £1.2m plan for derelict city area*, 17 March 2012



# Value from the Olympics

